

NORTH RIVER NEIGHBORHOOD DISTRICT MASTER PLAN PEABODY, MASSACHUSETTS

MassDevelopment Transformative Development Initiative

September 20, 2016

S A S A K I

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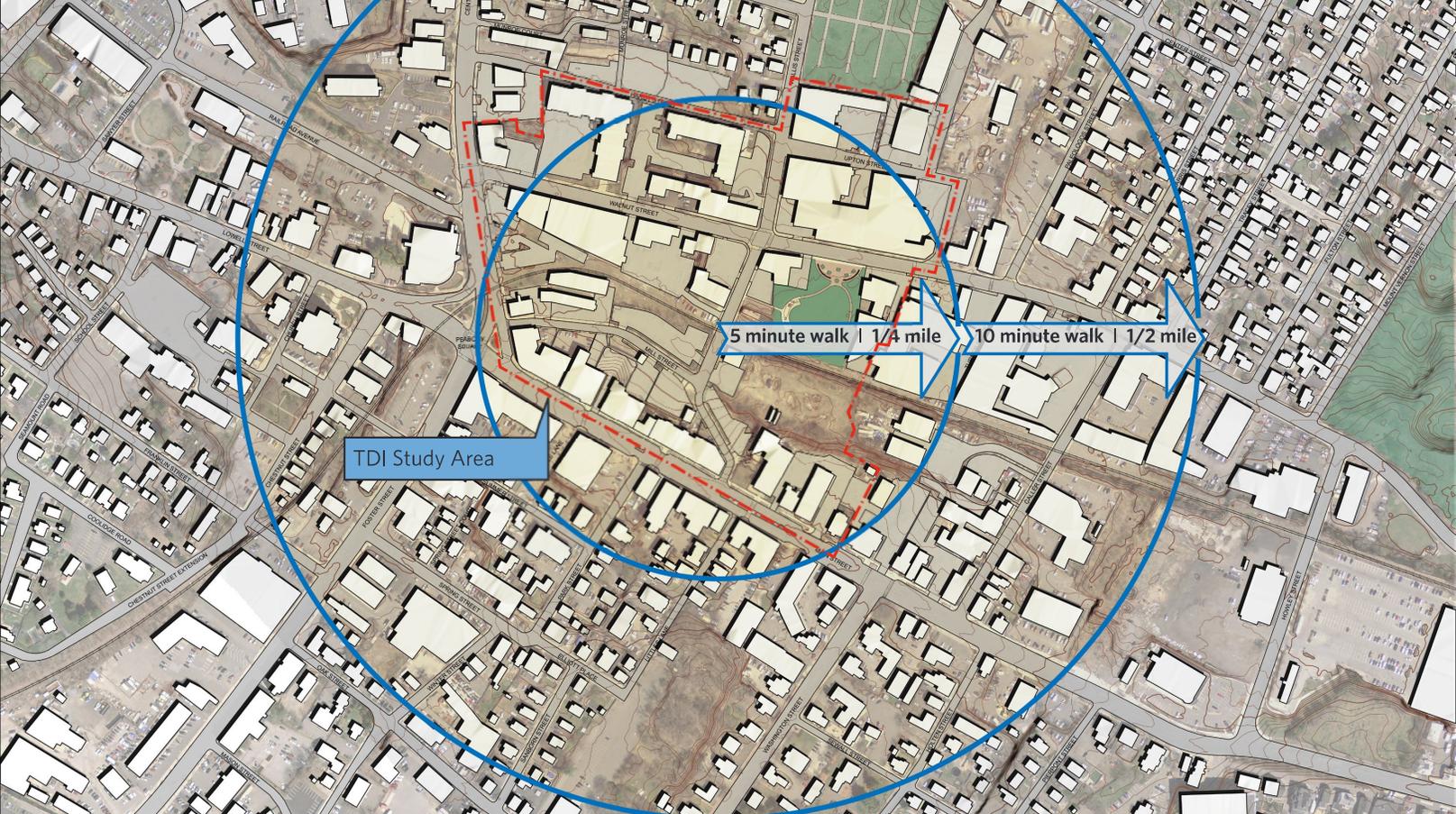
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District Goals & Framework



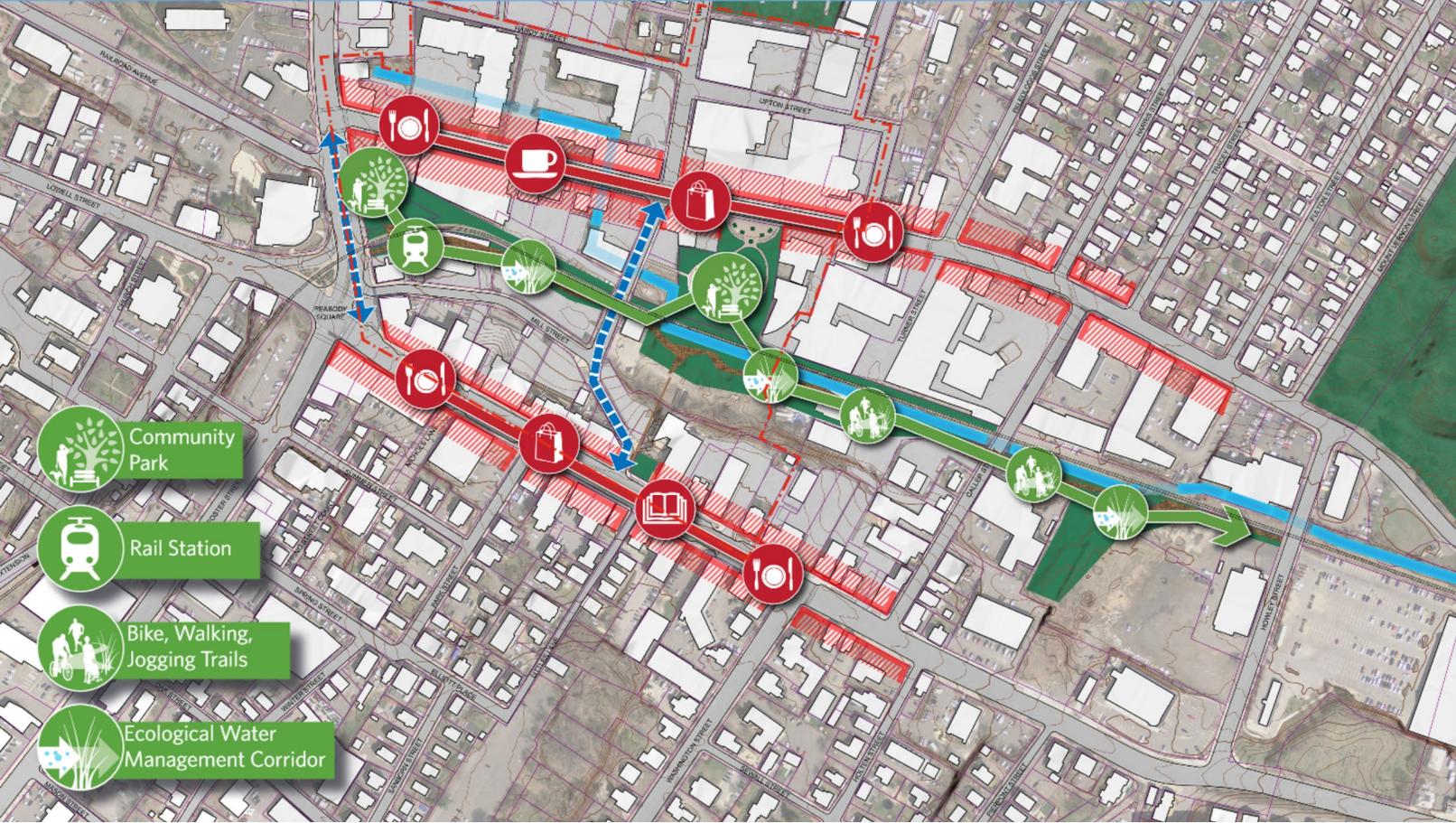
1 Reinforce and enhance a walkable, pedestrian oriented, vibrant downtown.



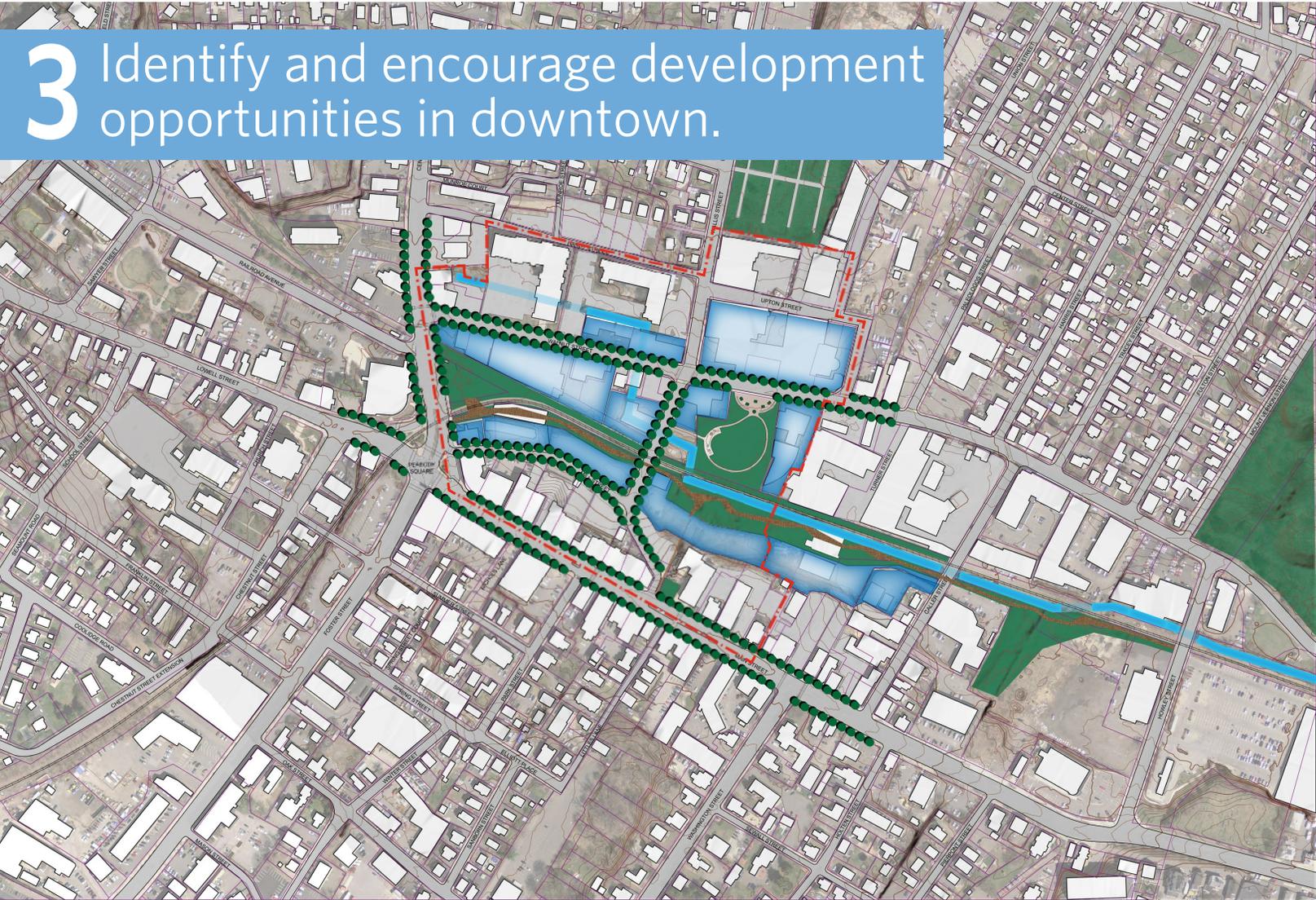


PARKLET ON MAIN STREET

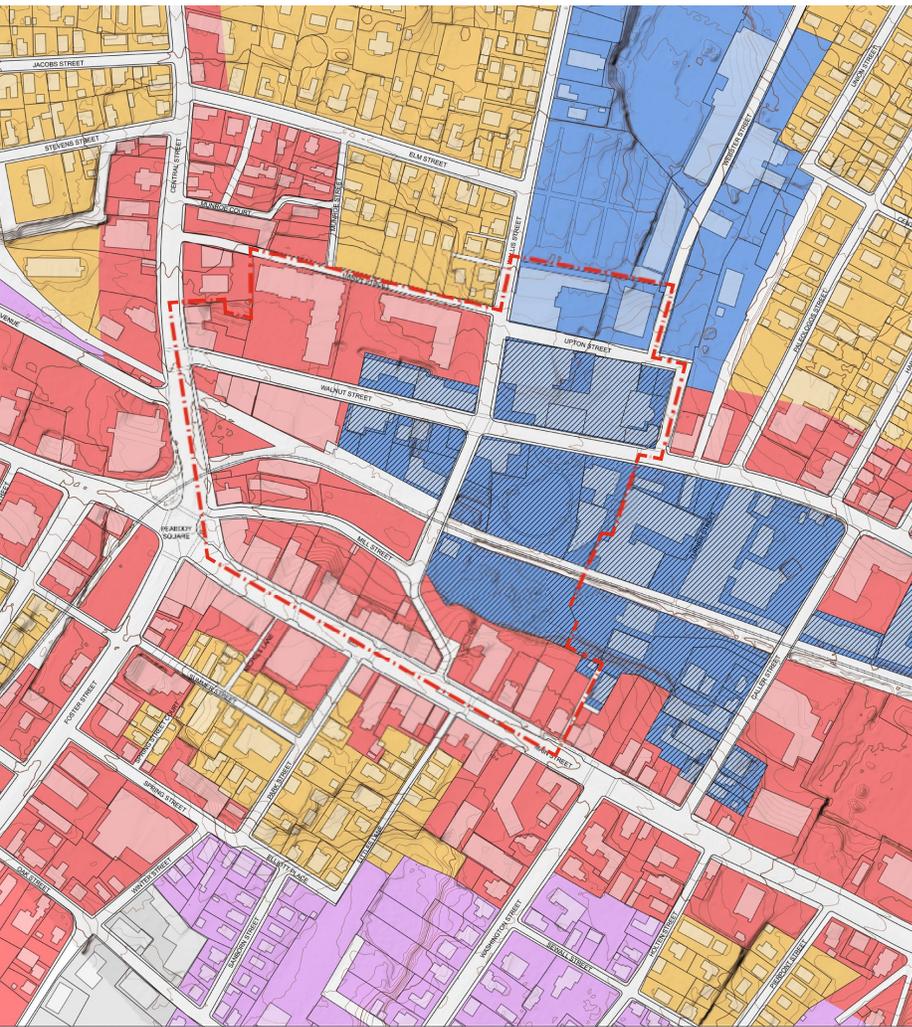
2 Develop and connect three unique corridors that form the social heart of downtown.



3 Identify and encourage development opportunities in downtown.



ZONING & OVERLAY DISTRICT



POTENTIAL ADJUSTMENTS

Allow Multi-family Residential in GBD Zoning

The regulations may include minimum densities as well as other guidelines to ensure the desired character of the neighborhood is achieved.

Allow Reduced Parking Ratios within District

The plan recommends reducing this requirement to one space per unit in the North River District.

Adopt Development Guidelines

Guidelines ensure that new development contributes to the overall vision for the district and communicate clear expectations to the development community.

ZONING

BC	IL
BN	R1A
GB	R2
GBD	R4

DISTRICT GOALS



4 Address stormwater management and public perception through LID strategies.

FEMA FLOOD ZONES

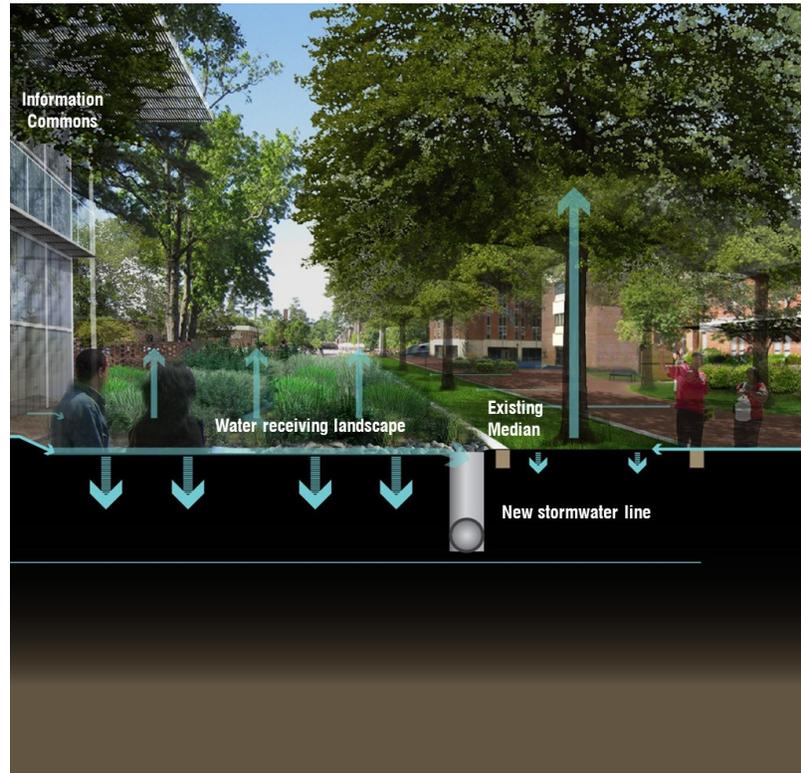


STREETSCAPES



As streets are redesigned and rebuilt, they should incorporate low impact development (LID) strategies to limit the amount of stormwater that enters the city sewer system.

PARKS & WATERWAYS



Parks and open spaces in downtown can be designed to flood—to hold as much water as possible without compromising their primary function as spaces for active community use.

BUILDING DESIGN



New buildings can be designed to hold water on site rather than allow runoff to enter the storm sewer system. This can take on multiple forms including below grade storage tanks, blue roofs, or integrated landscape elements.

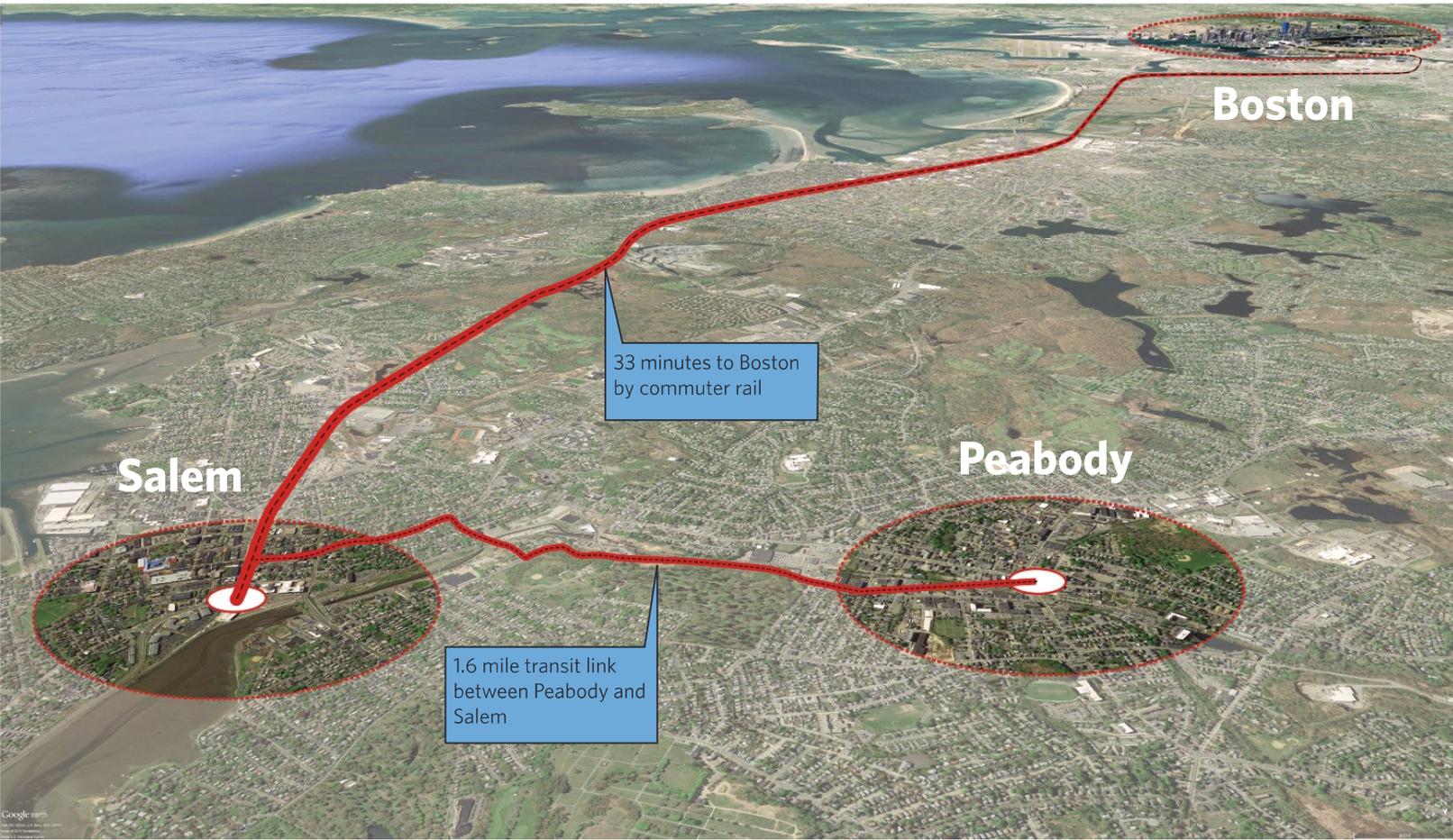
EDUCATION



A consistent thread through all district projects should be the incorporation of educational elements that daylight Peabody's history of flooding and the steps taken to mitigate and overcome the challenges.

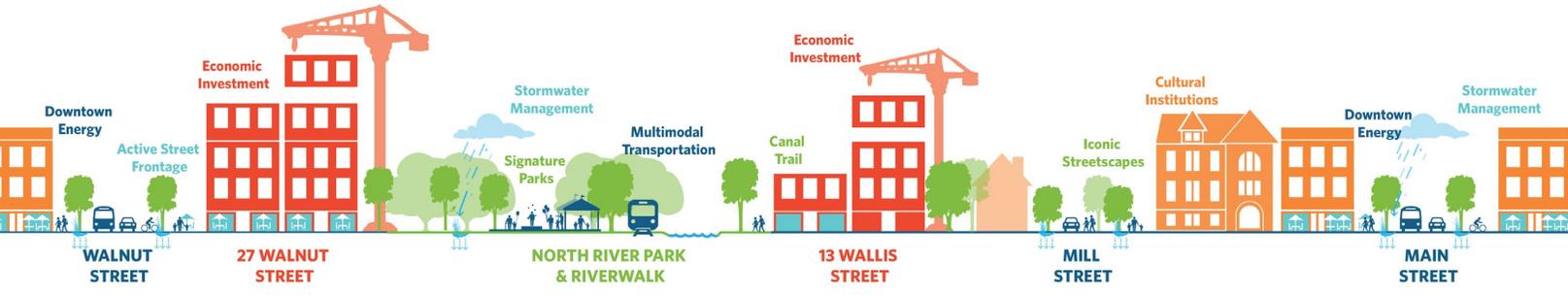
DISTRICT GOALS

5 Plan for transit connections from Downtown to Salem and Boston.



Redevelopment Projects





PROJECT:

NORTH RIVER PARK & RIVERWALK



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Trees & Plantings

Riverwalk

Gardens & Wetlands

Program Elements

NORTH RIVER PARK IN NORMAL (DRY) CONDITION



Trees & Plantings

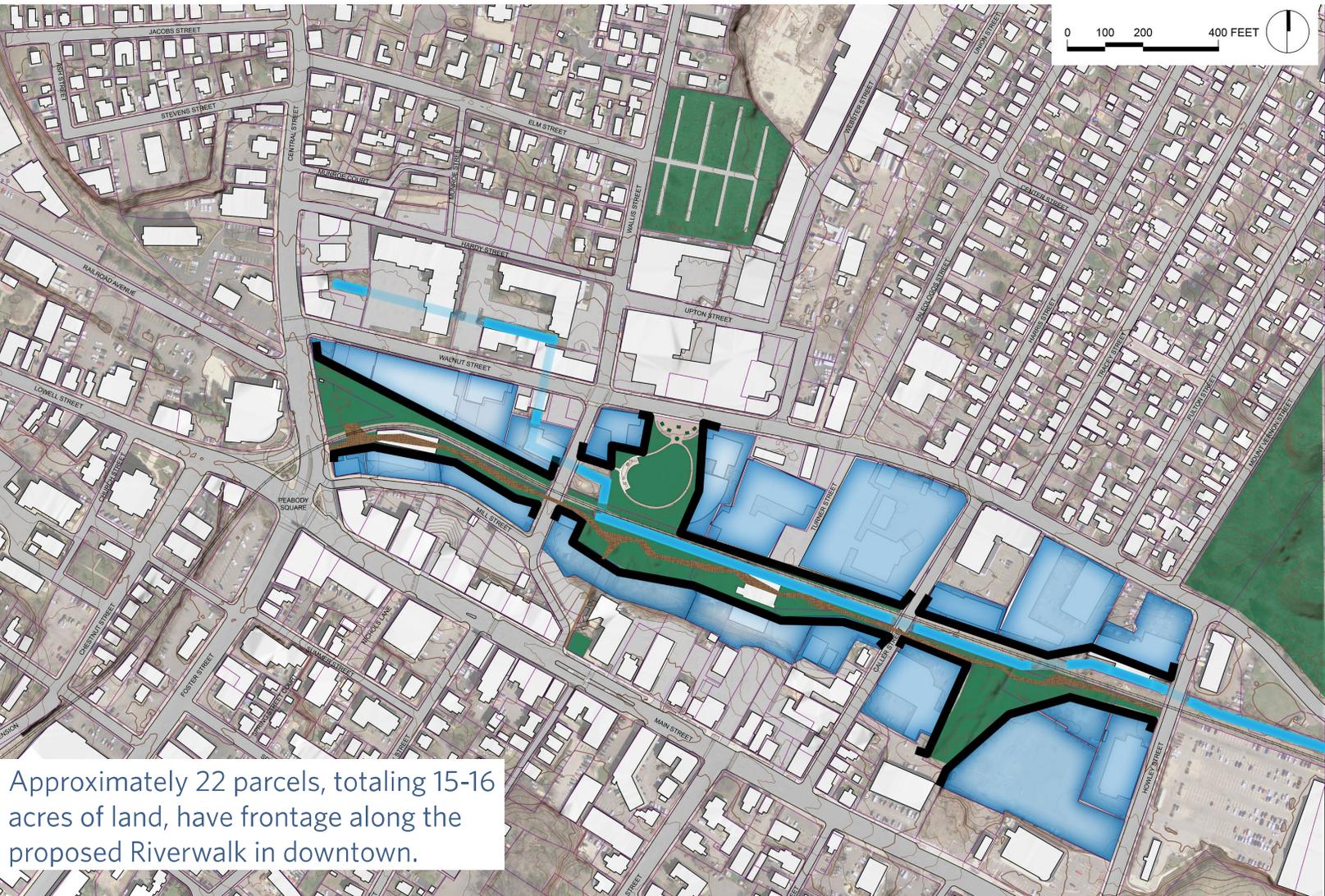
Riverwalk

Gardens & Wetlands

Program Elements

NORTH RIVER PARK IN FLOOD CONDITION

DEVELOPMENT OPPORTUNITIES



CASE STUDY: DOCKSIDE GREEN, VICTORIA, BRITISH COLUMBIA



Dockside Green is a master-planned, mixed-use community currently being developed along the inner harbor of Victoria, British Columbia, Canada. The project occupies a 15 acre, former brownfield industrial site. The development program anticipates a total of 1.3 million square feet of residential, office, and retail space. Up to 2,500 residents are expected at build-out. Construction began in 2006.

Central greenway includes a system of stormwater treatment ponds:

- visual amenity
- public open space
- on-site stormwater storage
- wildlife habitat

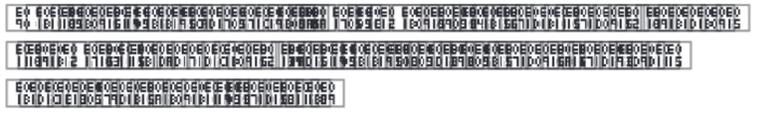
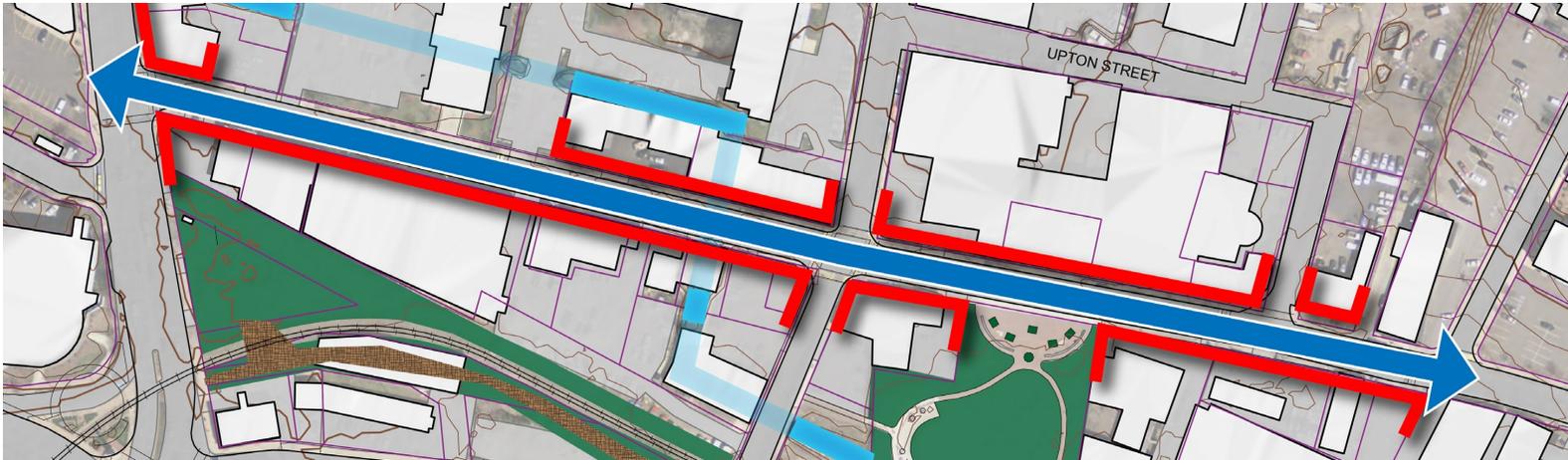
Most paved surfaces are permeable to infiltrate stormwater; most flat roof surfaces are vegetated to slow rain runoff and help insulate buildings.

PROJECT:

WALNUT STREET

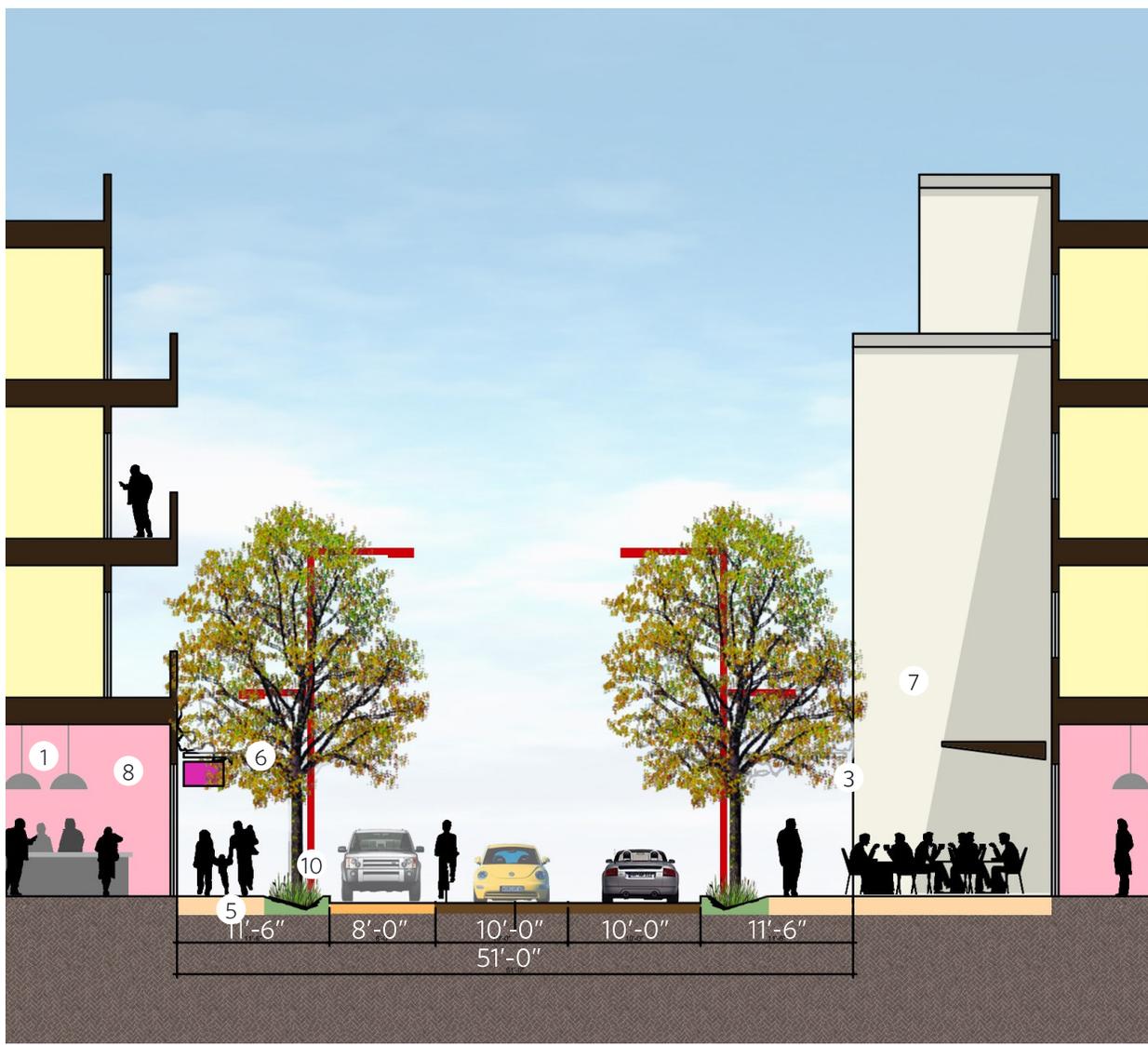
BOARD OF DIRECTORS OF THE UNIVERSITY OF WASHINGTON
OFFICE OF THE CHIEF OF STAFF
OFFICE OF THE CHIEF OF POLICE
OFFICE OF THE CHIEF OF FIRE
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OFFICE OF THE CHIEF OF REAL ESTATE
OFFICE OF THE CHIEF OF TECHNOLOGY
OFFICE OF THE CHIEF OF TRAVEL AND TOURISM
OFFICE OF THE CHIEF OF VISITOR SERVICES
OFFICE OF THE CHIEF OF WELFARE AND SUPPORT SERVICES
OFFICE OF THE CHIEF OF WORK-LIFE BALANCE
OFFICE OF THE CHIEF OF WORKPLACE SAFETY AND HEALTH
OFFICE OF THE CHIEF OF WORKPLACE TRAINING AND DEVELOPMENT
OFFICE OF THE CHIEF OF WORKPLACE WELLNESS
OFFICE OF THE CHIEF OF WORKPLACE CULTURE
OFFICE OF THE CHIEF OF WORKPLACE RELATIONS
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DESIGN ELEMENTS

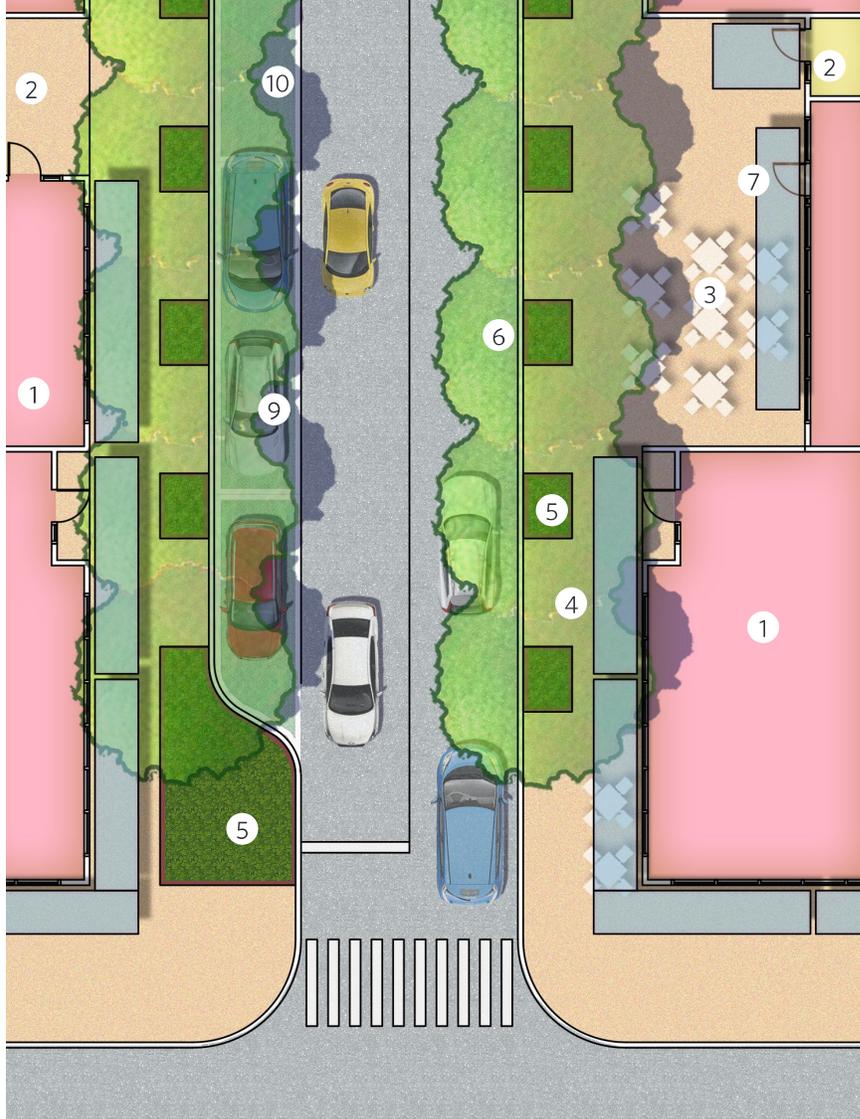
- 1 Commercial Space
- 2 Residential Entry
- 3 Pocket Plaza
- 4 Widened Sidewalk
- 5 Tree Planter/Rain Garden
- 6 Street Trees
- 7 Canopy
- 8 Retail Signage
- 9 Parking Lane
- 10 Pervious Paving



Proposed Typical Walnut Street Section

DESIGN ELEMENTS

- 1 Commercial Space
- 2 Residential Entry
- 3 Pocket Plaza
- 4 Widened Sidewalk
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Proposed Walnut Street Plan