PHASE ZERO DESIGN

June 16, 2019

City of Northampton, Massachusetts
Responses to "Initial Review of Colvest Filing for King Street" email of May 10, 2019
325 King Street, Building **2** – Retail Building at rear of site *(not located along a Public Way, but visible from the Public Way)*
Highway Business District Standards – Building Design Criteria

Response to Design Criteria requirements:

Section 2. "Entrances and Entryways"

- The Street/ buffer orientated facades of any building abutting the street/ front buffer shall have at least one customer entrance on that façade, or a pedestrian arcade that brings pedestrians around the building to the entrance.
  Response: This building has three customer entrances along the front façade, facing the street.

- Each Building and/or each store within a building must have at least one clearly defined, highly visible customer entrance, featuring no fewer than three of the required design elements:
  Response: The building contains 3 unique customer entrances facing the parking lot.
  - *The centered customer entrance includes a prominent gable (peaked roof form), centered in the building's façade,*
  - *The centered customer entrance includes canopies at the upper band of windows,*
  - *Each of the customer entrances has a connecting arcade along the sidewalk,*
  - *Each of the customer entrances have windows in their doors, and are flanked by display windows.*

Section 3. Facades and Exterior Walls

- A. Patterns: Facades must include a repeating pattern that shall include color, texture, and material changes. At least one of these elements shall repeat horizontally. All elements shall repeat at no more than 30'-0", either horizontally or vertically. Patterns can include architectural structural bays through a change in plane no less than 12" in width, such as an offset, reveal or projecting rib.

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Response: The façade includes a repeating pattern that incorporates color, texture and material changes. A horizontal band above the central area of the arcade connects the central gable area with the adjacent 'trellis style' metal roof areas that flank the gable. Additional repetitive elements include the pilasters that vary from 2'-0" to 6'-8" in width, and repeat at 10'-0" to 14'-0" intervals along the front façade of the building, and also anchor the corners of the building at the ends of the front facade. Additional patterns within the façade include the board and batten finishes between the brick pilasters at the central element, brick work on the end elements and the ribs of the metal roof.

- B. Facades visible from a public way greater than 100' in length, measured horizontally shall incorporate wall plane projections or recesses having a depth of at least 3% of the length or incorporate other types of articulation, facades, displays, or texture which meets the above standard without forcing structural changes to the core building.
  Response: The building's total façade length, visible from a public way, is 207'-4". The façade therefore incorporates additional articulation to support the above standards, including projections that are at least 6'-2" in depth (3% based on the façade length of 207'-4").
  - *An arcade along the front of the building, that projects 6'-4" off the front façade, that includes a variety of roof forms and canopies,*
  - *Doors and windows (articulation) that break up the length of the façade, while providing an architectural rhythm and scale,*
  - *Canopies that overhang the arcade openings that project out an additional 2'-6" beyond the 6'-4" arcade,*
  - *A variety of textures and features that also break up the length of the façade, including brick, board and batten siding, architectural banding and a detailed cornice.*

- C. Ground Floor facades that face public streets shall have arcades, display windows, entry areas, awnings, or other such features along no less than 60% of their horizontal length.
  Response: The building incorporates windows, entry areas, an arcade, and other features (brick pilasters, horizontal banding, a detailed cornice line, and a variety of siding types) along the entire façade that faces the public street.

- D. Glazing: The street level façade built at the public sidewalk shall be transparent between the height of 3'-0" and 8'-0" above the walkway grade for no less than 60% of the horizontal length of the building façade. Building setbacks beyond the required 12' buffer may have 40% glazing in this area.

Response: The building is located beyond the 12' of buffer and contains exactly 75% glazing between the height of 3'-0" and 8'-0" above the walkway grade, based on the overall length of the building façade of 207'-4".

- E. Glazing (Continued): Windows shall be recessed and should include visually prominent sills, shutters or other such forms of framing.
  Response: Windows are framed and most are located behind the entry arcade. Those windows in the same plane as the arcade contain window awning that adds prominence and color at each of these window locations.

Section 4. Roofs and Eaves – *Include no less than two of the following features:*

- A. Parapets concealing flat roofs and rooftop equipment such as HVAC units from public view. The average height of such parapets shall not exceed 15% of the supporting wall, and such parapets shall not exceed 1/3 the height of the supporting wall. Such parapets shall feature three-dimensional cornice treatment.
  Response: The average height of the building parapet is 2'-0" above the roof deck and the average height of the building is 22'-0", meaning that the height of the parapet is 10% of the supporting wall. The parapets include a three-dimensional cornice treatment.

- B. Overhanging eaves, extending no less than three feet past the supporting walls.
  Response: The building façade includes roof eaves that extend 6'-4" past the supporting walls. Additionally the front arcade of the building creates roof forms that extend 6'-8" beyond the supporting walls.

- C. Sloping Roof that do not exceed the average height of the supporting walls, with an average slope greater than or equal to one foot of vertical rise for every three feet of horizontal run and less than or equal to one foot of vertical rise for every one foot of horizontal rise.

- D. Three or more roof slope planes.
  Response: The building contains sloped roof elements on the central gable, sloped roof planes on the building arcade and sloped roof planes on the building canopies.

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Section 4. Materials

- Predominate exterior materials shall be durable, high quality materials and include, but not be limited to, brick, wood, native stone, tinted, textured and concrete masonry units. Façade colors shall be low reflectance.
  Response: The building materials include brick, limestone banding, wood trellis structure (over sections of the arcade) and wood board and batten style siding, as well as fabric wrapped canopies. All of the façade colors used will be low reflectance.

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