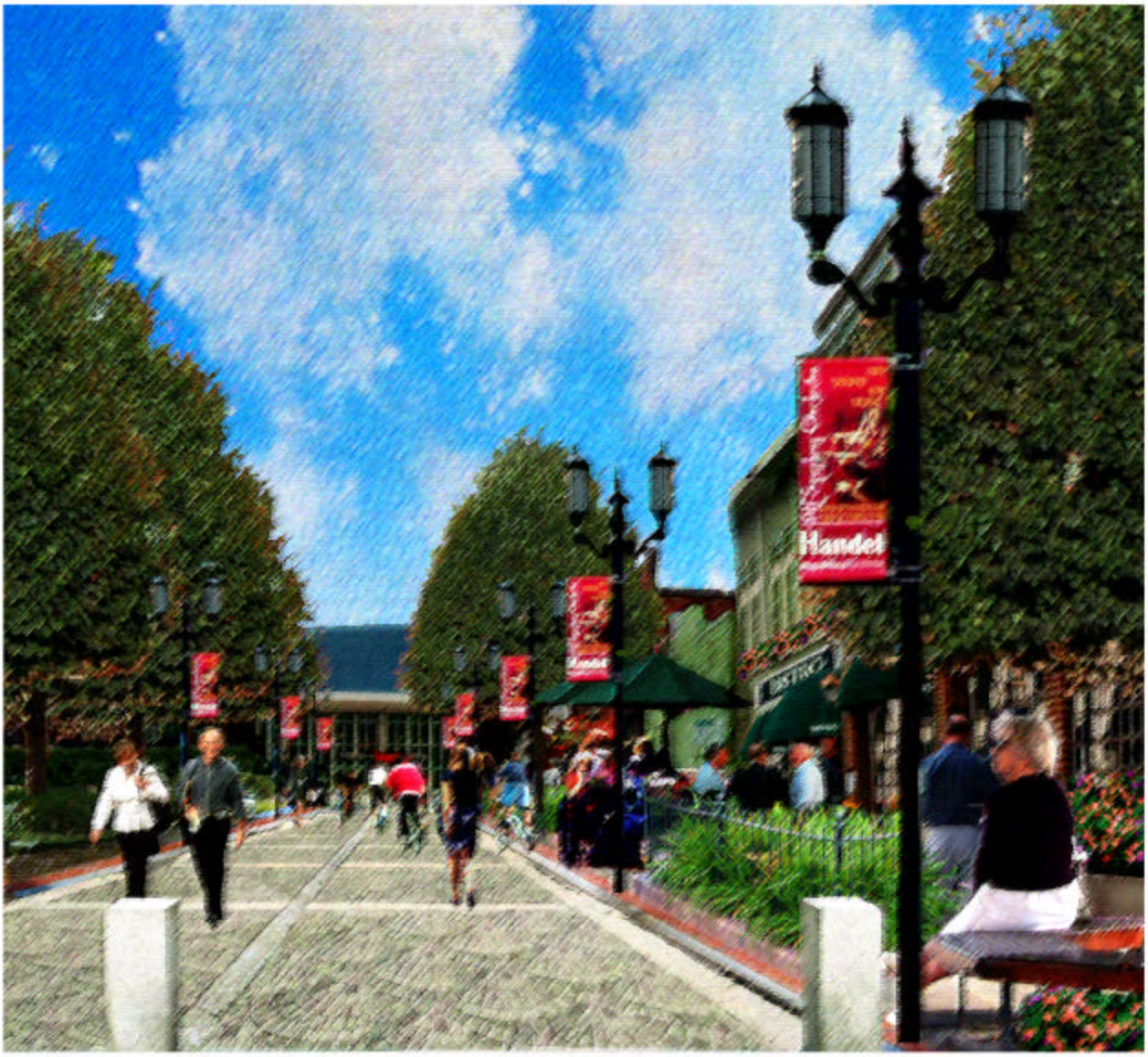

The Arena District Urban Design Guidelines

City of Manchester - Department of Planning & Community Development
May 2004

Arena District Design Guidelines

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May 2004

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Purpose

The area surrounding the Verizon Wireless Arena is poised for long- term growth and improvement. The demonstrated success of the Arena to attract significant numbers of sports and entertainment customers to the area, coupled with the impending construction of a new baseball stadium and mixed-use development along the Merrimack River, will continue to enhance the image of this portion of the City. The Arena's success also has laid the groundwork for spin-off development throughout the Arena District. Planned transportation improvements in the area will also provide better accessibility for pedestrians and vehicles.

With ever-increasing numbers of visitors to these venues, the potential for a vibrant area of entertainment, nightlife, retail activity, services, restaurants, lodging and housing is strong. Future development must be a cooperative effort. The City of Manchester, private landowners and developers must take the right steps to ensure that the Arena District and its distinct neighborhoods achieve the greatest potential possible for residents and visitors.

Three upgrades are critical to achieve this goal: 1. Making the area pedestrian friendly; 2. Creating a mixed-use environment with activities and services that are complimentary to the Arena and stadium; and 3. Upgrading the visual appeal and design quality of the adjacent neighborhoods. The City has adopted an Arena Overlay Zoning provision to help ensure that these improvement goals are met. As part of the provision, new developments and changes to existing sites and buildings must be submitted to the Planning and Community Development Department for design review.

The images presented in this document show examples of streetscape and architectural enhancements which can transform the Arena area into an enticing, visitor-friendly, and economically thriving environment. The accompanying Design Guidelines provide the framework for planning and design decisions. Planning and Community Development Department staff is available to review these guidelines prior to the submission of an application and development proposal.

Introduction

Historic Perspective

The corner of Canal and Depot Streets in the late 1800's.

The Arena District was originally home to industrial neighborhoods supporting The Amoskeag Manufacturing Company. As business boomed during the late 1800's, and expansion space became unavailable on the Company's Mechanics' Row; machinists and pattern workers moved into The Gaslight District. With the coming of the railroad and Manchester Locomotive Works, the neighborhood continued to grow. The Ware-house District evolved as many storage facilities were built on either side of expanded tracks that extended down Manhattan Lane. Despite continual modifications over the years, many buildings, tracks and cobblestone streets still exist in both neighborhoods today. The Commons District is located to the north, with Veterans Park at its center. The Park, formerly known as Merrimack Commons, was part of a series of parks created by the Amoskeag Manufacturing Company as part of its original master plan for the City. For over 150 years, a variety of restaurants, shops and hotels have ringed this neighborhood due to its proximity to Elm Street, the City's main thoroughfare. With the growth of the Warehouse and the Gaslight Districts, the thriving Elm Street shopping corridor expanded southward. Late nineteenth century Sanborn maps document this with the addition of many new businesses and traditionally named blocks. The Blodgett & Young block, on the northwest corner of Elm and Depot Streets is the southern-most named block remaining on Elm Street today.

Granite Street, a longtime gateway to the City, has a colorful history. Many times, its bridges were swept away by the Merrimack River and were subsequently rebuilt. Despite these interruptions, and its many iterations, the Granite Street bridge is said to have been responsible for the first settlements in West Manchester. The old building facades along Old Granite Street are representative of the earlier meat and produce shops that served Mill and City residents on their way home from work.

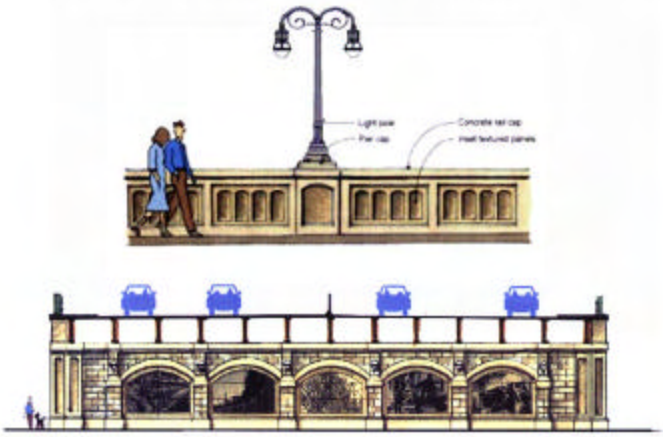
The Amoskeag District

With its legacy of restored mill architecture, The District is representative of the company that dominated Manchester's economy until 1935. Sixty-four buildings were constructed here over a 75 year period from 1838-1915. At that time, they composed the largest gingham manufacturing industry in the world. In 1915, it was estimated that the Company produced 50 miles of cloth per hour.

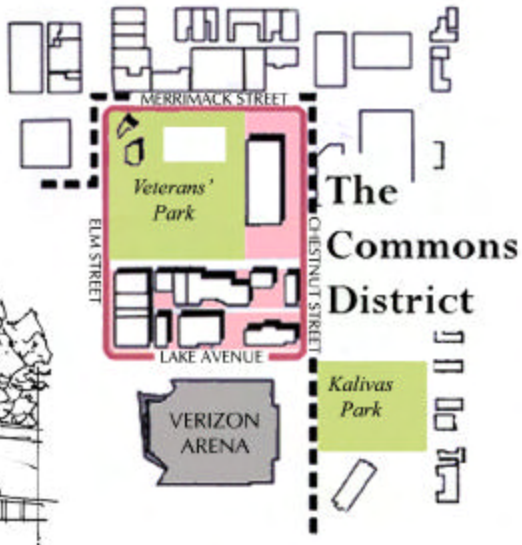
Machine Shops along the Lower Canal.

The Gateway Corridor

The newly designed Granite Street will improve pedestrian and vehicular access to the Arena District and the City itself. Details of the new design complement the architectural style and period of the historic Amoskeag District. Wide sidewalks on both sides of the street and bridge, better accommodate pedestrian passage. The pictures shown below depict some of the proposed features.


Views of proposed bridge sidewalks and art panel detailing beneath.

A sketch showing townhouses along Central Street bordering Veterans' Park.



The Commons

While some of the original turn-of-the-century fabric of the Commons District has been lost, many structures of historic significance remain. Despite architectural changes, similar types of retail, commercial, and service-oriented businesses continue to occupy the area. Veterans Park retains much of the elegance of its original design and is home to many activities throughout the year including a summer concert series, and "Art in the Park". The rich mixture of activity within the urban park setting makes this neighborhood an ideal location for future residential development.

Elm Street

When the Amoskeag Manufacturing Company laid out its plan for the future City of Manchester in 1838, Elm Street was deemed its main thoroughfare; and has remained so ever since. Formidable businesses, and elegant residences along this wide street of stately blocks comprise this lively, ever-changing central corridor.

Veterans Memorial Park

Home of the City's Visitor Center and bordered by the Hillsborough County Court House, Veterans Park contains several memorials. Soldier's Monument, dedicated in 1879, was created by architect George Keller and three sculptors from New York City. It is the largest and most elaborate of the 'soldiers and sailors' style monuments in New Hampshire.

Elm Street in the early 1900s.

An old postcard shows Soldiers' Monument and the park's early landscape.

A possible design for Old Granite Street inspired by conceptual plans for the Arena.

The Gaslight District

The Gaslight District is located southeast of the Amoskeag Mills, north of the former People's Gas Light Co., and borders southern Elm Street, directly across from the Verizon Wireless Arena. Companies like S. C. Forsaith Machine Co.; Albion H. Lowell, makers of ornamental iron works; Palmer & Garmon, marble workers; and John B. Varick hardware were the original owners of the buildings in the district. This neighborhood provides an opportunity to create a memorable first impression of the City because of its proximity to the Arena, future baseball stadium and transportation facilities. To welcome visitors, the District should have a distinctive ambiance and provide the appropriate amenities for travelers, arena patrons, and baseball fans, while accommodating the needs of local businesses and residents.

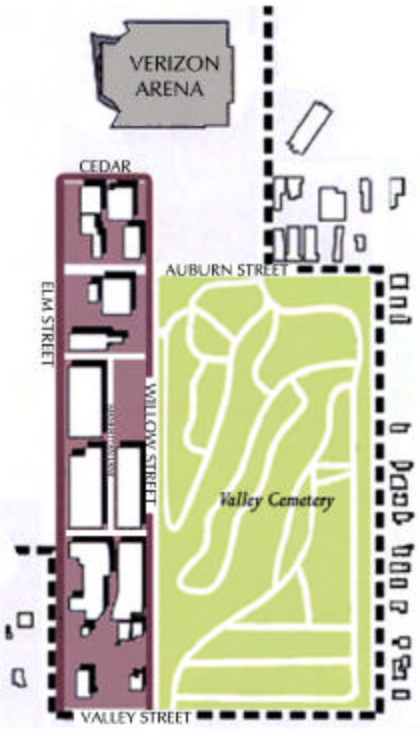
Transportation Hub

The City of the future may need to accommodate light rail, a monorail, and trolleys, in addition to bicycles, Segways, scooters, rollerblades and more. Pictured right is an elevation drawing of the passenger station that was formerly located just southwest of the District near Singer Family Park.

An elevation sketch of the former Boston & Maine Passenger Station.

An assemblage of the facades along Old Granite Street digitally renovated.

A vision of nightlife activity on Manhattan Lane by Sheerr, McCrystal, Palson Architecture, Inc..



The Warehouse District

Turn-of-the-century warehouses with Elm Street frontage and elevated rear loading platforms along Manhattan Lane make the Warehouse District site architecturally unique. This neighborhood is destined to become an exciting place to live and shop, and a hot spot for dining and nightlife due to its immediate vicinity to the Arena, its proximity to downtown and the popular South Willow Street shopping corridor.

Valley Cemetery

Lying serenely along Willow Street, the District's eastern border, are 19.7 acres that trace 162 years of Manchester's history. A 'Rural Cemetery' style landscape, it features dramatic topography, magnificent old trees, and high style architecture. The Cemetery recently obtained state historic registry status, and is currently undergoing historic preservation. It is destined to become a popular green space for passive recreation and will provide valuable amenity to neighborhood businesses, residences and visitors.

A section of a facade on Manhattan Lane somewhat digitally restored to its original appearance with an expanded platform and steps.

A twilight view from Old Granite Street of the Verizon Wireless Arena, designed by Lavalle Brensinger Architects, Inc.

The Arena District Design Guidelines

The design guidelines described herein are intended to communicate the design intent for future development within the Arena District. They are also intended to be used for reference in evaluating designs for proposed residential and commercial properties. The overall goal of these guidelines is to ensure a cohesive approach to quality development that employs sound planning and design principles.

The guidelines are meant to be flexible, in order to encourage developers, property owners, property lessees, builders, designers and artists to propose innovative designs. For this reason the guidelines are qualitative statements rather than quantitative standards. Quantitative approval criteria has been avoided to allow for a unique approach to meet the overall intent and objective of each of the guidelines. All persons involved in design development within the Arena District are urged to consider the graphic images presented in this document as representative examples rather than final design solutions.

These design guidelines promote approaches that retain the distinctive character of the three neighborhoods within the Arena District. They encourage sensitive modification to existing buildings and the development of compatible designs for new construction that complement the overall experience of the Civic Center Area. The objective of these guidelines is to encourage the vitality and economic growth of the area by enhancing its physical appearance and image so that the District becomes a more desirable place to live, work, and visit. The process of design review helps ensure that new development, redevelopment, and remodeling takes place within a framework that promotes the visual integrity, identity and experience of the Arena Area District.

The Guidelines are organized numerically and presented in subtitled sections for easy reference. Each section begins with an introductory statement and is followed by the corresponding guidelines. Both the Endnotes and Sources chapters that follow the Guidelines provide additional resources. The appendix sections contain a glossary of terms, a copy of the arena district zoning overlay, and an application for the design review process.

The process of design review begins with an application submitted to the Department of Planning and Community Development. The department will then have thirty (30) days to review the application and make recommendations to the Building Department.

Streetscape, Circulation & Access

The vitality of mixed-use neighborhoods is self-evident on its streets. The ambience provided by the physical characteristics, human scale and available amenities encourage residents to walk rather than drive, and invite visitors to explore, shop and use recreational facilities. An attractive, cohesively designed streetscape on a particular block creates more draw than the most well-designed, single storefront. Architecture, paving, landscape plantings, signage, lighting, and art clearly define and unify the public right-of-way and impart a distinct character to an urban area. Street furnishings add variety and identity to a particular theme, creating an unmistakable sense of place.

GENERAL

1. Create attractive, engaging and accommodating street corridors for pedestrians by providing generous storefront windows, highlighted entrances, overhead canopies, distant views, well-designed signage and ample site amenities.

2. Provide continuous pedestrian corridors throughout each block, neighborhood and District which interconnect and relate to adjacent neighborhoods and other site features.

3. Design and locate structures and on-site circulation systems appropriately in order to minimize conflicts between pedestrians and vehicles.

4. Reinforce and maintain the line of the storefront at the sidewalk edge. Infill development along streets should strengthen the relationship between structures and street, and create harmony within the site.

5. Orient the primary entrances of singular, freestanding commercial, residential and service-oriented structures toward the street where access is provided in order to achieve as much activity as possible along storefronts.

6. Maintain the existing height to width proportion of the street and mimic the established horizontal and vertical lines of the facades on the block. Align window heights of new structures with those of existing buildings.

7. Add diversity and visual interest to facades, shadows, and skylines by providing decorative roof and canopy elements, variations in structure heights, and effective lighting designs.

8. Preserve, restore and accent architectural elements and site details that reinforce the character of each neighborhood and build upon the City's historical stature.

9. Where appropriate, incorporate landscape elements to highlight, complement or provide transition for existing structures and architectural elements.

10. Provide continuity within the overall site and outlying areas. Avoid partitioning a site with high walls, fences, parking lots or other features that result in separating development from the neighborhood. Blend commercial development into the neighborhood.

11. Create attractive, well-designed paths of movement with coordinated systems of landscape design that relate to the character of each neighborhood and complement existing green spaces, adjacent neighborhoods, and outlying areas.

12. Provide continuity and establish design rhythm through the use of building materials, architectural details and plantings. See the photographs at the top of page 15.

A streetscape vision for Old Granite Street by Randy Knowles, Knowles Design.

SIDEWALKS & MATERIALS

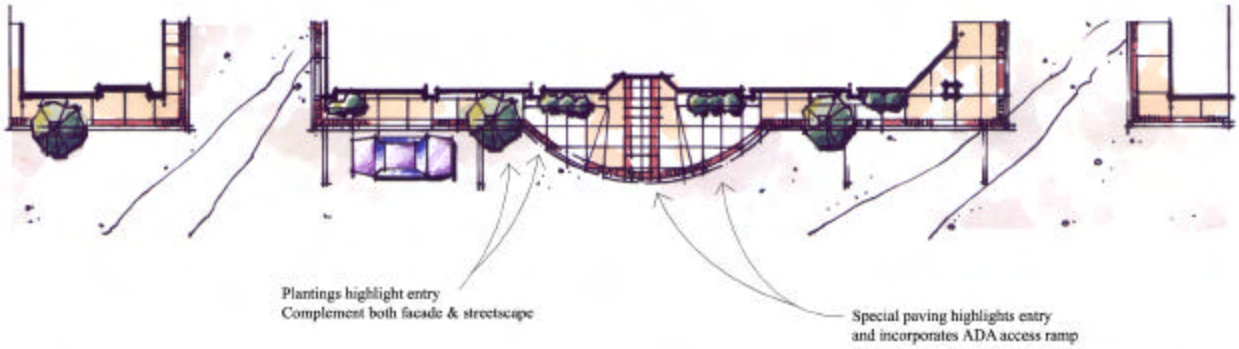
13. Promote pedestrian travel as a safe and comfortable alternative to vehicular travel by providing sidewalks of adequate width. A ten (10') foot wide corridor within a sidewalk width is considered standard to serve pedestrian needs.

14. Consider safety, durability and maintenance throughout the seasons when selecting materials for sidewalks.

15. Use detail and material variation in the pedestrian 'floor plane' to add interest to sidewalks, and to highlight entries, curb cuts and crosswalks.

16. Emphasize special use areas, such as courtyards, plazas, building entries and café seating areas with distinct paving materials.

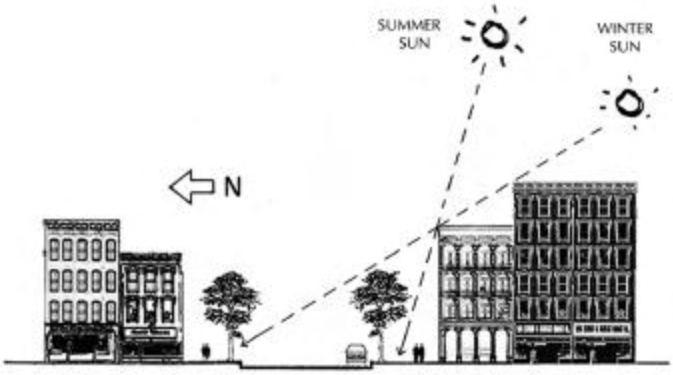
PLAN VIEW OF A STREET



PEDESTRIAN ACTIVE USE REQUIREMENT

17. Pedestrian access to and from adjacent residential and commercial developments is required. Adjacent developments are encouraged to link parking lots, parking structures, pedestrian corridors and access ways in order to encourage combined shopping trips, pedestrian activity and reduce the number of driveways.

Streetscape, Circulation & Access cont.



Before and after illustrations of Manhattan Lane looking toward Veterans Park showing how buried and relocated utility elements in combination with attractive human scale design greatly enhance the pedestrian environment. See also page 24.

LOCATION & DESIGN OF UTILITIES

18. Place all utilities underground, including those on overhead service poles, to eliminate visual clutter and create a more attractive and safe pedestrian environment. (See also p. 30)

SUNLIGHT

19. All development within the Arena District should allow generous sunlight access for existing and newly developed residential structures and pedestrian areas, including parks, sidewalks and courtyard spaces.

ADA ACCESS

20. Integrate ADA access into the design of the site and architecture, as opposed to such access appearing as an add-on feature. Access should be non-discriminatory by providing passage at the main entry or that entry that is closest to ADA parking spaces.

Various ADA accessible ramps integrated into different architectural situations. Three ramps situated differently beside steps; one ramp serving as the sole access to a courtyard.

PARKING LOTS AND GARAGES

21. Orient garage doors away from the street. Whenever possible locate them at the rear of the lot where access can be provided by alleys.

22. Share parking between adjacent properties whenever practical to minimize the amount of paved surface area.

23. Separate parking areas from structures with elevated, paved pedestrian walkways. Screen and/or buffer such areas with substantial landscape plantings around the perimeter and interior in order to minimize the visual intrusion of such areas into the streetscape. Shield vehicles from pedestrian and residential view.

24. Break up high density parking areas with elevated areas of landscape plantings. Avoid large, monotonous areas of pavement.

Citizen's Bank parking garage is an excellent example of a well-designed parking facility. The structure, lighting, landscape and access actually add interest to the streetscape.

STREET FURNITURE AND SITE AMENITIES

25. Provide energy and character to the streetscape and amenities to residents and visitors by incorporating seating along sidewalks and developing sidewalk cafes. Furniture should be located so as to complement the pedestrian corridor and not interfere or obstruct it.

26. Locate trash receptacles in convenient areas toward street corners and close to retail establishments that may generate the disposal of waste. They should be placed in areas where odor will not permeate pedestrian areas.

27. Use bollards, railings or plantings to create and define outdoor rooms and larger pedestrian zones.

28. Newspaper vending boxes should be located along the sidewalk's street edge and have an orderly and unified appearance.

29. Drinking fountains, directories, clocks, interpretive installations, public telephones, and multimodal parking elements can be incorporated in the streetscape design to provide additional amenities to residents and visitors.

Signage

An unknown UPI photographer's shot of the Pandora sign and a banner sign attached to an Amoskeag street light.

The character and placement of the signs create and reinforce a sense of place. Well- designed signage provides effective orientation, succinct information and clear direction in a consistent format to allow people to move through and around a place without confusion or delay. Signage designed collectively to fit the character of a neighborhood or block establishes a positive, uniform image and unifies a theme. Simplicity and quality are the key design objectives. A precise design concept for signage should accompany all development proposals within the Arena District.

GENERAL

30. Develop a hierarchy of signage, consistent in presentation information to guide vehicular traffic and pedestrians to their destinations.

31. Provide an effective level of identification, information, and direction, in order to minimize the proliferation of signs.

PLACEMENT, SCALE & LEGIBILITY

32. Provisions for sign placement, sign scale in relationship with the building and site, and sign readability from primary viewpoints and all transportation methods should be considered. Larger and higher signs should be targeted for vehicular traffic and smaller, lower, more 'human scale' signs for pedestrian corridors.

33. Integrate signs with the architectural style and landscape of the area where they will be located. Size, shape, height, and proportion should be compatible with the size and scale of the surrounding site. The best signage is a natural component of the building and site.

34. Avoid a large number of signs in a single area to eliminate clutter to the streetscape and view corridors. Signage should not compete with or obscure other features of the site.

35. Joint identification signage is encouraged. The number of free standing signs should be limited to one for each storefront. Such signs should not interfere, block, or create hazards in the pedestrian right-of-way.

36. Ensure readability through the effective use of graphics and typography. Limit the number of lettering styles, colors, and amount of information on signs in order to promote legibility.

An old Elm Street photo courtesy of Manchester Historical Society and examples of joint identification signage on the Opera Block and at the Palace Theatre.

37. Install signs in locations that maximize the use of existing lighting. Light sources specific to signage should be of minimal levels required for sufficient illumination and be directed, shielded or otherwise controlled to minimize glare and reduce light pollution. Internally lit, plastic box type signs are discouraged unless they are distinctive in design and enhance the character of the area.

MATERIALS

38. The use of wood and metal materials for signs on appropriate buildings is encouraged for consistent character throughout the District and for continuity to adjacent Districts.

39. The use of well-designed neon and fiber optic signage should be strictly limited to locations where these such signs are appropriate to the building's architecture and site. Interior lit signs are discouraged.

40. Design signs so that minimal maintenance is required.

41. The preservation of historic signs is encouraged.

Lighting

An old John B.Varick postcard of the electric arches that once adorned Elm Street.

In addition to providing safety and security to the streets at night, lighting style, placement, height and intensity have a significant impact on defining the character and scale of the neighborhood streetscape. All lighting should serve the overall design intent of the Arena District and the distinctive style of the neighborhoods within and around it. Lighting should effectively and comfortably guide both pedestrians and vehicles through the site to particular destinations. Designers should additionally refer to the lighting provisions as set forth in the City's Site Plan Regulations.

LIGHTING PLACEMENT AND DIRECTION

42. Aim all building or pole mounted street lights directly downward in order to minimize urban light pollution. Flood or spot lights intended to light signage, landscape features, and facades shall be aimed only at those features and of the least amount of foot candles necessary to be effective.

43. Minimize the impact of all building, street and parking lot lighting on adjacent residential areas by using designs that direct the path of light downward or away from residential windows. Use bulb varieties that produce a softer glow with only the minimum number of foot candles required.

44. The design and structure of light fixtures should be architecturally compatible with the building's and site's architectural style. Integrate illuminators into the architecture of buildings to draw attention to or accent features of the building. Avoid creating hot spots of light in the overall streetscape.

45. Coordinate different types of exterior and interior lighting in order to produce a layered texture of light throughout the streetscape at night.

Well-designed interior and exterior lighting. City Hall photo by Rixon Corporate and Advertising Photography

LIGHT POLES, LUMINARIES AND BASES

46. The height of lighting should be compatible with its use. In general, lighting in pedestrian areas should be lower in height and of human scale.

47. The use of decorative fixtures in pedestrian areas is strongly encouraged in order to enhance the character of the streetscape and neighborhood.

48. The use of neon and fiber optic lighting is encouraged.

Art

The United Way mural on Mechanic Street. Richard Recchia's sculpture of John Stark in Stark Park.

Art is an essential component of the human experience. Art within public settings should be approachable, memorable, and reinforce the character of the neighborhood or site in which it is placed. All art in public locations should be able to be appreciated throughout the seasons.

ART THEMES

49. Public art in the Arena District should be engaging and provocative. Art should be diverse and inclusive.

PLACEMENT

50. Site art so that it complements, enhances and engages its surroundings. Consider content and scale. Artwork should be appropriate to its location and invite pedestrians to experience it. Place art to serve a purpose, create a focal point, define and shape a space, or terminate a vista.

51. Place sculpture and other free standing forms of art in areas where it will not interfere or compete with storefronts, obstruct pedestrian corridors, create a traffic hazard, or compete with other art.

52. Enliven otherwise blank walls with murals. Murals blend well into downtown locations, adding interest, texture and color to the streetscape.

CONSTRUCTION & MATERIALS

53. The structural integrity of supports, joints, attachments to the ground, and footings located beneath the local frost line are critical safety considerations for public art pieces. These construction details must be structurally sound and aesthetically pleasing.

54. Use durable materials that are able to withstand local weather conditions, including severe winters, freeze/thaw cycles, exposure to high winds, ice, salt and other various forms of urban pollution. Consider the potential for vandalism. Fragile or irreparable components are strongly discouraged as well as designs that encourage defacement.

Water sculpture in Citizen's Bank's courtyard and Antoinette Schultze's sculpture of The Mill Girl.

LIGHTING

55. Consider viewing angles, spotlighting, shadows, security and safety when illuminating public art.

MAINTENANCE

56. Calculate long term maintenance costs. Provide specifications, a schedule and budget for the maintenance of each piece of artwork.

Landscape Design

Well designed landscape plantings establish human scale and enhance the character and pedestrian experience of neighborhoods. Planted areas offer amenities to residents, visitors and businesses. Landscape elements also function to provide transition between different architectural styles and between developed and more natural open spaces. Plantings can buffer or screen different or incompatible land uses and activities. As integral components of the site, they define gateways and corridors throughout the block, the neighborhood, and collectively throughout a district as a connected whole.

GENERAL

57. Utilize landscape elements to reinforce site design strategies by enhancing approaches, arrivals and entry points, and exits from a site.

58. Integrate plantings with architectural and hardscape components to define entrances to buildings and neighborhoods, circulation paths, and edges of different land use and open-space.

59. Locate plantings to define the pedestrian corridor and frame street view corridors.

60. Enhance the character and continuity of the streetscape by using mature vegetation. Street trees and other plant material should be large enough at the time of planting to provide immediate, substantial greenery and shade to the site. Street trees must be a minimum of 3 inches in caliper.

61. Provide contiguous landscaped areas that accommodate or allow for a variety of active and passive recreational activities.

62. Adjacent landscaped areas should exhibit continuity of character. Balance plantings with canopy, understory, and groundcover plants where appropriate.

The mature landscape plantings along a pedestrian path at the Arena, container plantings for City Hall, and vertically aligned street trees and lighting on Market St.

63. Use perennial and annual plantings around the base and entrances of buildings to enhance the appearance of structures and soften views of paved areas.

64. Incorporate sidewalks, planting strips and street trees into the site plans of all new residential development.

STREET TREES & THE TREE LAWN AREA

65. Place street trees so that their trunks create a vertical line along the street even when sidewalk widths and distance between building and curb vary.

66. Relate tree locations to the architecture of buildings, block patterns, curb cuts and building entries to make the streetscape appear more orderly.

67. Tree spacing depends upon existing site conditions as well as the intent of the site's design. A spacing of 30-40 feet is considered standard for most species; however, reduced spacing may be appropriate where site conditions and/or species warrant. For view safety, trees should not be planted closer than 30 feet from the projected intersections of street corners.

68. Street trees in tree lawn areas should be of like character, spacing, and alignment and have irrigation approved by the City Forester. Berms are not compatible with tree lawn areas.

SCREEN & BUFFER PLANTINGS

69. Employ buffers and screens such as berms, masonry walls, fences, and vegetation to screen parking, and other vehicular areas from pedestrian areas, or to separate areas of monotonous pavement or incompatible land use. Plantings should not obstruct visibility at drive aisle intersections.

Various forms of buffers and screens function to esthetically separate areas of different or incompatible land use. A parking lot with perimeter and interior plantings; a courtyard dining terrace with fencing, annuals and shrub plantings defining the 'walls' of the room; another dining terrace employing a hedge of the shrub in the foreground to buffer an adjacent parking lot.

MATERIAL SELECTION

70. All plant species and cultivars should be suitable to climate, soil type, and site environment. All street tree plantings must meet the approval of the City Forester.

71. Tree selection should consider mature height, mature diameter of crown, distance from crown to the ground, and have multi-season interest. Species should be single-trunked, upright, produce a minimal amount of fruit and seeds, and have a medium to long life expectancy. Tree species planted adjacent to paved areas should be deep rooted to prevent paving damage.

72. Consider tolerance to salt, snow removal and storage, other forms of urban pollution, as well as automobile and pedestrian damage.

73. Attempt to provide a diversity of species as well as both evergreen and deciduous plants. Use native plants or their cultivars whenever possible to enhance a regional 'sense of place'. Plant material on regional invasive species lists should not be used.

PROTECTION OF VEGETATION

74. Existing healthy plantings should be preserved during construction to the greatest extent practical. Additionally protect healthy plantings by removing damaged, diseased or decaying plant material as soon as such problems develop.

75. Street trees and other plant material should be protected from vehicular and pedestrian encroachment by tree grates and sleeves, raised plantings surfaces, depressed walks, and/or the use of curbs.

Protective tree sleeve & grate.

WATER CONSERVATION & IRRIGATION

76. Employ planting and irrigation techniques that yield water conservation by way of species selection and effective irrigation design.

MAINTENANCE

77. Employ plantings that require minimal maintenance throughout the seasons.

78. Take care to not disturb or overly control the natural habits of plantings. The pruning and maintenance of landscaped areas should not exceed practical limits.

Architectural Design

Buildings should exhibit urban character with quality architecture that reinforces the urban disposition of the Arena District. They should be inviting places that interact with the life of the street. Storefronts of all buildings should be clearly articulated with forms and details of the highest quality materials. Street level features for pedestrians should be incorporated to add richness to the streetscape experience.

GENERAL

79. Site structures in such a manner that they will complement adjacent buildings. Sites should be developed in a coordinated manner to provide order and diversity.

80. Provide human scale and interest along street corridors with engaging storefront windows, covered walkways, and highlighted entrances.

BUILDING SCALE, PROPORTION, & MASSING

81. The scale, proportions, massing, and articulation of the structure's design should enhance the pedestrian experience.

82. Structures should be designed to human scale, be reflective of traditional neighborhoods, and compatible with surrounding development, so as not to overwhelm or dominate the surrounding site and culture. The architecture should create harmony and unify the streetscape.

83. New buildings should maintain the established horizontal and vertical lines of facades on the block. Additionally they should reinforce and provide alignment to existing building heights. See graphic for Guideline 7.

84. Roof lines should be representative of the structure's design and scale and relate to the surrounding architecture. Decorative roof elements and variations in roof height are encouraged to add visual interest and variety to the urban composition.

A modernized storefront of the Varick Building showing generous storefront windows, decorative roof elements, complementary trim and canopy elements, and effective landscape plantings.

FACADE

85. Create variety and interest by designing of structures of variation in form with articulated facades. Avoid leaving blank walls that lead to an undesirable, monotonous streetscape.

86. Provide detail to facades to reduce the perception of bulk and to reflect the traditional rhythm of the streetscape. Large dominating structures should be visually broken up through the use of trim, awnings, eaves, windows, architectural ornamentation, complementary colors, and landscape plantings.

87. Treat residential structures with the same level of formality afforded to a single family home. The facades of multifamily structures should be broken up to give the appearance of a collection of smaller structures. This articulation can be accomplished with the use of balconies, setbacks and projections. To the extent possible, each unit of a multifamily structure should be individually identifiable.

An example of individually distinct architecture for multifamily structures.

88. Minimize the visual impact of garage entries and doors. Garages should never visually dominate the building, block, or façade of any residential structure.

BUILDING MATERIALS

89. Maintain the continuity and rhythm of architectural details with quality building materials of complimentary textures to those established in the Arena District.

90. The use of brick and stone as primary materials, particularly on exterior walls, is encouraged. The use of EIFS (Dryvit, Sto, etc.) and similar materials is acceptable, particularly for building accents. Materials used in combination should be consistently applied and should be chosen to work harmoniously with adjacent materials.

91. The color palette chosen for new structures should be compatible with color of adjacent structures and those established in the area.

SCREENING

92. Integrate all cooling towers, mechanical equipment or appurtenances, vent intakes, stacks, and other rooftop structures into the building's design to screen them from view.

93. Locate dumpsters, recycling vessels, and mechanical equipment away from the street front. Screen trash enclosures, utility boxes, meters, utility pedestals and loading/service areas from adjacent properties, public right of ways, parking areas and pedestrian walkways.

94. Exterior storage, when allowed, should be architecturally integrated to the site and confined to portions of the site least visible to public view. Additional screening may be required.

Evergreen hedge and a wooden fence esthetically screen mechanical equipment.

Appendix A

Description of Terms

Berm: A mound of soil, either natural or man-made.

Building facade: The front or face of a building that is toward the street.

Curb cut: An interrupted area in the pavement that provides pedestrian and/or vehicular access, entry or exit.

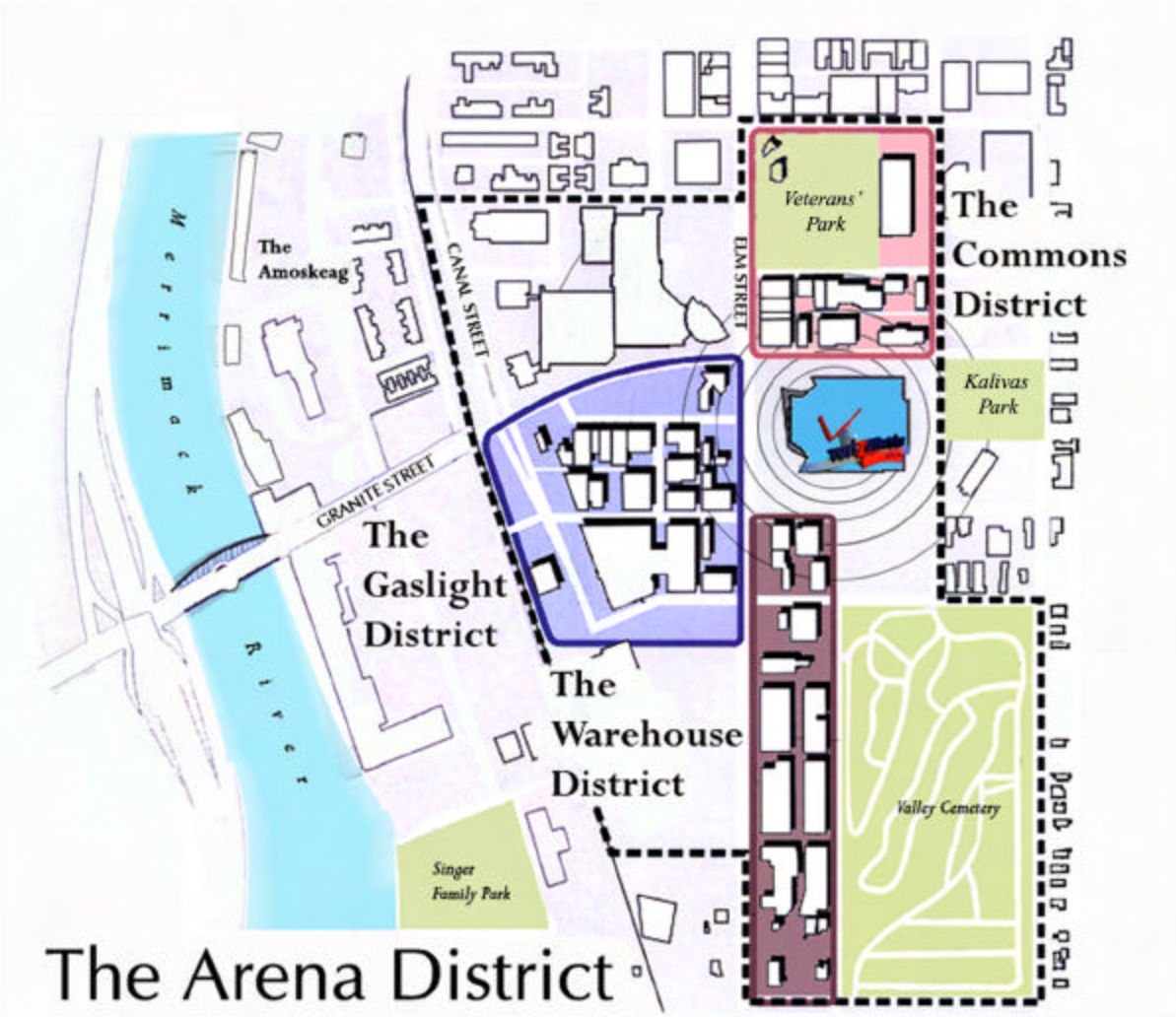
Mixed-use site: Area zoned for a combination of compatible commercial, office and residential development. The terminology and concept is taken from a town center where jobs, goods, and services are supplied within walking distance.

Setback: The distance between the street right-of-way line and the permitted building line of a structure.

Tree caliper: The diameter of a tree trunk measured in inches. Measurement is taken six inches above the ground for trees up to 4 inches in caliper, and 12 inches for trees over 4 inches in caliper.

Tree lawn: The area, usually along a sidewalk, between the pedestrian walking area and street side curb edge.

View corridor: A distant view seen through an opening between buildings, trees and landforms as viewed from a street or sidewalk.



Appendix B

Arena District Zoning Overlay

Amending the Zoning Ordinance of the City of Manchester by adding a new Arena Overlay Zoning District to the Zoning Maps in the vicinity of the Verizon Wireless Arena.

Section 1. Amend Article 4 Establishment of Zoning Districts and Zoning Map, by adding a new section to 4.01 Establishment and Purpose of Districts, B. Overlay Districts as follows:

8. Arena Overlay District. This purpose of this overly district is to develop an area that is compatible with and complementary to the Civic Center. This can be accomplished by: creating an area that is pedestrian oriented; discouraging auto intensive uses; promoting a higher quality of design including signage; and ensuring compatible land uses. Land uses which are encouraged include: restaurants, retail shops, entertainment, hotels, personal services and housing. By following the overlay guidelines, the City will insure a maximum economic spinoff from the Civic Center and provide an enriching urban experience for the City.

Section 2. Amend Article 5 by adding a new Use category under Section 5.10 Table of Principal Uses as follows: "D.7 Small scale assembly, fabrication and craftsmen businesses with no outside storage or machinery" permitted (P) in IND, RDV and AMX and in the Arena Overlay (Section 7.09A)

Section 3. Amend Article 5 by adding a new Use category under Section 5.10 Table of Principal Uses as follows: "D.8 Artisans Lofts including living and working facilities in the same unit for craftsmen and artisans" permitted (P) in AMX and in the Arena Overlay (Section 7.09A).

Section 4. Amend Article 7 Special District-Wide Regulations, by adding a new section 7.09 to read as follows:

"7.09 Arena Overlay District

A. Special Uses Allowed in the Arena District

Within the Arena Overlay District, the following uses shall be permitted as follows, notwithstanding the allowed uses in the underlaying zoning district in Section 5.08, Table of Use Regulations.

A.2	Single Family attached (townhouse) dwellings	CU
A.6	Multi-family dwellings	P
A.9	Boarding or Rooming House	CU
D.4	Wholesale bakery or food processing plant	CU
D.7	Small scale assembly, fabrication and craftsmen	P
D.8	Artisans Lofts	P
E.2	Limousine or taxi service (garage)	Not permitted
E.8	Telecommunications Antennas (on existing structures)	CU
E.10	Telephone, telecommunication & cable service operations and maintenance facilities	CU
F.2	Furniture and major appliance stores	CU
F.4	Convenience retail uses	CU
H-2.4	Medical and dental laboratories	P
H-3.2	Bed & Breakfast	P
H-4.8	Mini-golf	CU
H-6.11	Business equipment repair and maintenance	Not permitted
I.5	Automotive service station	Not permitted
I.6	Car washes and car care centers including muffler shops, oil change, auto detailing and similar services	Not permitted

B. Special Setback Requirements

Buildings shall be placed at the edge of the Right-of-way where they abut a street. Setbacks may be provided to allow for outdoor restaurant seating, pedestrian plazas and similar areas, subject to approval by the Arena Overlay Design Review Committee but not including parking.

C. Special Sign Requirements

Signs shall be regulated in accordance with the provisions of Section 9.09.

D. Special Parking Requirements

Parking is limited in accordance with the provisions of Section 10.07.

E. Design Review

The Department of Planning and Community Development shall be responsible for design review of projects within the overly. The types of permits to be reviewed, the process and time period for action shall be the same as for the Millyard Design Review Committee under subsection 7.01 (D). The establishment of the design review district will enhance the character of the area and promote tourism and economic development in the City.

The Planning and Community Development Department shall develop and adopt design guidelines for the area. The design guidelines and the special design requirements shall include but not be limited to the following requirements which are intended to preserve and enhance the special character of the city by encouraging rehabilitation and new construction that is sensitive to the existing urban form.

Special Design Requirements:

1. Building facades along sidewalks shall include doors and windows in order to encourage pedestrian flows. No more than 20 feet of blank walls shall be allowed in these areas.
2. Primary entrance shall be fronting the street sidewalk
3. Buildings should be a minimum of 20 feet height
4. Window system should not exceed 25 feet in width without being interrupted by another building material
5. Vinyl siding products prohibited
6. Pedestrian circulation throughout the district shall be improved as development or redevelopment occurs, in accordance with general design principles and objectives of safety, comfort, ease of movement, and convenience of access to properties.

Section 5. Amend Article 10 Off Street Parking and Loading Requirements, by adding a new sub-section 10.07 (I) and renumbering the existing sub-section I to "J":

I) Parking Limitations in the Arena Overlay. Such limitations may be waived as a Conditional use permit by the Planning Board if developed as part of a redevelopment plan approved by the City.

1) Surface parking shall not be allowed in the front yard of any building. Except in cases where section 10.7 (H) applies, parking within the side yard may be permitted by a Conditional Use by the Planning Board where such parking does not disrupt pedestrian traffic flows or create long blank sections between buildings. In such cases, the parking areas shall be separated from pedestrian sidewalks by a wrought iron fence and landscaping.

2) No new surface parking shall be allowed within 200 feet of Elm Street.

3) Parking decks located at street level shall have no less than seventy-five percent (75%) of the lineal street frontage devoted to office or non-parking commercial uses at a minimum depth of twenty (20) feet along the following streets: Elm Street, Old Granite Street, Lake Avenue, Willow Street, Central Street, West Depot Street and Franklin Street.

4) The exterior facade of parking structures shall be covered with architectural cladding that utilizes materials, colors, and a pattern of openings consistent with nearby significant building facades.

Section 6. Amend Article 9 Sign Regulations, by adding a new sub-section 9.09 (C) as follows:

C. Sign Regulations in the Arena Overlay.

1. Signs shall only be permitted which advertise goods, services or products manufactured or offered for sale on the premises or otherwise related to the use of the premises.

2. Signs shall not cover windows.

Appendix B

Arena District Zoning Overlay continued

3. Signs inside of windows and visible from the street shall be included in the area and number calculations of signs for the building.

4. Roof signs shall be limited to neon or individually lit channel letters and shall be limited to a maximum 100 square feet.

Section 7. Amending the Zoning Ordinance of the City of Manchester by adding a new Arena Overlay Zoning District to the Zoning Maps in the vicinity of the Verizon Wireless Arena, more specifically bounded and described as follows:

Beginning at a point at the intersection of Elm Street and Merrimack Street;

Thence, southerly along the centerline of Elm Street a distance of approximately 240 feet to the centerline of Pleasant Street;

Thence, westerly along the centerline of Pleasant Street a distance of approximately 1130 feet to the centerline of the B&M rail line – so-called;

Thence, southerly along the centerline of the B&M rail line – so-called - a distance of approximately 2415 feet to its intersection with the so-called Lawrence Branch of the B&M rail line;

Thence, southerly along the centerline of the so-called Lawrence Branch of the B&M rail line a distance of approximately 460 feet;

Thence, easterly along the centerline of Valley Street as extended westerly and along Valley Street to the centerline of Willow Street a distance of approximately 600 feet;

Thence, northerly along the centerline of Willow Street a distance of approximately 1,350 feet to the centerline of Auburn Street;

Thence easterly along the centerline of Auburn Street a distance of approximately 350 feet to the centerline of Chestnut Street;

Thence northerly along the centerline of Chestnut Street a distance of approximately 1,575 feet to the centerline of Merrimack Street;

Thence, westerly along the centerline of Merrimack Street a distance of approximately 640 feet to the centerline of Elm Street;

Said point also being the point of beginning.

Section 8. This amendment shall take effect upon passage. [Effective June 9, 2003]

Appendix C

Application See attached form. Please contact Planning Department to schedule or confirm your review date and time. The Planning Department telephone number 603-624-6450.

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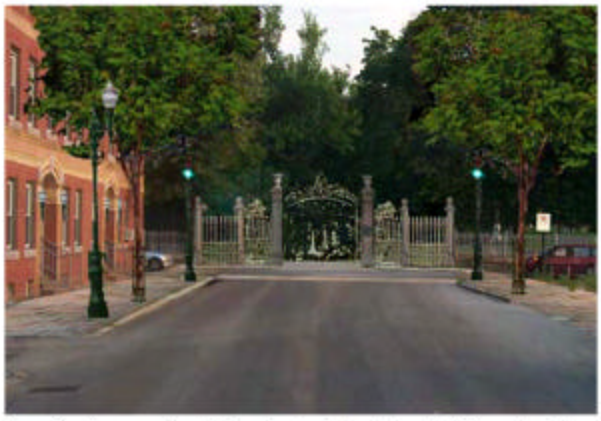

Before and after illustrations of Chestnut Street showing partial restoration of the Valley Cemetery main entrance, realigned intersection, buried and relocated utilites, relocated and additional historic lighting, complimentary paved sidewalks and street tree plantings.