

DRAFT - 3/22/22

New Bedford

Transit-Oriented-Development (TOD)

Design Guidelines

2021



SRPEDD
Southeastern Regional Planning
& Economic Development District



Acknowledgements

This *New Bedford TOD Urban Design Guidelines* document would not have been possible without the support, input, and local knowledge provided by the town's citizens, professional staff, and leadership. The City would like to acknowledge the following for their role in preparing these *Urban Design Guidelines*.

City Staff

Jennifer Carloni, *Director of City Planning*
Anne Louro, *Assistant City Planner & Preservation Planner*
Michael McCarthy, *Assistant City Planner*
Angela Goncalves, *Assistant Project Manager*
Tabitha Harkin, *Former Director of City Planning*

Planning Board

Kathryn Duff, *Chair*
Peter Cruz, *Member*
Arthur Glassman, *Vice Chair*
Alexander J. Kalife, *Clerk*
Kamile Khazan, *Member*
Shayne Trimbell, *Associate Member*

This document was prepared by the following agency and individuals:

Southeastern Regional Planning and Economic Development District (SRPEDD)

Phillip Hu, *Comprehensive Planner*
Grant King, *Director of Comprehensive Planning*
Sara Brown, *Comprehensive Planner*
Robert Cabral, *Comprehensive Planner*
Jed Cornock
Lizeth Gonzales, *Comprehensive Planner*
Taylor Perez, *Comprehensive Planner*

Assistance was provided by the following organizations and individuals:

Vanasse Hangen Brustlin, Inc. (VHB)

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1 Introduction

Purpose and Applicability of the Guidelines

Using this Document

These Design Standards and Guidelines supplement the City of **New Bedford Zoning Bylaw (ZBL) Section 275-8.X**, and establish the design requirements for development within the areas around the two New Bedford Stations of the MBTA South Coast Rail Expansion.

These Design Standards and Guidelines apply to all proposed development that uses takes place under the provisions the Transit-Oriented Development (TOD) Overlay District.

The Planning Board or Zoning Board of Appeal, at its sole discretion, can approve reasonable and justifiable deviations from the Design Standards if, in its opinion, such deviations contribute to the goals articulated in Section II (Goals and Principles) more effectively than strict compliance. Applicants should clarify how the proposed deviations further the goals of the City as defined in Section II.

Adhering to these Design Standards and Guidelines does not exempt applicants from obtaining all required permits and complying with all applicable building codes, laws, and regulations in force.

The Document is divided into five sections, covering **(1) Site Design and Streetscape, (2) Building Design, (3) Building Element Design, (4) Parking, and (5) Signage**.

Under each section, **Design Principles** organize the strategies that will help advance neighborhood design goals. Under each design principle, strategies are categorized either as Design Standards, Encourage, or Discourage.

Design Standards and Guidelines

The Design Standards and Guidelines include both binding design standards for compliance and non-binding guiding principles.

Design Standards: These are generally measurable, binding standards that are required for design approval, with some room for flexibility by staff and the Planning Board or Zoning Board of Appeal. *Examples: Lot Coverage maximums, Active ground floor requirements.*

Encourage: These are non-binding guidelines and strategies that will help a development achieve the goals and principles of the design guidelines.

Discourage: These are common issues with new developments that should be avoided, using the suggested non-binding guidelines and strategies.

2 Goals and Sub-Area Vision

Overall Neighborhood Vision

The two new commuter rail transit stops present an incredible opportunity to bring new investment to New Bedford. But change can also disrupt existing neighborhoods.

These Design Guidelines will help new development to fit in the neighborhood context while improving the quality of life of new and existing residents.

The **goals** of the design guidelines describe a vision for the area as a whole. The **principles** are the design strategies that proposed developments will be measured against. Each principle supports the goals and directly relates to the organization of the design standards and guidelines.

In the spirit of a Transit-Oriented-Development (TOD) neighborhood, the following goals and principles shall guide development in the TOD area.

Goals



Encourage new **mixed-use development** that is inclusive to all and builds on the area's existing vitality and community connections.



Create new **walkable and bikeable** connections that foster livable and vibrant streetscapes and encourage transit use.



Create jobs and bring **economic development** opportunities to New Bedford, including compatible waterfront, light industrial and commercial uses.



Create human-scaled neighborhoods with welcoming **public spaces and green open spaces**.



Encourage accessible development that promotes and prioritizes **transit use**.



Center **climate resilience** at all scales of design, reducing carbon impact and mitigating the effects of sea level rise, heat island, and stormwater runoff.



Increase the supply of **housing** close to transit and at a range of price points, including affordable housing.

Existing Context

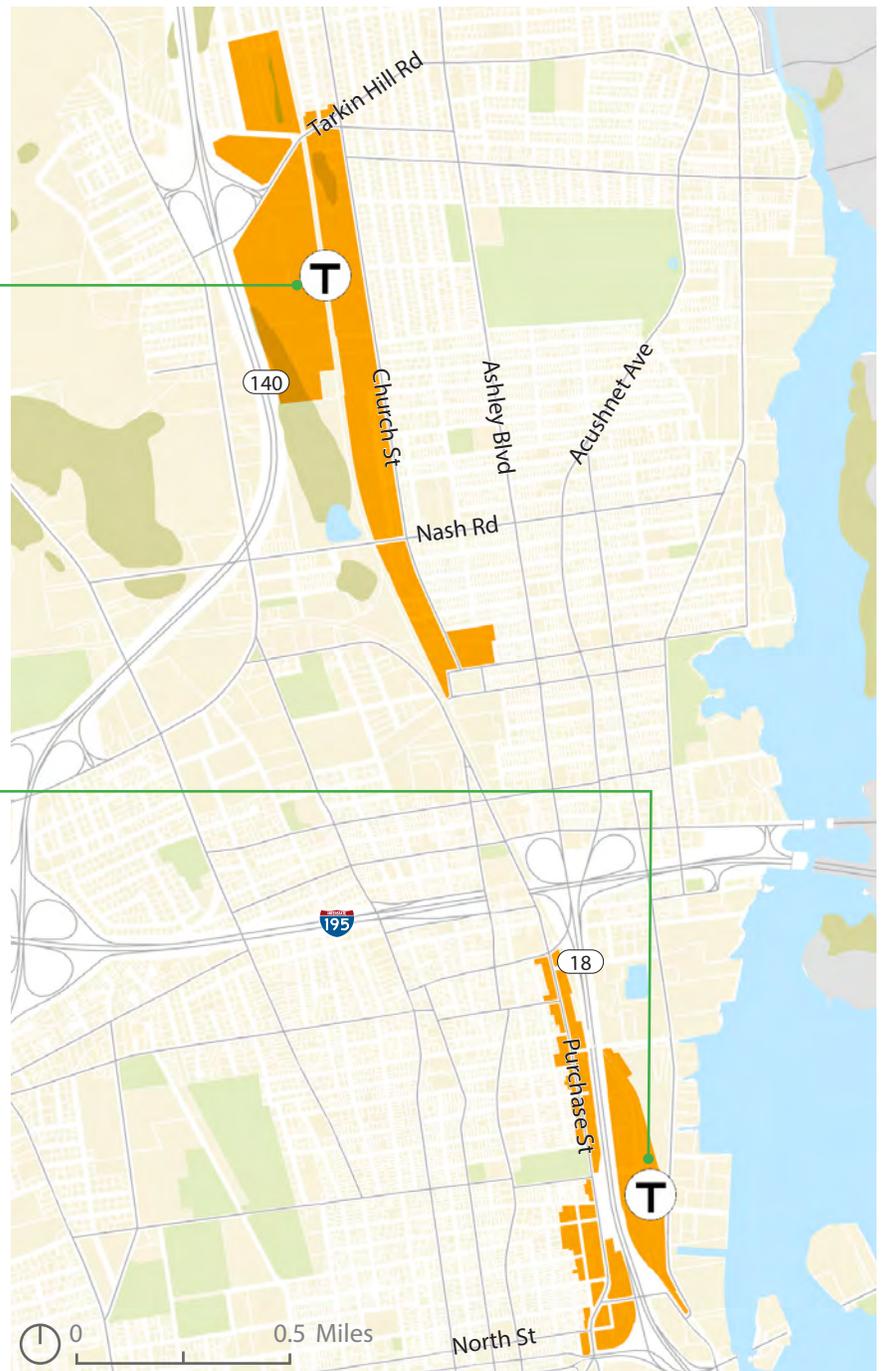
The two planned platforms will be on the New Bedford Main Branch of the South Coast Rail, estimated to be completed by late 2023.

Kings Highway TOD

The Study Area around the Church Street Station consists of the Kings Highway Retail Plaza to the west and many low-slung industrial and commercial buildings along Church Street to the east of the railroad. The adjacent neighborhood consists of single- and two-family houses.

Clasky Common TOD

This area around the New Bedford Station is closest to Downtown New Bedford but is separated from it by Route 18 and other arterial roads; however, the New Bedford Station will be connected to the Downtown and Clasky Common neighborhood via a new pedestrian bridge over these roadways. The Study Area also consists of the southern portions of the Acushnet Heights Historic District and other adjacent commercial properties.





View of current Whales Tooth parking lot and future site of the New Bedford station.

Kings Highway TOD

Existing Conditions

Subdistrict A and B consist of large-lot, low-slung commercial, warehouse, and industrial buildings. Subdistrict B also includes a narrower block of free-standing houses and two large mill-style industrial buildings.

Subdistrict C includes the Kings Highway Retail Plaza, a large, commercial strip mall with an extremely large and under-utilized parking area. It also includes the Stop & Shop, Rothtec site, and other adjacent parcels.

Subdistrict D consists of a large empty lot, a few low-slung commercial buildings, and one block of about 10 single-family homes.

While the large lots and blocks allow for development flexibility, they are not pedestrian-friendly. The rail line also creates a barrier between Subdistrict C and the rest of the district.

Recommendations

Subdistrict A and B: Additional connections are needed to break up large blocks to be more human-scaled and pedestrian-friendly. King Street and Worcester Street should be extended as a parallel corridor to Church Street. Secondary streets and inter-block connections that run East-West should extend some existing residential neighborhood streets, creating signalized intersections for safer crossings. A multi-use path running parallel to the rail would also improve connectivity.

Subdistrict C: The Kings Highway Retail Plaza will need to be subdivided with a new street network. Similar to the pedestrian bridge connecting Downtown New Bedford to the Whale's Tooth platform, new development should work with the City to create a new pedestrian bridge connecting subdistrict C with the train stop.

Subdistrict D: Brook Street and Phillips Avenue should be extended to subdivide the large block. A multi-use path that runs along the rails would complete the green corridor that runs north-south through Sub-District A and B to connect Subdistrict D to the new station.

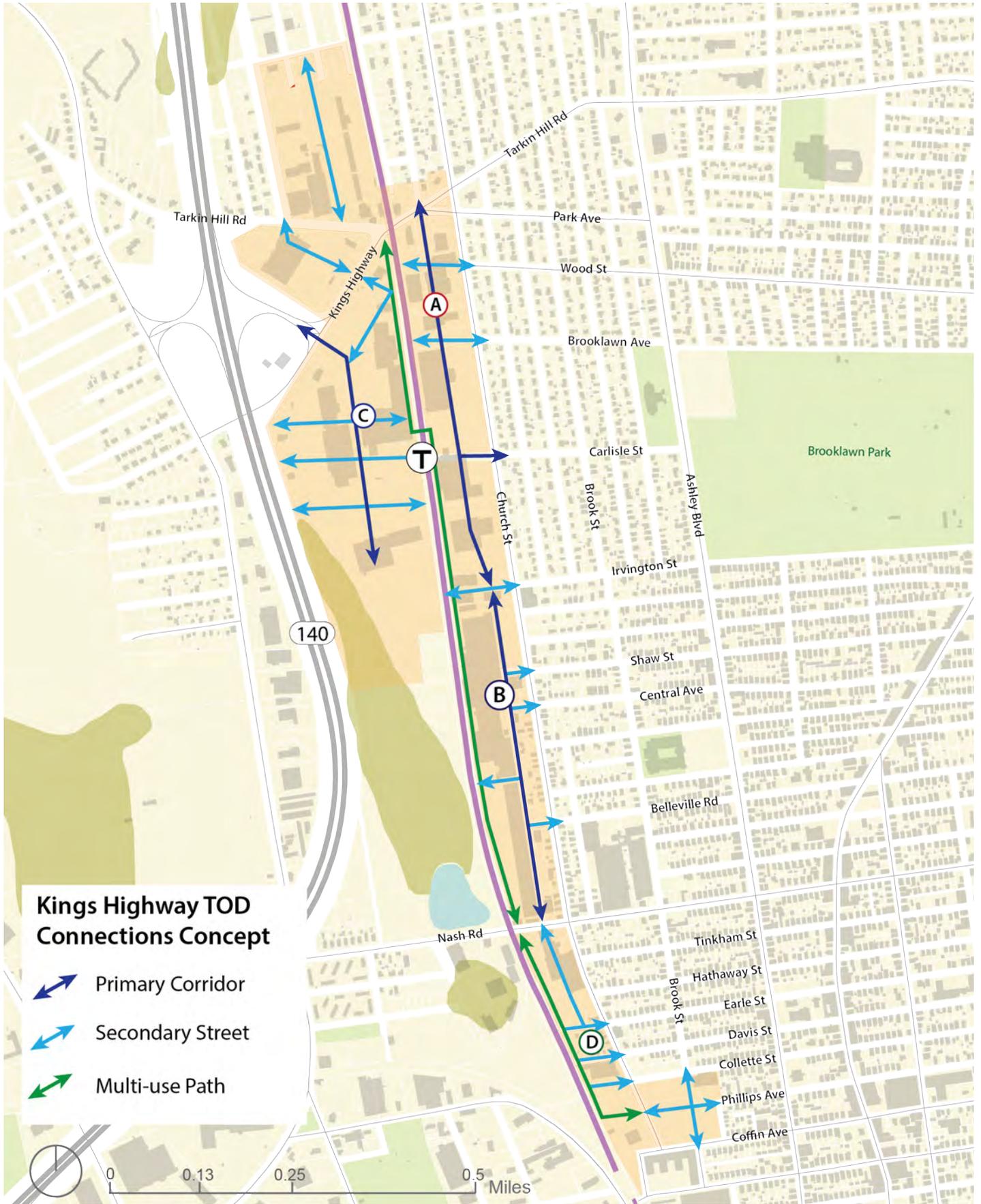
Zoning Overview

A new Mixed-Use Transit-Oriented-Development (TOD) Overlay District will cover Subdistricts A, B, C, and D. The new zoning includes:

- Maximum Lot Coverage to establish new connections and public spaces.
- 60 ft height buffer zone and 100 ft height maximum closer to the rail line.
- Allowed Uses: Residential, Commercial, Office, Lab.
- Parking Maximums and Reduced Parking Requirements.

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Clasky Common TOD

Existing Conditions

Much of the Clasky Common Study Area in and around the Acushnet Heights Historic District (Subdistrict B) is already developed and consists of houses and smaller commercial buildings.

Subdistrict A consists of the Whale's Tooth Parking Lot (ferry and rail riders) and several low-slung commercial and industrial buildings. Subdistrict A is situated between Route 18 and the railway and is connected to the rest of the Study Area at an aging pedestrian bridge at Pearl Street. This bridge will be replaced with a modern bridge.

Recommendations

Subdistrict A: Due to its proximity to the future T stop, this area provides an opportunity for higher density development, up to 100'. New developments should focus on improving Acushnet Avenue and creating improved connections to the Acushnet Heights neighborhood for pedestrians and bikers commuting to the new station.

Subdistrict B: East of Purchase Street, more flexibility in uses is allowed to encourage a vibrant walkable mixed use neighborhood with commercial and residential uses. Enough setback should be left to improve the sidewalk along Purchase Street.

West of Purchase Street, focus should be on smaller infill and adaptive reuse opportunities, particularly the historic, architecturally significant Armory.

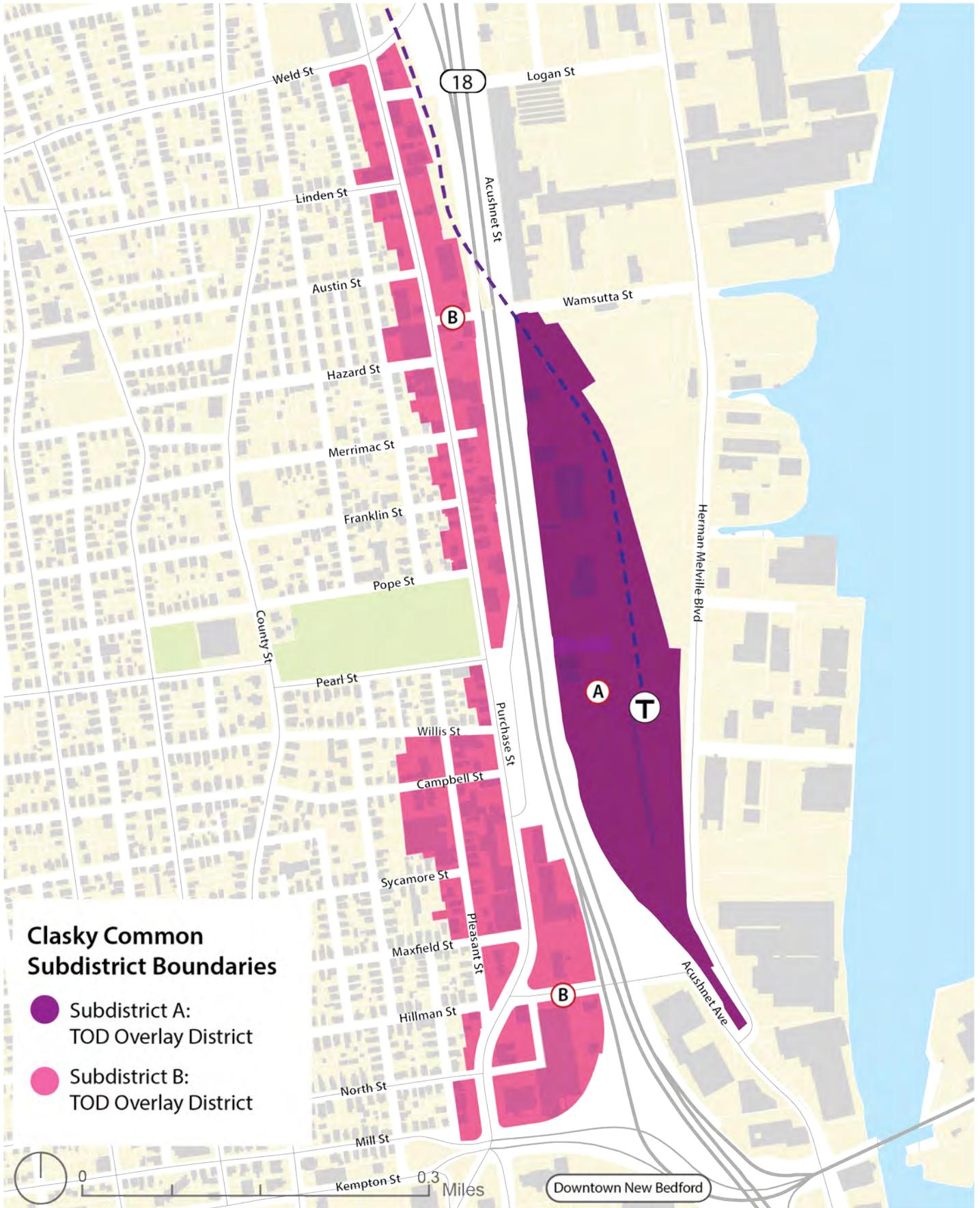
These developments should be limited in height and scale to ensure they fit in the historic neighborhood.

Zoning Overview

Subdistrict A will employ a similar Mixed-Use TOD Overlay District as the Kings Highway TOD Overlay District, using similar massing and design guidelines.

Subdistrict B, east of Purchase Street, will also be under the same Mixed-Use TOD Overlay District. Key areas of Subdistrict B west of Purchase Street will be will be under the overlay, while the zoning for most of the residential areas will not change.

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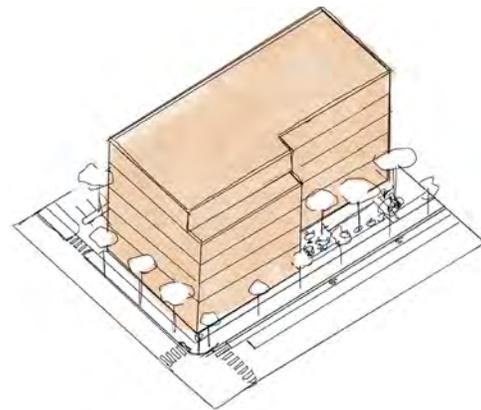
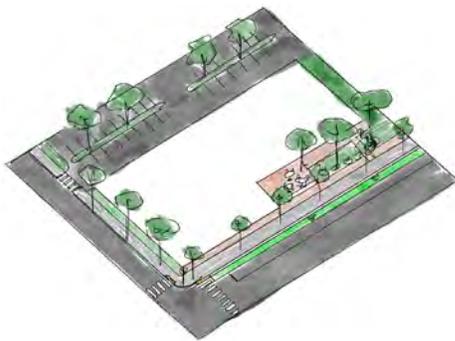




3 Design Guidelines & Standards

District-wide Guidelines

Design Principles



1. Site Design and Streetscape

1.1 New developments should create new human-scaled blocks by breaking up industrial-scale superblocks with a new public realm extension and street grid.

1.2 New streetscapes should be designed in an accessible, human-centered way that conforms to Complete Streets best practices.

1.3 Create an active or welcoming ground floor on building street edges that aligns with the street type's level of desired activity.

1.4 Public space should be designed to be welcoming for all, comfortable, and active.

1.5 Developments should use green open space to play an active ecological, sustainable, stormwater management, and climate resilient role.

2. Building Design

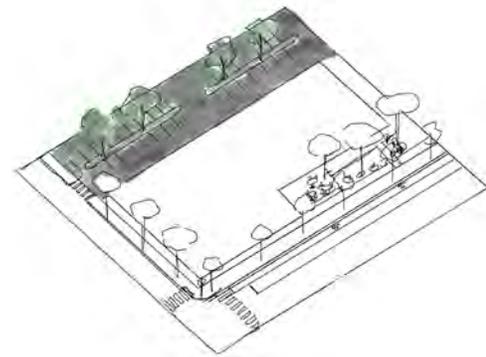
2.1 Height differences between buildings should be gradual, where areas adjacent to lower-density residential areas are lower in height while areas adjacent to the rail line and non-residential areas should be higher.

2.2 New urban-scaled buildings should match the setback of the existing streetscape while providing enough buffer to its neighbors, particularly when adjacent to an existing residential fabric.

2.3 New industrial or commercial buildings with large floor plates should be set further back and buffered by human-scaled elements and green space.

2.4 The street wall should feel continuous but not like a uniform "canyon." Vary height and massing and create inter-block connections to create "punctuation marks" along the street wall.

Design Principles (continued)



3. Building Elements

3.1 Use façade elements to define proportions of the massing and create distinct organization, such as street-level, upper-level, and roof.

3.2 Entries and windows should be arranged to create a welcoming appearance for public entries and uses.

3.3 Use materials to thoughtfully reinforce the organization of massing and façade elements.

3.4 The ground floor should include welcoming entrances and views into the building's activity. Other recommendations apply to larger industrial and smaller residential buildings.

3.5 For adaptive reuse projects, preserve key elements that help define the building's historic style and importance.

4. Parking

4.1 Off-street parking and loading should be located away from the primary street.

4.2 Off-street parking and loading should be screened and de-emphasized.



5. Signage

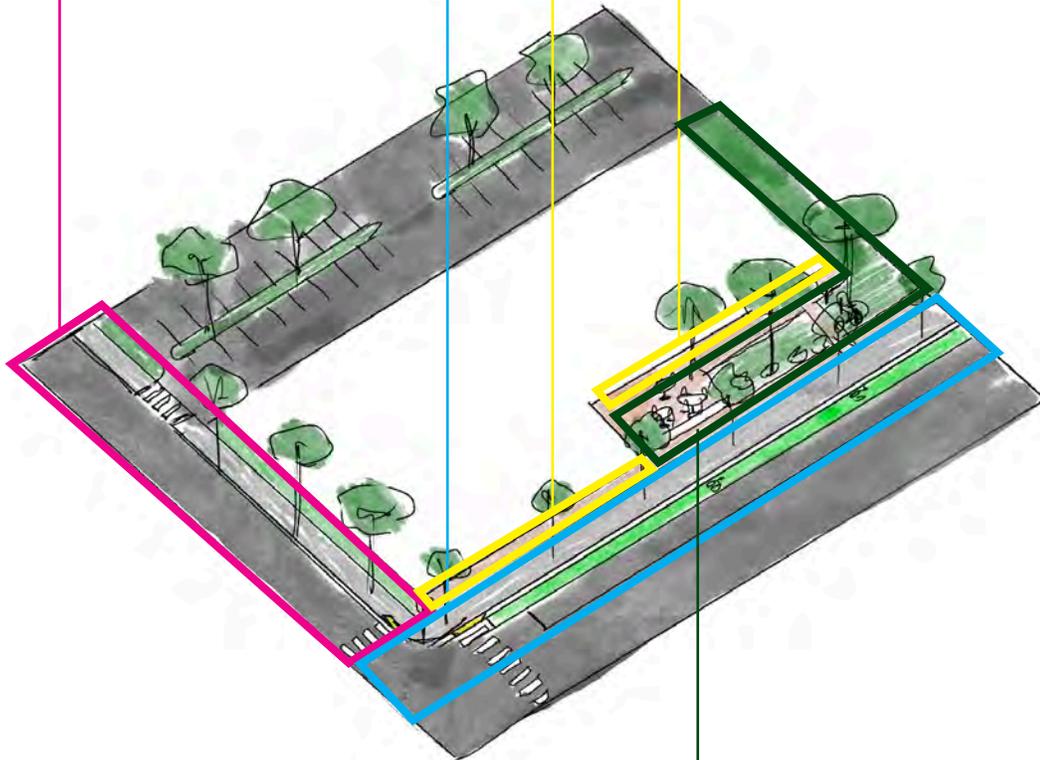
5.1 Include signage that is clear and visible but does not visually overtake the building.

1. Streetscape and Site Design

1.1: New developments should create new human-scaled blocks by breaking up industrial-scale superblocks with a new public realm extension and street grid.

1.2: New streetscapes should be designed in an accessible, human-centered way that conforms to Complete Streets best practices.

1.3: Create an active or welcoming ground floor on building street edges that aligns with the street type's level of desired activity.



1.4: Public space should be designed to be welcoming for all, comfortable, and active.

1.5: Developments should use green open space to play an active ecological, sustainable, stormwater management, and climate resilient role.

1.1: New developments should create new human-scaled blocks by breaking up industrial-scale superblocks with a new public realm extension and street grid.

Standards

1.1.1-S: A 50% maximum **lot coverage** applies to new projects on sites greater than or equal to one-acre. A 60% maximum lot coverage applies to new projects on sites smaller than one-acre. The un-built portion of the site should be used to enhance connections and improve the public realm.

1.1.2-S: For blocks longer than 300 feet, a through-block connection is required.

Encourage

1.1.3: The un-built remainder of the site should be used for new connections (streets, sidewalks, and through-block connections), particularly ones that improve accessibility to transit. It can also be used for the front, rear, and side yard setback, ecological green space, or creative placemaking and placekeeping opportunities.

1.1.4: New connections should follow the overall vision of the neighborhood and extend existing streets and connections. A hierarchy of connections is encouraged, as described in the **Connections Concept** (Page 8, 12).

1.1.5: Beyond the maximum block size requirement, block sizes are encouraged to match the existing neighborhood fabric. One way to do this is to extend existing streets.

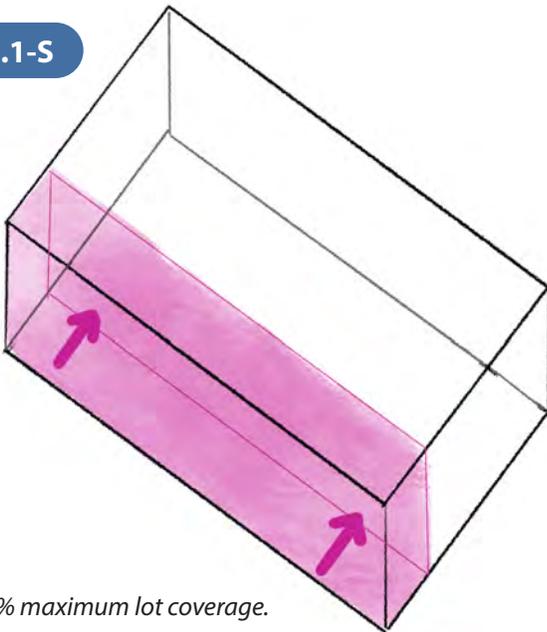
Discourage

1.1.6: Avoid creating random and unconnected paths and streets. Coordinate between developments to create district-wide connections.

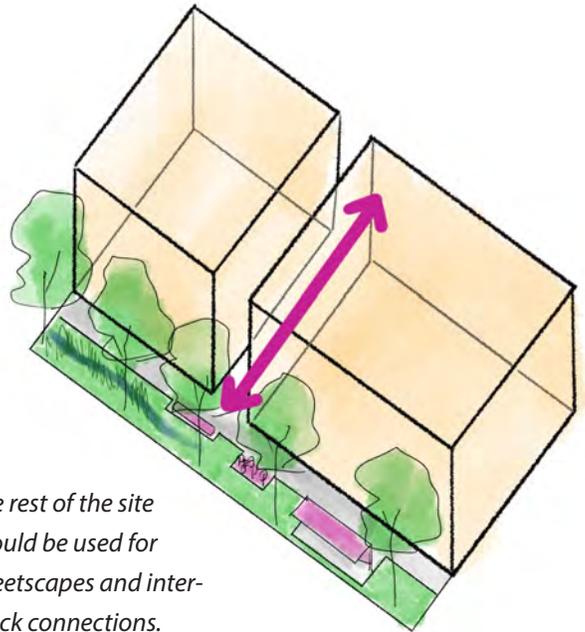
1.1.7: Non-public uses of the site, such as surface parking, utilities, loading, and non-publicly accessible open spaces, should not exceed 15% of the development footprint.

Lot Coverage is the proportion of the site used for the building. To calculate it, take the area occupied by the building and divide it by the total size of the lot.

1.1.1-S

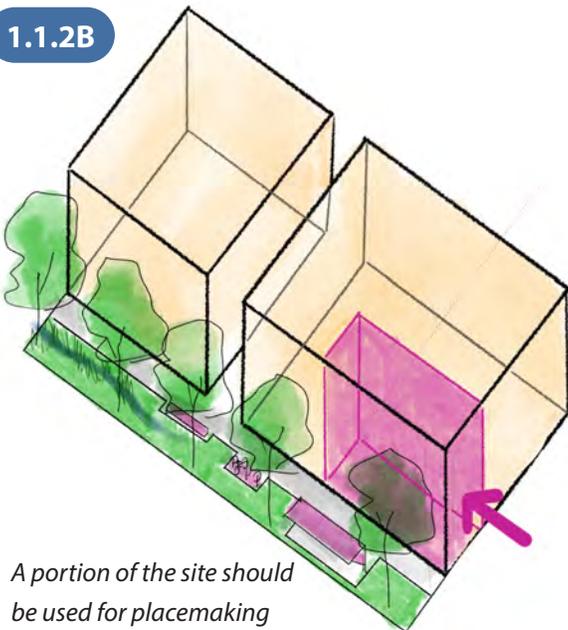


50% maximum lot coverage.

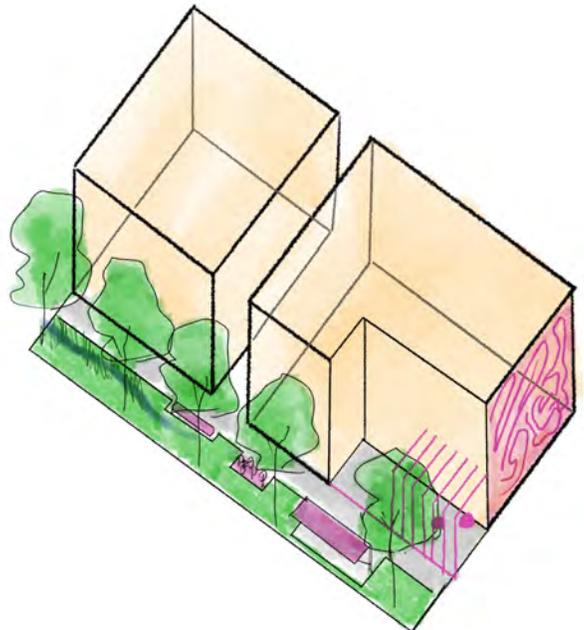


The rest of the site should be used for streetscapes and inter-block connections.

1.1.2B



A portion of the site should be used for placemaking opportunities.



1.2: Streets are not just thoroughfares for cars; rather, they are active spaces that are vital to the life of a community. New streetscapes should be designed in an accessible, human-centered way that conforms to **Complete Streets best practices.**

Standards

1.2.1-S: Buildings should be set back to provide adequate, accessible sidewalks, including a curb, street furniture / street trees zone, minimum 6 feet clear pedestrian zone, on-street parking, bike lanes, and/or travel lanes.

Secondary Streets and side streets should provide a minimum 6 feet clear pedestrian sidewalk.

Follow all New Bedford DPW standards for sidewalks and streets.

Encourage

1.2.2: Sidewalks should be treated as separate zones, including frontage, pedestrian, greenscape/furnishing, and curb zones.

- The pedestrian zone is the primary thoroughfare for pedestrians.
- A frontage zone is encouraged for café seating, planters, and a space for entries. Entries can also be recessed into the building in an alcove.
- A greenscape/furnishing zone provides space for street trees, lighting, fire hydrants, bike storage, parking meters, and signage. It also protects and buffers pedestrians from street traffic.

1.2.3: Bike lanes should be designed in a way to maximize safety and comfort for cyclists. For streets with a higher speed limit, bike lanes should be separated and parking-protected. For low-volume residential or side streets, “sharrows” are an acceptable alternative to promote bike usage.

1.2.4: On-street parking or passenger pick-up/drop-off zones should be included in most cases with active ground-floor retail areas as an additional buffer for the sidewalk.

Discourage

1.2.5: Avoid creating streetscapes that are unsafe and uncomfortable for pedestrians and bikers.

1.2.6: Avoid creating **Stroads** where fast-moving car traffic cuts through neighborhoods with many residence and business entrances. Consider implementing traffic calming measures on primary corridors, including signaled pedestrian crossings, pedestrian crossing medians, green medians, and narrower lanes. Alternatively, consider creating a safer, parallel, active corridor, such as a dedicated pedestrian and bike trail.

Complete Streets is an approach to street design that imagines streets as primarily places for people, not just cars. The goal is to make vibrant streetscapes that move the most people through - not vehicles.

Stroads are defined by Strong Towns as “a street (a place where people interact with businesses and residences) that is combined with a road (a high-speed route between productive places).”

Complete Streets

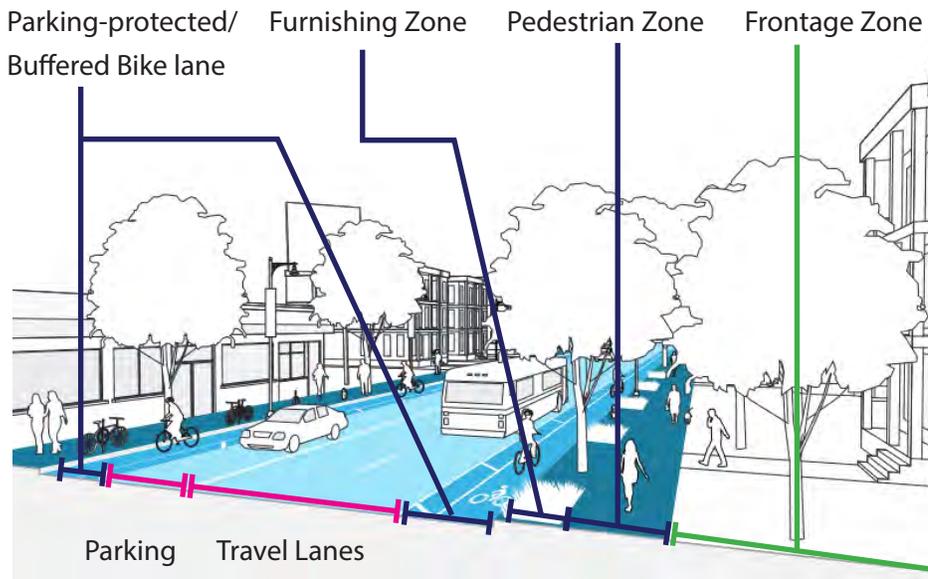
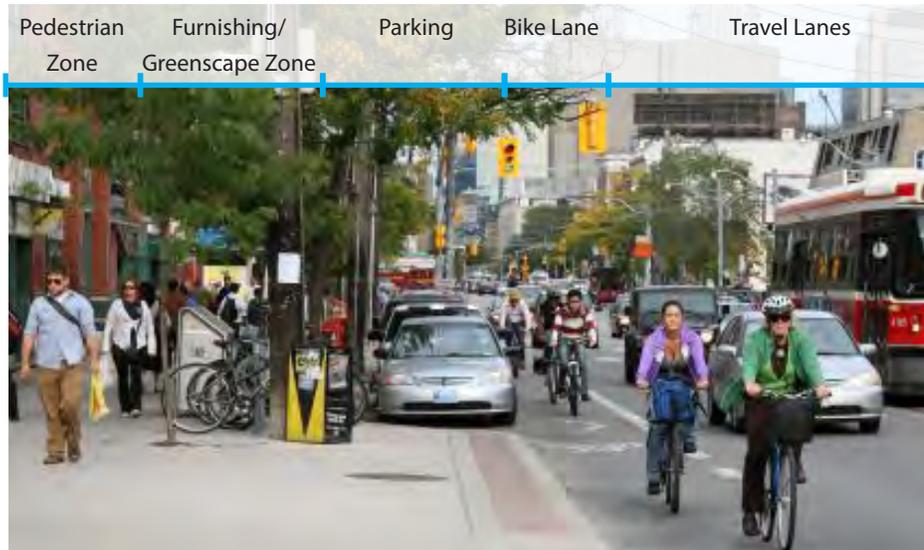


Illustration of a Neighborhood Connector, similar in scale to Church Street. (Boston's Complete Streets Guidelines).



College Street, Toronto (City of Toronto).

Streetscape Examples



Macon Yards, Re-designed Main Street (HOOD Design).



Re-designed street in New York (NYC DOT).



"Flexible" Market Street, Toronto (DTAH).



Small alleyway in San Francisco (NATCO).

1.3: Create an active and welcoming ground floor experience on building street edges that aligns with the street type's level of desired activity.

Standards

1.3.1-S: A minimum of 75% of the building face fronting the street edge of the following primary corridors should have active ground floor uses.

- Church Street Corridor
- Acushnet Avenue Corridor
- Purchase Street Corridor
- Future Street Corridors in Church Street Subdistricts A, B, and C.

Active uses include retail, restaurant and cafes, personal services, other active commercial uses, publicly-accessible office lobbies, and active building amenity spaces (e.g., gym).

Where active commercial uses are not feasible, the following can be substituted: residential stoops; a setback of green, open space or public space with seating; public art, such as a mural or sculpture; or any other use that provides an engaging ground floor.

Encourage

1.3.1: Building street edges should be pedestrian-friendly and contribute to a comfortable, attractive public realm.

1.3.2: For streets with lower activity and where including ground floor retail is not feasible, include welcoming elements such as stoops, murals, and/or vegetation.

1.3.3: Building street edges should be sited directly on the sidewalk of public streets. Public, activated open spaces (i.e., public lawn, café space) are an allowable exception.

1.3.4: Building street frontages that are longer than 300 feet should have a through-block connection with elements of placemaking (described on pages 20 and 21).

1.3.5: Parking and loading access should be from service streets. Any curb cuts should be

consolidated to minimize the impact of the continuous ground floor street edge. Entrance widths should not exceed 30 feet and entrances should be separated by a minimum 60 feet.

Discourage

1.3.6: Avoid blank or opaque ground floors along any public street edge, except service alleys.

1.3.7: Avoid long widths for parking and loading driveways along any public street edge. Avoid multiple curb cuts that impede pedestrian flow.

1.3.8: Avoid parking and loading access off of primary corridors.

Active Ground Floor Examples



Transparent retail ground floor with entrance alcoves and planters (Chicago Neighborhood Design Guidelines).



Novel designs that highlight New Bedford's creative economy. Linz, Australia (Arch Daily, x architekten, David Schreyer).



Restaurant space ground floor with seating in front (Bru Philly).



Residential stoops facing a public pedestrian way (David Barker Architects).



Mural to enliven a storefront that lacks windows (Betty Rae's Ice Cream, Kansas City, MO).



Blank, unappealing ground floor with parking, loading entrance (Auckland Design Manual).

1.4: Public space and placemaking interventions should be designed to be engaging and welcoming for all.

Encourage

1.4.1: Public spaces and placemaking opportunities should be designed to be a mix of active and passive programming.

- Active programming includes interactive public art and play space.
- Passive programming includes public art, seating, and open lawns.
- Spaces should be designed to be flexible and accommodate special events, including performances, fairs, and other cultural activities.
- The streetscape can also be designed to promote a sense of place, such as branded wayfinding and unique bike racks.

1.4.2: Public spaces should be accessible to people of all abilities.

1.4.3: They should be designed to be comfortable, including considerations for temperature, wind tunnels, daylighting, and safety.

1.4.4: Creative **placemaking** and **placekeeping** interventions should reflect New Bedford’s cultural diversity and history to reinforce a unique sense of place. Public spaces should feel welcoming to all, regardless of age, race, and economic background.

1.4.5: Open spaces and placemaking opportunities should be placed at strategic intersections and along key pedestrian and bike corridors.

1.4.6: Ideas for placemaking opportunities should ideally be community-generated and, at a minimum, incorporate community feedback. These opportunities should also create partnerships between local businesses and artists; developers; and new businesses and artists. Consult the Arts & Culture Plan and work with New Bedford Arts.

Discourage

1.4.6: Avoid hostile architecture and designs directly intended to prevent certain types of activities, such as skateboarding, graffiti, or sleeping. Creative solutions to accommodate all users are encouraged (for example, creating spaces safe for skateboarding or places encouraging street art).

1.4.7: Avoid a cookie-cutter approach to creative placemaking that has no connection to New Bedford.

New Bedford is heavily invested in the creative economy! In 2016, New Bedford was the first city in Massachusetts to pass legislation to create an Arts, Culture & Tourism fund. The Creative Consortium (27 community leaders) are in charge of implementing New Bedford and NBEDC’s first Arts & Culture Plan (2018).

Creative Placemaking Examples in New Bedford



Wings Court with moveable street furniture (New Bedford).



3rd Eye Open, annual hip-hop festival, held in flexible event space at Wings Court (New Bedford).



Upper William Street Festival (New Bedford).



Murals in Downtown New Bedford (New Bedford).

What is “Placemaking”?

What is “Placekeeping”?

Creative **placemaking** is a process where community creatives and stakeholders use arts and cultural strategies to implement community-led change, often to revitalize a neighborhood. Creative **placekeeping** represents a more equitable approach to placemaking. It deliberately centers the rich, cultural history of an existing neighborhood in any design intervention. Placekeeping asks what makes a neighborhood special today and how we can address existing community needs, rather than solely relying on external cultural influences.

1.5: Developments should use green open space to play an active ecological, sustainable, stormwater management, and climate resilient role.

1.6: The public realm should be well-lit, while not disrupting residents during the night.

1.5: Standards

1.5.1-S: New developments should follow all New Bedford stormwater management regulations and best practices.

1.5: Encourage

1.5.2: While the Study Area is not located in a zone identified as particularly susceptible to sea level rise (Massachusetts Office of Coastal Zone Management [CZM], Sea Level Rise and Coastal Flooding Viewer), climate change resilience and sustainability should be considered at all stages of design.

1.5.3: Open spaces and landscaping should be designed with native vegetation and local ecologies in mind. Wetlands and ecologically-important systems should be preserved.

1.5.4: Permeable pavements and other strategies to reduce stormwater runoff in extreme

storm events. Restoring wetlands, creating bioswales, or other creative stormwater management strategies are encouraged.

1.5.5: Strategies to reduce heat island effect, including reducing impermeable surfaces, expanding tree cover and shade, and using reflective surfaces for roofs or green roofs.

1.5.6: Developments should use sustainable best practices in construction, energy use, and building systems and seek LEED Certified or higher (LEED Silver, Gold, Platinum).

1.6: Encourage

1.6.1: Façade lighting and architectural lighting shall articulate building uses and entries and reinforce the public nature of the sidewalk and building frontage. Lighting in parking areas and at the side and rear of buildings should be designed to cut off light at the property line.

1.6.2: Lighting should be oriented downward and otherwise conform to “dark skies” standards. Uplighting is permitted at primary entrances when an overhang captures the uplight.

1.6: Discourage

1.6.3: Heavily discouraged lighting includes neon or other edge-glowing sources, mercury vapor, low pressure sodium, high pressure sodium, searchlights, and flashing or changing light sources.

Examples of “Green” Design Strategies



Bioswales in “leftover” spaces reduce stormwater runoff under Seattle’s Aurora Bridge. (Hannah Letinich / TNC)



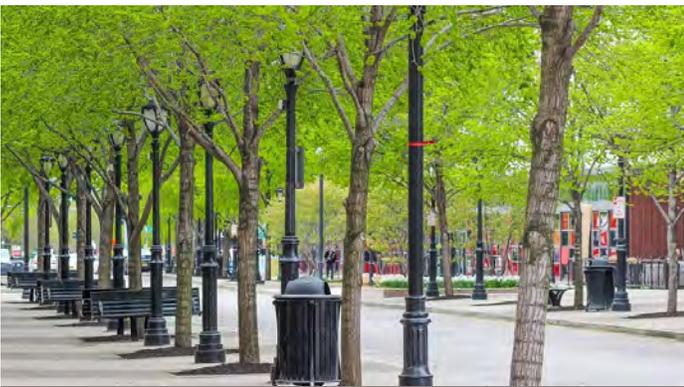
Pocket Parks can enliven small areas with seating and plantings. Court Press Square, South Boston, MA. (Landworks)



Permeable pavers reduce stormwater runoff while providing public space. Prudential Center, Boston, MA. (Mikyong Kim Design)



Green roofs and reflective white roofs reduce solar heat absorption. Macallen Building, South Boston, MA. (Landworks)



Urban tree canopy provides shade and reduces heat island effect in urban, paved areas. (Ogutier/Pixabay)



Surface parking lot without sufficient green medians exacerbates stormwater runoff and heat island effect. (Strongtowns)

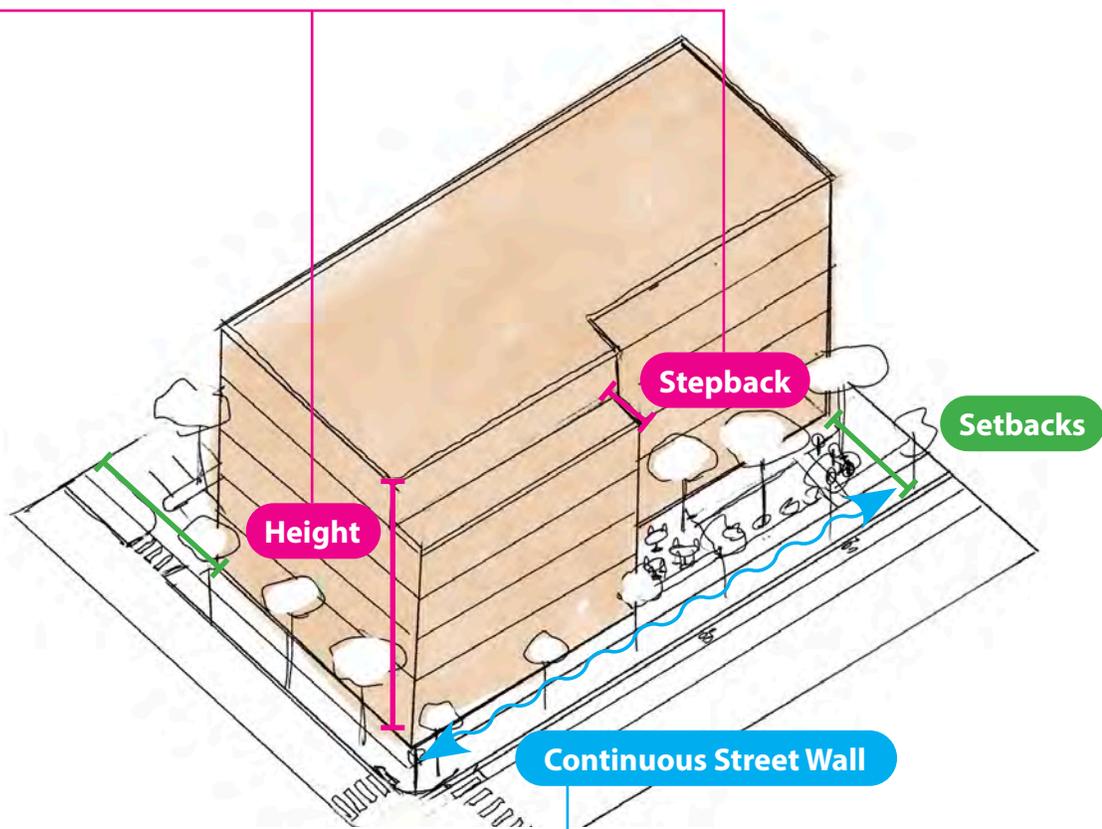


View of Acushnet Heights Neighborhood along Purchase Street.

2. Building Design

2.1: Height differences between buildings should be gradual, where areas adjacent to lower-density residential areas are lower in height while areas adjacent to the rail line and non-residential areas should be higher.

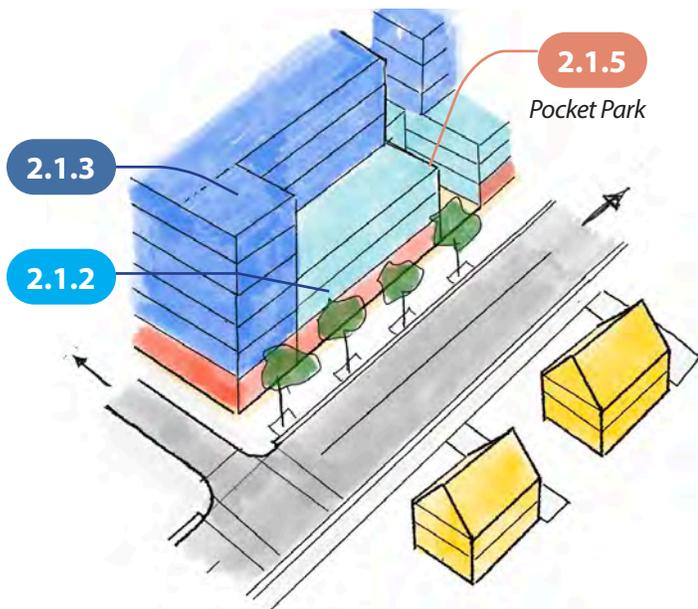
2.2: New urban-scaled buildings should match the setback of the existing streetscape while providing enough buffer to its neighbors, particularly when adjacent to an existing residential fabric.



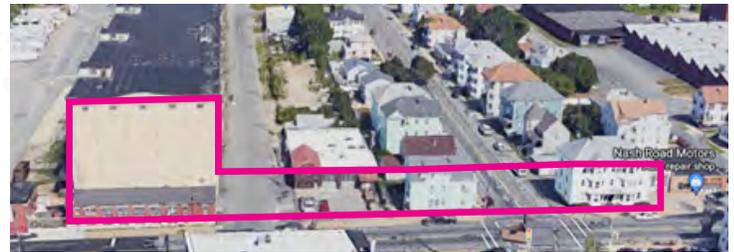
2.4: The street wall should feel continuous but not like a uniform “canyon.” Vary height and massing and create inter-block connections to create “punctuation marks” along the street wall.

2.3: New industrial or commercial buildings with large floor plates should be set further back and buffered by human-scaled elements and green space.

2.1: Height differences between buildings should be gradual, where areas adjacent to lower-density residential areas are lower in height while areas adjacent to the rail line and non-residential areas should be higher.



2.1.4 Buildings stepping down. South End, Boston. (Google Maps)



Middle block buffers the tall mill building. New Bedford. (Google Maps)

Standards

2.1.1-5: Buildings should follow the maximum height zones to create a gradual increase of height from existing residential areas to undeveloped areas.

Encourage

2.1.2: If the building is adjacent to or across the street from an established residential (R-A, R-B, R-C) district, the upper floors should step back at the roof line or one story above the roof line of the neighboring buildings.

2.1.3: Building corners at key intersections can remain taller without setback to anchor the building.

2.1.4: Set back taller elements and use lower-height buildings, vegetation, and trees to screen those elements from corridors with established residential areas, particularly Church Street.

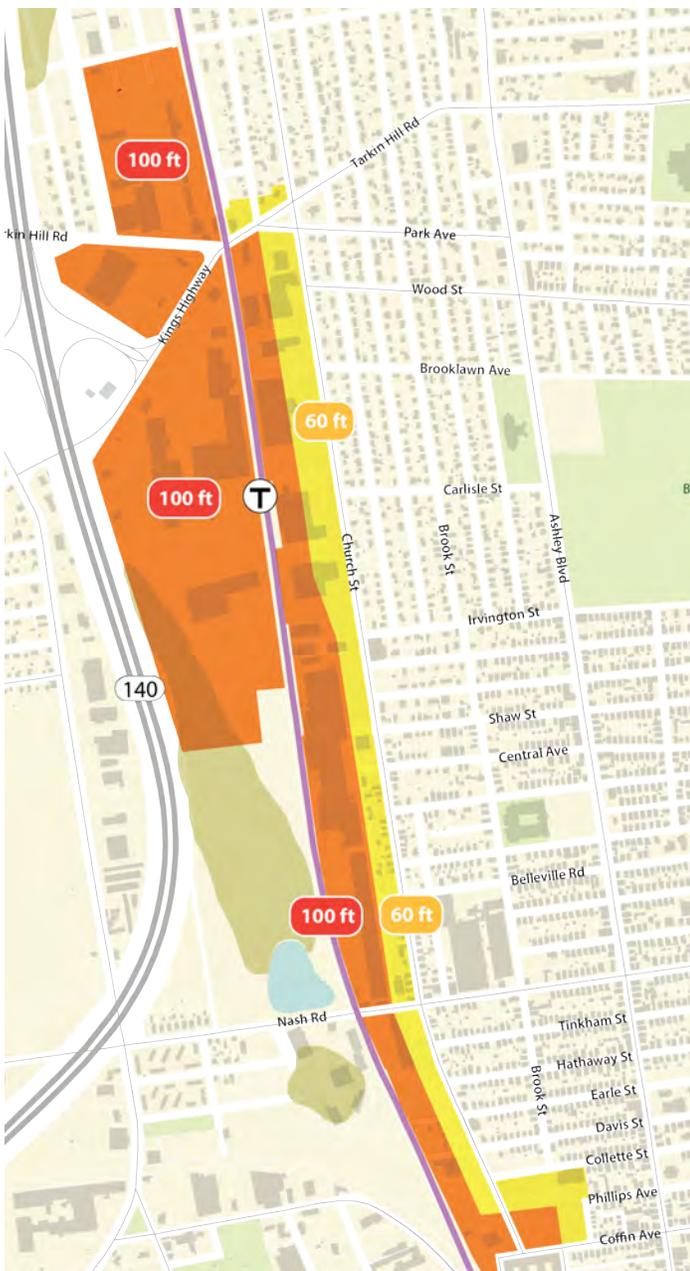
2.1.5: Reduce the perception of height by breaking apart taller buildings. Strategies include limiting floor plate sizes above 45',

setting back taller elements from the podium edge, orienting taller elements where the short edge faces the primary corridor.

Discourage

2.1.4: Avoid creating jarringly different height conditions when directly abutting significantly shorter buildings.

Height Zone Maps

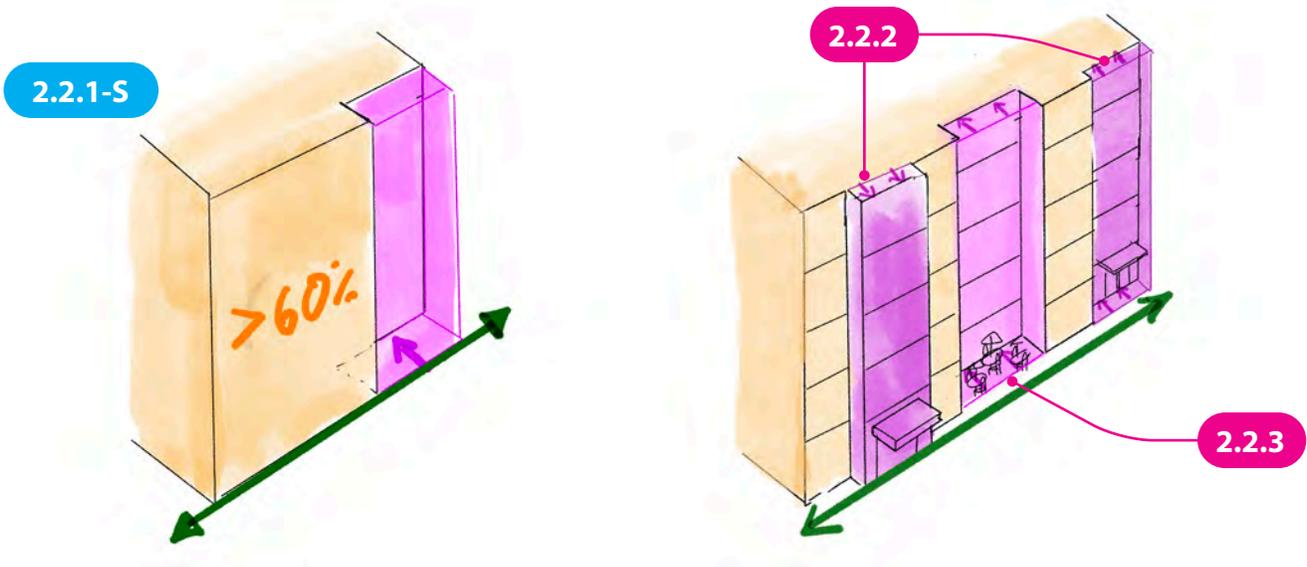


Kings Highway TOD Height Diagram



Clasky Common TOD Height Diagram

2.2: New urban-scaled buildings should match the setback of the existing streetscape while providing enough buffer to its neighbors, particularly when adjacent to an existing residential fabric.



Standards

2.2.1-S: A minimum of 60% of front façades at ground level shall be located at the minimum setback line to reinforce the street line.

Encourage

2.2.2: Set back portions of the front façade to articulate entries and provide variety.

2.2.3: Break long stretches of a front façade with café space, usable open space, connections, or courtyards.

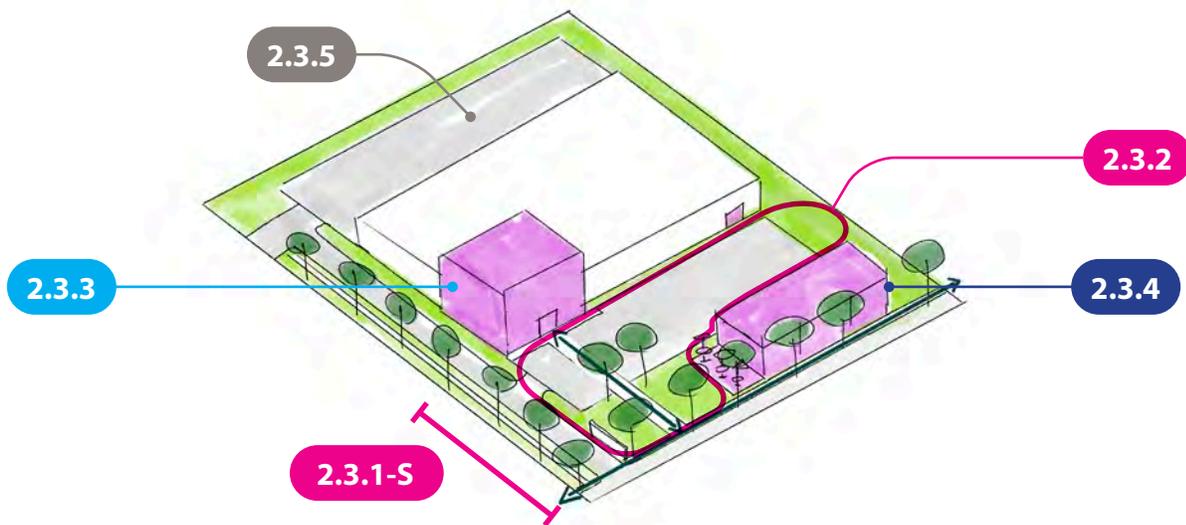
2.2.4: Provide sufficient buffer between new buildings from the existing residential fabric, particularly if there is a significant, 2+ story, height difference, to preserve sufficient light and air.

Discourage

2.2.5: Avoid boxy, uniform front façades that extend the entire block.

2.2.6: Avoid setting back a building behind a parking lot or inactive front yard space.

2.3: New industrial or commercial buildings with large floor plates should be set further back and buffered by human-scaled elements and green space.



Standards

2.3.1-S: Commercial and Industrial buildings with floor plates greater than 50,000 sf shall be set back further with ecologically-functioning, green space or programmed, usable open space by a minimum 50'.

Encourage

2.3.2: In the front yard setback, include smaller parking areas (i.e., customer parking), native vegetation, and buffering landscaping, particularly trees that can shade the sidewalk.

2.3.3: Break up larger floor plates with distinct massing elements, such as a separate corner for the primary entrance or main office of an industrial building. Include multiple entrances and connections to the sidewalk. Include welcoming elements such as street furniture, awnings, and employee/customer amenities, such as an outdoor patio.

2.3.4: Consider placing taller buildings with large floorplates further back with a separate, more granular building fronting the street.

Discourage

2.3.5: Avoid placing loading areas on the front façade, in direct view of the primary street.

2.3.6: Avoid placing a large parking lot wider than 4 parking bays between the building and the street.

2.4: The street wall should feel continuous - but not like a uniform “canyon.” Vary height and massing and create inter-block connections to create “punctuation marks” along the street wall.

Standards

2.4.1-S: Building façades over 75 feet in length are required to have a change in plane articulated by projecting or recessed bays, balconies, or setbacks.

2.4.2-S: Building façades over 150 feet in length should have more substantial changes in the plane and massing.

2.4.3-S: Building street frontages that are longer than 300 feet in total are strongly discouraged and must include a public through-block connection.

Note: these standards apply to urban-scaled, mixed-use buildings that are on the primary street edge.

Encourage

2.4.4: Reduce the appearance of the building’s size and density. Align building widths with the widths and blocks of the established urban neighborhood. Break up the front façade of buildings and create mid-block connections to the parallel street.

2.4.5: Consider including usable outdoor green space or open space to break the massing apart, such as a courtyard.

2.4.6: Create distinct massing through changes in height and material to create the appearance of multiple buildings.

2.4.7: Include multiple entrances to residential units, retail units, or offices.

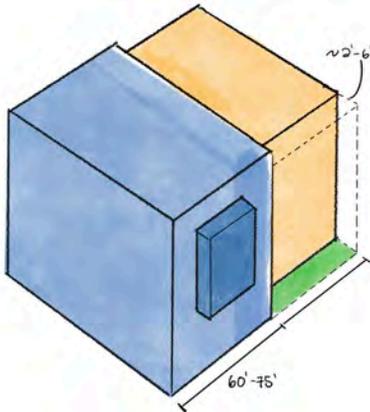
Discourage

2.4.8: Avoid haphazard differences in colors and materials to break up the massing.

2.4.9: Avoid breaking up the façade too randomly, such as excessive use of bay windows, protruding elements, or balconies. This often can make buildings seem boxier, denser, and more massive.

2.4.1-S

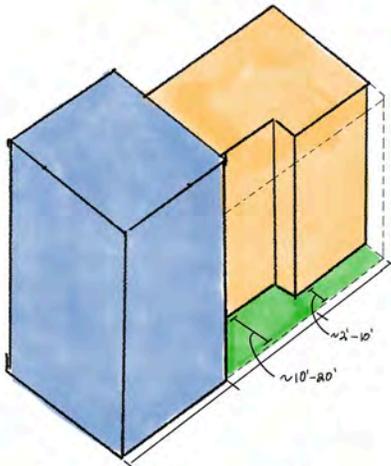
75 ft - 150 ft
Change in Plane



10 Farnsworth, CBT Architects

2.4.2-S

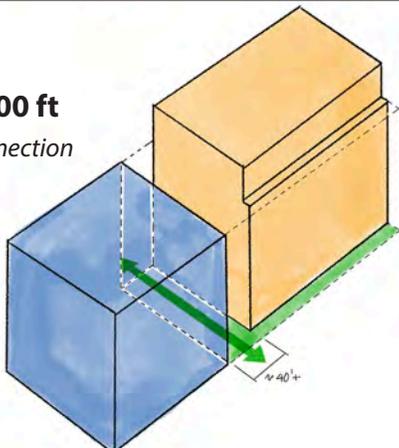
150 ft - 300 ft
More Substantial
Change in Plane



Little Italy Branch Library, SOM

2.4.3-S

Greater than 300 ft
Through-Block Connection



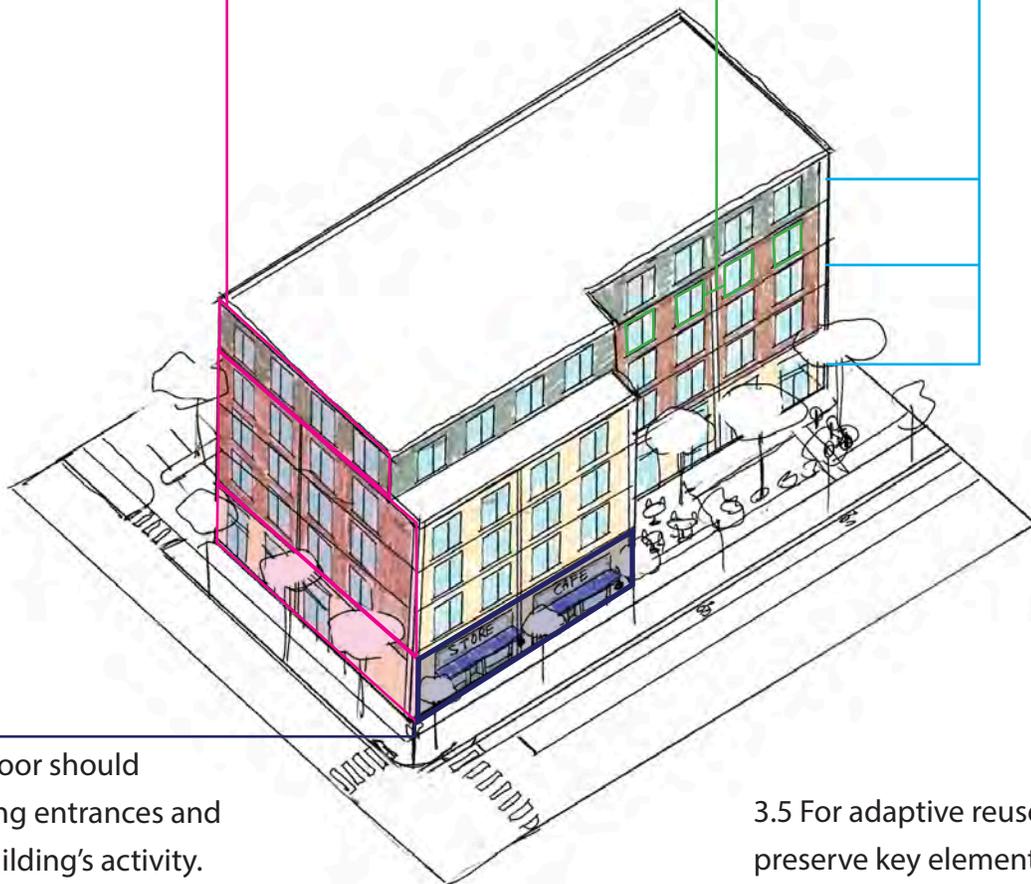
345 Harrison Avenue, CBT Architects

3. Building Element Design

3.1 Use façade elements to define proportions of the massing and create distinct organization, such as street-level, upper-level, and roof.

3.2 Entries and windows should be arranged to create a welcoming appearance for public entries and uses.

3.3 Use materials to thoughtfully reinforce the organization of massing and façade elements.



3.4 The ground floor should include welcoming entrances and views into the building's activity. Other recommendations apply to larger industrial and smaller residential buildings.

3.5 For adaptive reuse projects, preserve key elements that help define the building's historic style and importance.

New Bedford's Architectural Styles

Commercial, Mixed-Use, and Loft Styles



Lofts at Wamsutta Place, Waterfront.



New Bedford Harbor Hotel, Downtown. (Tim Dunn/Townsquare Media, 1420 WBSM)



Union Streets Loft, Downtown. (Waterfront Historical Area League (WHALE))



North Water Street, Downtown. (Daniel Case, Wikimedia)



Dawson Building, Acushnet Heights Neighborhood. (John Phelan, Wikimedia)



Union Street, Downtown. (Marc N. Belanger, Wikimedia)

3.1 Use façade elements to define proportions of the massing and create distinct organization, such as street-level, upper-level, and roof.

Encourage

3.1.1: Combine horizontal elements (such as belt courses, projecting cornices, canopies, and step backs) with vertical elements (such as recesses, projecting bays, parapets and vertically aligned windows), to create façades that evoke the proportions and styles of New Bedford’s historic buildings - but do not replicate them. For example, using similar language of the mill buildings would help reemphasize the neighborhood’s historic character.

Contemporary, expressive styles are encouraged to reinforce New Bedford’s creative economy, but elements should remain human-scaled and texturally interesting.

3.1.2: Façade elements should continue around to all sides of buildings visible from the street and, as appropriate to

all sides of buildings that face directly abutting residential uses. Elements can be simplified at the rear of buildings to clarify a front-back hierarchy.

3.1.3: Use elements such as parapets to define the roof.

Rooftop mechanical equipment should not be visible from the street or directly abutting residential properties. They should be set back and screened from view behind parapets or enclosed within architectural elements that integrate it into the building design. Screening elements should incorporate sound control devices or construction that mitigates equipment noises.

Discourage

3.1.4: Avoid large blank façades.

3.1.5: Avoid flat façades without enough texture from window and door framing and materials.



Though the façade design attempts to arrange the panelling, it does not provide enough texture and the resulting façade feels blank and uninviting.

DRAFT - 3/22/22

Ground Floor Elements



New Bedford (Lee Wright, Wikimedia).



New Bedford (John Phelan, Wikimedia).



Garage Door restaurant opening (Garage Doors Unlimited).



Contemporary ground floor with recessed entry (Google Maps).

Middle Façade Elements



New Bedford (Tim Dunn/Townsquare Media).



Contemporary windows in historic mill building (S9 Architecture).



Unique window and balcony system (Studio Gang).



Glass curtain wall with metal shade façade structure. (William Rawn, Tom Paul Photo).

Roof Elements



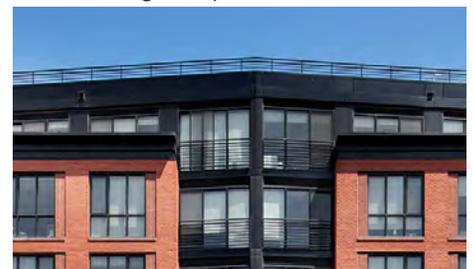
New Bedford dormers and cornice (John Phelan, Wikimedia)



New Bedford cornice.



Cornice and parapet of apartment in Boston (Google Maps).



Two treatments of roofs between brick and metal portions (ECA).

3.2 Entries and windows should be arranged to create a welcoming appearance for public entries and uses.

Encourage

3.2.1: Entries are to be clearly articulated with projecting canopies or recesses for convenience, way-finding, and to activate the street front and pedestrian spaces. Lighting and signage shall be integrated into the entry design to reinforce the public nature of the entry.

3.2.2: Entries to upper floor residential and commercial uses are encouraged on commercial streets, but should not interrupt the perceived continuity of the commercial streetscape.

3.2.3: For larger entrances, canopies can create a pedestrian-scale appearance and provide shading. Canopies may extend out to the sidewalk, without interfering with street furniture, pedestrian flow, and street lighting.

3.2.4: Windows (fenestration) should reinforce the dominant horizontality for public, ground-floor uses and dominant verticality for upper-floor uses.

In a more traditionally-styled building, windows are encouraged to be organized in bays and framed by other elements, such as pilasters.

Contemporary, glass curtain walls are acceptable; additional elements such as thicker mullions, fins, and awnings help to define façade proportions.

Operable windows and doors onto balconies and terraces at upper floor uses are encouraged.

3.2.5: Commercial lobbies are encouraged to be accessible to the public and include a public-facing component, such as a cafe. All lobbies should be designed to be transparent and should minimize opaque coverings such as heavy drapery.

Discourage

3.2.6: Avoid using too many window types across each floor or within each primary section.

3.2.7: Avoid windows and doors that feel “stuck” on. Use proper framing and include enough depth to embed it into the façade.

Entries and Windows Examples



Recessed entry example (Big Horn Door Company).



Industrial Loft style windows are properly sized and set within the brick wall, The Harper (ECA).



Glass awning example that fits with its building's style (DAC).



Creative sun shade systems add a unique identity to an otherwise undistinguished glass box, ASU (CO Architects).



Alternating material and window system to provide texture, New England Conservatory (NEC).



These windows are overly simplistic and paired with a flat wall, particularly the section on the beige wall (Bloomberg).

3.3 Use materials to thoughtfully reinforce the organization of massing and façade elements.

Encourage

3.3.1: Changes in materials are encouraged to reinforce the organization of façade elements. When changes in materials or colors occur, they shall articulate the difference between public and private uses, upper floors and lower floors.

3.3.2: Materials should continue around to all sides of buildings. Elements can be simplified at the rear of buildings to clarify a front/back hierarchy.

3.3.3: Use contrasting material changes to reflect a change in plane, vertical and/or horizontal elements to provide a pedestrian scale.

3.3.4: Use high quality, resilient materials that draw inspiration from local architecture.

Discourage

3.3.4: Avoid using materials that are obviously “stuck on” rather than an integrated part of the design. Deploy materials to reflect the material’s “weight” and do not haphazardly place brick and stone panelling where it doesn’t make sense.

3.3.5: Avoid using a combination of too many types of materials and colors. Use bright, vivid colors in strategic places.

3.3.6: Blank façades are not permitted. Consider using a mural or other screening strategies.

3.3.7: Avoid the use of Vinyl and aluminum siding, metal standing seam siding, and EIFS (Exterior Insulation Finish System) for mixed-use and residential projects.



Metal standing seam siding example (Briggs Steel).



EIFS system on the right side of the building. (Wikimedia, Handwerker).



Vinyl siding (Blue Jay Exterior Renovations).

Using Materials Examples



Different materials define separate elements of the same complex, 345 Harrison (CBT Architects).



Material mixing may seem random and arbitrary. For example, the second bay has the yellow siding on the side.



Historic and contemporary materials define separate elements on the same block to create a human scale, Farnsworth (CBT Architects).



The arrangement of "cubes" is somewhat loud and not ideal, making the building probably seem bulkier than it is.



The glass tower is set back from the brick and steel massing, King Portland Centre (Hariri Pontarini Architects).



The color changes and faux stone columns add to the bulkiness.

3.4 The ground floor should include welcoming entrances and views into the building’s activity. Other recommendations apply to larger industrial and smaller residential buildings.

Ground-floor Commercial



Diverse, small storefronts both help to divide and unify a streetwall to be human-scaled. (Johnny Sanphillippo, Strongtowns)



The entrance to these storefronts is unclear and they lack visual distinction. (Johnny Sanphillippo, Strongtowns)

Encourage

3.3.1: Create a mix of smaller and bigger, human-scaled storefronts that both help to divide and unify the groundfloor.

3.3.2: Retail and commercial entries should face a public sidewalk and be primarily transparent to reinforce the public nature of the ground floor uses. Ground floor commercial and retail uses should be a minimum of 60% glass. Glass shall be clear, or reflective only to the extent that such reflectivity reduces interior heat. Mirror glass is not permitted.

3.3.3: The view into the first floor commercial or retail windows should be maintained with a view into the sales floor or seating area. Transom windows above view windows and doors are encouraged.

3.3.4: Protect ground floor windows and defining commercial street fronts with overhanging awnings or canopies.

3.3.5: Use creative entries and windows that allude to industrial heritage of the area, such as garage door-style openings.

Discourage

3.3.6: Avoid opaque façades or window treatments, particularly on the ground floor. View windows should not be blocked. Merchandise displays should not include full-height backdrops that block the view.

3.3.7: Avoid creating hard-to-fill, frequently vacant ground floor commercial spaces and avoid placing them on non-active streetscapes. Consider including other elements to activate the street such as murals, greenery, and/or semi-private residential entrances, stoops, or porches.

Large-Scale Industrial and Small-Scale Residential



While most of the building is simplistic, the corner showcases the entrance and provides visual interest.



Murals inspired by cell research showcase the lab's work in the lobby (MIT Koch Institute Cancer Research Institute).

Most of the design guidelines apply to urban-scale, mixed-use buildings. These guidelines acknowledge that some developments in the TOD will include different kinds of buildings and uses, including industrial and small-scale residential uses.

Encourage

3.3.8: For large-footprint industrial and commercial buildings, place active portions, such as the main office, closer to the street and at the corner while placing loading and large mechanicals to the side and rear. Consider including a block of public retail uses to face the street.

3.3.9: For smaller-scale industrial and commercial buildings that are close to the street edge, include windows on the ground floor into the operations as much as possible.

For example, for lab spaces, the ground floor should provide a public-facing glimpse into the activities happening above. Or for smaller manufacturing operations, such as a micro-brewery, use windows to have a street-facing view into a demonstration space or the floor.

3.3.10: For smaller single-family houses to multiplexes, include stoops, porches, and other elements that create a welcoming façade.

3.5 For adaptive reuse projects, preserve key elements that help define the building's historic style and importance.

Standards

3.4.1-5: For Historic Properties included in, or eligible for the National Register of Historic Places, rehabilitation shall follow the Secretary of the Interior's Standards and Guidelines for Rehabilitation and the design guidelines of the City's Bedford Landing 40C district shall apply.

Encourage

3.4.2: The existing, historic structure should be distinct from additions and the appearance of the original massing should be preserved. New, contemporary side and vertical additions should be set back from the historic façade as much as possible to create the appearance of distinct buildings.

3.4.3: Contemporary additions should draw inspiration from the existing rhythm and proportion of the existing, historic structure.

3.4.4: Any incompatible, modern additions to the historic structure should be removed. Original windows, doors, and other façade elements should be restored to their original condition to the greatest extent possible.

Discourage

3.4.4: Not all old buildings need to be preserved. For example, some older, industrial buildings may not be salvageable. Adaptive reuse should focus on preserving buildings that contribute to the urban fabric and architectural richness of New Bedford.

3.4.5: Avoid mimicking historic styles; often, it results in a poor imitation of the original historic style of the building. Rather, highlight the original structure with a contrasting but respectful contemporary layer.

Examples and District Opportunities



The structure remains largely the same while the interiors are retrofitted for a new use, New Bedford (Ground Work).



Modern addition is distinct from the original bank building, Crandall Public Library (Ann Beha Architects).



The contemporary addition is set back from the historic structure, 7 St. Thomas, Toronto (Hariri Pontarini Architects).



New Bedford Armory presents a great adaptive reuse opportunity (Arthur Motta, whalingmuseumblog.org).



Mill building with retrofitted, contemporary windows, Empire Stores (S9 Architecture/Imagen Subliminal).

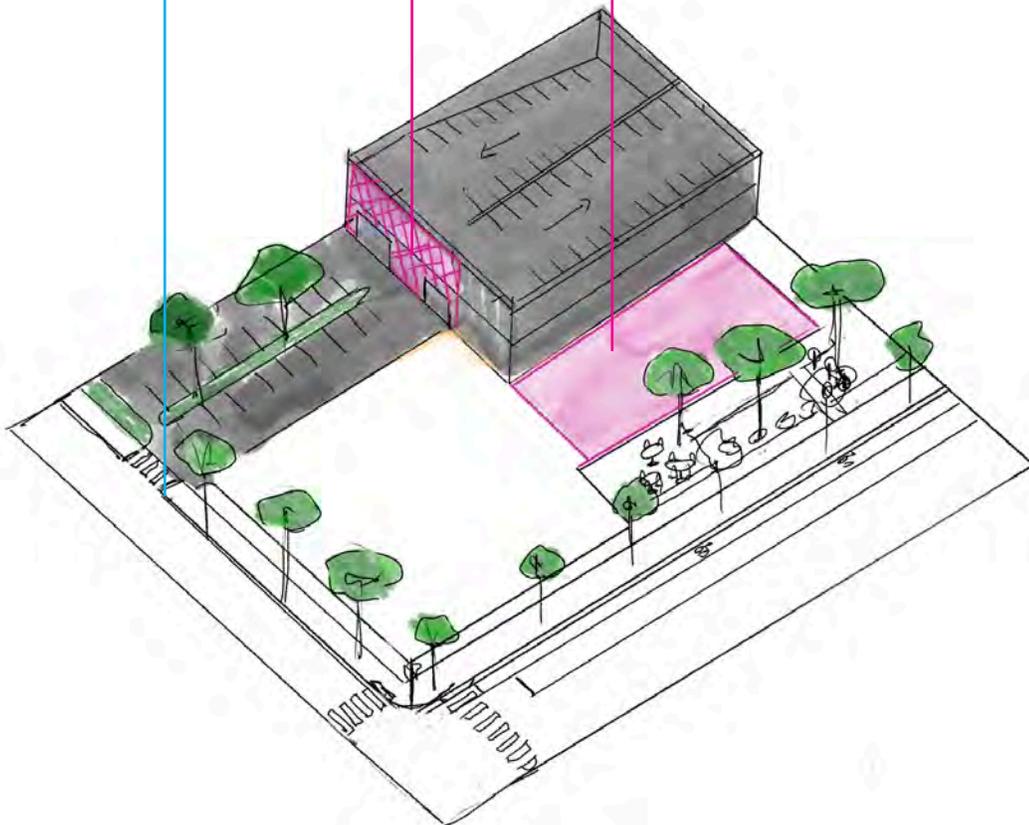


Former mill-style building near Church Street (Staff).

4. Parking Design

4.1 Off-street parking and loading facilities, such as parking lots or garages, should be located away from the primary street.

4.2 Off-street parking and loading facilities, such as parking lots or garages, should be screened and de-emphasized.



4.1 Off-street parking and loading facilities, such as parking lots or garages, should be located away from the primary street.

Standards

4.1.1-S: Larger developments requiring more than 25 parking spots should use structure parking. Surface parking, loading, and other non-public uses of the site (excluding private green open space) should not exceed 15% of the lot or 10 parking spots, whichever is greater.

Encourage

4.1.1: Parking garages and parking lots should be located at the rear and side, away from the primary corridor.

4.1.2: Reduce total parking spaces through parking sharing agreements.

4.1.3: Locate parking entrances on side streets, share access to reduce number of curb cuts, and limit curb cut sizes. Pedestrian access to parking garages and parking lots should be well-defined, safe, and separate from cars.

4.1.4: Attached, above-ground or basement garage structures should be integrated into the building design.

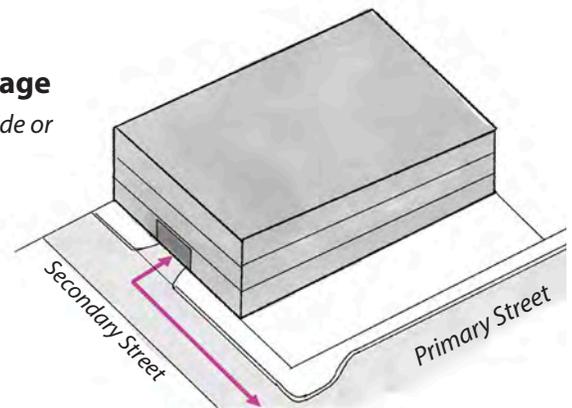
Discourage

4.1.4: Parking garages should not be the main focus of the building and should not occupy the ground floor on a primary street. Large surface parking lots are discouraged.

4.1.1

Location of Garage

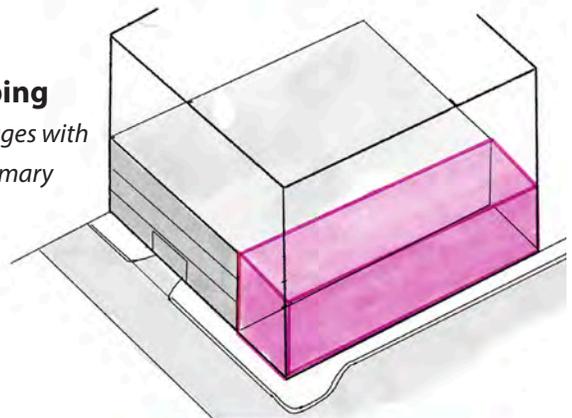
Place access along side or secondary streets.



4.2.1

Building Wrapping

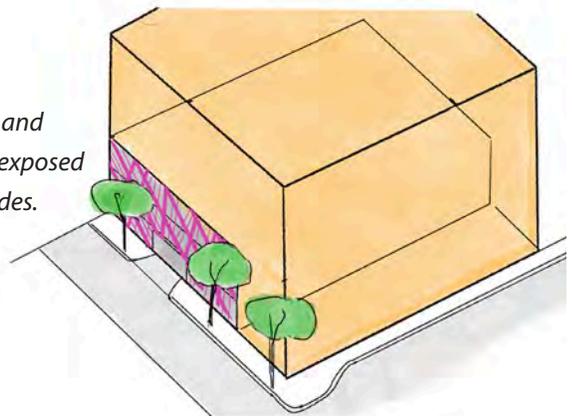
"Wrap" parking garages with active uses along primary streets.



4.2.3

Screening

Use creative façades and greenery to "screen" exposed parking garage façades.



4.2 Off-street parking and loading facilities, such as parking lots or garages, should be screened and de-emphasized.

Standards

4.2.1-S: Above-grade parking garages should be wrapped with active ground floor uses on primary streets. Above-grade parking garages and parking areas contiguous with a public sidewalk on a secondary street should be screened by a creative installation or vegetation or wrapped with active uses.

Parking garages should be wrapped with active uses (residential, commercial) on upper floors along major activity corridors, including Church Street.

Encourage

Wrapping and Screening

4.2.2: Parking lots should be screened by vegetation and include green medians with shade trees.

4.2.3: Where exposed to the street on upper floors, parking garages should be screened through creative screening solutions, such as a mural or a green wall with hanging plants, that is consistent with the overall building design.

Sustainability

4.2.4: Secure bike racks should be included in a separate bike room or easily and safely accessible within the parking garage.

4.2.5: Parking garages should be designed to be adaptable to future uses. Garages are encouraged to include future-proofing strategies, such as EV-ready spots and car-sharing spots.

4.2.6: Parking lots should be designed using Low Impact Development (LID) best practices, such as porous surfacing, tree cover, and other ways to reduce stormwater runoff.

Discourage

4.2.8: Above-ground garages should not be visible from the Church Street Corridor. For other active corridors, above-ground garages should be wrapped with active uses (preferable) or screened.

4.2.7: Parking garages should not be the primary, visible aspect of the building on any public way.



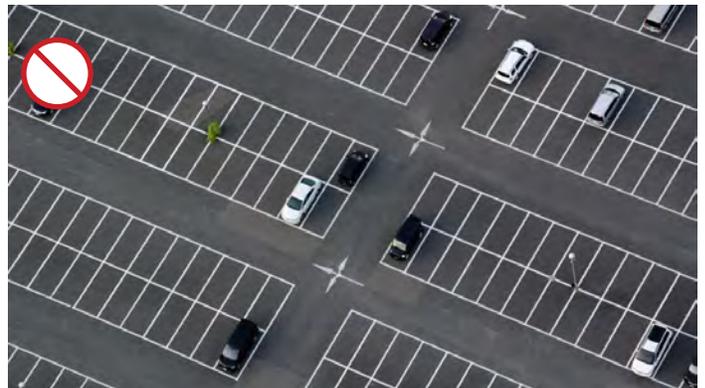
Green median, Nashville (Clean Water Nashville).



Mural and creative screening, Santa Monica (Brooks + Scarpa).



Green screening on a parking garage, Yoo on the Park in Atlanta (gsky).



Large surface parking lot with no green medians or trees (Andreas Altenburger, Shutterstock).



Miami City View Garage with creative metal screen (IwamotoScott).



Advertisement wrapping is not allowed. The garage is also unscreened (Domedica).

5. Signage Design

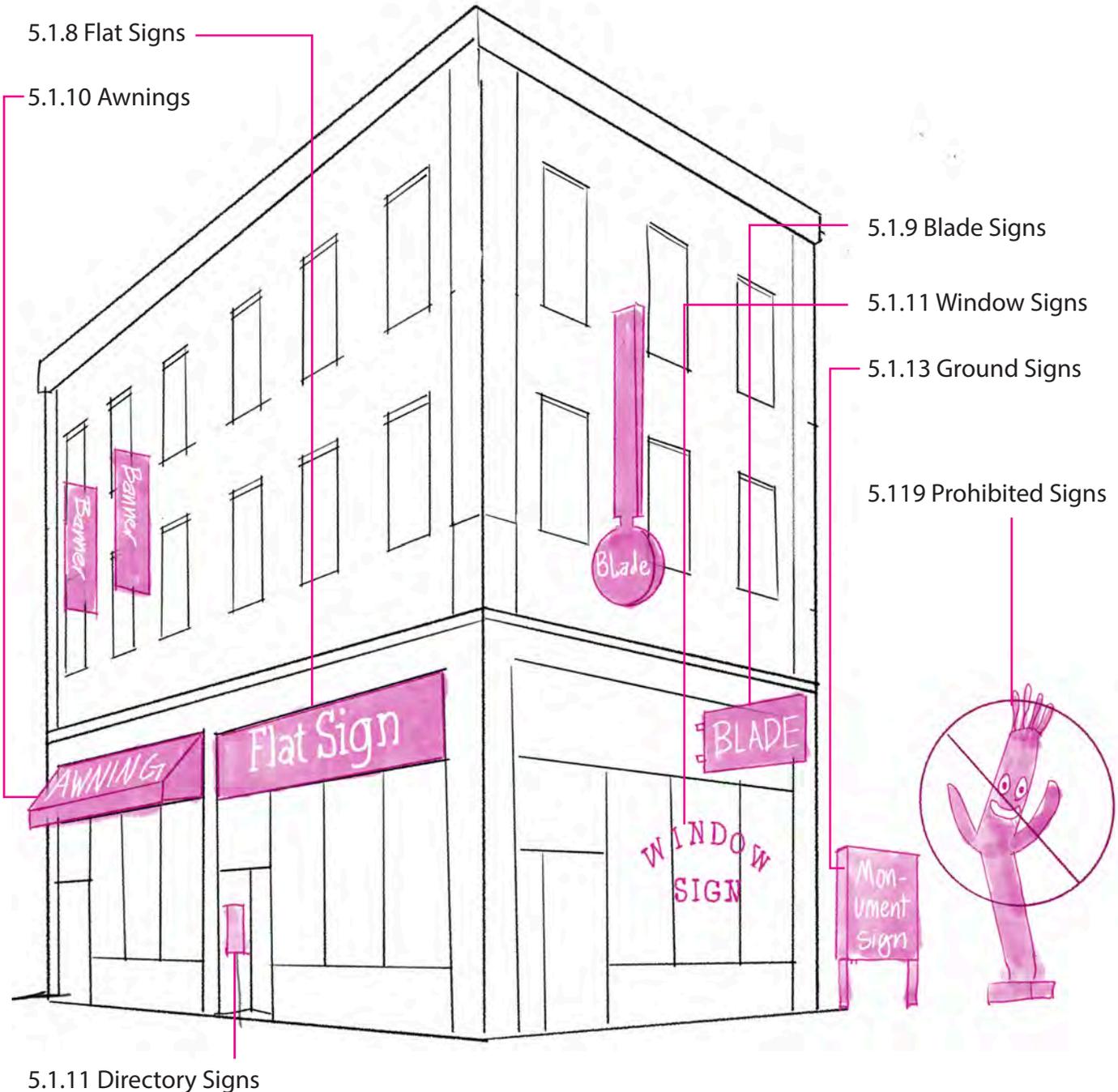


Illustration adapted from Boston's Downtown Crossing Signage Guidelines.

5.1 Include signage that is clear, visible, and consistent across buildings, but does not visually overtake the building.

Zoning Code

All signage should follow the standards in New Bedford's Sign Regulations as part of the Comprehensive Zoning bylaw (Chapter 9, Section 3000, 3200B Signs in KHTOD/CCTOD)

General Guidelines

5.1.1: Use signage to clearly identify residential and non-residential uses, including addresses or names of ground-floor tenants. Signs should be located at the principal entrances to the development.

Building address should be above the door, at minimum 6 inches tall. Hours of operations should be located on the door or adjacent to it.

5.1.2: Signage across the district should visually contribute to the neighborhood and provide way-finding. They should not add visual clutter. Signage should be integrated with the building's

architecture and not obstruct building cornice lines, windows, and architectural details.

5.1.3: Signs should be designed primarily visible to pedestrians or slow-moving vehicular traffic. Signage should generally be limited just above the primary entrances. Wording should be kept to a minimum and the use of logos is encouraged.

5.1.4: Signage for multi-tenanted buildings should be consistent and aligned in the same sign band. The placement of wall signs on individual buildings should respect the existing sign band on adjacent buildings.

5.1.5: If not specified elsewhere, the total sign area should not contain more than two square feet of sign area for each linear foot of store front / building front and may not exceed 75 square feet. Sign area shall be calculated by creating a box around the main body of the sign.

5.1.6: If not specified elsewhere, no sign for a street or sub-street level establishment shall extend higher than whichever of the following is lowest: 25 feet above grade, the top of the sills of the first level of windows above the first story, or the lowest point of the roof.

5.1.7: Lighting should be unobtrusive and non-distracting to drivers. Wiring and source of light should be concealed.

Standards by Sign Type

Buildings are encouraged to use a variety of appropriate sign types to help define entrances, identify the occupants, and provide visual interest to the neighborhood:

- Flat signs
- Blade signs
- Awning signs
- Window & Directory Signs
- Ground / Monument Signs
- Historic, Iconic, Marquee, Major Tenant Signs

Flat Signs



"Floating Letter" horizontal sign, where the background is the same material as the building (Google Maps).



Flat sign with a distinct background from the building material (Google Maps).

5.1.8: Flat Signs / Wall Signs

The wall sign is a horizontal sign located above a storefront's windows.

Size: Follow the general size guidelines in 5.1.5. Flat signs should not project more than 12 inches from the building face.

When measuring the size of the sign, include the background if it is a different color and material than the natural color of the building. Use the smallest rectangle around just the lettering and symbols if the background is the same material and natural color of the building.

Location: Follow the general location guidelines in 5.1.6.

Lighting: Can be externally illuminated. Individual letters may be internally illuminated but lighting source must be concealed. Internally illuminated box signs are prohibited.

Horizontal Blade Signs



Horizontal blade signs (Google Earth).



Horizontal blade sign, hung from an awning or overhang (Signs NYC).

5.1.9: Blade signs /storefront cantilevered signs

The horizontal blade is a short, wide sign that is oriented perpendicular to the building's face, with no copy on the sides.

Number and Size: One blade sign will be allowed per tenant/business unit. The total sign area should not exceed 8 square feet (calculated by creating a box around the main body of the sign) The thickness of the sign should not exceed 6 inches.

Location: The sign should be installed at least 8 feet - 6 inches above finish floor level, and the maximum height placement should follow 5.116. Signs should not project more than half of the sidewalk width and not reach within 24 inches of a line perpendicular to the outer edge of the curbing of said sidewalk.

Lighting: Each storefront cantilevered sign may be externally illuminated with two integrated lights (one light on each sign face or panel).

Materials: Formed plastic, injection molded plastic, and internally illuminated panels are prohibited.

Vertical Blade Signs / Banners



Vertical blade signs, meant to be iconic in nature (Google Maps).



Banner signs for a museum, a non-profit institution (ConseilsMarketing.com)

5.1.9: Vertical Blade Sign / Banners

The vertical blade sign is a more permanent tall, narrow sign that is oriented perpendicular to the building's face, with no copy on the sides. It is meant to be iconic in design.

Banners sign is a tall narrow sign, typically made of a flexible material and can be more easily switched out. These are limited to theaters, non-profit institutions, and multi-level retail.

Number and Size: One sign per 15 feet of façade width with a maximum of 4 signs per building.

Area of sign should not exceed 24 square feet for each building unit (calculated by creating a box around the main body of the sign). Height of sign should not exceed more than 10 feet in height. The thickness of the sign should not exceed 6 inches.

Location: . Sign should be placed above the first story and should not project more than 3 feet from the building.

Lighting: Non-illuminated or externally illuminated only with down-directed, fully shielded fixtures only.

Additional Guidelines: Banners do not have to match, but type faces and colors must coordinate.

Awning Signs



A contemporary awning with cut-out letters on the front edge (Google Maps).



"Traditional" awnings with lettering on the front-facing vertical edge (Google Maps).

5.1.10: Awning Signs

Awning sign means any sign that is part of or attached to an awning, canopy, or other material, or structural protective cover.

Size: Awnings should not project more than 6 feet from the façade and should not reach within 24 inches of a line perpendicular to the outer edge of the curbing of said sidewalk. Entrance canopies and covers for outdoor dining are permitted exceptions and should be evaluated case-by-case.

Location: Awnings should not be less than 8 feet above the sidewalk. Follow the maximum height guidelines in 5.1.6.

Awnings should not span numerous bays, windows, or storefronts.

Lighting: Internally illuminated awnings are not permitted, except that down lighting is intended to illuminate the sidewalk. Awnings should not "glow."

Materials: Cloth awnings should be made of fire resistant, water repellent marine fabric. Vinyl or vinyl-coated awning fabric is not permitted. Flat, contemporary awnings can be constructed of metal and/or glass.

Additional Guidelines: Awnings along the same building should

be harmonious with one another, using similar materials and shapes.

Lettering should be minimal and limited to the front-facing, vertical edge of a traditional awning, with a maximum lettering height of 36 inches. No lettering or graphics should be on the side of awnings.

Individual, cut-out letters are allowed on the top and edge of flat, contemporary awnings, particularly above the primary entrance, with a maximum lettering height of 36 inches.

Dome or waterfall-shaped awnings are prohibited.

Window Signs & Directory Signs



A minimal window sign that preserves views into the store (Google Maps).



An iconic window sign that acts as a mural but still retains transparency (Kitchenaid, Leo Schwartz).

5.1.11: Window Signs

A window sign is a sign that is attached to the window.

Size: Window signs should not exceed 30% of the window surface. If letters or design ‘float’ and do not have an opaque background, do not include in maximum signage area allowed calculations. Signs located inside the building within 5 feet of the storefront are considered window signs.

Location: Window signs should be limited to ground-floor windows. Opaque signs must be located below 36 inches above the sidewalk.

Additional Guidelines: Activity inside should still be visible. Painted window signs or smaller posters that retain as much transparency are encouraged. Large posters that cover the entire window and obstruct the view are prohibited.

5.1.12: Directory Signs

Directory sign is any sign on which the names and locations of occupants or the use of a building is given. Directory signs are encouraged for a building with multiple tenants above the ground floor, to reduce visual clutter of multiple signs. These should be located adjacent to the primary entrance, preferably in a

recess and alcove, off of the main sidewalk.

Menu boards placed on a wall beside the door are encouraged for restaurants and cafes.

Parking garages are also encouraged to have directory signs to indicate entrances.

Freestanding Signs (Ground, Monument)



Monument sign with name of company and address (Divine Signs and Graphics)



A free-standing wayfinding sign that helps to create a cohesive neighborhood identity (Capital Sign Solutions)

5.1.13: Freestanding Sign

A detached sign mounted on or incorporated into a solid base, pedestal or perimeter wall or other self-supporting structure. These are generally for way-finding purposes and located at pedestrian and off-street parking entrances.

Size: Sign height to be 8 feet above grade maximum and 10 feet in width maximum. It should not exceed 25 square feet in area.

Location: One sign maximum for each street frontage and for a site with multiple frontages, a minimum of 60 linear feet shall separate each sign. Freestanding

signs must have a 6 feet minimum setback from any interior side lot line and 30 feet from any residential zoning district.

Lighting: Internally lit signs are not allowed and may be externally illuminated with directed fully-shielded fixtures only.

Materials: The sign material and design style should complement the building material and style.

Additional Guidelines: Landscaping is required around freestanding signs, unless it is primarily for pedestrian wayfinding use.

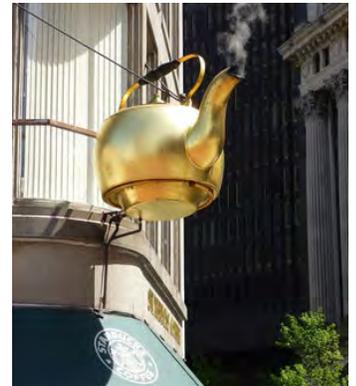
Historic, Iconic, and Marquee Signs



Example of a historic 'ghost' sign (*The Paupered Chef*).



Marquee sign (*Google Maps*).



Iconic, sculptural sign (*Google Maps*).

5.1.14: Historic Signs

Some historic signs on existing buildings, such as former mill buildings, are important to the character of the project but might not follow the guidelines. Proponents should work with the City to preserve signs.

5.1.15: Iconic Signs

These signs are generally three-dimensional objects that represent the business in a creative way. Proponents should work with the City to determine sizing, but the object should generally not exceed 8 sq. ft. from any profile side.

5.1.16: Marquee Signs

These signs should be allowed only for theaters, performing arts venues, and sports arenas. Only one per building and placed above the principal entrance. Sign must be cantilevered or supported from above. The maximum width should be the width of the business frontage and the maximum height is 50% of the first story height. Minimum distance from sidewalk curb is 24 inches. Signs may be internally illuminated, such as exposed channel neon tubes. Proponents should work with the City to determine sizing and design.

'Headquarter' Signs

5.1.17: 'Headquarter' Signs

Some large tenants will request to have a sign higher up and larger than generally permitted. These may include commercial office tenants, large non-profit institutions, and hotels. In an effort to encourage economic development and attract jobs, such signs may be permitted after consultation with planning staff.

Establishments in which the sole place of business is above the street level may locate a sign higher than 25 feet above grade.

Only one sign higher than 25 feet above grade will be allowed per building.

Signs should not contain any signs or lights that move. Lighting should be indirect, not be disruptive, or shine directly at their neighbors.

Signs are discouraged from being placed above the roof line, unless it is part of the architecture.

Proponents should work with the City to determine sizing and location.



A 'Headquarter' sign placed just below the roofline (Garry Higgins, Boston Business Journal).



'Headquarter' Sign placed above the roof line. This is generally discouraged but may be allowed in special circumstances. Here, the sign fits in with both the contemporary addition and original brick building (Roberto Farren Photography, Boston Magazine).



A creative 'Headquarter' sign placed on the glass curtain wall (New Balance Press Box).

Prohibited Sign Types and Temporary Signs

5.1.18: No sign-maker labels or other identification are permitted on the exposed surfaces of signs, except as may be required by building code. When required, they should be located in a non-conspicuous place.

5.1.19: The following sign types are prohibited because they have the potential to visually disrupt the neighborhood:

- Signs employing luminous plastic letters.
- Exposed fluorescent lights or exposed, open-face channeled letters (except for permitted marquee signs)
- Signs or lights that move, change, flash, or make noise, including commercial balloon devices, high powered search lights and signage expressed or portrayed by emitted light, digital display or liquid crystal display. Where permitted, indicators of time or temperature may move.
- Box-style cabinet signs or "can" signs, whether internally illuminated or not.

- Signs utilizing paper, cardboard, Styrofoam, stickers or decals hung around, on or behind storefronts, or applied to or located behind the storefront glazing are prohibited.
- Any imitation of official traffic signs or signals, or use of such words as "Stop," "Look," "Danger," "Slow," "Caution," or "Warning" is prohibited.
- No red or green lights or any lighting effect utilizing such colors may be used on any sign if, in the opinion of the Chief of Police, such light or lighting would create a hazard to the operation of motor vehicles.
- Roof, pole or pylon signs are prohibited.
- Inflatable figures and/or signs are prohibited, whether movable or stationary.

5.1.20: Temporary window and banner signs should not be displayed more than 15 days per calendar month. Signs should be behind the window glass. It should not exceed 30% of area of the window. Other types of temporary signs follow the same general size and location restrictions in 5.1.5 and 5.1.6. Temporary signs should not cover windows openings.

Permits are not required for small window signs. Permits are required for larger temporary banner signs.

Examples of temporary signs include "Now Leasing" signs for residential properties and special promotional sales.



Inflatable Signs are not allowed (Tall Man Promo).



Off-site billboards, advertising businesses not on site, are not allowed. Pole signs are also prohibited (Skyline Outdoor Media).



Signs that move or flash are not allowed (Yiwu Fly Sky Lighting Factory).



Temporary signs should not be displayed more than 15 days per calendar month and generally should be tied to a time-limited promotion (speedpro.com).

