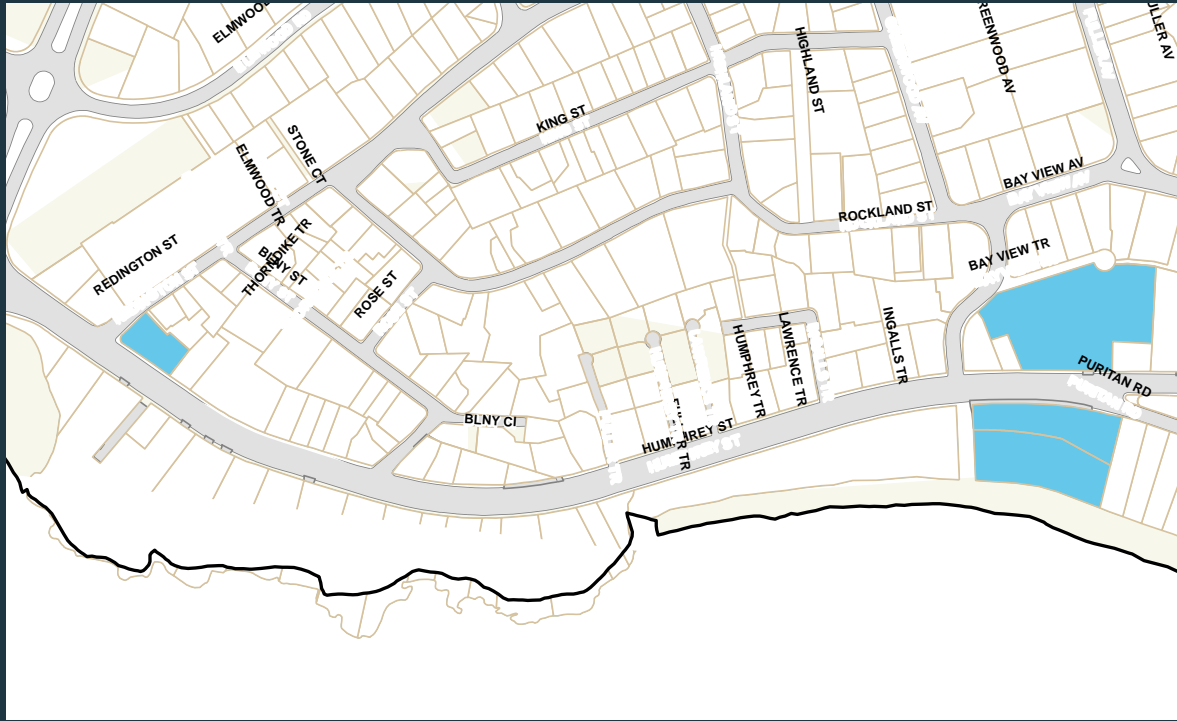


# HUMPHREY STREET OVERLAY DISTRICT



Presented by the  
Swampscott  
Planning Board

Visual Preference Survey: March 25, 2014



# Agenda

- Timeline of Events 2004-2014
- Goals of the Humphrey Street Overlay District (HSOD)
- Proposed HSOD Permitting Processes
- Discuss key architectural terms
- Floor Open for Questions
- Visual Preference Survey



# Timeline

2004:  
Swampscott  
Community  
Development  
Plan, MAPC

2006:  
Humphrey  
Street  
Revitalization  
Committee

2009:  
Humphrey  
Street Zoning  
Bylaw Project,  
Eaton  
Planning,  
Public  
meetings

2005:  
Humphrey  
Street  
Business  
Owner Survey  
and Report

2007:  
Humphrey  
Street Master  
Plan

2012:  
Downtown  
Vision and  
Action Plan,  
several public  
meetings,  
survey, MAPC



# Conclusions to date

- Almost all (re)development of commercial property requires a special permit
- Existing land uses, building forms, development patterns not permitted under current zoning (Special Permits)
- Lack of pedestrian amenities
- Lack of investment in renovating existing buildings
- Lack of clear direction regarding development patterns
- **Area should be safe, mixed-use, attractive, walkable**



# Goals of the HSOD

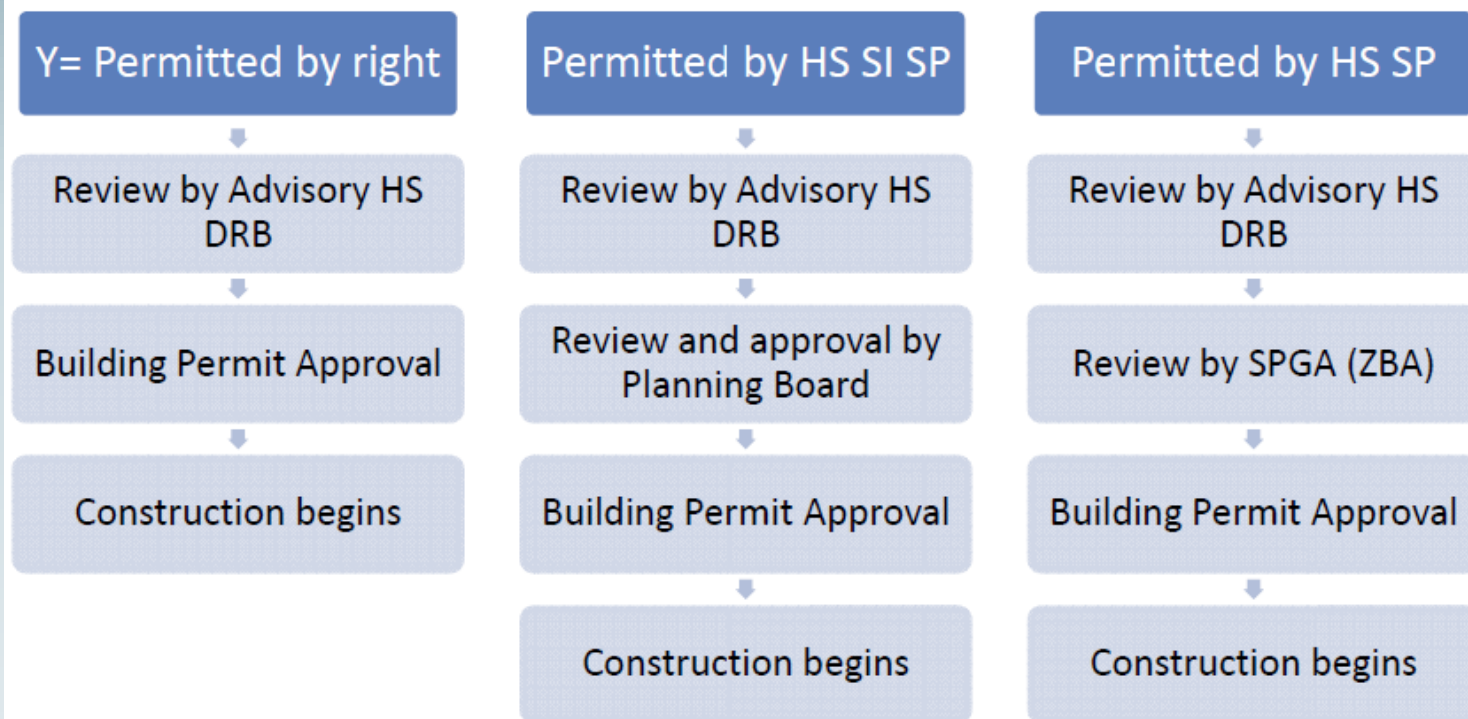
- Make Humphrey Street an amenity
- Allow greater mix of uses and reduce need for multiple special permits
- Guide Redevelopment
- Establish preferred patterns of design
- Set up framework for alternative parking solutions



# HS Redevelopment Permitting Process

## Planning and Design Professionals

**Supporting Diagram: HSOD review processes**

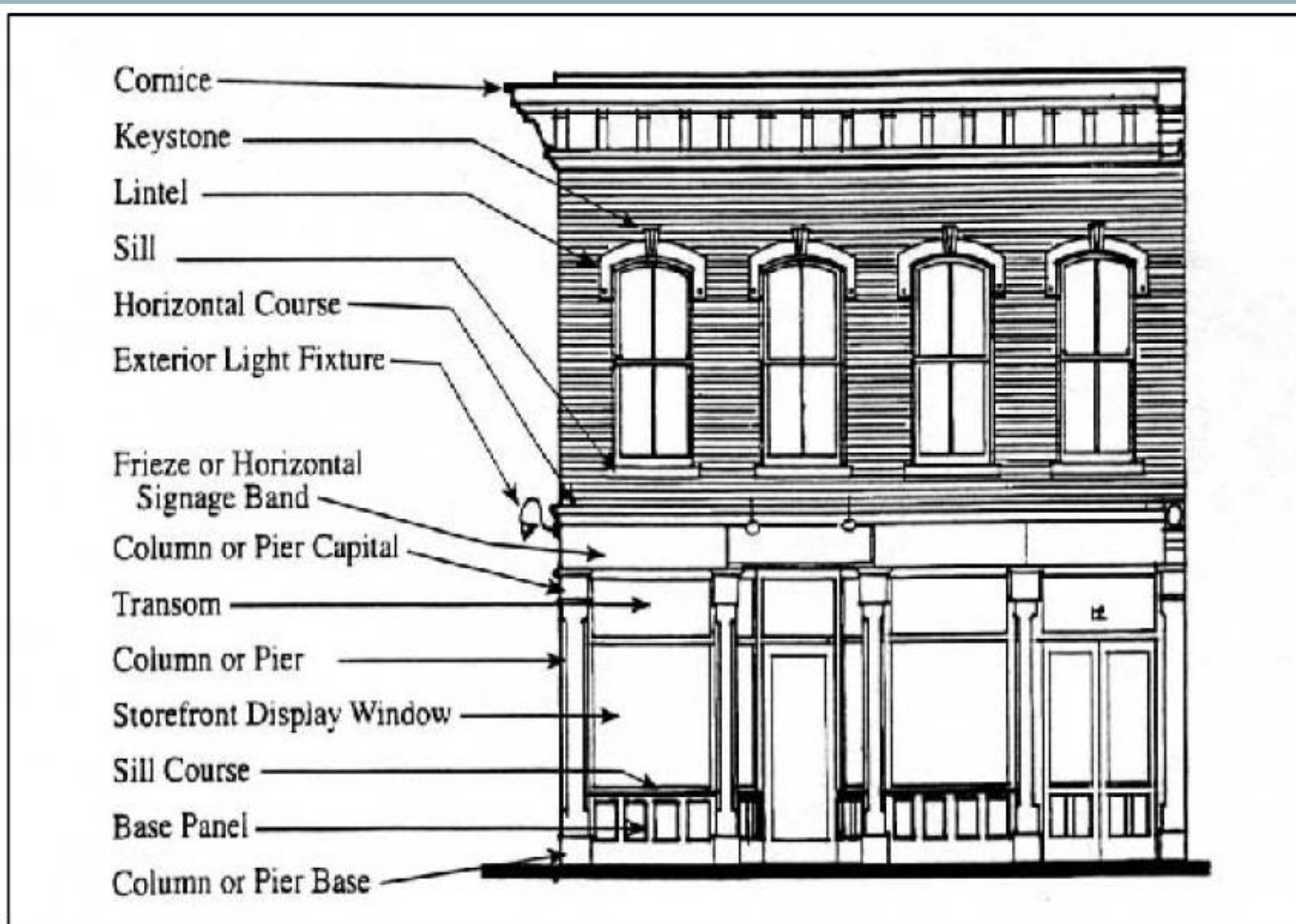




# HS Design Review Board

## Planning and Design Professionals

### □ Design Standards and Guidelines TBD





# Architectural Terms

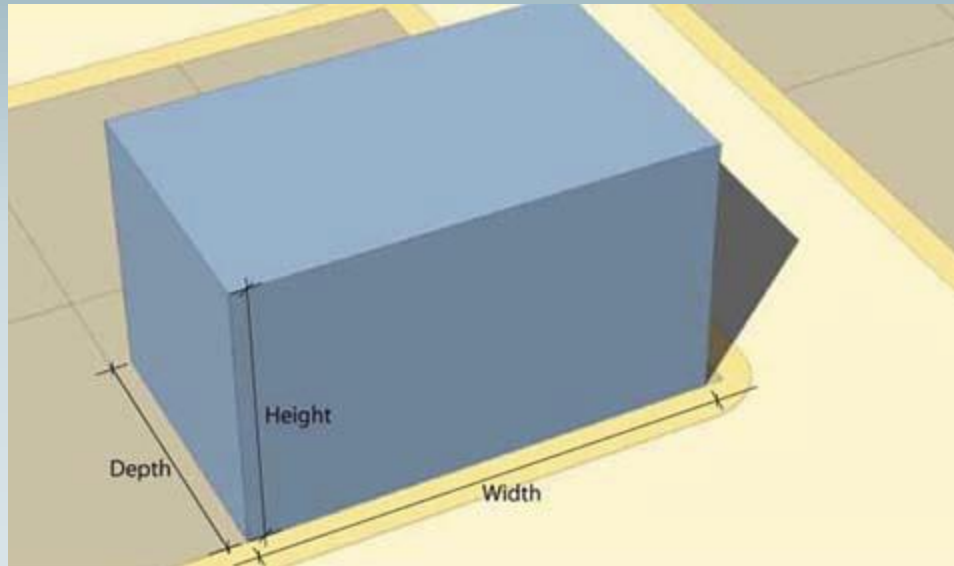
- Massing
- Articulation
- Scale
- Setbacks
- Stepbacks
- Materials
- View Corridor
- Style





# Massing

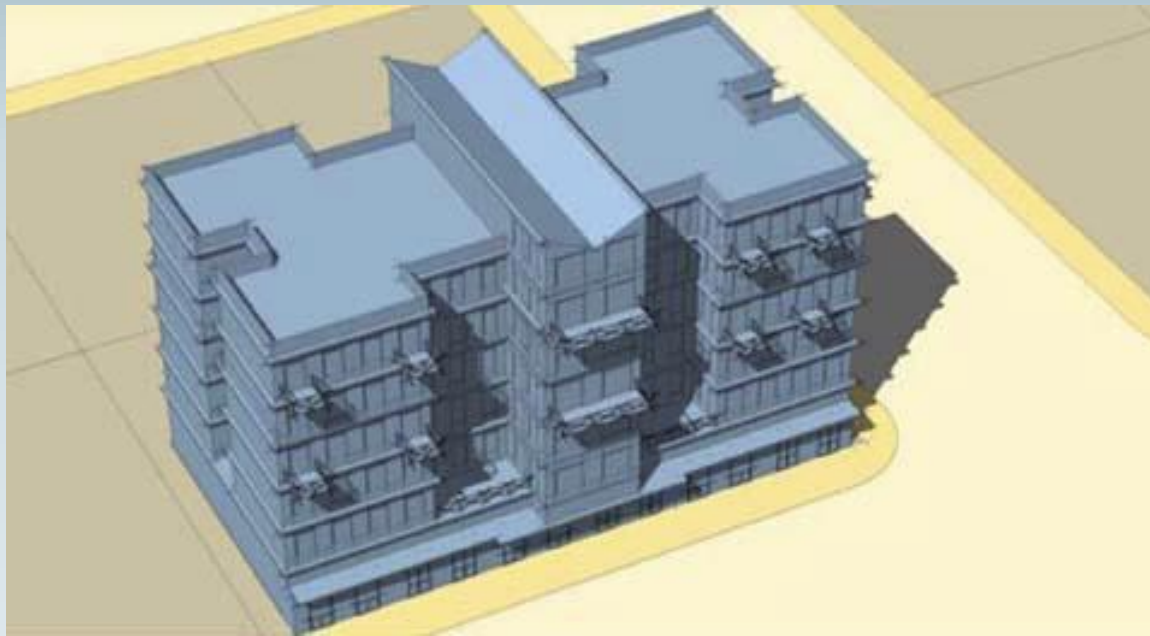
## General Size and Shape





# Articulation

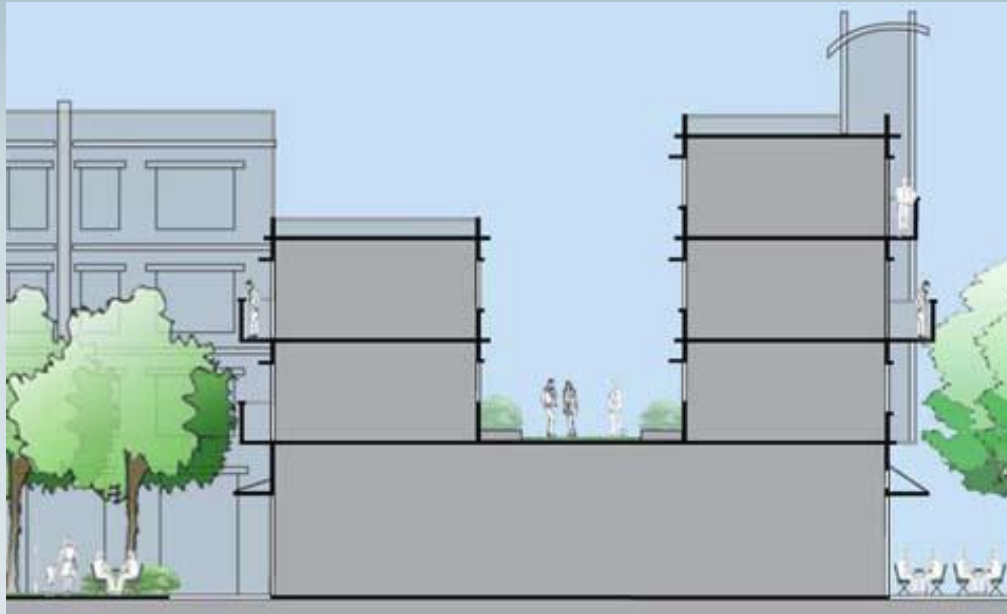
Various depths of façade  
(bay windows, courtyards, doorways)





# Scale

Related to massing, but relative to surrounding environment





# Setbacks

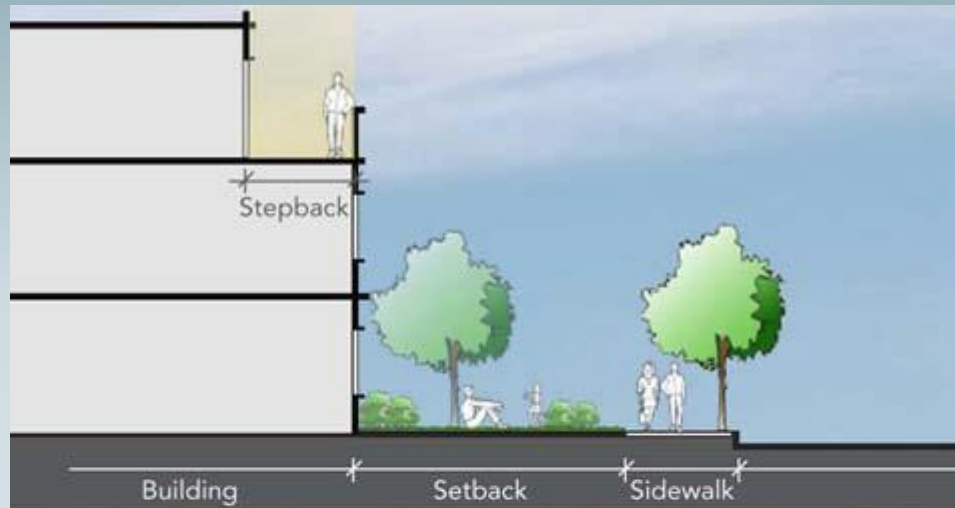
Horizontal distance from property line to facade





# Stepbacks

Setbacks on upper floors, focus on outdoor floor space





# Materials and Details

Stucco, brick, wood, stone







# View Corridor





# Style

Historic Seaside

Sustainable (Green Building)

Contemporary

New England Colonial

Ornate/Fine detailing





# HSOD Proposal

**Thanks for participating!**

Look out for our next meeting on April 7<sup>th</sup>

**Questions?**



1.



2.



3.



4.

## Humphrey Street Overlay District Visual Preferences



5.



6.



7.



8.

## Humphrey Street Overlay District Visual Preferences





9.



10.



11.



12.

## Humphrey Street Overlay District Visual Preferences





13.



14.



15.



16.

## Humphrey Street Overlay District Visual Preferences