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CITY OF BEVERLY

AN ORDINANCE OF THE CITY OF BEVERLY TO ESTABLISH CHAPTER 18A, "URBAN DESIGN STANDARDS" IN THE REVISED GENERAL ORDINANCES OF THE CITY OF BEVERLY.

ORDINANCE NO: 2005-20

BE IT ORDAINED, by the Common Council of the City of Beverly, in the County of Burlington and the State of New Jersey, as follows:

SECTION I. DECLARATIONS

The Common Council hereby makes the following declarations:

- A. In August of 2000, the Common Council adopted a Redevelopment Plan for portions of the City, and established a three phase redevelopment strategy.
- B. In June of 2005, the City of Beverly conducted two broadly advertised community wide workshops to focus on one of the redevelopment areas, the City's waterfront. These workshops were funded through a planning grant from the Burlington County Office of Economic Development and Regional Planning, and included approximately 40 participants from throughout the community.
- C. The workshops resulted in a concept plan for the waterfront, which also captured general planning and urban design themes that were valued by the participants.
- D. It is the Common Council's intention to amend the redevelopment plan to reflect the results of the workshops. However, in consideration of the general consensus developed for the ongoing improvements of Beverly, the Common Council wishes to make the following urban design standards applicable throughout the municipality, which will be incorporated into the Redevelopment Plan by reference.
- E. The City Planner shall develop and maintain a pictorial example of these standards, to be approved by the Planning Board, which will be on file with the City Clerk and Zoning Officer for reference by those wishing to undertake development and redevelopment activities within the City of Beverly.

SECTION II. DESIGN STANDARDS

18A.1 Design Standards

Design guidelines encourage a positive relationship between new buildings and their surroundings, and the relationship of neighborhoods to other neighborhoods thereby enhancing the overall visual quality of the City of Beverly.

18A.2 General Community Design Standards

1. Gateways – Buildings located at obvious entrances to residential, mixed-use, transit or commercial areas shall mark the transition into and out of the neighborhood in a distinct fashion using massing, additional height, contrasting materials.
2. Focal Points – Points of visual termination shall be occupied by monuments, fountains, or distinctive civic buildings and spaces. These structures shall generally employ enhanced height, massing, and architectural treatments.
3. Build-To-Line - Buildings shall define the streetscape through the use of uniform setbacks along the build-to-line for each block. The streetscape shall also be reinforced by lines of closely planted shade trees.
4. Mixed Use Areas – Where the City has designated mixed-use areas, the goal is to create a variety of buildings and residential types, and uses that are designed to foster a sense of community through a pedestrian scale and high aesthetic quality while also accommodating vehicular traffic. Mixed use buildings shall restrict retail services to the ground floor. Office uses are permitted on the second floor and serve to buffer any proposed residential uses on the upper floors from retail uses. When residential uses are proposed for multi-story mixed use buildings that are above two stories, the residential portion shall be stepped back from the lower commercial uses to provide an added buffer from street noise.
5. Building Orientation – Primary building entrances should be physically and visually oriented toward streets, parks and plazas. Primary orientation to the interior of blocks, parking lots and garages is to be discouraged. Building height and massing should be considered in relationship to that of existing buildings and to the pedestrian scale.
6. Climate Considerations – Building exteriors should employ porticos, arcades and porches to the maximum extent possible to provide shelter from sun, rain, and wind. Outdoor dining areas should attempt to provide a southerly orientation. Building locations, heights and step-backs should consider safety concerns associated with shadows on parking areas, sidewalks, and streets.

7. Building Variation - Building designs shall vary in terms of footprint, architectural elevations, and roof orientation, front entrance, and porch locations. Colors, materials, window dimensions, and other architectural details such as cornice lines, sign bands and base treatments should establish a harmonious and unified theme.
8. Corner Lots – Residential and commercial buildings situated on corner lots shall treat side facades that face a public street the same as the front yard façade. For example, fences, porches, cornice treatments, top and bottom window alignments, etc. should wrap around the front and side façade exposed to the public street.
9. Parking – Parking lots shall be placed to the rear of buildings, or the side if the rear is not feasible. Secondary entrances, oriented toward parking lots, are permitted. Shared and structured parking is encouraged in mixed-use, transit oriented and commercial areas in order to better utilize land around transit stops and commercial area, which is important to the City's economic development.
10. General Infill Projects – Where there is a vacant lot(s) in an existing neighborhood, or an underutilized front loaded commercial parking lot, proposed projects should complement and strengthen the surrounding neighborhood and reinforce desirable community design patterns and architectural features referenced in this chapter. As an example, if a neighborhood shows a pattern of detached rear loaded garages, or extensive use of front porches, this pattern should be followed and reinforced.
11. Height -- The historic character of the City calls for 2 ½ to 3 ½ story buildings. This height characteristic shall be maintained in existing neighborhoods where it is the prevalent architectural pattern. Maximum permitted zone heights are encouraged in core mixed-use and transit oriented areas provided parking and fire safety issues are addressed to the City's satisfaction. Height restrictions shall not apply to architectural features such as parapets, articulated corners such as those that would feature clock towers, church spires, belfries, cupolas, domes, chimneys and screened mechanical appurtenances. Such features shall be erected only to such a height as is necessary to accomplish the purpose they serve.
12. New Streets – Street layouts shall be aimed at achieving a grid pattern connecting to the major street network. The grid may be modified to adapt to, respect, and highlight unique viewsheds and topographical features. The use of cul-de-sacs and other roadways with a single point of entry is prohibited. Streets shall be designed so as not to exceed 450 feet in length, from intersection to intersection, and no longer than 1,000 feet without a visual termination or vista. To the greatest extent possible, major internal streets shall terminate in a t-intersection directly opposite the center of a building, an internal open space area or a view into a peripheral open space.

13. Drive-Thru Establishments - Drive through facilities are generally discouraged. However, if absolutely necessary, they shall be located and screened with planting and/or architectural walls to minimize their visibility, and may be located under upper story cantilevered floors. In all cases, drive through facilities must be located in the rear of the building.
14. Loading and Service Areas - When required, loading docks, solid waste facilities, recycling facilities, and other service areas shall be placed to the rear or side of buildings in visually unobtrusive locations. Screening and landscaping shall be provided to minimize direct views of the loading areas and their driveways from adjacent properties or from the public right-of-way. Screening and landscaping shall also be provided to minimize spill-over glare, noise, or exhaust fumes. Screening and buffering shall be achieved through walls, fences, and landscaping. Screening shall be a minimum of five (5) feet tall, shall be visually impervious and keep receptacles completely out of view. Recesses in the building, or depressed access ramps, may be used.

18A.3 Streetscape Design Principles

1. Curbs – In new developments, curbing shall be made of granite or equivalent. A minor commercial or residential development adjoining an existing residential lot(s) may match the curbing that exists in the neighborhood at the City's discretion.
2. Fences – Walls and fences shall be architecturally compatible with the style, materials and colors of the principle building on the same lot. Front yards may have the following treatments: brick walls with a stone or cast stone cap, wood or synthetic picket fences, and decorative metal or cast iron fences. Razor wire and chain link fencing is discouraged. However, chain links fences may be combined with a hedge. Hedges can be used instead of fences. Gates in fences shall be built of the fence material. Walls shall be built of brick to match the principal building. Gates in walls may be of steel or wrought iron.
3. Front Yard Fences – Provided there is no conflict with underground utilities, front yard fences and hedges are encouraged in zones where defining a private front yard is desirable, particularly in mixed use areas. Front yard fences shall be set on private property and shall be set back a minimum of three (3) feet from the paved sidewalk, and further if shown to conflict with underground utilities. For security purposes, front yard fences shall not exceed 4 feet in height above ground level and may not be more than 65% solid.
4. Side/Rear Yard Fences - Side and rear yards may be defined by a fence, trellis or lattice, vegetative hedge, garage and/or out building walls, or some combination thereof. The height of such yard enclosure shall not exceed six feet above ground level and shall be suitable to provide privacy and screen views of neighboring

uses, trash receptacles/containers or recycling bins. The side yard starts at the set back of the principle building entrance. Porches are not considered an entrance for purposes of this section.

5. Shade Trees – In residential and commercial areas, shade trees with a minimum caliper of 2 ½ inches measured at the 30 inch height, shall be planted in the parkway at a minimum spacing of 24 feet on center.
6. Decorative Street Lights – All proposed street lighting in mixed-use areas shall be pedestrian scaled and located in the parkway. The fixtures shall not exceed 12 feet in height and generally spaced between 120 feet on center. New lighting in existing residential neighborhoods shall maintain the existing height and functional design. However, all new fixture styles, whether in the mixed use areas or existing residential areas, shall complement the lighting themes associated with the Beverly rail stop.
7. Street Furniture – In commercial areas, uniform benches, planting tubs, bike racks and trash baskets shall be provided. These items must be inspected and approved by the municipal engineer.
8. Sidewalks – Pedestrian sidewalks shall be a minimum of five (5) feet wide in pedestrian areas and (12) feet wide in commercial areas.

18A.4 Commercial Parking

1. Parking is prohibited within the front setback between the front of the building and the front property line. On street parking is encouraged where feasible and appropriate.
2. Parking lots and/or associated driveways may abut and overlap property lines that abut other non-residential uses, predicated upon establishing an appropriate access easement that clearly defines all associated maintenance responsibilities.
3. Commercial parking spaces and/or associated driveways shall be located a minimum of ten (10) feet from any side or rear property line which abuts a residential use.
4. Shared parking shall be encouraged for all commercial parking lots and particularly for those serving mixed-use and transit areas.
5. Transition areas between commercial parking areas and civic and residential uses shall be designed with textured paving, landscaping, and street furniture approved by the Planning Board.

6. Parking lot layout, landscaping, buffering, and screening shall be provided to minimize direct views of parked vehicles from streets and sidewalks, avoid spill-over light, glare, noise, or exhaust fumes onto adjacent properties, in particular residential properties, and provide the parking area with a reasonable measure of shade, when trees reach maturity. In order to achieve these objectives, parking lots exposed to the public view shall be surrounded by a minimum of a three (3) foot high, year-round visually impervious screen, hedge, or wall. However, where these buffers are used to screen driveways or approach sidewalks or walkways, the walls will be located in a manner to provide adequate visibility of pedestrians from motor vehicles, and shall not interfere with clear sight triangle requirements.
7. The interior of all parking lots shall be landscaped to provide shade and visual relief. This is best achieved by protected planting islands or peninsulas within the perimeter of the parking lot. Parking lots with ten (10) or less spaces may not require interior landscaping if the Planning Board determines that there is adequate perimeter landscaping. In parking lots with eleven (11) or more spaces, a minimum of one (1) deciduous shade tree shall be required to be planted in the parking lot for every five (5) parking spaces, within a six (6) square foot planting strip, diamond, or equivalent planter. Choice of plant materials, buffer width, type of screening, location, and frequency of tree planting shall be flexible provided the landscape plan meets the satisfaction of the Planning Board.

18A.5 Residential Garage and Parking Design Standards

1. Garages shall only be located to the rear of the principal buildings that are preferably accessed through a rear alley. With the exception of lots that do not back up to alleys or lanes, driveways and driveway access shall be prohibited in any front yard area.
2. Driveways that are accessed through the front yard area shall be no wider than ten (10) feet and parking for all dwelling units shall be prohibited within the front yard setback.
3. Where it is not feasible to place garages in the rear yard because of unique lot constraints and dimension, and not because of constraints posed by proposed building dimensions, driveways and driveway access shall be permitted in the front yard area provided that the garage is recessed at least ten (10) feet from the main portion of the dwelling unit.
4. The garage setback from the right-of-way of the rear lane shall be governed by the following: (1) No parking is permitted within the driveway accessing the garage, in which case the garage shall be setback no less than (10) feet, with a 6" tolerance, from the right of way of the rear lane; or (2) parking may occur within the driveway leading to the garage, in which case said garage shall be setback no less than twenty (20) feet from the right-of-way of the rear lane. No

vehicle parked in a driveway or parking area shall encroach into the public right-of-way.

5. Two (2) adjacent lots may share a driveway along their common property line subject to a cross-access easement.
6. There shall be no more than one driveway apron per lot.
7. Garages on single family or duplex corner lots are permitted direct access to the side street provided the entrance of said garage has a setback ten (10) feet further than the side wall of the dwelling unit.
8. Driveways may be constructed of asphalt or concrete. Two (2) foot wide concrete wheel tracks are permitted. Textured paving such as stone pavers or pattern stamped concrete is encouraged.
9. All townhouse driveways and parking spaces shall only be accessed from the rear lane, with the exception of end unit town homes.
10. Required parking for multi-family buildings may be located in common parking lots located on a lot other than that containing the building entrances. In this case, shall be located within 300' of the building entrance.

18A.6 Commons, Greens and Plazas

1. Internal open spaces shall be of a distinct geometric shape and shall be spatially enclosed by the buildings that front upon the streets bounding the area in order to serve as an active gathering place for all residents of the community.
2. Internal open spaces shall be landscaped such that a minimum of 75% of the area is covered with trees, shrubs, lawn, a groundcover.
3. Internal open spaces shall include elements such as gardens, walkways, monuments, statues, gazebos, fountains, park benches, and pedestrian-scale lamp posts. Pedestrian connections shall be provided open space areas and abutting commercial sites.
4. Restaurants & Cafes shall be permitted to operate outdoor dining areas in plazas and on sidewalks, provided pedestrian circulation and access to store entrances shall not be impaired and the following standards and guidelines are met:
 - (a) To allow for pedestrian circulation, a minimum of five feet of sidewalk along the curb and to the entrance of the establishment shall be maintained free of tables and other encumbrances.

- (b) Planters, posts with ropes, wrought iron railings, or other removable enclosures are encouraged and shall be used as a way of defining the area occupied by the café.
- (c) Extended awnings, canopies, or large umbrellas shall be permitted and located to provide shade. Colors shall complement building colors.
- (d) Outdoor cafes shall be required to provide additional outdoor trash receptacles.
- (e) Tables, chairs, planters, trash receptacles, and other elements of street furniture shall be compatible with the architectural character of the building where the establishment is located.
- (f) Operators or owners of establishments will be responsible for trash pick-up and to maintain a litter-free and well-kept appearance within and immediately adjacent to the area of their activities.

18A.7 General Architectural Design Standards

1. Buildings shall generally relate in scale and design features to surrounding buildings and respect the local context. This means maintaining a generally uniform building scale, set-backs, base courses, use of front porches on residential buildings and generally reflecting the design features, colors and materials used in surrounding buildings.
2. All exposed sides of a building shall have an articulated based course and cornice. The architectural treatment of the front faced shall be continued around all exposed sides of a building.
3. Articulation – No wall shall have a blank, uninterrupted length exceeding 30 feet without including a revealed pilaster, change in texture, color or material, change in plane, window, lattice, or equivalent element.
4. Gable roofs are encouraged. Mansard roofs on building two stories and lower are discouraged. Flat roofs are generally discouraged, however, they may be considered for a buildings at least two stories in height if an articulated cornice or parapet is provided.
5. Roof slopes of either 50 degrees or 38.5 degrees are encouraged. Where a building has multiple roof styles, such as a hip roof and gabled portico, the roof types should have different slopes. Roofs should provide overhanging eaves on all sides that extend a minimum of one foot beyond the building wall. Architectural embellishments that add visual interest to roofs, such as dormers, belvederes, chimneys, cupolas, clock towers and other elements are encouraged.

6. Windows shall be vertically proportioned wherever possible. Upper story windows shall be vertically aligned with the location of windows and doors on the ground level.
7. Buildings with multiple storefronts shall be unified through the use of architecturally compatible materials, colors, details, awnings, signage and lighting features.
8. All air conditioning units, HVAC systems, exhaust pipes or stacks, elevator housing, and satellite dishes and other telecommunications receiving devices shall be thoroughly screened from view from the public right of way.

18A.8 Signs in Mixed Use Areas

1. Signs affixed to the exterior of a building shall be architecturally compatible with the style, composition, materials, colors, and details of the building.
2. Signs shall fit within the existing façade features, shall be confined to signable areas, and shall not interfere with door and window openings, conceal architectural details or obscure the composition of the façade where they are located. Signs shall be placed on a façade only in a manner historically appropriate to the style of the building.
3. Whenever possible, signs located on buildings within the same blockface shall be placed at the same height, in order to create a unified sign band.
4. Wood and painted metal are the preferred materials for signs. Flat signs should be framed with raised edges. Wood signs shall use only high-quality exterior grade wood with suitable grade finishes.
5. Sign colors should be compatible with the colors of the building façade. A dull or matte finish is recommended.
6. Signs shall be either an architectural spot-lighted (i.e. gooseneck) or back-lighted with a diffused light source. Spot-lighting shall require complete shielding of all light sources; light shall be contained within the sign frame and shall not significantly spill over to other of the building or site. Back-lighting shall illuminate the letters, characters, or graphics on the sign but not its background.
7. Signs shall be mounted so that the method of installation is concealed.