

*CITY OF PEABODY*

# *DRAFT DOWNTOWN DESIGN STANDARDS*

*WASHINGTON 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



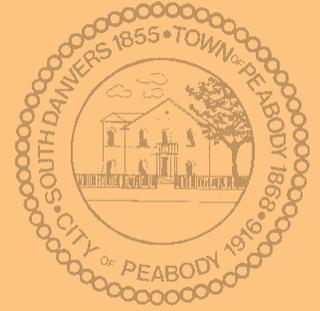
CITY OF PEABODY  
**DOWNTOWN  
DESIGN STANDARDS**  
*WASHINGTON STREET SUBDISTRICT*

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PEABODY COMMUNITY DEVELOPMENT & PLANNING  
JANUARY 2016





CITY OF PEABODY  
DOWNTOWN DESIGN STANDARDS

# SECTION 1 WASHINGTON 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. Washington Street has maintained and preserved many of the qualities of a historic neighborhood adjacent to Downtown that reinforces the attractiveness of Downtown and the surrounding area. A pedestrian-friendly and walkable environment that enhances a modestly scaled residential street that is active with well-considered architectural facades should be reinforced in the Washington Street subdistrict.

High quality site, building, and signage investments in the Washington Street Subdistrict shall be designed to enhance the historic patterns and current characteristics that make it a unique and identifiable district. The Washington Street Subdistrict contributes to the broader sense of place and pedestrian orientation of Downtown Peabody.

The Washington Street Subdistrict Design Standards provide specific standards to direct investments in the district that will contribute positively to the Downtown, the following principles apply:

- **Enhance Historic/High Quality Neighborhood** - while immediately adjacent to Downtown, Washington Street is primarily a residential street. Other active and vibrant uses that are present, should be integrated into the residential street to respect and defer to neighboring residential uses.
- **Improve Walkability/Pedestrian Experience** - walking between Downtown and surrounding neighborhoods shall be a safe and pleasant experience. In the Washington 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 Washington Street context is strong and richly historic. New development shall highlight this asset and preserve historic development patterns with consistent setbacks and placement of buildings on the site to define the street wall, and provide consistent building height and consistent building massing to reinforce the Washington Street context.
- **Integrate Non-residential Uses** - Where other uses do exist within the context of this residential subdistrict, they shall be integrated into the context and respect district patterns for design of building facades, signage and parking.



### **Washington Street Subdistrict**

The Washington Street subdistrict, south of Main Street and the center of Downtown Peabody, is a historic downtown residential neighborhood. The district includes a remarkably intact core of historic residential buildings with a consistent sense of scale, rhythm and traditional architectural detailing. The buildings are oriented to the street and provide definition to the pedestrian environment.



**DOWNTOWN PEABODY**  
**WASHINGTON STREET SUBDISTRICT DESIGN STANDARDS**

**Project Information**

Development Name: \_\_\_\_\_

Development Address: \_\_\_\_\_

Applicable Zoning District: \_\_\_\_\_

**DESIGN STANDARDS REVIEW CHECKLIST**

*Washington Street Subdistrict*

**ALL PROJECTS MUST COMPLY WITH PRINCIPLES**

TOPIC	DOES COMPLY	INCOMPLETE INFORMATION	DOES NOT COMPLY	NOTES
<b>OVERALL PRINCIPLES</b>				
Enhance Historic/High Quality Neighborhood				
Improve Walkability/Pedestrian Experience				
Reinforce Context-Sensitive Development				
Integrate Non-Residential Uses				

**NEW CONSTRUCTION OR REDEVELOPMENT (ALL STANDARDS APPLY)**

<b>A. SITES AND BLOCKS</b>				
<b>1. Urban Design Characteristics</b>				
a. Match Building Placement and Orientation				
b. Maintain Pattern of Yards				
c. Strengthen Relationship to Context				
d. Position Entry to the Street				
e. Preserve Historic Structures				
<b>2. Site and Circulation Characteristics</b>				
a. Minimize Impact of Parking				
b. Minimize Site Access				
c. Connect to Public Frontages				
d. Create Efficient Site and Parking				
e. Reinforce Existing Circulation				
f. Integrate Bicycle Circulation				
g. Conceal Loading and Service Circulation				

**DESIGN STANDARDS REVIEW CHECKLIST**

*Washington Street Subdistrict*

TOPIC	DOES COMPLY	INCOMPLETE INFORMATION	DOES NOT COMPLY	NOTES
<b>A. SITES AND BLOCKS</b> <i>(continued)</i>				
<b>3. Site Landscape, Lighting and Amenity</b>				
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				
<b>B. BUILDING DESIGN AND FORM</b>				
<b>1. Building Massing</b>				
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. Balance Facade Proportions				
g. Integrate and Screen Utilities				
<b>FACADE RENOVATIONS OR IMPROVEMENTS (STANDARDS BELOW APPLY)</b>				
<b>2. Building Facades</b>				
a. Leverage Preservation				
b. Feature Historic Facades/Elements				
c. Define Facade Composition/Components				
d. Integrate Architectural Detail				
e. Integrate Placement of Entries				
f. Use Building Lighting				
g. Preserve Facade Materials				

**DESIGN STANDARDS REVIEW CHECKLIST**

*Washington Street Subdistrict*

TOPIC	DOES COMPLY	INCOMPLETE INFORMATION	DOES NOT COMPLY	NOTES
<b>NEW SIGNAGE OR IMPROVEMENTS (STANDARDS BELOW APPLY)</b>				
<b>C. SIGNAGE</b>				
<b>1. Principles and Intentions</b>				
a. Respect Residential Character				
b. Emphasize Sign Legibility				
c. Define Sign Hierarchy				
<b>2. Sign Characteristics</b>				
d. Consider Sign Scale				
e. Focus Sign Content				
f. Comply with Sign Fonts				
g. Comply with Sign Color				
h. Comply with Sign Materials				
i. Coordinate Multiple Signs				
<b>3. Building Signage</b>				
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				
<b>4. Sign Illumination</b>				
h. Focus Awning Illumination				
i. Limit Internal Sign Lighting				
j. Integrate Lighting Utilities				
k. Coordinate Signage Lighting Fixtures				

**Applicability of the Downtown Design Standards**

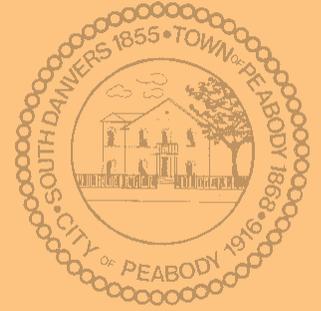
The Design Standards represented by the Design Standards Review Checklist are focused on the area south of the center of Downtown Peabody and relate to specific blocks and buildings on and around Washington Street. The Downtown Design Standards apply to any property within the boundaries identified for 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.



**DOWNTOWN PEABODY WASHINGTON STREET SUBDISTRICT**  
Design Standards Review Checklist - Page 4 of 4





CITY OF PEABODY  
DOWNTOWN DESIGN STANDARDS

# SECTION 2

# WASHINGTON STREET

# SUBDISTRICT

# STANDARDS

## A. Sites and Blocks

Washington Street is characterized by a consistent pattern of historic residential blocks with a strong continuity of consistently setback buildings with modest front yards and side yard driveways that defines a clear sense of place.

### 1. Urban Design Characteristics

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

#### **a. Match Building Placement and Orientation**

– Buildings shall be placed on the site to address the street and to frame a modest front yard. Parking shall not be placed between the building and the sidewalk or front yard. Primary building facade(s) shall be oriented to frame streets and shall respect the context and orientation of abutting buildings.

#### **b. Maintain Pattern of Yards**

– The buildings on Washington Street are consistently positioned to form a regular pattern of front and side yard setbacks. This pattern should be maintained by future improvements and investments. On most lots, additional building area could be added to the rear of the property taking advantage of the property depth while maintaining the pattern of yards.

#### **c. Strengthen Relationship to Context**

– Building height and placement shall respect existing patterns of building height and building

placement for the street, generally, and the adjacent properties, specifically. The individuality of the building shall be subordinate to the overall continuity of the buildings and setbacks along the street along with the rhythm and pattern of surrounding facades and overall sense of character.

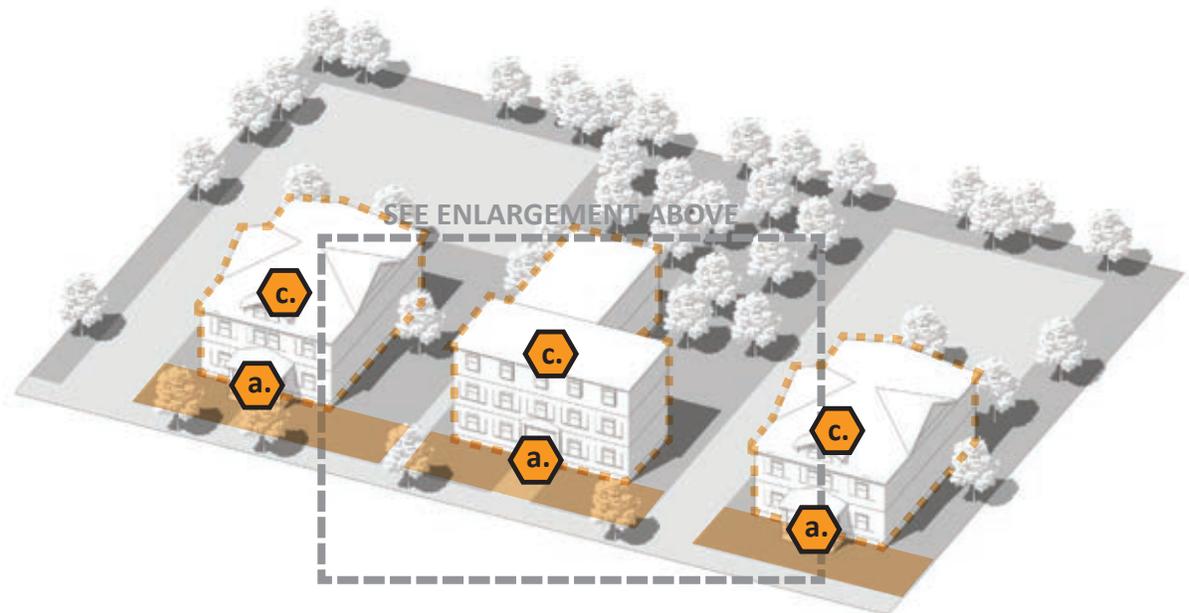
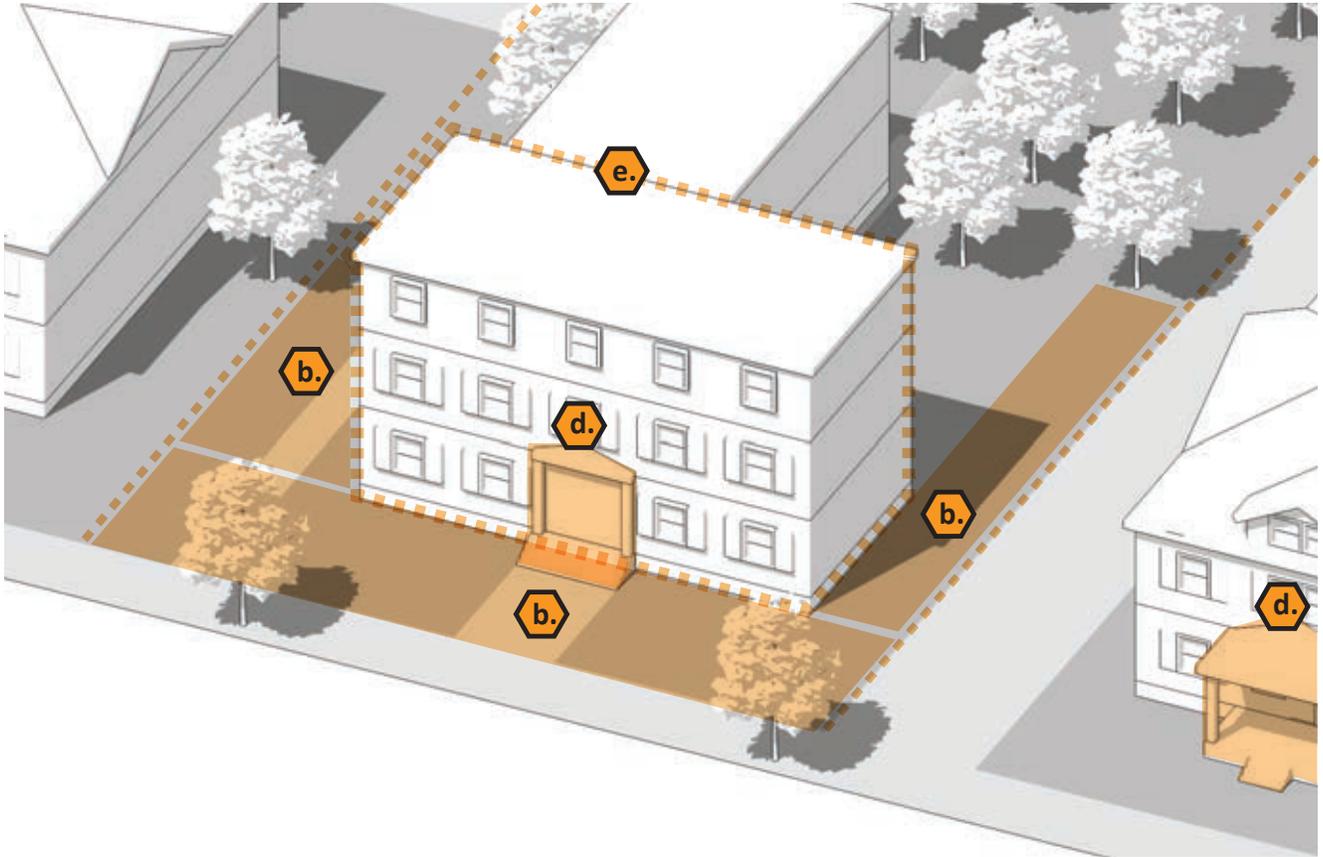
#### **d. Position Entry to the Street**

– Primary building entrances and windows shall be oriented to the primary streets. Secondary or side entrances shall be oriented to rear parking, alleys or side streets.

#### **e. 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 WASHINGTON STREET BLOCK**



**TYPICAL WASHINGTON STREET BLOCK**

A. Sites and Blocks (continued)

2. Site and Circulation Characteristics

Site and circulation characteristics shall reinforce the Washington Street neighborhood environment as pedestrian friendly and walkable.

**a. Minimize 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, rear or side 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 to a rear parking area shall be combined and shared as a single drive. Side yard driveways and alleys shall be minimized in pavement width.

**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.

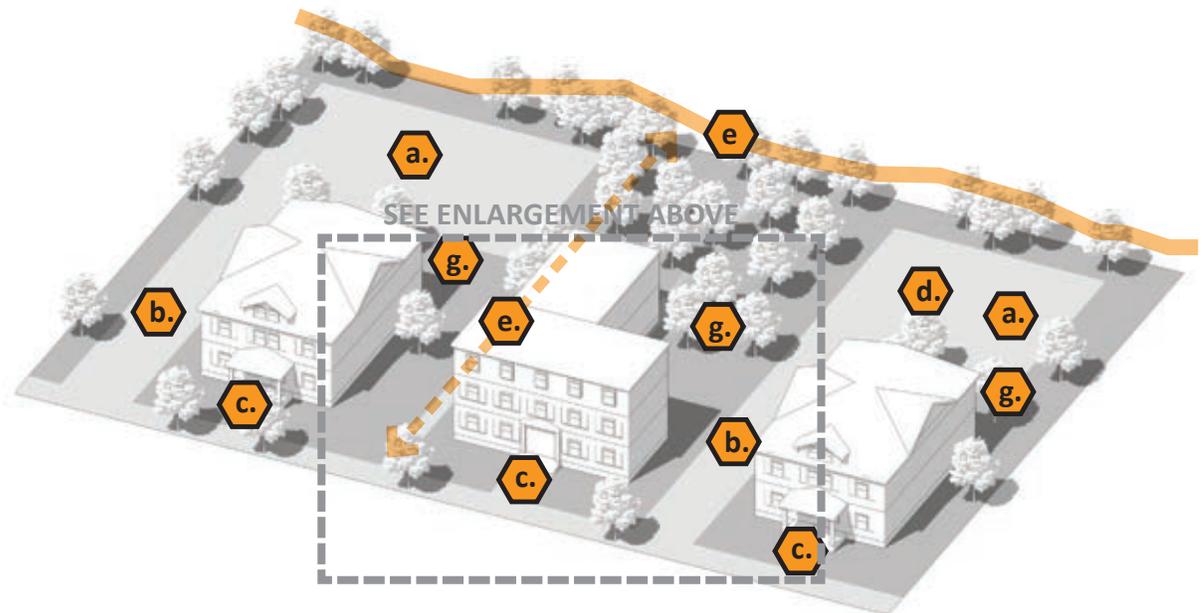
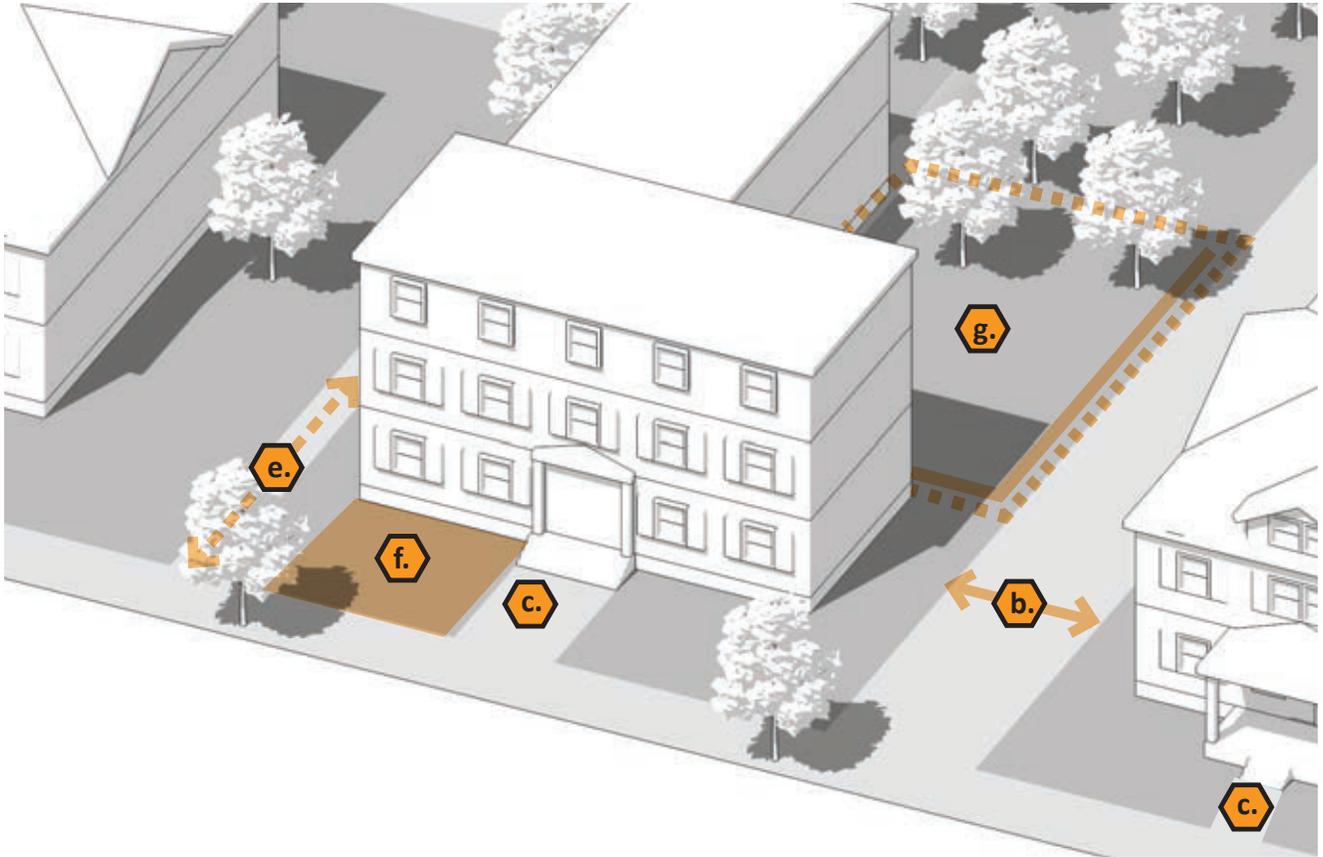
**d. Create Efficient Site and Parking Circulation** – Adjoining parking areas, even across property lines, shall share access drives and internal circulation. A well-organized system of drives shall be used to shorten pedestrian crossing areas, reduce the amount of paved area, and limit pavement widths in side yards.

**e. Reinforce Existing Circulation** – Desirable pedestrian connections on the site shall be accommodated and integrated into the pedestrian site circulation to enhance access to abutting resources. Site circulation that contributes to connectivity of existing park or trail systems (Proposed River Walk) access and circulation are encouraged at the edges of the property.

**f. Integrate Bicycle Circulation** – For uses other than single family residential, 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.

**g. 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 WASHINGTON STREET BLOCK**



**TYPICAL WASHINGTON STREET BLOCK**

**A. Sites and Blocks** *(continued)*

**3. Site Landscape, Lighting and Amenity**

Site landscape and lighting characteristics shall reinforce the Washington Street neighborhood environment 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 (if providing more than 10 spaces).

**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.

**ENLARGEMENT OF TYPICAL WASHINGTON STREET BLOCK**



**TYPICAL WASHINGTON STREET BLOCK**

## B. Building Design and Form

Washington Street is defined by historically significant architecture and a regular pattern of modest structures set within modest yards. Most of the historic facades benefit from simple and classic detailing that creates a distinguished sense of place.

### 1. Building Massing

Building massing shall respect the existing and historic integrity, human scale and context of the Washington Street buildings, encourage visual harmony in that context and encourage creative design solutions.

**a. Reinforce Relationship to Context** – A new design shall create a relationship between it and the surrounding context by reinforcing important patterns in the design and established heights (roof line, cornice line, or height of front porch). Of particular importance is reducing the overall perceived scale of building forms to reinforce the modest scale of Washington Street buildings 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 proposed, but shall be a pitched roof. The Washington Street context exhibits a variety of pitched roof types. Building and roof form shall emphasize the location of primary building entry through the overall orientation and articulation of building mass and roof.

**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.

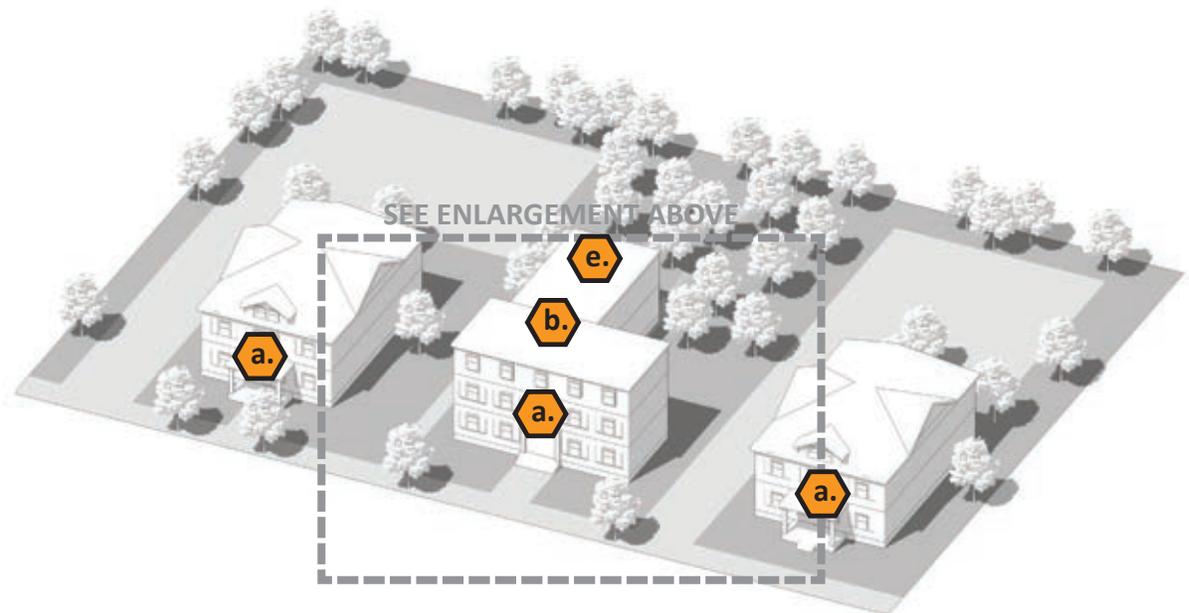
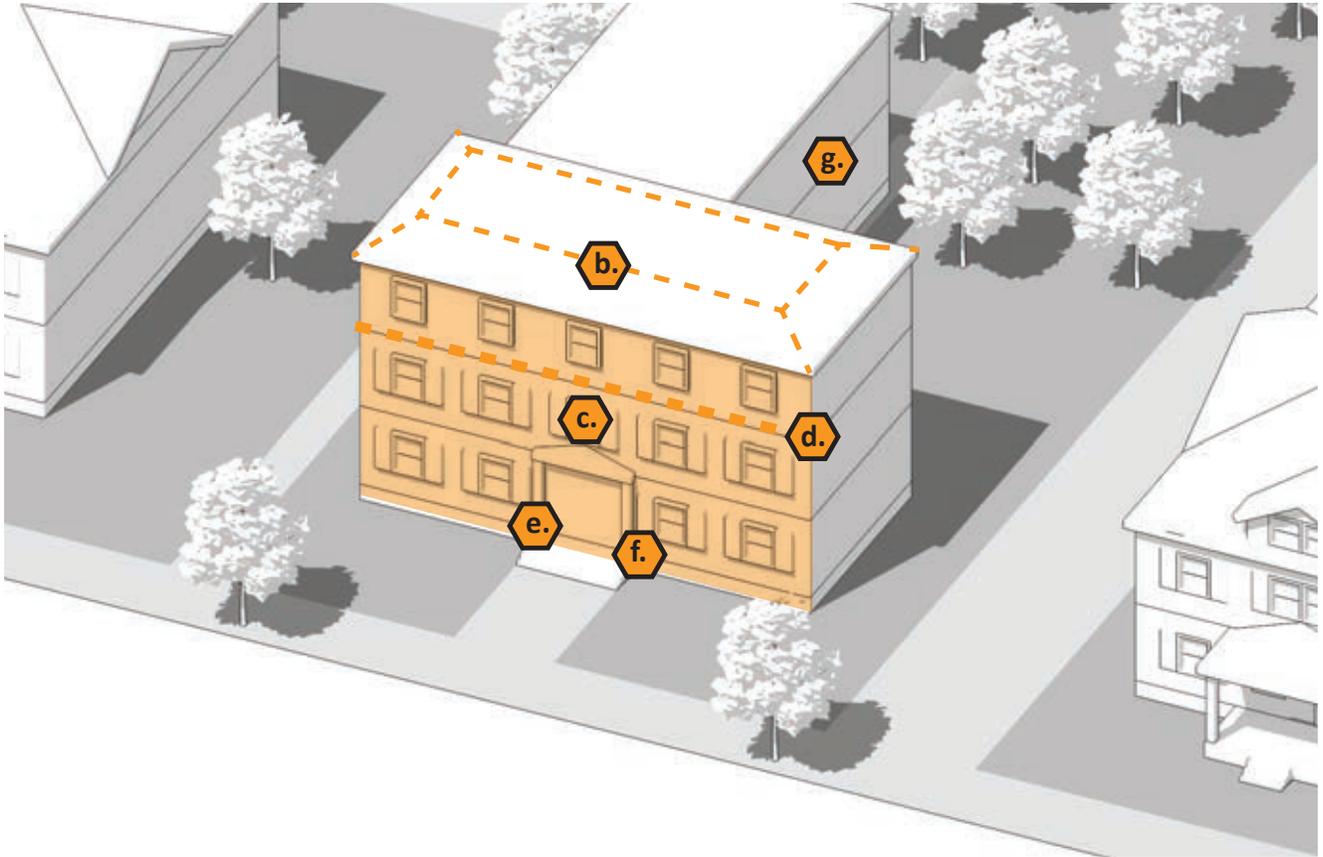
**d. Coordinate Height and Setbacks** – In order to respect and reinforce continuity with the surrounding context, setbacks shall be used to integrate heights of new designs with the adjacent abutters. For example, if a building is adjacent to a two-story building, a responsive design for a three-story 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 and modest scale of buildings in the Washington Street District. Typically, a larger building shall be oriented to take advantage of the depth of the site and provide a primary street facade that is in scale and proportion with the surrounding context.

**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.

**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 WASHINGTON STREET BLOCK**



**TYPICAL WASHINGTON STREET BLOCK**

**B. Building Design and Form** (*continued*)

**2. Building Facades**

Building facades shall respect the historic Washington Street context and add to the vibrancy and character of the historic neighborhood.

**a. Leverage Preservation** – Existing historic facades shall be integrated into any new development plan. New buildings and additions shall complement and reflect the style of existing older structures. 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. Feature Historic Facades/Elements** – Renovations to the facade shall feature historic components or features, highlight and restore those aspects of the property.

**c. Define Facade Composition and Components** – Facade designs shall incorporate the following patterns of Washington Street facade design - simple details that emphasize the entry door and punched window openings in an overall composition that is balanced and often symmetrical. Primary entry is often articulated with a covered roof feature.

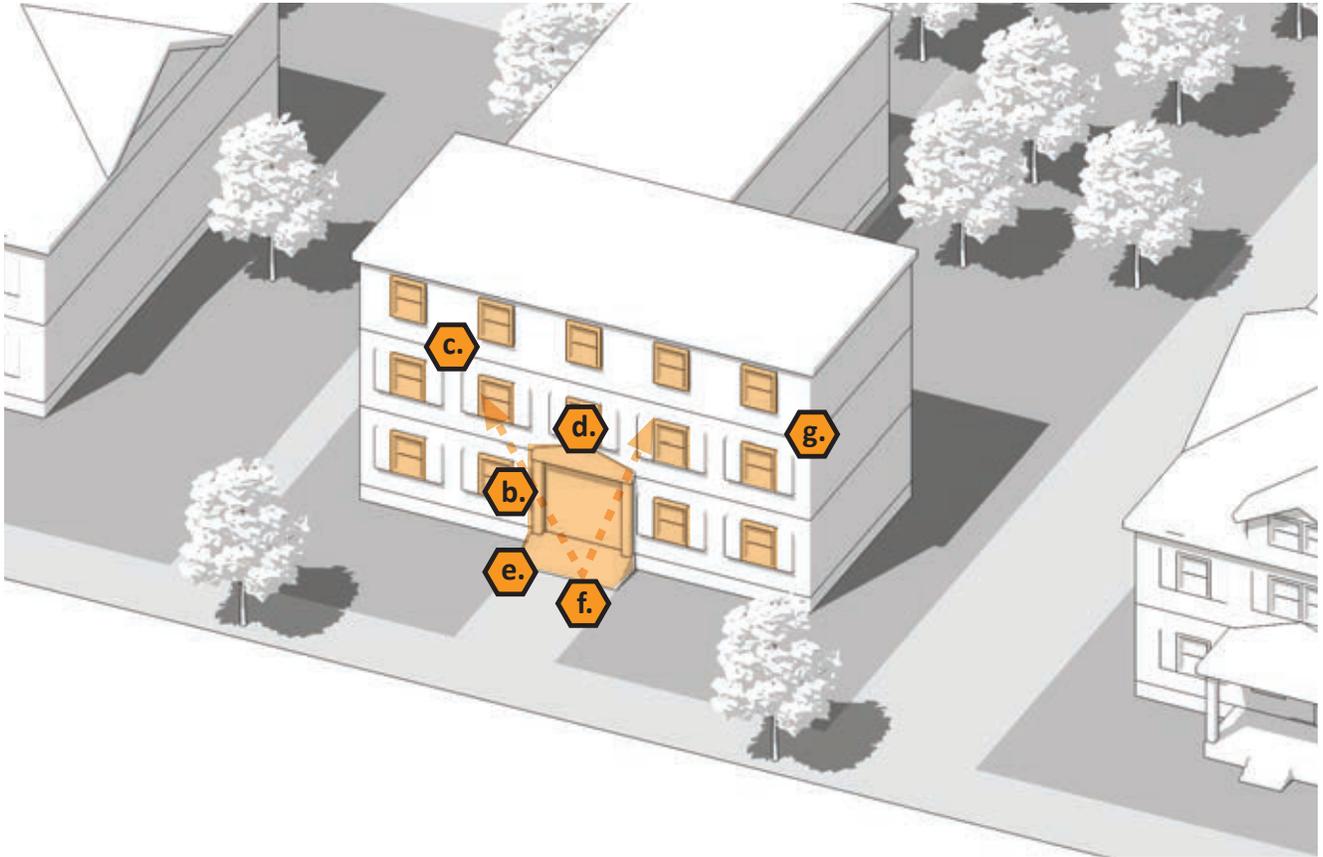
**d. Integrate Architectural Detail** – Facade designs shall incorporate the following patterns of Washington Street details and architectural treatments. Architectural expression concentrated at the primary entry and additional detail at window openings in the facade. A consistent rhythm and pattern of details shall be repeated across the facade.

**e. Integrate Placement of Entries** – Multiple entries and separate uses shall be coordinated and integrated into the facade design. Ground level facade shall integrate separate entries to upper level tenants in one unified design.

**f. 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.

**g. 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 TYPICAL WASHINGTON STREET BLOCK**



**TYPICAL WASHINGTON STREET BLOCK**

## C. Signage Standards

### 1. Principles and Intentions

Washington Street Subdistrict signs shall be integrated into the residential context as unobtrusively as possible and contribute to a positive sense of the overall district.

**a. Respect Residential Character** – Sign design shall be appropriate to the character of the predominantly residential Washington Street Subdistrict. Signs shall be unobtrusively integrated into the site and landscape design or into the residentially scaled building facade. Sign designs shall be simple and understated with 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 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.

### 2. Sign Characteristics

**d. Consider Sign Scale** – Signs shall be scaled to the intended use, the intended audience and the intended location of the sign on a building or site. The scale shall be appropriate for each of those factors and shall be minimized in overall scale to achieve the desired effect to remain sensitive to the overall context of Washington Street.

**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 services or other overly detailed information.

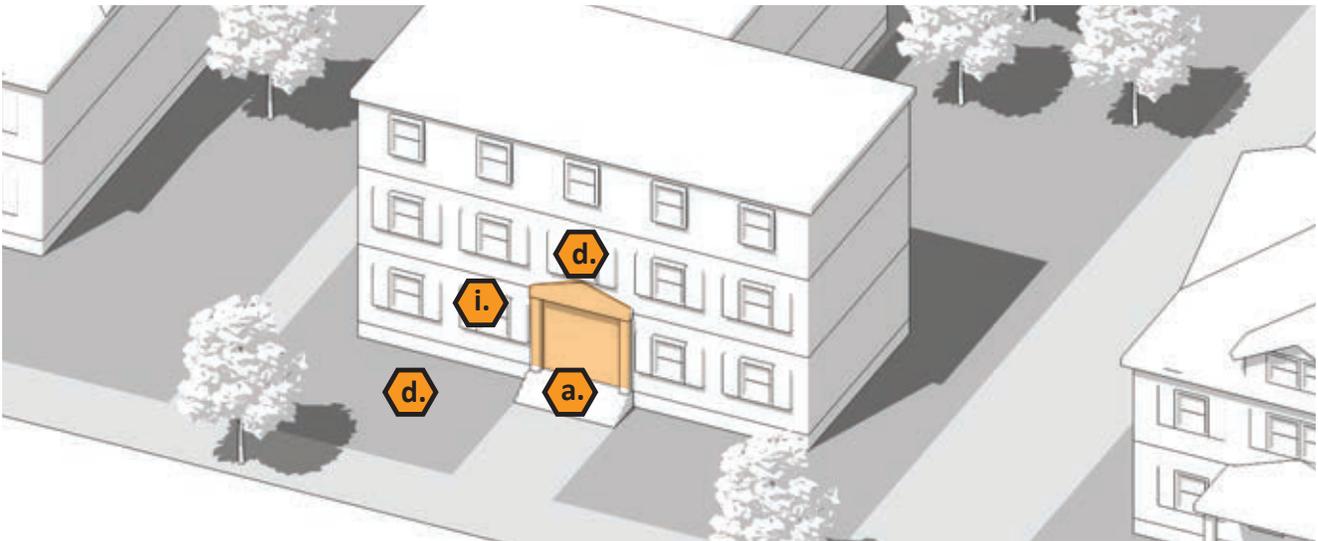
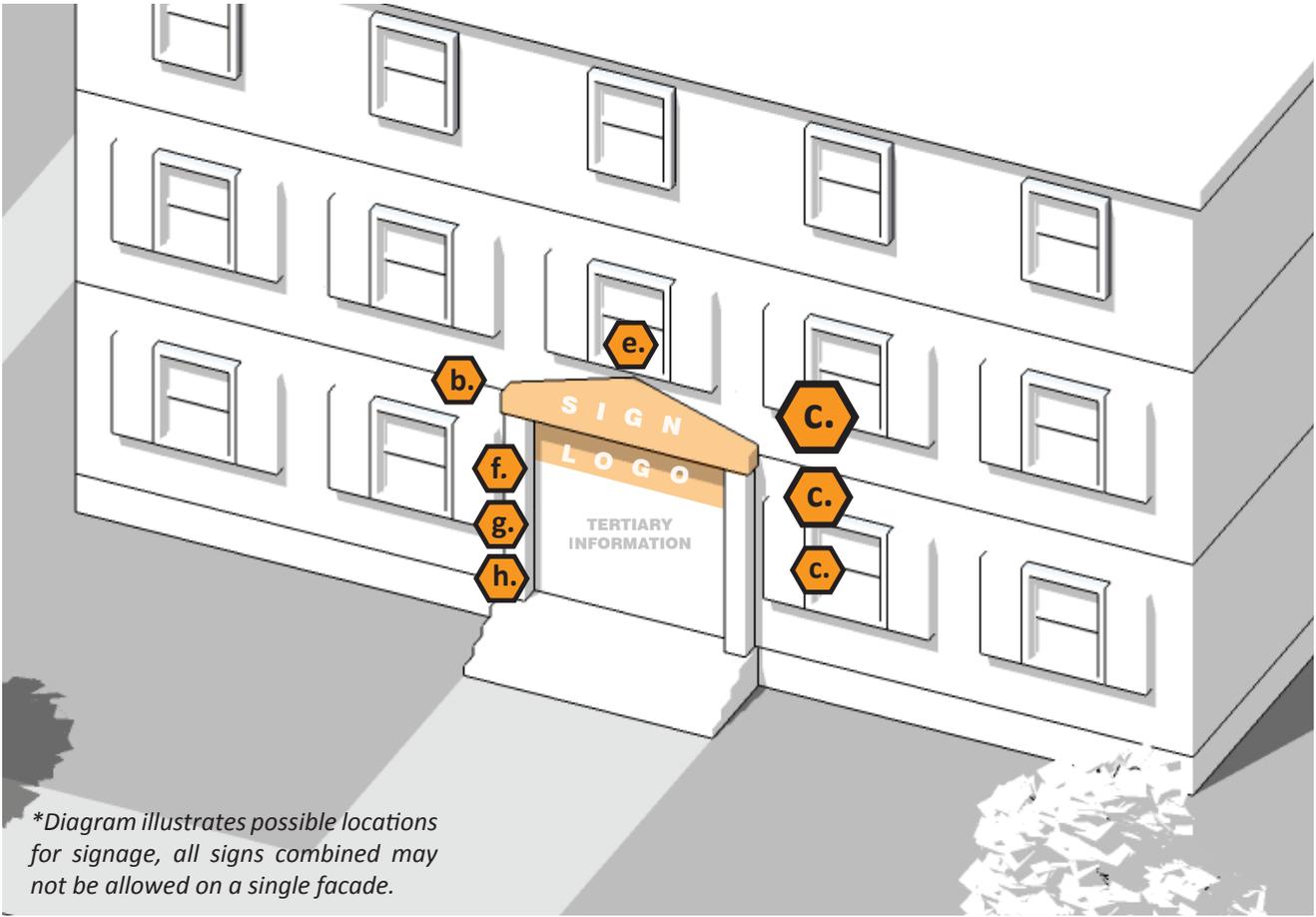
**f. Comply with Sign Fonts** – If a business has a developed brand or corporate identity they may use their specific logo or type style as part of signage. If no type style has been established the following type styles are recommended for use in Downtown Peabody: Futura Medium or Bold, Times Roman 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 Color** – Sign 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. In order to provide variety and harmony in Downtown, the following palette of colors is required for signs and awnings: 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. Design of the sign shall be consistent with other signs in use on the property.

**ENLARGEMENT OF GENERALIZED WASHINGTON STREET SIGN**



**GENERALIZED WASHINGTON 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.
- 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

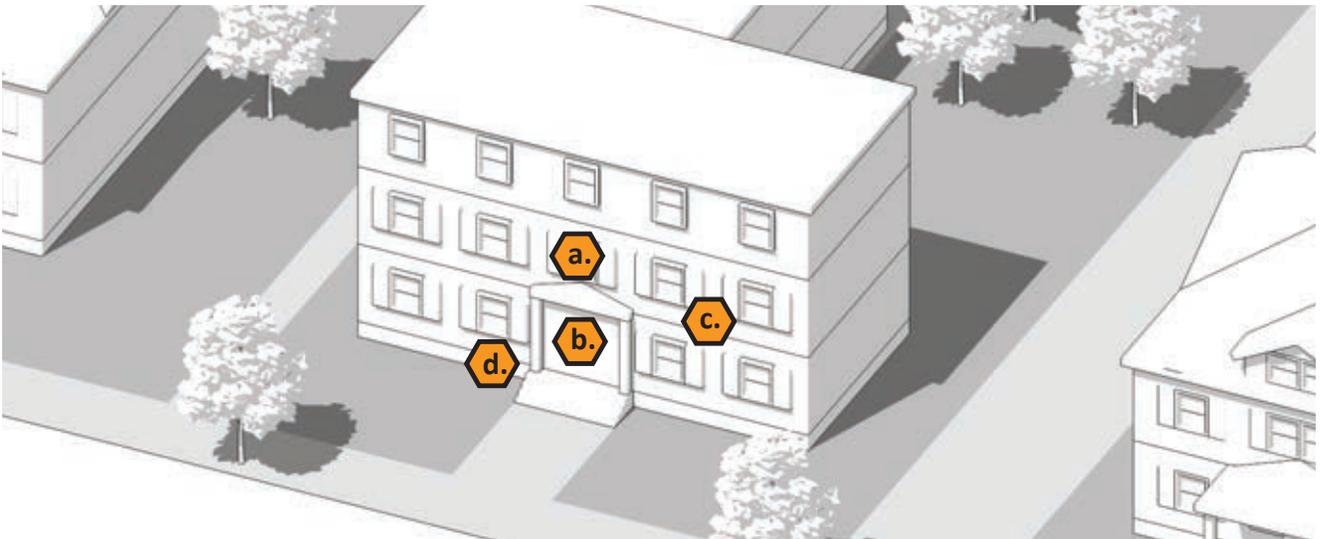
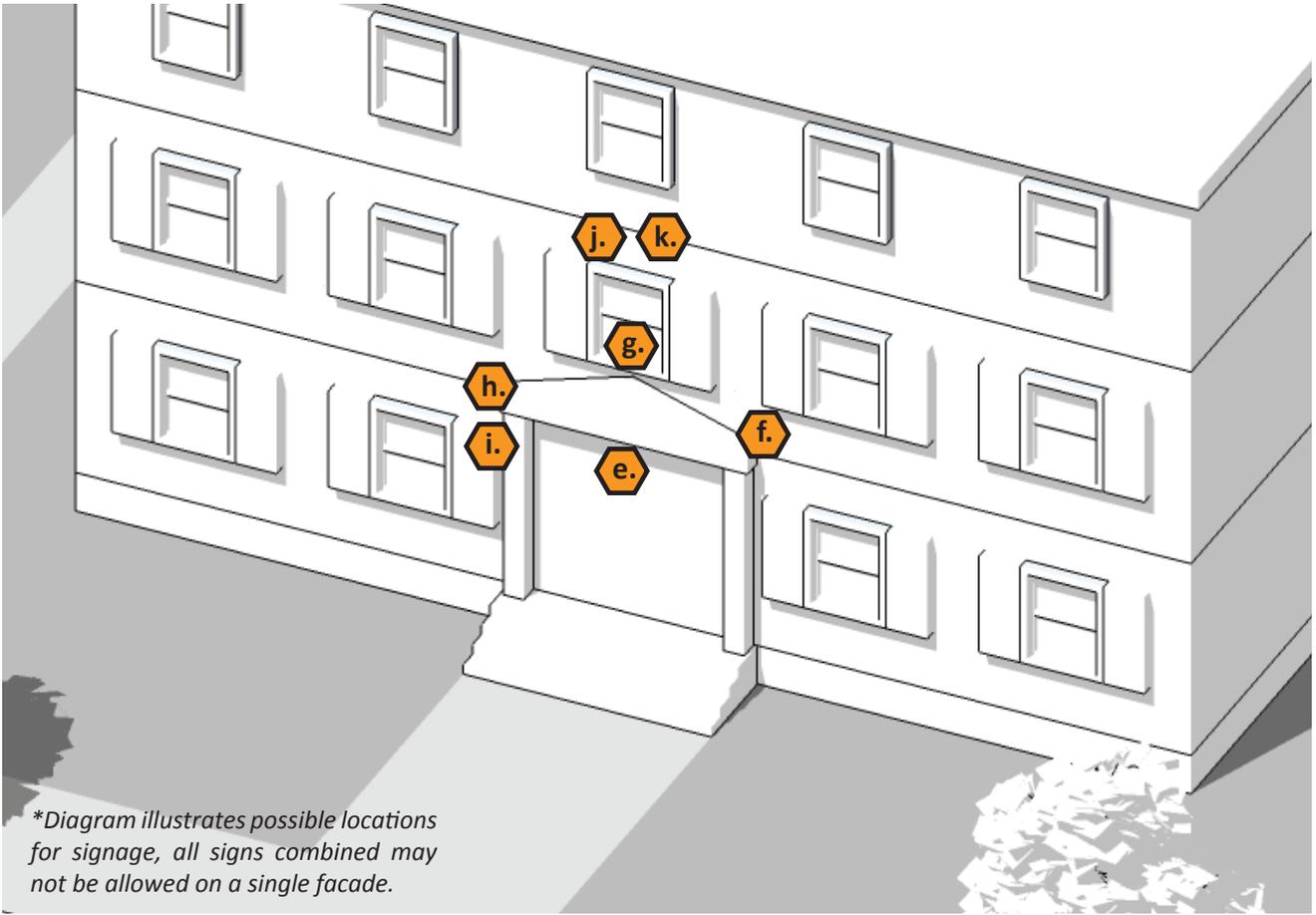
opaque and use cut or screen-printed letters or logos. Lettering and graphic elements shall comprise not more than 30 percent of the total awning surface. Use of awnings shall be limited.

- 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

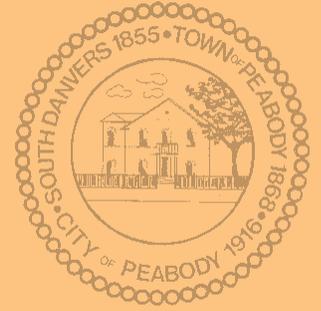
- h. Focus Awning Illumination** – If a window awning sign is internally illuminated, only the sign letters, logo and ornamentation shall be translucent. The background material shall be opaque.
- i. Limit Internal Sign Lighting** – External sign illumination shall be the preferred method of sign lighting.
- 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 WASHINGTON STREET SIGN**



**GENERALIZED WASHINGTON 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 reinforces 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 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 pottery industry 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 and its surrounding districts 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 Washington Street. The legacy of the industrial past and early and notable philanthropists, such as George Peabody, are evident in the historic mill buildings, grand and ornate facades of Main Street and historic homes.

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



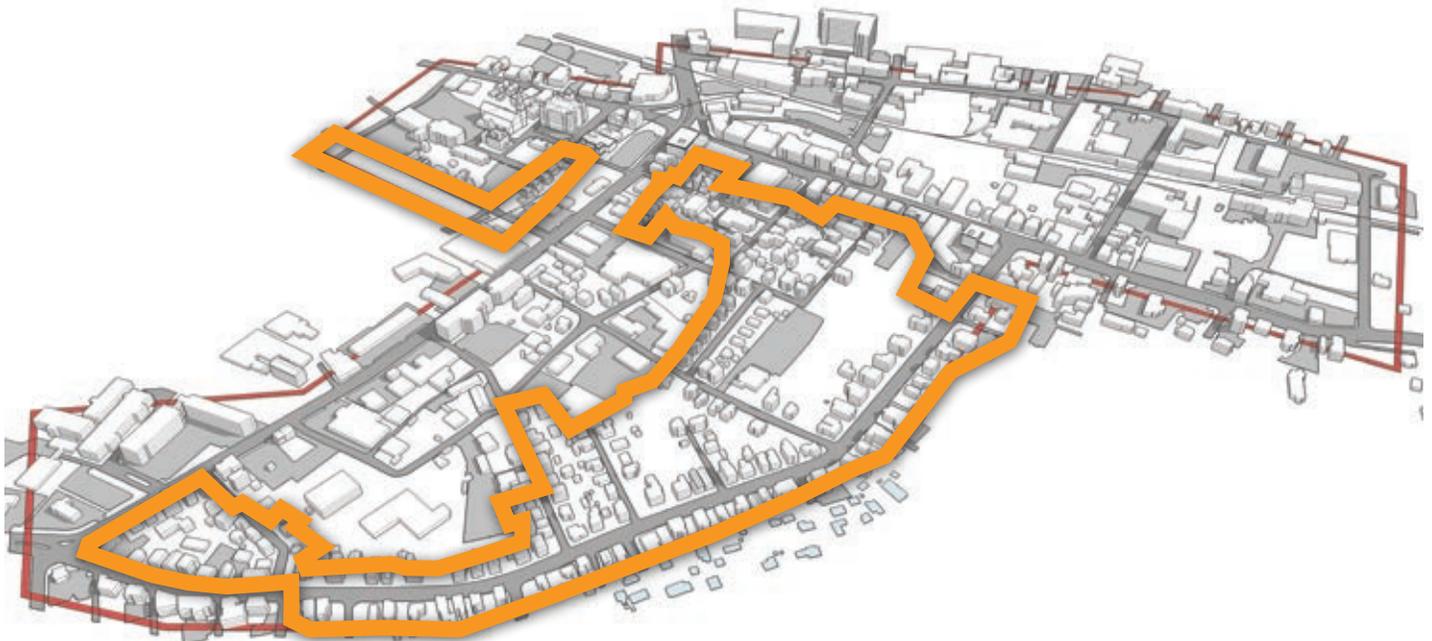
### C. Applicability and Organization of Downtown Design Standards

The Downtown Design Standards are focused on Downtown and the surrounding areas and the creation of a Washington Street Subdistrict that relates to specific blocks and buildings on and around Washington 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 Washington 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.



**Washington Street Subdistrict** - The Washington Street Subdistrict is a historic residential street adjacent to downtown Peabody. It includes Washington Street from Main Street to Foster Street. The Washington Street subdistrict has a traditional and historic residential character with buildings set within modest yards and small driveways leading to secondary garage buildings. A small amount of retail space is located at the gateways into the district from Main Street and Washington Street.



## D. Washington Street Subdistrict

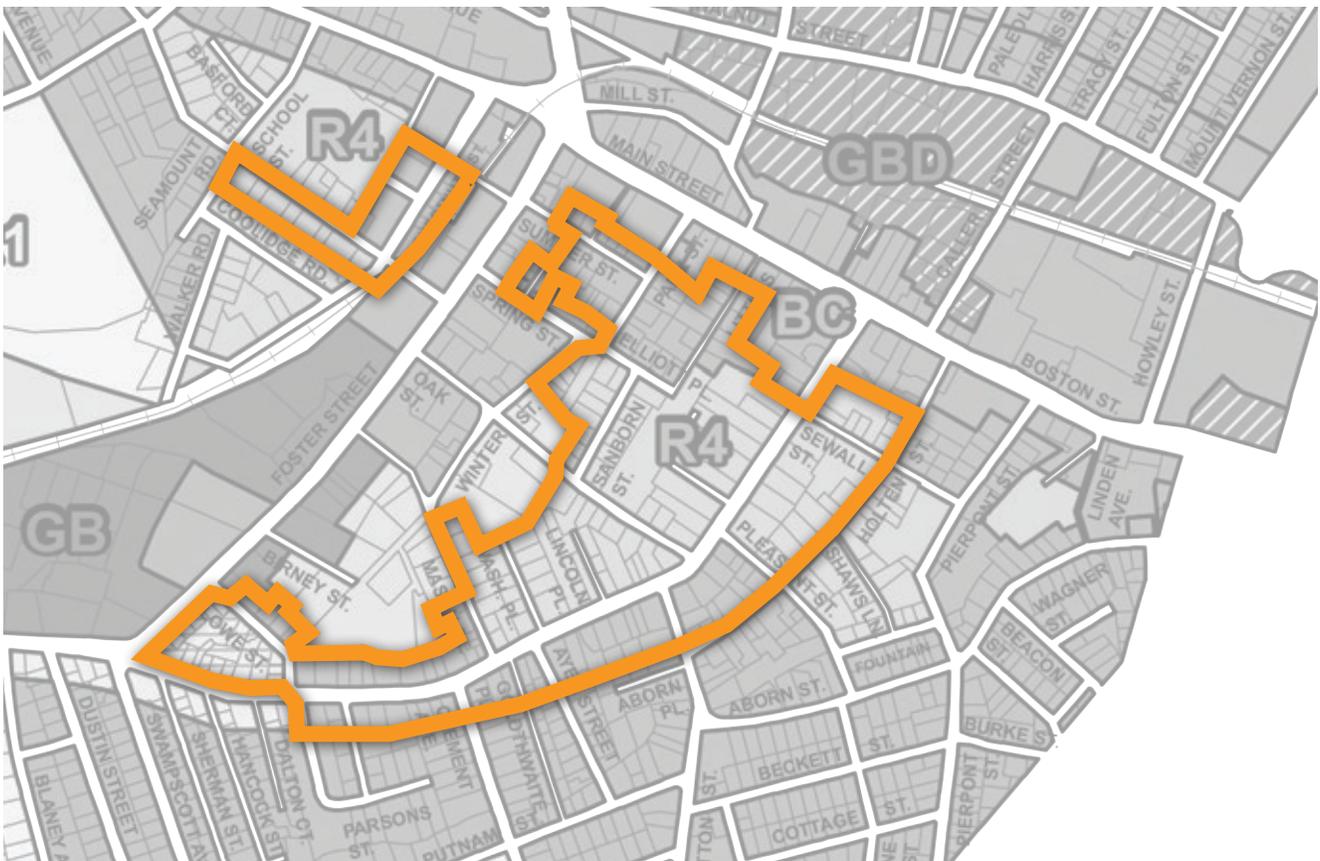
The Washington Street Subdistrict Downtown Design Standards are applicable to the area outlined below. This area includes parcels with frontage on Washington Street from Main Street to Lowe Street and parcels to the south of Main Street. These parcels include frontage on Franklin Street, Oak Street, Spring Street, Elliot Place and Sanborn Street. This area represents the area south of Downtown Peabody's Main Street and includes the mostly residential downtown neighborhood and the Washington Street Historic District.

In the Washington Street Subdistrict, the following underlying zones exist - Central Business (BC), General Business Downtown (GB), Single-family and Two-family Residence (R2) and Multi-family Residence (R4). The standards apply to exterior renovation, new construction and new signage and site improvements within the district boundaries.

## E. Washington Street Significance

Historic residential development patterns, blocks and buildings remain intact in the Washington Street Subdistrict. The predominant pattern in the district is that of modestly scaled residential buildings that are oriented to Washington Street and other district streets. The buildings are set back from the sidewalk with a modest front yard and include modest side yards on either side of the building.

In the Washington Street Subdistrict, significant historic buildings and structures include the following resources with are a part of the Massachusetts Cultural Resource Information System (MACRIS) and the National Register of Historic Places. These historic resrouces have been the foundation for the Washington Street Historic District which was added to the National Register of Historic Places in 1985. Below are individual historic buildings that are part of the district:



- The General Gideon Foster House - 35 Washington Street - now headquarters of the Peabody Historical Society & Museum

In addition to Washington Street, the Washington Street Historic District includes buildings on Main Street, Holten Street and Sewall Street.

Future investments in the Washington Street Subdistrict shall highlight and reinforce this substantial collection of historic resources that form the foundation of history and character for Peabody. The historic portions of this Downtown neighborhood are a strong part of the vitality and self-image of the community and shall be featured as part of district improvements.



## 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 Washington 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

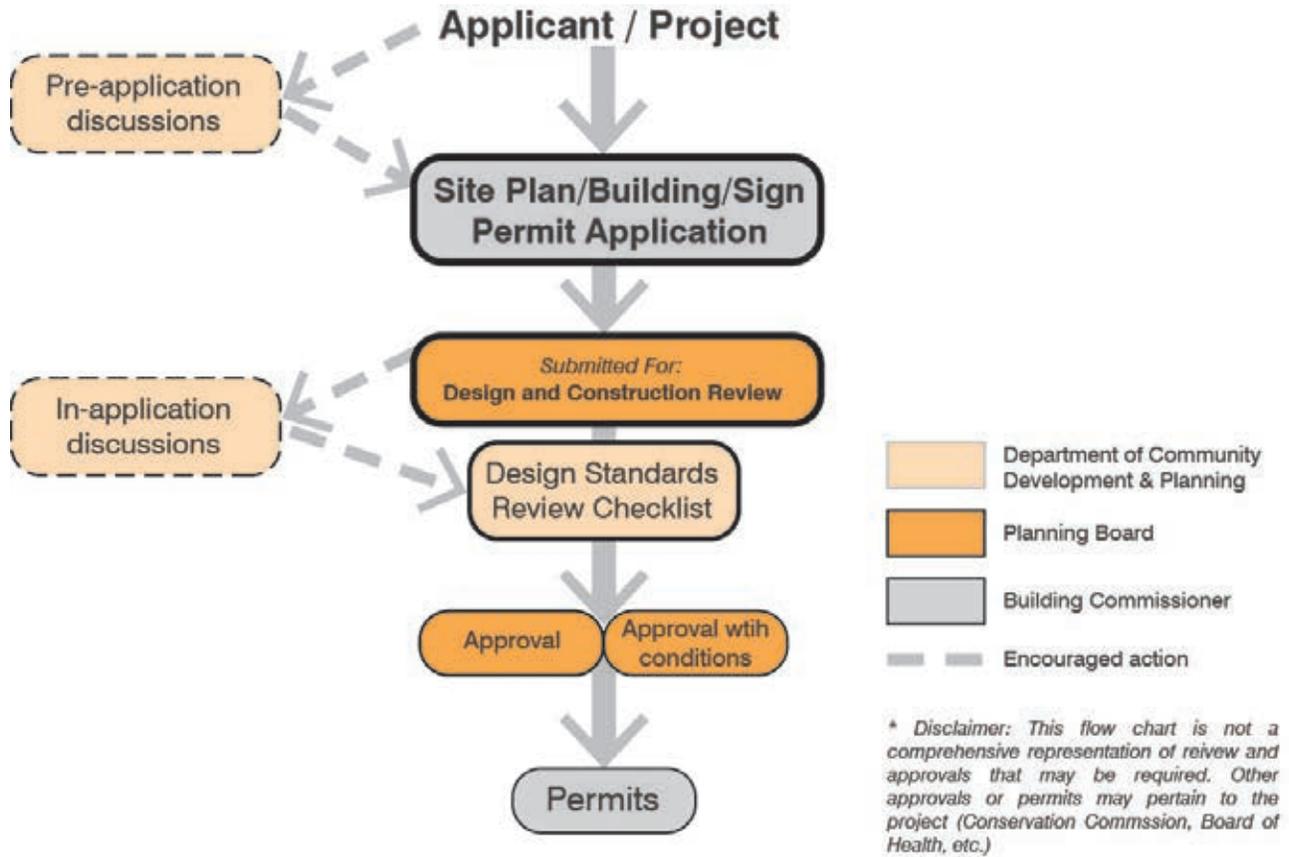


issues under discussion, more than one meeting may be required. At the conclusion of meeting with the project applicant, the Design Standards Review Checklist, and potentially, a letter of summary findings will be prepared by the Department of Community Development & Planning to the Planning Board for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

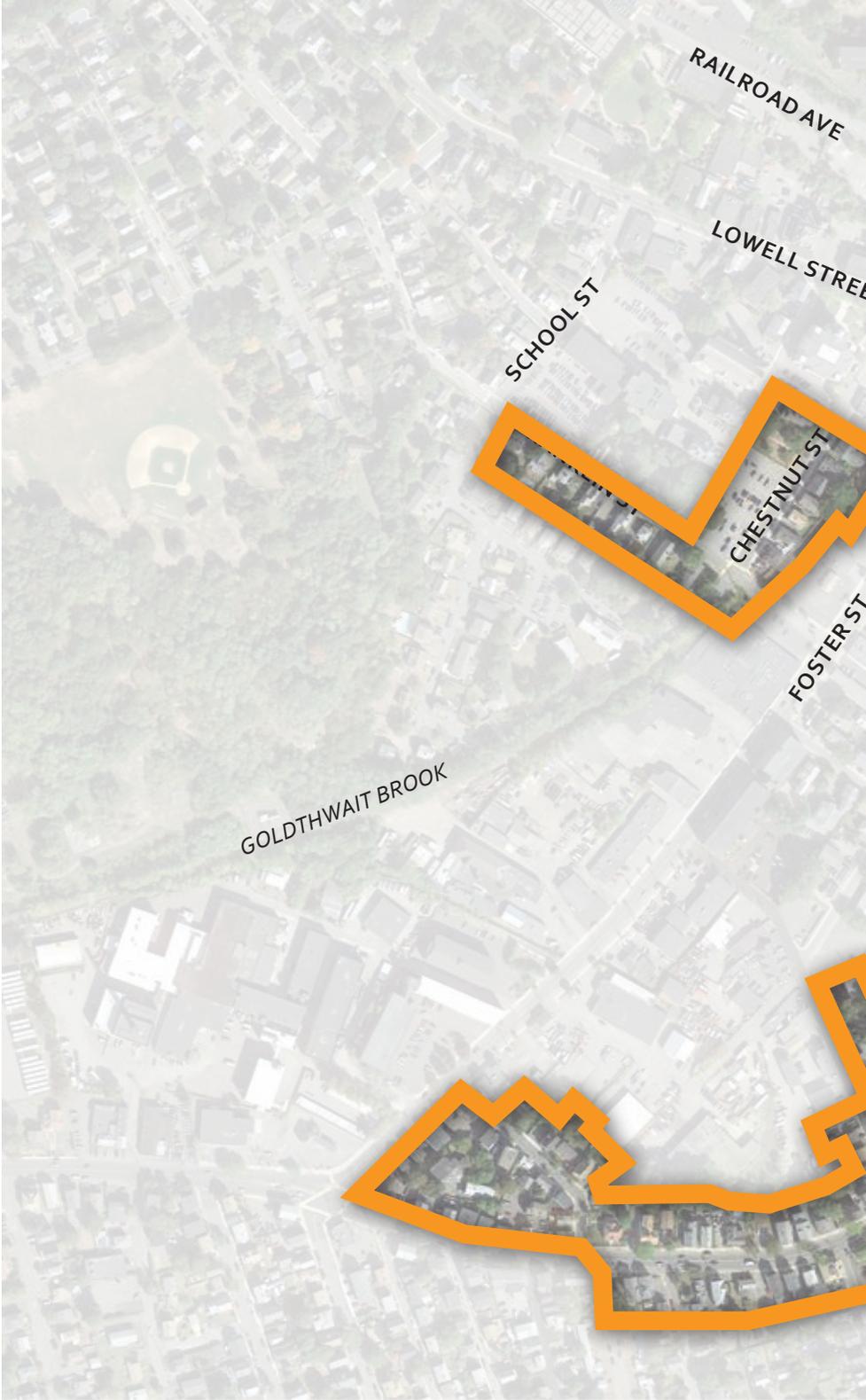
Other documents or regulations of the City of Peabody may be relevant in the context of a redevelopment project. Other references and resources are available at the City of Peabody website -

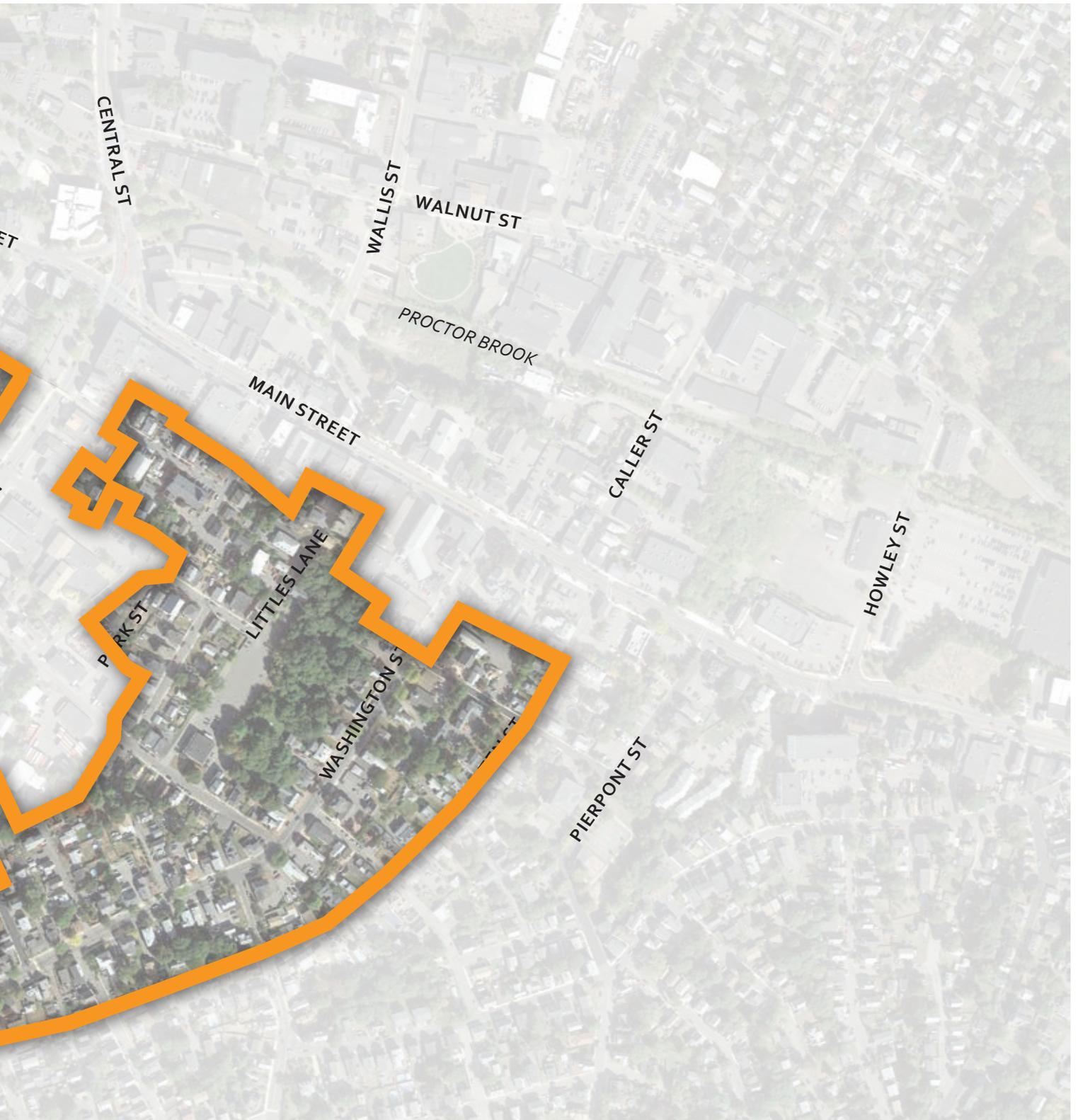
[www.peabody-ma.gov](http://www.peabody-ma.gov)

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 Washington Street  
Subdistrict**









### **Washington Street Subdistrict**

The Washington Street subdistrict is focused on the Washington Street frontage, but also includes interior blocks between Washington Street, Main Street and Foster Street. A portion of the Washington Street subdistrict is a Nationally Registered Historic District. The subdistrict is primarily residential and the standards intend to reinforce the residential character of the district while preserving and featuring historic assets.





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](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](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](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](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

*WASHINGTON STREET SUBDISTRICT*

PEABODY PLANNING AND ECONOMIC DEVELOPMENT  
JANUARY 2016