FRAMINGHAM
NOBSCOT VILLAGE DESIGN GUIDELINES

Framingham Planning Board
150 Concord Street
Framingham, MA 01702

Cover Image: Village Green at Pinehills in Plymouth MA

Table of Contents

1. Introduction

Photographs of the current context in Nobscot

The Nobscot Village Design Guidelines (NVDG) document has been compiled to recognize the importance of the input provided by the Nobscot community through public meetings, conversations, and previous studies. This document articulates the design preferences expressed by the Nobscot community as a future redevelopment guide for the community.

The purpose of the NVDG is to provide developers with clear guidelines and expectations specific to Nobscot Village prior to filing an application for a permit. The intent of these NVDG is to encourage new investment that will provide a strong sense of community while ensuring that enhanced walkability and connectivity are emphasized.

In 2017, Framingham worked with the Metropolitan Area Planning Council (MAPC) to define design guidelines for Nobscot Village based on the public input, previous studies and recently completed reports.

These design characteristics are expected to enhance the quality of life in the neighborhood. A safe and comfortable pedestrian environment comprised of a mix of uses along with strong village design can help achieve a vibrant and successful neighborhood center where people are able to live, shop, gather, work, and play.

The NVDG are planned to be adopted by the Framingham Planning Board and incorporated into the Planning Board Rules and Regulations. The NVDG will be used in conjunction with the Zoning Ordinances as a companion document that establishes the site and building design guidelines for redevelopment in Nobscot Village.

The NVDG are organized into subject headings based on the characteristics of site and building design guidelines. The sections begin with guiding principles followed by specific design guidelines. The guiding principles identify the community's goals and aspirations for Nobscot Village and are intended to provide guidance for the project's planning and design.

The specific design guidelines include measurable design criteria for property owners, developers, architects, reviewers and members of the public to consider when determining the appropriateness of a particular design for Nobscot Village.

The following vision, goal, and recommendation statements were articulated through the community-based *Nobscot Economic Development Action Plan* in 2015.

Nobscot Community Vision Statement

Nobscot Village is a vital and historic commercial center that serves the surrounding residential neighborhoods with community, service, and recreational amenities that reinforce livability and quality of life.

Nobscot Community Goals

- Transform underperforming properties
- Align uses and services to local needs
- Connect recreational resources
- Aggressively expand walkability

Nobscot Recommendations

- Focus on improving the character of primary street frontages
- Reduce the visual impact of parking
- Create consistent district features
- Enhance walkability/bikability
- Improve vehicular circulation
- Strengthen open spaces/links
- Reinforce attractive, safe, and active pedestrian realm
- Strengthen quaint walkable character of a commercial neighborhood center
- Provide a protective buffers and transitions to surrounding residential uses

The NVDG are written to promote incremental progress toward the vision statement, goals, and recommendations by the following:

- Promoting retail, service, and other commercial uses in a compact area complemented by a variety of residential uses that promote neighborhood walkability
- Preserving and strengthening the neighborhood center as a focus of activity providing services and amenities within a village context
- Integrating auto-oriented uses into a pedestrian-oriented center which is safe, comfortable and attractive for walking
- Encouraging improved visual quality of commercial, residential and mixed-use development that strengthens the existing neighborhood center
- Creating, incorporating and supporting new community space and amenities

The Nobscot Design Guidelines (NVDG) apply to the area highlighted in the aerial photograph. This is the same area within the boundary of the existing B-2 Community Business zoning district.

2. Sites
Multi-modal circulation

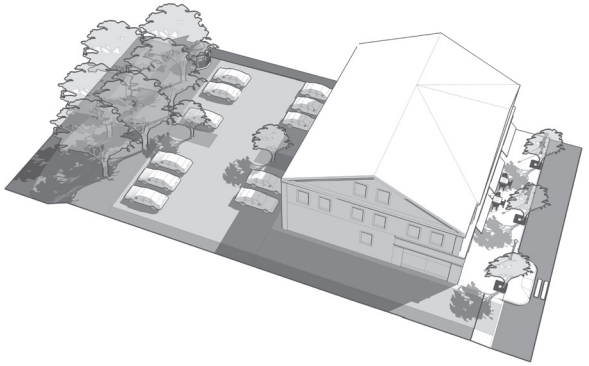
Every investment in Nobscot Village should improve the character and sense of place while strengthening the pedestrian environment and walkability. The site principles and guidelines are intended to enhance attractiveness and retain long term property values by promoting multiple ways to get around.

Principles

- Site design and layout should place buildings to provide definition to public street frontages and to define blocks and streets internal to a large development site
- Site design and layout should create new circulation connections both internal to the site and connecting to adjacent streets, access ways, trails, and sidewalks
- Site design and layout should correspond to the surrounding context including adjacent properties, open spaces, trail connections, streets, corners, and other unique characteristics. Where the context is inconsistent with the guidelines, a new pattern should be established to conform with the design guidelines
- Site design and layout should position parking to be concealed by buildings, streetscape, and open spaces. Parking should not be the primary and most visible feature of the site plan

A large property where the site layout defined an internal street that included on-street parking, generous sidewalks, and buildings that are positioned to frame and define the street frontage

A site design and layout that responds to a corner site with the orientation of the building and a small defined entry plaza



A simple diagram depicting a site layout where the building defines street frontage, new connections are created, and parking is concealed

Guidelines

- On a large property, multiple types of parking including on-street parking on internal access ways, should be integrated to reduce large parking lots
- Pedestrian circulation should provide continuous connections between public sidewalks, parking areas, building entries, and open spaces
- Pedestrian and bicycle circulation should connect to local recreational assets that may be adjacent to the site including Nobscot Park, Aqueduct, and Rail Trails
- Vehicular, pedestrian, and bicycle access should be provided to connect to adjacent properties and allow for convenient circulation between adjacent properties
- Parking should be placed to rear and side of buildings, not in front of buildings, and should not detract from or disrupt the continuity of the pedestrian environment
- Parking areas near building or site entry plazas should be designed to support flexible use and events by integrating alternative paving materials
- Parking entry drives and curb cuts should be minimized, combined, and shared across multiple properties when possible

Alternative paving patterns and pervious pavers should be used creatively to improve the quality of parking areas, reduce negative visual impact of parking, and increase the potential for the flexible use

Continuous pedestrian circulation that provides connections between public sidewalks and building entries while providing attractive and high quality landscape, amenity and paving features

Simple and maintained pedestrian and bike connections to surrounding amenities would enhance connectivity within the district

All redevelopment investments should expand and strengthen the neighborhood network of publicly accessible plazas and open spaces. These areas should be integrated with the site design adding flexibility, character, and amenity.

Principles

- Reinforce a pedestrian-friendly environment that is attractive and walkable
- Integrate modest landscaped plazas and open spaces into the overall site design and layout focusing activity near building entries and public street frontages
- Strengthen and complement a consistent street character with expanded plazas and open space areas that extend streetscape and landscape components
- Design and integrate amenities into plazas and open spaces to support active use of the spaces for sitting, eating, or other uses
- Modest plazas and open spaces should be integrated into site plans and connected to the public realm in a way that promotes public access and use
- Plazas and open spaces should integrate with a network of pedestrian walkways internal to the site connecting destinations

Site design and building orientation may create opportunities for modest plazas and open space integrated with an attractive landscape frontage that connects to the public sidewalk

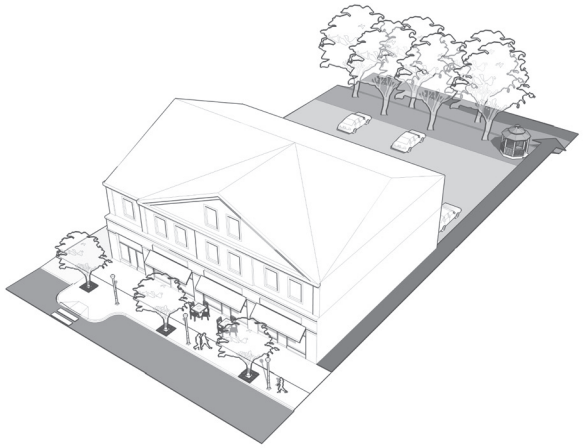
Benches and other forms of seating provide amenity and invite active use of modest plazas and open spaces

Modest plazas are an opportunity for interesting community amenities that draw people together in the neighborhood center

Guidelines

- Modest plazas should be used to expand sidewalks in strategic locations to accommodate dining, outdoor displays, or seating
- Sidewalks should provide a generous and attractive pedestrian environment that is an integral part of each street and access way providing connections to each building entry, open space, and parking areas
- Plaza and open space activities should not reduce the minimum clear width of the sidewalk to allow for proper circulation
- Sidewalk layout and design should integrate with the ground floor design of adjacent building frontage
- Plazas and open spaces should be considered as locations highly suitable for the integration of modest public art installations
- Plazas, open spaces, and the amenities within them should be viewed as opportunities to strengthen community identity and create recognizable features

A strong relationship between building interior and exterior with the expansion of a modest plaza to support outdoor seating and additional landscaping



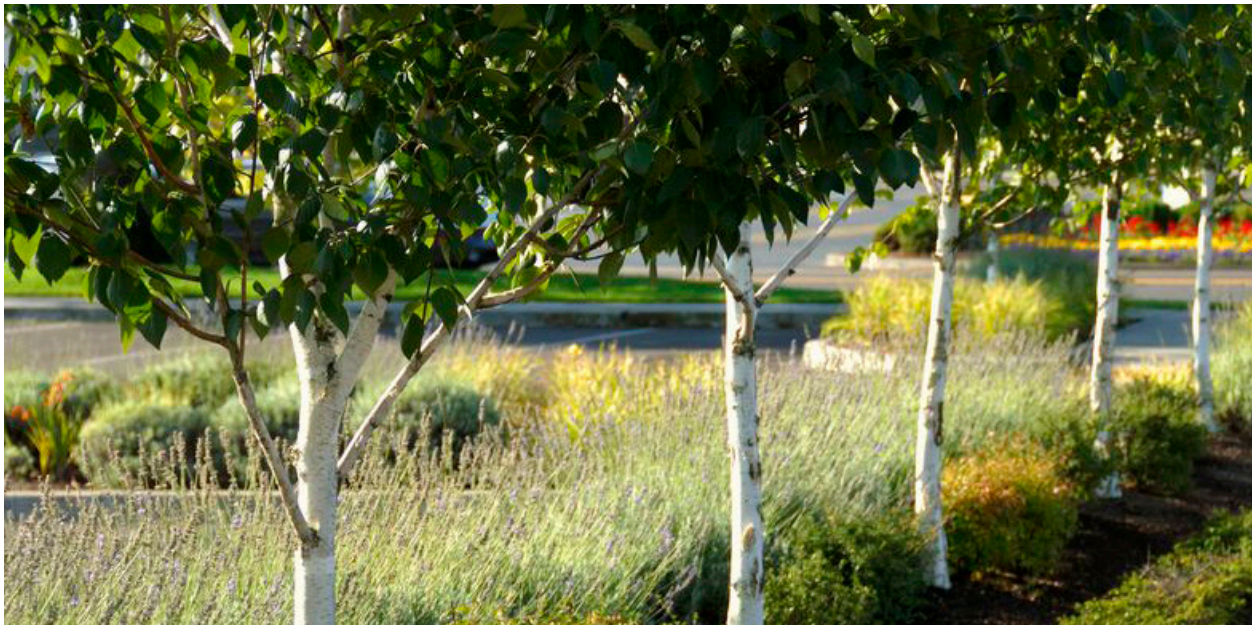
A site layout could integrate a modest plaza placed at the building frontage as an expansion of the sidewalk and placed at the edge of the rear of a property adjacent to another open space resource

A site design feature should leverage an orientation to an adjacent open space or street frontage to create a community feature

Site investments should include high quality landscape and materials that will be long-lasting and attractive. Site materials should improve the character, elevate the quality, and extend the legacy and longevity of Nobscot Village.

Principles

- High quality landscape should enhance a sense of attractive and welcoming places
- Landscape should be used to define outdoor spaces, plazas, and seating areas
- Landscape should be generous and integrated into the design of the street frontages, plazas, building and parking
- Landscape and materials on private property should be coordinated with the existing landscape features and streetscape design of adjacent properties and street frontages
- The landscape design should be appropriate to the surrounding context, preserve native and hybrid plantings, integrate with existing planting patterns, and preserve older growth native trees
- Site materials should be selected for quality, durability, ease of maintenance, and resilience to winter and other severe weather conditions



Building entry plazas should be used as an opportunity to increase shade tree cover and use distinctive materials to enhance the site character

Parking areas should include the generous provision of landscape areas that can be integrated with stormwater management and contributions to the districts tree canopy

Granite pavers with engraved historic markings are one approach to highlighting the history or significant events of Nobscot

Guidelines

- The palette of site materials should improve the character of Nobscot and reference the historic character of a New England village center featuring natural materials such as quarried stone and brick
- Materials should be used creatively to highlight design features and history of the site
- Site materials should include granite curbs, concrete sidewalks, and accents with brick, or pavers to provide visual interest and design patterns to reduce large expanses of concrete or asphalt
- Sidewalk finishes should be continuous at street crossings and curb cuts to visually reinforce pedestrian use and right-of-way. Finishes in roadways should be coordinated and designed for durability and ease of maintenance
- Sidewalk materials should integrate accents, or other design features to reinforce circulation or highlight crossings, such as brick inlay accents or other changes in material or color
- Building design should integrate landscape with unique approaches encouraged on building facades with window boxes, trellises, green walls, and plantings at the perimeter of the building foundation
- Plantings in sturdy containers should be used to define areas for sidewalk seating areas
- All trees and plantings should be species native to Eastern Massachusetts, or a named cultivar of a native species, or hybrid of a native species, low maintenance, long-lived, hardy, sturdy, and salt tolerant
- Landscaping and shade trees should be integrated into the parking design
- Parking should be screened with both low landscape features (shrubs, hedges) and shade trees. Areas exposed to street frontage, at the side of a building, should be additionally screened with a fence or decorative wall
- Trees should be an integral part of the site and landscape design
- Trees should be generously integrated into the site plan to provide aesthetic value, commercial appeal, reduce heating and cooling costs, reduce heat reflected from paved surfaces, prevent soil erosion, and increase property values
- Trees should be positioned to provide shade and reduce the solar absorption of hard top surfaces, such as parking lots, to reduce the heat island effect
- Integrate a full range of streetscape elements in the design including streets, sidewalks, bike lanes, crosswalks, landscape, street trees, benches, bike racks, trash receptacles, signs, lighting, on-street parking, and public art
- Provide landscape buffers adjacent to existing residential streets, such as Whiting Road, Montgomery Drive, Windsor Drive South, and Donovan Drive with berms, generous plantings including trees, preserve existing trees in buffers

Site furnishings and lighting should be functional, attractive, of a high quality, and consistent with or complementary to the publicly provided furnishing and lighting fixtures.

Principles

- All site furnishings should be coordinated and consistent in terms of style, materials, and finish and should include benches, light fixtures, bike racks, trash receptacles, and other items that may be needed
- Encourage bicycling by providing convenient and visible locations for bicycle parking integrated with site plans located near building entries and plazas
- Shared bicycle facilities are encouraged across multiple tenants or building entries
- Lighting should be used as an important feature to strengthen the vibrant neighborhood center providing general ambient light and highlights for building, landscape, and site features
- Lighting should reinforce the safety, comfort, and scale of the pedestrian environment. It should be used purposefully and with restraint to avoid glare, eliminate spill and impacts to neighboring properties, and light pollution in the night sky

Furnishings such as benches and trash receptacles should be coordinated and complementary to other public amenities in the district

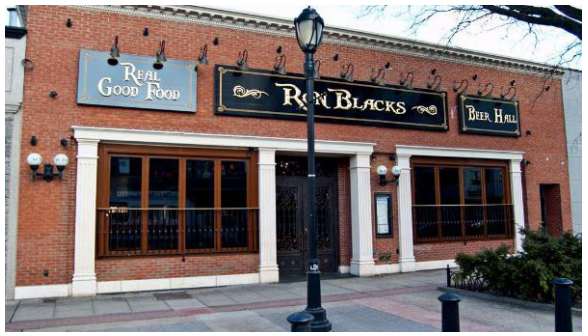
Examples of the appropriate bicycle racks integrated into the surrounding site design and layout

Plazas should be considered for alternative approaches to furnishings to enhance the sense of place and visual interest

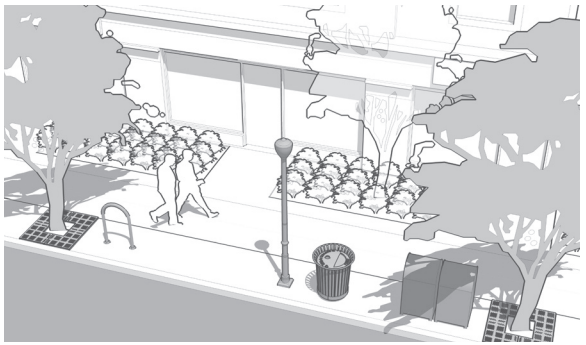
Guidelines

- Bike racks should be of a type that allow bikes to be securely supported in an upright position at two or more secure points that prevent bicycle tipping, accommodating a variety of bike shapes
- Bike racks should be located and installed with adequate clearances around them to allow for maneuvering and securing bikes
- Bike storage rooms may be integrated with ground floor uses to encourage bicycle use by tenants and visitors of the building
- Lighting design should minimize larger scale flood lighting fixtures, pedestrian-scaled light fixtures are encouraged and should focus illumination downward with full cut-off fixtures that are dark sky compliant
- Locations of light fixtures should be coordinated with street trees, street furniture, utilities, and other amenities
- Ornamental light fixtures are encouraged, more utilitarian "cobra head" type light fixtures are discouraged
- Light fixtures with poles should allow the opportunity for banners to be attached to the light pole

Benches should be integrated and coordinated with the landscape



A variety of coordinated and traditionally styled light fixtures



Site furnishings coordinated along internal access ways to provide consistency and avoid conflicts

Consistent street lights internal to a site design with potential banners

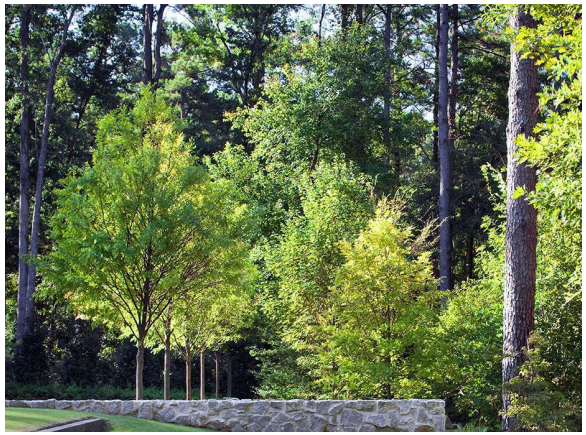
Simple pedestrian-scaled light bollards can enhance pedestrian safety and evening character of the site

Service areas (including parking), utilities, and equipment should not detract from the attractiveness of the district nor disrupt the pedestrian environment. These functional requirements should be integrated into the site design and layout to minimize impact.

Principles

- Service areas, utilities, and equipment should not detract from the building and site design nor the surrounding context
- Locate loading and service areas to the rear of the site and to the side or rear of buildings on the site or remotely in the rear of parking areas
- Loading and service areas should be located to provide a convenient and non-disruptive location for service vehicles including trash pick-up and truck deliveries
- A defined area for service and loading should be provided and delineated with landscape and screening
- Conceal loading, service areas, and utilities from adjacent public streets and abutting properties

Service and loading areas should be used as an opportunity to further define the site and reinforce a sense of place



Existing tree lines and landscape buffers should be used to screen development and support functions from nearby residential properties

Screening for service areas should be used to visually conceal the function from streets and adjacent properties

Guidelines

- Service and loading areas should be designed to be as compact as possible
- Service and loading areas should be designed to be concealed when not in use and should be minimized through the location and design of screening elements
- Service, loading areas, and utilities that emit sound should incorporate soundproofing in the design
- The design of screening should be integrated with the surrounding landscape and should complement the building design and external materials
- Chain link fencing is strongly discouraged as a boundary or screening material
- Utilities including power generation or sustainability features should be integrated with the site layout and design to use the site as efficiently and attractively as possible
- Utilities should be placed on the rooftops of buildings and screened from view, also refer to “roof form” design guidelines
- Utilities should be placed underground where possible

Sustainability features such as rain gardens and bioswales should be integrated with the site design and layout

Screening should be considered as an opportunity for architectural and landscape expression used to reinforce design themes and enhance the sense of place and community

Site layout and design should thoughtfully integrate sustainable features to optimize orientation and function while allowing efficient use of the site

The design of the building form and architectural features should be respectful to the surrounding residential context, to reduce the impression of large scale structures, and to reinforce the sense of a modest pedestrian-oriented village.

Principles

- All aspects of a building design should reinforce the sense of community and strengthen the perception of Nobscot as a village center with an identity and sense of place
- Large buildings should be divided and defined as smaller and distinct parts that are part of an overall composition
- Building massing and character should be designed to promote interest and a sense of vitality and activity in the center
- Building massing and character should develop a traditional approach to the building form that enhances the sense of place of the Nobscot village center
- Building massing, orientation and design should define a clear relationship to its surroundings to respond to adjacent structures, frame street frontages, define open spaces, and shape community amenities

Design of the building massing to frame street frontages and small plazas while reinforcing a modest pedestrian scale

Building massing with a retail base that is differentiated from a residential top integrated into a complementary design

Variation in building massing, height, roof form, balconies and materials reduces the visual impact of a larger building

Guidelines

- Building massing should frame and emphasize amenities such as plazas and open spaces and conceal parking and service areas
- The ground floor should be taller than the upper floors with a minimum height of 12'
- The addition of a lower level porch, awning or covered entry area can be used to reduce the overall scale of the building
- The use of upper level stepbacks to reduce the perception of building height is encouraged - upper level should step back from the front facade a minimum of 5'
- Reduce scale of large buildings by breaking building massing into the appearance of several smaller connected building forms with distinct roof lines, varying building heights, and variation in building materials
- Building massing and character should define a clear base, middle, and top to add visual interest and a traditional approach to the building form

Building massing designed to break down the scale of a large building by stepping back a portion of the facade and adding a covered porch

Building massing that responds to the context of a corner site using form and materials to highlight the corner of the building

Variation in the height, roof form and massing add visual interest and reduce the scale of the building while integrating multiple tenants

All building facades and materials should enhance the character of Nobscot and strengthen its New England village heritage. The primary building facades should be oriented to the street and secondary facades should relate to the surrounding context. All facades should promote a pedestrian-scaled environment.

Principles

- The design of the building facade should be used to reduce the overall scale and bulk of large buildings and use details and materials to reinforce a human-scale
- The design of the building facades should use details and features to add visual interest and to avoid unnecessary repetition and monotony
- The composition of the building facade and use of materials should define a distinct ground floor that reinforces pedestrian activity and visually anchors the building
- The palette of building materials should reflect the traditional character and history of Nobscot with preference for natural materials such as brick, stone and wood
- High quality building materials should be selected for durability, ease of maintenance, and sustainability

An updated interpretation of traditional facade elements and materials

A facade with strong detailing that features storefronts, windows, and eave lines while defining a distinct base, middle and top

Facades should use different materials or detailing to define a distinct ground level and upper level integrated with the roof form

Guidelines

- The facade design and material selections should define a base, middle, and top that helps to reduce the overall building scale
- The facade design and features should be used to break-down large building masses with vertical or horizontal divisions and avoid blank featureless areas, break facades greater than 50' in length into multiple distinct bays with the building form
- The facade design should use a variety of materials and textures to reinforce building form and to avoid blank surfaces and monotony; no blank surface should be more than 20' in length
- Facades should feature simple architectural detailing that place a visual emphasis at entries, windows, eaves, cornice, and roofs
- Provide a sign band and other design features to distinguish and anchor the ground floor to create a distinction from the levels above
- Provide a distinct eave and cornice line where the upper level meets the roof
- Facade design and details should derive inspiration from traditional forms, but interpret and update in a creative fashion
- Balconies should be integrated with the facade design and used to interrupt flat facades and provide visual variation and depth
- Materials should be used creatively to highlight design features of the building and differentiate between building masses and architectural features
- Building materials should be natural materials and include red or earth tone brick materials, stone, wood clapboard siding, wood shingles, wood trim, and glass
- Complementary building materials and colors should be composed to highlight traditional details including trim to frame doors, windows, structural bays, eaves, and cornices
- Complementary building materials should be used to distinguish the ground floor from the upper floors with a distinctive detail at the top of the ground level that highlights this transition
- Aluminum siding, vinyl siding, plywood, concrete, stucco, and metal cladding systems, and prefabricated brick are materials that are discouraged

Natural materials such as brick, wood siding, and stone are preferred for building facades

An example of many of traditional details and ornamental features of that add visual interest to the facade and interrupt large surfaces

Entrances and windows are the most visible human-scaled features of the building. Entries should be integrated with the building design to highlight the location as a central feature that is easily identified and welcoming. Windows and associated glass applications such as side lites and clerestory windows should be used to highlight activity and provide visual interest. Ground floor windows add vitality and enhance an attractive place to walk and gather.

Principles

- Create identifiable building entries that assist with orientation and direction
- Architectural design and detail should both anchor and highlight building entries
- Coordinate building entries for multiple uses into an integrated design
- The placement, design, and type of windows should reinforce a differentiation of a facade base, middle, and top
- Window placement should be used strategically to create visual interest and balance integrating with the design of the overall building form and facades
- Window placement and style should complement the architectural style of the building

A highlighted building entry integrated into a ground floor storefront with smaller and vertically oriented upper level windows

The entries and windows are integral to a balanced design of the facade that strengthens a sense of human scale

A variety of windows and doors integrated into the facade design to add a sense of scale and vitality while organizing multiple entries

Guidelines

- The ground floor should include larger and more frequent windows, including storefronts, compared to the size and frequency of upper floor windows
- Primary facades that face Water Street, Edgell Road, and Edmands Road should contain a minimum of 60% ground floor glazing with clear glass
- Secondary facades that face any other street, open space, or parking area should contain a minimum of 40% ground floor glazing with clear glass
- The interior building program should be arranged to place active uses on the ground level next to transparent glazing
- Windows should be proportioned with the vertical dimension greater than horizontal
- Building entry doors should not extend beyond the building facade unless additional clearance is provided
- Garage entries should be minimized and placed on secondary building facades
- Building entries for residential and commercial uses should be separate but coordinated with the overall design

A high percentage of transparency on the ground floor with a welcoming and recessed entry door

Entries and windows integrated into an overall design that differentiates a base, middle, and top of the building

A generous and transparent ground floor storefront that integrates an upper level entry into a coordinated design that is welcoming and attractive

Awnings and canopies should be integrated with the overall building design to reinforce building facade patterns while adding interest, depth, and protection for windows and doors.

Principles

- Awnings and canopies are encouraged to enhance building facades above window and door locations
- Awnings and canopies should be designed to provide functional benefits of shading windows, protection of building entries, and sheltering outdoor spaces
- Awnings and canopies should be integrated with the architectural design of the building
- Awnings and canopies should be integrated and coordinated with building signs, building lights, or architectural features to avoid any conflicts
- All awnings across multiple tenants must be coordinated and designed to be cohesive and balanced, but are not required to be the same

Guidelines

- Awnings should be used in a coordinated fashion over ground floor or upper floor windows
- Awnings and canopies over building entries should be large enough to provide cover from the weather in front of the door
- Awning shape and scale should fit the window or door opening for which it is designed
- Awnings should respect the structural bays of the building and should not overlap vertical structural building elements or other building facade features
- Awnings should be made of a durable canvas or similar material
- Canopies should be made of glass, wood, or metal and coordinate with other building materials
- Seasonal sun and shade patterns should be studied for placement and depth of awnings

Canvas awnings placed to protect the building entries and to coordinate with the architecture and signage

A simple canvas awning adding visual interest at a building entry, coordinated with building lighting and outdoor furnishings

Building canopies integrated with the architecture to provide protection for entries and windows while reducing the visual scale of the building

A building's roof form is an important part of the building character and a major contributor to district character. A building's roof form should be designed to reduce the overall scale of the structure and strengthen the attractiveness of the building design.

Principles

- Roof form should add visual interest to the context and character of Nobscot through the use of sloped and pitched roof forms with dormers, gables, or other articulation of the roof form
- The design of the roof form and variations in that form should be used to reduce the overall scale of the building and to differentiate between several buildings or building masses in a larger redevelopment
- The top floor of occupied space should be designed and integrated with the roof form to increase usable building area while reducing perception of building height and scale
- Roof design and form should be used to conceal utilities and integrate them with the overall building form and architectural design

Guidelines

- Roof form should correspond to and complement adjacent buildings and context through height, orientation, stepbacks or other design features
- Pitched roofs with variations are encouraged, including gable ends, dormers, and shed roofs, oriented to the primary street frontage to add visual interest and reinforce a "village" character
- Large roof surfaces should be interrupted by roof features or changes in roof form to reduce the perception of large scale buildings. The design should also vary roof features to avoid repetitious patterns
- Dormers should be used to lower roof lines while maintaining usable floor area
- Height variations with architectural elements including cornices and parapets are encouraged to create interesting and varied rooflines
- Rooftop mechanical equipment should be integrated into the roof form and design to visually conceal, screen and minimize noise emitted by mechanical equipment

Gable ends are oriented to the street and varied in size to avoid repetition and reduce the overall scale of the roof and building

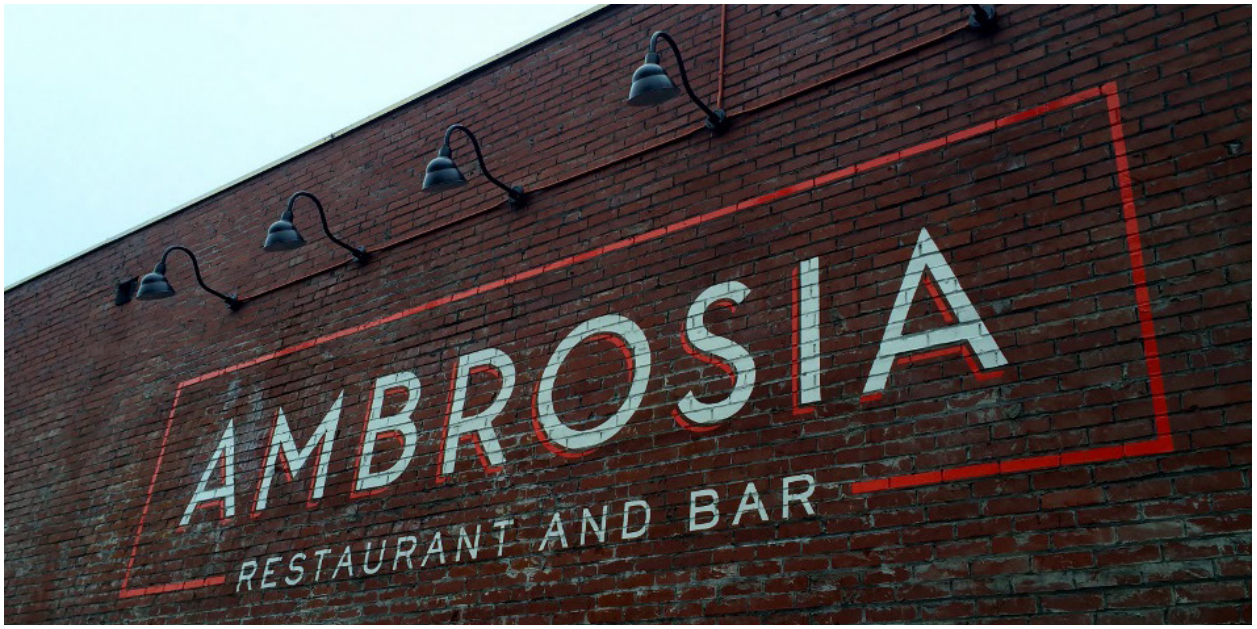
Large gable dormers add occupied interior space, reduce the scale of the building and more visual interest than the flat roof in the foreground

Utilities, vents, and other functional needs of the building should be integrated with the roof form and overall style of the building

Signs should be integrated with the overall site and building design to provide orientation and information while integrating with the overall character and context of the site and building. Signs should not dominate views of site and buildings.

Principles

- Signage should be integrated with the building and site design to provide wayfinding, orientation and interest
- Multiple systems of signs (traffic, wayfinding, tenant) should be coordinated and managed to be integrated with the overall site and building design
- Public art should be considered as a valuable part of communication in the district and be used to celebrate the history and heritage of Nobscot
- Signage should be used to reinforce a community feel and pedestrian scale
- Signs should be viewed as a cost effective approach to elevating the design and quality of the district, particular care and attention should be given to sign design, layout, font selection, and branding



A simple painted sign that adds to the character and visual interest of a blank building facade and that is integrated with lighting

Signs for multiple tenants are integrated into a consistent location on the building facade and coordinated with first floor sign band

An example of a classic wood carved sign that can be integrated with the building facade while not visually dominating the building

Guidelines

- Buildings with multiple tenants should encourage consistent sign types and sign positions on the building, although the signs may differ in layout, color, and size
- Pedestrian-oriented sign types that reinforce a pedestrian-scale and that are oriented to the sidewalk are encouraged, for example blade signs in which the sign is mounted perpendicular to the building facade
- Restrained public art, for example in the form of bronze sculpture or simple water features, should be used to enhance and provide interest to streetscape and small plaza spaces
- Signage should avoid unnecessary distraction or competition among signs
- District signs should feature the district name of "Nobscot Village"

Signs should be viewed as part of a larger branding strategy to reinforce the character and identity of Nobscot Village

Public art should be integrated with building facades and signage to reinforce the identity of Nobscot and share community heritage

A well designed sign can elevate the perception of the design and quality of the building and attractiveness of the site and district

5. References and resources

The following references and resources are available for review when considering project design and approvals for investments in Nobscot. These references and resources include regulatory documents and previous planning documents related to efforts in Nobscot Village and Framingham.

Regulations

Framingham Zoning By-Law (May 2017)
www.framinghamma.gov/DocumentCenter/Home/View/24878

Framingham Zoning Map (2015)
www.framinghamma.gov/DocumentCenter/View/18879

Rules & Regulations Governing the Subdivision of Land in Framingham (2017)
www.framinghamma.gov/DocumentCenter/Home/View/211

Planning Board's Project Review Guidelines
www.framinghamma.gov/DocumentCenter/Home/View/24895

Framingham Planning Board Rules & Regulations
www.framinghamma.gov/DocumentCenter/Home/View/24894

Framingham Policy on Complete Street (2015)
www.framinghamma.gov/DocumentCenter/Home/View/17514

Framingham General Ordinances
www.framinghamma.gov/242/City-Ordinances

Planning Studies

Nobscot web page
www.framinghamma.gov/1869/Nobscot-Village

Nobscot Plaza Presentation (2017)
www.framinghamma.gov/DocumentCenter/View/25403

Nobscot Community Meeting Presentation (2016)
www.framinghamma.gov/DocumentCenter/View/25483

Framingham Village Commercial Centers Saxonville and Nobscot: Economic Development Action Plan (2015)
www.framinghamma.gov/DocumentCenter/View/20726

Framingham Master Land Use Plan
www.framinghamma.gov/DocumentCenter/View/17814

Terms that may be unique to the discussion of design characteristics are defined in this section to offer further explanation to assist in the clear communication intended through the NVDG. The definitions here have been reviewed relative to other definitions which may be found in the Zoning Ordinance to avoid duplication, additional terms are defined in the ordinance.

Building facade - the elevation or face of a structure. Typically, a structure is composed of four primary elevations with at least one that faces a street.

Building form - the shape or configuration of a building, similar to "building massing" defined below.

Building massing (or masses) - the overall size, shape, and form of a structure, including the geometry of the floor plan, height of the structure, and form of the roof.

Building scale - the proportion of a structure's overall mass and bulk in relationship to the context of other structures in the immediate surrounding area.

Circulation - any form of movement that occurs on a property (people walking, cars driving, bicyclists riding) and the routes that are designed to support this movement (roadways, sidewalks, trails, etc.)

Connections - a term used in relationship to circulation, the path that links two points or destinations on a property together. For example, the a sidewalk internal to the site may provide a connection for pedestrians moving from the public street-adjacent sidewalk to the front door of the building.

Context - the existing built and natural environment within the general area of a proposed development site and building.

Cornice - the horizontal decorative feature at the top of an exterior building wall integrating the edge of the roof with the transition to the wall. The cornice may relate to other architectural details or molding features such as the eave, fascia, frieze board, soffit, or cornice return.

Curb cuts - a break in the continuous line of the curb along a street to accommodate a vehicular driveway and pedestrian ramps graded down from the sidewalk level to the adjoining street level.

Dormer - a window that projects from a sloping roof. The dormer may vary in the number of windows included and the style of roof and roof transition, but should be consistent with the overall style of the building.

Eave - the edge of the roof which overhangs the top of the face of the exterior building wall.

Gable - the part of a vertical wall that encloses the end of a pitched roof. The gable is typically triangular.

6. Definition of terms

Glazing - the portion of a building elevation or wall assembly that is made of glass.

Links - a term used in relationship to circulation focusing on the connection between two points or destinations.

Livability - refers to the aspects of a place that increase the suitability, comfort, convenience and health of a .

Multi-modal circulation - any form of movement that occurs on a property and the routes that are designed to support this movement. The mode is the type of travel (driving, biking, walking, transit, or other) and multi-modal is a term that highlights providing for all types of travel.

Pedestrian environment - all the elements of publicly and privately owned facilities that are used by people walking. This may include sidewalks, crosswalks, plazas, open spaces, trails, paths, and building entry areas.

Placemaking - a multi-faceted approach to the design and management of public space to strengthen attractiveness and promote community and quality of life.

Protective buffer - providing distance between new development and existing abutting residential uses for the preservation of existing trees, planting of new trees, landscape features, berms, or fences intended to provide screening and reduce the visual impact of new development on existing neighbors.

Public realm - all the elements of publicly owned and accessible facilities that include streets, sidewalks, pathways, parks, open spaces, and civic or municipal facilities.

Quality of life - the standard of health, comfort, and happiness experienced by an individual or group.

Roof form - the shape of the roof of a building, including the slope of the roof and roof features such as gables, hips, dormers, eaves, or other elements.

Scale - the relative size of any component of a site or building, including lighting, signs, or other architectural elements, such as doors, windows, or decorative features.

Sense of place - the characteristics of a geographic location that make it special or unique, particularly the characteristics that foster a sense of attachment, meaning, community, and authenticity.

Stepback - a setback that is part of the building design, typically located at the upper floors of the building, in which the floor above a certain height are stepped back from the vertical plane of the front building facade.

Street frontage - the portion of a property that is adjacent to the street, the location of a property that is critical for considerations of placemaking and walkability in a district.

Streetscape - all features and components of the street environment including the roadway, lane markings, curbs, sidewalks, landscape, traffic signals, signs, and lights.

Transparency - allowing visibility of interior activity from the exterior of a building, typically focused on the ground level and achieved with clear glass.

Transitions - recognizing a change in scale from the redeveloped property to the abutting properties through the sensitive design of the site and landscape buffers and the building massing and roof form.

Walkability - a measure of how friendly an area is to walking and all of the components that contribute to a comfortable and safe pedestrian environment.

Wayfinding - components of the built environment that aid in the orientation and navigation of a building, site, or district.