Portsmouth Avenue Flexible Zoning Initiative

January 6, 2015

Ironwood design group, LLC

Agenda

- Introduction of Committee
- Review of Committee Goals and Portsmouth Ave. Corridor Study
- Jan' 2014 Waking Tour and Survey incl. Web Survey
- Innovative and Flexible Zoning, Laconia's Example
- Case Study
- Development of Exeter's Design Standards and Point System
- Development of Incentive through New Proposed Flexible Zoning Regulations for Portsmouth Ave
- What Next

Sub Committee Members

Kathy Corson, *Planning Board*

Gwen English, *Planning Board*

Julie Gilman, *Board of Selectmen*

John Hauschildt, *Zoning Board*

John Merkle, *Heritage Commission*

Sylvia von Aulock, *Planning Director*

Consultant

Jeffrey R. Hyland, PLA, ASLA
Landscape Architect, Urban Designer
Ironwood design group

With assistance as needed from:
Shannon Alther, AIA
Architect
TMS Architects

Committee Goals and Portsmouth Ave. Corridor Study

- Consider Collaborative Process
- Provide Flexibility Within the Regulation
- Develop Incentives
- Recognize the Unique Character Changes Within the Corridors Zones

Form Follows Regulation

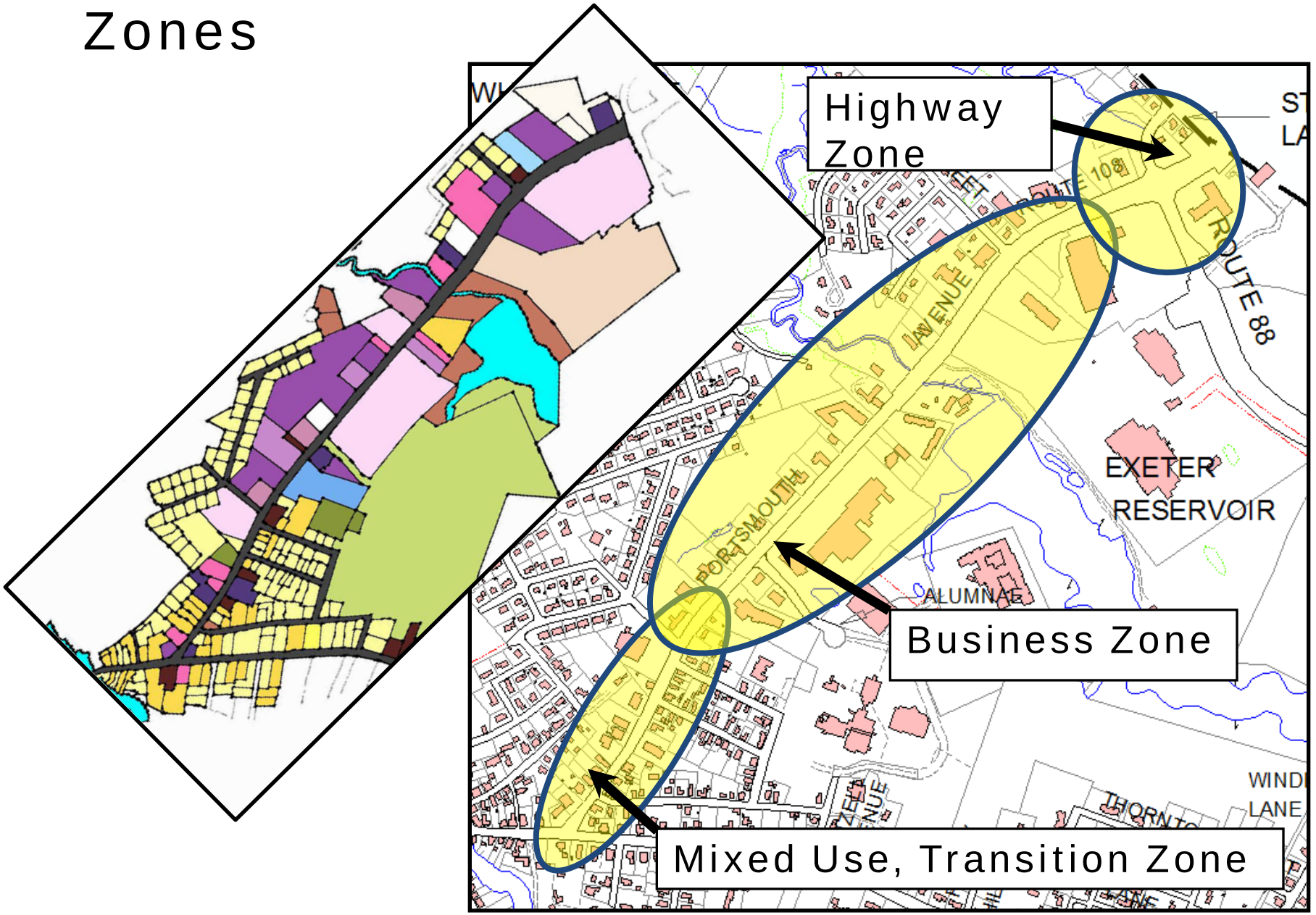
Conventional zoning makes this easy. Why?

- Focus on setbacks, dwelling units per acre, building heights, parking ratios, etc.
- No zoning flexibility.
- Site regulations can allow for some flexibility, however, no visual demonstration of what is desired.

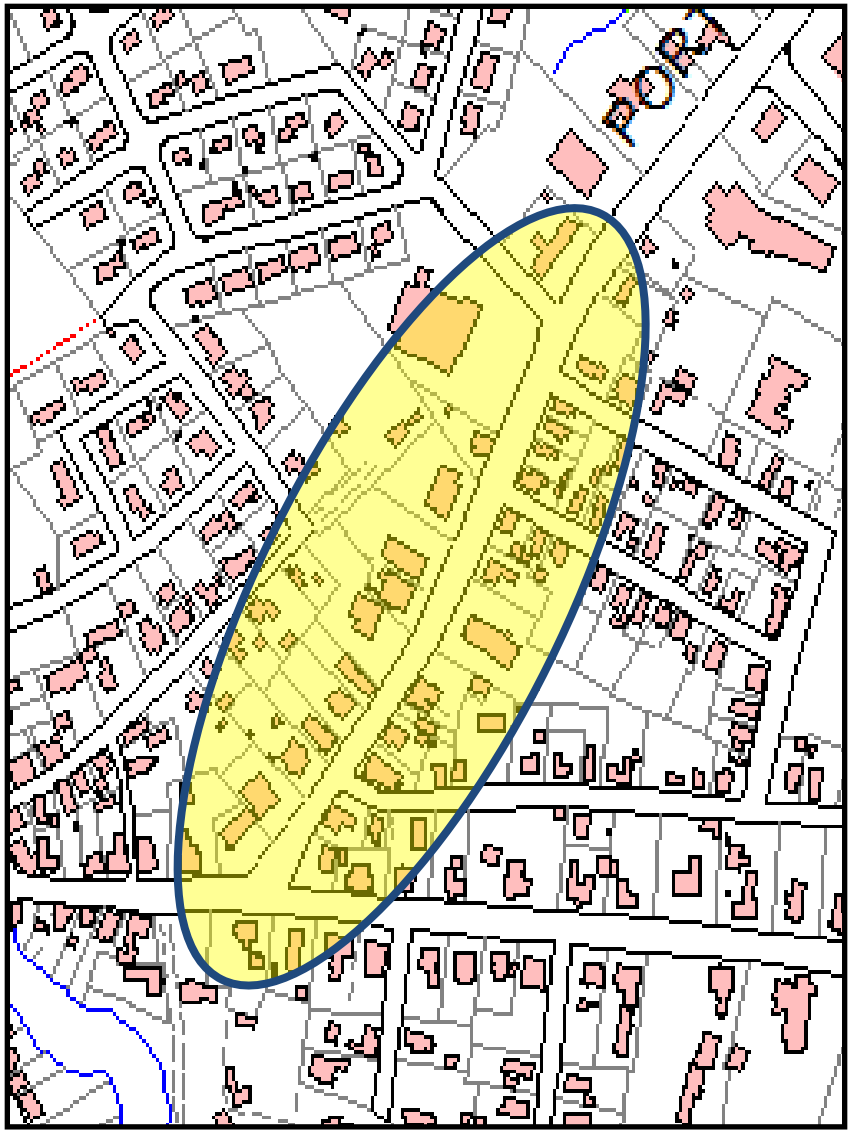
A character based regulation makes this easy. Why?

- Focus on providing a clear vision regarding multiple features incl. architectural elements, public amenities, parking, storm-water, landscaping, etc.
- Flexible Zoning Element

Land Uses and The Corridor's Three Zones

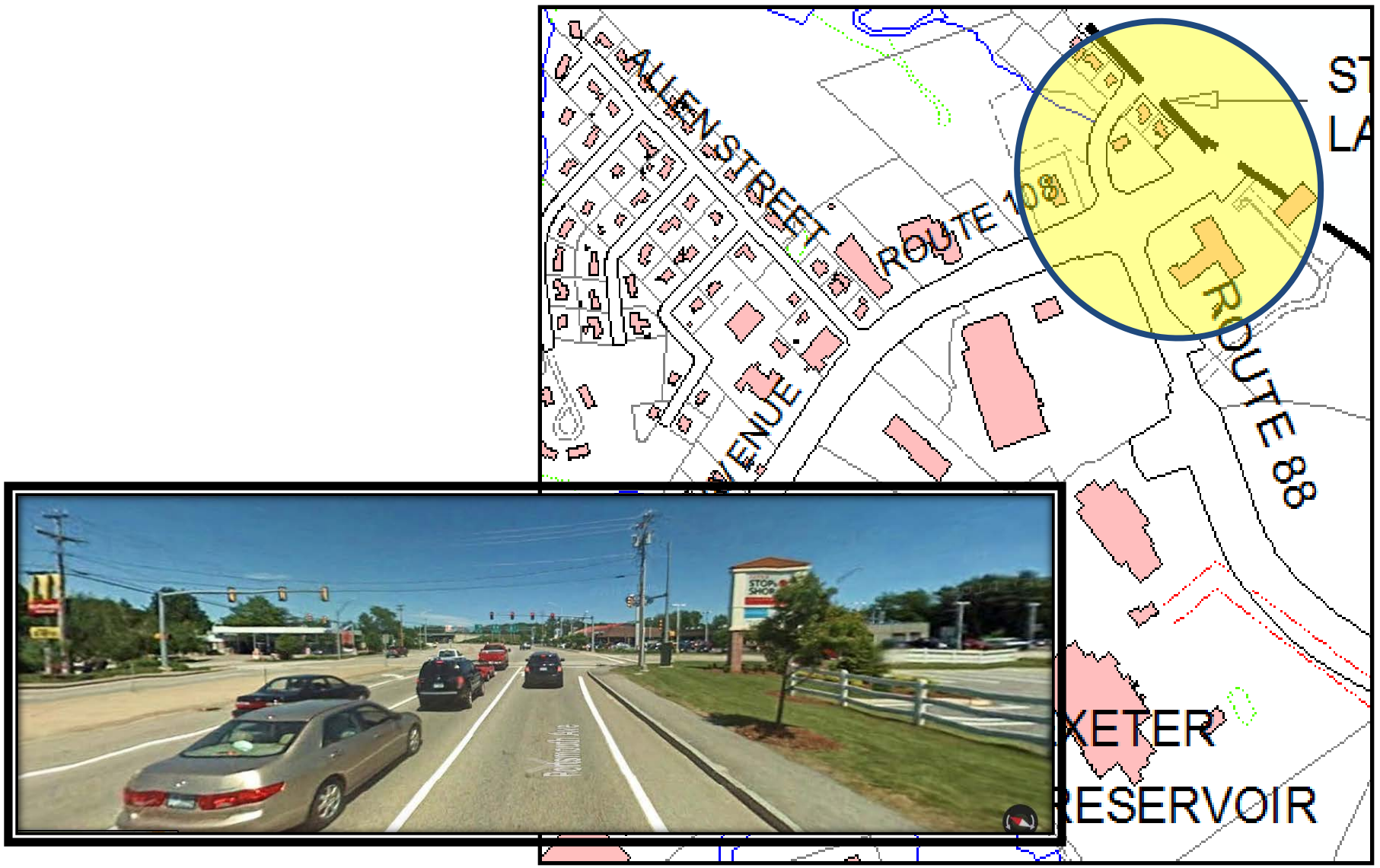


The Mixed Use, Transition Zone



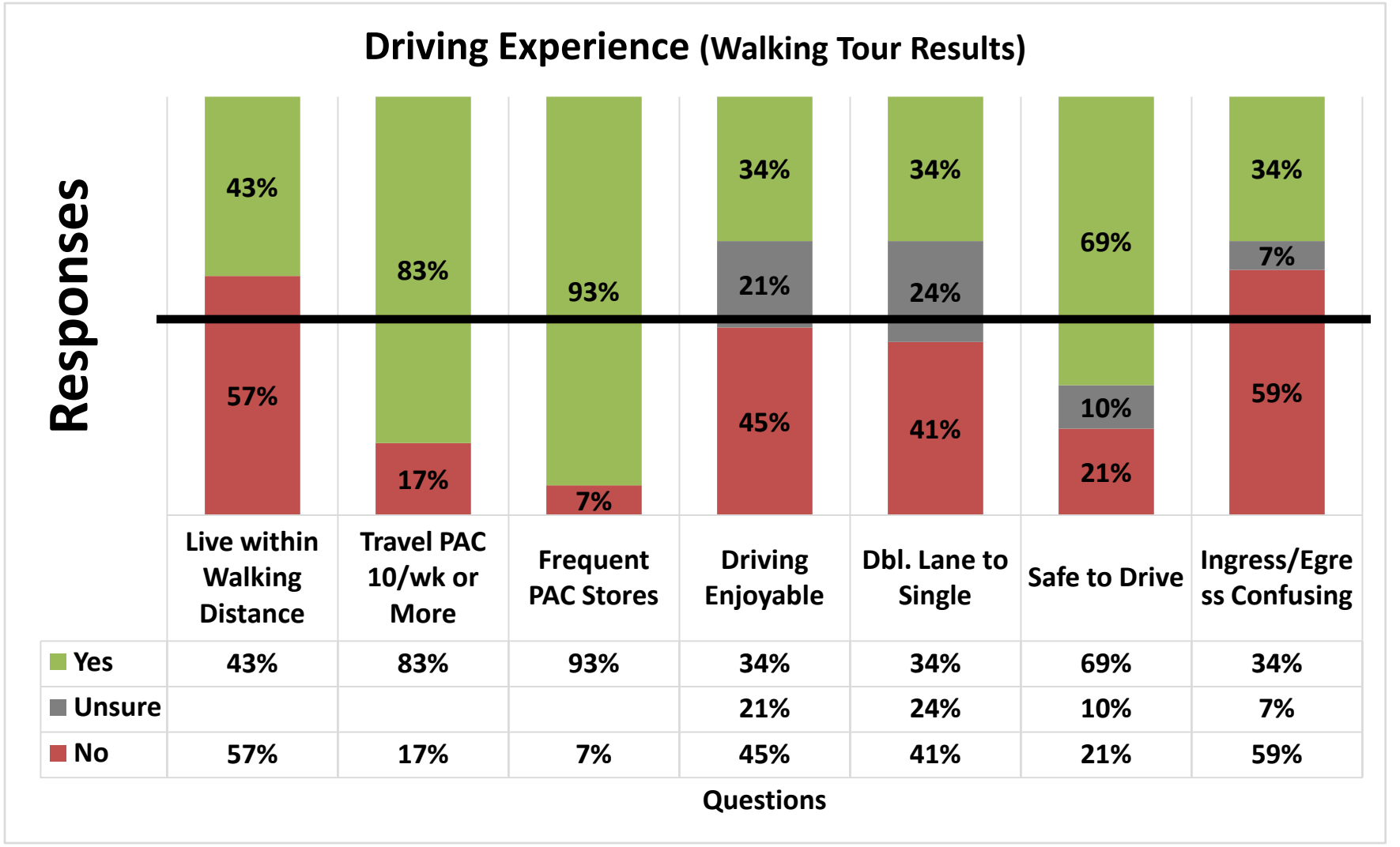
The Business Zone

The Highway Zone



Public Input: Walking Tour and Survey

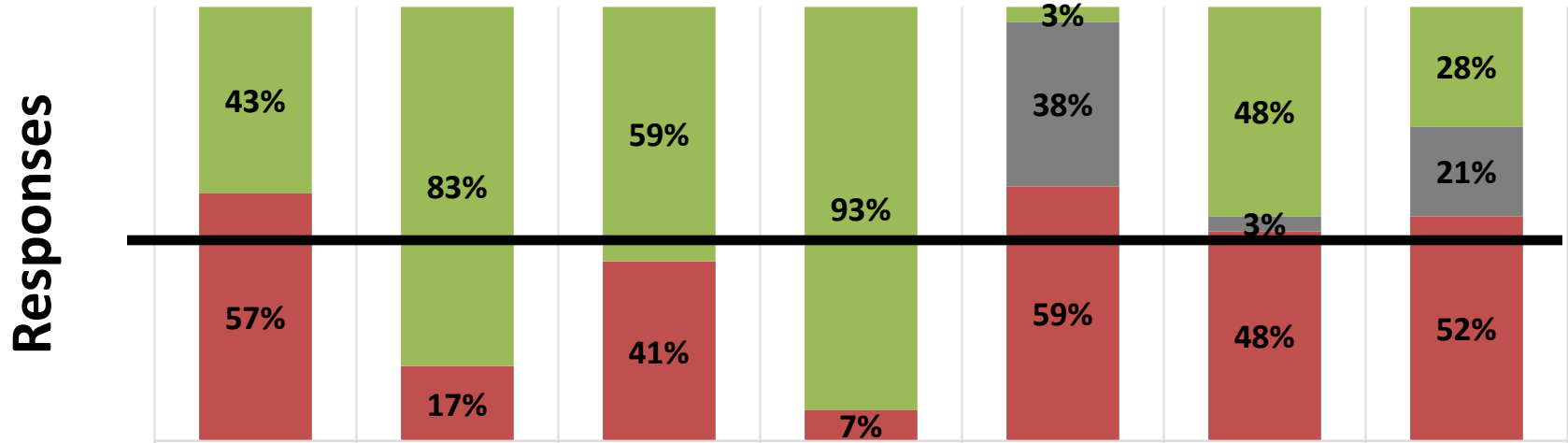
Public Input: Walking Tour – 29 Responses



	Live within Walking Distance	Travel PAC 10/wk or More	Frequent PAC Stores	Driving Enjoyable	Dbl. Lane to Single	Safe to Drive	Ingress/Egress Confusing
Yes	43%	83%	93%	34%	34%	69%	34%
Unsure				21%	24%	10%	7%
No	57%	17%	7%	45%	41%	21%	59%

PAC = Portsmouth Avenue Corridor

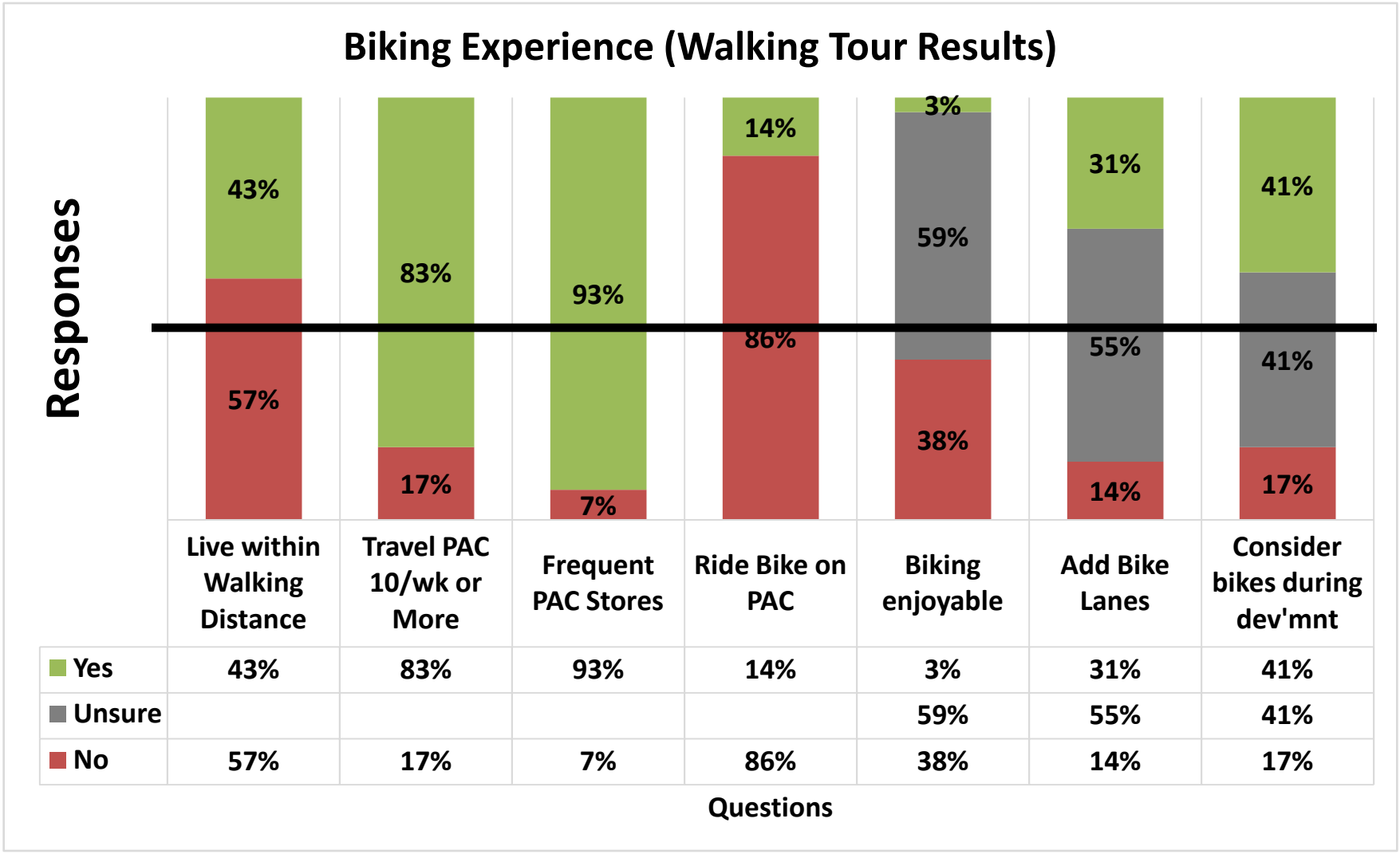
Public Input: Walking Tour – 29 Responses



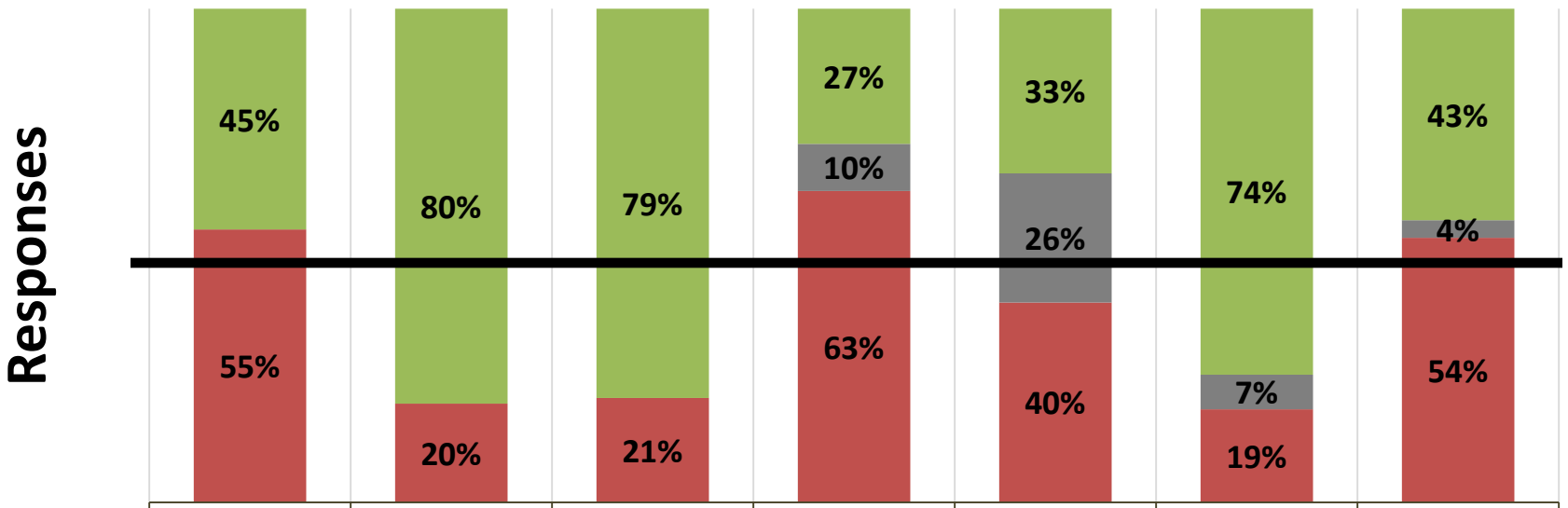
	Live within Walking Distance	Travel PAC 10/wk or More	Regularly Walk on PAC	Frequent PAC Stores	Walking the PAC is Enjoyable	Sufficient Crosswalks	Safe Sidewalks
Yes	43%	83%	59%	93%	3%	48%	28%
Unsure					38%	3%	21%
No	57%	17%	41%	7%	59%	48%	52%

Questions

Public Input: Walking Tour – 29 Responses



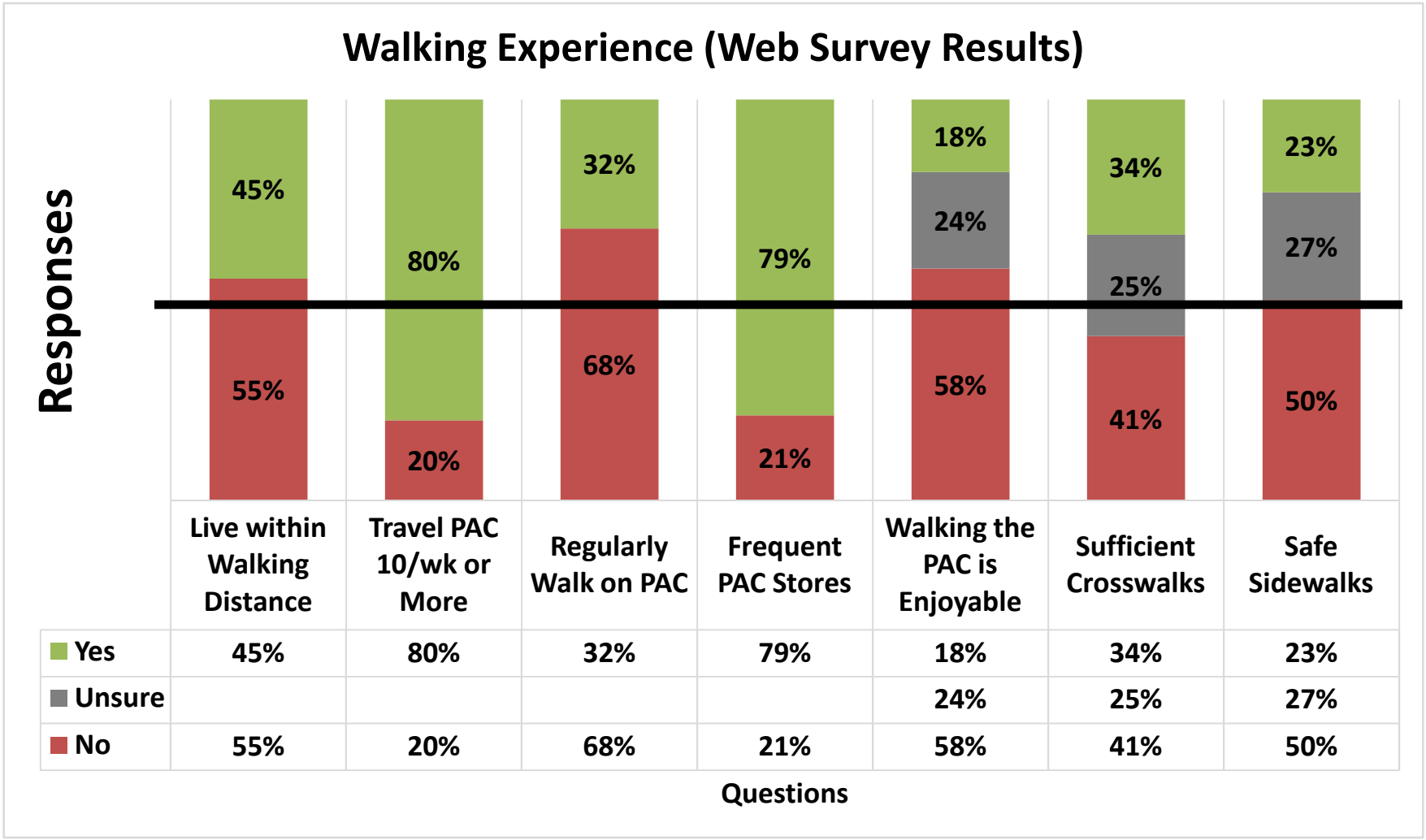
Public Input: Web Survey – 85 Responses



	Live within Walking Distance	Travel PAC 10/wk or More	Frequent PAC Stores	Driving Enjoyable	Dbl. Lane to Single	Safe to Drive	Ingress/Egress Confusing
Yes	45%	80%	79%	27%	33%	74%	43%
Unsure				10%	26%	7%	4%
No	55%	20%	21%	63%	40%	19%	54%

Questions

Public Input: Web Survey – 85 Responses



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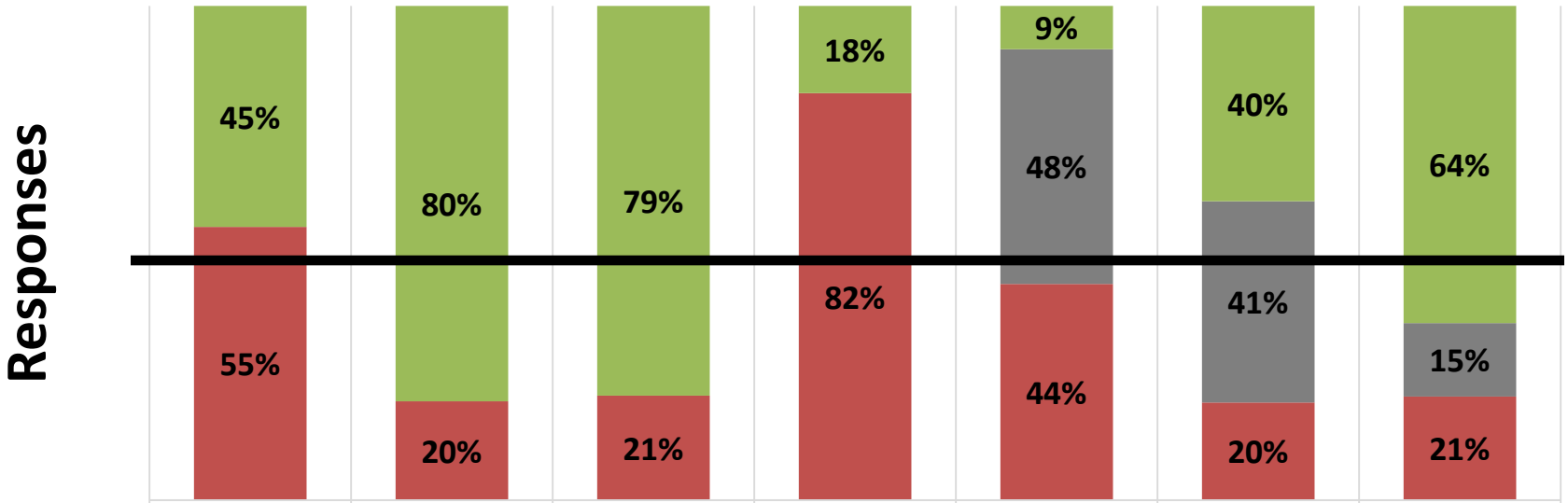


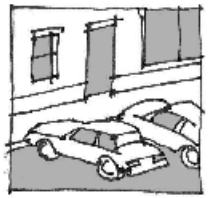
	Live within Walking Distance	Travel PAC 10/wk or More	Frequent PAC Stores	Ride Bike on PAC	Biking enjoyable	Add Bike Lanes	Consider bikes during dev'mnt
Yes	45%	80%	79%	18%	9%	40%	64%
Unsure					48%	41%	15%
No	55%	20%	21%	82%	44%	20%	21%

Questions

Innovative and Flexible Zoning, Laconia's Example

Design Standards

1.3 Parking Arrangement: Visibility of cars from the street should match the degree of urbanization of the area. Even in highly urbanized areas a buffer between parking is encouraged. Parked cars should be at best a secondary presence and not offer the first impression of a site or business.



a. **Least preferable option:** Parking lots visible from the street in front of building.

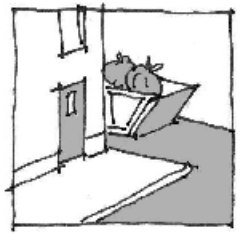
b. **Neutral option:** Parking lot in side yard in view of street.

c. **Best option:** parking lot behind building: Appropriate signage and entry design can make parking in the back a viable option for customers as well as residents, deliveries.

1.4 Service Arrangement: Thoughtfully designed site plans will include consideration of proper siting and screening of service areas.

a. **Location:** Service areas are placed behind buildings: this includes the appropriate location of, stockpile, waste receptacles and other unsightly infrastructure needs.

b. **Screening:** Service areas are screened from travel routes and abutting properties to the greatest extent possible through the provision of architectural screening, evergreen landscaping, and fencing.



c. **Direct Access:** Access to service areas are as direct a route as possible, minimizing truck maneuvering within parking areas.

d. **Pedestrian:** Service and Loading Areas are designed so the need for truck delivery routes does not intersect with interior pedestrian routes.

e. **Consolidation:** Service areas are consolidated to serve multiple uses where possible.

f. **Interior Storage:** Waste receptacles are best option and are kept interior to the structure or in a shed or other accessory building.

g. **Schedule** of deliveries has been provided and designed to cause the least disruption to exterior street traffic/interior site movement.

h. **Noise:** Dumpsters and other waste containers have gaskets and other means to help alleviate noise from lids slamming or banging.

Point System

1. Siting and Location – preferred arrangements of the building and features on the lot.	Calculation	Points
1.1 Setback		
1.1(a) Setback in line with neighboring buildings	5 pt. x # abutters (2 max.)	
1.1(b) Setback not in line with neighborhood character	-5 pt.	
1.2 Entries		
1.2(a) Primary entry façade on street front	+ 2 pt. per frontage (4 pts max)	
1.3 Parking Arrangement		
1.3(a) Visible from street in front of building	-4 pt.	
1.3(b) Side yard in view of street	0 pt.	
1.3(c) Behind building	+4 pt.	
1.4 Service Areas		
1.4(a) Service areas behind building	+2 pt.	
1.4(b) Screened service areas	+2 pt.	
1.4(c) Direct access to service area	+1 pt.	
1.4(d) Access does not intersect pedestrian paths	+1 pt.	
1.4(e) Service area consolidated for multiple uses	+1 pt.	
1.4(f) Waste receptacles are inside the building or shed/storage building	+1 pt.	
1.4(g) Delivery schedules designed for least disruption	+1 pt.	
1.4(h) Noise-negating items used (gaskets, etc)	+1 pt.	
1.5 Lot Buffers		
1.5(a) Provide fence as a buffer	+1 pt. x # abutters (3 max.)	
1.5(b) Fence type is appropriate for use and location, with the following features:		
1.5(b)(i) Ornamental or 2-sided:	+1 pt.	
1.5(b)(ii) Neutral:	0 pt.	
1.5(b)(iii) Chainlink:	-1 pt.	
1.5(c)Two-sided fencing/best side facing abutter	+2 pt.	
1.5(d) Provide buffer plantings as visual buffer	+2 pt. x # abutters (3 max.)	
1.5(e) Buffer planting selection is appropriate to land use and desired aesthetic character; a professional landscape architect prepared or	+2 pt.	

Case Study

Case Study – *Existing Condition*

Case Study – *Existing Condition*

Use:

- Retail/Office: 8,200 sf
- Residential: 2400 sf

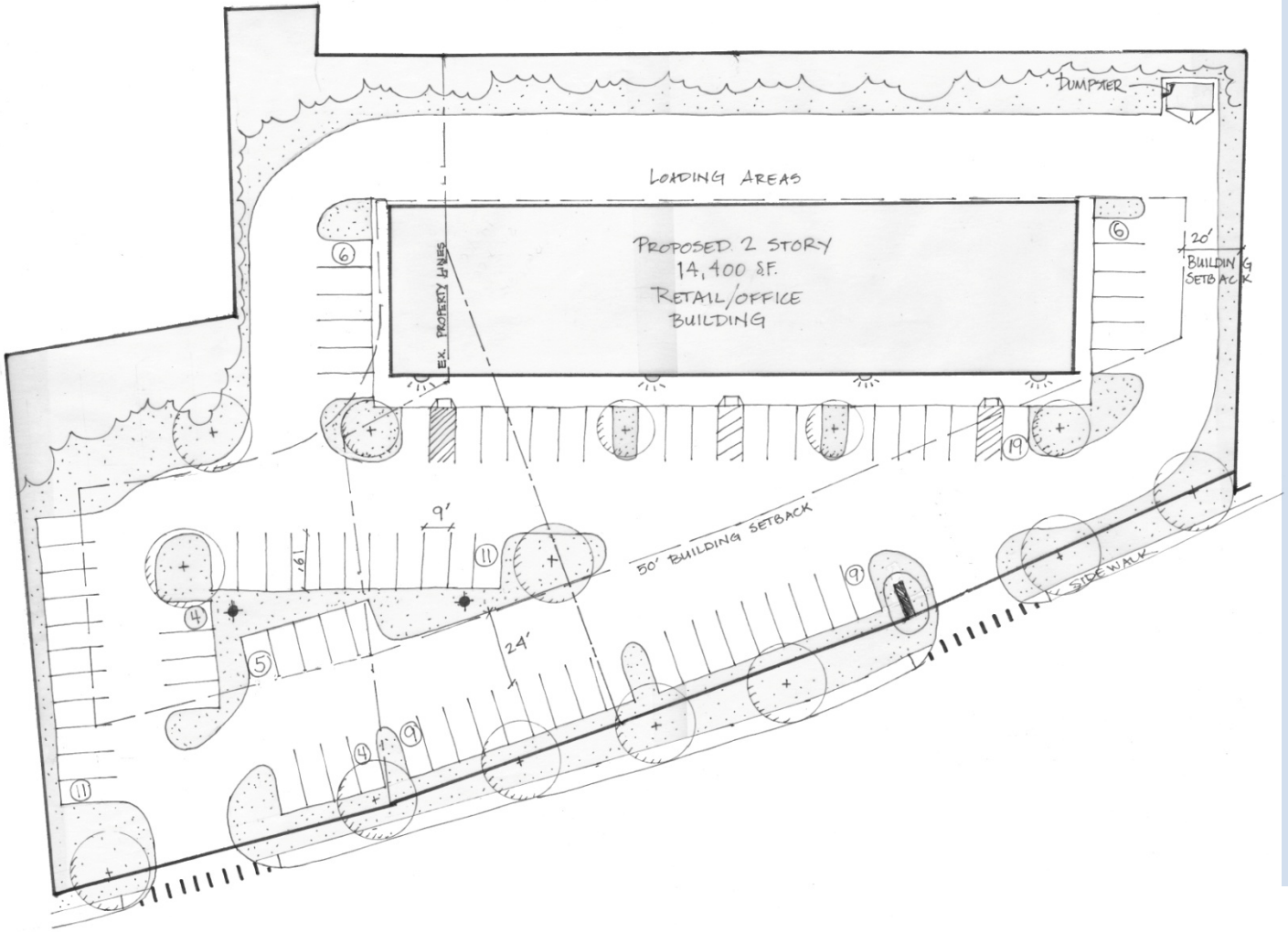
Parking provided:

- Total: 72

Site:

- Impervious surface: 97%
- Landscape / green space: 3%
- Pedestrian / public outdoor amenity:1%

Case Study – *Typical Redevelopment Current Regulations*



Use:

- ❑ Retail/Office: 28,800 sf

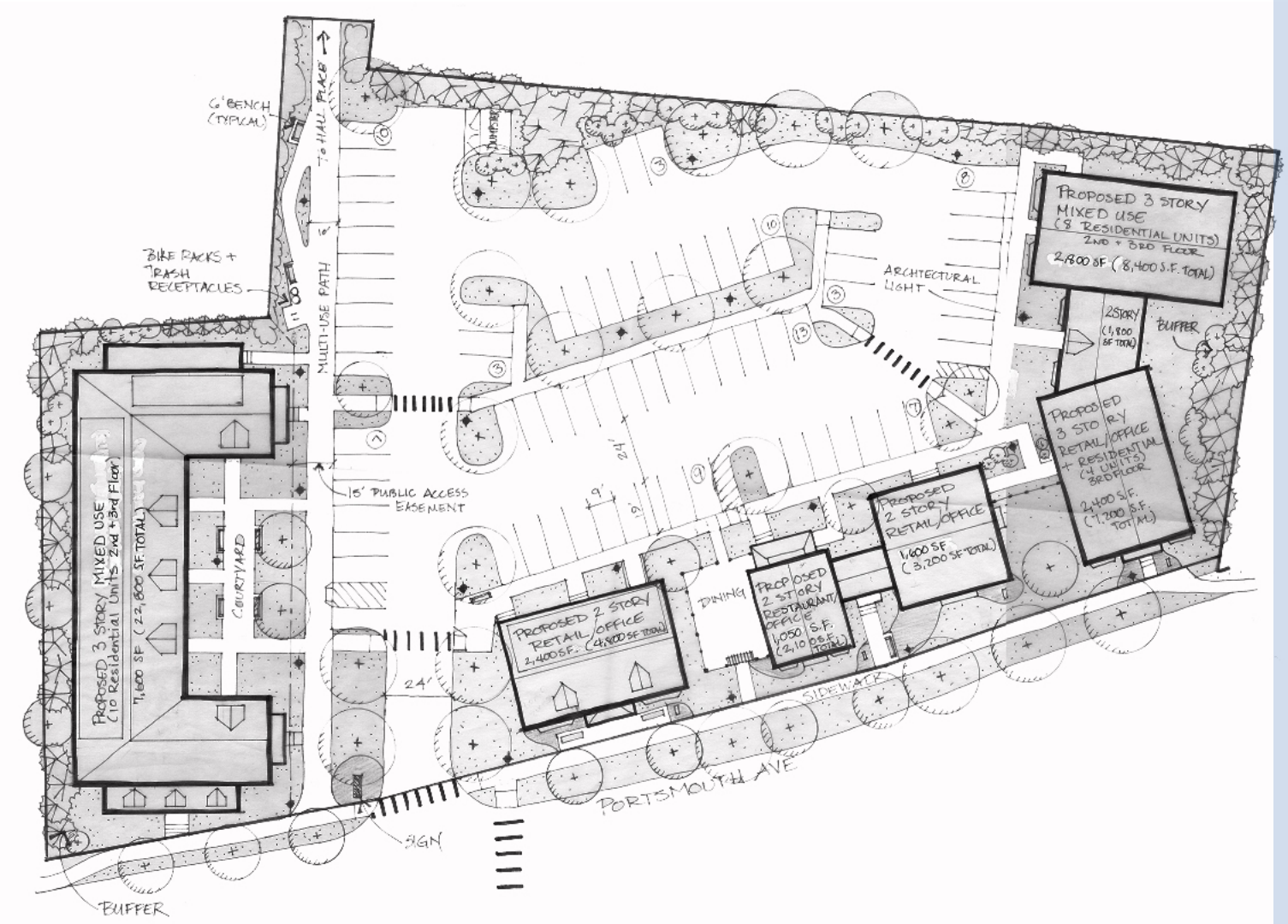
Parking provided:

- ❑ Retail/Office: 84

Site:

- ❑ Impervious surface: 75%
- ❑ Landscape / green space: 25%
- ❑ Pedestrian / public outdoor amenity: 3%

Case Study - *Redevelopment Form Focused Regulations*



Use:

- ❑ Retail/Office: 26,050 sf
- ❑ Residential: 22 Units

Parking provided:

- ❑ Retail/Office: 51
- ❑ Residential: 22
- ❑ Shared: 22

Total parking: 73

Site:

- ❑ Impervious surface: 65%
- ❑ Landscape / green space: 35%
- ❑ Pedestrian / public outdoor amenity:12%

Q How do we get here?

Design Standards

1.0 **SITE AND STREETSCAPE DESIGN**: Refers to the arrangen
and features on the lot and how they relate to the street. The
building should face the street to forge a "friendly connectior
important to minimize pedestrian and bicycle conflicts with v
primary routes.

1.1 **Building Placement:** The placement of the building on the sit
to a comprehensive, well-designed project. The setback of th
main building should relate visually to properties to the side
have a strong positive relation to the street.

- ☐ **Most desired:** The setback of the main building is wit
  5' +/- to the property line
- ☐ **Least preferred:** An uneven setback which interrupts
  rhythm of the street

1.2 **Primary Entry On Street:** In a well-designed entry there is a s
between the public sidewalk and the entry to the building.
Private entrances to upper floors for offices or residences are
treated in a more refined fashion than the front entrance to a
retail store.

- ☐ **Most desired:** Primary entry faces the street to forge
  positive connection with the street.
- ☐ **Least preferred:** No entry is presented and the buildir
  is "blind" to the street.

1.3 **Sidewalks** within the town Right of Way (ROW) shall be constructed per Town standards. Where collaborative opportunities with the Town DPW exist within the ROW or where private construction by the developer/property owner occurs, the following guidelines apply.

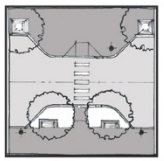
a. **Width**: Additional width provided for use as outdoor seating areas or gathering spaces, etc is encouraged.

- ☐ **Most desired:** width of sidewalk more than 7 feet wi
  furniture, sitting areas, outdoor cafés, or multi-modal
  transportation connections
- ☐ **Also preferred:** width of sidewalk 5 ½ feet to 7 feet
  wide; can accommodate street furniture and other
  features

b. **Separation**: A separation is provided between the sidewalk and the roadway; with a planting strip, e.g. raised planter beds or aesthetically pleasing bollards, etc. Street tree planting strips should avoid/accommodate overhead and underground utilities.

- ☐ **Most desired:** Clear attractive separation
- ☐ **Least preferred:** No separation

c. **Safety:** Where a sidewalk crosses a municipal or major internal road, bump-outs should be used to reduce the length of pedestrian crossing, improve pedestrian safety,



SCAPE DESIGN

4

Flexible Zoning Guidelines:

1.0 **SITE AND STREETSCAPE DESIGN**: Refers to the arrangements of the building and features on the lot and how they relate to the street. The main frontage of the building should face the street to forge a "friendly connection" with the street. It is important to minimize pedestrian and bicycle conflicts with vehicles, particularly at primary routes.

1.1 **Building Placement:** The placement of the building on the site is a key component to a comprehensive, well-designed project. The setback of the main building should relate visually to properties to the side and have a strong positive relation to the street.

- ☐ **Most desired:** The setback of the main building is within 5' +/- to the property line
- ☐ **Least preferred:** An uneven setback which interrupts the rhythm of the street

1.2 **Primary Entry On Street:** In a well-designed entry there is a seamless transition between the public sidewalk and the entry to the building. Private entrances to upper floors for offices or residences are treated in a more refined fashion than the front entrance to a retail store.

- ☐ **Most desired:** Primary entry faces the street to forge a positive connection with the street.

A Encourage Quality Development

Offer Flexibility and Reduce Uncertainty

Q How do we get here?

Portsmouth Avenue Flexible Zoning Guideleines

Evaluation Score Sheet

Point System

1.0 SITE DESIGN	CALCULATION	POINTS N/A = 0
1.1 Building Placement		
Setback within 5' +/- of Property Line	5	1
Setback further from Property Line	-5	0
1.2 Entries		
Primary entry façade on street front	3	0
Primary entry façade not on street front	-3	0
1.3 Sidewalks		
(a) More than 7 feet wide	4	0
5 1/2 to 7 feet wide	2	0
(b) Clear attractive separation from roadway	1	0
No or minimal separation	-1	0
(c) Where sidewalk crosses internal road, bumpouts	2	0
provided		
No bumpouts provided at internal road	-2	0
(d) Unit paver or porous pavement	1	0
Concrete	0	0
Asphalt and/or bituminous curbing	-1	0

1.0 SITE DESIGN		
1.1 Building Placement		
Setback within 5' +/- of Property Line		
Setback further from Property Line		
1.2 Entries		
Primary entry façade on street front		
Primary entry façade not on street front		
1.3 Sidewalks		
(a) More than 7 feet wide		
5 1/2 to 7 feet wide		
(b) Clear attractive separation from roadway		
No or minimal separation		
(c) Where sidewalk crosses internal road, bun		
provided		
No bumpouts provided at internal road		
(d) Unit paver or porous pavement		
Concrete		
Asphalt and/or bituminous curbing		
1.4 Parking Arrangement		
Parking lot behind building		
Side lot parking		
Parking lot in front of building		
1.5 Service Needs		
(a) Stockpiled items and Waste receptacles ar		
Loading zones and delivery areas are scree		
Service concerns visible from street		
(b) Access to service area does not cross main		
pedestrian route		
Conflict points between trucks and pedest		
(c) Noise largely controlled		
Noise is not controlled	-1	0
(d) Private utilties with little or no visual impact	1	0
Private utilties visible	-1	0
(e) Industrial product not visible	1	0
Industrial product visible	-1	0
1.6 Public Use Features		
(a) Site amenities provided with thoughtful location	1 pt per type of feature (3 pts max)	0
Site amenities not provided	-1	0
(b) Public use Greenspaces provided	1 pt per greenspace (3 pts max)	0
(c) Clearly articulated pedestrianwalkways	1	0
No pedestrian walkways	-1	0
(d) Plaza space	1	0

A Encourage Quality Development

Offer Flexibility and Reduce Uncertainty

HOME STRETCH

- Development of Incentive through New Proposed Flexible Zoning Regulations for Portsmouth Ave

- What Next

Portsmouth Avenue Flexible Zoning Initiative

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