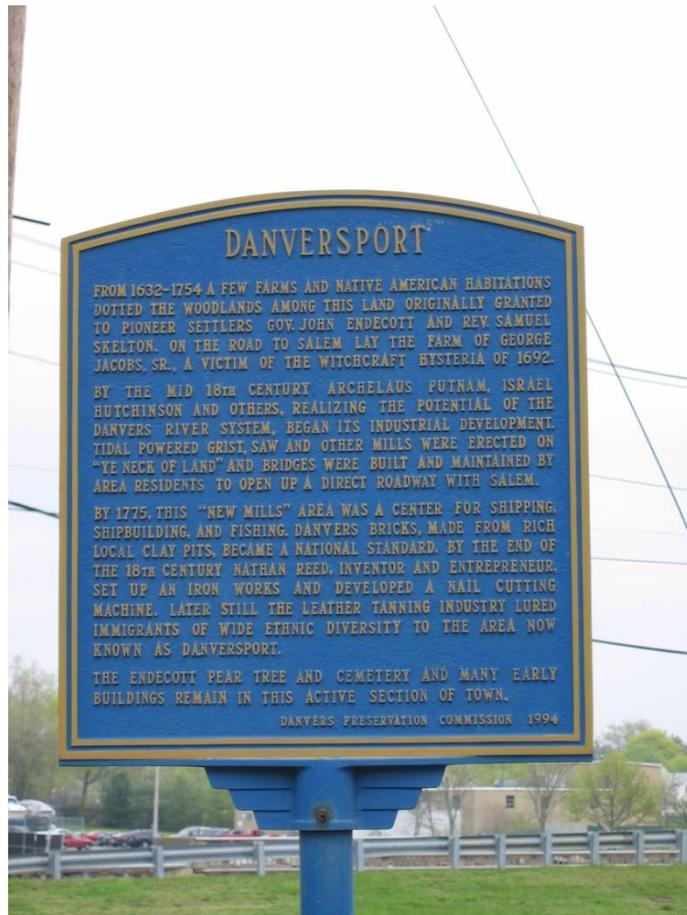


DANVERS MIXED USE I-1 PROJECT



6/30/2009

Options for the Danversport and Downtown
I-1 neighborhoods

Metropolitan Area Planning Council

Town of Danvers, Massachusetts

Danvers Mixed Use I-1 Project

OPTIONS FOR THE DOWNTOWN AND DANVERSPORT I-1 NEIGHBORHOODS

ACKNOWLEDGEMENTS AND CREDITS

This plan was prepared for the Town of Danvers by the Metropolitan Area Planning Council (MAPC). The plan was funded under the District Local Technical Assistance Fund created by Chapter 205 of the Acts of 2006 and by the Town of Danvers.

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Table of Contents

PROJECT BACKGROUND AND STUDY PROCESS3
Project Background3
Study Process.....3
Project Study Areas.....5
COMMUNITY OVERVIEW AND ZONING RECOMMENDATIONS.....6
Community Overview6
Land Use6
Housing6
Jobs7
Neighborhoods.....7
Downtown/ Maple Street: Study Area 18
Danversport: Study Areas 4, 5 and 69
Zoning Recommendations9
I-1 Study Area 6: Danversport: Waters River 10
I-1 Study Area 6: Danversport: Waters River 12
I-1 Study Areas 4 and 5: Danversport: Pope’s Landing and Crane River 13
I-1 Study Areas 4 and 5: Danversport: Pope’s Landing and Crane River 14
I-1 Study Area 1: Downtown/Maple Street..... 15
I-1 Study Area 1: Downtown/Maple Street..... 16
I-1 Danversport and Downtown Study Areas 17
Endnotes..... 18

PROJECT BACKGROUND AND STUDY PROCESS

Project Background- Supported with funding from both the District Local Technical Assistance (DLTA) program and by the Town of Danvers, the Danvers Mixed Use Project initially worked with the Town to develop two model overlay district bylaws for use in the nine areas of Danvers zoned as Industrial One (I-1). MAPC conducted a review of existing documents and bylaws, conducted an I-1 uses survey in four I-1 areas, and held a Visioning and Scenario Building workshop to help Town staff and area residents identify and incorporate attractive design elements into both the Neighborhood Business and Waterfront Village Overlay Model Bylaws. Elements of Pictometry and Photoshop were used successfully to show before and after building design and placement scenarios.

Also, as requested by the Danvers Planning Board, MAPC:

- designed and provided a presentation on the feasibility of using the 40-R program in the Downtown/Maple Street I-1 area;
- conducted a comprehensive review and analysis of dimensional and allowed uses within six I-1 areas;
- suggested revisions to existing zoning dimensions and allowed uses within the six I-1 areas;
- developed cumulative project information and experience to narrow the focus of the project and drafted mixed use bylaws for targeted portions of the Danversport I-1 study areas, specifically the Waters River section of the Danversport neighborhood.

Study Process- In 2007, the Danvers's Planning Department contacted MAPC about developing model overlay district bylaws that could be used for four of the I-1 zoned areas in Danvers. The request was based on the continued review and recommendations of the 2004 Community Development Plan and 2006 Comprehensive Zoning Bylaw Review Report. The four I-1 areas selected by the Town for the study included:

- Downtown/Maple Street (Area 1 in the 2006 Comprehensive Zoning Review Report)
- Pope's Landing (Area 4 in the 2006 Comprehensive Zoning Report)
- Crane River (Area 5 in the 2006 Comprehensive Zoning Report)
- Waters River (Area 6 in the 2006 Comprehensive Zoning Report)

The I-1 Districts were originally zoned for industrial use, which never materialized in some areas and - in areas that were historically industrially based - have evolved into primarily commercial corridors with closely abutting residential neighborhoods. Many of the uses and dimensions within the I-1 District may no longer be appropriate and the model overlay districts were considered to be a good starting point for the I-1 study areas.

The model bylaws were to be applied to nine of the eleven overall I-1 districts in Danvers, with three areas targeted for a Waterfront Village Overlay District and six for a Neighborhood Business Overlay District. The thinking was to apply the Waterfront Village Overlay and Neighborhood Business Overlay to one of the four I-1 districts within the study as a starting point, modify the overlays as needed, and then apply to other I-1 districts over time. The Planning Board would refine each model to work within each of the I-1 areas and possibly consider expanding the overlay districts beyond existing I-1 districts where appropriate. MAPC worked with the Steering Committee to develop a scope of work, determine what the study area would be and discuss goals for the study and final products. The scope of work included a review of the existing documents regarding the I-1 District, conducting a Visioning and Scenario Building Workshop to help determine building density, styles and uses acceptable to the community within the overlay districts, and the preparation of the Neighborhood Business and Waterfront Village Overlay District model bylaws based on the input received from the workshop. As per the scope, MAPC attended a Planning Board meeting to present a draft of the Visioning Workshop on June 7, 2007 and then conducted a well-attended Mixed Use Planning Workshop on July 24, 2007. Approximately 60 people took part in a visual preference polling

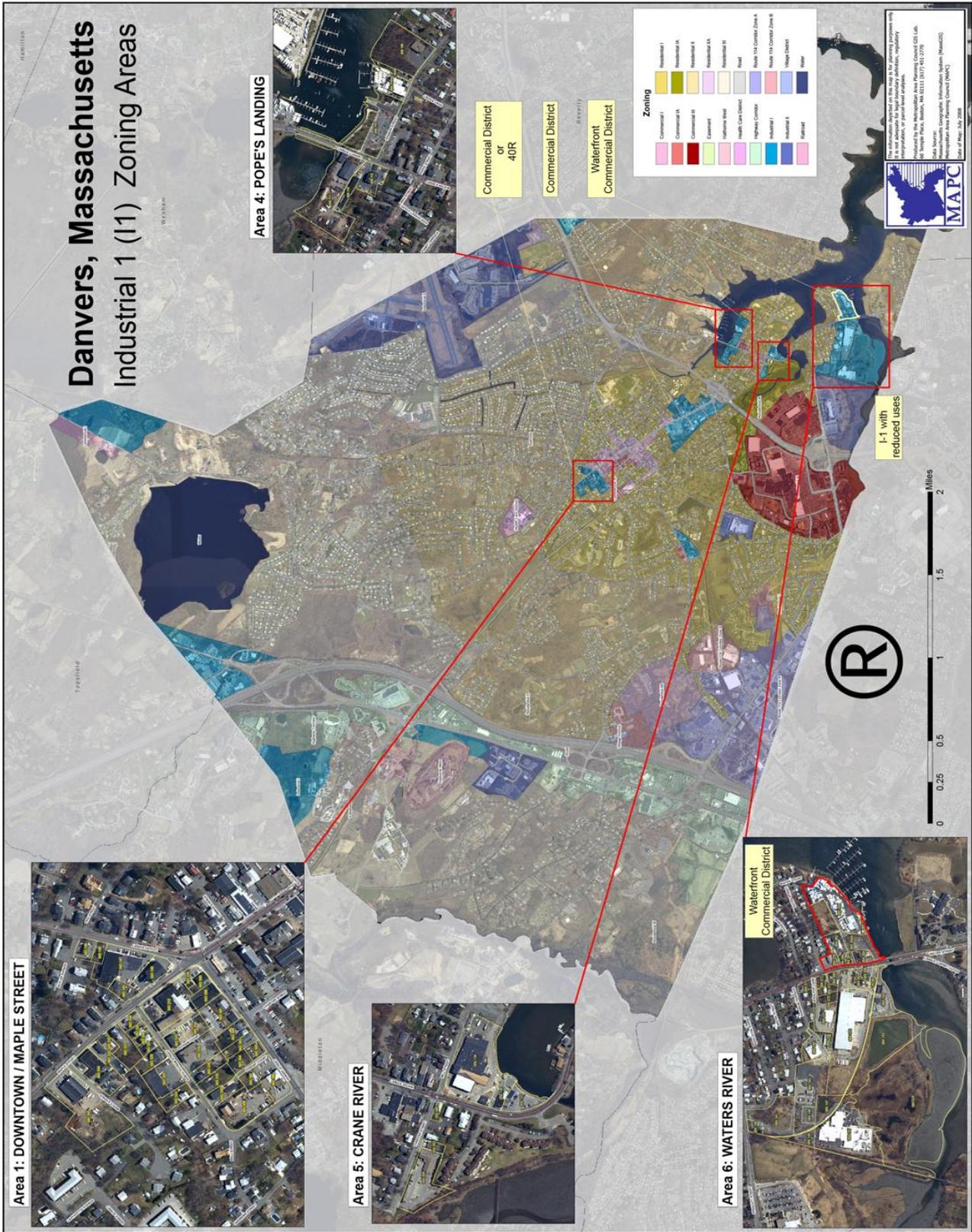
program designed to introduce the concept to mixed use zoning overlay districts and to obtain citizen input into which architectural styles, densities and uses might be appropriate to include in the two model overlay district bylaws. Using the results of the workshop, MAPC used Photoshop software to create “before and after” model building scenarios for both the Waterfront Village and Neighborhood Business Overlay Districts, placing high-scoring building designs and densities within selected sites of both model districts.

In September of 2007, the project scope was expanded by the Town. The Planning Board directed MAPC to conduct a comprehensive review and analysis of the existing Industrial I dimensional requirements, permitted uses and to provide recommendations for potential revisions of both allowed uses and dimensional requirements within the three waterfront I-1 areas (Pope’s Landing, Crane River and Waters River), and the Downtown I-1 area. MAPC also analyzed the potential impact of its proposed dimensional changes, noting whether they would create a nonconforming parcel if implemented. In addition, MAPC and the Planning Department created and conducted a survey of Town officials, residents and businesses on what uses and dimensional requirements they consider may be appropriate for the four I-1 study areas.

During this same period, in March of 2008, the Planning Department had also requested that MAPC present an overview of the Massachusetts General Laws Chapter 40R Smart Growth Zoning Overlay Program as a possible development option for the Downtown/Maple Street I-1 District. MAPC gave this presentation at a public meeting held in May, 2008.

Following the completion of the survey and analysis and recommended revisions of both uses and dimensions within the four I-1 districts, MAPC presented its findings in a public meeting in July of 2008. With the significant new understanding of the four I-1 study areas gained through MAPC’s analysis, the survey and public comment before, during and after the July 2008 meeting, the Planning Board altered the scope of the study away from the creation of the two model overlay bylaws and visual simulation of the overlays towards finding more focused zoning alternatives for specific Danversport neighborhoods within the I-1 study districts. MAPC was directed by the Town to target its efforts to work within the Waters River I-1, Area 6 District to create a new Waterfront Commercial mixed use zoning district on the east side of Waters Street from the Waters Street Bridge north to Bates Street. For the Waters River I-1 district west of Waters Street, MAPC was charged with suggesting how a new Waterfront Industrial District with reduced allowable uses (or specific uses allowed by Special Permit only) and revised dimensional requirements might be created. In September, MAPC took part in a public onsite visit to the Danversport neighborhoods with Town planning staff, members of the Planning Board and Danversport residents. MAPC presented initial recommendations for the Waterfront Commercial and Waterfront Industrial Districts on October 23, 2008. Following public comment on the proposed districts, MAPC amended its recommendations for both districts and presented revised versions of both to the Planning Board for consideration at a November 25 meeting of the Planning Board. Since that time, MAPC has continued work with the Town to create recommended Waterfront Village zoning that can meet the needs of the Danversport I-1 areas and serve as a model for helping to create alternatives to I-1 zoning when found to be appropriate.

Project Study Areas



COMMUNITY OVERVIEW AND ZONING RECOMMENDATIONS

Community Overview

MAPC studied the town's zoning bylaw and subdivision regulations, 2004 Community Development Plan, 2006 Comprehensive Zoning Review Report and the 'Draft' 2008 Open Space Plan to get an overall sense of the community and to help establish a larger context for the Danvers Mixed Use I-1 project. Our focus was to research trends and themes that stand out in Danvers in the following areas: land use, housing, jobs, economic development and neighborhood character.

Land Use

The residential zoning districts in Danvers (R-1 - R-3) collectively make up more than 60% of the Town's land use at 5800 acresⁱ. The Residential I District, which abuts all of the I-1 areas in the Downtown and Danversport areas included in this report, comprise about 900 acres and 20% of the total residentially zoned land in the Town. Danversport, the downtown and surrounding neighborhoods are the most densely populated and include a greater intensity of uses than the outlying, mostly residential neighborhoods. Commercial districts are about 11 % of the Town's land base, the largest piece being the C-III Liberty Tree Mall that encompasses 75% of the commercially zoned land in Danvers, with most of the rest centered on the Commercial-1 and Commercial 1-A zones in the downtown area. The Highway Corridor District (4.6% land area), Route 114 Corridor (about 3%), Village District (<1%), Hawthorne West and Health Care Districts (<1%), I-1 and Industrial-2 Districts (about 9%), make up the rest of the zoned land uses in Danvers. Overall, pre-zoning development and land use patterns added through zoning have left the Town with some inherent challenges and strengths. The Downtown area and Danversport are both challenged by some of the non-conforming uses associated with I-1 industries of the 19th and early 20th centuries, a lack of mixed uses and downtown housing options, especially for seniors, and a lack of buildable land in general. Conversely, these same development patterns have made Danvers a Town of strong, distinct neighborhoods particularly in Danversport and Downtown, places where well established neighborhood commercial areas offer a strong mix of smaller Downtown businesses that abut well cared for and tightly knit residential communities.

Housing

Though a historic community with many older homes built prior to 1900, the predominant type of Danvers home is single-family, detached, and built within the last 40 years. Most of the recent construction of single-family homes in Danvers, over the last 15 years, has taken place in the western part of Town near Dayton and Centre Streets. Multi-family home construction over the same time period showed a modest increase, with most of the new construction taking place in the R-1 zoning district where multi-family homes are allowed by-right. There are relatively few smaller multi-family developments (2-4 units), with most in buildings containing five units or more. Like all North Shore communities, Danvers has seen the price of housing increase dramatically over time despite the decline in house prices since 2007. The average selling price of all types of single family homes in Danvers in 2007 was \$352,000ⁱⁱ and is currently estimated to be \$277, 542ⁱⁱⁱ, a drop of 21%. The MA Department of Housing and Community Development lists Danvers as currently having 10.4 % of its units as being permanently affordable, but the upcoming 2010 census may move the town below that measure and allow the filing of Comprehensive Permit (MGL 40 40B) housing applications, which can override local zoning if approved. Most of Danvers' 40B units are apartments, with 60 units at Conant Village being ownership properties. Most apartments in Town were built between 1960 -1980 and are in good condition. ^{iv} Historically, Danvers has suffered from less of an "affordability gap", than other communities on the North Shore, as increasing wages and longer than average home occupancy rates have meant that people have generally had more money to pay smaller mortgages over time. Danvers has a very high rate of owner occupied homes: 75 percent own their own homes versus 61 percent for Essex County and 58 percent for Massachusetts.^v Long term occupancy of single family homes has also meant a lower housing turnover rate and, coupled with increasingly

scarce and expensive buildable home lots, more expensive housing as younger and moderate income people are unable to move into homes vacated by seniors or build their own due to high land costs. The Town faces the challenge of providing more opportunities for its senior, unsubsidized population to be able to “downsize” into smaller homes, apartments and assisted living facilities, thereby freeing their housing stock for other home seekers.

Jobs

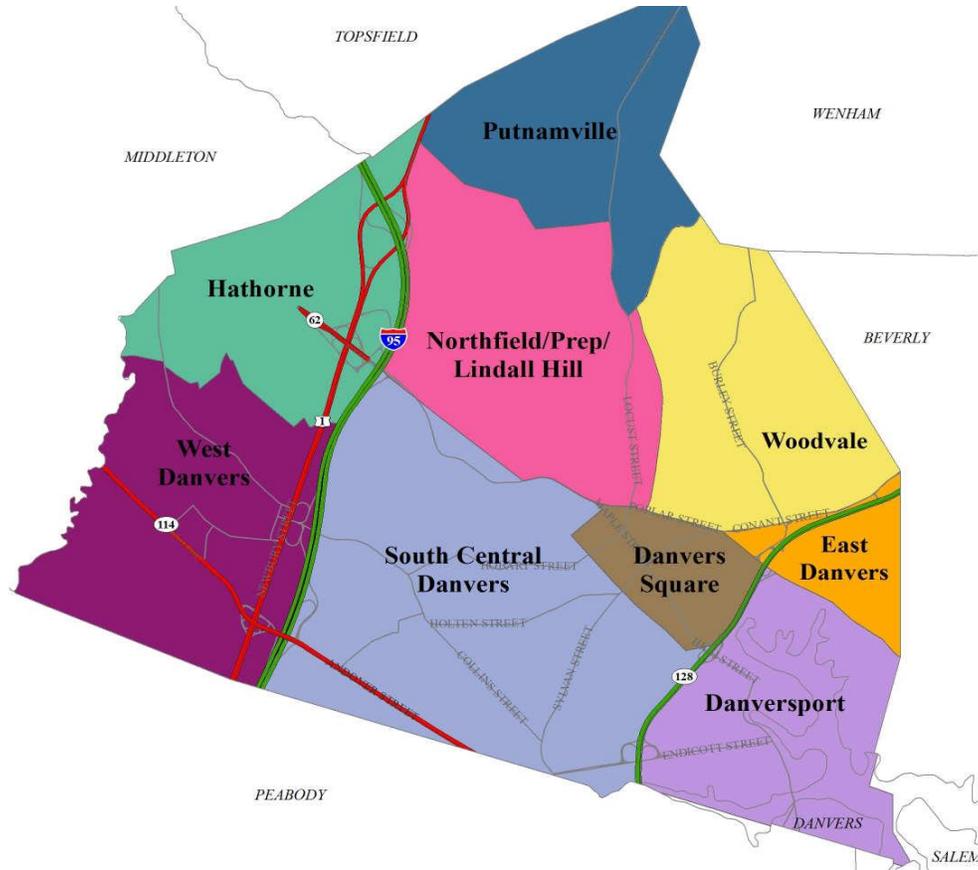
Though the Town is currently experiencing an unemployment rate of 7.6 percent^{vi} due to the recession that began in 2008, it is historically a center for employment in the North Shore region. With its central location, proximity to major highways and large commercial developments, Danvers remains a key commercial hub of Essex County. Most of jobs found in the commercial and industrial sectors of Danvers have been service or trade related and while the value of taxable industrial property has fluctuated somewhat since 1990, commercial property values increased 34 percent from 1990 – 2003. ^{vii} Approximately 30 percent of the Town’s tax revenues are generated by taxes on commercial properties, led by the roughly 150 businesses located in the Liberty Tree Mall.^{viii} Though some may identify Danvers as the home of larger “big box” retailers found at the Liberty Tree Mall and along the Zones A & B, Route 114 Corridor, the reality is more in keeping with the Town’s long settled Downtown neighborhoods and adjoining commercial and industrial areas. Most businesses in Danvers are small and owner-operated, employing an average of 17 people; 78% of them are companies using less than 10,000 square feet of floor space.^{ix}

Neighborhoods

The 2008 Danvers Open Space and Recreation Plan showed Danvers as a Town with strong neighborhood identification. An open space and recreation plan survey taken in 2006 of Danvers residents outlined the theme of unique neighborhoods in Town with the following quote:

“One thought, expressed by several responses from the previous survey, was that resource protection, management, and community needs are unique for each region of Danvers. Due to the historical development of Danvers and the existing road system that physically separates neighborhoods from each other, residents tend to identify and associate with a particular area.”^x

The map on the following page shows the nine neighborhoods identified by the plan, including the Danvers Square (Downtown) and Danversport neighborhoods.

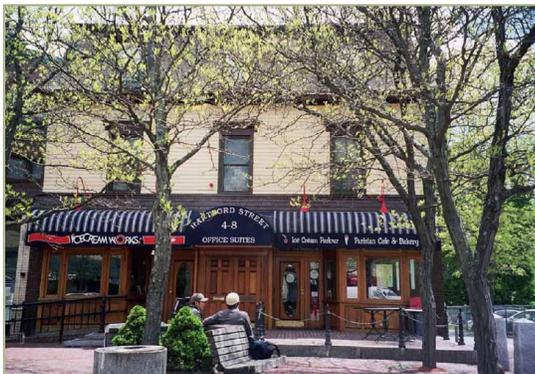


From: 2008 Danvers Open Space Plan

Downtown/ Maple Street: Study Area 1

With Downtown the long-established home of many smaller and mid-sized retail and service businesses, residents have indicated that they want to maintain and improve the core of the Town by adding appropriate types of housing in the Downtown while retaining neighborhood character and strengthening the established neighborhood commercial areas. The Town has supported the idea of live/work housing units and apartments in the upper floor of mixed use buildings.^{xi} The 2004 Community Development Plan supports a more prominent role for the Downtown as a central business district, residential and civic district in the face of expanding commercial areas, primarily at the Liberty Tree Mall and along the Route 114 corridor. Specifically, the Plan calls for five actions for the Downtown, including encouraging the development of traditional New England village designs and uses for the area as well as identifying and promoting pedestrian-oriented, 2-3 story, mixed use developments infill development with parking located to the rear or side of buildings. ^{xii}

The MAPC Visual Preference Survey for the Downtown and Danversport indicated strong preferences for this type of development and two of the top mixed use styles chosen by the approximately 60 residents who attended the Survey in 2007 are shown below.



VP SURVEY: MOST POPULAR STYLE MIXED USE OVERALL



VP SURVEY: 2ND MOST POPULAR STYLE MIXED USE DOWNTOWN

Danversport: Study Areas 4, 5 and 6

A unique neighborhood in its own right but strongly linked historically and geographically to Downtown, Danversport supports a mix of residential, commercial and industrial uses as well as providing waterfront access and recreational opportunities. One of the oldest sections of Danvers, Danversport offers traditional, mixed use neighborhoods that could serve as a model for future development with appropriate architecture, building layout, public access and preservation of natural resources. Key issues for maintaining and growing Danversport as a strong neighborhood and linking it to Downtown include: the preservation of public access to Danversport water front access points such as the end of Bradstreet Avenue, Eden Glen Avenue, Mead Street and Choate Avenue; the protection of key open space riverfront parcels such as the 35-acre open space parcel abutting the former New England Home for the Deaf; maintaining public access to traditional waterfront recreation sites such as the Water Street Bridge for fishing and bird watching and; conducting further investigation as to how the existing Eastern Railroad right of way could be developed into a pedestrian and bike trail connecting Downtown to Danversport^{xiii}. By incorporating strong resource protection and public access with appropriately designed, traditional mixed use development in the Port area, the Town has a great opportunity to encourage the development of cottage industries, local marine businesses, and home-based businesses within Danversport, a key economic development strategy outlined in the 2004 Community Development Plan.^{xiv}

Zoning Recommendations

Organization of this Report - This report presents zoning recommendations for Danversport and the Downtown I-1 study areas. The zoning recommendations are labeled DP1- DP4 for Danversport and D1 – D2 for the Downtown I-1 study area. A joint recommendation for the two areas is labeled DP/D1.

I-1 Study Area 6: Danversport: Waters River

DP1: *Rezone the parcels on the east side of Waters Street within the study area to become part of the new Waterfront Village District.*



WATER STREET

The 2004 Community Development Plan and the 2006 Zoning Bylaw Review both supported the idea of changing the zoning in this part of Danversport from I-1 to a mixed use type of zoning that reflects a village style of mixed uses, that blends well with the surrounding residential neighborhoods and offers appropriate business opportunities. The 2007 Visual Preference Survey exercise also demonstrated that Danvers residents are supportive of well-designed mixed use buildings and uses. The 2008 Danvers Open Space and Recreation Plan encouraged the Town to recognize and preserve the unique characteristics of each Danvers neighborhood. In Danversport, this includes maintaining and improving pedestrian and bicycle access to waterfront access points such as Eden Glen Avenue, Mead Street and Choate Avenue, and preserving access to traditional fishing and bird watching spots like the Waters Street Bridge. Support for pedestrian-scaled/oriented neighborhood developments in Danversport can also be found in the Open Space and Recreation Plan. This plan advocates for exploring how the old Eastern Railroad right of way running from Downtown to Waters Street could be reused as a pedestrian/ bike trail to connect and energize both areas.

After initially considering a model Waterfront Village Overlay bylaw that could be modified to suit different waterfront I-1 areas, the Planning Board requested that a new zoning district, the Commercial Waterfront District, be created for the parcels in the Waters River I-1 Study Area on the east side of Waters Street. Extensive input from Danvers residents throughout the project had indicated reservations in adopting any type of overlay zoning in Danversport that would continue to allow all of the existing I-1 uses to underlie the proposed Waterfront Village or Neighborhood Business Overlay models.

Consisting of only eight lots, the area east of the Waters Street area could serve as a model zoning type for other parts of Danversport if adopted by the Town. MAPC initially took a conservative approach, retaining many uses of the I-1 District while aiming to create a new commercially oriented Commercial Waterfront mixed use district. It produced two drafts of the Commercial Waterfront District in 2008, working with the Planning Board, businesses and residents, and visiting the Waters Street study area several times with staff and during a September, 2008 site visit with Danversport residents.

Following two public meetings in the fall of 2008 on the proposed Commercial Waterfront District, MAPC continued to work with the Town to create a zoning option for the Danversport waterfront that preserves and enhances the surrounding neighborhood, while affording appropriate business uses, by offering the Waterfront Village District. The Waterfront Village District is designed to include retail, service, and office space for small businesses, as well as lower density housing. With new building design guidelines emphasizing the traditional Danversport neighborhood and waterfront access, lower maximum building heights, minimum lot size, increased frontage requirements, setbacks, and restrictions on lot coverage combined with fewer allowed by-right and special permit uses than the Commercial Waterfront draft bylaw of 2008, the Waterfront Village draft bylaw offers a mixed use setting that fits with the Danversport area, including its legacy of offering small businesses and homeowners a place to grow within the community.

The new Waterfront Village District is modified from the second draft of the Commercial Waterfront District and includes:

- Maximum height anywhere in Waterfront Village is set at 35 feet.
- Minimum lot size is set at 5,000 square feet with 50 feet of frontage required.
- Building lot coverage is restricted to 50 percent.
- Eight units per acre is the maximum allowed density.
- New access, parking, building design, pedestrian access, drive-thru and landscaping guidelines were added.
- Single family, two-family and multi-family housing in mixed use or stand-alone up to 4 units are allowed uses. A Special Permit is required for any structure containing over 4 residential units.
- Size Limits: Allowed uses including Restaurant, Convenience Stores, Neighborhood Stores, Medical Offices, Professional Offices, Office (all), Personal Retail Establishments, and all Retail Sales types are limited in size up to 2,500 square feet.
- Special permit uses including Office, Professional, Medical and Professional Office are limited in size up to 5,000 square feet.
- Restaurants and Take Out Restaurants, previously Allowed Uses with no size limitations, shifts to less than 2,500 square feet size limitation. Restaurants greater than 2,500 square feet require a Special Permit.
- Lodging, Boarding or Tourist House- up to 3 lodgers becomes an Allowed Use.
- Parking Lot at Grade is deleted as an Allowed or Special Permit Use.
- Commercial Accessory Uses are deleted as an Allowed or Special Permit Use.
- Institutional Accessory Uses up to 2,500 square feet require a Special Permit.
- Performing /Cultural Arts Facility up to 5,000 square feet requires a Special Permit.
- Instructional School up to 5,000 square feet requires a Special Permit.
- Passenger Transportation Terminal up to 2,500 square feet requires a Special Permit.
- Farm Stand requires a Special Permit.
- Lodging, Boarding or Tourist House-more than 3 lodgers- requires a Special Permit.

See the [Visual Preference Survey](#) results for Danversport and the [Waterfront Village District draft bylaw](#). See also the [Summary of the September, 2008 site visit to the Waters River](#), Danversport neighborhood.

I-1 Study Area 6: Danversport: Waters River

DP2: Create the Waterfront Industrial District on the west side of the Waters River Study Area by adopting the modified dimensions and uses created for the new zoning district using a public process in 2008.



RAINBOW TERRACE



APPLETON STREET

The CAI plant explosion of November, 2006 in the Waters River neighborhood highlighted the need to review I-1 zoned uses and dimensional requirements in Danvers to see which were now appropriate to be located near the increased residential development that had occurred near some of the I-1 zones. Following a survey conducted by the Town on which I-1 uses should be retained (or permitted differently) and which dimensions changed, initial uses and dimensions for the new Waterfront Industrial District were drafted by MAPC and the Planning Board. They were reviewed at a public meeting of the Planning Board in October of 2008. The Waterfront Industrial draft was rewritten based on input received at the meeting and was presented at a second public meeting in November, 2008.

See the [MAPC zoning analysis for the four I-1 areas](#), the [2008 I-1 Survey Letter](#), the [2008 I-1 Study Area Survey results](#), and the [Table of Recommended Uses and Dimensions for the proposed Waterfront Industrial and Waterfront Village Districts](#).

I-1 Study Areas 4 and 5: Danversport: Pope’s Landing and Crane River

DP3: Consider rezoning the I-1 Study Area 4 (Pope’s Landing) and Area 5 (Crane River) to Waterfront Village.



Liberty Street



Mill Street

With the existing R-1A zoning and established Crane River Condominiums located just across Mill Street from the Crane River I-1 district, the Town should consider adopting the Waterfront Village zoning developed for the properties located on the east side of Waters Street in the I-1 Waters River Study Area. This area, as well as the Pope’s Landing neighborhood (Study Area 4), could benefit from the same smaller business, marina/boatyard, and residential mix offered in Waterfront Village and offer residents of both areas a chance to enjoy nearby neighborhood shops and the preservation of waterfront views and uses. As an alternative, the purposes, dimensions and uses of Waterfront Village could be used as a basis to create zoning similar to it but with modified uses and dimensions suitable for use in the Crane and Pope’s Landing neighborhood.

I-1 Study Areas 4 and 5: Danversport: Pope's Landing and Crane River

DP4: In the event that Waterfront Village zoning is found to be unacceptable, consider holding a public charrette to determine which I-1 uses and dimensions would be acceptable to retain in all or selected I-1 zoned areas.



WATER STREET (PHOTOSHOP)

If the new I-1 zoning rules were developed and adopted by the Town, it could then move forward to create overlay districts that contained all or some of the uses allowed in the Waterfront Village District as an alternative to the underlying I-1 zoning. It would also allow existing property owners more assurance in retaining existing uses or choosing to redevelop properties using the underlying zoning or the new uses offered by the overlay district.

I-1 Study Area 1: Downtown/Maple Street

D1: Consider rezoning this I-1 area to a modified version of Waterfront Village, C-1, or create and adopt a Neighborhood Business Overlay District once the Town has agreed on allowed I-1 uses and dimensions for this district.



HOBART STREET ...PRESENT



HOBART STREET ...FUTURE WITH MIXED USE? (PHOTOSHOP)

As one of the primary entrances to the Downtown, the Town should consider some type of mixed use zoning similar to Waterfront Village that would allow a mix of smaller range of commercial activities, and moderate-density housing uses. The new zoning might be an entirely new district or consist of a Neighborhood Business Overlay with accompanying I-1 uses underlying the new uses allowed by-right or by Special Permit in the overlay.

See the [Danvers Visual Preference Survey](#) results for Downtown I-1 and a [model bylaw](#) for Mixed Use Village Overlay Districts.

I-1 Study Area 1: Downtown/Maple Street

D2: The Town should continue to evaluate establishing a 40R District in its Downtown area.



MEADOW WALK, LYNNFIELD



RESIDENCES@MARTINS BROOK, NORTH READING

At the request of the Planning Department, MAPC presented an outline of the Massachusetts 40 R Program. Although not a focus of the overall mixed use project, Danvers may wish to study using portions of the Downtown/Maple Street I-1 District for creating a 40 R District in the future.

The Smart Growth Zoning Overlay District Act, Chapter 149 of the Acts of 2004, codified as M.G.L. chapter 40R (the Act), encourages communities to create dense residential or mixed use smart growth zoning districts, including a high percentage of affordable housing units, to be located near transit stations, in areas of concentrated development such as existing city and town centers, and in other highly suitable locations.

Projects must be developable under the community's smart growth zoning adopted under Chapter 40R, either as-of-right or through a limited plan review process akin to site plan review.

Upon state review and approval of a local overlay district, communities become eligible for payments from a Smart Growth Housing Trust Fund, as well as other financial incentives.

See the 2008 [40 R Program](#) overview presented to Danvers by MAPC for further information and examples.

I-1 Danversport and Downtown Study Areas

DP/D1: Danvers should use the information gathered from its 2007 Visual Preference Survey to begin developing Building Design Guidelines for the Downtown, High Street, and Danversport neighborhoods.



LIBERTY STREET: (PHOTSHOP - MIXED USE)

Whether (or not) the Town chooses to adopt Waterfront Village zoning, some modified version of it, or decides to modify I-1 uses and then consider overlay zoning districts, MAPC recommends that Danvers consider creating design review guidelines for Danversport and the Downtown I-1 areas. Design review guidelines could also be very useful in helping to guide the look of development within the High Street I-1 gateway into the Downtown. Once created, the guidelines could be used in either the Site Plan or Special Permit review processes or be contained within new overlay districts. Danvers began the process to create design review guidelines when residents participated in the 2007 Visual Preference Survey that was designed to help create model overlay districts for Danversport and Downtown. A Visual Preference Survey is a tool for getting a sense of the types of buildings and architectural details that residents want to encourage in new development.

Design guidelines can cover a wide array of features.

Under the category of site design, guidelines can cover elements such as:

- Building siting
- Building orientation
- Connectivity
- Walkways
- Parking
- Location and access
- Bicycle parking
- Vehicle entrances and service areas
- Landscaping
- Fencing

Under the category of architectural design, guidelines can cover such items as:

- Architectural style
- Historic character
- Roofs
- Materials and color
- Façade design
- Entrances
- Design details
- Windows
- Lighting
- Signs

In another MAPC study, MAPC developed a very comprehensive set of design guidelines for the Town of Stoughton as part of its work drafting a Stoughton Center Mixed use Overlay District zoning by-law. The design review standards included in this by-law were designed to accomplish the following goals:

- Ensure that Stoughton Center continues to be a unique and identifiable place and destination for residents and visitors and is readily understood as "the heart of Stoughton."
- Enhance the social and economic viability of Stoughton's Center by preserving property values and promoting the attractiveness of Stoughton's Center as a place in which to live, work, visit and shop;
- Preserve and enhance Stoughton Center's cultural, economic and historic resources;
- Promote and encourage building design and building alterations that are compatible with the existing physical environment and are of superior quality or appearance; and
- Promote flexibility and variety in future development to enhance the natural and aesthetic qualities of Stoughton Center.

See the [Visual Preference Survey](#) results and sample [design and review standards](#).

Endnotes

- ⁱ Danvers Community Development Plan, 2004
- ⁱⁱ US News and World Report, 2008, usnews.com/listings/retirement/Massachusetts/danvers
- ⁱⁱⁱ Homegain.com , June 4, 2009
- ^{iv} Danvers Community Development Plan, 2004
- ^v Homegain.com, June 4, 2009
- ^{vi} MA Department of Revenue, May 20, 2009
- ^{vii} Danvers Community Development Plan, 2004
- ^{viii} Danvers Community Development Plan, 2004
- ^{ix} Danvers Community Development Plan, 2004
- ^x Danvers Open Space and Recreation Plan, pg. 40, 2008
- ^{xi} Danvers Community Development Plan, pg. 3-22, 2004
- ^{xii} Danvers Community Development Plan , pg. 3-21, 2004
- ^{xiii} Danvers Open Space and Recreation Plan, pg. 44, 2008
- ^{xiv} Danvers Community Development Plan, pg. 3-24, 2004