

Design Analysis for proposal 30-32 Cable Ave. Salisbury, MA



300-61 Purpose: The Salisbury Beach Overlay District is intended to spur redevelopment of under-utilized beachfront commercial property, to establish design guidelines for new development, to unlock the potential of creative development and architecture, to enhance the value of land and buildings, to encourage sustainable design and building practices, to provide a foundation for long-term private reinvestment, and create incentives for new mixed-use development while preserving the character of this historically lively oceanfront district at Salisbury Beach.



Guideline Type	§ 300-71 Subsection Reference	Standard
Category 1	A, B, C, D, E, Q, R, T	Mandatory
Category 2	F, G, H, S	3 out of 4
Category 3	I, J	1 out of 2
Category 4	K, L, M	2 out of 3
Category 5	N, O, P	2 out of 3

A. Buildings, structures and site layout shall reflect traditional neighborhood design, with pedestrian-friendly street design that is inviting and pleasant for walking, bicycling, and other non-vehicular means of getting around, and safe and convenient for individuals with disabilities; discernible edges, a mix of densities, and a mix of land uses. Buildings are encouraged to reflect both traditional and contemporary interpretations of vernacular coastal New England architecture for the purposes of promoting appropriate waterfront scale and character, including building materials, massing, density, scale, and roof lines.

The proposed structure was designed to reflect new england architecture by referencing lighthouse towers on either end incorporating front open porches on each floor and the use of shingles siding at the top. The building is set back from the street to align closer with other front setbacks in the area, as well as visual screening on the first floor.

B. Large expanses of blank walls shall not be allowed. Facades shall have frequent architectural articulation. Major such articulations shall be spaced no farther apart than 25% of the building length at street level (but in no case farther apart than 70 feet). Street levels lined with extensive windows and frequent well-designed entrances to street level uses are encouraged, permitting continuous public views and access in and out of buildings in order to create a lively street atmosphere. Window designs in a vertical orientation are encouraged.

Both Front and rear setbacks have architectural articulation along the face through house of different rooflines, porches and protrusions from the face of the building.

C. Screening of ground-floor parking from pedestrian view with appropriate doors, building elements and/or landscaping features is required for parking areas along public ways.

We have added garage doors to the face of the building to screen parking areas.

D. All projects shall be designed to minimize the size and number of curb cuts. Full-width curb cuts will not be allowed. In keeping with the theme of screening parking from the public view, efficient traffic patterns are encouraged to support ingress and egress from lots. Curb cuts may not exceed an aggregate of 24 feet for every 100 feet of frontage. Lots with less than 100 feet of frontage may have one curb cut, 14 feet in length.

We have reduced the curb cut on the project to (1) 14' wide curb cut.

E. Underground utilities for new and redeveloped buildings are required unless physically restricted or blocked by existing underground obstructions.

We Plan to include underground Utilities.

F. A straightforward use of natural, traditional or sustainable building materials is encouraged. Brick, stone, high-quality metals, cast concrete, wood, and cement fiberboard will achieve the greatest level of compatibility with the surrounding area and will best stand the test of time in terms of both changing community tastes and withstanding the historically vibrant commercial climate of the Salisbury oceanfront. Exterior material substitutions, in particular products and applications that are of higher quality than those described in these guidelines, are encouraged.

The project is proposed to use Hardie board Siding.

G. Building facades shall include architecturally distinct styles promoting diverse design, particularly with rooftop appurtenances such as cupolas, turrets, spires, widow walks, etc.

The use of stair towers and windows at the top, as well as a gable in the front center out of the main hip roof promote diversity in design and roof detail.

H. A diversity of roof heights, gable orientations, and volumes in new buildings is required.

We believe the proposed facades provide a diversity of roof heights, gable orientations and volumes.

I. Traditional arrangement of facade components into base, middle, and top composition may be used to achieve compatibility and continuity within the surrounding architectural context. Additionally, projecting bays, recessed balconies, and roof shape variation shall be utilized to provide interest, individuality, and appropriate scale to new development.

The building is setup with vertical facade components using garages on the first floor, clapboard material with balconies in the middle, and shingle and roof ornamentation at the top. The stair towers project out from both the front and side, as well as the center balconies and gable section.

J. Sidewalk amenities such as street furniture, lighting and awnings that encourage year-round pedestrian use and sidewalk-cafe-style seating to enhance the public realm are encouraged.

Our Sidewalk is set to remain, but landscaping will be added along the path to enhance the walking experience by our parcel.

K. Rear vehicular access to ground floor parking is preferred to minimize curb cuts on principal streets. Use of streets other than Broadway and Oceanfront South for vehicle

access is preferred. Use of shared access points is encouraged to minimize the number of curb cuts.

Although parking in the rear would be a larger impact on the environment, we do utilize one curb cut and shared access.

L. Placing buildings oriented parallel with the front setback line is required to keep a consistent "street wall," with primary entries oriented towards the street.

Our building is aligned a similar distance as the neighboring buildings to create a street wall, and is parallel to the front lot line.

M. Building setbacks may be varied and are encouraged to recognize the siting and scale of adjacent development.

Our setback is somewhat split between the existing structures on either side of our building and neighborhood.

N. At the intersection of the building line with crossover streets, there may be variation to the building edges to allow for corner elements and circulation functions. The building edges may be articulated and organized in such a way to achieve an architecturally rich and contextually varied composition. Variation in the building edge beyond the minimum setback is encouraged.

We do not site on a corner so would not be applicable.

O. The facade proportions used in new development shall incorporate compatible architectural details, storefront design, window openings, and roof shapes to balance the proportions of facades into pleasant and cohesive compositions.

We believe our facade is designed well to balance proportions.

P. Building elevations are required to incorporate architecturally appropriate techniques to articulate the massing of the proposed building, such as projecting bay windows, different material for the ground-floor base, cornice lines, and/or material changes, etc.

Our proposed building uses projections along the face, different material changes on protruding architectural elements, as well as breaking up the vertical as well. Our roofline also incorporates brackets along the roof elements as well.

Q. To the extent feasible, provisions shall be made to accommodate the construction and use of an elevated pedestrian walkway (boardwalk) along the oceanfront within the Salisbury Beach Overlay District boundaries stipulated in Exhibit I[1] and to accommodate the future extension of the walkway along the oceanfront to the north and south of the overlay district.

Our project is not near the downtown boardwalk and would not make sense in our surrounding neighborhood.

[1]

Editor's Note: Exhibit I is included as an attachment to this chapter.

R. To the maximum extent reasonably possible, the ground-floor levels in mixed-use buildings shall be elevated to the minimum elevation stipulated by the State Building Code, and such elevations shall permit continuous sidewalks and/or boardwalks to be constructed along the building frontages that will permit easy access for pedestrians to building entrances and easy access to and from the boardwalks, the street, and the beach.

Our project is not mixed use so would not be applicable.

S. At least 15% of ground-floor noncommercial habitable spaces provided at the base of buildings in the Oceanfront South Revitalization Subdistrict should be initially designed so as to be capable of conversion at a later date to commercial use. The Planning Board encourages design features necessary for such conversion include, but are not limited to, proper ceiling height, construction assemblies meeting building codes for mixed uses, and accommodation for provision of future handicapped access.

Either unit on our ground floor could be converted to commercial as we meet egress and also commercial code.

T. Buildings shall not create an adverse shadow impact.

Our building is not close enough to the beach to create a shadow impact.