



Westwood

A Traditional Neighborhood
in the heart of Amherst.

2014 Design Standards Guide

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The following Design Standards have been developed by Fontanese Folts Aubrecht Ernst Architects, P.C. in accordance with The Town of Amherst Planned District Rezoning and Planned Unit Development (“PUD”) Process Application (Section 8-4 of the Amherst Town Code).



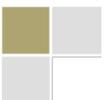
The following Design Standards have been prepared for:
Mensch Capital Partners, LLC
350 Essjay Road
Williamsville, NY 14221



I. PURPOSE OF DESIGN GUIDANCE

The intent of these guidelines is to provide a framework of desired characteristics for the development of the Westwood mixed-use neighborhood. The framework is intended to be flexible and to acknowledge the uniqueness of the individual districts, which comprise the neighborhood. Westwood is intended to provide for a variety of building and spatial experiences, which acknowledge the residential character of the surrounding existing residential neighborhoods. The intent is to provide defining guidelines for the development of Westwood that are flexible, allowing for variety and adaptation as the demands of the market warrant over time. Given the size and scope of the Westwood Neighborhood, future development at the site will be subject to the Planned Unit Development (PUD) guidelines and regulations as presented in Section 6-9 of the Town of Amherst Zoning Code. The PUD is designed to permit coordinated developments that allow flexibility to respond to market demands and the needs of project tenants and residents. The Design Guidance works in concert with the existing regulatory environment and is supplemental to the minimum requirements of the Town of Amherst.

Emphasis of the Design Guidance is to the exterior visual manifestations of the building use and to the creation of harmonious exterior spaces which transition in character from district to district. The objectives are to create a general consistency of design, which is complimentary to each other and is at a minimum acceptable standard that reinforces the character and vitality of the neighborhood, in short to encourage a better quality of life environment.

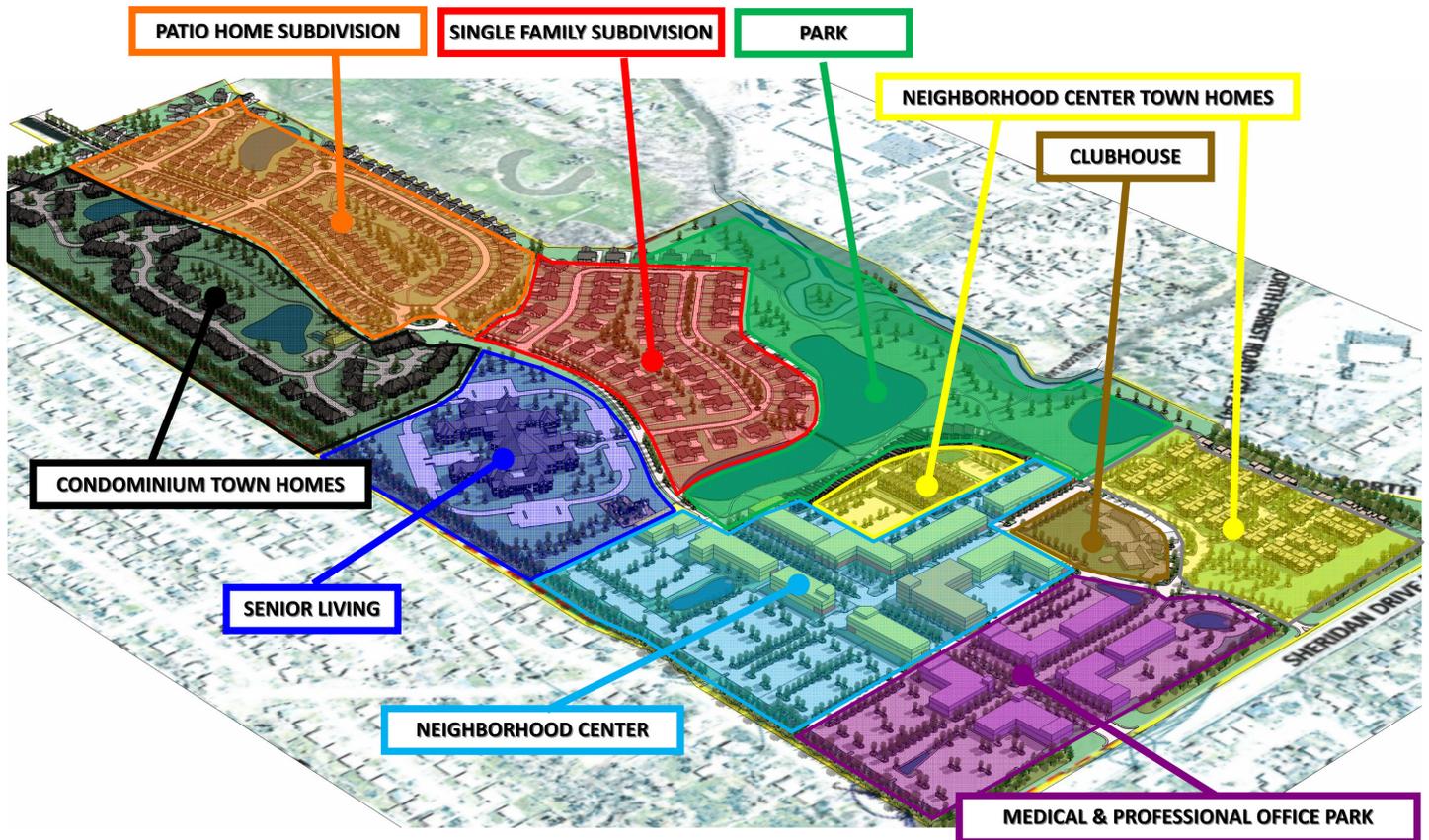


II. INTRODUCTION

Westwood is a new mixed-use neighborhood that is bounded by Sheridan Drive to the south, Maple Road to the north, Fairways Blvd. and Frankhauser Road to the west, and North Forest Road to the east.

The community will incorporate a variety of residential opportunities, including single family, townhouse, apartments, and senior living, as well as office, retail, hotel and restaurant occupancies. With a mixed-use development pattern and diversity of amenities, the community will offer year-round experiences, and a variety of public spaces connected with pedestrian friendly walks that build on a traditional neighborhood structure. The goal is to create an environment that has visual appeal, a focus on the pedestrian, a lively atmosphere, ever-changing character, yet evokes a reminder of the history of the site.

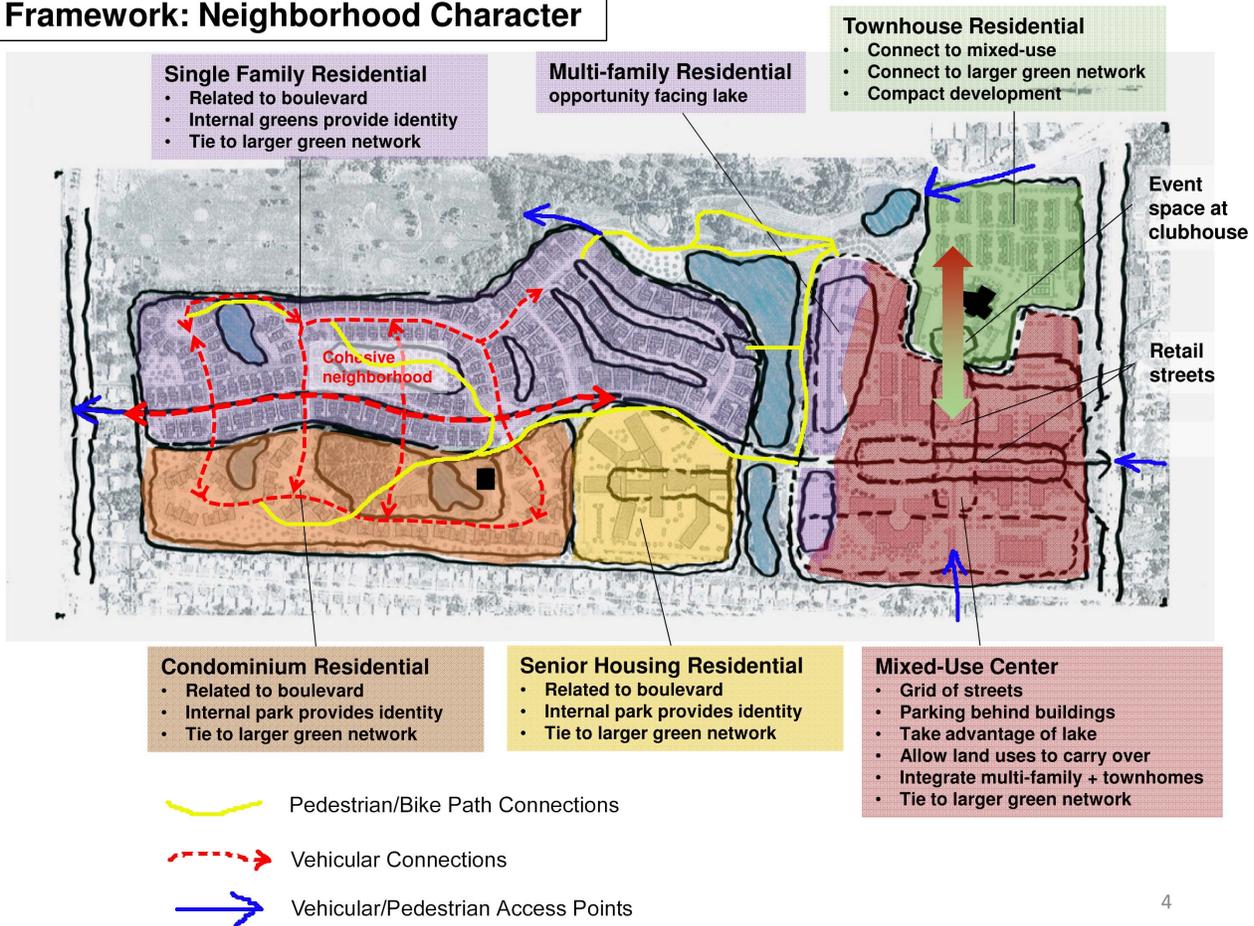
The Guidelines are mostly concerned with the character description of the spaces and the buildings and the landscape that creates them. They are intended to be guidelines that assist in the review of proposed development as opposed to rules that provide definitive direction. The following diagram provides a description of the neighborhood components.



III. DEVELOPMENT STRATEGY

Bring together the elements of a community that as a whole envisions a mixed-use environment, transitioning throughout the neighborhood in a manner that creates a vibrancy and vitality that is pedestrian friendly, encouraging of sustainability and allows a mix of uses. That is the goal of Westwood. Residential, Senior Living, Office, Commercial, Hospitality and Civic uses are planned throughout the neighborhood. The neighborhood should allow for an inclusive community that provides multi-generational housing options. Public space features should include establishing an event space for outdoor activities at the Clubhouse, a tree canopied urban square within the Neighborhood Center, and providing a series of open spaces that are connected via a trail system with Westwood Park as the focal green space. Active uses that engage pedestrians should be located along the street frontages of the Neighborhood Center and Office Gateway. A network of public places are to be connected with the streets, sidewalks, and pathways.

Framework: Neighborhood Character



IV. NEIGHBORHOOD CHARACTER

Patio Home Subdivision

Situated nearby the Maple Road entry, this moderate scaled district anchors the north area of the single-family residential neighborhood. Like all of the residential areas this is a cohesive neighborhood, which offers internal green space, and connection to the path network. This district is bounded by the public golf course to the east and the entry boulevard to the west.

a. Architectural Features

The single-family residences should be located on modest sized lots along a tree-lined street. Covered front porches should be encouraged. Sloped roofs should be the norm. Garages could be located in the rear of the lot, or could have overhead doors facing the side lot line. The rear yards should be encouraged to visually share the open green space in common, minimizing fencing and encouraging landscaping to create any needed privacy.

b. Materials

Familiar materials, a mix of siding, a blend of colors, a variety of window sizes and placement should characterize this neighborhood. Siding could be a mix of clapboard, shingle or shake, with contrasting areas of brick or stone. Window, roof and door trim should articulate and emphasize the smaller scale of the structures.

c. Mass/Scale/Proportion

The residences should be moderate in size and mass. Smaller scaled details should be used to reinforce the human scale of the dwellings. The residences should be a diverse mix of single story, story and one-half and smaller scaled two story structures. The street width to the height of the residences should be of a smaller dimension to promote a comfortable closeness, and slow traffic on the street.



Condominium Town Homes

Abutting the western edge of the Maple Road entry and adjacent to the existing Fairways neighborhood, the district is characterized by more informally arranged townhome residences with generous, naturally landscaped open spaces. Two existing ponds and a cluster of existing trees will be features integrated into the park like neighborhood.

a. Architectural features

Generous windows and crisp lines and the use of well-placed dormers and gables could create visually interesting structures and become features that support a variety of appearances. Offsetting the foundations of the paired units, extending the floor plate in second and third story overhangs could further give variety to the residences. A variety of forms could give a meandering character to the overall streetscape, permitting a changing character from location to location that reinforces the neighborhood.

b. Materials

Stone, brick or other rusticated appearing materials could give visual strength to the first level housing the garage area which could be offset by clapboard or shingle siding where the entry and porch or deck occur. Upper level(s) could be of a blend of siding materials and well proportioned glass areas and windows

c. Mass/Scale/Proportion

The connected residences should create a townhouse like arrangement of two or three stories in height. The massing should more resemble that of a single-family residence, while maintaining individually recognizable arrangement of the units. With a more casual arrangement of the residences that extend along a meandering street or are collected into a cluster surrounding a court, the scale of the residences could be two or two and a half stories.



Single Family Subdivision

Tree lined, boulevarded streets and internal green space give this residential district a pedestrian friendly environment. Located in the center of Westwood, the district borders the open area of Westwood Park and the lake edge to the south.

a. Architectural Features

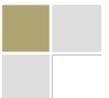
Generous sized lots with garages located in the rear of the house or garage doors opening to the side lot line should give the opportunity to provide generous sized porches facing the street.

b. Materials

A diverse use of cladding of a variety of colors and finishes that have a regional reference should be considered, such as brick and stone. Each residence should have a character of its own.

c. Mass/Scale/Proportion

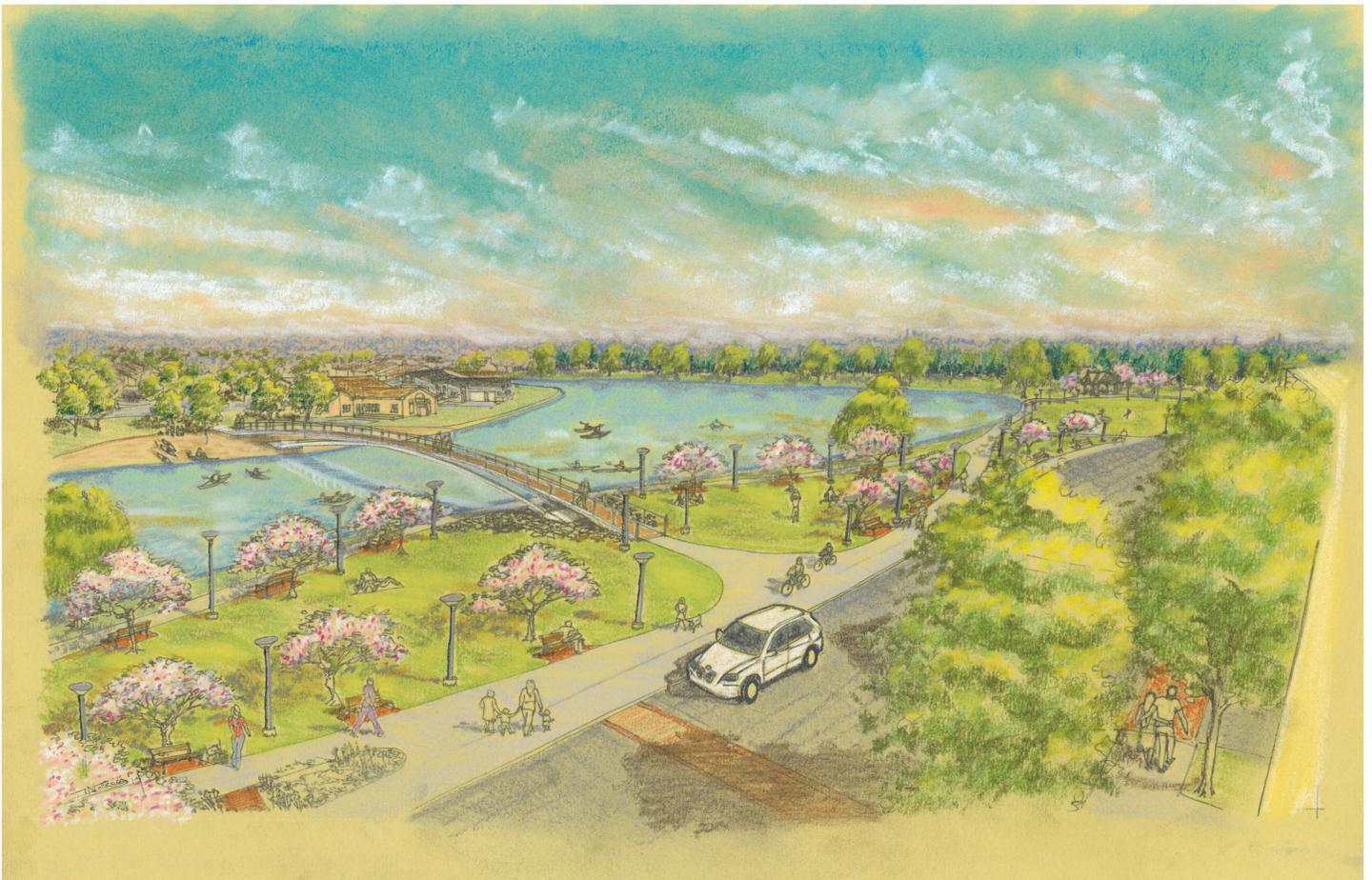
Generously sized with two floor levels and significant sloped roofs should characterize these individual residences. The scale should be equally generous while still being respectful of the neighboring properties.



Westwood Park

Extending along the Ellicott Creek that is the east boundary of the overall site and extending westward to encompass the lake, this district adapts the existing golf course landscape, transforming it into the meandering meadows to be viewed and shared by all. It becomes the open space, and the informal recreation area conveniently accessible by the Westwood residents and neighborhood center visitors.

The edges of Ellicott Creek and the edge of the lake should become integrally linked with the path network, with a path for walking, jogging and cycling along the creek. A path along the lake edge could provide a relaxing place to stroll. It should have suitable benches carefully located near intersections with the path network. A pedestrian bridge from the Neighborhood Center to the residential neighborhoods is an important element of the public open space encouraging a pleasurable walk between the neighborhoods. Preserving the existing trees lining the creek edge and the native wetland species around the water bodies is part of the sustainable strategy. This preservation approach will be encouraged in other interior green spaces and transitional areas between neighborhoods.



Neighborhood Center Town Homes

Located where the residences transition to the neighborhood center, the housing pattern supports a mixed-use environment. Autos are to be housed on the lowest level with entry from the rear of the structure, permitting the street side to offer generous outdoor porches or decks facing the lake. Where garages abut general parking areas, tree lined streets shall be incorporated which offer diagonal parking.

a. Architectural Features

Townhouse units that are linked into groupings of 8 to 10, the residences should have generous sized glass and window units with building projections at and above the street level. Projections and facade recesses should be rhythmic creating a unified visual presentation. There should be a definite front facade with significant landscaping and defined rear entry to the units, with auto garages entered from the parking area behind.

b. Materials

Each of the connected groupings should have similar materials, which reinforce the rhythm of the overall facade. Siding choices could include brick, stone, clapboard either stained or painted, or a combination of these materials. In small areas, metal accent panels could be considered.

c. Mass/Scale/Proportion

The building height should be limited to 3 levels. Roof construction could be sloped or flat or a combination of each, with varying heights and rooflines. The facade articulation can include changes in the building massing, changes in material, porches, decks or balconies. Each of the separate units should be reflected in the facade articulation.



Neighborhood Center Townhomes

A compact grouping of town homes with a service court for pedestrian and auto access that border the intersection of Sheridan Drive and North Forest Road. The units share a garden area, which adjoins the rear of each unit.

a. Architectural features

The units could be arranged in groupings of 4 townhouses in a linear pattern that become a larger grouping of 8 units when combined with the enclosed garden/rear yard area.

b. Materials

The street level of the units should be articulated with a different color or a different siding material, with the upper two levels sharing a common siding material and color.

c. Mass/Scale/Proportion

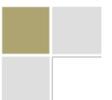
The units should be organized to create a volume similar to a single family residence. The unit grouping should be compact. The units should be two levels high with sloped or flat roof or a combination of rooflines. The scale should clearly be compact, promoting a close-knit district.





Clubhouse

At the heart of Westwood and the reason for an open public event space nearby is the existing clubhouse. It will serve as the symbol of the prior use of the site and can support the outdoor events that take place in the Neighborhood Center. The architectural details, proportions and coloration could serve as the thematic source of elements of the new construction surrounding it.



Senior Living

At the transition from the residential districts to the north leading to the Neighborhood Center to the south, the senior living development will occupy one of the focal points of the project. With views of several important features, this district should be an outstanding site for the senior residents it supports. Nearby access to the neighborhood center or taking a stroll along the pathways to the lake will be a short walk for the senior residents.

a. Architectural features

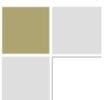
The architectural detailing should be encouraged to break down the visual appearance of the structure. Sloped roofs, a blend of colors, contrasting trim, and facade articulation should enhance the residential feel of this larger structure. Modulating the individual rooms, the building footprint and selectively offsetting the exterior wall plane should create a more residential appearance

b. Materials

Distinctly residential materials of a blend of types and colors, including shingles and clapboards should be used to articulate the core, wings and the separate floor levels of the facility.

c. Mass/Scale/Proportion

Facade articulation should be used to reduce the apparent mass of the facility. While the size of the facility is significant, borrowing from the architectural vernacular of the existing clubhouse or a traditional local single family residence should reduce the building's scale. The proportions should maintain the human size as its standard.



Neighborhood Center

As the central corridor, this district should be the focal core of the mixed-use character of Westwood. The blend of neighborhood shops, restaurants, businesses and offices with residential on upper floors should provide vibrancy to the area. The tree-canopied central square should have outdoor seating framed by nearby food establishments and the hotel. Convenient diagonal street parking, as well as parking lots with tree-covered islands behind the buildings should be provided.

a. Architectural features

Promoting mixed-use should be the hallmark of this district. Facades will promote the retail and commercial at street level, with generous areas of glass set off by small-scaled landscaping. Canopies above the first level window heads should typically project 6- 7 feet from the façade face providing weather protection and a logical location for building signage. The geometry of the window fenestration should be varied in size and location to further visually animate the facades.

b. Materials

The front side and the rear side of the buildings in this district will be similar in character and detail. The back of the buildings will have the same finishes and articulation as the street side. Solid, crisp, materials with a blend of the contemporary and the traditional should be utilized.

c. Mass/Scale/Proportion

The scale of the buildings in this district should tend to be more significant. Buildings in the district should typically be 3 stories tall with sloped or shed roofs. The hotel should be 4 stories tall with a flat roof and an articulated corner element for architectural emphasis. The mixed-used buildings on the west side of the district should be more reflective of a residential form of 2 ½ to 3 stories tall.



Medical and Professional Office Park

Serving as the gateway, the lower scaled offices are visually sheltered from Sheridan Drive by a landscaped, tree lined berm. Convenient street side and adjacent tree bordered parking is available behind. Buildings are oriented to face the interior street.

a. Architectural features

The architectural expression should be contemporary and crisp, avoiding historical references or styles. The buildings should appear as simpler forms.

b. Materials

A blend of brick, stone, metal panels and glass in a contemporary composition should create visually inviting structures and animate the human scale of the street.

c. Mass/Scale/Proportion

The buildings should be two stories with flat or low slope roofs. The building corners should provide emphasis to the street corners. The scale should be transitional from the smaller residential across Sheridan Drive to the larger structures of the Westwood neighborhood core. The proportions should emphasize the horizontal, with generous glass, material changes, and location of doors to create a human-scaled street presence.

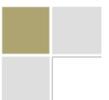


V. STREETScape

The streetscape throughout the Westwood neighborhood will handle both vehicular and pedestrian traffic. The streetscape is intended to be a pedestrian friendly environment, with vehicular traffic-calming features. The streetscapes are meant to be tree lined and pedestrian friendly, with a consistent pallet of signage, lighting, paving and occasionally furniture.

The streets should be well lit, active, human scaled and feel safe day and night. Pedestrian connections between streets and linking neighborhoods should be provided. The streetscape will encourage boulevard views of the neighborhoods, including views of the community facilities, views to the various sized lakes, and to the Clubhouse. Walking, jogging and cycling will be encouraged along the boulevard and along the connections to the path system linking the neighborhoods.

The streetscape in the mixed use streets of the Neighborhood Center area should be more urban in character, with walkable welcoming streets and squares and should transition to a softer, more open nature as you move to the more residential areas.



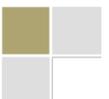
VI. CIRCULATION

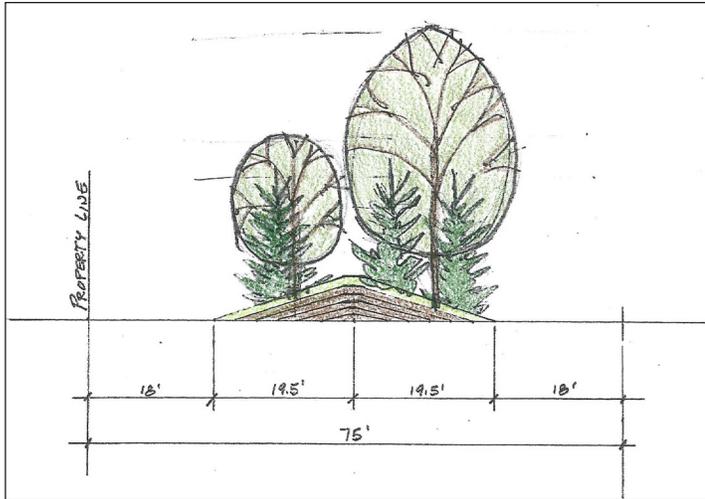
Vehicular Circulation

The Westwood Neighborhood has been designed to function as a connected community with a comprehensive approach to vehicular and pedestrian management throughout the site. The primary north/south roadway that extends from Sheridan Drive and north through the project site to Maple Road shall be a public right of way with central medians, curvilinear design, and intermittent round-a-bouts to provide a central path that is convenient but also safe and speed controlled by design. Intersections shall be planned within the road network so as to create clear site lines for safe turning and merging movements. The road networks shall include landscaping elements which provide a scenic landscape for vehicular movement throughout the site. Parking areas shall be screened either through the positioning of buildings within close proximity to the right of way or through the use of landscape buffer areas.

Pedestrian Circulation

Pedestrian networks and trails are a critical component when developing neighborhoods that are connected and support healthy lifestyles. The Westwood Neighborhood will feature multi-modal options for pedestrian movement that include a bike path and trail network, internal sidewalks, and connections to the existing external pedestrian networks within the community. Pedestrian networks shall be interconnected at the site to link residential areas with the Neighborhood Center and should be coordinated with public transportation options including bus transit services. Pedestrian networks shall be managed in a safe and efficient space that is separate from the road network with clearly identified crosswalks at intersections. Clearly defined pedestrian connections shall be established at public gathering spaces to include the urban square within the Neighborhood Center, Westwood Park, and the event space contiguous to the Clubhouse.





VII. LANDSCAPE STRATEGY

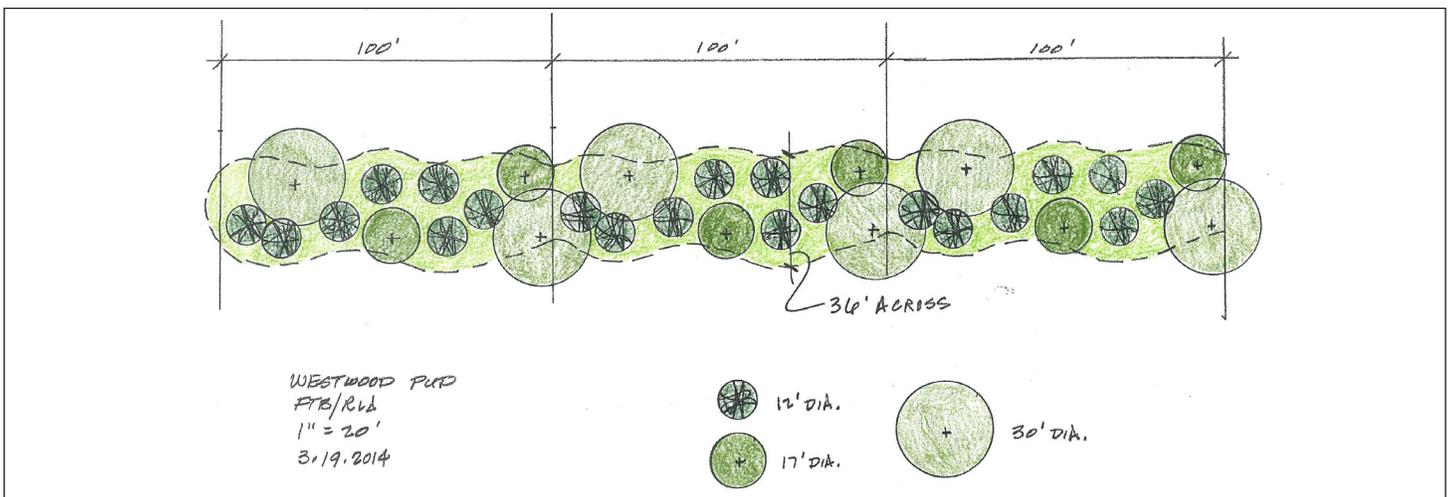
The overall Westwood neighborhood is a mixed-use development on approximately 170 acres which now comprises the existing Westwood Country Club site. The existing golf course site has relatively flat topography and consists of typical golf course fairways, greens, tees, bunkers and tree and shrub vegetation areas. Both the periphery and the internal areas of the site include natural (native) and installed plantings. Ellicott Creek runs along portions of the east property line and has native plants growing along the creek banks.

Existing native plant species include: Red Maple, Oak, Elm, Ash, Cottonwood, Willow and Red Stem Dogwood .

Existing non-native plant cultivars include: Colorado Spruce, Austrian Pine, Birch, Spirea, Ornamental Grasses, Barberry, Pear, Burningbush, Norway Maple, Arborvitae, Sedum, Lilac, Roses, Chamaecyparis, Hydrangea, Hick's Yew, Weeping Catalpa, Japanese Maple, Scotch Pine, Honeylocust, Privet, Seagreen Juniper, Fir and Larch.

The proposed site landscape development program includes:

- The retention of large and small areas of existing vegetation for screening, buffering, aesthetic landscape treatments, erosion prevention and wildlife attraction and retention.
- Foundation plantings using shrubs, ornamental grasses and perennials near and around the buildings.
- Tree plantings for roadways, medians, parking areas, entrance features, streetscape treatments and in general lawn areas in private and public areas.
- Buffer and screen plantings on 4' to 6' high grass-covered earthen berms around the site periphery.
- Buffer and screen plantings using aesthetic combinations of mixed deciduous and evergreen tree species between different internal land uses.



- Entrance area plantings to highlight the Sheridan Drive and Maple Road project entrances.
- Decorative plantings near the Sheridan Drive and North Forest Road intersection. Also new berms and buffer plantings.

In general, the site landscaping will include extensive plantings in a variety of hardy and seasonally interesting plant species. The plant palette will include deer-tolerant species and will be selected to grow in the mostly natural clay soils found on the site.

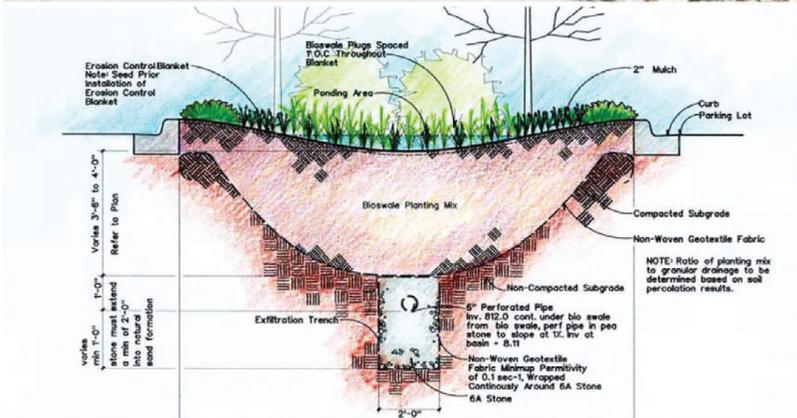
The following are the Planned Unit Development Process (PUD) landscaping standards under the Town of Amherst Zoning Code 6.9 that will serve as a guide to the development of landscape treatments to be utilized in the site landscaping program that address and conform to the standards:

Landscaping Standard (a): Landscaping shall provide privacy and screening between uses, with visual, noise and air quality factors considered.

Program conformance with standard (a): Screening between uses shall consist of grass-covered earthen berms planted with a mixture of deciduous shade and ornamental trees and evergreen trees. Screening shall also consist of healthy trees and shrubs existing on the site prior to development. The screening options shall conform to Town of Amherst Zoning Code-Section 7.2

Landscaping Standard (b): Landscaping shall contribute to prevention of water runoff and erosion problems. Temporary or permanent protection shall be provided during construction to prevent such problems.

Program Conformance with standard (b): Possible water runoff and erosion problems during construction will



be controlled with temporary silt fences and other measures as part of the Stormwater Pollution Prevention Plan (SWPPP). Silt fences will remain in place until the excavated areas of the site are stabilized.

Landscaping Standard (c): Landscape treatment for public and private plazas, roads, paths, service and parking areas shall be designed as an integral part of the entire project and shall combine with walks and street surfaces, and such requirements shall be in lieu of any other Town requirement for trees in public street rights of way.

Program conformance with standard (c): Overall landscape treatments throughout the site will be installed to enhance the general appearance of the site, streetscape and building development. Many of the new plantings will be native species that are compatible with the local site conditions.

Landscaping Standard (d): The area covered by impervious surfaces such as buildings and paved areas must be accompanied by planted areas as well as other features to hold or carry stormwater runoff. Outdoor planted or grassed areas within parking lots must not be less than five percent of the total vehicular area in the parking lots designed for 10 cars or more and shall be suitably distributed so as to relieve any unsightliness and monotony of parked cars.

Program conformance with standard (d): Areas adjacent to and surrounding the buildings will be planted with attractive specimens and groupings of deciduous shade and ornamental trees, evergreen trees, deciduous and evergreen shrubs, ornamental grasses, perennials and natural turfgrass lawns. Bio-retention areas will be planted with shrubs, trees, and emergent plant material species compatible with the soil and moisture conditions.

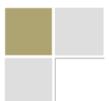
Internal green areas within the parking fields will be a minimum of five percent of the total vehicular area in the parking areas. They will be planted with trees and include lawn surfacing. Salt tolerant plant material species will be installed in the planting areas.

Landscaping Standard (e): Landscape materials shall be appropriate to the growing conditions on the site and the Town's environment.

Program conformance with standard (e): The site is in USDA plant hardiness Zone 6a (-10 to -5 F). All new plant material species will be hardy to Zone 6a, or colder. Also many native plant material species will be installed along with hardy cultivars. Plant material species will be selected that are tolerant of the site soil conditions. In addition, invasive species such as Ash, Norway Maple, Crimson King Maple, Burningbush and Barberry will not be planted.

Landscaping Standard (f): Natural features such as streams, rock outcrops, escarpments, marshlands, wetlands, topsoil, trees and shrubs, natural contours, and outstanding vegetational, topographical and geological features are encouraged to be preserved and incorporated in the open space areas and in the landscaping of the development.

Program conformance with standard (f): The site development and landscaping have been designed to respect



the area along Ellicott Creek and will remain undisturbed. Also a number of new ponds will be constructed throughout the development for stormwater management and aesthetic enhancement.

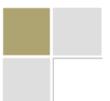
The existing plantings around the periphery of the site will in large measure remain. In addition, significant existing plant massings in the interior of the site will also remain. These existing plantings will be enhanced with the installation of a significant number of new plantings throughout the site.

Landscaping Standard (g): Plastic or other types of artificial plantings or vegetation shall not be permitted. Trees shall be planted adjacent to all residential units so as to provide no less than three trees of a minimum two and one half inch caliper, measured six inches above the ground, per residential unit, including existing trees on the site with are preserved. Trees to be planted throughout the district and along vehicular ways shall include both deciduous and coniferous species in adequate density and design to provide year round benefit of such plantings.

Program conformance with standard (g): No plastic or other types of artificial plants or vegetation will be installed. All new plants installed on the site will be at least the minimum sizes conforming to Town of Amherst Zoning Code-Section 7.2, Landscape Regulations 7-2-3, A., (1), (g). All plantings will be a mixture of deciduous and evergreen species that will provide seasonal interest throughout the year. New planting densities and quantities will be provided according to the Town of Amherst Zoning Code-Section 7.2.

Landscaping Standard (h): Trees shall be of numerous species as to minimize the impact and spread of disease.

Program conformance with standard (h): There will be a large number of plant material species installed to add diversity to the new plant palette and minimize the possible impact and spread of disease. Plant material species that are planted locally on other sites in the Town of Amherst, such as Austrian Pine, and known to



have disease problems, will be avoided. Also weak-wooded tree species such as Silver Maple, will not be planted.

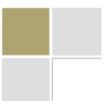
Representative List of New Plants to be Installed:

Trees: Red Maple, Japanese Maple, Red Oak, Skyline Honeylocust, Sweetgum, American Hornbeam, Black Gum, Serviceberry, Heritage River Birch, Crabapple, Ivory Silk Tree Lilac, Common Hackberry, Katsura Tree, Redbud, Kousa Dogwood, Ginkgo, Zelkova, Tuliptree, London Planetree, Greenspire Linden, Redmond Linden, Colorado Spruce, Serbian Spruce, White Spruce, Swiss Stone Pine, Concolor Fir

Shrubs: Green Mountain Boxwood, Green Velvet Boxwood, Sea Green Juniper, Old Gold Juniper, Hetz Staked, Juniper, Spirea, Weigela, Potentilla, Summersweet, Red Osier Dogwood, Ninebark, Rugosa Rose, Miss Kim Lilac, Ornamental Grasses, Forsythia, Fothergilla

Minimum Sizes of New Plant Material: Minimum sizes of new plant material installed on the project site will conform to the Town of Amherst Zoning Code-Section 7.2, 7-2-3, A., (1), (g):

Large and small deciduous trees	2 ½" Caliper
Large deciduous trees (multi-stem form)	12' Height
Small deciduous trees (multi-stem form)	10' Height
Coniferous trees	5' Height
Ornamental trees	1 ¾" Caliper
Ornamental trees (multi-stem form)	8' Height
Shrubs	24" Height
Evergreen shrubs used for screening	4' Height





VIII. LIGHTING

The Westwood Neighborhood Center and all residential areas will be governed by private community associations. Any lighting proposed throughout the neighborhood will be subject to the review and approval of the members that comprise the association management boards. In addition, any lighting proposed at the Westwood site shall be in conformance with the lighting regulations as stated in Section 7-3 of the Town of Amherst Zoning Code.

Site

The street lighting should be consistent, creating continuity among the neighborhoods. The fixtures should be durable, casting the light downward with “sharp cut off” fixtures throughout the residential neighborhoods. The lighting in the mixed-use core area should be inviting to the public and encourage activity in the retail, restaurant and commercial areas. Lighting fixtures should be scaled to the

pedestrian, lighting the full width of the walks in the mixed use core, and leading the pedestrian along the walkway in the more open and residential areas.

Building

Street level lighting in the mixed-use area should be a combination of luminaries mounted to walls, posts, brackets, etc. to intentionally offer a variety of evening experiences. Surfaces and textures, and objects such as pilasters, wall features, graphics, and banners should be lit. Entrances should especially be invitingly lit, including property addresses. Storefront lighting should emphasize a warm and welcoming sense to promote activity and watchfulness.

Residential area lighting should be consistently softer. Fixtures should denote entrances and pathways. Light levels should be sufficient and not overwhelming. Luminaries can be wall, post, soffit or gable mounted. Walking paths linking the neighborhoods should be lighted at even increments with post-mounted luminaries.



IX. SIGNAGE

The Westwood Neighborhood Center and all residential areas will be governed by community associations.

All signage proposed throughout the neighborhood will be subject to the review and approval of the members that comprise the association management boards. In addition, any signage proposed at the Westwood site shall be in conformance with the sign regulations as stated in Section 7-8 of Town of Amherst Zoning Code.

Signage is permitted on building facades. Lettering on awning or canopies, small lettering on storefront windows and illuminated signage without visible wiring are permitted on the ground floor of buildings. Rooftop signage, moving or over-scaled signs directed to vehicular traffic, and non-professional looking signage is prohibited.

Freestanding or monument signs will be permitted at the primary ingress and egress points at Maple Road and Sheridan Drive as well as at the corner of Sheridan and North Forest. The monument signs will be comprised of natural materials. All signage will be in a palate and style complimentary to the architecture.

