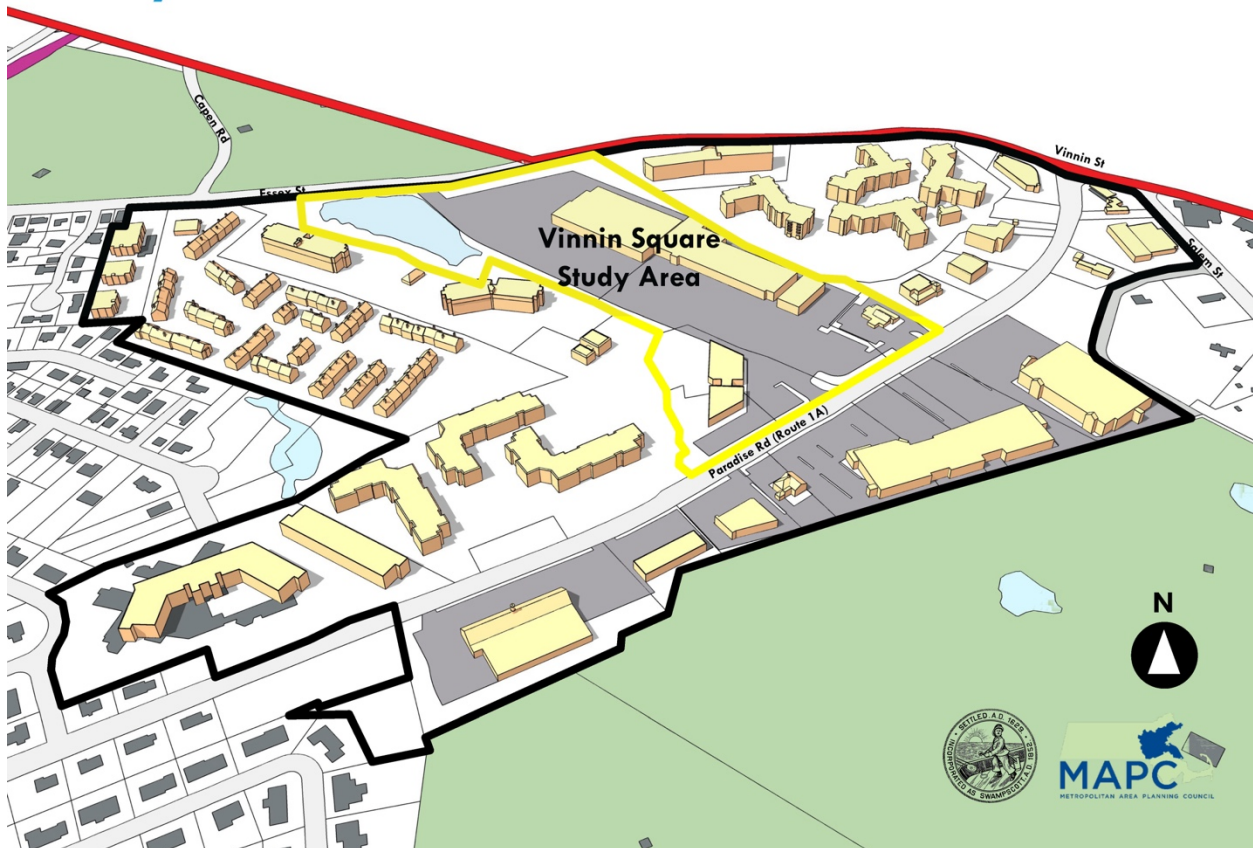


Outline Design Standards and Guidelines

Section 1 – Introduction

This past May of 2023, Town Meeting approved zoning changes that regulate a portion of Vinnin Square located between Essex Street and Paradise Road. These zoning changes are intended to encourage future mixed-use redevelopment and investments that would strengthen the Town's commercial tax base. The adoption of "Design Guidelines" is a required component of the new zoning. The Vinnin Square Design Standards and Guidelines are intended to apply to the properties between Paradise Road and Essex Street with boundaries highlighted in yellow as shown in the diagrammatic illustration below. The area of applicability is noted as "Vinnin Square Study Area."

Study Area



The purpose of Design Guidelines is to provide direction for and help regulate the architectural, landscape and pedestrian aspects of any future redevelopment project. The Town of Swampscott, with the Planning Board as the lead, will administer the development review process for any development proposed within the Vinnin Square Study Area and will use the following Design

Standards and Guidelines as a part of that review process. Any development proposal within the Vinnin Square Study Area is expected to comply with the Design Standards and Guidelines.

Review Process

The Planning Board encourages a pre-application review meeting to discuss a potential project application. In the pre-application review the applicant should be prepared to discuss compliance with the Design Standards and Guidelines for Vinnin Square.

Section 2 – Vision Statement

Vinnin Square will be a re-imagined, revitalized, and walkable center of community activity that fits with the seaside community and responds to the Town's nautical heritage and coastal architecture while improving multi-modal transportation access and appropriately scaled mixed use retail, residential and office space that attracts much needed business, jobs, commercial tax base, and increased consumer spending to Town.

- Adapted from the Town-wide Swampscott Master Plan (2016)

Community members were asked whether they agree with this vision for Vinnin Square. **52% of participants strongly agreed with the vision and 32% agreed with the vision for a total of 84% of support.** 8% of the participants were neutral about the statement, 4% disagree with the vision, and 4% strongly disagree with the vision.

Community members were asked, how close is Vinnin Square to your ideal vision for it today? 41% of the participants responded not close and 23% responded really not close for a total of 64% looking for something more from Vinnin Square. 28% responded that it is okay, 5% that it is close, and 3% that it is very close.

Priorities and Focus

The content outlined for the Vinnin Square design guidance has been defined based on input from the Swampscott community gathered at an August 29th, 2023, Community Meeting and a follow-up Community Survey. Over 200 community members provided feedback on how best to focus the content of the design guidance. The areas of design guidance prioritized include:

- Circulation (32%)
- Landscape (21%)
- Building (14%)
- Other (sustainability, affordability) (14%)
- Site (13%)

In addition to what is included in the design guidance and how the guidance is prioritized, the community feedback has also guided what is not included in the outline for design guidance. The following areas of design guidance are not included due to lack of community support:

- Parking (3%)
- Frontage (3%)
- Signage (0%)

Additional Community Feedback

Community members were asked, do you have a general preference for design guidelines (advisory) or design standards (mandatory)? The most frequent response preferred standards with some guidelines (46%). 33% preferred an even balance of standards and guidelines, 12% preferred standards (mandatory) only, and 9% preferred guidelines with some standards.

Community members were asked what do you think is most important for repositioning Vinnin Square? The most frequent responses included: increased mix of uses (32%), enhanced sense of place (25%), and reconfigured buildings that define outdoor space (22%).

Section 3 – Vinnin Square Outline Design Standards and Guidelines

1 Site

1.1 Site Design Standards

- A. **Feature outdoor open spaces and community amenities** – strengthen the connection between buildings, landscape, and the surrounding sidewalks and open spaces to define multi-purpose outdoor areas that support a variety of activities and build a sense of place and community.
 - a. **Redefine existing buildings** – adapt and edit existing buildings to create the opportunity for additional outdoor open spaces, community amenities, and enhanced landscape areas. A reconfiguration of the existing square feet should be considered to reduce the square footage in the current configuration and to allow the same amount of building area to be redeployed to greater effect to define internal circulation and streets and outdoor open spaces.
 - b. **Strategic additions of new buildings** – add new buildings to define outdoor open spaces. The location of new buildings shall be strategic to shape outdoor open spaces that are sufficient to support a variety of activities. The scale of the buildings and open spaces shall be calibrated so that the outdoor open space has a sense of enclosure and is human scaled.
 - c. **Elevated outdoor open spaces** – the outdoor open spaces shall be designed as the central features with amenities such as special seating, lighting, paving treatments, landscape, public art or other elements. Public art shall be used to define and punctuate outdoor open spaces while maintaining the ability to support a variety of activities. Landscape in outdoor open spaces should be selected to elevate this area, for example installing more mature trees or unique ornamental trees that are differentiated from other street or parking area trees.
- B. **Connect the network of outdoor spaces and amenities** – create more than one outdoor open space that is connected as a network of new and existing outdoor spaces including connections to building entries. Existing open spaces shall be enhanced to fit with the character and amenities of new outdoor open spaces.
 - a. **Define a hierarchy and pattern** – the scale and location of outdoor open spaces shall be used to define a hierarchy with the central feature defining the full

palette of amenities such as special seating, lighting, paving treatments, landscape, public art or other elements. These patterns shall be repeated in part for other outdoor open spaces in response the hierarchy that is established. This repetition of elements shall create a cohesive theme across the network of outdoor open spaces.

- b. **Maximize the use of all spaces** – no outdoor open space is too small to feature an element. Small open spaces, interstitial, leftover, or awkward in-between spots shall be used as an opportunity to reinforce the palette of amenities established for outdoor open spaces.
- c. **Relate to surrounding open spaces** – the connected network of outdoor open spaces and amenities shall also connect to adjacent properties where an adjacent open space is available for connection. This network shall look to create connections and opportunities for an expanded network beyond the property to benefit the broader district where other property owners can continue connections and the network of outdoor open spaces.
- d. **Outdoor seating and dining** – expanded sidewalk areas, outdoor plazas, or other outdoor open spaces shall be used to provide areas for outdoor seating. Seating areas shall be provided for patrons of businesses and general community use.

1.2 Site Design Guidelines

- A. **Strategically integrate new building placement** – place new buildings to define outdoor open spaces, define street or circulation frontage. conceal parking and reduce the scale of large parking areas.
 - a. **Define open spaces and streets** – new buildings shall be placed on the site to define the edges of outdoor open spaces and to define double-loaded streets or circulation. The streets or circulation may be internal circulation for the site only but should be defined and treated as a street with buildings oriented to the street frontage, sidewalks, and pedestrian amenities. A building's principal façade(s) should be oriented to the outdoor open space or street, minimally setback, and occupying a majority of the frontage.
 - b. **Conceal and Define Parking** – new buildings shall be placed to conceal parking or reduce the scale of large expanses of parking by breaking large parking areas into smaller defined and separated parking bays. Separated parking bays should be further defined by pedestrian circulation and landscaping at the perimeter.
- B. **Align the orientation and setback of new buildings** – create new buildings that define the adjacent open spaces with primary and secondary facades. Primary building façade(s) should be oriented to outdoor open spaces and primary street or circulation frontages. Special care should be given to new buildings that are centrally located where

a rear service area is not practical. In these cases, integrate screening and buffers into the design to conceal these areas and to direct focus to the primary facades.

- a. **Consistency and continuity** – building setbacks should be consistent with the surrounding context to strengthen continuity of the street form.
 - b. **Expanded space and amenity** – variation in setbacks may occur where addition space is being provided for an outdoor open space. The continuity of other building alignments should reinforce the importance of this variation to create a feature open space.
- C. **Integrate and minimize the presence of parking** – the visual impact of parking should be reduced as much as possible, by using landscape, pedestrian circulation, buildings, or other features to reduce the visual prominence and perceived scale of large parking lots. New parking should be placed out of prominent view. Certain edges of parking lots may be more visible than others and would require treatment of the edge of the parking lot as described to mitigate the negative view.
 - a. **Define smaller distinct parking bays** – existing parking to the front of buildings should be reduced into smaller parking bays or relocated to the side or rear of buildings, when possible. Parking lots shall be designed to recede in the visual environment via separations between parking areas and the edges of streets and sidewalks, buffering parking areas with landscaping, and screening parking areas behind buildings or other site components (fences, gates, walls or hedges).
 - b. Reduce overall parking through shared reductions – share parking between uses or tenants where the peak demand for parking occurs on different days or different times of the day.
 - c. **Extend complete pedestrian connections** – parking areas shall be interconnected in a manner that allows the unobstructed flow of pedestrians between uses and parking areas. Paving treatments or other features should be used to indicate safe travel paths for pedestrians.
 - d. **Location of garage entries** – garage entries shall be located behind buildings or separated from primary circulation routes where possible. Garage entries in public view shall be integrated with the building façade and designed to be compatible with a pedestrian scale and surrounding aesthetic.
 - e. **Treatment of structured parking, or parking within the footprint of a building** – structured parking, where provided, shall be configured on the site to allow lining with active building uses along primary streets and public spaces. Placement of the structured parking shall be surrounded on visible edges by active retail or residential uses, or continuation of the building façade. In cases where structured parking is in a prominent location, but it is not practicable for first floor commercial space, façade treatments, public art or landscape techniques shall be used to integrate the parking into the building form and buffer the ground-level environment from the garage.

2 Circulation

2.1 Circulation Design Standards

- A. **Feature continuous sidewalks and crosswalks** – to ensure connectivity for all modes of travel, all primary streets or circulation routes shall have a sidewalk or walking path on at least one side, connected by crosswalks. To create a safe, walkable environment, buildings shall be connected to each other with sidewalks, walking paths, and/or crosswalks. All buildings shall have pedestrian connections from at least two directions. The pedestrian network on a property shall connect to bus stops adjacent to the property.
- a. **Sidewalk configuration** – sidewalks shall have a minimum clear width of 5'. Sidewalks shall be widened to accommodate street trees, landscaping, and outdoor furnishing and amenities as practicable. Sidewalks shall be continuous and uninterrupted at driveways and curb cuts to reinforce priority for pedestrians.
 - b. **Multi-functional sidewalks** – sidewalks shall be safe, comfortable, and visually engaging. Where sidewalks are greater than 5', they shall also be multi-functional. Three distinct zones shall be articulated to provide adequate space for circulation with a minimum clear width of 5', adequate space for streetscape and amenities, and adequate space for activity in front of buildings. These three distinct zones shall be accounted for in the overall width of the sidewalk.
 - c. **Durable sidewalk materials** – sidewalks shall be constructed of high quality, durable materials, such as concrete and stone pavers. Sidewalks must be maintained for smooth and accessible surfaces. Because it can pose difficulty to certain pedestrians, brick is not permitted as a primary sidewalk material. Ornamental brick banding is permitted.
 - d. **Visible and well-marked crosswalks** – the pedestrian safety of the district shall be enhanced with visible and well-marked street crossings and driveway crossings. Crosswalks shall be in the continental or ladder style. Unless approved, crosswalks shall be striped in white.
 - e. **Temporary closure of street/circulation** – segments of the internal street and circulation network shall be designed so that they can be closed to vehicular travel for temporary events. The temporary events would expand the pedestrian realm into the closed street segment and utilize the additional space for the event.
- B. **Integrate traffic calming and emphasize safety** – vehicle speed is directly related to pedestrian safety. Traffic calming features shall be integrated into the design of the circulation system. Traffic calming includes reducing curb cuts, reducing corner radii, integrating speed tables, curbless street designs, street trees, and on-street parking, and narrowing travel lanes.
- a. **Reduce curb cuts** – multiple curb cuts shall be consolidated where it can be safely and effectively accomplished. Every curb cut shall provide a continuous and uninterrupted pedestrian walkway. All curb cuts shall be designed so that driveways slope up from the street to the level of the sidewalk. Curb cuts shall not be designed so that the drive is set at the street elevation.

- b. **Reduce corner radii** – corner radii, which directly impact vehicular turning speeds and pedestrian crossing safety shall be small enough to ensure turning vehicles adequately reduce their speed. Corner radii shall be a maximum of 15'. Primary truck/delivery access point(s) are exempt from this requirement.
 - c. **Integrate speed tables** – at a high-volume traffic crossing with potential for pedestrian vehicle conflict, the crosswalk shall be elevated to be level with the curb to slow traffic at the crossing. At segments of the street or circulation network adjacent to an outdoor open space, the entire segment shall be elevated as a speed table to prioritize pedestrian circulation over vehicular circulation.
 - d. **Integrate street trees and landscape** – street trees shall be integrated at every internal street or circulation route with tree species selected for the constraints of the location.
 - e. **Integrate on-street parking** – where new parking may be added, integrating parking into the street and circulation network as parallel, angled, or perpendicular spaces shall be used to slow vehicular travel and increase pedestrian safety.
 - f. **Narrow travel lanes** – travel lanes shall be narrowed to slow vehicular travel. Travel lanes shall be no more than 11 feet with a preference for 10 feet travel lane widths.
 - g. **Integrate a curbless street design** – where a speed table is extended for a full segment of a street or circulation network a curbless design shall employ signage, paving patterns, and bollards to indicate safe movement for vehicles and pedestrians.
- C. **Conceal unappealing functions and service areas** – consolidate service and loading areas where they will have the least visual presence and least impact on pedestrian and vehicular circulation.
- a. **Strategic locations and screening** – site and building layout should be designed to minimize impact and public view of service areas, loading docks, dumpsters, utilities, and other utilitarian functions of the property. The site layout shall place these components on the side of the building with the fewest number of expected pedestrians to the degree practicable.
 - b. **Reduce visual impact** – In areas where service functions are likely to be seen by pedestrians, these functions shall be buffered with site landscaping, architectural screening, and fencing. The building and site design shall be deployed to conceal or camouflage the loading and service functions so that they are not immediately obvious.
 - c. **Clearly plan, define and regulate service routes** – design the site circulation to consolidate and minimize service and delivery routes to and from buildings. Integrate the necessary maneuvering areas into the site plan and circulation design. Expand pedestrian safety features on these routes and regulate the consistent use of these routes during operation with signage or driver instructions.

2.2 Circulation Design Guidelines

- A. **Integrate bike lanes, storage, and amenities** – provide a safe and comfortable environment for cyclists. Bicycle facilities, such as on-road bicycle lanes, multi-use paths, or allocated sidewalk space (i.e., cycle tracks), are encouraged on primary circulation routes throughout the district.
 - a. **Integrate bicycle lanes** – where they are not included, streets shall incorporate signage, shared lane markings, and/or traffic calming measures to improve the safety of cyclists. Bicycle lanes shall be a minimum of 4' wide when not adjacent to on-street parking and 5' wide when adjacent to parking.
 - b. **Integrate bicycle storage** – create strategic locations near building entries and outdoor open spaces for bicycle parking with bike racks to secure bicycles. Where possible, an indoor or sheltered bicycle storage area should also be provided, particularly where new residential uses are located.

3 Landscape

3.1 Landscape Design Standards

- A. **Define outdoor open spaces with feature landscape** – highlight the centrality and hierarchy of the network of outdoor open spaces through the placement and use of landscape features, shade trees, shrubs, ground cover. Enhance existing parking with new shade trees. Define the street and circulation network with landscape.
 - a. **Landscape use and orientation** – site, block, and building orientation and configuration shall use landscape features to shield negative views, define edges, and frame streets and outdoor open spaces. Tree species shall be selected to maintain relatively clear views of the ground floor and adequate height clearances for sidewalk circulation. Landscaping shall be used to reinforce pedestrian scale elements of the building and site.
 - b. **Accent/feature landscape in outdoor open spaces** – unique tree, shrub, and ground cover species shall be deployed for featured outdoor open spaces. The landscape selections shall help to differentiate these spaces as unique and shall include the selection of more mature trees and plants to give these spaces a defined presence from the start. Feature trees shall be over 4" caliper measured 1 foot from the soil line and #1 grade.
 - c. **Themes of Swampscott** – narratives of Swampscott's history, the history of the property, or other local themes should be integrated with the design of the environment including the landscape design, interpretive signs or displays, features on the ground plane or paver design, or other elements to connect the property to local and authentic placemaking.
 - d. **Street/circulation landscape** – rows of street trees shall be provided on both sides of all primary streets at intervals no greater than 40'. To allow healthy tree growth, structural soil shall be used under adjacent sidewalks or paving when

street trees are planted in tree wells or planting strips narrower than 10'. Street trees or other shrubs at sidewalks and parking shall be used to define the street and site edges.

- e. **Trees and plantings** – trees, shrubs, and groundcover shall be appropriate to the conditions of a particular location and the climate of Swampscott. All plantings shall be native species. Invasive plant species are prohibited. Plants located near streets, driveways, or parking lots must be salt-tolerant.
- B. **Screen less attractive areas with landscape** – conceal service areas with landscape and reduce the scale and visual impact of parking with landscape.
 - a. **Parking landscape** – landscape areas shall be designed to ensure plant health, including adequate area for snow removal, and shall create planting strips of not less than 8 feet wide for trees. Landscape areas shall be placed at all exterior edges of the parking area that abut adjacent properties, streets or circulation networks. Parking bays greater than 15 consecutive spaces shall be broken up by at least one planting bed per bay. This requirement may be waived if arrangements with existing tenants prohibits modifications to existing parking areas.
 - b. **Buffers and screens** – landscape buffers shall be used to screen parking, loading, and service areas that may be visible from public streets or open spaces. All views that could be associated with a negative impact shall be screened with strategically selected and located landscape features. Screening may also include architectural walls, fences, or other visual barriers.
- C. **Preserve existing trees** – preserve, protect, and maintain existing mature trees as part of the future site plan.

3.2 Landscape Design Guidelines

- A. **Integrating street furniture** – permanent street furniture, including light fixtures, benches, bike racks, trash and recycling receptacles, and newspaper stands, shall be consistent with Town standards and coordinated with Swampscott. All street furniture shall be integrated with street and sidewalk circulation to ensure adequate clearances, access, and convenience of the location for these amenities. Street furniture shall be clustered at convenient locations that are plainly visible and accessible, such as near building entrances.
 - a. **Seating** – both movable and permanent seating shall be provided throughout the property and be a prominent feature of the outdoor open spaces. A variety of seating types should be used. Permanent seating should also be designed for multifunctional uses, such as integrating seating with a planting bed, using seating fixed seating as a barrier for vehicles to enter a pedestrian area, or other functions.
 - b. **Trash receptacles** – a consistent and coordinated system of trash receptacles should be placed throughout the property with a concentration at the outdoor

open spaces. The selection of trash receptacles should coordinate with the Town of Swampscott and other accessories on the property.

- c. **Other objects** – other street furniture and objects should be coordinated with the type, color, design, and material of other street furniture objects. Clusters of street furniture should be designed to enhance convenience for pedestrians and to minimize disruption to circulation networks.
- B. **Integrate site lighting with landscape** – integrate pedestrian scaled lighting into the pedestrian circulation system and outdoor open spaces. Enhance dark sky compliance through fixture selection, avoid light spillover, and encourage efficient and sustainable LED lighting.
 - a. **Pedestrian-oriented lighting placement** – placement of lighting fixtures should be designed to provide adequate ambient light levels for safety and usefulness, and should be configured to highlight pedestrian paths, building entrances, and outdoor open spaces. Integrate feature lighting with the outdoor open spaces to define these as a central feature in the evening and nighttime operational hours.
 - b. **Feature/accent lighting** – at featured outdoor open spaces, overhead string lights or other overhead fixtures or installations should be used to elevate the character of the space and to help define it as a featured highlight of the site plan.
 - c. **Sensitive site lighting** – site lighting should use shielded and full cut-off fixtures that avoid spilling light onto neighboring streets, properties, structures, and into the night sky. Site lighting should use low height fixtures, between 14 and 17', which should reinforce the pedestrian scale, measuring the height of a light fixture from the ground to the light emitting flat glass of the luminaire; pole height may be higher than the light-emitting height. Portions of parking areas or truck/delivery routes may require taller fixtures.
 - d. **Sensitive building lighting** – building lighting should use shielded fixtures that avoid spilling light onto neighboring streets, properties, structures, and into the night sky. Building lighting should focus on illuminating building entries, display windows, and building signs. Coordinate architectural lighting of facades, building accents, awnings or other features to create a cohesive and complementary lighting effect.
 - e. **Signage lighting** – building signage may be lit by a fixture(s) that should light the sign and shield other views from glare. Light fixtures should be consistent with the character of the building or should be hidden from view.
 - f. **Reduce uplighting** – uplighting is permitted when used as follows: 1) To light a primary entrance when the lighting fixture is wall-mounted under an architectural element (e.g., roofs over walkways/entries or overhanging, non-translucent eaves) so this uplight is captured; 2) To light local, state, or national flags, when no more than two light fixtures per flagpole are used with an equivalent total lumen maximum of a 150 watt bulb (incandescent). The fixtures should be shielded such that the lamp is not visible beyond a fifteen-foot radius.

4 Building

4.1 Building Design Standards

- A. **Scale and shape of buildings** – Create continuity in height and scale, reduce the perceived height and bulk of larger buildings by extruding the building massing into a series of interconnected masses that could be perceived as separate structures, stepback building massing at upper floors to reduce height and bulk, and increase the perceived height and bulk of single-story retail structures to better define a presence and sense of enclosure at outdoor open spaces.
- a. **Building form** – the shape and massing of the building shall complement abutting structures and define the edges of streets and open spaces. The building form and building massing shall use the techniques described herein to reduce the impact of large uninterrupted building masses and facades and to create smaller building forms that are relate to a human-scale.
 - b. **Building scale** – large scale buildings shall be reduced in overall impact by providing variation in building massing. The configuration of architectural components shall be composed to reduce the overall scale of buildings to relate to a human-scale. Elements that may help to relate building massing proportionally to the size of the human body shall include articulated building bases through a change in material or color; placement of windows in a regular pattern; use of materials that are made of smaller human-scaled modules; and articulation of building entries with canopies, porches or awnings, facade, and roof projections (such cornices, defined bays). The tallest portions of multi-story building height shall be placed away from prominent views with the impact and visual access reduced.
 - c. **Modulation of building mass, scale, and bulk** – buildings greater than 100' in length shall be broken up with multiple bays at a minimum of every 60'. Where windows are not possible or appropriate to the intended use, vertical articulation in the form of raised or recessed surfaces, piers, columns, pilasters, etc. must be used to break up blank walls. Building design elements, details and building massing shall create a well-proportioned and unified building form and exhibit an overall architectural concept. Spacing and width of bays shall provide intervals that create elements of a scale similar to surrounding buildings.
 - d. **Facade length and articulation** – buildings or portions of a building with wide facades shall be divided into smaller parts through pronounced variation in the primary wall plane. Façade length shall be articulated at least every 60'. This may be accomplished through the division of the building facade into smaller parts, variation in the cornice or roofline, or projections or recessions in the building facade.
 - e. **Facade design** – blank wall surfaces greater than 20' are prohibited if visible from streets, circulation, or other outdoor open spaces. Any side of the building

that has frontage on a sidewalk or street shall include windows, doors, murals or other architectural articulations.

- B. Character and height of ground floor** – provide a generous ground floor in new structures to enhance the connection between interior and exterior spaces, bring daylight into spaces, and strengthen the sense of place and community.
- a. **Visual interest and pedestrian comfort** – if a building's primary façade orientation is not facing the primary street, then the treatment of the façade along the primary street should be designed to be comfortable to pedestrians, including windows and other treatments, such as canopies, green screens, art, landscaping or other interactive designs meant to engage pedestrians.
 - b. **Feature interior activities** – storefronts are most vibrant when offering views of active interior uses. This shall include shops, restaurants, and cafes, but may also include residential lobbies, community rooms, exercise rooms, and art galleries. Multi-story, multi-use buildings shall be arranged with the most active portions of the program on the ground floor. The least active uses, such as offices, banks, medical offices, etc., shall be oriented to the side or rear of the building.
 - c. **Prominent ground floor** – for multi-story buildings, the ground floor height for commercial uses shall be greater than upper stories and be a minimum of 15'. Single-story buildings shall be a minimum of 20' tall; parapets or other similar architectural elements may be included in the calculation of a single-story building height.
 - d. **Ground level articulation** – the building facade shall clearly define commercial ground floor space and differentiate the articulation of the ground floor from the residential or mixed-use space on the building stories above. Ground level facades in non-commercial buildings shall be articulated in such a way that they are visually compatible with nearby commercial storefronts and maintain an active and inviting street level. Articulation of the ground level of a building shall be used to visually anchor the base of the building on the site and to define a human-scaled base at the primary street frontage.
 - e. **Ground floor windows** – primary building facades facing a street or circulation route shall have at least 25% of the overall façade in transparent windows. For purposes of this requirement only, ground floor façade shall be defined as the area that is 12 feet above the finish floor elevation of the building. Ground floor storefront windows shall be typically more frequent and taller than upper stories. Glass in the storefront shall be clear, as opposed to reflective, tinted, or mirrored.
 - f. **Multi-tenant signage** – signs for buildings with multiple tenants shall be coordinated across a building facade to offer clear, orderly, and legible information about the building and tenants through consistent location of signs, such as a consistent sign band on the building façade. Signage shall not be placed on the upper facade above the second story of multi-story buildings.

4.2 Building Design Guidelines

- A. **General character and architectural style** – the building designs shall create a sense place and community through shared design features and a common theme connecting the ground floor of each structure. Variation on the theme shall be integrated across multiple structures, including variation on upper floors of multi-story buildings. The common theme shall connect to the history of the property, historical narratives of Swampscott, or the traditional architectural heritage of the Town while interpreting the themes in a manner authentic to a contemporary mixed-use redevelopment that reinforces a human-scaled environment.
- a. **Architectural treatments** – architectural details, variations in materials, and elevated quality and design should be featured on the ground floor of buildings, and particularly around or near building entries on the primary façade. Such details may include, but are not limited to, trim around entrances, corners, eaves, doors, and windows; distinctions in exterior cladding materials; changes in roof form or type; changes in parapet height; integrating a canopy; or integrating public art, murals, or other visually engaging signs, exhibits, or installations. These components should be coordinated to reinforce the human-scaled aspects of the building design.
 - b. **Building materials** – building materials should be strategically deployed to increase the visual interest of the structure, particularly for buildings with long facades, by incorporating a variety of textures and colors. Building facade materials may include, but are not limited to, brick, concrete masonry, wood, fiber cement panel, cast stone, glass, terracotta wall panel, metal panel, cellular PVC trim, tile, and other sustainable materials. If used, cementitious stucco should be incorporated with additional materials listed above. Poured-in-place concrete and pre-cast concrete are appropriate with special consideration to formwork, pigments, and aggregates that create rich surfaces. In general, more resilient, and finer detailed materials should be placed on the ground floor, particularly in locations where they would reinforce the human-scale and be resilient to the impacts of high-volume use.
 - c. **Awnings** – awnings may be used to provide a human-scaled element to the ground floor of building facades and protect building entries. Awnings should not be placed on a building such that they obscure important architectural details by crossing over columns, pilasters, or covering windows. Multiple awnings on a single building with a single tenant should be consistent in size, profile, location, material, color, and design. On multi-tenant buildings, awnings should be allowed to vary in color and details but should be located consistently and at the same height on the building façade.
 - d. **Roof form** – roof forms should be authentic to the scale and size of the structure. Smaller structures should contribute to variety of roof forms with the opportunity to authentically integrate pitched roofs and connect to the traditional architectural

heritage of the Town while interpreting the themes in a manner authentic to a contemporary mixed-use redevelopment that reinforces a human-scaled environment.

- B. **Character of upper floors** – provide variations on the themes of the ground floor features, while translating into differences that may be present including punched-opening windows, less height between floors, and less need for the most resilient materials.
 - a. **Visual distinction** – the building design for multi-story buildings shall create or maintain a visual distinction between upper and lower floors. Upper stories should have the effect of “receding” from the ground floor. To that end, all multi-story structures should have a 5’ step-back between the first and second stories for commercial uses. For residential uses, the intended effect can be achieved through several means, including a 1’ step-back, architectural banding above the first story of approximately 1’ in depth, a canopy, or other visual break that creates a similar effect.
 - b. **Placement of building windows** – define a pattern of upper-story windows that relates to the ground floor and creates a visually balanced pattern.
 - c. **Upper-level amenities** – integrate upper-level amenities such as roof decks, courtyards, or balconies into the form and design of the building.
- C. **Placement of building entries** – strengthen building orientation to activate outdoor open spaces, circulation and streets with building entries that are a primary feature of the building façade and strategically located to activate the adjacent exterior space.
 - a. **Entries oriented to the street** – the primary building façade should be oriented to the street or circulation route and/or outdoor open spaces adjacent to it, the primary building entrances should be easily identified and oriented to these exterior spaces and features and clearly discernible upon approach to the building.
 - b. **Placement and treatment of entries** – building entrances should be part of an active and welcoming façade composition that is integrated into the overall building massing and configuration of the building form. The building facade should integrate separate entrances for multiple tenants and uses. Building entries shall be used to introduce human-scaled components to the building facade, such as storefronts, canopies, and provide a high level of visibility and transparency into ground floor uses to activate and add interest to the adjacent outdoor space.
 - c. **Recessed entries** – where a building entry may cause congestion on a sidewalk area or outdoor open space, recessing the building massing, or recessing the entry area is preferred. Particularly, where adjacent sidewalks are five feet or less in width, building entrances should be recessed to a minimum depth equal to the width of the door to prevent doors from swinging into the sidewalk and obstructing pedestrian circulation.

5 Sustainability

5.1 Sustainability Design Standards

- A. **Site sustainability** – integrating sustainable design features into the site design shall be used to reduce the environmental impact of the development and decrease dependence on fossil fuels.
 - a. **Connect to multi-modal transit networks** – complete pedestrian and bicycle connections to multi-modal networks adjacent to the property to increase multi-modal site access. Connect the sidewalk network to abutting transit stops. Connect the bicycle network to abutting bicycle lanes and shared paths.
 - b. **Design functional stormwater features as landscape amenities** – bioretention areas shall be designed as a part of the landscape features to filter and infiltrate stormwater to reduce runoff from impervious surfaces. These areas shall be used to reduce impervious surfaces and provide additional opportunities for landscape.
 - c. **Select and maintain native plant species** – Swampscott is in USDA Hardiness Zone 6b. Plant species selected for the property shall use plants appropriate for the climatic conditions and that are native to the region. Invasive plant species shall be managed and removed as part of the property landscape maintenance.
 - d. **Use vegetation to minimize energy use** – the location of street trees, shade trees, and other landscape features shall be strategically placed to reduce the need for building cooling and to provide insulation against heat loss in the winter.
- B. **Building sustainability** – integrating sustainable design features into the building design shall be used to reduce the environmental impact of the development, support high performing and healthy buildings, and decrease dependence on fossil fuels.
 - a. **Achieve LEED Gold certification** – achieve LEED Gold certification or better. LEED stands for Leadership in Energy and Environmental Design. It is a voluntary rating system administered by the U.S. Green Building Council to certify the sustainability of buildings and their surroundings.

5.2 Sustainability Design Guidelines

- A. **Site sustainability** – integrating sustainable design features into the site design should be used to reduce the environmental impact of the development and decrease dependence on fossil fuels.
 - a. **Renewable energy features** – where possible generate alternative sources of energy on site through the installation of solar panels on buildings, solar panel canopies over parking lots, mini wind-turbines, geothermal systems, or other technologies to reduce the property's energy dependence on the power grid and fossil fuels.
 - b. **Reduce water use for irrigation** – manage and collect precipitation on the site in the form of rain gardens, cisterns, or rain barrels to aid in the irrigation of landscape. Select tree and plant species that are climate appropriate, native species that are drought tolerant.

- c. **Reduce urban heat island effect** – heat islands experience higher temperatures than outlying areas due to structures such as buildings, roads, and parking that absorb and re-emit the sun’s heat. The installation of green roofs, cool (light colored), or reflective roofs, and the increase in the amount of green space, and shade trees should be used to reduce the heat island effect.\
 - d. **Maintain on-site structures and paving** – reducing embodied carbon emissions involves the reuse and renovation of existing buildings and structures. The carbon emissions from producing and transporting materials have already occurred in the structures and paving that already exists on-site, and reuse can reduce the overall carbon footprint of the project.
 - e. **Use regional materials** – the use of local and regional materials can reduce the environmental impacts from transportation and can help connect the place to local narratives.
 - f. **Support social cohesion** – social cohesion exists where people feel part of a community. The community-oriented aspects of the outdoor open spaces and areas of social gathering and activity help to build this aspect of sustainability and inclusion in the development. Messaging and programming within these spaces should be designed to make all feel welcome.
- B. **Building sustainability** – integrating sustainable design features into the building design should be used to reduce the environmental impact of the development, support high performing and healthy buildings, and decrease dependence on fossil fuels.
- a. **Integrate renewable energy sources** – where renewable energy sources are deployed, they should be cohesively integrated with the design of the building. For example, a solar array on a roof of upper-story façade should not appear to be tacked on at the end of the design, but should be thoughtfully integrated with the building massing, form, and surrounding material selections.
 - b. **Reach for additional sustainability goals** – the ambitious pursuit of net zero or net positive energy, carbon, and/or waste at the property would be welcomed. A net zero carbon building is a highly efficient building that achieves a zero balance of carbon emissions emitted during operations. This achievement would be beyond the achievement of LEED Gold certification and could be tracked through LEED Zero, Passive House Certification, or Net Zero Energy Certification administered by the International Living Future Institute (ILFI).

6 Affordability

Refer to Section 4.8.0.0 of the Swampscott Zoning Bylaw for the full requirements of the Inclusionary Housing Regulations.

6.1 Affordability Design Standards

- A. **Inclusionary Housing Regulations** – Section 4.8.0.0 of the Swampscott Zoning Bylaw includes the Inclusionary Housing Regulations. The regulations apply to any project that results in a net increase of ten (10) or more dwelling units. The applicant shall contribute to

the local stock of affordable units by constructing at least ten (10) percent of the units as affordable housing units on the subject property, or different property, an equivalent fees-in-lieu of payment, donation of land, or any combination of the requirements if it complies with the equivalent number of required affordable units.

- B. **Housing affordability** – all affordable units shall be subject to an affordable housing restriction and a regulatory agreement in a form acceptable to the Planning Board and count toward Swampscott’s Subsidized Housing Inventory (SHI).
- C. **Design of Affordable Units** – affordable housing units shall be situated within the development so as not to be in less desirable locations than market-rate units in the development and shall, on average, be no less accessible to public amenities, such as open space, as the market-rate units. Affordable housing units shall be integrated with the rest of the development and shall be compatible in design, appearance, construction, and quality of materials with other units. Interior features and mechanical systems of affordable units shall conform to the same specifications as apply to market-rate units.

6.2 Affordability Design Guidelines

- A. **Commercial affordability and local small business support** – to the extent feasible support local small businesses. When commercial vacancies occur, invite local small businesses or successful home occupations to temporarily use the space or create an incubator space for a local small business or businesses.

Section 4 – Definitions

Technical terms that may require further explanation are defined in this section.

Awning – an awning or canopy is any device, fixed or retractable, made of canvas or duck cloth, which extends over or otherwise covers a sidewalk, courtyard, walkway, eating area, driveway, or other area or space, whether that area or space is intended for pedestrians, vehicles, or other purposes.

Blank Wall – a portion of the exterior of a building that does not include doors, windows, or other defining features.

Block – an area bounded by streets or by a combination of streets and public land, railroad rights-of-way, waterways, or any other barrier to the continuity of development.

Buffer – areas of land maintained in a landscaped fashion or in a natural state that are open, unpaved, and not used for buildings, parking areas, or storage of any kind with the intention of providing space and reducing visual impact for abutting uses or properties.

Building – an independent structure resting on its foundations and designed for the shelter or housing of persons, commerce, or property of any kind. The word “building” shall be construed, where the context requires, as though followed by the words “or part or parts thereof.”

Building Massing – the overall size, shape, and form of a building, including the geometry of the floor plan, height of the building, and form of the roof.

Building Sign – any wall sign, projecting sign, suspended sign, or any sign attached to any exterior part of a building.

Fence – an enclosure or barrier, such as wooden posts, wire, iron, etc. used as a boundary, means of protection, privacy screening or confinement, but not including hedges, shrubs, trees or other natural growth.

Front Facade – the side of a building that faces a street; corner buildings have two front facades.

Frontage – the length of continuous linear feet of a lot which runs along a street.

Glazing – the part of a building wall or window that is made of glass.

Ground Floor – the first floor of a building that is level with or elevated above the sidewalk, excluding basements.

Human Scale – relating the proportions of a structure's mass and bulk, street fixtures, signs, or other architectural or site elements to the proportions of the human body.

Lot – a single area of land in one ownership with definite boundaries, ascertainable by deed or recorded plan.

Outdoor Open Space – a publicly accessible private space between buildings, streets or circulation routes that contributes to the sense of place and community and that can accommodate a variety of uses.

Parking Lot – an area dedicated and exclusively used, in whole or in part, for parking of motor vehicles on a lot, in a garage, or on a parking deck, including aisles, accessory structures, and landscaping, provided that the horizontal area on the lot available for parking, whether paved or not, and the parking layout meet the provisions of the Zoning Bylaw applicable at the time of approval, and further provided that any increase in the required parking due to a change in use or to an increase in building floor area or outdoor area served by such parking shall require approval or a revised parking or site plan.

Planting Strip – the area between the curb and the sidewalk, intended to provide a buffer between pedestrians and vehicles, where grass and street trees are often located.

Principal Facade – any facade that constitutes the primary visual and functional orientation of the building or tenant space, characterized by a combination of such features as principal entry, storefront, and visibility from streets or parking areas.

Property – see definition for *Lot*.

Roof – the structure covering the upper portion of a building.

Scale – the proportion of a structure's mass and bulk in relationship to other structures in that neighborhood; or the relative size of a building, street fixture, sign, or other architectural or site element. See related definition for *Human Scale*.

Setback (front) – the minimum horizontal distance between the front lot line and the building nearest the front lot line measured at a right angle to the front lot line.

Sign – any permanent or temporary device, letter, word, billboard, placard, painting, drawing, poster, banner, pennant, insignia, trade flag, streamer, display, emblem, or representation used as or which is an advertisement, announcement, or direction, or is designed to attract the eye.

Site – see definition for *Lot*.

Stepback – a required change in the vertical plane of the building façade at a specified height where the portion of the building above that height is recessed from the principal vertical plane typically employed to reduce the impact of taller buildings. For example, a 5-story building may require a stepback at the top of the 4th story to push the face of the 5th story back 10' from the vertical plane of the building below.

Storefront – the display and entry areas of a ground floor or street level space that attracts visual attention to retail, business, or restaurant activity.

Street – a public way, or a way shown on a plan approved by the Planning Board under the subdivision control law, or a private way in existence when the subdivision law became effective in the Town which, in the opinion of the Planning Board has sufficient width, suitable grades and adequate construction to provide for the needs of a vehicular traffic.

Street Frontage – the portion of a property or building which is aligned with a street it abuts.

Streetscape – the components and character of the street that may include the sidewalk, street trees, streetlights, curbs, benches, planters, tree grates, trash receptacles, bicycle racks, transit shelters, or bollards.

Transparent – the use of clear glass in a facade to strengthen the visual connection to retail, restaurant, commercial, or other activity inside of a building.

Wall Area – the area of a wall within a single plane.