
Danvers Maple Street I-1 District Action Plan

Prepared for the Town of Danvers

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Prepared by
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Acknowledgements

This report documents the Danvers Maple Street I-1 Vision and Action Plan project, a joint effort between the Town of Danvers Planning Board, the Metropolitan Area Planning Council (MAPC), and the Town of Danvers Planning Department. The work that provided the basis for this publication was supported by funding from the Massachusetts Department of Housing and Community Development's Priority Development Fund. Technical support was provided by the following MAPC staff: Sam Cleaves, AICP, Principal Regional Planner; Chris Kuschel, Regional Planner; and Karina Milchman, Housing Planner.

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Table of Contents

| Section | Page # |
|---|---------------|
| 1. Introduction | 4 |
| 2. The Maple Street I-1 District Study Area | 10 |
| 3. The Planning Process | 25 |
| 4. Achieving the Vision: Recommendations for Action | 28 |
| 4.A Zoning for a Vibrant, Mixed-Use Neighborhood | 31 |
| 4.B Housing to Meet the Community's Needs | 43 |
| 4.C Creating a Connected Neighborhood | 46 |
| 5. Next Steps | 56 |
| 6. Appendix | 58 |

1. Introduction

Executive Summary

The Maple Street Industrial-1 (I-1) District is a key part of the western gateway into downtown Danvers. Zoned for industrial uses, this area (“the District”) incorporates a mix of industrial, commercial and residential uses, much of which predates the adoption of zoning in Danvers. The area is perceived to be somewhat less attractive than what the Town desires as an entrance into its downtown. Regional and local demographic changes call for increased housing and commercial opportunities in downtown areas like the Maple Street I-1 District.

Danvers has been active in planning and implementing zoning changes for some of its industrially zoned land since 2006 to promote safe, well designed mixed-use projects throughout its downtown and waterfront neighborhoods. This Maple Street I-1 project continues the work begun by Danvers under its 2004 Community Development Plan and the Town’s 2006 zoning analysis, which identified the Maple Street study area as a key component of and important entrance to its downtown. It follows work by the community to adopt new waterfront village, mixed-use zoning in a former industrial area in 2009 and the recent adoption of a new mixed-use district in another industrially zoned area near downtown, the Tapleyville Overlay District.

Building upon the core concepts of what helps create successful mixed-use, bike and pedestrian-friendly communities, MAPC and the Town outlined a series of recommendations to capitalize on opportunities and overcome impediments to stimulate investment in the District and nearby downtown areas. Key recommendations include:

Zoning

Create a new Maple Street District to overlay the I-1 Zoning District. The new overlay district, modeled on the Tapleyville Overlay District bylaw (see Appendix) will recommend a series of measures that are consistent with the principles and goals of this study, including:

- Set a minimum lot size of 5,000 square feet for new projects using overlay regulations to enable smaller projects while still allowing for larger developments on consolidated lots
- Create maximum building height limits to better blend with neighboring commercial and residential districts
- Establish frontage and yard setbacks to encourage active street frontage and blend with nearby neighborhoods
- Encourage the creation of affordable multi-family housing units in the overlay district and through the Town’s existing inclusionary housing ordinance
- Incorporate use design guidelines to create buildings and living areas that blend well its downtown
- Allow more than two residential units on the ground floor of mixed-use buildings within the Maple Street Overlay by Special Permit of the Planning Board
- Ensure that the needs of first floor commercial uses are addressed, in cases where residential development may not be appropriate on the ground floor by requiring that all commercial floor space on the ground floor of a mixed-use building have a minimum floor-to-ceiling height of eleven (11) feet

- Alter parking requirements and encourage shared parking arrangements as appropriate for a walkable downtown neighborhood
- Review I-1 allowed uses to see if they are still current with Town needs
- Check on dimensional and use conformity within the Maple Street I-1 district
- Retain flexibility on lot size, lot coverage and open space requirements in the areas zoned I-1
- Conduct a market analysis for downtown Danvers

Housing

- Continue to pursue housing-friendly zoning policies
- Conduct a market analysis for downtown housing as part of a larger market analysis study
- Streamline the permitting process to allow the greatest number
- Allow mixed-use multi-story buildings in the downtown area
- Within the overlay, offering a greater variety of housing types
- Build in accessibility and opportunities to “age in place” for all new housing units
- Allow for larger-scale developments to increase the town’s supply of subsidized affordable housing
- Preserve existing affordable rental housing
- Establish a Circuit Breaker policy to preserve affordable housing

Complete Streets and Public Realm Improvements

- Implement the Danvers Bicycle and Pedestrian Plan and fulfill the recommended improvements for sidewalks, crosswalks, intersection realignment and bicycle infrastructure within the Maple Street study area
- Add widened sidewalks, pedestrian scale lighting, additional bicycle parking and street trees within the study area and downtown

Background

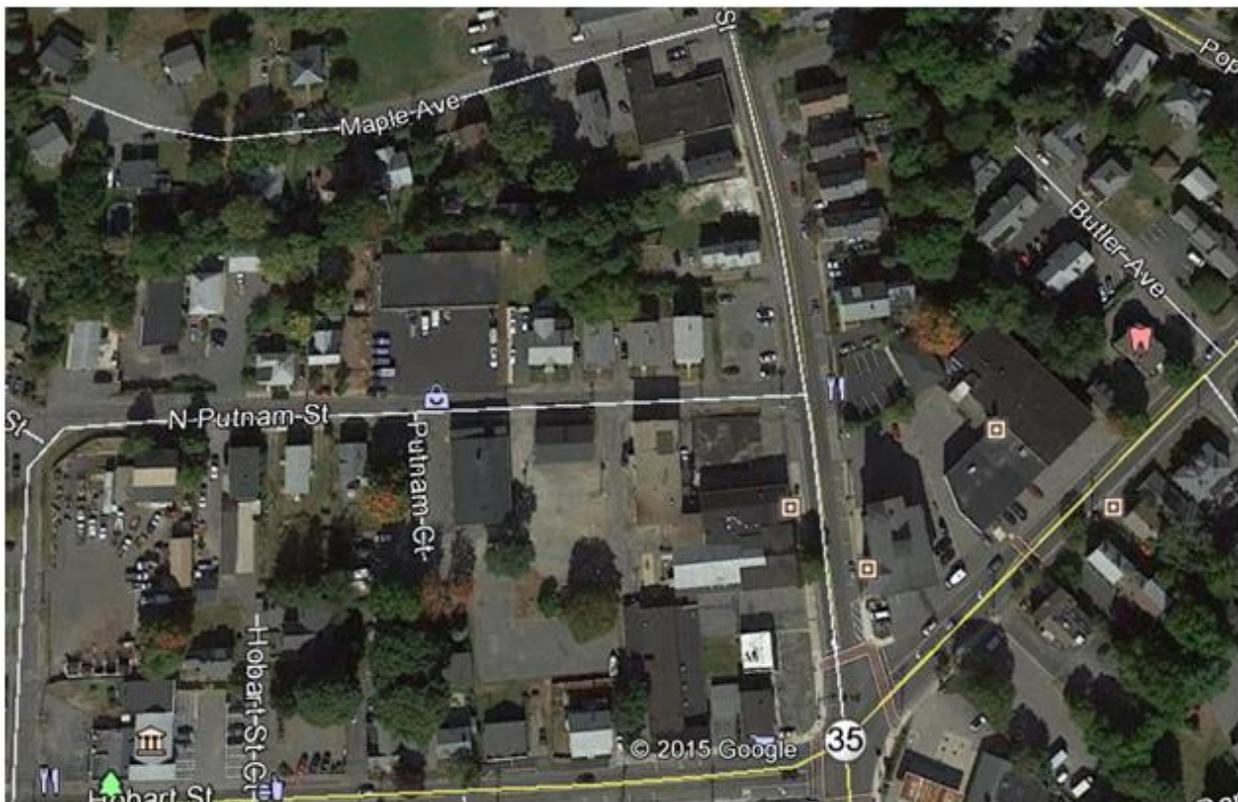
Project Purpose

The purpose of this project is to develop an action plan to provide a wide range of zoning, housing and complete streets recommendations for the Maple Street I-1 area (“the District”) that will result in a greater range of housing and commercial opportunities in downtown Danvers.

Project Background

The Maple Street I-1 project was developed by MAPC and the Town of Danvers following the successful design and implementation of the Tapleyville Overlay District bylaw in 2014. Since 2006, the town has followed a gradual, step-by-step approach to study its I-1 industrial districts and implement new zoning that matches the land use needs of the town in 2015.

Figure 1: Aerial view of Maple Street I-1 neighborhood



Scope of Work

The following tasks were delineated in an approved scope of work for the project:

- Conduct site visit to understand study area context and existing conditions;

- meet with the Planning Board and Town staff to obtain a more in-depth understanding of the area and issues and for project direction;
- conduct focus group and public meetings to obtain business and resident input and to present draft recommendations;
- prepare recommendations for zoning, housing, and complete streets; and
- prepare a final report.

Previous Plans and Studies

The Town of Danvers and MAPC have undertaken a number of planning projects over the last ten years that have components that pertain to the Maple Street I-1 District. The following documents were reviewed and select content from each has been considered and referenced in the plan:

- 2015 Danvers Bicycle Network and Pedestrian Priority Plan
- 2013 Danvers Tapleyville District Vision + Action Plan
- 2011 North Shore Regional Strategic Planning Project
- 2010 Study on Housing Needs in Downtown Danvers
- 2009 Danvers Mixed-use Industrial One (I-1) Report
- 2009 Danvers Open Space and Recreation Plan
- 2007 Visual Preference Survey exercise
- 2006 Danvers Zoning Bylaw Report
- 2004 Danvers Community Development Plan for Housing and Economic Development
- 2003 Danvers Comprehensive Transit Study

In particular, this project builds upon three recent projects MAPC has done within the Town and the region: the Danvers Tapleyville District Vision + Action Plan (2013), the North Shore Regional Strategic Planning Project (2011) and the Danvers Mixed-use Industrial One (I-1) Project (2009). It also takes into account recommendations put forth by a 2006 report, “Danvers Zoning Bylaw Report,” prepared by Stantec Consulting Services.

Danvers Tapleyville District Vision + Action Plan

The Tapleyville project continued the work MAPC began with Danvers in 2009-10, initially to analyze impacts of rezoning industrially zoned land I-1 areas located in various locations through the Town and to create model overlay mixed-use waterfront and mixed-use village overlay districts that could serve to eventually overlay all of the nine remaining I-1 areas in Danvers.

Building upon the core concepts of what helps create successful mixed-use, bike and pedestrian-friendly, traditional neighborhood style development, MAPC and the Town outlined a series of recommendations to capitalize on the opportunities and overcome impediments to stimulate investment in the District. Key recommendations included:

- Creating the new Tapleyville District Overlay District to overlay the Tapleyville section of the Industrial-1 Zoning District.
- Reallocating roadway right-of-way along the segments of Holten Street and Pine Street to accommodate bicyclists and pedestrians
- Striping crosswalks at all intersections and mid-block crossings noted on the Connectivity Network Plan.
- Considering additional enhancements to make the Rail Trail more attractive and comfortable, such as additional seating.
- Installing “green infrastructure” stormwater treatment systems to protect the Rail Trail from washing out during rain and runoff events.

Danvers Mixed-use Industrial One (I-1) Project

The objective of the Danvers Mixed-use Industrial One (I-1) Project was initially to analyze impacts of rezoning industrially zoned land (I-1 areas) located in various locations through the Town and to create model mixed-use overlay districts that could eventually be adopted for all of the I-1 areas in Danvers. Instead, the Town chose to create and adopt two new mixed-use districts rather than create the overlay models. Outcomes of the project included recommendations for rezoning four of Danvers’ I-1 areas: Waters River, Pope’s Landing, Crane River, and Downtown/Maple Street areas. Creation of a new zoning type, the Waterfront Village District, for the parcels in the Waters River I-1 Study Area was a key recommendation. Further, the project report advised that this new zoning type be adopted in both the Pope’s Landing and Crane River areas. Finally it recommended rezoning the Downtown/Maple Street I-1 area to “C-1”, a modified version of the Waterfront Village zoning type or creating and adopting a Neighborhood Business Overlay District.

North Shore Regional Strategic Planning Project

The purpose of the North Shore Regional Strategic Planning Project was to identify Priority Development Areas, Priority Preservation Areas, and Regionally Significant Transportation Investments in six North Shore communities (Beverly, Danvers, Hamilton, Ipswich, Salem and Wenham). It was a sustainable economic development and smart growth initiative co-sponsored by MAPC and EOHEd. The main goal of the Project was to update the region’s priority development and preservation areas to reflect MetroFuture, help guide municipal implementation efforts, and expand both local and regional capacity to prepare for future development and preservation. In addition, the project sought to identify regional transportation improvements that would enable future development within and around these municipalities in accordance with these objectives. The Tapleyville Study area was chosen to help catalyze appropriate zoning measures that take advantage of priority development area designation.

Danvers Zoning Bylaw Report - 2006, prepared by Stantec

In 2001 the City contracted with Stantec to prepare a report reviewing and identifying “inconsistencies, conflicts and ambiguities in the Danvers Zoning Bylaws, and present specific methods and examples by which the bylaw can be simplified, consolidated, re-formatted and better coordinated to be more user-friendly.” The Stantec Report called for rezoning the I-1 Tapleyville District (Holten-Pine Intersection) into a Neighborhood Commercial District with a limited mix of commercial and residential uses, and for the re-zoning of the Maple St I-1 district to Commercial 1. The report further recommended combining the C1-A and C1 districts in the downtown area into a single Central Business District, or “CBD.”

2004 Housing and Community Development Plan

The 2004 Housing and Community Development plan identified a strategy to “provide for housing expansion in established neighborhood business districts while maintaining the characteristics of traditional village design” and to “identify and promote infill development opportunities” as a way of expanding the downtown’s role as a central business district; 2-3 story mixed-use buildings with parking to the side and rear. (pg 3-22)

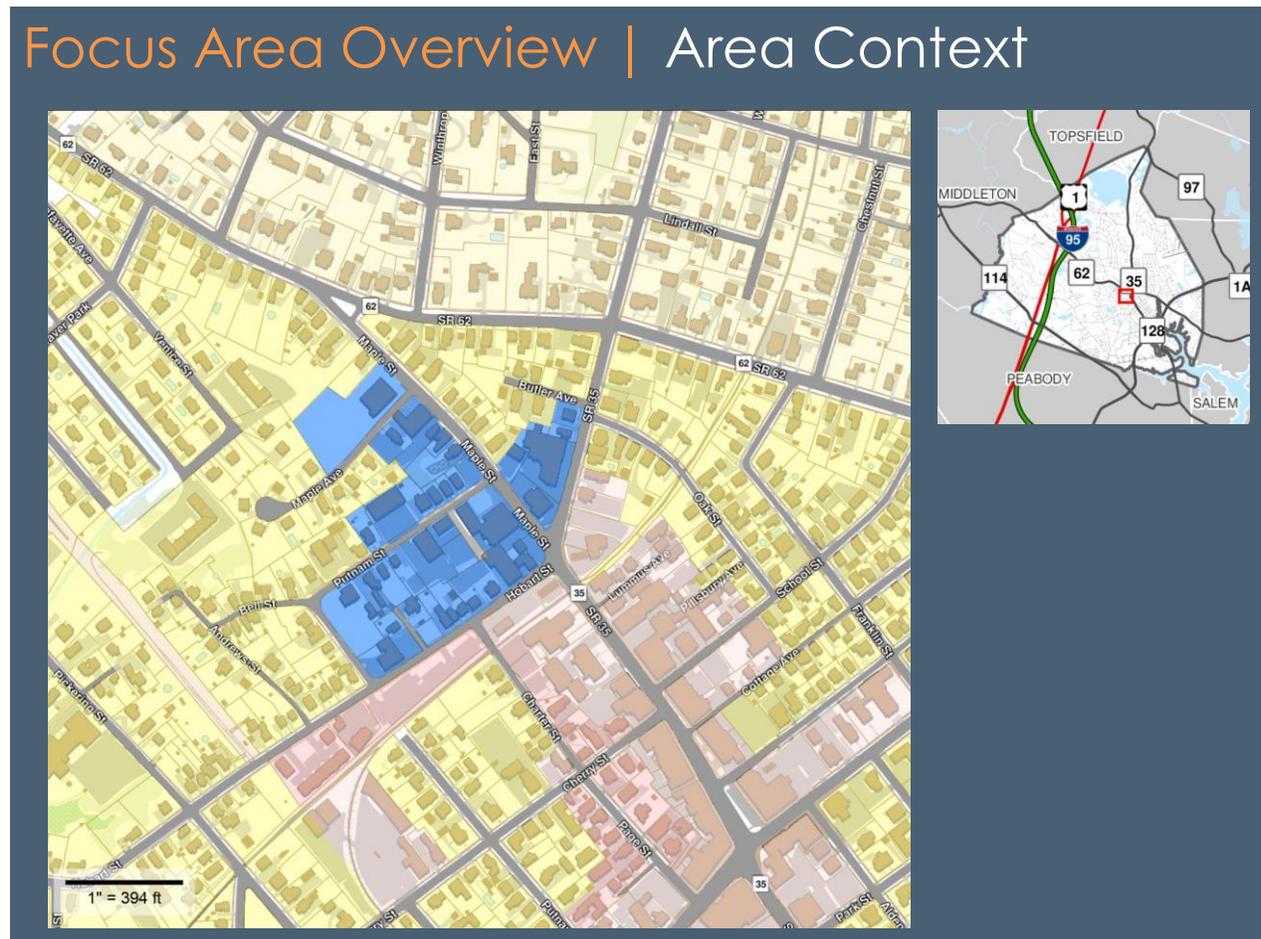
2. The Danvers Maple Street I-1 District Study Area

The Metropolitan Area Planning Council has created a classification system of municipalities in Massachusetts to support planning, analysis and policy development. MAPC has identified five basic community types and nine sub-types. Danvers is classified as a maturing suburb with a sub-type designation of sub-regional urban center. Maturing suburbs are characterized as moderate-density residential communities with a dwindling supply of vacant developable land. Less than 25% of their land area is still developable and less than 20% of their land area is devoted to commercial and industrial uses, although some of these towns, such as Danvers, comprise significant job centers. More than half of their housing units are owner-occupied single family homes. Sub-regional urban centers are characterized as having small to mid-sized urban downtowns and diverse neighborhoods. The urban-scale downtown cores are surrounded by more suburban residential neighborhoods. In general, these communities are nearly built out but may have undeveloped land around the periphery. New growth includes redevelopment in the downtown and industrial areas and greenfield development on the periphery. Population growth is either stable or growing slowly, depending on the amount of remaining undeveloped land.

Description of the Study Area

The study area is part of the historic Danvers Square neighborhood and the western gateway to downtown Danvers, including the intersection of Hobart, Maple and High Streets. While centrally located, the study area is divided by Route 35, is close to Route I-95 to the west, Route 128 to the east, Route 62 to the north and Route 114 to south. Figure 1 shows the study area in relation to the downtown and the surrounding region.

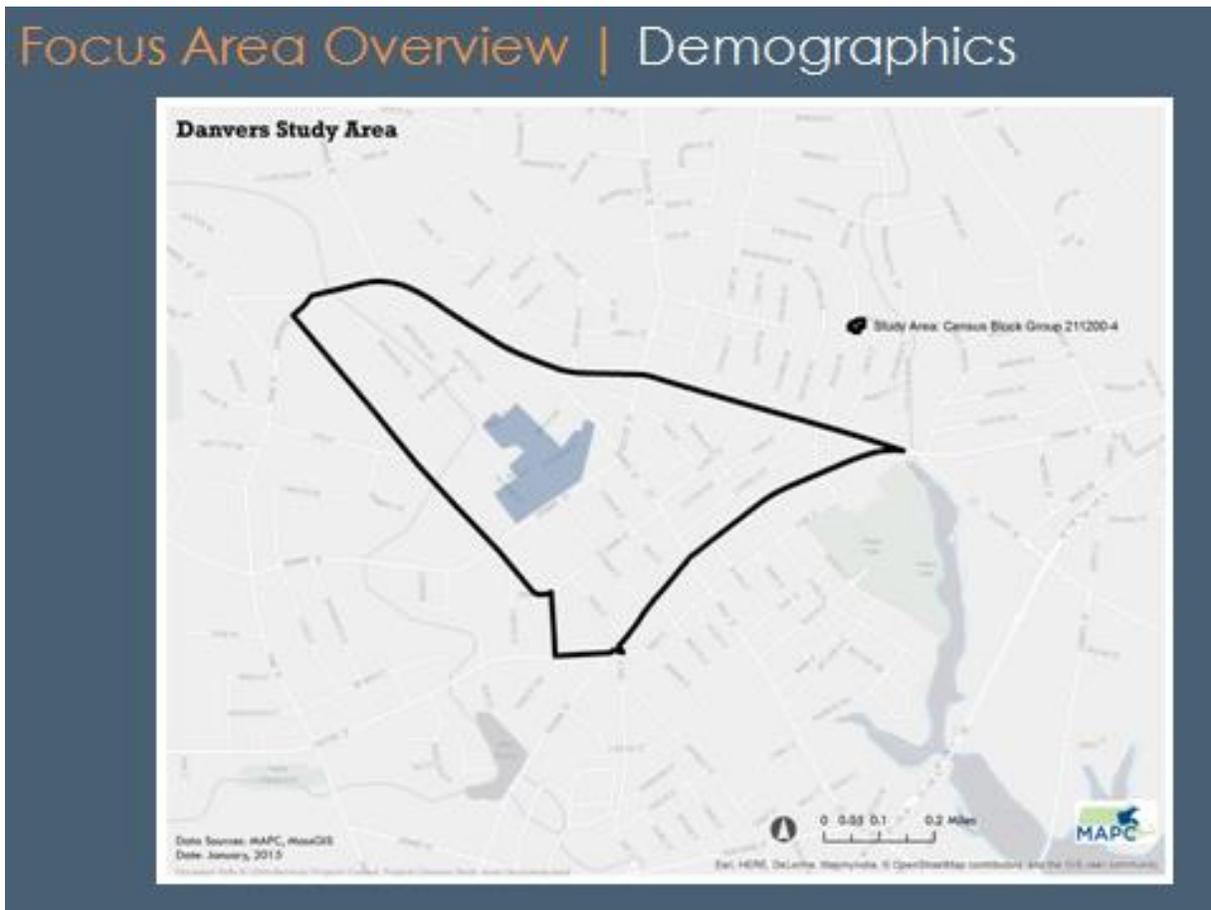
Figure 1: Regional Context of the Maple Street I-1 District Study Area



Study area geography

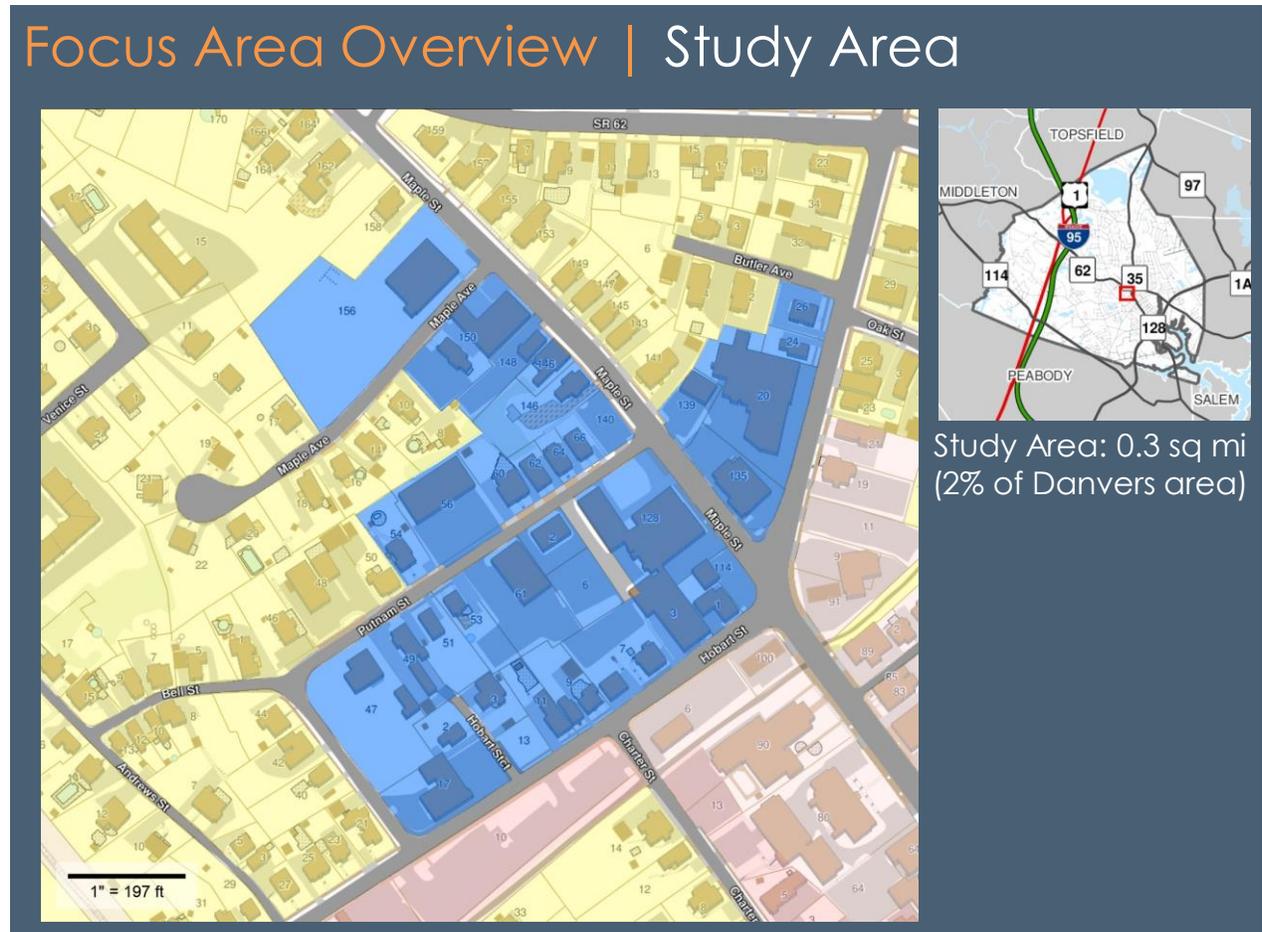
The Maple Street I-1 district as defined in this study is the Industrial-1 zoning district near Danvers Square, the intersection of Hobart, Maple and Locust Streets, shown in blue in Figure 1. The area consists of 10.79 acres and contains thirty five land parcels. The average lot size in the study area is 12,731 square feet with an average building size of just over 7,345 square feet.

Figure 2: Maple Street I-1 District Study Area



Throughout this report the term focus area refers to the Maple Street I-1 district shown above in the darker color. It is the primary area of concern for analysis and for recommendations. The report also looks at the surrounding relevant Census Block Group to understand the larger context of the surrounding neighborhood. The term study area is used to describe this larger zone.

Figure 3: Maple Street I-1 Focus Area





Intersection of Maple, Hobart, and Locust Streets with Lyons Ambulance building



Locust Street- Ideal Business Center on left, looking north



Locust Street, residential property, looking north



Maple Street, looking north towards North Putnam Street on left



Hot Watt, Maple and North Putnam Streets, looking west



North Putnam Street, looking west

Land Use in the Study Area

One of the main purposes of this study has been to look at options for allowing additional uses in the Maple Street I-1 District as it organically transitions from primarily industrial uses to a mix of residential and commercial uses. The redevelopment in the nearby Tapleyville District of at 78 Holten Street is an example of a mixed-use building with a café on the ground floor and six residential apartments above. This type of building could serve as a model for the types of development that would be appropriate for the Maple Street I-1 District.

Design for new mixed-use building at 78 Holten Street



MAPC created took photos of existing development within the study area and developed Photoshop images to show an example of what mixed-use development could look like in the Maple Street I-1 area.



Photo of existing development looking west along Hobart Street from Danvers Square. The target building in this example is 4 Hobart Street, the gray industrial building in the center of the image.



Photoshop image of mixed-use example of at 4 Hobart Street, center of image.

Existing Land Use

Overview of the study area

The study area is primarily industrial and commercial uses, comprising 57.18% of the area, with residential uses currently making up just under 20% of the land use. Within the larger focus area, 14.27% of the overall land use is industrial or commercial, with a much higher percentage of residential uses (73%).

Table 1: Land Use

| Land Use | Study Area | | Focus Area (Census Block Group 211200-4) | |
|----------------------|--------------|-----------------|---|-----------------|
| | Area (acres) | % of Study Area | Area (Acres) | % of Focus Area |
| Residential | 2.14 | 19.83 | 111.48 | 73 |
| Commercial | 1.81 | 16.77 | 17.47 | 11.42 |
| Industrial | 4.36 | 40.41 | 4.36 | 2.85 |
| Public/Institutional | 0.73 | 6.77 | 12.65 | 8.27 |
| Open Space | 0 | 0 | 0 | 0 |
| Cropland | 0 | 0 | 0 | 0 |
| Other | 1.75 | 16.22 | 6.99 | 4.57 |
| Total | 10.79 | 100 | 152.95 | 100 |

Figure 5: Danvers Study Area Land Use



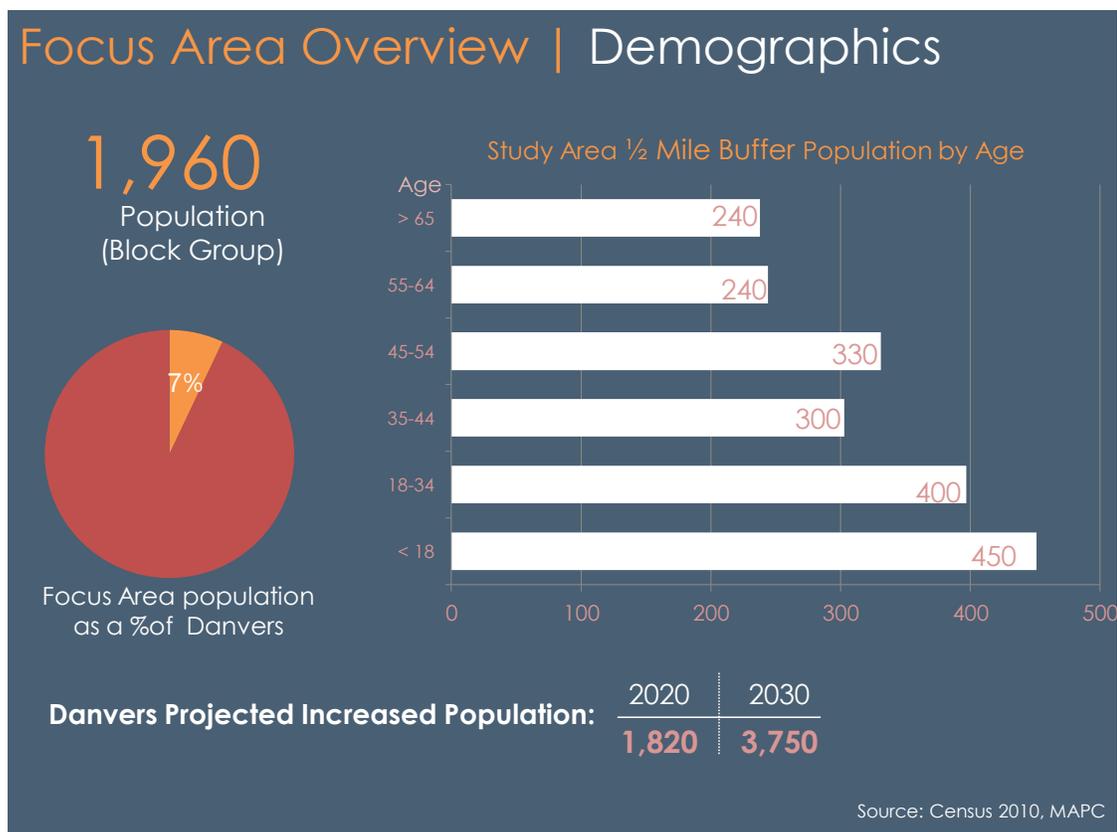
Who Lives in the Focus Area?

It is important to begin any planning process or discussion of the future with an understanding of the people who currently live in and around the area. Because the Maple Street I-1 District study area is only 0.2 square miles in size, MAPC looked at the broader Census Block Group area, defined as the focus area for this report. It produces a more accurate demographic picture of the neighborhood.

Population

The focus area (the study area plus the Census Block Group it is located in) contains 1,960 people, as of the 2010 Census. This area contains about 7 % of the town's total population. The town's overall population is projected by MAPC to increase by 3,750 persons by 2030 from its 2010 population of 26,493.

Figure 6: Focus Area Population by Age

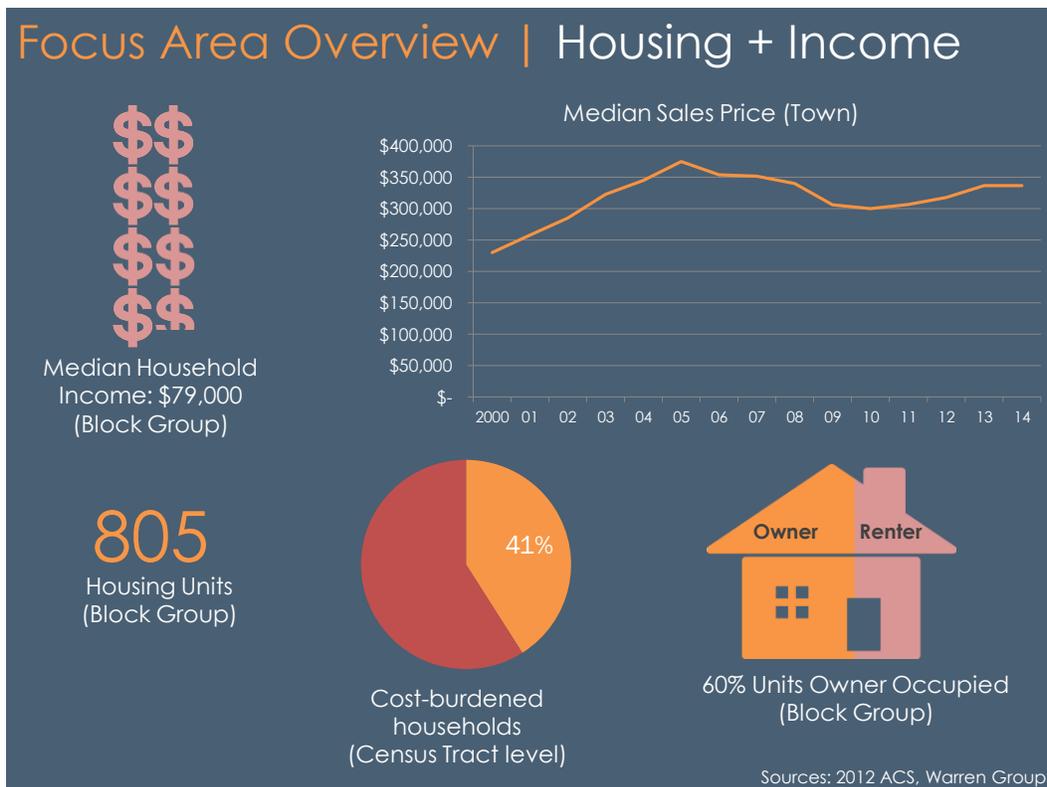


Income and poverty

The Danvers focus area is slightly more affluent than the statewide median. The median household income for the study area is \$79,000 as compared to \$66,866 for Massachusetts as a whole for 2009-2013.

Although the median household income is higher, there are still households in the focus area that are below the poverty level. Within the larger focus area the number of households below the poverty level in the census tract is 4.54 %, with a margin of error of 3.12% due to the relatively small size of the area. This is below the statewide average of 11%, above Danvers as a whole, and about the same for the town overall which has 5% of households below the poverty level.

Figure 7: Focus Area Median Household Income



Housing

The focus area contains 805 housing units. Approximately 60% of these units are owner-occupied, which matches the Boston region's average.

The Town conducted a 2010 study on downtown housing needs¹ and found support for adding housing in the downtown/Maple Street area. Though the Town had managed to maintain ten percent of its housing as affordable, it fell below that level in 2010 and with downtown households earning a lower median income, there is a need for greater housing choices downtown, with no identified source of affordable family rental units. Danvers does have an inclusionary housing by-law that requires that all multi-family projects over 5-units designate 12.5 % of all new units as affordable at or below 80% for for-sale housing and 60% for rental house of the Median Regional Household Income as established by the U.S. Department of Housing and Urban Development.

The greatest need identified by the study was for family rental units for households earning 30%-60% of Area Median Income, with greater housing choices for middle income and for very poor families. The report concluded that the downtown would benefit from adding mixed-use zoning and flexible parking requirements.

Table 3: Housing Characteristics

| | Housing Units | % *Occupied | % **Vacant | % Owner Occupied | % Renter Occupied |
|-------------------|---------------|-------------|------------|------------------|-------------------|
| Focus Area | 805 | 100 | 0 | 60 | 40 |
| Danvers | 11,135 | 95% | 5% | 70% | 30% |

Source: 2010 Census

*ACS 5 year estimate (2009-2013) margin of error is +- 1.7 %

** ACS 5 year estimate (2009-2013) margin of error +- 1.4%

¹ Town of Danvers, *Study on Housing Needs in Downtown Danvers*, LDS Consulting, June, 2010

3. The Planning Process

Project Overview – This plan is the product of visioning process where Town officials and community members weighed in on the special opportunities and unique challenges of the Maple Street I-1 district. The goal of the plan was to develop a vision with recommendations for changes to land use and zoning, especially housing, and to provide recommendations for improving connectivity within the neighborhood and to surrounding points of interest. The input which guided this plan was collected from September, 2014 to June, 2015.

Site Visits

MAPC and Danvers Senior Planner Kate Day conducted a site visit to the study and focus areas on September 19, 2014. In addition, staff toured the Danvers Waterfront Village area, residential and commercial neighborhoods abutting the study area and the I-1 area between Porter Street and Milton Road further south along High Street.

On June 5, 2015 another site visit with Planning Board members, staff was conducted at the Ideal Business Center site located at 20 Locust Street. On this visit, a local developer presented an overview to convert the existing building to mixed-use, with 24 one and two bedroom units on the second and third floors while retaining the streetscape side of the first floor for commercial uses.

Public Meetings/Planning Board Working Sessions

The Planning Board held its first meeting and work session on the project on November 18, 2014. The meeting was held at the Senior Center on Stone Street. The primary focus of the meeting was to begin discussion on defining the study area and consideration of an overlay approach versus changing underlying zoning

The second meeting on January 13, 2015 at Town Hall was designed to be a “listening session” where area residents and business owners could learn more about the project, ask questions and offer insights. The meeting included pictures of mixed-use developments from Danvers, Newburyport, Ipswich and Hamilton designed to introduce different aspects and styles of development. A short summary of the main points of the meeting included:

- A review of past zoning work in Danvers including the creation of the Waterfront Village District 2010 and the Tapleyville Overlay in 2013.
- The decision to focus on the Maple Street I-1 as a key gateway to the downtown.
- What are the long term implications for employment if underlying zoning is changed? Commercial jobs vs. commercial jobs.
- The need to include at least 10% inclusionary housing units, particularly studio apartments, in order to stay 40-B neutral as market rate units are built out.
- The need to extend MBTA bus routes closer to the downtown area from the High Street area.

- The completion of the Hobart Street Parking lot and the Danvers Rail Trail has meant an increase in foot traffic and the need for better overall lighting and sidewalks in the study area and downtown.
- Any new zoning should offer building heights consistent with the C-1 District.
- A bakery, specialty retail and services were the commercial uses most mentioned as being appropriate for first floor commercial uses in the study area.
- The Maple Street I-1 should transition into being an extension of Danvers Square through use of an overlay district.

The third public meeting of the Planning Board on the project was held on April 28 at Town Hall. Another “listening session” sponsored by the Planning Board, the meeting featured four North Shore development, finance and realty specialists with long experience in financing, designing, permitting and building residential and commercial projects on the North Shore. They included Molly Martins of the Martins Company, Jeff Rhuda of Symes Associates in Beverly, John Farmer of Eastern Bank and Brian Dapice of the Mega Group, a commercial real estate firm in Danvers. The panelists responded to the following questions, with takeaway points:

- What do you see as the current and future trends for housing and mixed-use in a downtown setting such as the Maple Street I-1 area?
 - High demand for live/ work arrangements and single level living by Baby Boomers; migration from suburbs to Boston and inner core smaller cities.
- What are your insights on demand for retail in mixed-use right now?
 - Seeing increased vacancy rates along Route 114 and other commercial corridors; main push for retail is for downtown like settings such as Market at Lynnfield; downtown can support more small retail but should avoid national chains and high parking demand.
- Knowing the demand for housing, what do you feel are appropriate density of housing units per acre? What does the market demand?
 - 12 units per acre were felt to be a good baseline density, with 10.5 per acre if attaching affordable housing units. The proposed redevelopment of the Ideal Business Center at 20 Locust Street calls for 24 residential units plus ground floor commercial on a .70 acre lot, with an adjacent parking lot of about .33 acres, probably representing the high end of proposed density in this area. Wakefield Crossing was 38 units per acre with four and five story buildings. Density will be influenced dictated by height and parking. Architectural details and building step backs can help a building fit in.
- What are some developments you like? Are your clients looking for apartments or do they want to own?
 - Rentals with amenities and access to Boston by rail are doing well; amenities will be a harder sell in Danvers and it needs to determine its target market. Massachusetts is 49th per capita in housing units with housing shortages at every income level.
- What should the Planning Board consider in crafting zoning for a successful mixed-use area?
 - Craft rules that are clear and unambiguous; provide a consistency of vision for all town boards to follow; provide clear design guidelines such as those in the Tapleyville bylaw.

- What changes are you seeing for parking requirements?
 - The old calculations don't work for today's lifestyles; less parking is needed with fewer bedrooms. Danvers should consider allowing stacked parking as over-paving a downtown is seen as poor design; a ratio of 1 space per BR and 1.5 spaces for a 2 BR unit is appropriate now; there was some support for a central parking facility in Danvers.
- What are your greatest challenges in doing downtown mixed-use projects?
 - It is very important for a town to establish a vision for its downtown and establish what its goals and objectives are for development. Towns need to plan for all stages of life, with smaller housing options as well as larger ones; allow people to stay in their home town and help build strong communities. There should be consistency among board and stakeholders in the permitting process. Density and parking are also very important as they can establish a cap and set a tone.

5. Recommendations for Action

Overview of the Recommendations

Reassessing the Maple Street current I-1 industrial zoning was one of the key objectives of the project. Historically an industrial area, the neighborhood has been gradually transitioning to a greater mixture of uses, many of which are not supported by the existing I-1 zoning. Working with the Danvers Planning Board and staff, residents and businesses of the Maple Street I-1 neighborhood, MAPC has developed a set of recommendations for the Town to consider as it moves forward with its reassessment of the current I-1 industrial zoning.

MAPC approached this project with a viewpoint of balancing the existing uses with the demand for additional development in the downtown realizing that many properties in the study area may not redevelop for many years to come. But planning ahead of any redevelopment and getting the zoning and transportation network in place to support any new development is critical, especially to ensure it is compatible with the community's vision for the area.

The Benefits of a Mixed-Use Neighborhood

Like many cities and towns in the region, Danvers has seen an increased interest in mixed-use neighborhoods, that is, neighborhoods where people not only live, but also work, shop, learn, go out to eat and have recreation or entertainment options. Downtown revitalization and the movement of younger and older residents back to more urban downtown locations are occurring all across our region and across the country. People are seeking out locations that are highly walkable, have a lot of activity, a diversity of housing choices, daily needs and services, restaurants, culture, and places for leisure such as parks.

The Maple Street district is part of ongoing planning efforts by the Town to help key neighborhoods position themselves for positive growth and change by establishing a vision for the future and putting the zoning in place that will enable that vision to unfold. These are neighborhoods where change is already occurring but the proper tools are not in place for it to continue to its fullest potential. In the case of the Maple Street district, the existing I-1 zoning inhibits the transition that is naturally occurring and the mixed-use vision that emerged from this planning process. Based on this trend, MAPC is proposing an overlay zoning district that would allow more such mixed-use projects on a by-right basis (current industrial zoning does not, in fact, permit any residential uses which compels applicants to seek variances and zoning relief).

A basic premise of this planning effort was to strengthen the Maple Street District as a vibrant, mixed-use neighborhood that embodies smart growth principles. Smart growth is a principle of land development that emphasizes the mixing of land uses, increases the availability of a range of housing types in neighborhoods, takes advantage of compact design, fosters distinctive and attractive communities, preserves open space, natural beauty and critical environmental areas, strengthens existing communities, provides a variety of transportation choices, makes

development decisions predictable, fair and cost effective, and encourages community and stakeholder collaboration in development decisions.

Mixing of land uses creates an environment where people are able to walk to meet more of their needs and offers multiple destinations to attract more people throughout the day and evening. These neighborhoods are very attractive to young adults and older individuals who enjoy not having to drive everywhere. Development in our regional centers and downtowns is also supportive of the region's plan for growth and development, MetroFuture. Locating jobs and housing in close proximity to transportation choices will help the region grow in a more compact and sustainable pattern. The Maple Street I-1 neighborhood, like the Tapleville area nearby, already has many of these characteristics and the goal of this plan was to build on these assets.

Traditional Neighborhood Development (TND)

What is Traditional Neighborhood Development? TND is a strategy to integrate a mixture of housing, office, retail and other daily needs in a walkable, downtown neighborhood within close proximity to alternative means of transportation such transit, existing street networks or bike trails. Successful examples of TND include a mixture of housing types at varying price points, ensuring that those who need to live near downtown services and those that choose to live near them be accommodated.

The ability of residents and employees to walk and bike in and around the neighborhood is also extremely important. A safe and well connected walking and biking network helps connect residents to local businesses, jobs, and recreation areas. More trips taken by cyclists and pedestrians can help reduce auto traffic on local and regional roadways, improving congestion and air quality.

What are the benefits of Traditional Neighborhood Development?

TND can reduce reliance on automobiles - By creating neighborhoods where housing, jobs, and shopping are within walking or biking distance, reliance on driving can be reduced. TND can reduce annual household rates of driving by 20 to 40 percent.

TND can reduce air pollution and energy consumption - With more pedestrian, bike, and transit travel taking place, reductions in driving can ease congestion and improve local air quality. TODs can reduce rates of greenhouse gas emissions by 2.5 to 3.7 tons per year for each household.

TND can increase households' disposable income - Housing and transportation costs are the number one and two highest expenses households have to account for. Some estimates show that reducing household driving costs can help save \$3,000-\$4,000 annually. This can greatly increase a household's disposable income and ease overall household cost burden.

TND can bolster the local economy - Constructing housing in walking distance to existing or future business districts means local businesses can be supported by the surrounding neighborhoods.

TND can increase the municipal tax base – New downtown development around can add to the municipal tax base without large infrastructure costs. This can mean new investments in schools, municipal services, or parks and recreation.

TND can contribute to more affordable housing - By reducing household expenditures on transportation costs, more disposable income is available to be spent on housing costs. New development around traditional downtown neighborhoods should also include deed restricted affordable housing units for households making below the area median income.

4. Zoning for a Vibrant, Mixed-use Neighborhood

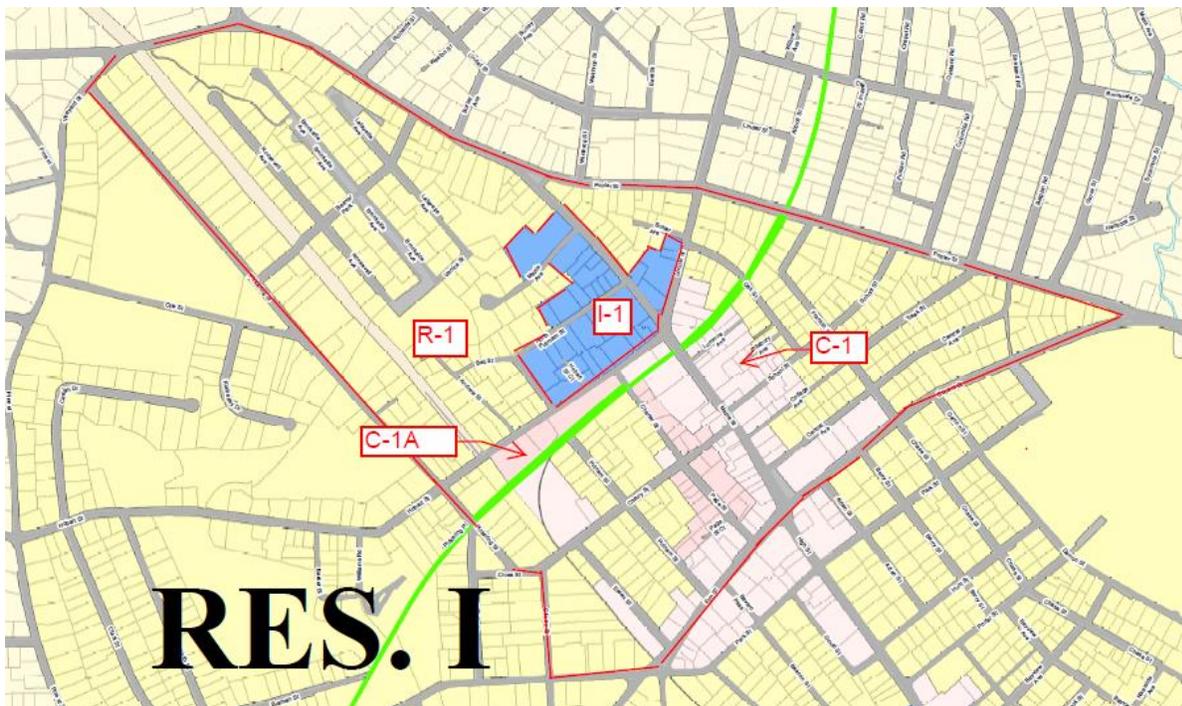
Zoning Assessment

One of most important components of the vision, which the Town of Danvers has jurisdiction over, is the zoning in the Maple Street I-1 study area. MAPC identified the existing zoning as a potential impediment to new development by MAPC in our analysis of zoning and development feasibility. This section describes the existing zoning characteristics in the downtown, identifies the impediments, and offers recommendations to improve the zoning and make it more flexible to allow for the type of development identified by the community in the vision.

Background

Zoning for the study area and the half-mile focus area surrounding it is shown in Figure 18. While the study area itself is zoned entirely I-1, the zoning in the focus area is more varied. The Maple Street I-1 study area is abutted to the north, west and east by residential R-1 zoning, with an apartment complex just to the north with frontage on Maple Street, single family homes across Maple Street to the east and mostly single family homes to the west along Maple Avenue, Andrews Street and Bell Street. Located to the southeast of the I-1 district across Locust Street is a small area of C-1 zoned land with five parcels. One of the lots provides parking for the Ideal Business Center, two are taken up by a gas station, one is a law firm, and the other a pre-existing mixed-use building. A town-owned parking lot is located directly across Hobart Street from the Maple Street I-1 district, which abuts the Danvers Rail Trail and is adjacent to the Cherry Street Fish Market.

Figure 18 – Danvers Study and Focus Areas Zoning



The current zoning districts in and near the Maple Street area are fairly exclusive to their dominant use classes. That is, the commercial districts allow primarily commercial development (retail and service establishments), while the residential districts are fairly exclusive to residential development. The result is that there are few opportunities to mix uses and, as all of the study area is devoted to business uses, there are limited means to support additional residential uses in the study area.

I-1 and Tapleyville District

Industrial Districts I and II zoning, such as in the I-1 Maple Street District and the I-2 area south of the study area, account for approximately 813 acres of land in Danvers or just less than 9% of the community's land area. The sixteen Industrial District locations are scattered throughout the Town. The industrial districts located on older numbered routes such as Route 35 (High Street and Water Street) and Route 1 are cumulative zones, meaning that they allow for all types of business uses.

Officially, the Industrial Districts permit warehouses, office buildings, light manufacturing buildings, salesrooms, hotels, motels, restaurants, bowling alleys, indoor theaters, ice skating rinks, shopping centers, banks, gas stations and other accessory uses normally incidental to industry. By special permit, industrial uses such as boat yards and/or marinas are allowed

provided direct access is available to a navigable waterway from the land used for the boat yard or marina. Residential uses are not permitted in either the I-1 or I-2 Districts.

Historically, these areas were created for heavy industrial purposes; however this is no longer the case. More distribution, warehouse facilities, and light manufacturing plants occupy these districts today. The original locally owned businesses centered in these industrial zones are slowly transitioning to other uses.

Although the entire Maple Street study area is zoned I-1, the area contains a mix of industrial, commercial, residential, and public/institutional uses. This area is 10.79 acres divided into thirty five parcels. Thirty-three percent of the district is held in common ownership by one owner.

Surrounding Residential and Commercial Districts

The surrounding residential and commercial districts that comprise the focus area study surrounding the Tapleville District are important to understand as context for potential zoning changes.

In the outlying Danvers focus area, about 73% of the 153-acre focus area consists of residential uses, with 11 % commercial uses and 3 % industrial uses. There are about 12 acres of public and institutional uses including the Danvers Rail Trail, Hobart Street parking lot, the Danvers Housing Authority on Maple Street, a large utility line right of way, the historic Page House, Maple Street Congregational Church and the Parish Calvary Church on Holten Street.

The densest residential zoning within the focus area is R-1, single-family and two-family zoning, requiring a minimum lot size of 10,000 square feet for single-family and 15,000 square feet for two-family homes. Multi-family homes (three or more dwelling units) are a Special Permit use, allowed only on lots of at least 30,000 square feet within the R-1 District. Conversions of single-family homes to two-family are allowed by Special Permit from the Zoning Board of Appeals, requiring only a 5,000 square foot lot to be considered. The district also provides for a range of other allowed uses such as minor home occupations, accessory uses and small greenhouses. Neighborhood stores are the only commercial use permitted by zoning in R-1 and only by Special Permit from the ZBA. The Board of Appeals can also reduce dimensional requirements by Special Permit up to 20% for single and two-family homes if there are extenuating circumstances involving the lot and if the reduced dimensions are not harmful to either abutters or the neighborhood.

The R-2 District just outside and north of the focus area across Poplar Street is primarily for single-family uses on larger lots, with a 20,000 square foot minimum lot size. Multi-family homes are not an allowed use and single-family home conversions within R-2 are considered by ZBA Special Permit, with cluster developments permitted by Planning Board Special Permit. Agriculture, stables and larger greenhouse are allowed uses, in keeping with the more open nature that R-2 was designed for.

The commercial C-1A and C-1 Districts within the focus area serve the residential areas which surround them, both within the focus and study areas and for the rest of downtown Danvers as well. They feature assembly and processing uses, restaurants, retail and wholesale shops, services, small and large offices as allowed uses. Civic, fraternal, and non-profit uses are considered by Special Permit. Encouraging commercial uses, neither of these two districts have either minimum lot sizes or frontage requirements, and the setback requirements are flexible. Single and two-family residential uses are not allowed within either the C-1 or C-1A Districts but multi-family developments by Planning Board Special Permit are considered within C-1A. Day care facilities are an allowed use in C-1A. Major home occupations are an allowed use by ZBA Special Permit in both districts.

Dimensional Standards

The zoning within the focus area surrounding the Maple Street district is comprised of several different zoning districts, creating some inconsistencies between the dimensional standards of development projects. The different zoning districts create distinct differences in the study area for building heights, setbacks, location of parking, lot coverage, and amount of open space.

Table 4 illustrates the different dimensional requirements for the Maple Street I-1 area and the adjoining zoning districts within the surrounding Danvers neighborhoods.

Table 4 - Dimensional Standards by Zoning District

| District | Danvers- Dimensional Standards for Maple Street Study Area and Surrounding Focus Area Districts (in feet) | | | | | | | | | | | |
|------------|---|--------------|-----------------------|----------|-------|---------------------|---------------------------------------|---------------------------------------|-------------------|---------|-----|------------|
| | Maple Street I-1 Study Area | | | | | | | | | | | |
| | Use | Min lot size | Max lot coverage | Frontage | Depth | Setbacks | | | Height | Stories | FAR | Open Space |
| Front | | | | | | Side | Rear | | | | | |
| I-1 | Any | NA | 50% building coverage | 50 | NA | 50 | 25 | 25 | 55 | 4 | NA | NA |
| Focus Area | | | | | | | | | | | | |
| R-1 | SF Dwelling unit | 10,000 | NA | 80 | NA | 20 ^(1,2) | 8 | 8 | 30 | NA | NA | NA |
| R-1 | Two-Family | 15,000 | NA | 80 | NA | 20 ^(1,2) | 8 | 8 | 30 | NA | NA | NA |
| R-1 | Multi-Family | 30,000 | NA | 125 | NA | 40 | 30 | 30 | 30 | NA | NA | NA |
| R-1 | Accessory Uses | NA | NA | NA | NA | 30 | 5 ⁽³⁾ | 5 ⁽³⁾ | 10 ⁽³⁾ | NA | NA | NA |
| R-1 | Dwelling Conversion | 5,000 | NA | 80 | NA | 20 | NA | 8 | 30 | NA | NA | NA |
| R-2 | Single Family | 20,000 | NA | 125 | NA | 30 ^(1,2) | 15 | 15 | 30 | NA | NA | NA |
| R-2 | Accessory Uses | NA | NA | NA | NA | 30 | 5 | 5 | 10 ⁽³⁾ | NA | NA | NA |
| R-2 | Dwelling Conversion | 30,000 | NA | 80 | NA | 30 ^(1,2) | 15 | 15 | 30 | NA | NA | NA |
| C-1 | All Uses | NA | NA | NA | NA | 10 ⁽⁴⁾ | 0/5 ⁽⁵⁾ | 0/5 ⁽⁶⁾ | 45 | 3 | NA | NA |
| C-1A | All Uses | NA | NA | NA | NA | 10 ⁽⁶⁾ | 5 ⁽⁶⁾ 10 ⁽⁷⁾ | 5 ⁽⁶⁾ 10 ⁽⁷⁾ | 35 | 3 | NA | NA |
| Notes | 1. Eaves, steps and porches may be less. | | | | | | | | | | | |
| | 2. No structure required to be set back more than average of setbacks of existing structures on street. | | | | | | | | | | | |
| | 3. Side and rear setbacks for accessory structures not exceeding 120 square feet, otherwise principal setbacks apply. | | | | | | | | | | | |
| | 4. Not required to be setback more than average setback of two abutting and next adjacent lots on either side of subject lot. | | | | | | | | | | | |
| | 5. 5-feet only where lot shares a common boundary or property line with a residentially zoned lot, otherwise zero. | | | | | | | | | | | |
| | 6. 5-feet from another commercially zoned property. | | | | | | | | | | | |
| | 7. 10-feet from a residentially zoned property. | | | | | | | | | | | |

**Parking Requirements (SEE ALSO NELSON NYGAARD “DOWNTOWN DANVERS PARKING STUDY “
OCTOBER 2015)**

Parking is a critical component to downtown development and can be an asset or a hindrance to the success of development around transit or mixed-use. One of the goals of diversified, mixed-use style development is to provide options for travel that do not rely solely on personal vehicles. Limiting parking around transit or more densely settled, mixed-use areas is one way to ease traffic congestion and promote more walking, biking and transit use as part of new development.

In Danvers, there are five public parking lots located in the downtown area, each with posted two-hour time limits. There is also a public parking lot diagonally across the street from the front entrance to Town Hall at the end of Elm Street at the five-way intersection which provides for unlimited, all day parking.

The parking requirements in Danvers are measured on a per residential unit basis or on a square footage basis for retail and office development. There may be an opportunity to reduce the residential parking requirement to a standard more consistent with other mixed-use type standards, as a downtown parking study is currently being conducted for the town during the summer and fall of 2015 by Nelson Nygaard Associates.

Currently, the office and retail requirements are on par with typical suburban parking standards. Requiring two-spaces per multi-family dwelling unit, as well as one space for each 250 square feet personal retail and office uses as now written in the Danvers zoning bylaw might discourage the redevelopment of downtown areas such as the Maple Street district. Land area that could have been used, and taxed, for commercial or residential development is used for parking, reducing the profitability of the site and often leading to smaller buildings surrounded by parking spaces that are under-utilized. Danvers does allow for up to a 25% reduction of its parking requirements under site plan review if the space is kept in reserve and the spaces provided prove adequate through an annual inspection by the Planning Board.

Table 5 summarizes the current parking regulations for sample residential, retail and office uses.

Table 5 - Danvers Parking Requirements by District and Residential and Commercial Uses Categories for Study and Focus Areas

| District | Use | Parking Requirement |
|--|--|---|
| Maple Street I-1 Study Area | | |
| I-1: Current Maple Street District use examples | Personal Services-hair salon | 1 space per 250 square feet gross floor area |
| | Trade Shop- plumbing and heating shops | 1 space per employee on largest shift |
| | Retail Sales Under 15,000 Square Feet- flower shop | 1 space per 250 square feet of gross floor area plus one per employee on largest shift |
| Focus Area and Adjoining R-2 Residential Zone | | |
| R-1 | Cluster | One space per dwelling unit, plus one space for each bedroom over two per dwelling unit, with a maximum of three spaces per dwelling unit. |
| R-1 | Neighborhood Store | 1 space per 250 feet gross floor area |
| R-2 | Nursing Home | 1 space per every five units, plus one per employee on largest shift |
| R-2 | Lodging/Boarding/Rooming /Tourist House | 1 space per each room rented plus one per employee on largest shift |
| C-1, C-1A- sample uses | Retail Sales Under 15,000 Square Feet | 1 space per 250 square feet of gross floor area plus one per employee on largest shift |
| C-1, C-1A | Wholesale sale of Goods | 1 space per 200 square feet of gross floor area plus one per employee on largest shift |
| C-1, C-1A | Office | Four spaces per 1,000 square feet of gross floor area |
| C-1, C-1A | Restaurant | 1 space for every three seats, plus one space per employee on largest shift, plus one space per each 100 square feet of function/banquet area |
| C-1, C-1A | Service/repair Establishment | 1 space per 500 square feet gross floor area |

Recommendations – Zoning

There are several parts of the existing zoning bylaws regulating development in the Maple Street District, zoned currently as I-1, that offer opportunities for encouraging mixed-use downtown development around the Danvers Rail Trail, as well as parts that are potential impediments to this type of development. This section will mostly focus on the I-1 district but these opportunities, impediments and recommendations could be applied to other downtown areas being considered for modification to support more compact, pedestrian and bike-oriented downtown development in Danvers.

Keep the current I-1 underlying zoning in place for Maple Street I-1 but review I-1 allowed uses to see if they are still current.

Currently a limited mixed-use neighborhood with more than half the land used for either industrial (40 %) or commercial (17 %) uses, the Maple Street I-1 features businesses such as Hot Watt, Lyons Ambulance, Hannah Engineering, Tech Air Systems, Downs Sails, Betty Ann’s Sandwich Shop and the Ideal Business Center, housed in the former Baby Shoe Factory. It is now being considered for redevelopment as a mixed-use building. The remaining uses are primarily residential (20%), mostly single family homes with five two family homes, a three family home, one small apartment building and three pre-existing mixed-use commercial/residential uses.

One of the strengths of the neighborhood has been the underlying I-1 zoning which, while primarily industrial, also allows a wide range of commercial uses ranging from neighborhood stores, restaurants, service and small retail shops and offices to heavy industrial and shopping centers. These all-purpose zones are not uncommon in older communities with a diverse agricultural, industrial, maritime and suburban past like Danvers. The zoning was often matched to the existing uses already in place, leading to patchwork districts like I-1. With the area transitioning again to a mix of business and residential use as younger residents and seniors are drawn to convenient and safe downtown areas, it’s unlikely that the older industrial and auto uses in I-1 will be reused but the Town may wish to review some of the existing uses in I-1 to see if they are still a good fit for the neighborhoods where they are located. Overall, the all-purpose nature of I-1 could still serve to benefit and help build vibrant and connected neighborhoods if used correctly.

Check on the dimensional and use conformity within the Maple Street I-1 district.

As part of its work with the Town to help create new zoning districts following the CAI plant explosion in 2006, MAPC conducted a conformity analysis of four I-1 zoned areas in 2008, including the Maple Street study area. The study found that while 83 of 101 uses studied were in conformance with I-1 zoning, excepting for residential and child care facility uses, only one of 76 lots within the study areas were found to be in full compliance with dimensional regulations. The existence of such a high degree of pre-existing non-conforming uses might become problematic for property owners if they wanted to expand or change uses. While building configurations are unlikely to have changed much since the study was done, businesses do turn over fairly frequently so the town should check on both use changes since 2008 and confirm dimensional findings prior to changing zoning. Even if changing underlying zoning within the Maple Street is not seriously considered, it would serve to establish a baseline of existing uses and dimensions prior to undertaking any regulatory change.

The Maple Street I-1 summary of the dimensional study is included below in Figure 19.

Figure 19- 2008 Maple Street I-1 Dimensional Analysis-MAPC

| | Standards | Maple St. I-1: Average | Maple St. I-1: Median |
|---|------------------|-------------------------------|------------------------------|
| Lot Area (Sq. Ft) | N/A | 6944.46 | 9439.55 |
| Min. Frontage | 50 feet | 94.74 | 78.50 |
| Front Yard Setback | 50 feet | 22.63 | 16.00 |
| Side Yard 1 Setback | 25 feet | 12.63 | 5.00 |
| Side Yard 2 Setback | 25 feet | 24.03 | 19.00 |
| Rear Yard Setback | 25 feet | 52.43 | 31.00 |
| Setback from adjacent R1 districts | 50 feet | 94.85 | 77.00 |
| Max Building Height | 55 feet | 1.88 stories | 2.00 stories |
| Max. Building coverage % | N/A | 19.88 | 17.64 |

Retain flexibility on lot size, lot coverage and open space requirements in the areas zoned I-1.

The absence of a lot size requirement and the 50% limit on lot coverage in the Maple Street I-1 and other I-1 areas are not overly restrictive given the five story/55-foot height limit and the nature of these older downtown lots and their traditional uses. The Town should not increase lot sizes here or decrease lot coverage allowed in the Maple Street underlying I-1. It should consider allowing higher percent lot coverage to complement its flexibility on open space regulation. The wide range of uses allowed under I-1, the generally smaller lots in the district, higher lot coverage and lack of open space restrictions- particularly if coupled with limitations on the amount of parking allowed-can help spur small retail or service redevelopment projects using the existing I-1 zoning.

Conduct a Market Analysis for Downtown Danvers

A strong step in putting together a realistic and achievable plan for development around the Maple Street I-1 area and downtown would be to understand the market for new development. An analysis of market demand for residential, retail, and office development can help a community identify specific parcels that may accommodate future development, understand the level of development that may be possible in an area, and help inform changes to zoning. Economic market analysis can help the entire Town to look at current services, retail and other commercial supply and demand, as well as looking out over a five year time horizon at future demand. A full market analysis should also address the projected demand for the number and type of homes and apartments needed in the downtown.

Understanding the retail market as part of an overall downtown plan is very important. First floor retail as part of a mixed-use development scenario is one of the key pieces to creating an active and engaging street frontage. Being conscious of retail market demand is also important from a zoning perspective as well. In areas where market demand for retail may not be as strong, municipalities may not want to require first floor retail for all buildings and may want to be more strategic about where retail is placed. Over-zoning for retail can lead to vacancies and actually hurt a business district.

Create the Maple Street Overlay District

Danvers has been successful in planning for and implementing successful zoning changes starting with the Stantec Report to look at overall zoning in 2006, and continuing with its efforts to create the Waterfront Village Overlay in 2010 and the Tapleyville Overlay in 2014. The creation of a new Maple Street Overlay District would follow the same carefully planned process of looking at various pieces of the I-1 Districts to see how they might better serve Danvers as mixed-use areas.

An overlay district allows the underlying uses in a zoning district to continue while adding new ones under certain conditions. A property owner can develop his or her property using either the existing underlying zoning or choose the uses offered under the overlay district, agreeing to be permitted using the overlay's regulations. The overlay method allows a more gradual land use transition. Over time, if development impediments are corrected and quality projects are permitted, bike and pedestrian-oriented downtown areas such as the Maple Street District may become increasingly valuable and the market may shift towards building more inherently valuable mixed-use projects.

Creating a new zoning district, while more straightforward to permit than an overlay district, may raise some of the same issues as adjusting an existing zoning district. It can also create significant use and dimensional non-conformity issues for existing property owners and can potentially reduce the number of choices a landowner has to develop their property. The 2006 Stantec Report suggested that the town rezone the Maple Street I-1 area to C-1 and then combine the C-1 and C-1A districts into a new Central Business District. It also recommended that the new district be updated to incorporate many of the same design modification that now exist for the Tapleyville Overlay District, with new setback requirements, design requirements, mixed-use, etc. Danvers could explore if it wanted to pursue this strategy as a way of incorporating the Maple Street I-1 into a larger pattern of mixed-use downtown but it would be prudent to consider that there has been considerable support from Maple Street I-1 landowners for instituting a new overlay there while new base zoning would raise issues of both dimensional and use conformity, as pointed out above.

The Maple Street Mixed-use Overlay District would share many of the same characteristics as the Tapleyville District recently adopted by the Town including the following:

- Residential Uses: The allowance of single family, two family or multifamily dwelling units by right on the upper floors of a mixed-use building.
- Lot size: 5,000 square foot minimum lot size is required as there is no minimum lot size required in the I-1 or adjacent C-1/C-1A underlying zoning. As with the Tapleyville Overlay, this is a good transitional size in relation to the surrounding R-1 residential areas.
- Density of allowed development: MAPC recommends that 14 units per acre be allowed, based on the successful 78 Holten Street mixed-use redevelopment in the Tapleyville Overlay area and on the public input received from area builders and town residents.
- Building Height: Maximum building height to be set at 45 feet, down from the 55 feet or four stories allowed under I-1 and matching the height of neighboring C-1 and C-1A zones.
- Setbacks:
 - Front yard: 20 maximum, 10 feet minimum, or the average of buildings of buildings on the same side of the street within 200 feet;
 - Side yard: 5 feet or 25 feet if abutting a residential district;
 - Rear yard: 5 feet or 25 feet if abutting a residential district.
- Design guidelines: None used for I-1; Tapleyville Overlay offers guidance on parking, pedestrian access, biking, building design and landscaping.

In addition, MAPC recommends the following to be considered for incorporation into the new Maple Street District Overlay District:

- The Town's parking ratios for office and retail development in all of its zoning districts are somewhat consistent with industry standards for suburban development, but are slightly higher than what may be appropriate for a mixed-use downtown setting. The current ratio for office and retail development in the Danvers bylaw varies but is in the range of 1 parking space for every 200-250 square feet of development. MAPC would recommend that the Town consider standardizing its parking requirements and increasing its minimum parking requirements for retail and office development from the current range to 1 space per 350 square feet.

- The Tapleyville Overlay regulations currently allow for up to two residential units on the first floor of mixed-use buildings where certain conditions are met. In some instances, communities requiring first floor commercial uses exclusively in mixed-use buildings have gone unused as recent market demand has been greater for downtown housing units rather than retail, office, restaurant or service uses. This trend may change as more seniors and young people find housing in the downtown, leading to a demand for more services over time. However the Town should consider adding the possibility of allowing more than two residential units on the ground floor of mixed-use buildings within the Maple Street Overlay by Special Permit of the Planning Board.
- In situations where the Town wishes to help attract and ensure that the needs of first floor commercial uses are addressed, and where additional residential development may not be appropriate on the ground floor, the Town should consider including the following requirement in the Maple Street Overlay District:
 - All commercial floor space on the ground floor of a mixed-use must have a minimum floor-to-ceiling height of eleven (11) feet.
- MAPC also recommends that Danvers consider implementing parking minimums and maximums for residential units, as well as adjusting the number of spaces required based on the number of bedrooms per unit. MAPC recommends the Town consider a tiered set of parking minimums and maximums as described below:
 - Studio and One Bedroom Units – Minimum of 0.5 spaces per unit to a maximum of 1 space per unit.
 - Two Bedroom Units - Minimum of 1 space per unit to a maximum of 1.5 spaces per unit.
 - Three + Bedroom Units – Minimum of 1.5 spaces per unit to a maximum of 2 spaces per unit.
- For non-residential uses under 3,000 square feet, Danvers should consider not requiring off-street parking. Parking would be required for the floor area in excess of 3,000 square feet.

The Town should consider creating a shared parking ordinance between residential, office, and retail uses that are part of the same development. Mixed-use parking will often require that the developer provide parking equal to the sum of the parking requirements from each separate use on the site. This method can lead to excess parking on a site because residential uses typically have peak parking periods at opposite times of the office and some retail uses.

5. Housing to Meet Community and Regional Demand

Introduction

Danvers is a mature suburban town characterized by moderate density development and a limited supply of developable land. Developing a walkable downtown area where people want to live, work, and play is vital to creating housing for Danvers residents of all ages and of various incomes. It will help maintain and continue the town's high quality of life built around its central location, ease of transportation access, strong commercial and business tax base, varied housing types and excellent schools.

Increasing housing to meet regional and local needs

With the Baby Boomer retirement beginning, the MAPC region, including Danvers, will need to retain and attract workers to fill those jobs in order to maintain economic vitality. However, Baby Boomers still require the same number of housing units as household sizes decrease, so there is a need to create more units. Now and over the coming decades, the Baby Boomers (born between 1945 and 1970) will be reaching retirement age, depleting the supply of our region's most critical asset: a skilled, well-educated workforce. By 2030, nearly one million workers now over the age of 40—39% of all workers in the region—will have left the labor force. The current population of young adults is barely sufficient to fill the positions vacated by retiring Baby Boomers, much less provide the labor force needed for robust economic growth.

With more single-person households in Danvers (especially seniors), more divorced households, and fewer children per family, average household size is projected to decline through 2040. Adding the fact that Danvers is projected to add population along with seeing smaller households, the town will experience increasing demand for affordable, centrally located housing closer to services and employment. There will be less market demand for single-family homes (especially those on large lots, which will largely remain very expensive) as more people will find compact housing types to be affordable and convenient. Danvers and the MAPC region will need an abundant supply of apartments, condominiums, townhouses, and 2-family homes—housing types that require less land, less energy for heating and cooling, and shorter trips to access shops and services.

Downtown development

Traditional town and village centers, with their compact arrangement of businesses and homes, are often excellent places to focus new growth so that residents live closer to shops, services, and transit. This type of development adds housing and tax revenue without the loss of open space and added traffic associated with conventional subdivision development in the remaining unbuilt areas of suburban communities like Danvers. Downtown development encourages population growth to be concentrated in areas already well served by infrastructure, decreasing utility and public safety costs.

Existing neighborhoods, town centers, streetcar suburbs, shopping centers, and other areas commonly considered “built out” often see considerable new growth through sensitively designed compact code that creates new vitality and housing choices.

Throughout the MAPC region, most new growth will occur through reuse of previously developed land and buildings such as those found in the Maple Street I-1 district, in ways that fit into the existing context of downtown areas. Developments often include small “infill” developments and building reuse in town and village centers. When compared to the 1990s, the last ten years saw more young people moving to the region's urban communities and fewer of them moving out once they hit 30. A diverse population, attracted by job proximity, transit access, vibrancy, and cultural assets of urban areas is likely to drive continued population growth and create a robust and growing downtown.

Recommendations

1. Continue to pursue housing-friendly zoning policies. For all the reasons described above, the town should adopt a Maple Street mixed-use overlay district. The downtown location and proximity to services makes it an ideal location to allow the housing market to quickly respond to demand.
2. Conduct a market analysis for downtown housing as part of a larger market analysis study. Market analysis should include a housing component that will help the town determine overall demand over a set time period such as to 2030 and will help to determine the best mix of housing types to provide.
3. Streamline the permitting process. To the greatest degree possible, the town should decide what it would allow as by-right uses under an overlay district and limit the use of Special Permits, particularly for homes and apartments. Limiting the use of Special Permits helps to reduce uncertainty, delay and costs during the permitting process and allows a builder to pass along some of those savings in the form of less expensive homes and apartments.
4. Allow mixed-use multi-story buildings in the downtown. Village centers and along commercial corridors are appropriate areas of multi-story mixed-use buildings. More mixed-use developments will help the downtown grow and revitalize local districts by offering services, shops and restaurants within walking distance.
5. Within the overlay, offer a greater variety of housing types. A greater mix of housing types near each other, including different types of buildings and unit arrangements, will meet the needs of people with disabilities, families, younger householders, singles, and seniors. Expanding housing choices through more small homes and townhouses will mean more appealing housing options for young professionals and their families. Young professionals and their families will find many attractive choices—townhouses, two- and three-families, lofts, among others—in safe neighborhoods near jobs and cultural attractions
6. Build in accessibility and opportunities to “age in place” for all new housing units. Creating homes and apartments that are handicap accessible and safe for life phases will allow aging residents and persons with physical or mental disabilities to remain with their neighborhoods and existing support networks. Seniors and disabled people often wish to be closer to shops, services and parks but find that over-55 developments and independent living facilities are often located in outlying, isolated areas.
7. Allowing for larger-scale developments in this study area will increase the town’s supply of subsidized affordable housing. Danvers’ strong inclusionary zoning policy states that all multifamily projects over five units must designate 12.5% of all new units as affordable at or below 80% for-sale housing and 60% for rental housing of the Median Regional Household Income as established by HUD. The town should consider allowing a density bonus for projects that provide more affordable housing units. This could include allowing an increase in lot coverage or allowing more units per acre than normally allowed.

8. Preserve existing affordable rental housing. Some of the neighborhoods surrounding the study area are heavily residential, mostly single-family. Preservation of any existing affordable or market rental housing in this area is critical, as well as potentially acquiring or rehabilitating and preserving new affordable housing, while also working to address any affordable expiring use properties. HOME and Affordable Housing Trust funds can be used for these activities. Preservation of units ensures that housing is affordable to low- and moderate-income households by protecting the units with a deed restriction. The North Shore Community Development Coalition may also be positioned to purchase rental housing property to ensure that rental units are made affordable to households earning at or below 80% of the AMI.
9. Establish “circuit breaker.” As market demand increases in the Maple Street/Tapleyville/ downtown neighborhoods, existing residents may experience an increase in their assessed home values, leading to increases in required property taxes. Those living on a limited or fixed income may be unable to find room in their budgets to cover these added costs. “Circuit breaker” programs provide tax relief by freezing the assessed home value at an earlier level or freezing or reducing the overall tax bill to prevent dramatic increases. While these programs commonly target households with disabled or elderly homeowners, some communities have broadened eligibility to include all low-income households.

Information about Massachusetts Circuit Breaker Tax Credit Program can be found at <http://www.massresources.org/circuit-breaker-tax-credit.html>

6. Creating a Connected Neighborhood

Introduction

A neighborhood’s transportation network, including walking, bicycling, and taking public transit, can have a tremendous impact on both the character and quality of life of the area. A safe environment for all users requires a high standard of facility design, including the quality of pedestrian facilities, the integration with the vehicular way, and relation to surrounding buildings and activity centers.

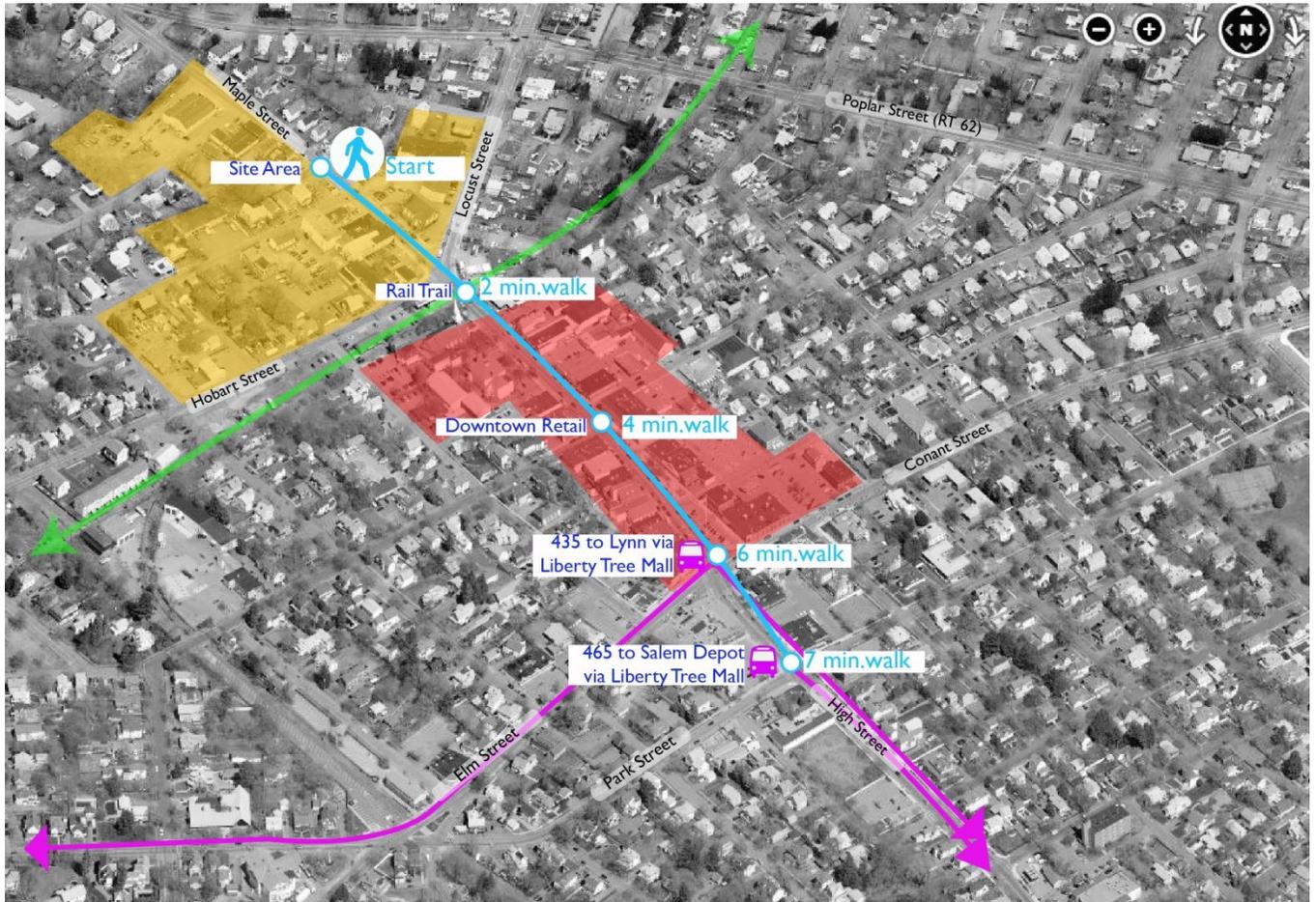
Safety considerations for all users, while a necessary component, is only one piece to making a successfully connected neighborhood. In a downtown setting, as in the future Maple Street Mixed Use District, the transportation network can help shape a public realm that adds to the vitality, desirability, and economic development of the area. The design, types of facilities, and streetscape elements of this network can help unify a neighborhood, as well as make it safer, more comfortable, and more accessible to all users, including pedestrians and bicyclists of all ages and abilities.

A neighborhood should have both a center and an edge. The Maple Street I-1 District is a neighborhood that marks the beginning of downtown Danvers. Therefore, acting as the “gateway” to downtown, the transportation and public realm improvements should clearly indicate this transition.

The following sections provide recommendations for creating a safe, comfortable, attractive transportation network that enhances the vitality of this future, mixed-use neighborhood.

Pedestrian Improvements

The Maple Street I-1 District is well-situated near a number of points of interest. As the diagram below illustrates, people living within the area can easily walk to the Danvers Rail Trail, downtown retail area, and MBTA bus lines.



Safety is a primary concern to ensuring all pedestrians – including children, seniors, and people with disabilities – are able to walk within the site and to these points of interest. The primary roads within the Maple Street I-1 District are Maple Street, Hobart Street, and Locust Street. According to MassDOT’s Roadway Functional Classification System, these three roads within the District are classified as Urban Minor Arterials. Arterials were designed to provide the highest level of mobility at the greatest vehicular speeds for the longest uninterrupted distances. Minor Arterials provide important connections between principle arterials and collector roads and travel through town centers.



While maintaining this important function, a minor arterial must also be safe for pedestrians. Pedestrians must be able to both walk along the street (e.g., ensuring there are sidewalks in good condition), as well as cross the street safely (e.g., ensuring intersection safety).

Sidewalks

Sidewalks are a critical component to creating a walkable, safe, and well-connected pedestrian network. Sidewalks, provided on both sides of a street, are generally the preferred pedestrian accommodation and provide for a safe walking area outside the motor vehicle traffic travelled way.

The Americans with Disabilities Act (ADA) mandates a minimum width of 3' of unobstructed sidewalk passageway. In addition, according to the Institute of Transportation Engineers (ITE), a width of 5' is needed to allow to adults to walk comfortably side-by-side.

The preferred sidewalk surface is concrete, as it requires the least maintenance, has a long life span, and is a stable, slip-resistant material. Brick sidewalks can be aesthetically pleasing, but can be uneven over time and slippery when wet. If the Town wish to consider constructing brick sidewalks, MAPC recommends consulting the [City of Cambridge Pedestrian Plan](#) as a model for appropriate brick sidewalk design standards.

When possible, a buffer with grass, plantings, and/or trees along the area immediately adjacent to the curb can increase the comfort of pedestrians.

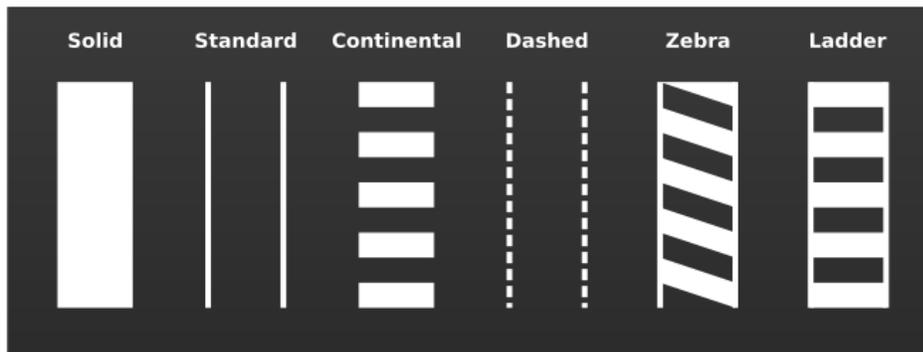
Sidewalk Recommendations

- Maple Street, Locust Street, and Hobart Street generally have sidewalks on both sides of the street. These should continue to be maintained in good condition.
- There are no sidewalks along 20 Locust Street, as the curb cut is used to allow for parking. If this property is redeveloped the Town should ensure the site includes a sidewalk with a greatly reduced curb cut width.
- North Putnam Street lacks sidewalks. The Town should work with developers to ensure sidewalks are part of any new development.
- Two corners of the intersection currently contain gas stations, which require wide curb cuts. If these properties are redeveloped the Town should ensure curb cuts are reduced to improve pedestrian safety.
- Over the longer term, as development occurs, the Town should work with developers to widen the sidewalks where possible to further improve the pedestrian environment (see Public Realm section below).

Intersection Safety: Crosswalks

Marked crosswalks contribute to pedestrian safety. Crosswalks should be provided at intersections where there is pedestrian activity, be placed at regular intervals and at convenient locations, and be visible to both the motorist and the pedestrian.

MAPC recommends utilizing the continental or ladder style crosswalks as opposed to the standard marking style (two parallel bars), because the former are more visible to motorists. Crosswalks should be at least 10' wide, and should consist of non-skid, thermoplastic, retro-reflective material. Although this material is initially more costly than paint, it is longer lasting and requires less maintenance; therefore, it is more cost effective in the longer run.



As with sidewalks, crosswalks should be smooth and accessible for those in wheelchairs and pedestrians of all ages and abilities. Brick crosswalks, therefore, should be avoided. The Town may wish, however, to utilize enhanced crosswalk designs that do not impede users' ability to cross. These designs include different colored pavements and/or bands of decorative paving (e.g., bricks) along the outside edges of the crosswalk (i.e., not within the pedestrian path of travel).

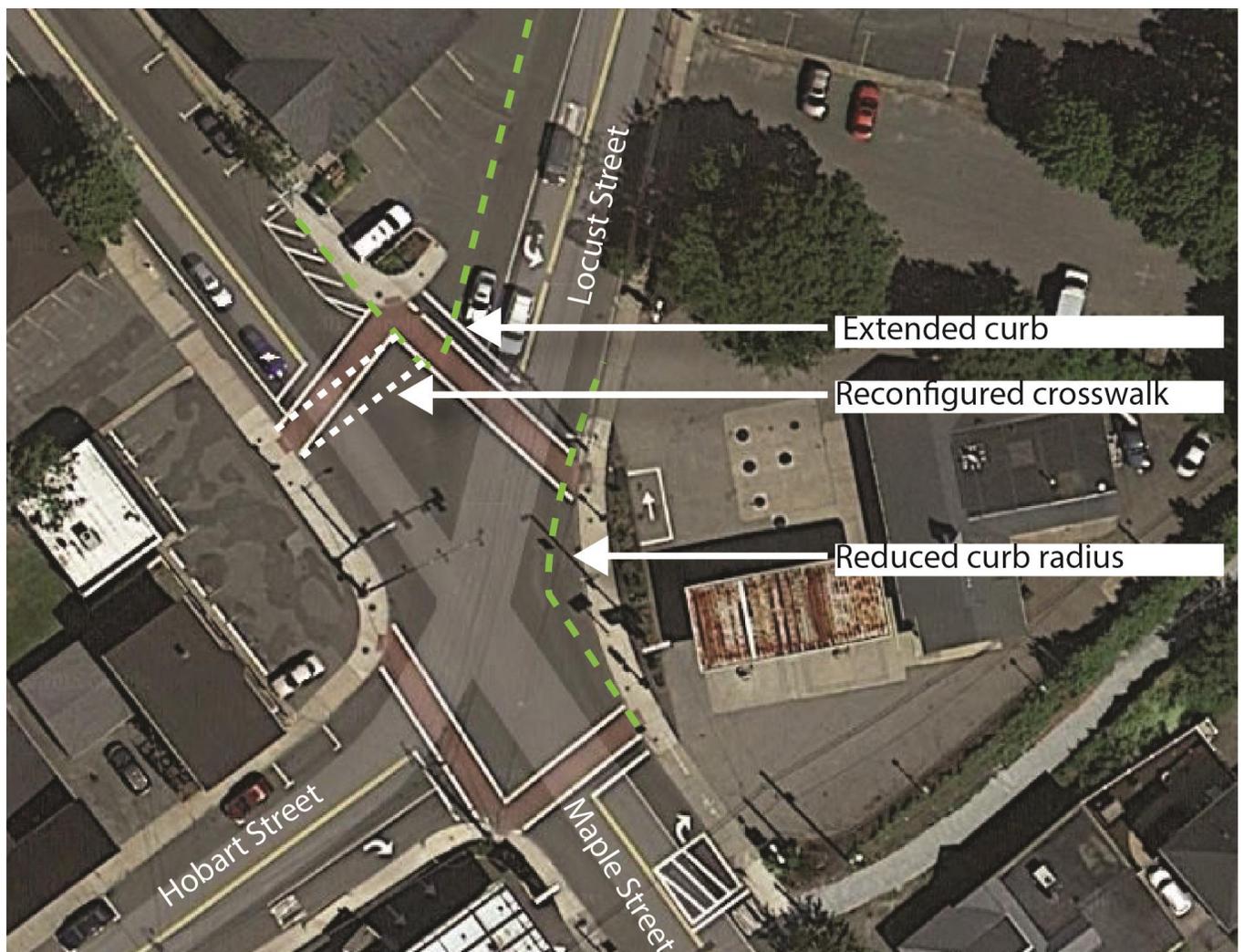
Crosswalk Recommendation

- The intersection at Maple Street, Hobart Street, and Locust Street currently contain well-maintained crosswalks. In the future the Town should consider using Continental style crosswalks, rather than brick to improve the safety and accessibility.

Intersection Safety: Realignment

Walkability at the intersection at Maple Street, Hobart Street, and Locust Street could be improved by making modifications to the curbs. In particular, the southeast corner has a particularly wide turning radius. Reducing the turning radii will cause vehicles traveling northbound from Maple Street to Locust Street to slow down as they make a right turn, improving safety for crossing pedestrians. Corner radii directly impact vehicle turning speeds and pedestrian crossing distances. Minimizing the size of a corner radius is critical to creating compact intersections with safe turning speeds. Generally, curb radii should be 10–15 feet.

On the northeast side, the curb can be extended to reduce the crossing distance of pedestrians, while maintaining the existing lane configuration. The crosswalk across Maple Street on the north side can then be realigned to shorten the distance from this approach, as well.



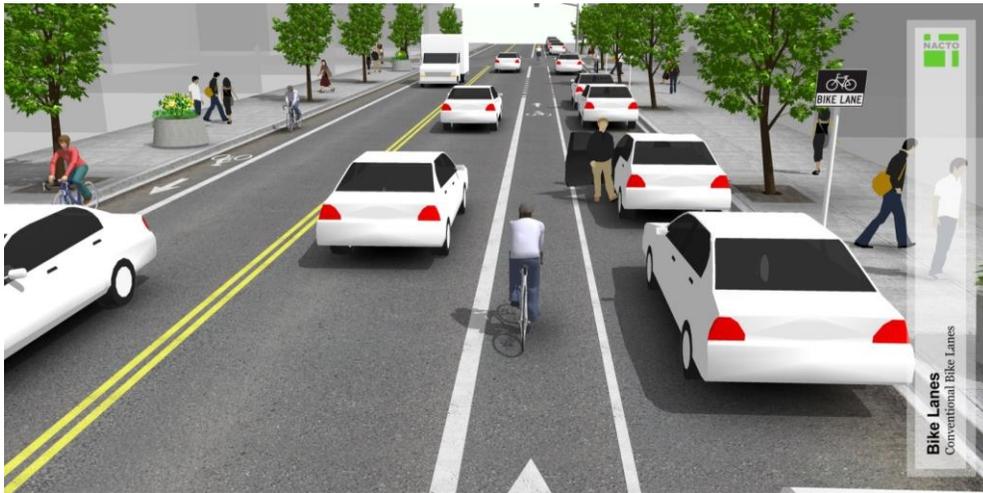
If funding is not available to reconstruct the curb in the near future, the Town could delineate the appropriate curb radius using interim materials such as epoxied gravel, planters, and bollards. This should be a temporary option until funding becomes available for a more permanent treatment.

Bicycle Infrastructure

Bicycling has become an increasingly popular form of transportation. The popularity of the recently completed Danvers Rail Trail illustrates that biking is an attractive option for residents to get around Danvers. The Rail Trail is located immediately to the south of the site. The following diagram shows travel distances from the Maple Street I-1 District to several nearby points of interest. As the diagram below depicts, numerous locations are within a 5 or 10-minute bike ride.



In addition to the Danvers Rail Trail, residents must be able to travel safely along roadways. Bicycle lanes provide an exclusive space for bicyclists within the roadway, designated by striping and markings. While they have been used in larger cities for years, they are becoming increasingly popular in a number of communities within the metropolitan Boston region. MAPC recently completed a town-wide Bicycle Plan for Danvers. Within the site, the plan recommends installing bicycle lanes on Maple Street.



Because the roadway lacks sufficient curb-to-curb width to accommodate bicycle lanes on Maple and Hobart Street, the plan recommends striping shared lane markings (“sharrows”). These are road markings that indicate a shared lane environment for bicycles and automobiles. Among other benefits, shared lane markings reinforce the legitimacy of bicycle traffic on the street and mark the recommended position within the roadway for bicyclists.



Public Realm Improvements

As noted above, safety considerations are of the utmost concern for improving the pedestrian environment. To create a truly walkable neighborhood that supports the goals of creating an active neighborhood, additional public realm enhancements are needed. The following provide the key elements, which can work together and create a strong gateway for entering Downtown Danvers.

Widened Sidewalks

In addition to improving pedestrians’ safety, sidewalks can also help create a place where people *want* to walk. Whereas 5’ sidewalks should be considered a minimum, where possible, wider sidewalks allow

additional space to street furniture, trees/plantings, and bicycle parking. Wide sidewalks (or small setbacks) can also allow for outdoor restaurant seating, which can greatly enhance an area's vitality.



Pedestrian Scale lighting

Lighting can have the dual effect of improving the safety of pedestrians and creating a more comfortable environment while walking in the evening. Thirty-foot standard “cobra head” design lamps are not appropriate for the District because of aesthetics, glare, and auto-oriented illumination. Instead, the Town should consider installing pedestrian-scale lighting that extends from the Maple Street I-1 District through the end of the downtown, continuing installation as the corridor is rezoned and redeveloped. The lights could have a traditional or modern design, but should be full cut-off lighting, which focuses the illumination downward toward the street, improving pedestrian visibility and reducing light pollution.



Bicycle Parking

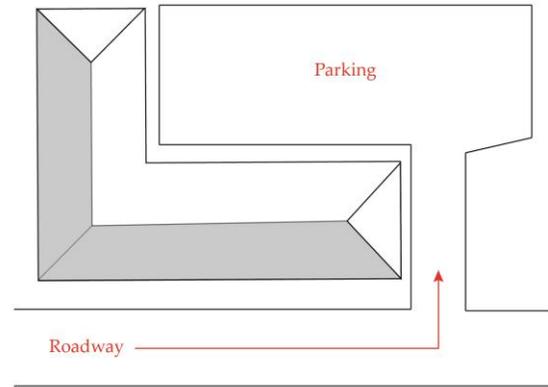
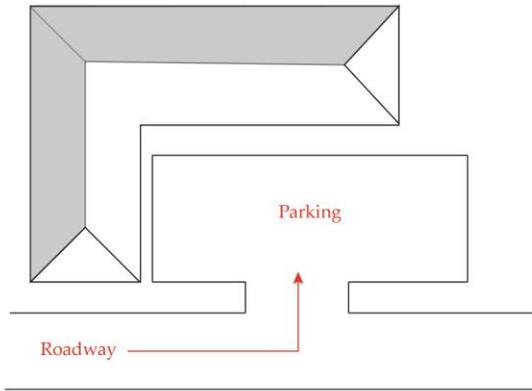
Bicycle parking ensures that riders have an appropriate place to safely lock their bikes. Providing bicycle parking also encourages bicycle use, as they are more likely to do so if they are confident that they will find convenient parking near their destinations. The siting of a bicycle rack is an important factor in its usefulness. The rack should be located in a safe and accessible place with adequate space to maneuver a bicycle in and out. Racks should be designed to prevent the bicycle from tipping over and support a variety of bicycle sizes and frame shapes. They should include space to secure the frame and one or both wheels to the rack with a cable, chain, or u-lock. The diameter of locking pole should be no more than 1.5”.



Parking

There are two aspects to parking that can enhance walkability. The first relates to reducing the parking requirements for development. Creating a walkable environment has been proven to reduce demand for driving. Research shows this is especially true in suburban locations where densities switch from large-lot sprawl to densities of approximately 10 units per acre. This is the density at which “drivable suburbanism” transitions to “walkable urbanism.” While Danvers residents will still need cars, for example to travel to work, many will now be able to walk and bike for many every day trips.

The second aspect to parking that affects walkability is the location of parking facilities. Although safety is a requirement, to create a truly walkable environment, the walk must also be interesting. Walking alongside a parking lot does not create an interesting or inviting atmosphere for pedestrians. A neighborhood lined with buildings and shop fronts, however, is far more interesting than one lined with parking lots. Therefore, parking should be located in the rear of buildings when possible.



- **Street Trees**

- In addition to aesthetic qualities and commercial appeal of trees, they also reduce heating and cooling costs, reduce heat reflected from paved areas, help prevent soil erosion, and increase property value.
- Deciduous street trees should be planted in sidewalks at a maximum spacing of forty linear feet.
- All plantings shall be native species. Invasive plant species are prohibited.



7. Next steps

Short-Term

Land Use and Zoning

1. Review I-1 allowed uses to see if they are still current for town land use needs.
2. Check for dimensional and use conformance in Maple Street I-1 area.
3. Conduct a market analysis for the downtown that would include the Maple Street I-1 area.
4. Adopt the Maple Street Overlay District, with all included recommendations.

Housing

1. Conduct a market analysis for downtown housing as part of a larger market analysis study.
2. Continue to pursue housing-friendly zoning policies by adopting the new Maple Street Overlay District.
3. Within the overlay, offer a greater variety of housing types.
4. Streamline the permitting process within the overlay for allowed uses, particularly affordable housing.
5. Establish Circuit Breaker policy to preserve affordable housing.

Connectivity

1. Ensure that the sidewalks and crosswalks along Maple Street, Locust Street, and Hobart Street continue to be maintained in good condition.
2. Begin to implement the Town of Danvers Bicycle Network Plan (MAPC, 2015), which recommends striping shared lane markings (“sharrows”) on Maple Street and Hobart Street.
3. Install bicycle parking in the neighborhood, especially at retail and multifamily housing.
4. As the neighborhood develops, begin to install various public realm amenities such as street trees, trash receptacles, and pedestrian scale lighting.
5. Improve walkability by reducing parking requirements and locating parking in the rear of buildings, where feasible.

Long-Term

Land Use and Zoning

1. Retain flexibility on lot size, lot coverage and open space requirements in the areas zoned I-1.
2. Create parking minimums and maximum requirements and allow for shared parking arrangements by right.

Housing

1. Allow mixed-use multi-story buildings in the downtowns in C-1 and C-1A.
2. Build in accessibility and opportunities to “age in place” for all new housing units.
3. Allowing for larger-scale developments in this study area will increase the town’s supply of subsidized affordable housing.
4. Preserve existing affordable rental housing.

Connectivity

1. As new development occurs, work with developers to construct sidewalks along North Putnam Street.
2. If 20 Locust Street or the gas stations at the intersection are redeveloped, reduce curb cuts and construct sidewalks.
3. Work with developers to widen the sidewalks where possible to further improve the pedestrian environment.
4. Realign and modify curb cuts at the intersection of Maple Street, Hobart Street, and Locust Street. Consider striping Continental style crosswalks rather than brick to improve accessibility.

SECTION 17

TAPLEYVILLE OVERLAY DISTRICT

17.1 Purpose and Zoning Regulations in Effect

The purpose of this district is to promote opportunities for local, small to medium size businesses that can be integrated with compact housing, bicycling, and walking access while serving as a transitional zone from abutting residential areas.

The Tapleyville Overlay District is an overlay district superimposed over the underlying Industrial I zoning district near the intersection of Pine and Holten Streets. The district is bounded by the Rail Trail to the south, Burroughs Street and Holten Street to the north, and Pine Street to the west, set forth in the Danvers Zoning Bylaw. Within the Tapleyville Overlay District, the requirements of the underlying district continue to apply. The Tapleyville Overlay District will not restrict, except as cited below, the rights of any owner who elects to utilize the existing underlying zoning regulations to develop or redevelop land. If an owner elects to utilize the Tapleyville Overlay District to develop or redevelop land, the project shall conform to all applicable requirements of this District.

The underlying zoning in the Danvers Zoning Bylaw and the Tapleyville Overlay District shall together constitute the zoning regulations for this area. All requirements of the underlying zoning district or districts, such as but not limited to lot size, frontage, density, setbacks, building height, parking and loading, stormwater control and treatment, and signage, shall govern, unless specifically modified by the Tapleyville Overlay District.

If the provisions of the Tapleyville Overlay District are in conflict with any other sections of the Danvers zoning bylaw, the regulations of the Tapleyville Overlay District will govern. Provisions and requirements of the Tapleyville Overlay District may be waived at the discretion of the Planning Board.

17.2 Uses Permitted by Right

The following uses are permitted, alone or in any mix of uses in a single building, subject to Site Plan Review under Section 4 of this bylaw.

All measurements in square feet refer to Gross Floor Area as per Section 40 of the Danvers Zoning Bylaw.

1. Single, 2-Family or Multi-Family Dwelling up to 4 units
2. Lodging/boarding/rooming/Tourist House: no more than 2 rooms/fewer than 3 lodgers
3. Residential Accessory Uses
4. Garage- 3 or fewer vehicles
5. Greenhouse- under 250 square feet

17.1

Section 17 - Tapleyville Overlay District

6. Convenience Store- up to 2,500 square feet
7. Neighborhood Store- up to 2,500 square feet
8. Medical Office- up to 2,500 square feet
9. Professional Office- up to 2,500 square feet
10. Office (all)- up to 2,500 square feet
11. Personal Retail Service Establishment- up to 2,500 square feet
12. Repair Service Establishment- up to 2,500 square feet
13. Restaurant- up to 2,500 square feet
14. Take Out Restaurant- up to 2,500 square feet
15. Retail Sales- no outdoor sales/display- up to 2,500 square feet
16. Retail Sales- with outdoor sales/display- up to 2,500 square feet
17. Conservation Land
18. Municipal Use
19. Land Oriented Accessory Uses
20. Common/Shared Driveways
21. Exempt Uses per M.G.L. 40 A, Section 3
22. Outdoor Storage
23. Storage Container-Temporary

Ground floor uses

In mixed-use buildings, ground floor uses will be reserved for retail, repair, restaurant and office uses except as specified below:

Residential uses up to 2 dwelling units may be allowed on first floors of mixed-use buildings only where:

- the building is set behind another building which has frontage on the street;
- the residential portion of the first floor of a building is set behind street-front retail/office/restaurant uses within the same building; or
- where the Board determines that street-front residential uses will not have an adverse impact on the continuity of the commercial street-front uses.

17.3 Criteria and Procedures for Review by Site Plan Review

1. The procedural criteria for approval through Site Plan Review are by the submission of a Site Plan and Community Impact Assessment as described in Section 4 of this by-law.
2. Design and construction for the Tapleyville Overlay District shall comply with the Site Planning Guidelines listed in Section 17 and with the regulations set forth in Section 4 of this by-law.

17.4 Dimensional Requirements

| | |
|-------------------------|-------------------|
| Minimum lot area | 5,000 square feet |
| Minimum frontage | 50 feet |

| | |
|---|---|
| Maximum building lot coverage¹ | 70 percent |
| Maximum number of dwelling units per/acre | 14 |
| Maximum building height for construction or reconstruction | 45 feet |
| Separation of Buildings | 10 feet minimum between two buildings located on same lot |

Setback Requirements²

Minimum Front Yard Setback - 10 feet. Note that this depth is to allow minimal setback structures where appropriate in the District; it is not meant for all portions of the District, where additional front yard depth and landscaping would be appropriate.

Maximum Front Yard Setback - 20 feet or the average of the setbacks to buildings on the same side of the street or way within 200 feet of the lot in question, whichever is less.

Minimum Side Yard Width- 5 feet except where the property shares a lot line with a Residential District, in which case, minimum is 25 feet.

Minimum Rear Yard Depth- 5 feet, except where the property shares a lot line with a Residential District, in which case, minimum is 25 feet.

17.5 Other Requirements

| | |
|---------|--|
| Parking | 2 spaces/dwelling unit plus 1 additional guest space per every 4 units |
|---------|--|

17.6 Tapleyville Overlay District Site Planning Guidelines

The following guidelines apply to new development or to expansion, exterior alteration or construction of existing buildings in the Tapleyville Overlay District and shall be an integral part of the Site Plan Approval process under Section 4 of this Bylaw.

¹ This maximum lot coverage, building height and other dimensional requirements specified in 17.4 shall not apply to any structures existing as of February 3, 2014, even when such structures are modified, reconstructed or restored, so long as the building lot coverage is not increased.

² These setback requirements shall not apply to any structures existing as of February 3, 2014 even when such structures are modified, reconstructed or restored, so long as the setback thereof is not decreased, in which case the minimum is 25 feet.

17.6.1 Parking/Pedestrian Access and Bicycle Guidelines

- a. Parking areas should be located to the side and rear of the structure. No parking area should be designed such that parking is within the required or authorized front yard setback.
- b. To the extent possible, parking areas should be shared with adjacent businesses.
- c. Parking areas shall include provisions for the "parking" of bicycles in locations that are safely segregated from automobile traffic and parking.
- d. Vehicle, pedestrian and bicycle features should be designed to provide a network of pathways and promote walkways and bicycling within the District, particularly connections to the Danvers Rail Trail. Curb cuts should be minimized and allowances for pedestrian and vehicular access to existing or future abutting developments should be considered in the parking design.
- e. Site design should emphasize pedestrian flow within the development, maximize the efficient use of existing and proposed parking facilities and minimize the area of land to be paved for parking.

17.6.2 Building Design Guidelines

Buildings should be of a design similar or compatible with the traditional architecture of the Town of Danvers in terms of scale, massing, roof shape, spacing and exterior materials. Designs should emphasize a relationship with the surrounding neighborhood and preserve pedestrian access and use of the Tapleyville area while providing appropriately scaled housing and commercial opportunities.

- a. **Orientation** The principal building should be oriented on the lot parallel with the front setback line to establish and preserve a consistent building line, with primary entrances oriented toward the street. Where appropriate, a building may be oriented around a courtyard or respond in design to a prominent feature, such as a corner location.
- b. **Materials**
 1. A building's front façade should be faced with materials used in traditional New England architecture, such as brick, granite, wood clapboard and shingles.
 2. The main elements of the architectural treatment of the building's front façade, including the materials used, should be continued around all sides of the building that are visible from a street or a pedestrian plaza.
- c. **Vertical Design** Buildings should have a vertical orientation, to be achieved in one of the following ways: (1) the building has a greater height than width, or (2) the façades and roof lines of the building are designed to reduce massing and bulk so that it appears as a group of smaller masses with a vertical orientation. Wherever possible, the height of the first floor of a commercial building should be taller than the upper floors and expressed through façade treatments that convey the functional diversity within the building.
- d. **Massing** Buildings more than 45 feet in width along the street frontage should be divided into increments not more than 45 feet wide through articulation of the

façade, such as variations in building setbacks, roof lines or materials; window bays; and multiple entrances.

- e. **Rooflines** Roofs should be pitched with a minimum slope of 6:12 and a maximum slope of 12:12. The Planning Board may allow for a flat roof, provided that the flat roof structure is capped by an articulated parapet design that acts as a structural expression of the building façade and its materials, visible from all sides of the building, or the flat roof structure is a green roof system with green roof plants suited for the local climate. A roof should, at a minimum, have articulated parapets concealing flat roofs and rooftop equipment (such as HVAC units) which are visible from adjoining streets or properties. Parapets or facades shall be designed to give the appearance of three or more roof slope planes.
- f. **Windows and Transparency**
 - 1. For commercial or mixed-use buildings, at least thirty (30) percent of any ground floor façade that is visible from, fronting on, and located within sixty (60) feet of a public street should be comprised of windows with clear glass allowing views into the interior. Display windows may be used to meet up to one-half of this guideline.
 - 2. In a commercial or mixed-use building, at least 15 percent of a side or rear façade facing a public right of way, parking area, or open space should be transparent.
 - 3. Reflective glass, glass tinted more than 40%, and highly reflective surfaces should not be used on building fronts.
 - 4. Windows on the upper floors of the street façade should be at least 4 feet tall and 2.5 feet wide, and should have a ratio of height to width between 1.5:1 and 2:1.
- g. **Garage doors or loading docks** are discouraged in the front façade of any building facing the street. No detached garage should be located closer to the front lot line than the front of the principal building or structure on the lot.

17.6.3 Signage

Signage requirements and maximums shall be the same as in the underlying I-I District.

17.6.4 Storage and Utility Areas

Outdoor storage, trash collection or compaction, or ground level service and utility equipment, including air conditioning equipment, electric utility boxes or satellite dishes, shall be screened from view from streets and adjacent lots.

17.6.5 Landscaped Buffer

Development on a lot contiguous with a Residential District should provide a landscaped buffer along all shared boundaries. The landscaping shall include at least one shade tree or two ornamental trees and five shrubs for each 30 feet in length of the buffer, planted within 15 feet of the property line abutting the Residential District or the residential lot, as applicable. A

17.5

minimum of one-third of the trees and shrubs must be evergreen. Plantings need not be evenly spaced.

17.7 Special Permit in Tapleyville Overlay District

In this District, a Special Permit may be granted by the Planning Board or the Zoning Board of Appeals for the following listed uses. This Special Permit is not limited to an individual lot, but one application may be submitted and reviewed for a single Special Permit for multiple lots.

17.8 Uses Allowed by Planning Board Special Permit

1. Drive-throughs (not including restaurants) (PB)
2. Home Occupations- Major (ZBA)
3. Office - 2,500 -5,000 square feet (PB)
4. Office (all) - 2,500 -5,000 square feet (PB)
5. Medical Office - 2,500- 5,000 square feet(PB)
6. Professional Office - 2,500- 5,000 square feet (PB)
7. Personal Retail Establishment - 2,500 -5,000 square feet (PB)
8. Repair Service Establishment - 2,500 -5,000 square feet (PB)
9. Retail Sales - no outdoor display- 2,500- 5,000 square feet (PB)
10. Retail Sales - outdoor display- 2,500- 5,000 square feet (PB)
11. Restaurants equal or greater than 2,500 square feet (PB)
12. Club/Fraternal Organization-Nonprofit (ZBA)
13. Animal Hospital/Veterinary Clinic (PB)
14. Access/Egress across District Boundaries (PB)
15. Storage Container- Long Term (PB)
16. Performing/Cultural Arts Facility (PB)
17. Instructional School (PB)
18. Farm Stand (PB)
19. Lodging/boarding/rooming/Tourist House - more than 3 lodgers (PB)
20. Ground floor residential uses greater than 2 units in mixed-use structures (PB)
21. Any residential or mixed use structure containing more than 4 units (PB)

17.9 Criteria and Procedures for Review of Special Permits

1. The procedural criteria for approval of a Special Permit is through the submission of a Site Plan and Community Impact Assessment as described in Section 4 of this by-law, Section 30 of this Bylaw and M.G.L Chapter 40A.
2. Design and construction shall comply with Section 17 and the regulations set forth in Section 4 and Section 30 of this by-law.
3. The Special Permit Granting Authority as designated in Section 30 shall issue a decision with findings and conditions as regulated under Section 30 of this zoning by-law, and M.G.L Chapter 40A.

17.6

17.9.10 Prohibition of Nuisance in Tapleyville Overlay District

1. All dust, fumes, odors, smoke, or vapor shall be effectively confined to the premises or disposed of to prevent intrusion on neighboring properties.
2. Any noise, vibration, or flashing shall not be normally perceptible without instruments (and shall have a decibel level of fifty-five (55) or below) at a distance of one hundred (100) feet from the source.
3. Properties shall be adequately maintained to provide for consistent buffering as required in this section, as well as parking lot pavement, all other landscaped areas, and building facades as reviewed under Section 4 of this Bylaw.