

# Reimagining Railroad Strengthening Connections Downtown

Public Meeting #3  
September 29, 2014



# Welcome

# Presentation Overview

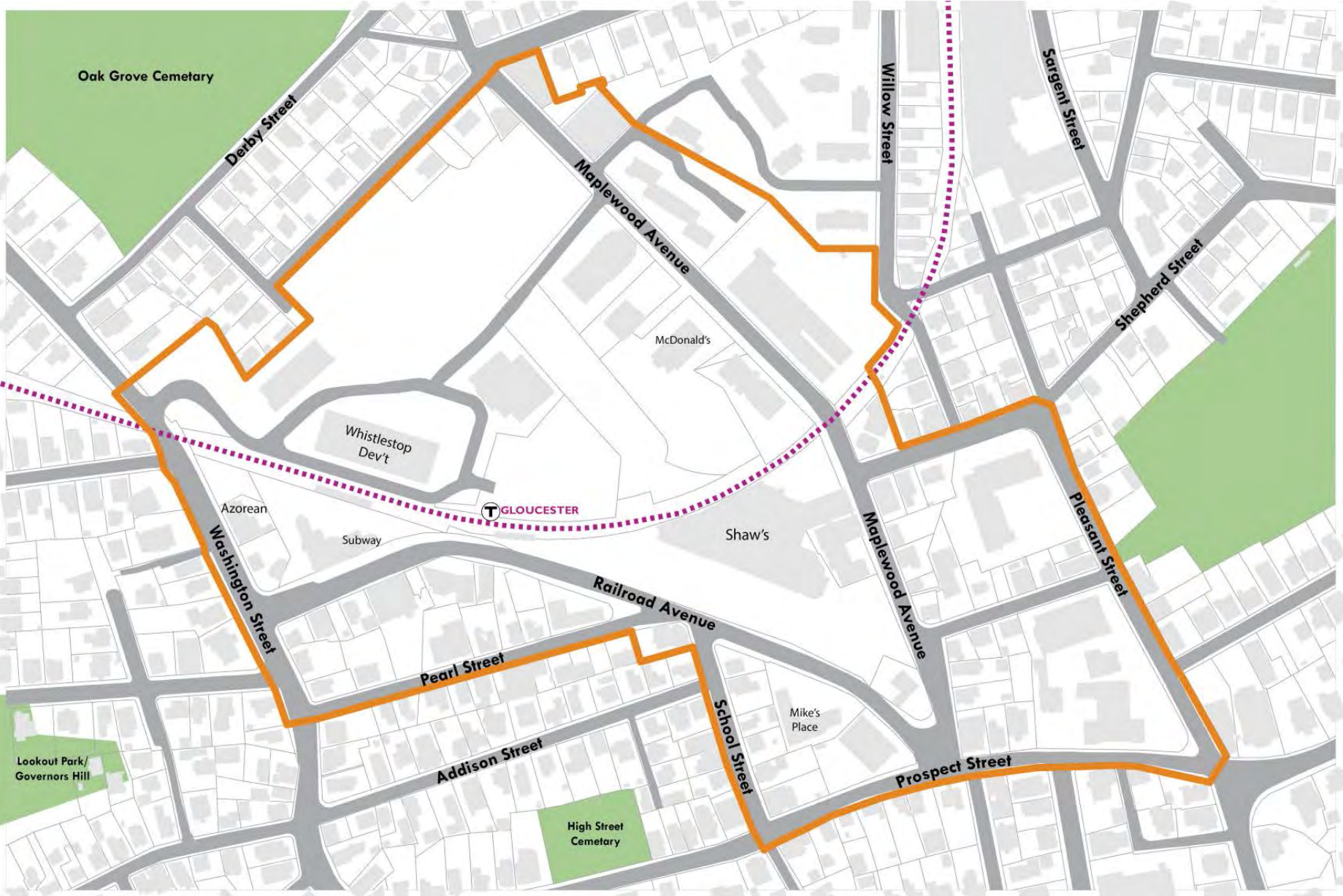
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# Study Area Overview

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Strengthening Connections Downtown



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# Recap

# What we heard from you:

1. The area should first and foremost **serve the residents**
2. The area should be **walkable** and provide **safe**, walkable connections to the downtown and residential areas
3. The area **complements** the downtown retail area but is also distinct
4. There is an opportunity to make the area *feel* like a **distinctive place** through public improvements and private development
5. Providing a **variety** of housing types and keeping housing **affordable** is important

# Future Vision

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# Market Analysis

# Market Analysis: Housing

## Significant potential for additional housing

- Potential for 250 – 550 units downtown
  - Multi-family apartment and condos
  - Townhomes, infill housing
  - Adaptive reuse, live/work
  - Affordable units

	Emerging Markets				Capture		Units	
	Age of Head of Household	# of HHs	% Moving Over Next 5 Years	Total Moving Next 5 Years	Low	Mod	Low	Mod
Young Households	20-29	7,612	55.4%	4,217	2%	4%	84	169
Empty Nesters	55-64	23,803	23.5%	5,594	2%	4%	112	224
Retirees	65-84	25,646	13.7%	3,513	2%	4%	70	140
<b>TOTAL</b>		<b>57,061</b>		<b>13,324</b>			<b>266</b>	<b>533</b>

## Market Analysis: Retail Market

	Potential Retail (sf)
Retail Opportunity Gap Analysis	30,000-55,000 sf
Potential New Residents Analysis	10,000 – 15,000 sf
Visitor Analysis	5,000 sf
<b>TOTAL Potential Retail in Downtown</b>	<b>45,000 – 75,000 sf</b>

**Opportunities:** Retail that appeals to both residents and visitors.

- Clothing and shoe stores
- Limited service eating and drinking
- Home furnishings
- Stationary and Gift Stores
- Sporting goods or hobby
- Office Supply

# Public Improvements

# Transportation: Streetscape and Wayfinding

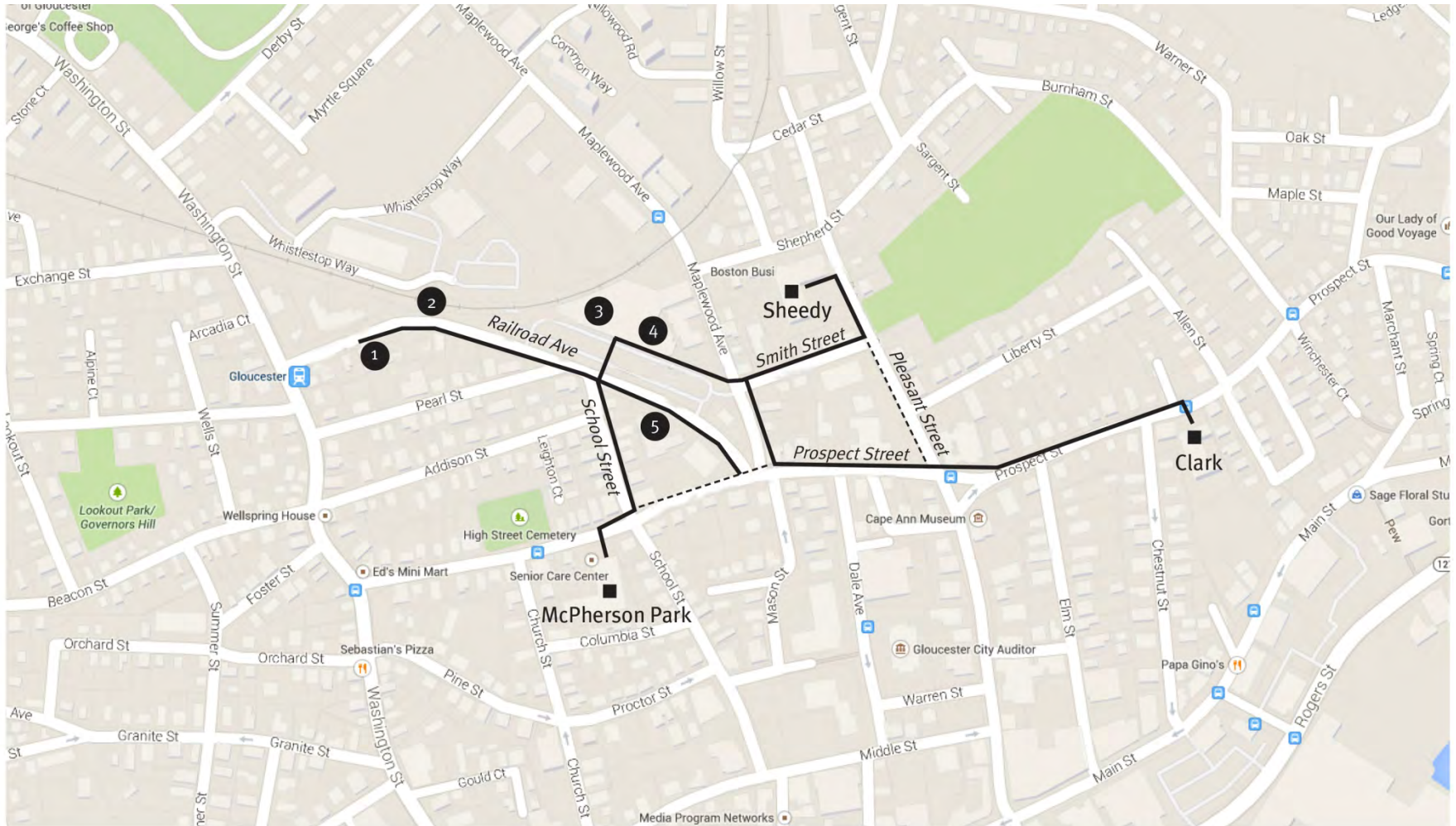


**Transportation**  
**Buoy Intersection**  
*Short-Term Solution*



# *Walking Routes for Seniors*

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## Safe Routes for Seniors - Gloucester, MA Walking routes from housing to RR Ave destinations

— primary route  
- - - - - secondary route

### Destinations

- 1 Jim's Bagels
- 2 Gloucester Train Station
- 3 Shaw's Supermarket
- 4 Conley's Drug Store
- 5 Mike's Place



# Implementation: Zoning

# Existing Zoning

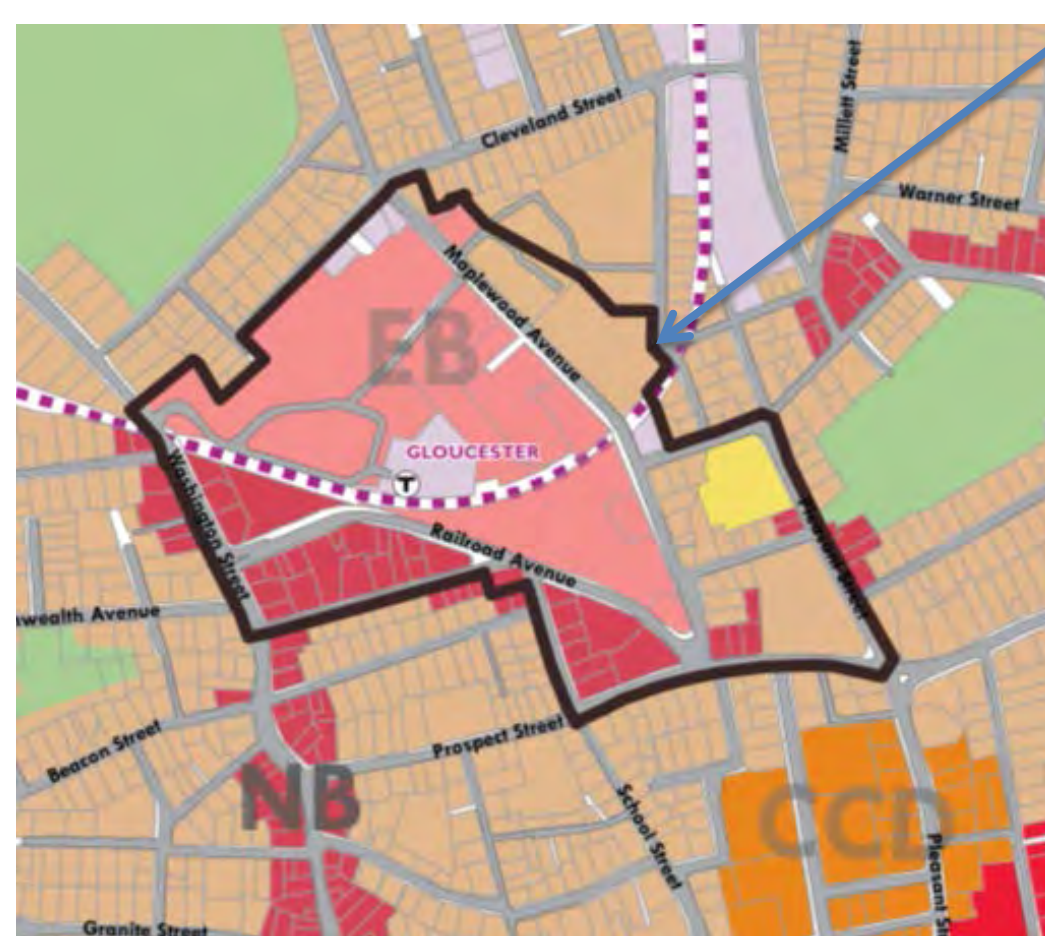
## Railroad Avenue Area

### EB – Extensive Business

EB Districts are located along collector streets in various areas of the city. Business, service and retail uses servicing a regional clientele are allowed; residential uses are generally not allowed.

### NB – Neighborhood Business

NB Districts are located throughout the city. Residential uses are allowed, as are consumer service and retail businesses serving the residents of the immediate neighborhood.



# Overlay Zone Recommendations

## Purposes

- Promote a mix of uses, including housing, jobs and shopping near the RR station and existing facilities
- Uses & structures appropriate to the neighborhood
- Create an active pedestrian environment
- Encourage quality design

## Elements

- Optional; existing uses remain
- Boundaries to be determined
- Mixed use developments as of right
- Dimensional flexibility
- Design review criteria
- Streamlined permitting process

# Uses



# Dimensions



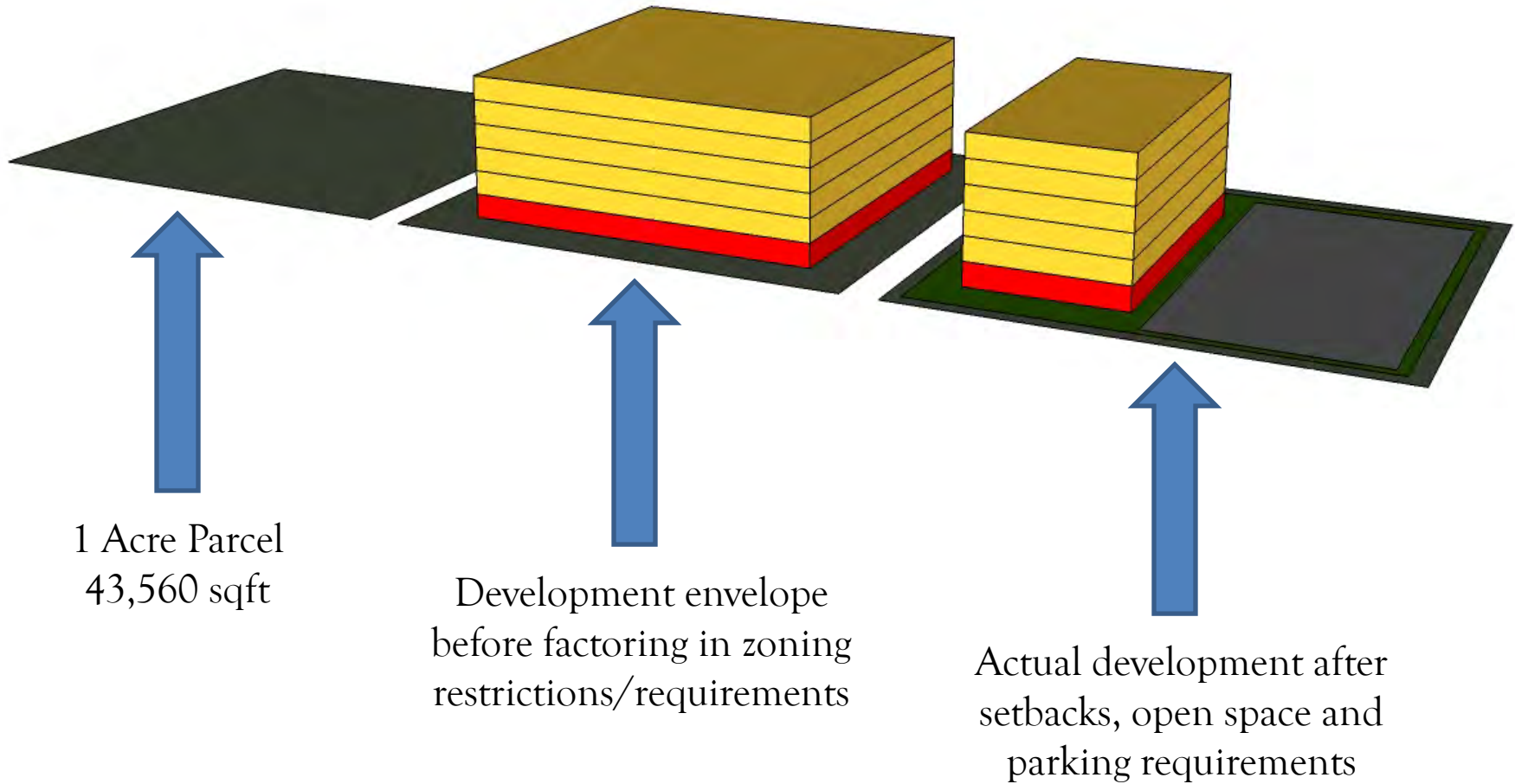
# Design



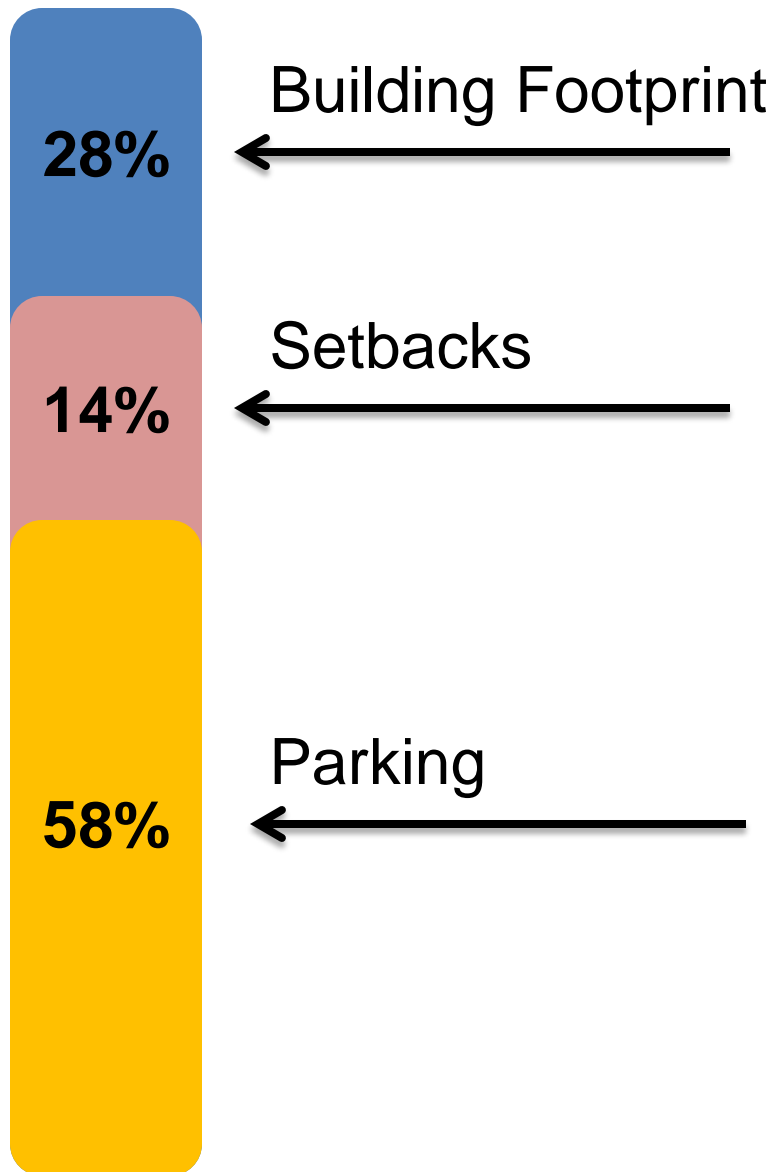
# Zoning Comparison

	EB District	NB District	Overlay District
Use Restrictions	No Housing	SP for Housing	Housing Allowed
Dimensions			
Height	30 feet	30 feet	40 feet
Front Yard	30 feet	15 feet	10 feet
Rear Yard	15 feet	20 feet	15 feet
Design	No Criteria	No Criteria	Guiding Criteria
Process	Complicated for Mixed Use	Mixed Use by City Council SP	Planning Board for SP/SPR

# Testing Zoning Concepts



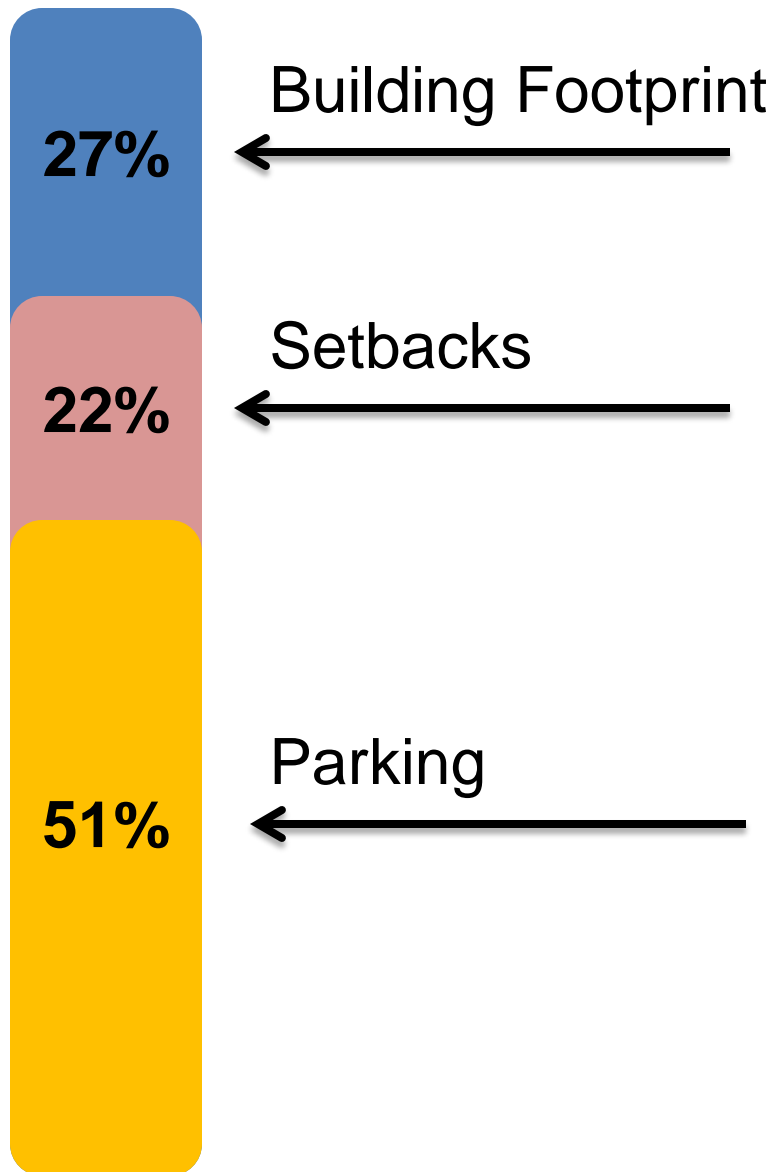
# Testing Zoning Concepts – Existing



**28%**

Developing a 17,000 square foot lot in the study area under the EB Zoning District yields about 28% of the lot for development.

# Testing Zoning Concepts - Overlay



**27%**

Developing a 17,000 square foot lot in the study area under the Overlay Zoning District yields about 27% of the lot for development.

# So What's the Difference?

## 4,800 sq ft of retail

Under EB District, a development would yield about 4,800 square feet of retail with no housing.

## 4,700 sq ft of retail and 9 housing units

Under Overlay District, a development would yield about 4,700 square feet of retail with 9 housing units.

# How Was That Accomplished?

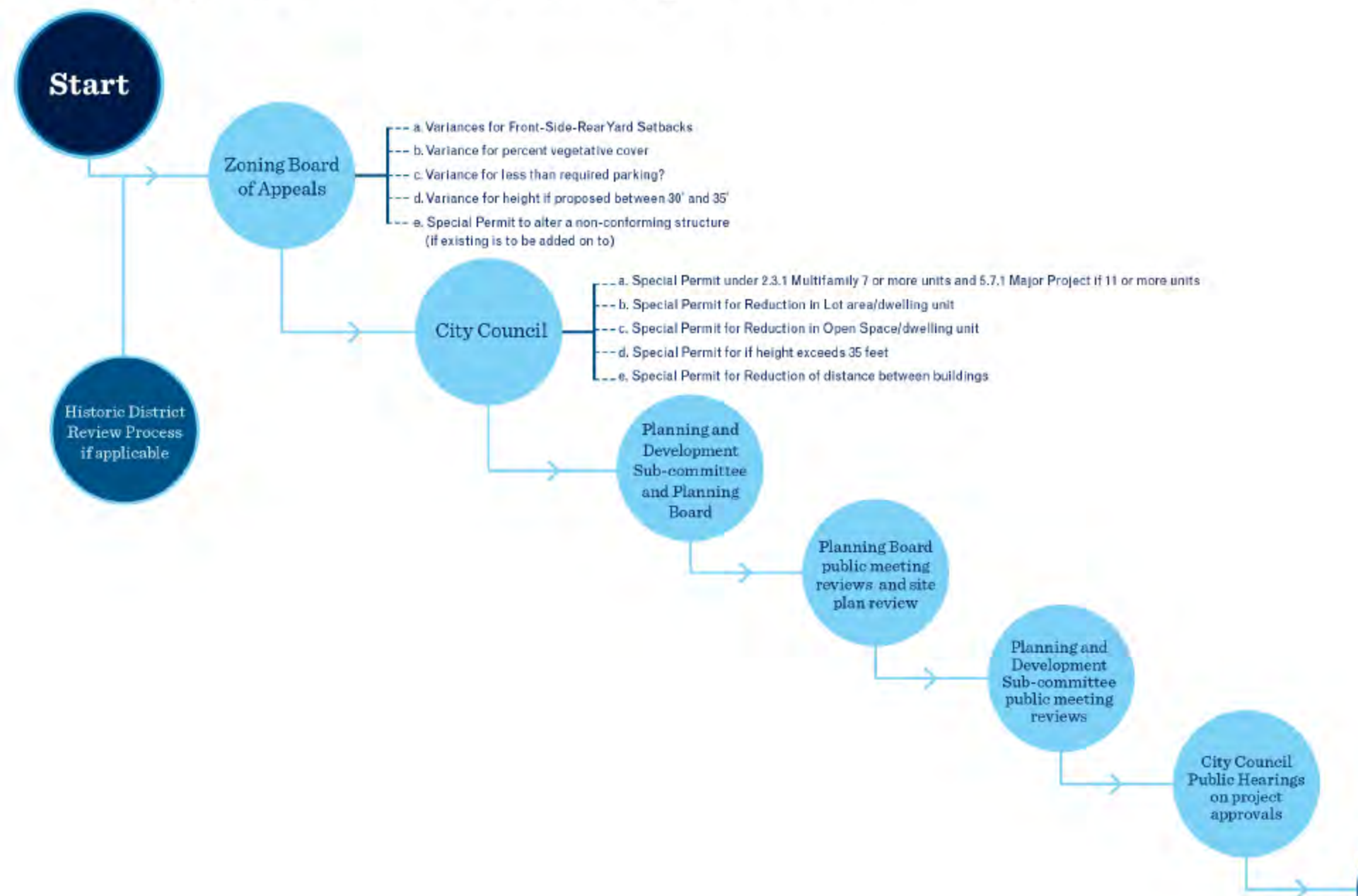
**Allowing Housing/Mixed Use**

**Lowering Setbacks**

**Calibrating Parking Requirements**

**Slightly Increasing Building Height**

# Prototypical Mixed-use Permitting Process



# Bringing It All Together





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# Railroad Avenue



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# Railroad Avenue







# Thank You!

# Comments? Questions?

For more information and project updates visit:

[www.mapc.org/rr](http://www.mapc.org/rr)