

ZONING ORDINANCE

Z Attachment 3

Appendix B

Lower Broadway Economic Development District Design Standards.

Introduction. These Design Standards are adopted pursuant to the authority of G.L. c. [40A](#) §9, and Section [30](#) of the City of Everett Zoning Ordinance (the “District Ordinance”). They are incorporated into the District Ordinance, and provide the City of Everett with a regulatory framework that will define the site and building design requirements for development within the Lower Broadway Economic Development District (“LBEDD”).

These Design Standards shall be used by the Approving Authority in their review and consideration of Development Projects proposed pursuant to the District Ordinance. Conditions may be added to a Site Plan Approval or special permit as may be necessary to ensure consistency with the Design Standards through construction and occupancy.

A. General.

1. The relationship of the buildings to the site, including the siting of new buildings, structures and open spaces shall be designed to permit, to the extent practicable, passive solar energy and natural light into them and onto adjacent sidewalks during cooler seasons. Site design and building locations shall be designed to afford, to the extent practicable, protection of pedestrian areas from adverse impact of winds, vapors or other emissions, shadows and/or noise.
2. All new utilities shall be placed underground, to the maximum extent feasible.
3. Service elements such as trash dumpsters, utility/service areas, loading docks and mechanical equipment, shall be consolidated, screened from view, and be located away from the street front where possible.
4. Mechanical equipment, including metal chimneys, and elevator penthouses at grade, attached to, or
5. Mechanical equipment, including metal chimneys, and elevator penthouses at grade, attached to, or on the roof of a building, shall be screened from view from streets; or they shall be integrated into the overall design of the building by use of materials, placement, roof shape or form, or other means.
6. Appropriate provision shall be made for waste disposal, refuse removal, drainage, dust and erosion control and other utilities and their appurtenances, in accordance with applicable City regulations.
7. *Protection of public safety.* Site design shall include adequate water supply distribution and storage for fire protection. Vehicular circulation shall meet the access needs of emergency and public safety vehicles. The adequacy of the foregoing public safety measures shall be based on the reasonable requirements of the Everett Chief of Police and Fire Chief, in their respective fields.

B. Building Setbacks.

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1. In order to maintain and reinforce a consistent street line, primary building facades with direct frontage on a Primary Street shall be built parallel to the principal frontage line along a minimum of 70% of the length of the building.

2. In general, except for recessed entries, arcades, and similar features that provide benefit for pedestrians, setbacks for new buildings in the LBEDD should be consistent with setbacks of neighboring buildings. A new building may have an inconsistent setback from neighboring buildings if the front setback is to be used for a well-landscaped open space. Where differing front setbacks are approved, design elements such as a wall, fencing or landscaping of a minimum height of four (4) feet above grade may be used to reinforce the street line.

3. A portion of the façade of a primary building on a lot, including its front door, must be located between the minimum and maximum front yard setbacks listed. Where multiple primary buildings on a lot are built within the maximum front yard setback, each must have a front door on the street facing façade of the building that is located between the minimum and maximum front yard setbacks.

4. Buildings on corner lots should be oriented to the corner and visible from both public street fronts in order to reinforce the traditional setbacks in proximity to the Development Project.

5. Residential buildings shall be sited to allow for front steps, balconies, and porches with access to adjacent public space or pedestrian and bicycle paths. Where proposed multi-family residential buildings are not located adjacent to public spaces, site design shall include new public and/or private open spaces or yards accessible to building residents.

6. Alternative paving materials such as brick or brick pavers should be used to differentiate the setback area from the sidewalk and to visually reinforce the existing street wall.

7. Required minimum front setbacks for buildings on lots with frontage on the western side of Broadway shall be of a width adequate to provide for sidewalks along the lot frontage of a minimum width of twelve (12) feet.

8. The ground floor of new Dwelling Units shall be raised above grade by at least three feet to provide separation between the street and the home, and to ensure privacy for those dwelling units with first floor windows.

9. New construction of Single-Family, Two-Family and Attached Dwelling Units shall include a front yard in order to create a transition space between the public domain and the privacy of the home.

C. *Building Proportion.* In order to modulate their scale, multi-story buildings should articulate the base, middle, and top, separated by cornices, string cornices, step-backs or other articulating features in order to create or maintain a visual distinction between upper and lower floors.

1. *Ground Floor.* Transparent, open facades are encouraged for commercial uses at street level (e.g. windows that cover between 60 to 80 percent of the ground floor façade area and begin approximately 24 to 30 inches above the sidewalk rather than continuing down to street level). The windows should be divided by muntins and framed with a casing trim.

2. *Middle Floor(s).* Architectural features may include: belt courses or horizontal bands to distinguish individual floors; change in materials and color and/or texture that enhance

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specific form elements or vertical elements of the building; a pattern of windows; and/or bay windows to give scale to the structure.

3. *Roof.*

- a. In general, the roof line or top of the structure shall be clearly distinguished from its façade walls by way of horizontal divisions, varying materials and/or traditional roof lines.
- b. Roof forms shall be varied within a block, and may be varied within a building such as by incorporating parapets, decorative cornice treatments, belt courses, and window bays.

D. *Building Facade Articulation.*

1. Building frontage shall incorporate recessed entries, recessed or projecting bays, expression of architectural or structural modules and detail, and/or variations such as surface relief, expressed joints and details, color and texture.
2. Any facade of the building that has frontage on a sidewalk or street shall include windows, doors, or other signs of human occupancy, such as porches or balconies.
3. Buildings more than forty (40) feet wide with frontage on a public way shall be broken down into a series of smaller elements or “bays”. No uninterrupted length of any facade shall be permitted to exceed 40% of the facade’s total length, or forty (40) horizontal feet, whichever is less, without incorporating at least one of the following design elements: color change, material change, or texture change; and at least one of the following design elements: architectural projections or recesses, trellises, balconies, or windows.
4. The portion of side and rear facades that are visible from streets or other public areas shall be articulated in a manner consistent with the design of the front facade, although such facades may include less architectural detail than the primary facades.

E. *Building Materials, Texture and Color.*

1. New building materials should be selected to convey a sense of quality, durability and permanence. Buildings shall use materials that are durable, economically maintained, and of a quality that will retain their appearance over time. A combination of materials should be used in order to create visual interest.
2. Where more than one material is used, traditionally heavier materials (stone, brick, concrete with stucco, etc.) should be located below lighter materials (wood, fiber cement board, siding, etc.). The change in material should occur along a horizontal line, preferably at the floor level.
3. Building façade materials permitted within the district include but are not limited to, brick, wood, cementitious fiber board, manufactured limestone, cast stone, masonry, stone, glass, terra cotta, cellular PVC trim, tile and sustainable materials.
4. Full size brick veneer is preferable to brick tile. Brick veneers should be mortared to give the appearance of structural brick. If used, brick tile applications should use wraparound corner and bullnose pieces to minimize a veneer appearance.
5. Stone and stone veneers are acceptable as a basic building material or as a special material for wall panels or sills in combination with other materials such as brick and concrete.

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6. Poured-in-place concrete and pre-cast concrete are acceptable as a basic building material provided special consideration is given to formwork, pigments, and aggregates that can create rich surfaces. Stone or tile accents are recommended.

7. *Prohibited materials.* Vinyl siding or the use of exterior insulation finishing system (EIFS) is prohibited. Materials on the “Red List” issued by Living Building Challenge (in effect when construction documents are submitted) are prohibited.

a. The current Red List includes: Asbestos; Cadmium; Chlorinated Polyethylene and Chlorosulfonated Polyethylene; Chlorofluorocarbons (CFCs); Chloroprene (Neoprene); Formaldehyde (added); Halogenated Flame Retardants; Hydrochlorofluorocarbons (HCFCs); Lead (added); Mercury; Petrochemical Fertilizers and Pesticides; Phthalates; Polyvinyl Chloride (PVC); and Wood treatments containing Creosote, Arsenic or Pentachlorophenol.

F. *Building Step-Backs.*

1. *Purpose.* Building step-backs are required for the purpose of providing a comfortable street environment by preventing fortress-like facades, providing light and air at the street level, and providing features of interest to pedestrians along select streets in the district.

2. *Applicability.* Building Step-Backs are required for all new construction, on the facade(s) of the proposed building(s) fronting on Broadway or Bow Street.

3. *Standards.* Step-back requirements may be achieved, at the option of the Applicant, by one of two methods:

a. Floors above the second floor shall be stepped back a minimum of six feet (6') for the first story above two, and an additional six feet (6') for floors above three (3). The maximum step-back under this method shall not be required to exceed twelve feet (12'); or

b. A building shall be stepped-back by an appropriate amount from the plane of the street so as to maintain an angle not greater than sixty (60) degrees between the top of the building facade fronting on to the street and the back of the sidewalk of the opposite side of the same street.

4. *Waiver.* Upon petition of the applicant, building step-back requirements may be waived by issuance of a special permit provided that, in addition to other required findings for issuance of waiver, the SPGA finds that the proposed Development Project:

a. Includes window treatments, entry placement, facade relief and other architectural treatments to provide visual interest and pedestrian-sensitive design at the street level and to maintain a human scale in the streetscape;

b. Extends the same architectural features described in paragraph (a) above the ground floor level through variations in design, detail, and proportion, and by avoiding designs featuring a monolithic street facade; and

c. Is designed so as not to obstruct sunlight from falling on the back of the sidewalk on the opposite side of the street for more than four hours of any given day between March 21 and September 21.

G. *Parking Design.* New construction of structured or surface parking shall comply with the following Design Standards. Alteration to pre-existing non-conforming uses or the parking

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accessory to such uses shall comply with the Design Standards to the maximum extent practicable.

1. *Parking Garages.*

- a. Parking garage design shall be located within the interior of the block to minimize visibility from streets. Design should match the proportions of neighboring buildings.
- b. The ground level of a parking garage shall be screened from any adjacent Street with habitable space such as retail, office, or residential. The SPGA may authorize alternate method of screening, such as landscaping, and/or the use of façade scale print graphics, adjacent to Secondary or Tertiary Streets. Blank walls on parking garages are not permitted.
- c. Entrances to structured parking shall be located on side streets or alleys wherever practicable. Vehicular entries shall be clearly marked with architectural devices and/or signage and should be of minimum width necessary for vehicular access and egress.
- d. Signage and light sources internal to the parking structure shall not be visible from outside the parking structure. Lighting shall not illuminate or produce glare to adjacent properties.
- e. No door or driveway for vehicles in connection with any parking garage shall be permitted within fifty (50) feet of any Residential Sub-district boundary line.

2. *Surface Parking.*

- a. Surface parking shall be minimized and, where proposed, should be decentralized into the smallest groupings practical.
- b. Parking areas shall be graded, surfaced with asphalt, concrete or other suitable non-erosive material, and drained in a manner approved by the City's Engineering Department to prevent nuisance of standing water, erosion or excessive water flow across abutting streets or ways, within the proposed parking area, to abutting properties and to wetland resource areas.
- c. Surface parking areas shall not be permitted to front on a public street or sidewalk, and shall be screened from view. Screening may include transparent and well-maintained cast-iron and brick fencing or plantings. Screening shall be at least four feet (4') high at time of planting.
- d. Surface parking lots shall have landscaped islands to divide large parking areas. Landscaping is required in the interior of parking lots and should incorporate existing trees, berms and other landforms where possible. The following minimum landscape coverage standards shall apply:
 - i. Parking lots with less than 100 spaces shall have at least five (5) percent of the interior lot area landscaped.
 - ii. Parking lots with more than 100 spaces shall have at least seven (7) percent of the interior lot area landscaped.

H. *Transportation Access and Pedestrian Environment.*

1. In order to advance the policy objectives of the Lower Broadway Master Plan, the overall site design of a Development Project shall include a cohesive transportation network

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providing for vehicular, pedestrian and bicycle circulation to and within the site. The principal roadway(s) serving the site shall be designed to conform to the standards of the City where the roadway is intended for dedication and acceptance by the City. Private ways shall be adequate for the intended use and vehicular, pedestrian and bicycle traffic and shall be maintained by an association of unit owners or by the Applicant. Design and construction shall incorporate best practices in engineering and construction standards including adequate provisions for drainage.

2. The proposed development shall be designed so as to provide safe interior circulation within the site by separating pedestrian, bike ways and vehicular traffic. The use of different paving materials or colors, or landscaping, is encouraged to provide a clear distinction between pedestrian and vehicular traffic areas.

3. Development Projects shall be designed to preserve and enhance the pedestrian environment by providing for continuous sidewalks that are unencumbered by parked vehicles and are minimally broken by vehicular access within a block.

4. Pedestrian access shall connect to all building entrances with further connections to local pedestrian arteries. Sidewalks, crosswalks or walkways may be required to provide access to adjacent properties and among buildings within a development. All development and redevelopment shall allow for possible future pedestrian and bicyclist connections with adjoining properties, where appropriate.

5. Development Projects with frontage on more than one street that do not intersect with one another may be required to provide for pedestrian access through the site.

6. *Sidewalk Construction.*

a. All new sidewalks shall be designed and constructed to be accessible to the handicapped in accordance with applicable laws including the Americans with Disabilities Act (ADA) and the Rules and Regulations of the Massachusetts Architectural Access Board (MAAB).

b. Sidewalks shall be surfaced with concrete, brick, or stone, and be of a minimum unobstructed width of at least five (5) feet. Sidewalks along the western side of Broadway shall be of a minimum width of at least twelve (12) feet.

c. Where existing sidewalks within rights-of-way abutting the proposed development are cracked, broken or uneven, applicants are strongly encouraged to propose improvements to said sidewalks. Where development is proposed adjacent to sidewalks that are not accessible to the handicapped in accordance with applicable laws including the ADA and the Rules and Regulations of the MAAB, improvements to sidewalks may be required as a condition of special permit or Site Plan Approval.

7. *Pedestrian and Cycling Amenities.*

a. Benches for seating may be required to be provided near retail entrances and at bus stops. At bus stops, such benches should offer protection from the weather.

b. Way-finding signage should be installed as appropriate to encourage walking and the use of public transit.

c. A minimum of one bicycle rack place shall be provided on site or, with the approval of the City, in the public right-of-way, for every ten required vehicular parking spaces.

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8. *Site Specific Performance Standards.* Due to particular conditions affecting specific sites within the LBEDD, the following performance standards must be met by proposed Development Projects:

- a. Employment uses with frontage on Robin Street shall have a 25' landscaped setback to provide a transition from the industrial land uses to the southeast.
- b. Redevelopment of assessor's parcel H4-13 will not be permitted unless access to the lot is provided through extension of Beacham Street, or alternative access deemed suitable by the Approving Authority.
- c. Redevelopment of assessor's parcel H1-84 will not be permitted unless a street is constructed to connect the terminus of Bartlett Street to the terminus of Orient Avenue, such street determined by the Approving Authority to be of adequate width, grade and construction to provide regular and emergency access between these two streets, or alternative access deemed suitable by the Approving Authority.
- d. Redevelopment of assessor's parcel H1-51 or H1-39 will not be permitted unless a street is constructed to connect the terminus of Orient Avenue to the terminus of Factory Street, such street determined by the Approving Authority to be of adequate width, grade and construction to provide regular and emergency access between these two streets, or alternative access deemed suitable by the Approving Authority.

I. *Location of Building and Garage Entrances.*

1. Building entrances should be oriented toward the street and, on corner lots, should be visible from both adjacent public streets.
2. Vehicular access points should be consolidated wherever possible; multiple curb cuts to serve a single Development Project are discouraged where consolidated access is feasible.
3. Driveways including garage entrances shall be sited to minimize the impact of vehicular turning movements on safe and efficient movement of vehicles, pedestrians and cyclists within streets. Acceptable sight distance based on sound engineering practices shall be provided and maintained at all access and egress locations.
4. New curb cuts shall not be located within fifty (50) linear feet, measured on center, from nearby vehicular Intersections.
5. Buildings should include protected pedestrian entry for both business and upper story residential uses. Recessed doorways are preferred, in order to break up the building façade, provide a welcoming space, and provide protection from sun and rain. Where a recessed doorway is not used, an awning can have a similar effect.

J. *Landscaping.*

1. Landscaping shall be incorporated into the overall site design in order to enhance the visual appeal and pedestrian experience in the LBEDD. Landscape design should take advantage of special on-site conditions, such as view corridors and existing significant trees. Substantial greenery should be provided, so that streets and access drives are lined with shade trees, large paved areas are visually divided and screened and buffers are provided within and around the development.
2. Landscaping shall be provided along streets and within and around parking areas. Landscape elements may be used as buffering features in the forms of walls and fencing

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strategically placed along streets and parking areas. Where a Development Project is adjacent to a street without street trees, and where feasible based on roadway geometry, the Approving Authority may require that street trees be planted with tree grates or in planter strips, using species that provide summer shade and winter light.

3. Landscaping should be selected to minimize necessary water usage, and to satisfy both functional objectives such as screening and aesthetic objectives such as color and visual interest. Plantings shall be of native species. The selection of plant materials shall be based on the City's climate and site conditions. Emphasis shall be placed on drought- and disease-resistant landscape selections that are native to the area and sustainable over the long term. All plants shall be A-Grade or No. 1 Grade and free of defects. All plants shall be normal health, height, leaf density, and spread as defined by the American Standard for Nursery Stock, ANSI Z60.1 (latest available edition), or the American Association of Nurserymen. Plants shall have full, even, well-developed branching and a dense, fibrous, and vigorous root system. In areas of high pedestrian use (where salt is likely to be used during winter months) trees shall be chosen that have been observed to have some salt tolerance.

4. Deciduous trees shall be at least two (3") inches in caliper as measured six (6") inches above the root ball at time of planting. Deciduous trees shall be expected to reach a height of 20 feet within ten years after planting. Evergreens shall be a minimum of eight (8') feet in height at the time of planting.

5. Where a Nonresidential use is proposed adjacent to a Residential District or use, the lot line(s) with the Residential District(s) or use(s) shall be screened from the residential district(s) or use(s) by means of plantings or maintenance of trees of a species common to the area and appropriate for screening, spaced to minimize visual intrusion, and providing an opaque year-round visual buffer between uses. Such plantings shall be provided and maintained by the owner of the property used for nonresidential purposes. No part of any building or structure or paved space intended for or used as a parking area may be located within the buffer area.

6. Uses in an Employment Sub-district that abut Residential, Commercial and Mixed-Use Sub-districts or uses shall provide for screening acceptable to the Approving Authority.

K. *On-Site Open Space.*

1. Open space should serve as a central organizing element within overall site design to encourage public gathering of groups of people and to promote a pedestrian friendly and visually appealing environment.

2. A variety of public gathering spaces and open spaces incorporating both landscaping and "hardscaping," such as plazas and seating areas, shall be provided in locations where they complement adjacent uses, with special focus on corner landscape treatments and courtyard entries. Open space areas within the Development Project should be visible to public view where practical.

L. *Service and Loading Areas.*

1. Service and loading areas shall not face an open space or public street directly, and shall be screened from streets and abutting properties to the greatest extent possible through the provision of architectural screening, landscaping, and fencing. Chain link fencing is not acceptable for screening purposes.

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2. Trash receptacles should be located and designed for ease of trash service to the site. Trash receptacles may be located in the garage of buildings or in freestanding trash houses. Trash houses shall be located and architecturally designed to minimize their aesthetic impacts.

M. *Signage.*

1. Signs within the LBEDD shall be governed, without limitation, by Section [12A](#) of the General Ordinance, Signs and Billboard.
2. Signs within the LB-RD and LB-RMF Sub-districts shall be governed, without limitation, by Section [12A-53](#) of the General Ordinance, Signs in Residential Districts.
3. Signs within the LB-C, LB-E, LB-MU and LB-WMU Sub-districts shall be governed, without limitation, by Section [12A-54](#) of the General Ordinance, On-Premise Signs in Non-Residential Districts.

N. *Exterior Lighting.*

1. Outdoor lighting shall be designed to ensure safety, functionality and convenience through illumination of the site while conserving energy and limiting the visibility of the lighting outside the site. Adequate lighting shall be provided for doorways to residential and mixed-use buildings including residential uses.
2. Lighting fixtures should be scaled appropriately to their function such that lighting fixtures serving sidewalks are pedestrian scale, while lighting fixtures serving vehicular streets and parking areas may be taller.
3. Fixtures that produce glare or that spill light to adjoining sites are prohibited. Except as provided herein, all outdoor lighting shall comply with the following shielding provision: Direct light emitted by exterior luminaire shall not emit directly by a lamp, off a reflector, or through a refractor above a horizontal plane (90 degrees) through the fixture's lowest light-emitting part.
4. Up-lighting is permitted when used as follows:
 - a. To light a primary entrance, when the lighting fixture is wall-mounted under an architectural element (e.g., roofs over walkways/entries or overhanging, non-translucent eaves) so this up-light is captured.
 - b. To light local, state, or national flags, when no more than two light fixtures per flagpole are used, with an equivalent total lumen maximum of a 150 watt bulb (incandescent). The fixtures must be shielded such that the lamp is not visible outside of a fifteen-foot radius.
5. In a LB-RD Sub-district no outdoor floodlighting or decorative lighting, except lighting primarily designed to illuminate walks, driveways, doorways, outdoor living areas or outdoor recreational facilities, and except temporary lighting in use for no longer than a four-week period in any calendar year, shall be permitted. Any permanent lighting permitted by the preceding sentence shall be continuous, indirect and installed in a manner that will prevent direct light from shining onto any street or adjacent property or the night sky.
6. All light fixtures shall emit a steady and constant light and shall not emit a flashing or irregular light, unless specifically required by Federal, State, or municipal authorities.

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7. Energy efficient lighting with timers or motion sensors is strongly encouraged, and may be required as a condition of special permit or Site Plan Approval.

O. *Renovation.*

1. On a building proposed for renovation pursuant to this Ordinance, distinctive architectural features should be restored, and elements that cover up original details should be removed. Architectural features that are important to preserve include but are not limited to: roof shape and height, structural framework, window size and symmetry, transom windows, columns on the façade, the cornice, sign band, and other details including medallions and decorative panels. Architectural features that should be removed include: siding that covers original brick, metal or wood siding and detail; and shed roofs or false fronts over first floor shop fronts, which may be replaced with awnings or traditional building sign bands. Original copper flashing on roofs and cornices should be restored where feasible.

2. On a building proposed for renovation pursuant to this Ordinance, the covering or removal of original façade elements (columns, pilasters, fenestration, arches, lintels, or decorative elements) is discouraged, and may be prohibited by the Approving Authority. Proposals for a façade renovation that uses a particular historical style should utilize accurate elements and materials of that style.