



CITY OF PEABODY

DOWNTOWN DESIGN STANDARDS

FOSTER/WALNUT STREET SUBDISTRICT

PEABODY COMMUNITY DEVELOPMENT & PLANNING
JANUARY 2016

Mayor Edward A. Bettencourt, Jr.

Prepared for **City of Peabody**

With support **Community Development & Planning**
From **Planning Board**
Building Commissioner's Office
Historical Commission
Peabody Downtown Action Team (PDAT)

Prepared by The Cecil Group



CITY OF PEABODY

DOWNTOWN DESIGN STANDARDS

FOSTER/WALNUT STREET SUBDISTRICT

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PEABODY COMMUNITY DEVELOPMENT & PLANNING
JANUARY 2016



CITY OF PEABODY
DOWNTOWN DESIGN STANDARDS

SECTION 1

FOSTER/WALNUT STREET

SUBDISTRICT

PRINCIPLES AND

CHECKLIST

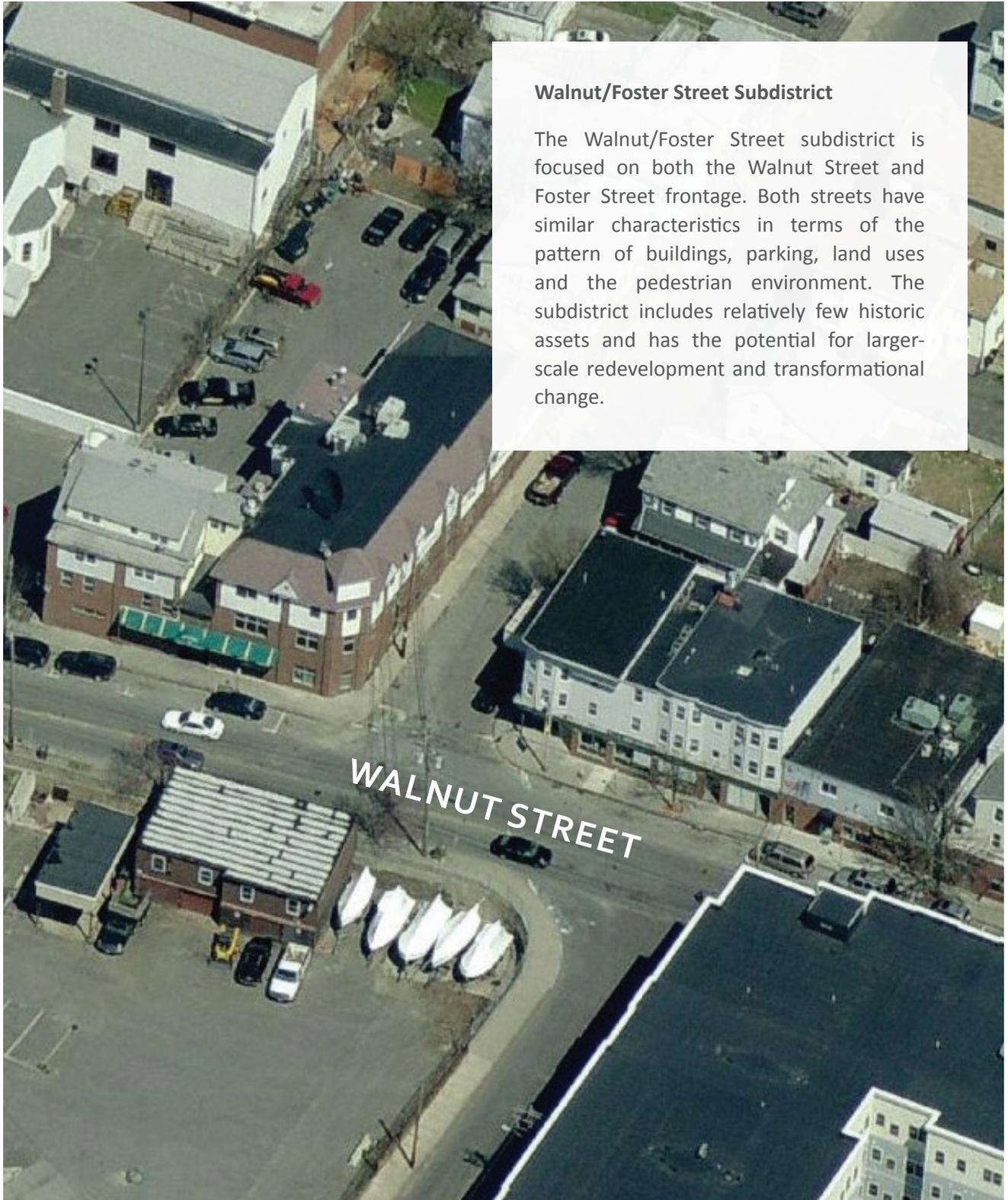
Principles

The preservation and enhancement of Downtown Peabody is critical to the economic vitality, character and identity of the City. The center of Downtown Peabody on Main Street has been maintained and preserved through the evolution of the City and retains many of the historic qualities that make Downtown environments attractive. However, the areas north and south of Main Street on Walnut Street and Foster Street are less historically intact. These areas should be an extension of Downtown Peabody with a pedestrian-friendly and walkable environment that includes active ground floor uses, vibrant storefronts and well-considered architectural facades that frame the activity on the street.

Each new investment in these areas of Downtown Peabody should strengthen Walnut Street and Foster Street as a contributors to the concentration of activity, source of civic pride and reflection of historic significance that is centered on Main Street. High quality site, building, and signage investments in the Downtown District shall be thoughtfully integrated to enhance the existing patterns and characteristics that will strengthen this as a unique and identifiable district.

The Foster/Walnut Street Subdistrict Design Standards provide specific standards to direct investments in the district that will contribute positively to the Downtown and reinforce the following principles:

- **Enhance an Active and Vibrant Downtown** - active and vibrant districts are related to the uses that are present, but also how the uses are arranged on sites and within buildings. Placing vibrant and active uses on the ground floor to frame sidewalks and open spaces reinforces the sense of a welcoming place and vital downtown district.
- **Improve Walkability/Pedestrian Experience** - walking between Downtown and surrounding districts shall be a safe and pleasant experience. In the Foster/Walnut Street Subdistrict walking shall be considered the primary mode of transportation. Each investment must contribute to a safe and friendly pedestrian environment that reinforces walking for all users. This differentiates downtown residential districts from other residential areas.
- **Reinforce Context-Sensitive Development** - the Downtown Peabody context is strong and richly historic. Both Foster Street and Walnut Street include significant mill buildings and other historic structures that should be features as part of the district. Existing historic buildings shall be highlighted and strengthened through new investments. A part of this context is the floodplain, building solutions that are responsive to flood considerations shall also be sensitive to the surrounding context and mitigate the impacts of a raised first floor.
- **Define Street Walls and Public Spaces** - buildings shape the public realm and many blocks in this district suffer from a lack of buildings that define street edges. The primary facades of new investments shall be used to reinforce continuity of the street wall and to frame public spaces. Parking shall be placed behind buildings to minimize the visual impact and disruption of the continuity of the street wall.
- **Strengthen a Park-once Downtown** - Downtown Peabody is compact and walkable. Each new investment shall improve convenient access to parking and amenities. Sharing on-street and off-street parking as a district-wide resource provides benefit for all uses and reinforces the convenience and pedestrian-orientation of the district.



Walnut/Foster Street Subdistrict

The Walnut/Foster Street subdistrict is focused on both the Walnut Street and Foster Street frontage. Both streets have similar characteristics in terms of the pattern of buildings, parking, land uses and the pedestrian environment. The subdistrict includes relatively few historic assets and has the potential for larger-scale redevelopment and transformational change.

WALNUT STREET



DOWNTOWN PEABODY
FOSTER/WALNUT STREET SUBDISTRICT DESIGN STANDARDS

Project Information

Development Name: _____

Development Address: _____

Applicable Zoning District: _____

DESIGN STANDARDS REVIEW CHECKLIST

Foster/Walnut Street Subdistrict

ALL PROJECTS MUST COMPLY WITH PRINCIPLES

TOPIC	DOES COMPLY	INCOMPLETE INFORMATION	DOES NOT COMPLY	NOTES
OVERALL PRINCIPLES				
Enhance an Active and Vibrant Downtown				
Improve Walkability/Pedestrian Experience				
Reinforce Context-Sensitive Development				
Define Street Walls and Public Spaces				
Strengthen a Park-once Downtown District				

NEW CONSTRUCTION OR REDEVELOPMENT (ALL STANDARDS APPLY)

A. SITES AND BLOCKS				
1. Urban Design Characteristics				
a. Leverage Building Placement				
b. Reinforce Building Orientation				
c. Reinforce Streetwall Continuity				
d. Respond to Context and Constraints				
e. Position Entry to the Street				
f. Address Street Corners				
g. Anticipate Future Improvement				
h. Preserve Historic Structures				
2. Site and Circulation Characteristics				
a. Reduce Impact of Parking				
b. Minimize Site Access				
c. Connect to Public Frontages				
d. Connect to Adjoining Properties				
e. Create Efficient Site and Parking				

DESIGN STANDARDS REVIEW CHECKLIST

Foster/Walnut Street Subdistrict

TOPIC	DOES COMPLY	INCOMPLETE INFORMATION	DOES NOT COMPLY	NOTES
A. SITES AND BLOCKS <i>(continued)</i>				
2. Site and Circulation Characteristics <i>(continued)</i>				
f. Reinforce Existing Circulation				
g. Integrate Bicycle Circulation				
h. Conceal Loading and Service Circulation				
3. Site Landscape, Lighting and Amenity				
a. Coordinate Site and Street Edges				
b. Integrate Streetscape and the Sidewalk				
c. Provide Buffers and Screens				
d. Integrate Parking Planting and Buffers				
e. Provide Trees and Plantings				
f. Minimize Lighting				
g. Coordinate Outdoor Plazas and Seating				
h. Coordinate Public Art and Amenities				
B. BUILDING DESIGN AND FORM				
1. Building Massing				
a. Reinforce Relationship to Context				
b. Integrate Building and Roof Form				
c. Coordinate Scale and Articulation				
d. Coordinate Height and Stepbacks				
e. Coordinate Facade Length/Articulation				
f. Integrate Raised Floors/Accessibility				
g. Balance Facade Proportions				
h. Integrate and Screen Utilities				

FACADE RENOVATIONS OR IMPROVEMENTS (STANDARDS BELOW APPLY)

2. Building Facades				
a. Leverage Preservation				
b. Define Facade Composition/Components				
c. Integrate Architectural Detail				
d. Integrate Placement of Entries				
e. Articulate Ground Level/Storefronts				
f. Integrate Facade Transparency				
g. Use Building Lighting				
h. Preserve Facade Materials				

DESIGN STANDARDS REVIEW CHECKLIST

Walnut/Foster Street Subdistrict

TOPIC	DOES COMPLY	INCOMPLETE INFORMATION	DOES NOT COMPLY	NOTES
NEW SIGNAGE OR IMPROVEMENTS (STANDARDS BELOW APPLY)				
C. SIGNAGE				
1. Principles and Intentions				
a. Reinforce Downtown Character				
b. Emphasize Sign Legibility				
c. Define Sign Hierarchy				
d. Respect Sign Context				
2. Sign Characteristics				
e. Focus Sign Content				
f. Comply with Sign Fonts				
g. Comply with Sign Colors				
h. Comply with Sign Materials				
i. Coordinate Multiple Signs				
3. Building Signage				
a. Integrate Sign with Building				
b. Coordinate Sign Placement				
c. Coordinate Sign Style				
d. Coordinate Secondary Signs				
e. Coordinate Awnings/Other Features				
f. Integrate Sign Mounting				
g. Prepare Sign Location				
4. Sign Illumination				
h. Focus Awning Illumination				
i. Limit Internal Sign Lighting				
j. Integrate Lighting Utilities				
k. Coordinate Signage Lighting Fixtures				

Applicability of the Downtown Design Standards

The Design Standards represented by the Design Standards Review Checklist are focused on the areas to the north and south of the center of Downtown Peabody and relate to specific blocks and buildings on and around Walnut Street and Foster Street. The Downtown Design Standards apply to any property within the boundaries identified for the subdistrict as shown below.

Any new construction, exterior renovation, signage or site improvements in this area is subject to the Design Standards and design review using the Design Standards Review checklist.





CITY OF PEABODY
DOWNTOWN DESIGN STANDARDS

SECTION 2

FOSTER/WALNUT STREET

SUBDISTRICT

STANDARDS

A. Sites and Blocks

The Foster/Walnut Street areas of Downtown are characterized by an inconsistent pattern of land uses, historic buildings, new buildings and parking lots that could be improved to strengthen the sense of place on the edges of Downtown.

1. Urban Design Characteristics

Building improvements, additions and investments shall contribute to the Downtown context by maintaining the following relationships.

a. Leverage Building Placement – Buildings shall be placed on the site to define streets and public spaces. Buildings may be placed at the back of the sidewalk or within the setback. Parking shall not be placed between the building and the sidewalk or open space.

b. Reinforce Building Orientation – Buildings shall be oriented to reinforce a sense of place in the district by addressing primary streets. Primary building facade(s) shall be oriented to frame streets and public spaces and to conceal parking, service and loading areas.

c. Reinforce Streetwall Continuity – Adjacent buildings with front facades that generally align and form a perceived face of buildings along the edge of the street are known as a streetwall. All buildings shall maintain and reinforce continuity of the streetwall, resulting in infill buildings and rehabilitation that brings building massing forward to address the street. Redevelopment of empty blocks shall fill the gap in the streetwall, create an open space, or accomplish both.

d. Respond to Context and Constraints – The individuality of the building shall be subordinate to the overall continuity of the street wall and

rhythm and pattern of surrounding facades and sense of character. Position and elevation of buildings relative to flood plains must be considered and integrated into a responsive site and building solution. Landscape design, terracing or other site features shall be used to integrate elevated building heights that are responding to flood constraints.

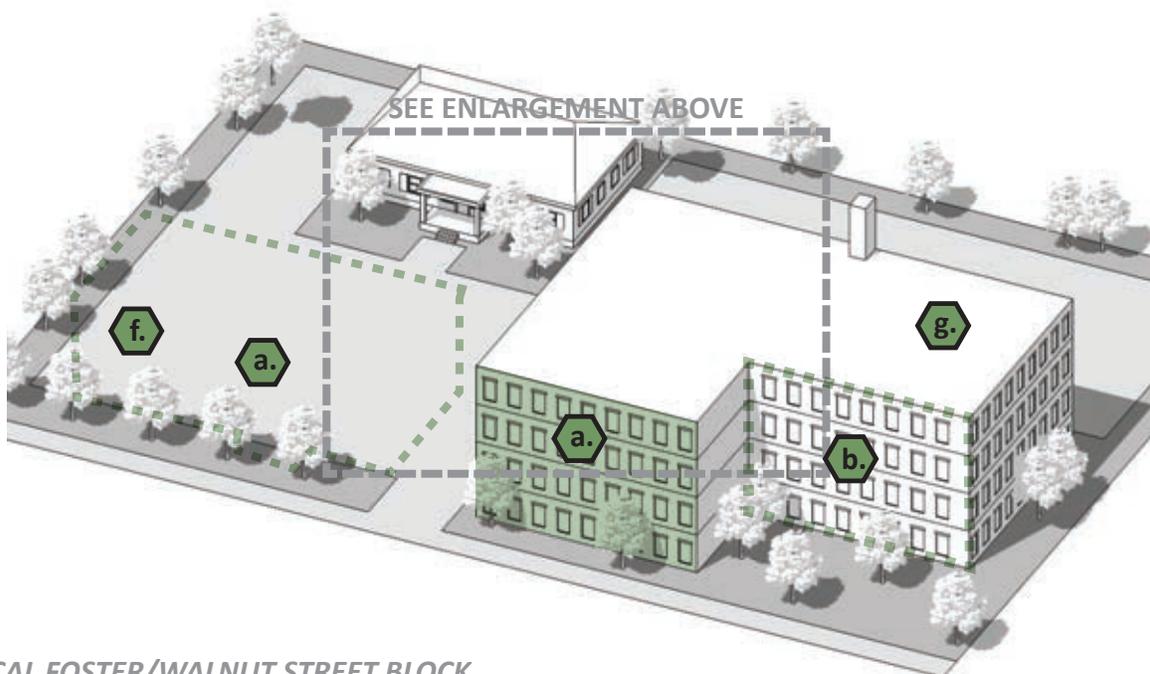
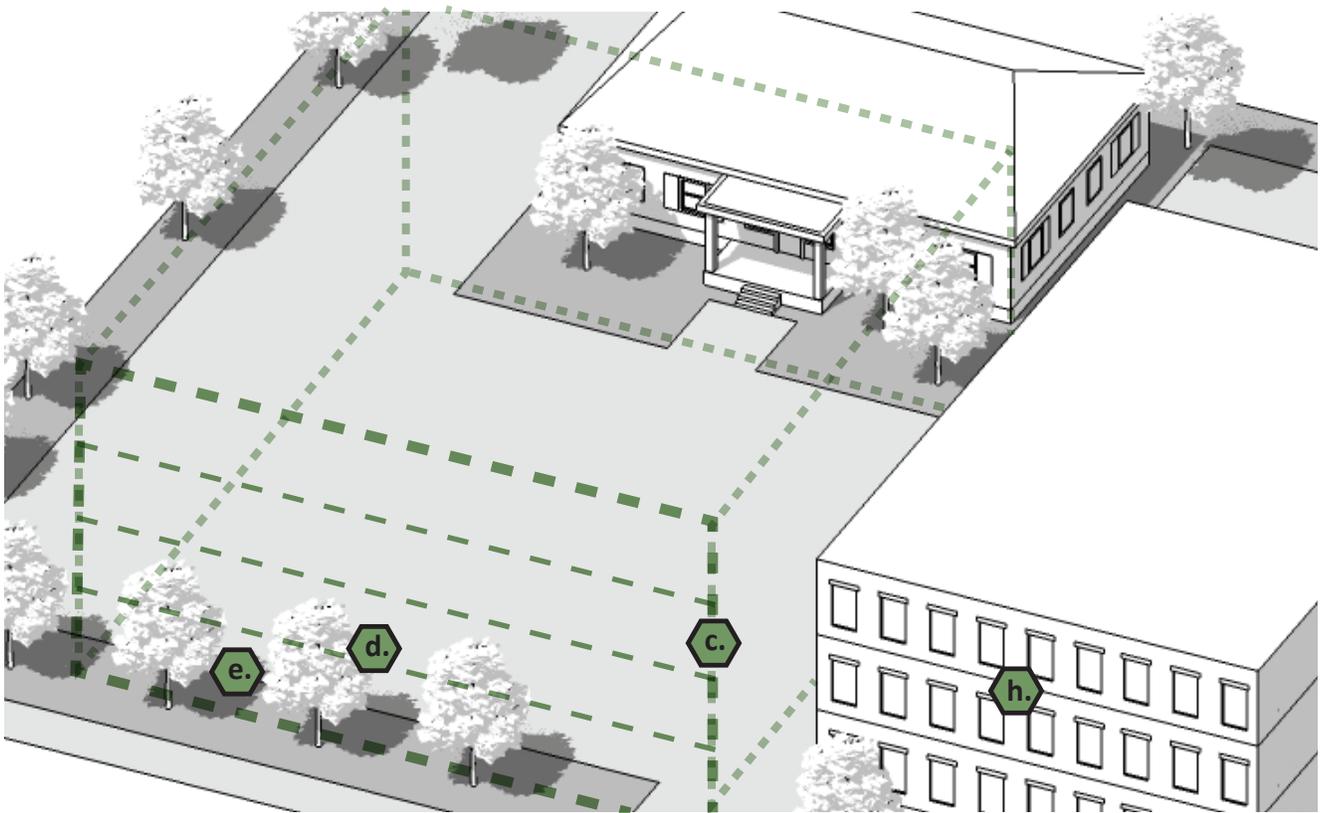
e. Position Entry to the Street – Primary building entrances, storefronts and windows shall be oriented to the primary streets and provide ground floor transparency. Secondary entrances or storefronts shall be oriented to rear parking, alleys or side streets.

f. Address Street Corners – For buildings with multiple primary street frontages, the building orientation and design shall respond to multiple primary façades and orientations, including building entries.

g. Anticipate Future Improvement – Building design and orientation shall anticipate that abutting vacant land may be a future development opportunity. Thoughtful attention shall be paid to anticipating potential future development that could change the context of a building's relationship to the site. A transition may occur where the orientation of a new building to the street, may be adjacent to an existing parking lot. This transition shall occur with each new investment in the district.

h. Preserve Historic Structures – Existing historic structures on the property shall be respected, integrated and enhanced as part of future redevelopment. The historic asset shall be leveraged to take full advantage of the recognizable or iconic features of the historic structure. Uses may adapt depending on market conditions.

ENLARGEMENT OF TYPICAL FOSTER/WALNUT STREET BLOCK



TYPICAL FOSTER/WALNUT STREET BLOCK

A. Sites and Blocks *(continued)*

2. Site and Circulation Characteristics

Site and circulation characteristics shall reinforce the Downtown area as pedestrian friendly and walkable.

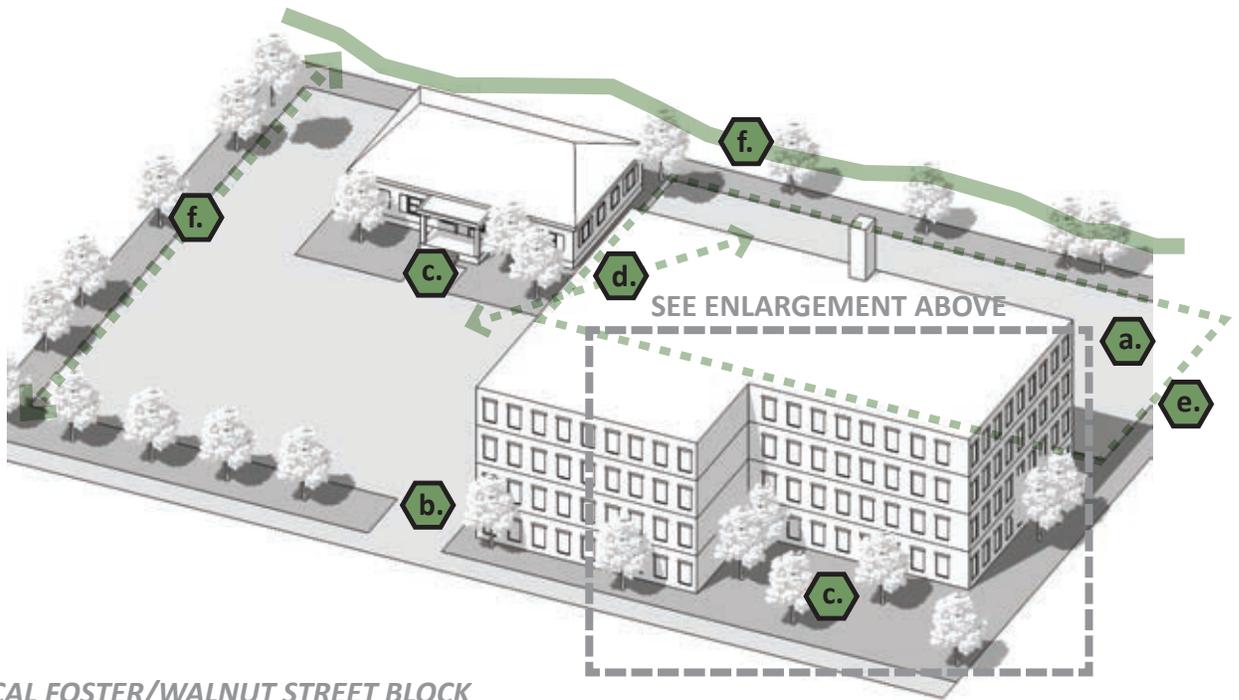
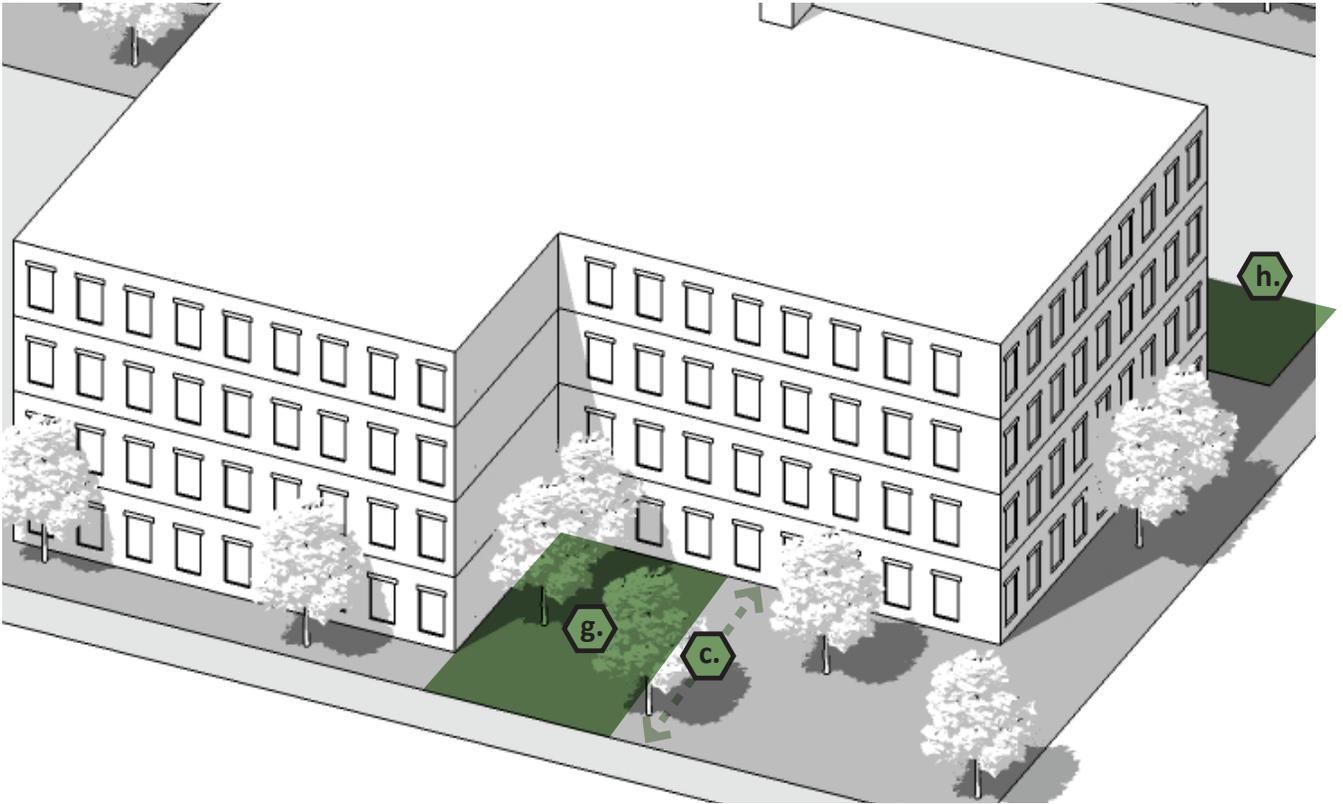
- a. Reduce Impact of Parking** – Site layout shall be designed to minimize the visibility and impact of parking, service, and utility-oriented functions of the property. Buildings shall be placed to conceal parking at the interior or rear of the site.
- b. Minimize Site Access** – The number and width of vehicular access points into and out of the site shall be minimized. Access shall be prioritized at side or rear streets. Access between adjacent properties shall be combined and shared as a single drive.
- c. Connect to Public Frontages** – Inviting and convenient sidewalks shall be provided along any and all street frontages at the site perimeter. Additionally, sidewalks shall be provided linking public frontage street(s) to all building entries and rear parking areas. Where accessible routes and ramps may be required, they shall be integrated with the site landscape design.
- d. Connect to Adjoining Properties** – To encourage pedestrian access between properties pedestrian pathways shall be provided between buildings and parking areas on adjacent parcels.
- e. Create Efficient Site and Parking** – Adjoining parking areas, even across property lines, shall share access drives and internal circulation. A well-organized system of drives shall be used to shorten pedestrian crossing areas, reduce the amount of paved area, and limit gaps between development frontages.

- f. Reinforce Existing Circulation** – Desirable pedestrian connections on the site shall be accommodated and integrated into the pedestrian site circulation to provide access across or through the site. Site circulation that contributes to connectivity of existing park or trail systems (Proposed River Walk) access and circulation are encouraged. Pedestrian crossings shall be marked and differentiated with variations in paving materials (for example by using stamped concrete or asphalt).

- g. Integrate Bicycle Circulation** – Access and amenities for bicycles on site shall be considered with provision for places to lock bicycles near building entries. Bicycle amenities shall be integrated with surrounding streetscape, amenities, site circulation and parking.

- h. Conceal Loading and Service Circulation** – Loading and service areas shall be located at the side or rear of buildings, and away from view of public streets. For larger buildings or where heavier loading/truck traffic is anticipated, loading routes shall be separated from the regular travel routes used by customer and employee vehicles. Screening of alley views shall also be provided when adjacent to a rear abutter.

ENLARGEMENT OF TYPICAL FOSTER/WALNUT STREET BLOCK



TYPICAL FOSTER/WALNUT STREET BLOCK

A. Sites and Blocks *(continued)*

3. Site Landscape, Lighting and Amenity

Site landscape and lighting characteristics shall reinforce the Downtown area as pedestrian friendly and walkable and provide a consistent quality of amenity.

a. Coordinate Site and Street Edges – Site and street edges shall contribute to the character of the adjacent street and reinforce a consistent frontage that is integrated with the character, type and spacing of landscape improvements including street trees.

b. Integrate Streetscape and the Sidewalk – Streetscape and sidewalk characteristics of private improvements shall be coordinated and integrated with nearby public improvements and provide a clear transition from the public way into adjacent site improvements.

c. Provide Buffers and Screens – Landscape buffers and fencing consistent with the architecture or other site features shall be used to conceal dumpsters, recycling areas, service, loading, utility, or other outdoor equipment from public way, pedestrian views and abutter views. Buffers shall be a minimum height of 6 feet and include landscape of a minimum depth of 5 feet.

d. Integrate Parking Planting and Buffers – Where parking is provided it shall be integrated into an overall site and landscape design that conceals it to the rear of buildings, provides landscape buffers of minimum width of 5 feet at its perimeter and integrates landscape islands at its interior.

e. Provide Trees and Plantings – Tree and plant species shall be selected for origins native to New England and salt and drought tolerance. Selection of plantings and maturity of plantings shall be carefully considered relative to the scale of development. New plantings shall be

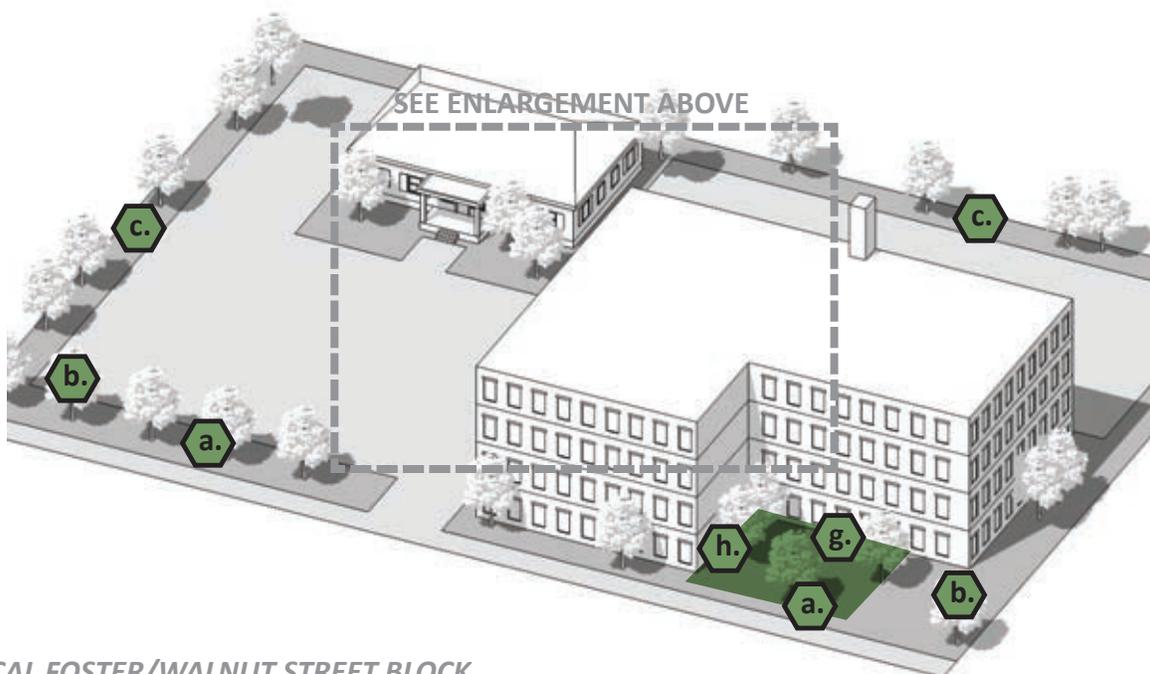
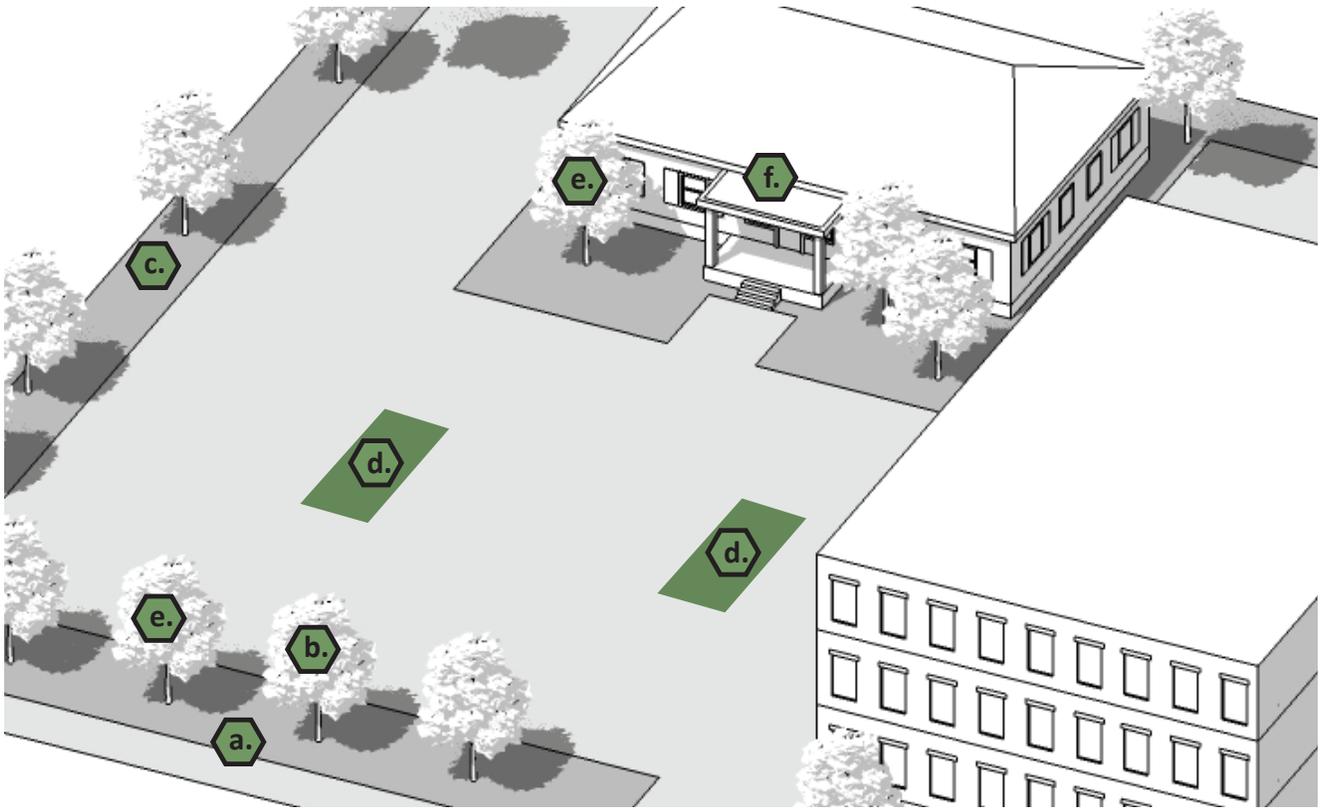
reasonably mature at the time of installation to achieve desired landscape effect immediately.

f. Minimize Lighting – Lighting shall be provided to comply with applicable lighting requirements and standards suited to the intended activity, but shall not be provided in excess of requirements. Downward-directed, dark-sky compliant lighting shall be used to minimize excess glare and light spillage. A layered approach to lighting shall be used to focus light for pedestrian safety, access to building entries and highlighting of architectural features. Lighting fixtures shall be selected to contribute to the overall site and building design.

g. Coordinate Outdoor Plazas and Seating – Small plazas and outdoor seating shall be integrated with the building facade, site and sidewalk design to provide adequate clearances, accessibility, and defined seating areas that add activity near building entries. When mutually agreed, outdoor cafes may encroach on adjacent properties or rights-of-way, but may not impede accessibility or appropriate functioning of adjacent areas.

h. Coordinate Public Art and Amenities – Where provided as appropriate to the use of a building and site, public art or other amenities shall be integrated with the building facade, site and sidewalk design to provide adequate clearances and accessibility around the object(s). Public art and amenities shall not be placed where they may become a hazard for pedestrian, bicycle or vehicular circulation. Amenities shall be selected to complement style of existing amenities nearby.

ENLARGEMENT OF TYPICAL FOSTER/WALNUT STREET BLOCK



TYPICAL FOSTER/WALNUT STREET BLOCK

B. Building Design and Form

The Foster/Walnut Street Subdistrict includes an eclectic mix of building types and styles. Regardless of building type or style, new investments in the district should reinforce Downtown Peabody's distinguished sense of place. Building facades that address Foster and Walnut Street shall be carefully composed to respond to and reinforce historic building patterns, active and vibrant use of the district and strengthen a sense of place.

1. Building Massing

Building massing shall reinforce the continuity and human scale of district buildings and blocks, encourage visual harmony in the district context and encourage creative design solutions.

a. Reinforce Relationship to Context – A new design shall create a relationship between it and the street frontage on which it is located. The building massing shall be used to reduce the overall perceived scale of building forms to reinforce the modest scale of nearby Downtown buildings. This reducing of buildings scale may be achieved through the use of variations in roof lines, definition of facade bays, upper level setbacks, or horizontal or vertical articulation of building massing.

b. Integrate Building and Roof Form – Building and roof form shall be responsive to the use and type of building that is proposed and be used to reinforce a pedestrian-scaled district. Building and roof form shall emphasize the location of primary building entries through the overall orientation and articulation of building mass.

c. Coordinate Scale and Articulation – The overall form of the building shall be appropriate to the scale of the building, larger building and

roof forms may be more complicated, but smaller building masses shall remain simple and not become overly complicated.

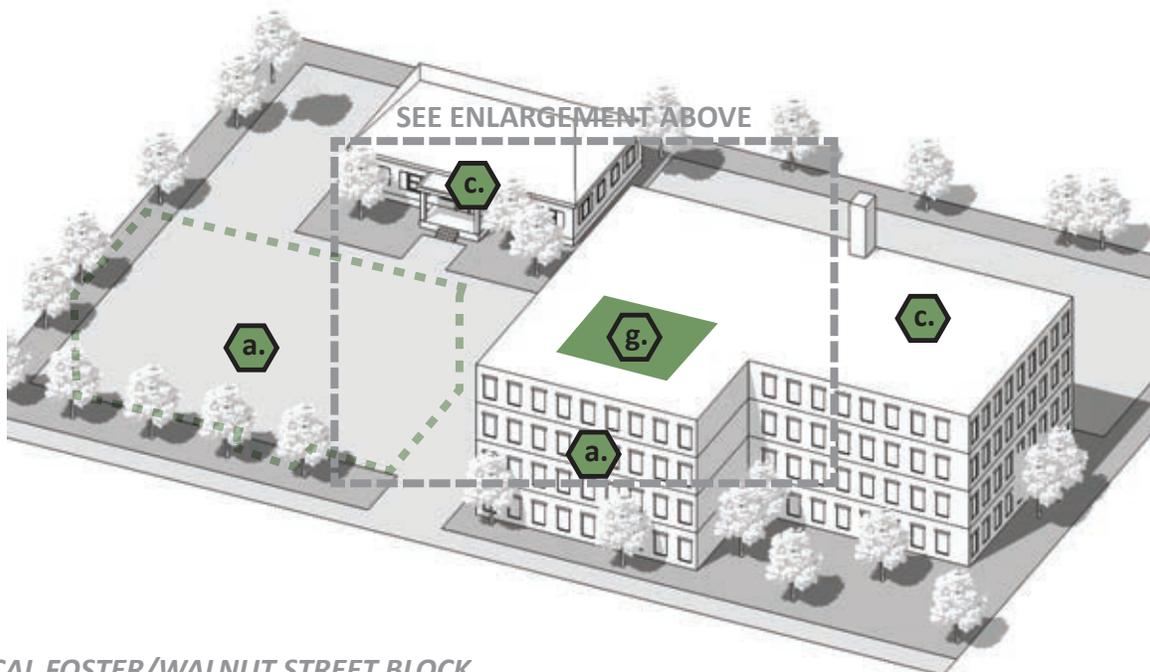
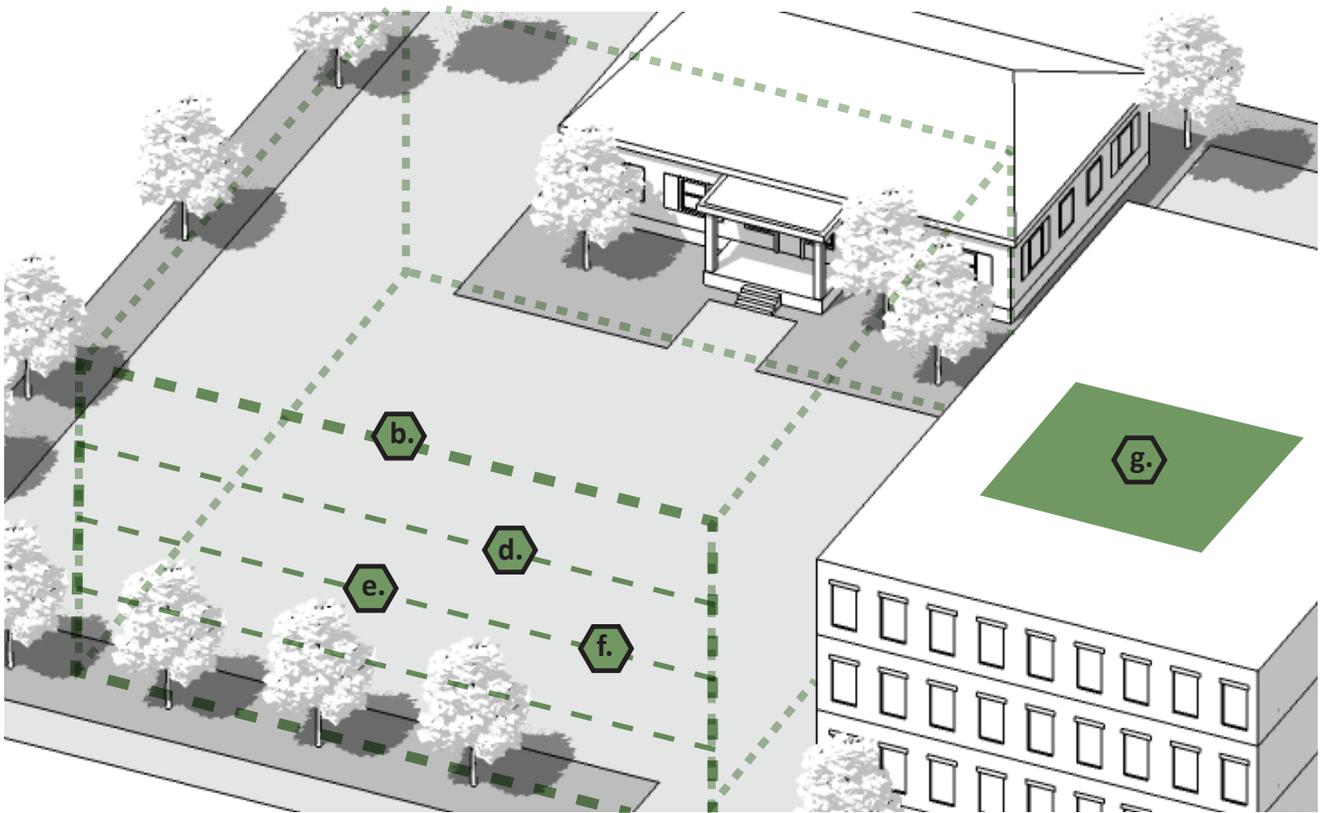
d. Coordinate Height and Setbacks – In order to respect and reinforce continuity with the surrounding Downtown context, setbacks shall be used to integrate heights of new designs with the adjacent abutters. For example, if a building is adjacent to a two-story building, a responsive design for a three-story building may include a step-back at the top of the second story to respect the adjacent property and transition upwards from its lower height.

e. Coordinate Facade Length/Articulation – Facades shall respect the traditional composition of buildings in the Downtown including the vertical definition of a base, middle and top of the building and the horizontal division of length into a series of smaller bays or building masses. Typically, a facade bay in Downtown Peabody will not exceed 50 feet in width, new facade bays shall reinforce this pattern and maximum width.

f. Balance Facade Proportions – Facade designs shall incorporate elements to reinforce balance in the proportions of the massing of the building. For example long short facades shall emphasize vertical features and reduce uninterrupted horizontal elements of the building. If the ground level of the building must be lifted above grade, the facade for the lower portion of the buildings shall be integrated with the overall building proportions, facade design and site landscape where it faces the street(s).

g. Integrate and Screen Utilities – Mechanical, electrical, cable/satellite or other utility equipment on rooftops or facades shall be screened from visibility of pedestrians standing at grade on surrounding public ways and visibility from all abutter's properties by means of location, screening or integration into the roof design.

ENLARGEMENT OF TYPICAL FOSTER/WALNUT STREET BLOCK



TYPICAL FOSTER/WALNUT STREET BLOCK

B. Building Design and Form *(continued)*

2. Building Facades

Building facades shall respect the historic Downtown context and add to the vibrancy and character of the Foster and Walnut Street context.

a. Leverage Preservation – Historic buildings shall be considered for restoration, sensitive rehabilitation, preservation or adaptive reuse as may be appropriate to the historic structure and nature of its reuse. Refer to the *Secretary of the Interior’s Standards for Rehabilitation* for preservation techniques and practices.

b. Define Facade Composition/Components – Facade designs shall incorporate the following patterns of Downtown facade design - increase the height of the ground floor and emphasize its prominence while providing a clear delineation between ground level and upper level. Upper levels shall be secondary to the prominent ground level base both in terms of visual impact and proportion.

c. Integrate Architectural Detail – Facade designs shall incorporate the following patterns of Downtown details and architectural treatments. Architectural expression concentrated at the ground level and signage band of the facade, detailed window and door openings in the facade, and defined cornice line at the intersection of the roof and the facade. A consistent rhythm and pattern of details shall be repeated across the facade.

d. Integrate Placement of Entries – Multiple entries and separate uses shall be coordinated and integrated into the facade design. Ground level facade shall integrate separate storefronts and entries in one unified design that allows for

identification of separate uses, but integrates all functions into one facade design and architectural treatment.

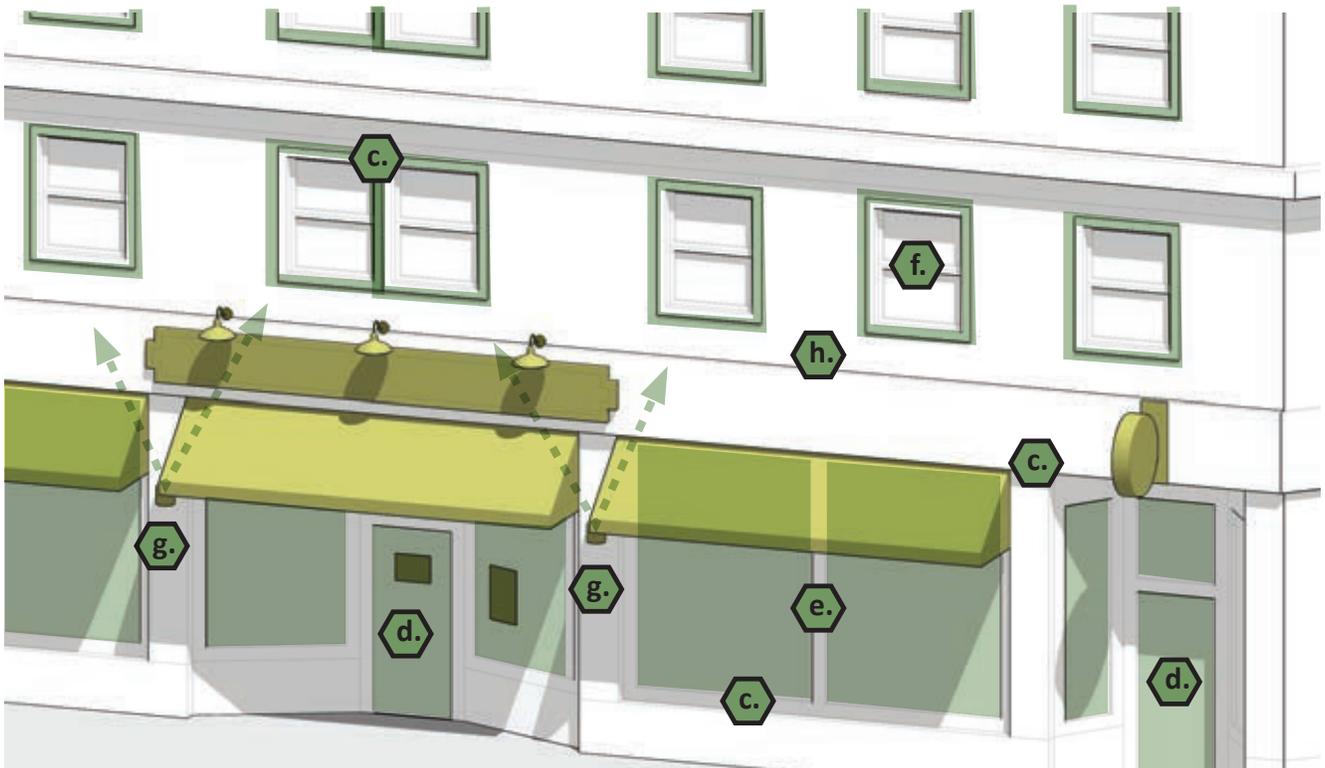
e. Articulate Ground Level/Storefronts – The facade design shall provide a dedicated location for the definition and articulation of storefronts and business signage. A unified sign band shall define a consistent vertical range of height in which awnings and signage will occur within the overall design of the building facade. The building shall be designed to appear finished with or without these components. Floodproofing of storefronts shall be integrated into the design of the facade. Where ground floor is elevated, a portion of the facade at grade shall be articulated as an active ground level.

f. Integrate Facade Transparency – A consistent pattern of facade transparency in the shall be provided through storefronts, doors and windows which allow views into active uses on primary building facades.

g. Use Building Lighting – Building lighting shall be used to highlight and emphasize functional and decorative aspects of the building massing, entries, building features, or architectural accents.

h. Preserve Facade Materials – New facade materials shall be used to complement historic materials. Contemporary materials with improved cost or maintenance characteristics may be used if they have similar aesthetic qualities or visual characteristics as historic materials.

ENLARGEMENT OF GENERALIZED FOSTER/WALNUT STREET BUILDING



GENERALIZED FOSTER/WALNUT STREET BUILDING

C. Signage Standards

1. Principles and Intentions

Foster/Walnut Street Subdistrict signs shall communicate a positive and clear identity for the business or establishment, be integrated into the design of the building facade and contribute to a positive sense of the overall district.

a. Reinforce Downtown Character – Sign design shall be appropriate to the character of Downtown Peabody including use of simple and understated sign designs, use of traditional-style sign face materials such as wood or wood composite and lettering that is painted, stamped, carved dimensionally, sand-blasted, etched, or metal channel cut.

b. Emphasize Sign Legibility – Sign design shall be simple and legible with an emphasis on the readability of the most important information considering the proportion of lettering to the overall size, location and intended mounting height of the sign. The sign shall be concise and visually balanced.

c. Define Sign Hierarchy – Information on a sign shall be placed into a hierarchy with the most important information placed most prominently and at the largest size. Multiple signs shall also be placed into a hierarchy with secondary supporting signs minimized and the primary sign emphasized.

d. Respect Sign Context – Signs shall be designed to be compatible with neighboring signs, buildings, and properties considering sign style, color, material, height, type, scale and location.

2. Sign Characteristics

e. Focus Sign Content – Sign messaging shall be simple and brief to maximize communication and clarity. Signage shall focus on name of the business or establishment and avoid telephone

numbers, business hours, website addresses, lists of goods or services or other overly detailed and specific information.

f. Comply with Sign Fonts – If a business has a developed brand or corporate identity they may use their specific logo or type style as part of signage. If no type style has been established the following type styles are recommended for use in Downtown Peabody: Futura Medium or Bold, Times Roman or Bold, Optima Regular or Bold, Palatino Regular or Bold, Copperplate Gothic Light or Bold and Univers Condense Regular or Bold.

g. Comply with Sign Colors – Sign design and colors shall complement the materials and color palette of the building on which it will be placed. Sign color shall also consider legibility during day and night with high contrast between sign lettering and backgrounds increasing legibility. In order to provide variety and harmony in Downtown, the following palette of colors is required for signs and awnings in Downtown Peabody: Peabody Blue (Pantone 286), Red (Pantone 200), Navy (Pantone 281), Burgundy (Pantone 209), Hunter Green (Pantone 342), Silver (Pantone 877), Gold (Pantone 871), Black and White. Brand or corporate identity colors shall not be used.

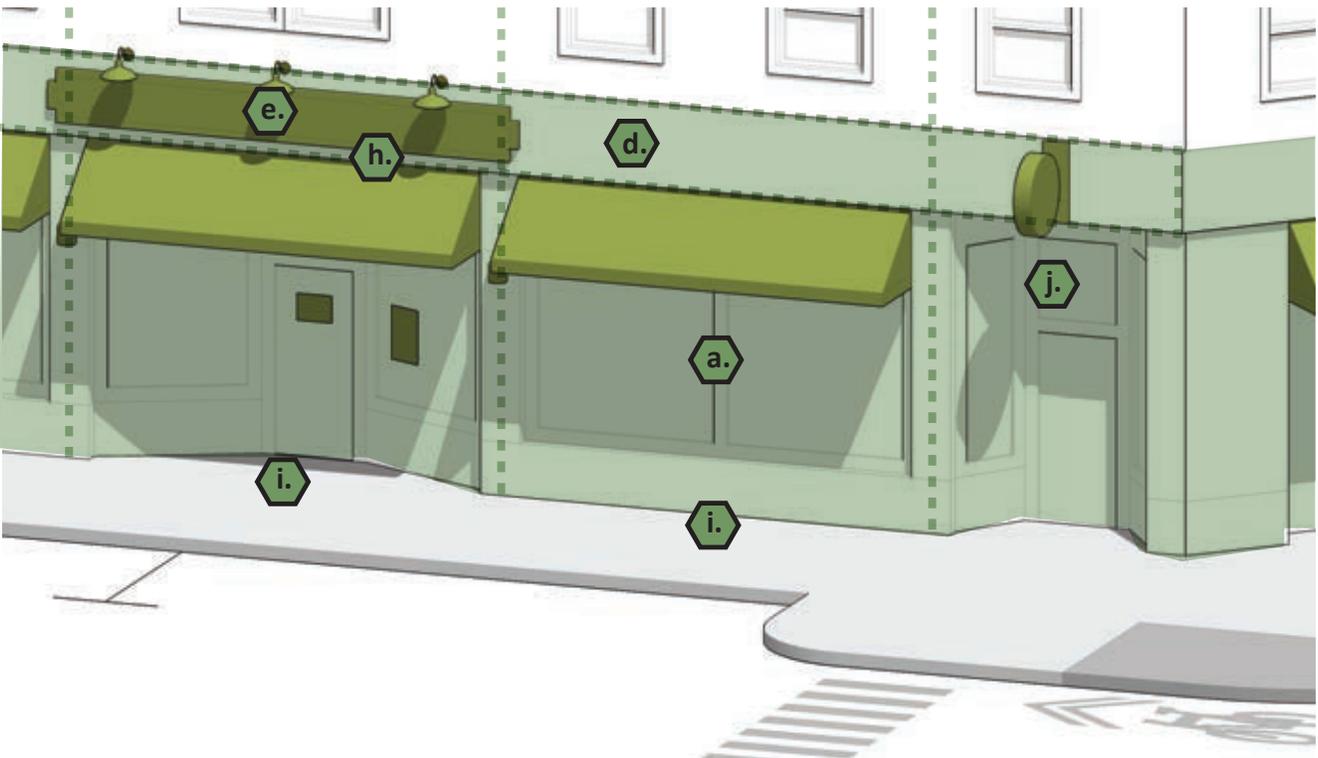
h. Comply with Sign Materials – Sign materials shall be selected for durability, ease of maintenance, and compatibility with materials of the building on which it will be placed. Acceptable materials shall include wood, carved wood, composite wood, or metal. Unacceptable materials include neon, plastic, or LED-lit signs.

i. Coordinate Multiple Signs – Design of signs for multiple-tenant properties shall be coordinated into one unified approach to signage. Directory signage, if provided, shall be clear and legible with the ability to change business names as tenants change. Design of the sign shall be consistent with other signs in use on the property.

ENLARGEMENT OF GENERALIZED FOSTER/WALNUT STREET SIGN



**Diagram illustrates possible locations for signage, all signs combined may not be allowed on a single facade.*



GENERALIZED FOSTER/WALNUT STREET BUILDING

C. Signage Standards *(continued)*

3. Building Signage

- a. Integrate Sign/Awning with Building** – Signs shall be integrated with the building on which they are placed considering architectural style, character, historic significance, rhythm and scale of facade features, and patterns of doors and windows. Particularly with historic buildings, sign design shall not obscure, damage or conflict with architectural features contributing to the building’s character.
- b. Coordinate Sign/Awning Placement** – Signs shall be designed for the specific building and location on the building on which they will be placed. Signs shall be centered within the area of the facade on which they will be mounted and sized as to not extend beyond the boundaries of the area intended to receive the sign. Signs previously installed at other locations shall not be used.
- c. Coordinate Sign Style** – Sign design shall complement and coordinate with the overall character and design of other site and building components.
- d. Coordinate Secondary Signs** – Window and door signage shall be coordinated with the overall sign design and program to be unified and coordinated. Window signs shall be minimized and shall not dominate glazed surfaces to attain minimum transparency requirements.
- e. Coordinate Awnings/Other Features** – Awnings style shall be standard depth angled frames, may be a single panel or include a plain edge valance and may be closed or open-ended. Rounded or dome awnings are not acceptable. If a sign is included on the awning, other primary signage shall not be provided. Awning shall be constructed of fabric or canvas and shall be

opaque and use cut or screen-printed letters or logos. Lettering and graphic elements shall comprise not more than 30 percent of the total awning surface.

- f. Integrate Sign Mounting** – Projecting signs shall be integrated into the design of the facade with attractive sign mounting.
- g. Prepare Sign Location** – Areas of the building to receive the sign shall be prepared, cleaned, repaired and painted as required prior to the installation of the sign. Any previously installed signs shall be completely removed and any damage to the building repaired prior to installation of a new sign.

4. Sign Illumination

- h. Focus Awning Illumination** – If a window awning sign is internally illuminated, only the sign letters, logo and ornamentation shall be translucent. The background material shall be opaque.
- i. Limit Internal Sign Lighting** – External sign illumination shall be the preferred method of sign lighting.
- j. Integrate Lighting Utilities** – Sign conduit, raceways, or other utility components shall be concealed from public view.
- k. Coordinate Signage Lighting Fixtures** – External light fixtures shall be simple and unobtrusive, mounted as to avoid obscuring the sign or building facade and designed to project light from above the sign to provide a consistent and even wash of light across the sign.

ENLARGEMENT OF GENERALIZED FOSTER/WALNUT STREET BLOCK



**Diagram illustrates possible locations for signage, all signs combined may not be allowed on a single facade.*



GENERALIZED FOSTER/WALNUT STREET BUILDING



CITY OF PEABODY
DOWNTOWN DESIGN STANDARDS

SECTION 3 APPLICABILITY OF STANDARDS

A. Purpose and Overview

The City of Peabody recognizes the importance of a vibrant and active Downtown with well-designed buildings, sites and signage that reinforce a sense of place and historic character of the Downtown district. The Peabody Downtown Design Standards are intended to enhance development and redevelopment within walking distance of Downtown's Main Street.

The Peabody Downtown Design Standards are intended to reinforce the visual character and quality of the Downtown and surrounding districts. To achieve this intention, the Design Standards provide a framework for what is acceptable and desired, but leave the opportunity for flexibility and interpretation for the circumstances unique to each project in the study area. The Design Standards have been composed to promote clarity and transparency and to streamline the review process for project approvals.

In 2015, a committee comprised of Community Development & Planning, Planning Board, Historical Commission, PDAT and Building Commissioner members engaged in the development of these Design Standards. The process was facilitated by The Cecil Group, a multi-disciplinary design firm from Boston, that authored the Design Standards.



B. Downtown Peabody Character

The City of Peabody has been evolving continuously since the Massachusetts Bay Company's Town of Salem began to grow north and west into a farming community from its coastal origin in the 17th century. In the 18th century, the Downtown rivers and streams of Peabody attracted industry, first as a center for the production of pottery and later as a major center for leather and tanneries in New England. Peabody became known as the Leather City or Tanner City.

Each of the economic eras have concentrated investment in Downtown Peabody as a center for commerce and activity. The historic record of this investment remains intact today through the significant historic resources of Peabody Square, Main Street and the surrounding areas. The legacy of the industrial past and early and notable philanthropists, such as George Peabody, are evident in the historic mill buildings of Foster and Walnut Street and grand and ornate facades of Main Street.

Today, this historic environment continues to evolve and is a significant asset. The North River is proposed to be part of Riverwalk and Historic Trail Master Plan. The revitalized buildings are framing a mixed-use Downtown district that contributes to livability city wide.



C. Applicability and Organization of Downtown Design Standards

The Downtown Design Standards are focused on Downtown and the surrounding areas and the creation of a Foster/Walnut Street Subdistrict that relates to specific blocks and buildings on and around Foster Street south of Main Street and Walnut Street north of Main Street. The Downtown Design Standards apply to any property within the boundaries identified for the subdistrict. Any new construction, exterior renovation, signage or site improvements in this area is subject to the Design Standards and design review.

The following Foster/Walnut Street Subdistrict has been established as part of the Downtown Design Standards. The area of focus of this subdistrict is shown in the diagram below.



Walnut/Foster Street Subdistrict - The Walnut/Foster Street Subdistrict includes areas north and south of Main Street with frontage on Foster Street and Walnut Street. It includes Foster Street from Main Street to Washington Street and Walnut Street from Howley Street to Central Street. The Walnut/Foster Street subdistrict is a mix of commercial, light industrial and residential uses in buildings whose relationship to the street varies and that could be improved as a walkable environment.



D. Foster/Walnut Street Subdistrict

The Walnut/Foster Street Subdistrict Downtown Design Standards are applicable to the area outlined below. This area includes parcels with frontage on Walnut Street and Foster Street.

In this Subdistrict, the following underlying zones exist - Central Business (BC), General Business Downtown (GBD), and Light Industrial. The standards apply to renovation, new construction and new signage and site improvements.

E. Foster/Walnut Street Significance

The historic development patterns that remain intact on Main Street are found with less continuity on Walnut Street and Foster Street and may have never been as consistent in terms of a continuous street wall with building facades aligned along the back of the sidewalk. Both Foster Street and Walnut Street are aligned with the waterway resources, such as North River, of Peabody along with the rail alignments that connected to the City. As such, these areas were home to many of the mill and factory structures of the City, some of which remain today.



Much of the more contemporary building and site configurations have eroded the Downtown character and sense of place on Foster Street and Walnut Street. This pattern of development is characterized by smaller buildings set back from the street with a large parking lot located in the front yard setback of the building.

Future investments in the Foster/Walnut Street Subdistrict shall incrementally reposition the district to better contribute to the vibrant, walkable and pedestrian-friendly Downtown area to further highlight and reinforce the substantial collection of historic resources that form the foundation of history and character for the City of Peabody.



F. Administration and Process

The Design Standards will be administered by the entities responsible for Site Plan Approval including the Planning Board, Department of Community Development & Planning and the Building Commissioner. Each entity will review Site Plan Application projects using the Downtown Design Standards. A similar procedure will be followed for projects that involve exterior improvements that do not require a Site Plan Application, but that do require a Building or Sign Permit.

Any exterior redevelopment, new development or signage project that is located within the Foster/Walnut Street Subdistrict boundary is subject to the Downtown Design Standards and review process. Project review using the Downtown Design Standards will be initiated upon receipt of the Site Plan Application, Building Permit, or Sign Permit Application and will follow the process outlined to the right.

1. Pre-Application

Regardless of project type or scale, a pre-application meeting with the Department of Community Development & Planning is recommended prior to submitting a Site Plan, Building, or Sign Permit Application for approval. A pre-application meeting with the City Department allows all parties to discuss goals for the project as it relates to Downtown Peabody and suggest approaches to the project prior to substantial investments made to advance the project design and provides the opportunity to communicate input when the project may have a greater level of flexibility.

2. Application

Once a Site Plan Application has been submitted a meeting with the Department of Community Development & Planning will occur. Depending on

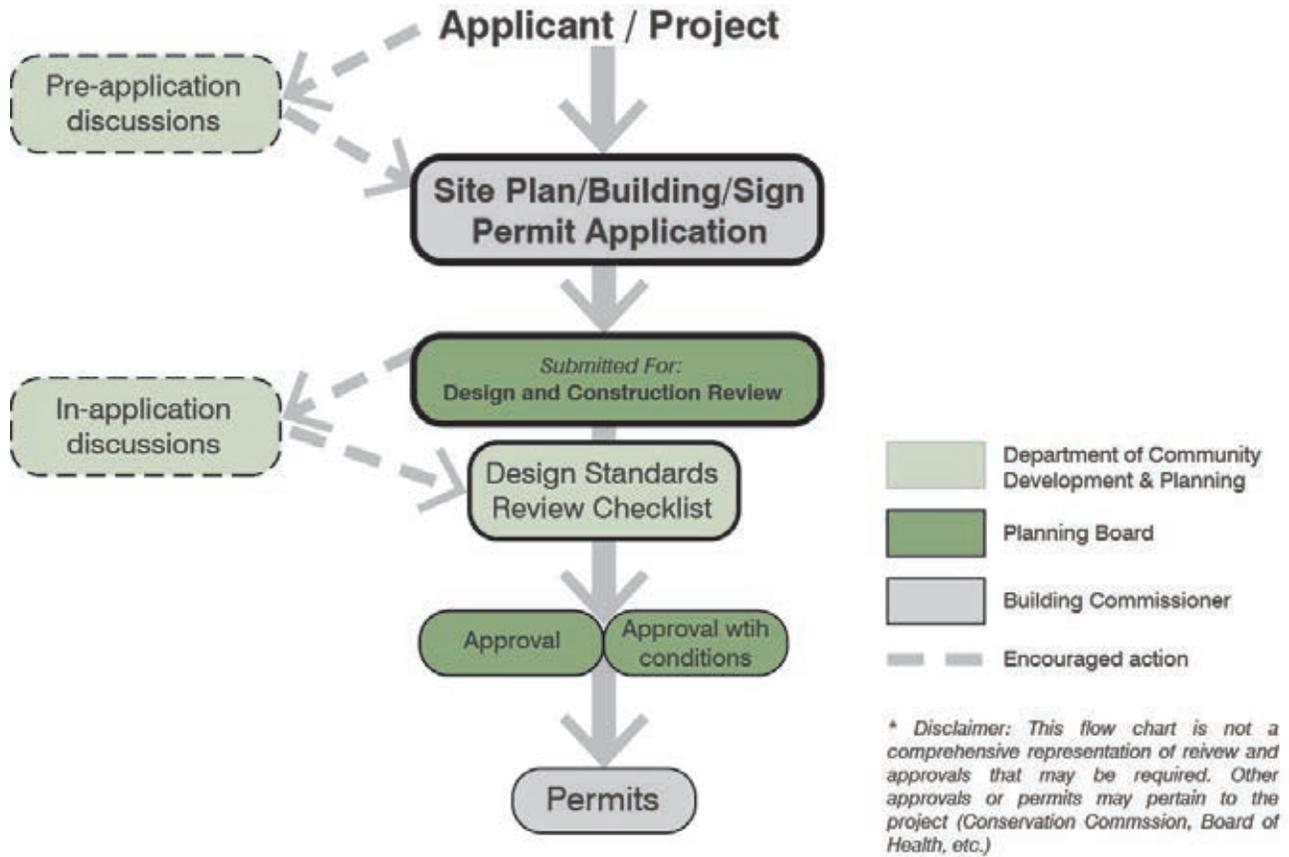


the complexity of the project and the range of the issues under discussion, more than one meeting may be required. At the conclusion of meeting with the project applicant, the Design Standards Review Checklist, and potentially, a letter of summary findings will be prepared by the Department of Community Development & Planning to the Planning Board for consideration in the project approval review.

3. Signage

Signage Applications will follow a more simple approval process involving application to and approval by the Building Commissioner. Pre-application meetings are encouraged, but if a sign does not have a significant visual impact on the district, it may warrant meeting only during the application process.

G. Downtown Design Review Process Diagram



H. Other Documents and Regulations

Other documents or regulations of the City of Peabody may be relevant in the context of a redevelopment project. Other references and resources are available at the City of Peabody website -

www.peabody-ma.gov

Documents which may be helpful for reference purposes include the Downtown Peabody Economic Development Plan, 2014; Peabody Downtown Plan, 2005; and Downtown Peabody Historical Survey of Structures, 1980.

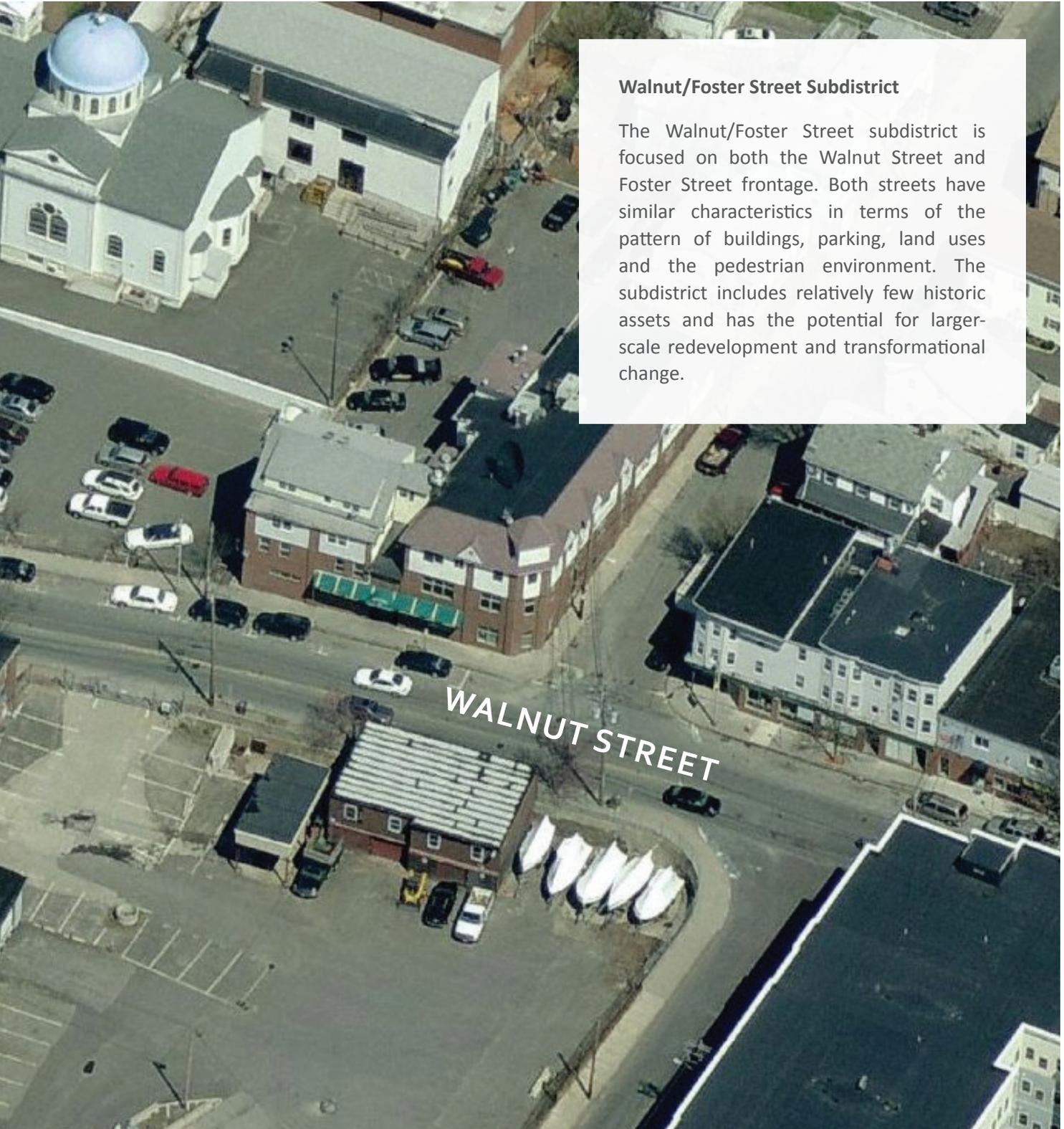
Other City Regulations may be applicable to specific development projects and may require coordination with the City Zoning Ordinance, the City Zoning Map, Building Commissioner, Community Development & Planning, or the Conservation Commission.

**I. Downtown Design Standard
Boundary with Subdistricts**





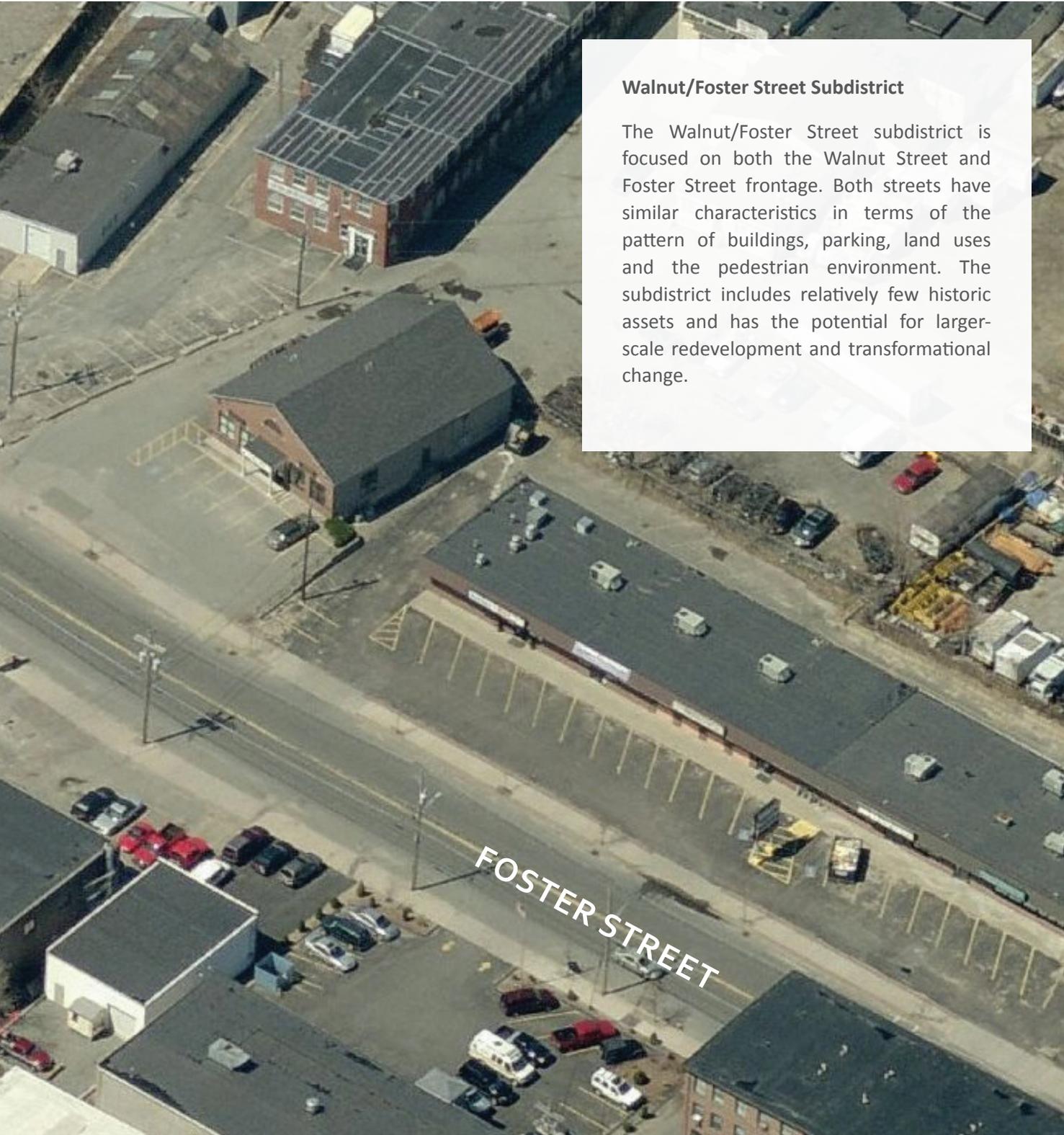




Walnut/Foster Street Subdistrict

The Walnut/Foster Street subdistrict is focused on both the Walnut Street and Foster Street frontage. Both streets have similar characteristics in terms of the pattern of buildings, parking, land uses and the pedestrian environment. The subdistrict includes relatively few historic assets and has the potential for larger-scale redevelopment and transformational change.





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FOSTER STREET



CITY OF PEABODY
DOWNTOWN DESIGN STANDARDS

SECTION 4 GLOSSARY OF TERMS

SECTION 4. GLOSSARY OF TERMS

This Glossary has been prepared to explain terms used in the Downtown Design Standards that may be technical in nature or specific to the City of Peabody. Other terms and definitions are part of the Zoning Bylaw.

Applicant – The person or entity having the legal authority and who is seeking a permit or approval from the City of Peabody to construct or use property subject to the provisions of this Zoning Bylaw, or the authorized agent of any such person or entity.

Alteration, significant – Any change in the structural components of a building or structure, such as bearing walls, columns, beams or girders. Also included is any aesthetic change that alters the character of a building facade or wall, such as the addition or removal of doorways or windows in the B-C Downtown District.

Awning – A sheltering or covered frame, often of fabric, either stationary or on a retractable system attached to a structure. The awning does not receive stanchion support as in a canopy.

Buffer – A landscaped area sufficient in depth and screening to visually separate one land use or lot from another.

Canopy – A sheltering or covered frame, often of fabric, which is attached to a structure at the inner end and receiving stanchion support at the outer end.

Common or Shared Driveway – A privately owned driveway, paved or not, providing vehicular access between two or more buildings and a street. A common driveway does not serve as legal frontage for a lot.

Compatible – A visual and aesthetic consideration that allows two parts to exist or occur together without conflict or diminishment of the other part.

Cornice – Any permanent, continuous horizontally projecting feature surmounting a wall or other portion of a building.

Dark-Sky – An international initiative to reduce light pollution intending to increase the number of stars visible at night, reduce the effects of unnatural lighting on the environment and cut down on energy usage. The dark-sky movement encourages the use of full-cutoff light fixtures that cast little or no light upward in public areas.

Dormer – A roof-covered projection from a sloped roof, typically including a window set in a small gable projecting from a primary roof form.

Eave – The projecting lower edges of a roof overhanging the walls of a building.

Establishment – A separate and distinct use, business, enterprise, institution, or organization occupying space within a building.

Façade – The portion of any exterior elevation on the building extending from grade to top of the parapet, wall of eaves and the entire width of the building elevation.

Fence – Any artificially constructed barrier of any material or combination of materials used as a boundary, or erected to prevent intrusion, or to enclose, buffer or screen areas of land.

Frontage, lot – The uninterrupted linear or curvilinear extent of a lot measured along the street right-of-way from the intersection of one side lot line to the intersection of the other side lot line, or in the case of a corner lot to the intersection of the street lines or the street lines extended. The measurement of lot frontage shall not include jogs in street width, back-up strips and other irregularities in the street line, and in the case of a corner lot, may at the option of the owner extend to the midpoint of the curve connecting street lines, instead of to their intersection.

Frontage, street – The contiguous linear distance of the line separating the lot from a public or private street. When a lot is bounded by more than one street, any of them, but only one, may be designated as the frontage street by the owner, provided that the street meets the frontage requirements and the principal permitted building on the lot is numbered on such frontage street. However, in the case of a lot bounded by two streets forming an interior angle of more than one hundred thirty-five (135) degrees, their combined frontage between lot lines may be used to satisfy the lot frontage requirement.

Full-cutoff Light Fixture – A light fixture that casts little or no light upward.

Gable – The vertical surface that connects two or more sloped roofs resulting in the triangular shaped wall section formed by the two slopes of a roof.

Garage, community – A building or group of buildings, not more than one story high, serving two or more residences and used jointly for the parking or storage of not more than ten (10) cars, arranged in a row or surrounding a common means of access and erected for use of owners having no private garage on their individual lots. A community garage accessory to a multi-family dwelling may contain space for one automobile for each family, provided that the rear yard provisions are observed.

Garage, private – An accessory structure used primarily for the parking and storage of 10 or more motor vehicles, which is available to the general public for free or for a fee.

Garage, public – A structure used primarily for the parking and storage of 10 or more motor vehicles, which is available to the general public for free or for a fee.

Ground cover – Any evergreen plant that does not attain a mature height of more than eighteen (18) inches which forms a dense, continuous surface on the ground plane.

Ground Floor – That building floor which is substantially level with the exterior grade of the lot at the main entrance to a structure.

Height, building – The height of a building shall be the vertical distance measured from the mean ground level of the established grade at the base of the building to the mean roof level.

Human-scaled – The proportional relationship of a particular building, structure or streetscape element to the human form and function.

Impervious Surface – Any natural or manmade materials or structures on, above, or below the ground which do not allow surface water or precipitation to infiltrate the underlying soil, including, but not limited to building roofs, parking and driveway areas, graveled areas, sidewalks and paved recreation areas.

Landscaped Area – The part or parts of a lot developed and permanently maintained in grass and other plant materials, in which the space is open to the sky and is free of all vehicular traffic, parking, loading and outdoor storage.

Lot – A parcel of land used, or set aside and available for use as, the site of one or more buildings, accessory buildings thereto or for any other definite purpose, under single ownership, not divided by a street, and not within the limits of a public or private way upon which such lot abuts.

Lot, corner – A lot bounded by two or more streets which have an angle of intersection of no more than one hundred thirty-five (135) degrees. A lot bounded

by one street shall be considered a corner lot when the tangents or straight segments of the street line between the side lines of the lot form, or would form if extended, an interior angle of one hundred five (105) degrees or less.

Landscape Maintenance Plan – A document that describes the intentions and specifications for maintaining landscape to be installed as part of a development including pest management, irrigation, fertilization, mulching, pruning, staking and seeding requirements to establish and enhance the health of installed landscape.

Low Impact Development (LID) – A term used to describe land planning and engineering design approaches that manage stormwater runoff with an emphasis on conservation, use of on-site natural features, and the protection of water quality.

Mansard – A roof having a double slope on all four (4) sides, the lower slope being much steeper. A partial mansard facade consists of the lower slope on one (1) or more sides, with no direct relationship to the upper roof.

Massing – The overall form of a building, its physical bulk and volume as it relates to the site.

Master Signage Plan – A written and graphic document, submitted during the Site Plan review process that portrays a coordinated signage scheme for all signs for a building that contains two or more establishments, or a multi-tenant development. A Master Signage Plan shall address sign type, design, location, dimensions, surface area, materials, and lighting.

Neck-Down – Also, referred to as a curb extension. A traffic calming measure that extends the curb into the street at an intersection to reduce the pedestrian crossing distance.

Open Space – Used to describe undeveloped land or land that is designed and accessible for outdoor living, recreation, pedestrian access, buffers or landscaping, but excluding parking facilities, driveways, utility or service areas, decks, porches and hardscape terraces. Farmland as well as all natural habitats (forests, fields, wetlands etc.) is included.

Outdoor Storage – The keeping of personal or business property or motor vehicles, which is not within a structure with a roof, floor and at least three (3) sides, all of impervious material.

Parapet – A low wall or railing that extends above the roof of a building.

Parking, shared – Off-street parking spaces for more than one type of use.

Parking space – The covered or uncovered land area to be utilized for the parking of a motor vehicle on a site and conforming to parking standards.

Pedestrian-oriented – Describes an approach to circulation or accommodation in which the pedestrian is the primary consideration.

Pedestrian-scale – The relationship between an individual and his or her environment whether natural or built which contributes to an individual's comfort and sense of accessibility.

Premises – A lot, together with all structures, buildings, uses and water thereon.

Principal building or structure – That building or group of buildings in which the main or primary use of the premises occurs.

Roof – The primary outside protective covering of the top of a building. This includes but is not limited to hip, gable, flat, gambrel, mansard, and shed roof types. Roof shall also mean the exterior protective covering affixed to the top of all other elements projecting from a building façade or its roof including but not limited to porches, dormers, or other similar appurtenances.

Setback – The required distance measured from the street right-of-way in which construction may not encroach (Rear, Side and Front).

Shrub – An evergreen or deciduous plant no less than eighteen (18) inches in height at installation, with a mature height of not less than three (3) feet and not more than fifteen (15) feet.

Sign – A communication device, structure, or fixture that incorporates graphics, symbols or written copy intended to promote the sale of a product, commodity, or service, or to provide direction or identification for a structure or area.

Sign area – The sum of the area of the smallest rectangle or other geometric figure encompassing all the letters and symbols of the sign message or such message together with any frame, background, trim, or other integral part of the display on which such message is placed.

Sign, awning – Any sign placed on the vertical face of an awning or other fabric, plastic, or structural protective cover over a door, entrance, or window of a building and attached to said building.

Sign, band – A horizontal band, usually located at the top or just above the first level, but below any second level, which lends itself as the logical place on the building in which to place a wall sign.

Sign, cluster – Two (2) or more signs integrated into one freestanding sign structure.

Sign, direction – A sign identifying on-premises traffic, parking or other functional activity, which bears no language or symbols for business identification or advertising.

Sign, directory – Any sign located on a building, or freestanding within the area between the building and the nearest property line, the purpose of which is to identify the occupants and provide on-site directions, but containing no advertising.

Sign, electronic message board – Any sign using electronic means to display text or image, either static or moving, to advertise a commodity, service or event or direct attention to a business which provides a commodity, service, or entertainment. This also includes any equipment that projects a sign, message or image onto a building, wall, or other surface for commercial advertisement purposes.

Sign, flashing – Any illuminated sign on which the artificial light is not maintained stationary, or constant in intensity and color at all times when such sign is in use. For this purpose, any revolving, illuminated sign shall be considered a “flashing sign.”

Sign, freestanding – Any nonmovable sign not part of or attached to any building, but supported by some structure such as a pole, mast, frame or other structure.

Sign, hanging – Any wall-mounted sign perpendicular to the building surface which projects eight inches or more.

Sign height – The vertical distance from the uppermost point used in measuring the area of a sign to the average grade immediately below and adjoining the sign.

Sign, home – Any sign noting the name of the owner or occupant of a single-family dwelling.

Sign, message board – Any sign to advertise a commodity, service or event or direct attention to a business which provides a commodity, service, or entertainment with changeable text capability through manual effort. Message is changed by removing, replacing, or adding letters, numbers, or grammatical symbols.

Sign, projecting – Any sign attached to a building or other structure and projecting in whole or in part more than twelve (12) inches beyond the wall surface of the building or structure on which the sign is positioned.

Sign, sandwich board – A movable sign not secured or attached to the ground or surface upon which it is located. Typically observed in two boards together forming an “A” and used to announce daily specials or sales.

Sign, temporary – Any sign intended to be maintained for a limited period of time, not to exceed thirty (30) days.

Sign, wall – Any sign or letters mounted flat against and projecting no more than twelve (12) inches from, or painted on the wall of, a building or structure with the exposed face of the sign parallel to the face of the building wall.

Sign, window – Any sign painted, posted, placed or affixed in or on an interior translucent surface including windows or doors so as to attract the attention of persons outside the building.

Site Plan – A scaled illustration depicting the planned layout of buildings, parking, driveways, sidewalks, landscape, stormwater facilities and other features of the lot. The site plan is one element of the required information of a site plan submittal or application.

Site Plan – A scaled illustration depicting the planned layout of buildings, parking, driveways, sidewalks, landscape, stormwater facilities and other features of the lot. The site plan is one element of the required information of a site plan submittal or application.

Site Plan Review – The process whereby the Planning Board shall review the site plans and maps of the developer to ensure they meet the development criteria as outlined in the Zoning Ordinance’s Section 12 (or Section 5.2 when referencing the BC or GBD Districts) of the Zoning Ordinance.

Special Permit – A special approval that may be granted by the Special Permit Granting Authority, based on positive findings and determinations, pursuant to Section 7 of the Zoning Ordinance.

Storage operations – Any area used or intended for the storage of materials, refuse, or vehicles and equipment not in service. Storage areas shall be separate and distinct from parking areas, landscaping, and yard areas unless specifically authorized by the Zoning Ordinance.

Street – An accepted city way, a way established by or maintained under county, state, or federal authority, a way established by a subdivision plan approved in accordance with the subdivision control law, or a way determined by the Planning Board to have sufficient width, suitable grades, and adequate construction to provide for the needs of vehicular traffic in relation to the proposed use of the land, and for the installation of municipal services to serve such land and the building or buildings erected or to be erected thereon.

Street furniture – Those features associated with a street that are intended to enhance the street’s physical character and use by pedestrians, such as benches, trash receptacles, kiosks, light fixtures, newspaper racks, etc.

Streetscape – The space between the buildings on either side of a street that defines its character. The elements of a streetscape include: building frontage/facade; landscaping; sidewalks; street paving; street furniture; signs; awnings; and street lighting.

Structure – Anything constructed or erected at a fixed location on the ground to give support, provide shelter, or satisfy other purposes, including buildings.

Tree, ornamental – A small to medium size deciduous tree, noted for its form, leaf color, texture, flowers, or fruit, used to provide vegetative screening along a driveway, beside a building, or within a landscaped buffer.

Tree, street – Any large canopy deciduous tree, capable in size and mass of forming a vegetative screen along a roadway, driveway or parking lot and usually located within the public or private right-of-way or easement for vehicular access, or associated public utility easements.

Variance – An authorization by the Board of Appeals to locate a structure contrary to the terms of the Zoning Ordinance. A variance relates to a particular parcel of land, is specifically limited and is granted only when strict statutory requisites are satisfied.

Vista – A unique view to or from a particular point through a passage or opening in a feature of a building or site.

Wayfinding – Wayfinding signage refers to a family of signage created for the purpose of directing people to and from a defined area, and guiding visitors to and through destinations while providing essential instructions and information along the way.

Yard – An unoccupied space open to the sky and located on the same lot with a building or structure. A raised deck is not considered a yard.

Zoning District – The basic unit in zoning. A portion of land in a community to which a uniform set of regulations applies, or a uniform set of regulations for a specific use.



CITY OF PEABODY
DOWNTOWN DESIGN STANDARDS

SECTION 5 REFERENCES/ RESOURCES

SECTION 5. REFERENCES/RESOURCES

A. City of Peabody Resources

1. Zoning Ordinance:

http://www.peabody-ma.gov/comm_dev/Zoning%20Ordinance%20amended%20thru%2003.28.2013.pdf

2. Zoning Map:

http://www.peabody-ma.gov/comm_dev/Zoning_Map_2011_36x48_Final.pdf

3. City of Peabody Contacts and Websites:

Community Development and Planning
(978) 538-5987

http://www.peabody-ma.gov/comm_dev.html

Director: Karen Sawyer
City Planner: Pedro Soto

Building Commissioner's Office
(978) 538-5724

<http://www.peabody-ma.gov/inspectors.html>

Building Commissioner: Albert Talarico

B. Architectural Styles

The following resources provide a more extensive narrative and cataloguing of the variety of architectural styles that have been historically associated with a New England style and character of buildings:

Poppeliers, John, S. Allen Chambers, and Nancy B. Schwartz. *What Style is it?: A Guide to American Architecture*. Preservation Press: National Trust for Historic Preservation, Washington, D.C., 1983.

Fleming, John and Honor, Hugh and Pevsner, Nikolaus. *The Penguin Dictionary of Architecture & Landscape Architecture*. Penguin Books, 2000.

C. Rehabilitation and Preservation Guidelines

United States Department of Interior Regulations, 36 Code of Federal Regulations 67, Secretary of the Interior's Standards for Rehabilitation. Available at: <http://www.nps.gov/tps/standards/rehabilitation.htm>

D. Dark-sky Lighting Resources

The International Dark-Sky Association is a non-profit organization with several resources on their website relating to site and building lighting best practices:

<http://www.darksky.org/>

E. Low Impact Development (LID)

United States Environmental Protection Agency Low Impact Development (LID) resources. Available at: <http://water.epa.gov/polwaste/green>

Massachusetts Smart Growth/Smart Energy Toolkit. Available at: http://www.mass.gov/envir/smart_growth_toolkit/pages/mod-lid.html

F. Principles of Sign Design

The following resources provide practical signage and wayfinding design resources.

Calori, Chris. Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems. John Wiley & Sons, Inc., 2007.

Uebele, Andreas. Signage Systems and Information Graphics: A Professional Sourcebook. Thames & Hudson., 2010.



CITY OF PEABODY

DOWNTOWN DESIGN STANDARDS

FOSTER/WALNUT STREET SUBDISTRICT

PEABODY PLANNING AND ECONOMIC DEVELOPMENT
JANUARY 2016