



Central Village Design Guidelines Westport, MA

Development in Westport's Central Village, if required to submit an application for Site Plan Review, shall adhere to Section 21 *Supplemental Performance Standards for Central Village* as well as the other requirements outlined in the Rules and Regulations of the Westport Planning Board for Site Plan Approval. Section 20 *Detailed Performance Standards*, referenced below, covers related elements.

The guidelines are illustrated here with images identified at community workshops as portraying certain desirable design characteristics. These images are intended as general references rather than definitive best practice.

21.0 Supplemental Performance Standards for Central Village

21.1 Purpose

Central Village has grown incrementally with individual enterprises and diverse types of business and residences. It has been fortunate that the businesses and housing that have located in Central Village have been mindful of the character. The purposes of these performance standards are to:

- Preserve the character of Central Village by providing guidelines and standards for future developments in the village.
- Preserve the quaintness, charm and grace of Central Village.

21.2 Objective

The objective of these additional design standards is to provide developers with clear expectations for development and redevelopment. The architecture and site design of a project should subsequently contribute to the established design character of Central Village.

21.3 Applicability

These standards are to be applied to development and redevelopment on parcels within Central Village requiring Site Plan Review from the Board in addition to the Detailed Performance Standards found in section 20.0 of these Regulations. Central Village is defined as the area located in the Business District bounded to the south by an east-west line 50' parallel to and south of Kaila's Way; to the east by Route 88; to the north by the northern boundary of the Business District; and to the

west by a line 1,000' from the westerly line of Main Road, currently the boundary of the Business District. See map below.

If there is a conflict with provisions of Site Plan Review, these Supplemental Performance Standards shall supersede.

21.4 Detailed Performance Standards

In addition to the Detailed Performance Standards found in Section 20.0 of the Rules and Regulations of the Westport Planning Board for Site Plan Approval, an applicant for Site Plan Approval for development or redevelopment on a parcel located within Central Village shall also seek to maintain the Central Village Character by striving to achieve the following design standards:

a) General Character and Context

- See Section 20.2 Relation of Buildings to Environment.
- Development proposals will be reviewed with respect to their response to the physical characteristics of the site and to the contextual influences of the surrounding area. Both the physical site characteristics and the contextual influences should be considered early and throughout design development.
- Building and site design should take into consideration the unique qualities, history and the dominant character of the surrounding area.
- Proposals should follow local development patterns, taking into consideration items such as the open spaces on parcels, common setbacks and streetscapes.
- The proposed development should be of appropriate scale compared to the massing of existing structures on their respective parcels in Central Village. It should respect the patterns and character of existing and planned development in the immediate area.



b) Architectural/Building Design

- New architecture should consider traditional New England architecture as seen in existing structures in Central Village, including but not limited to design elements such as proportional windows, wooden shingles, traditional rooflines, and the Colonial style.



- Buildings that are stylized in an attempt to use the building, or portion of the building to identify a particular user is generally discouraged, particularly where the proposed architectural design is the result of a corporate or franchise prototype design.



c) Site Features and Layout

- See Section 20.1 Natural Features.
- Site designs should be sensitive to adjoining land uses.
- Structures should be oriented and designed architecturally to follow the existing grade of the land as is currently seen in Central Village.
- Proposed site contours shall follow the natural contours of the site.
- Every effort should be made to preserve existing trees, vegetation, topographic features, drainage, and undisturbed natural areas in the site design.



- Off-street parking, gas pumps, and drive through windows should be located to the side and rear of building, thereby being effectively oriented away and screened from public view, and not located within the front setback.
- Walkways shall be provided to accommodate pedestrian movement.
- Shared driveways are encouraged to reduce the number of curb cuts.
- Walkways and drives should be designed in a manner to encourage interconnectivity between abutting properties.



d) Landscaping, Buffers and Screening

- See Section 20.8 Landscaping, Buffers and Screening
- Service areas, storage areas and refuse enclosures should be oriented away from public areas and screened from public view.
- Gravel/crushed stone driveways are appropriate for smaller projects.



- Stone walls should be maintained and incorporated into site design.
- Frontages incorporating high-branching shade trees and stone walls along the street line are encouraged in Central Village.



e) Renovations of Existing Structures

- The adaptation and reuse of existing buildings of both functional and stylish historic design has maintained village character and should continue to do so.



- When renovations are considered to introduce new uses into existing structures, the newly constructed portion of the building should appear as an originally conceived part of the design.
- New additions should match the scale and reflect the proportions of the original structure where they adjoin or are adjacent.
- New additions should match the historic architecture of the existing building and other structures located in Central Village.



f) Lighting

For the provision of safe and attractive illumination, lighting shall be designed at a pedestrian scale to illuminate the sidewalk area and buildings without creating excessive light impacts.

- See Section 20.9 Outdoor Lighting.
- Lighting shall be in a style that is compatible and complementary to the surrounding architectural style and character.
- Lighting fixtures shall not exceed 15 feet in height in smaller parking lots (fewer than 40 spaces), along pedestrian paths, and at building entrances. Elsewhere, fixtures shall not exceed 24 feet in height.

g) Signage

Signs in Central Village shall enhance the physical appearance of the area and individual developments and shall be permitted as follows:

- See Section 20.15.f Building Signs
- Signage should reflect a balance between allowing adequate signage for business identification while protecting the visual aesthetic of the Central Village streetscape.
- All signage should be designed to avoid visually competing with the buildings on the site.
- No elements that flash, move, or change in brightness should be used.
- When more than one sign is provided, their designs shall be coordinated in terms of graphic style, color and materials.
- Wall signs shall be designed to fit within the architectural features of the building façade, such as cornices, horizontal trim, storefront bays, etc. A wall sign should not cover architectural features of the building.



21.5 Decision Making Criteria

The Planning Board shall include in its review and decision of a Site Plan Review application for development located in Central Village the extent to which a developer has preserved the character of Central Village. The Board shall find that the site plan:

- Incorporates the unique qualities, history and dominant character design qualities associated with Central Village.
- Considers the physical site characteristics and the contextual influences in the site layout.
- Respects the patterns and character of existing and planned development in the immediate area.
- Considers architecture as seen in existing structures in Central Village.
- Depicts site layout that is sensitive to adjoining land uses.

- Preserves existing trees, vegetation, topographic features, drainage, and undisturbed natural areas in the site design.
- Provides walkways to accommodate pedestrian movement and encourage interconnectivity between abutting properties.
- Adequately screens from public view service areas, storage areas and refuse enclosures.
- Preserves or improves the Central Village street view by maintaining stone walls along the street line or incorporating them into site design.

21.6 Map of Central Village

