Reimagining Railroad
Strengthening Connections Downtown

Public Meeting #1
March 26, 2014

Agenda

1. **Introduction**

   ➢ Context: What led up to tonight's workshop

   ➢ Railroad Ave: A priority in Downtown Work Plan

2. **MAPC – MetroFuture, TOD, Study Area**

3. **What we want to discuss tonight: The Study Area**

   ➢ Data for context

   ➢ Questions for audience

4. **Table discussions**

5. **Wrap up + next steps, walk audit**

Why are we here tonight?

Looking for ways to better connect the commuter rail station to the residential areas and the activity and vibrancy of Downtown and the Harbor.

The project aims to make the city more walkable, functional, and prosperous while preserving the authentic character the community values.
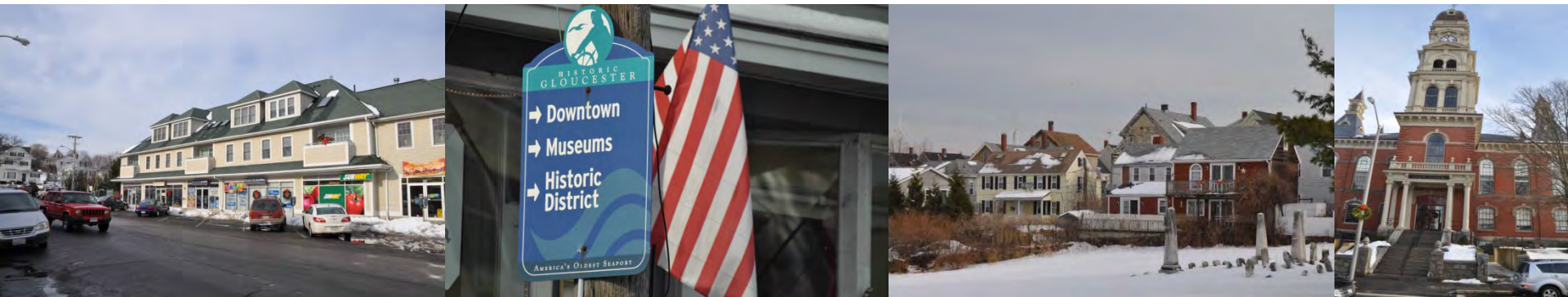
Why are we here tonight?

Progression from the Downtown Work Plan (Fall 2013)

- Definitions and Operating Scales of Downtown

- 3 meetings focused on a snap-shot of Downtown (5-year)

- Review of demographics, metrics, investments

- Feedback, Distillation, and Recommendations for Action!

"We can focus on guiding what we want to see happen, and what's important to us."
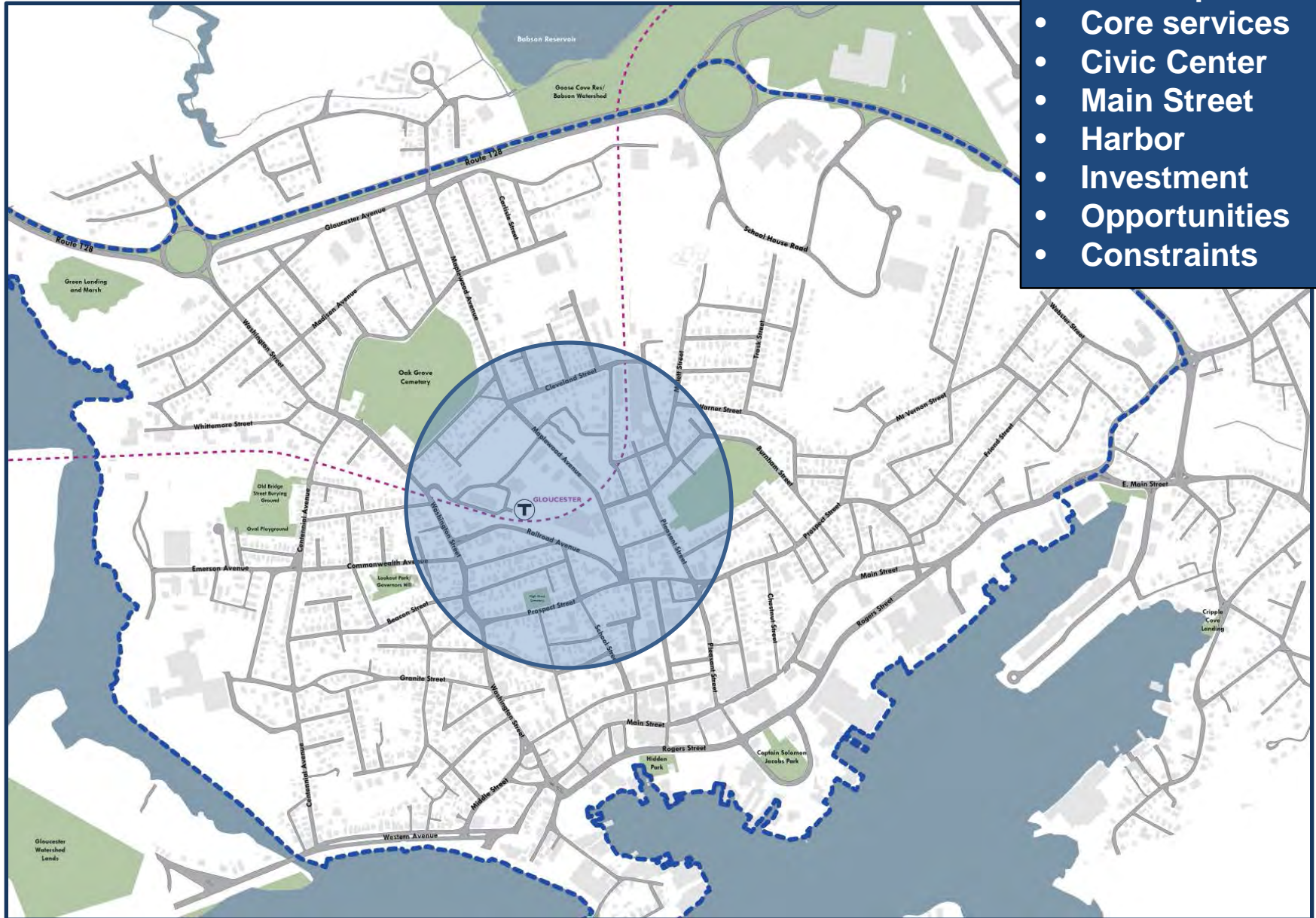
DOWNTOWN?

Downtown Boundary
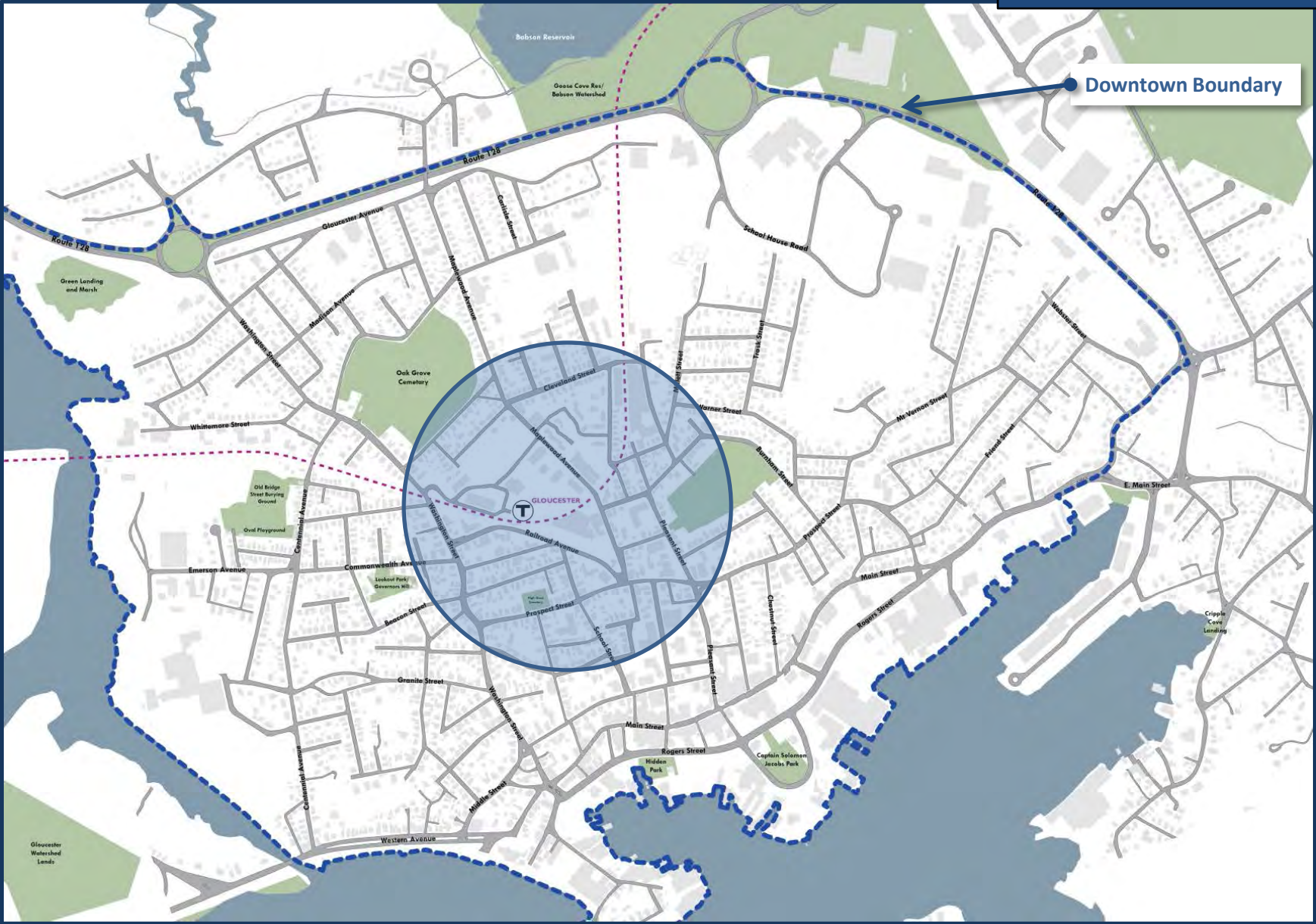
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- **30% Population**
- **Core services**
- **Civic Center**
- **Main Street**
- **Harbor**
- **Investment**
- **Opportunities**
- **Constraints**

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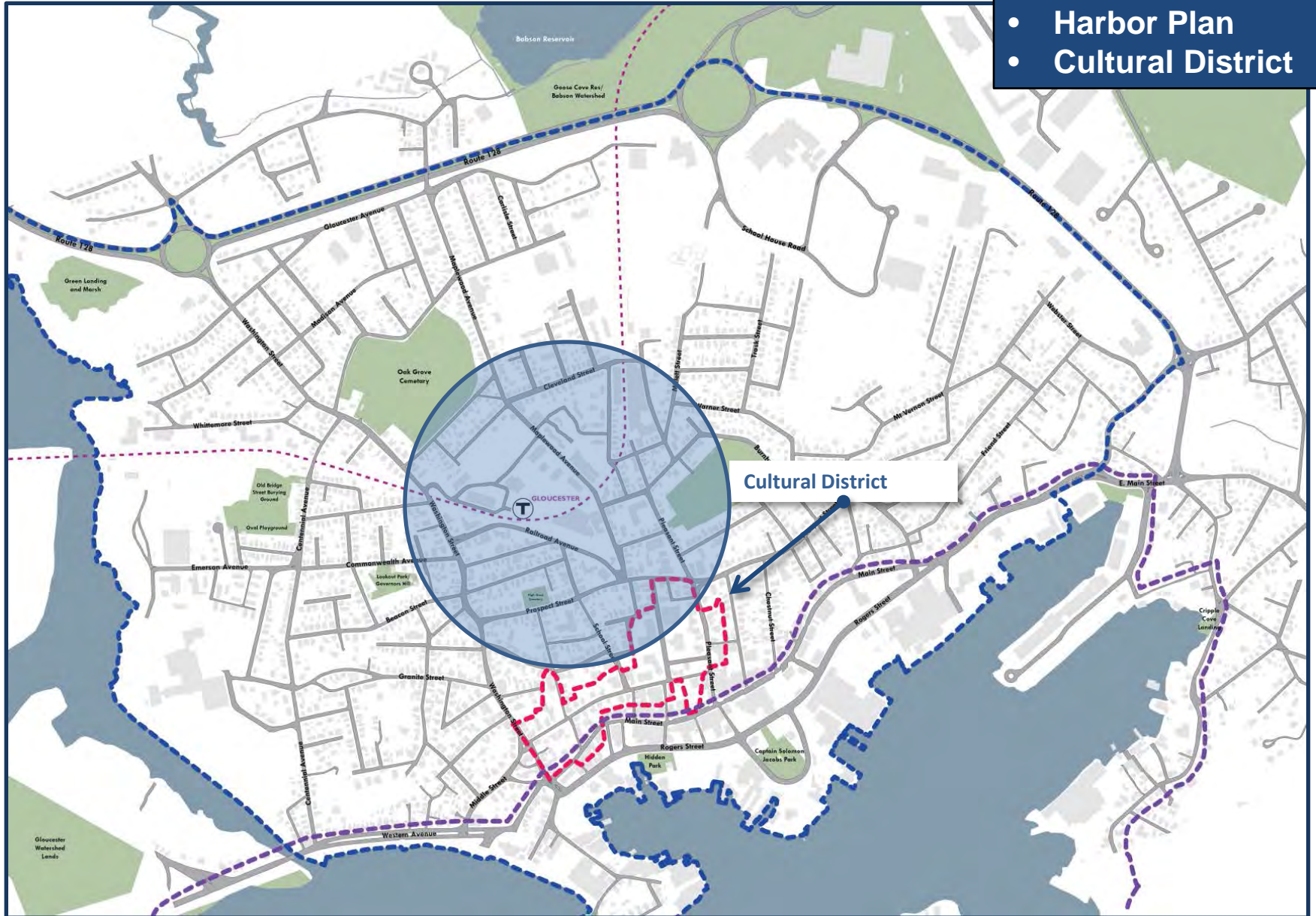## Strengthening Connections Downtown
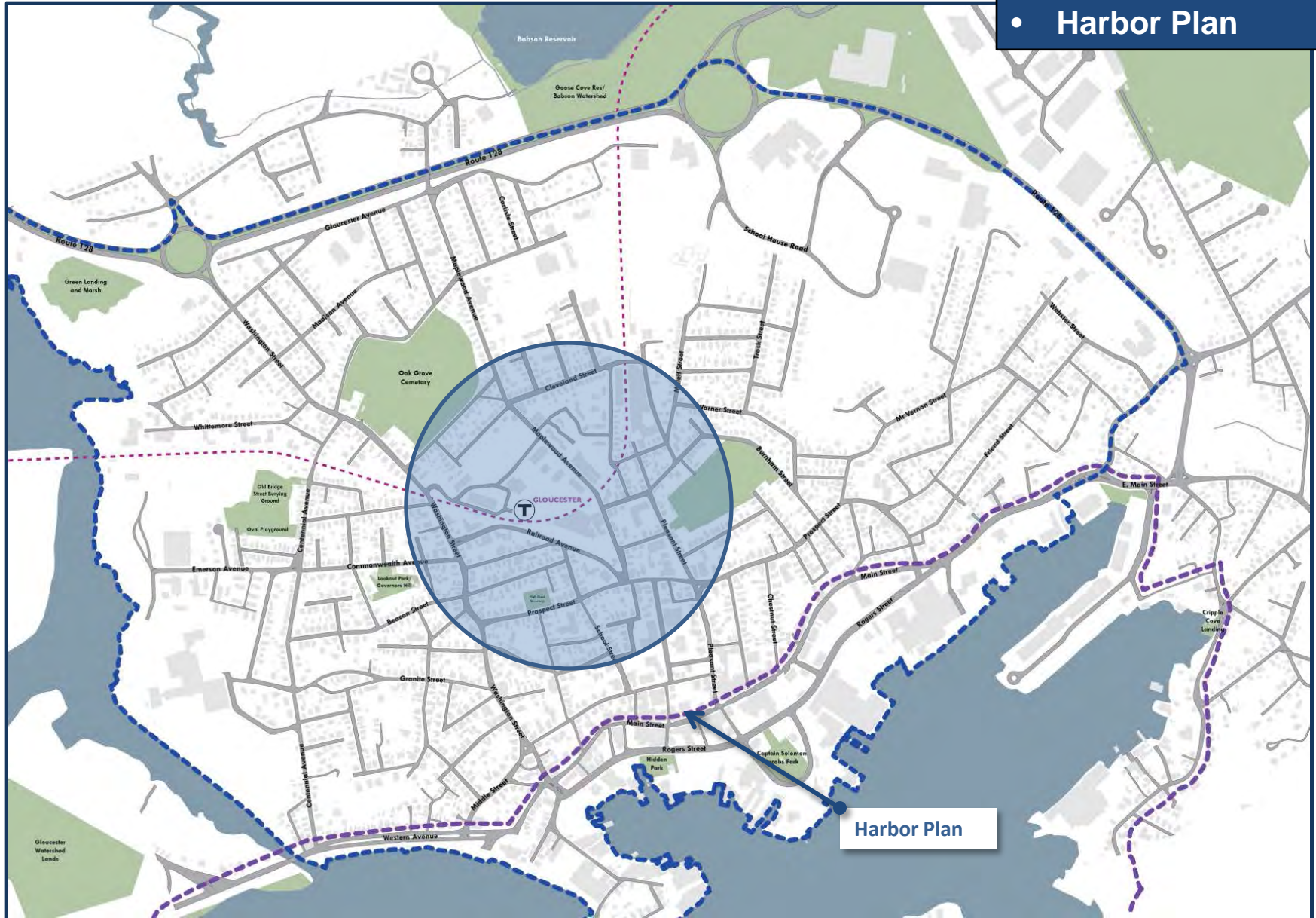
We break it down
- **Harbor Plan**

Harbor Plan

We break it down
- **Harbor Plan**
- **Cultural District**
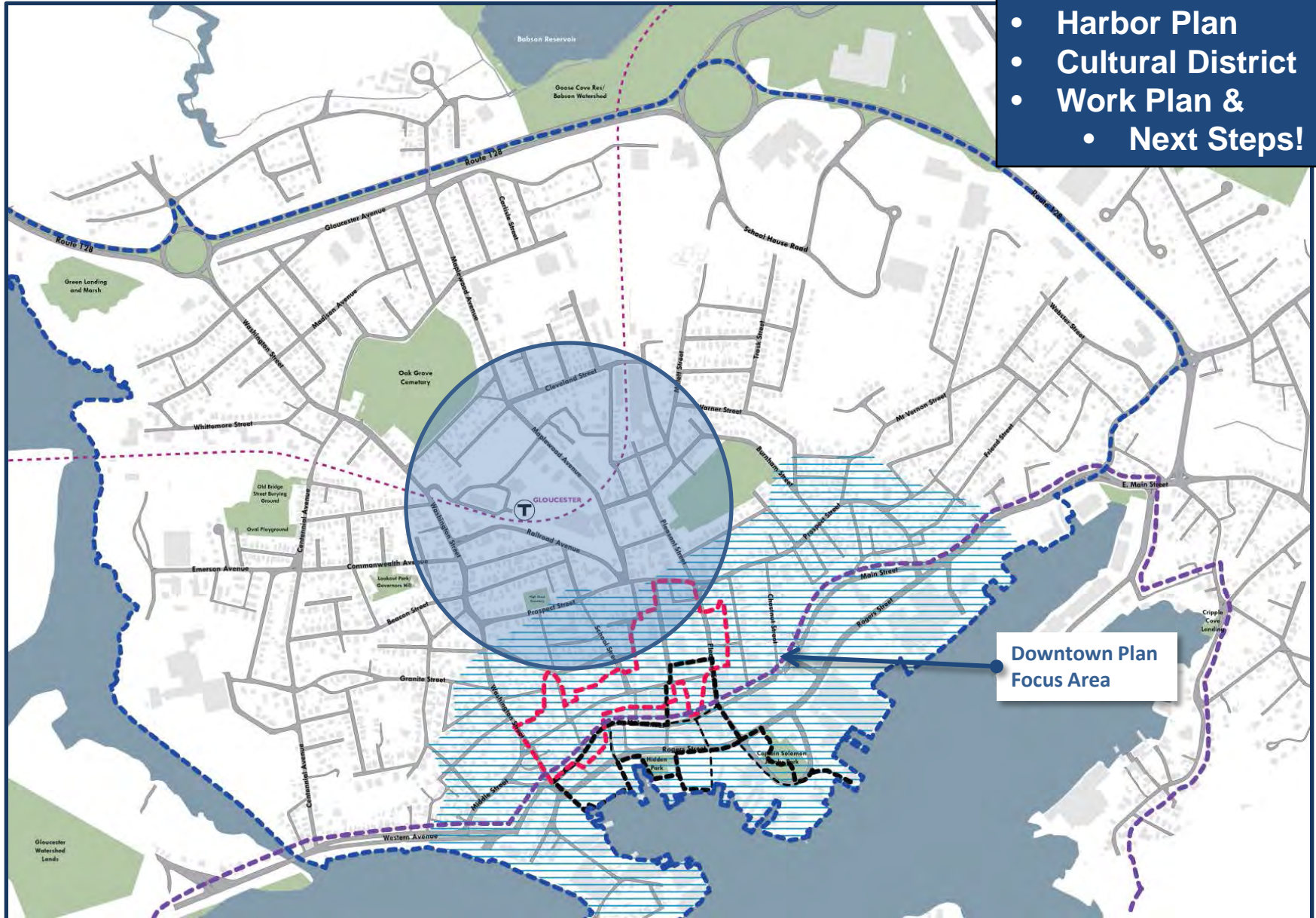
Cultural District

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We break it down
- **Harbor Plan**
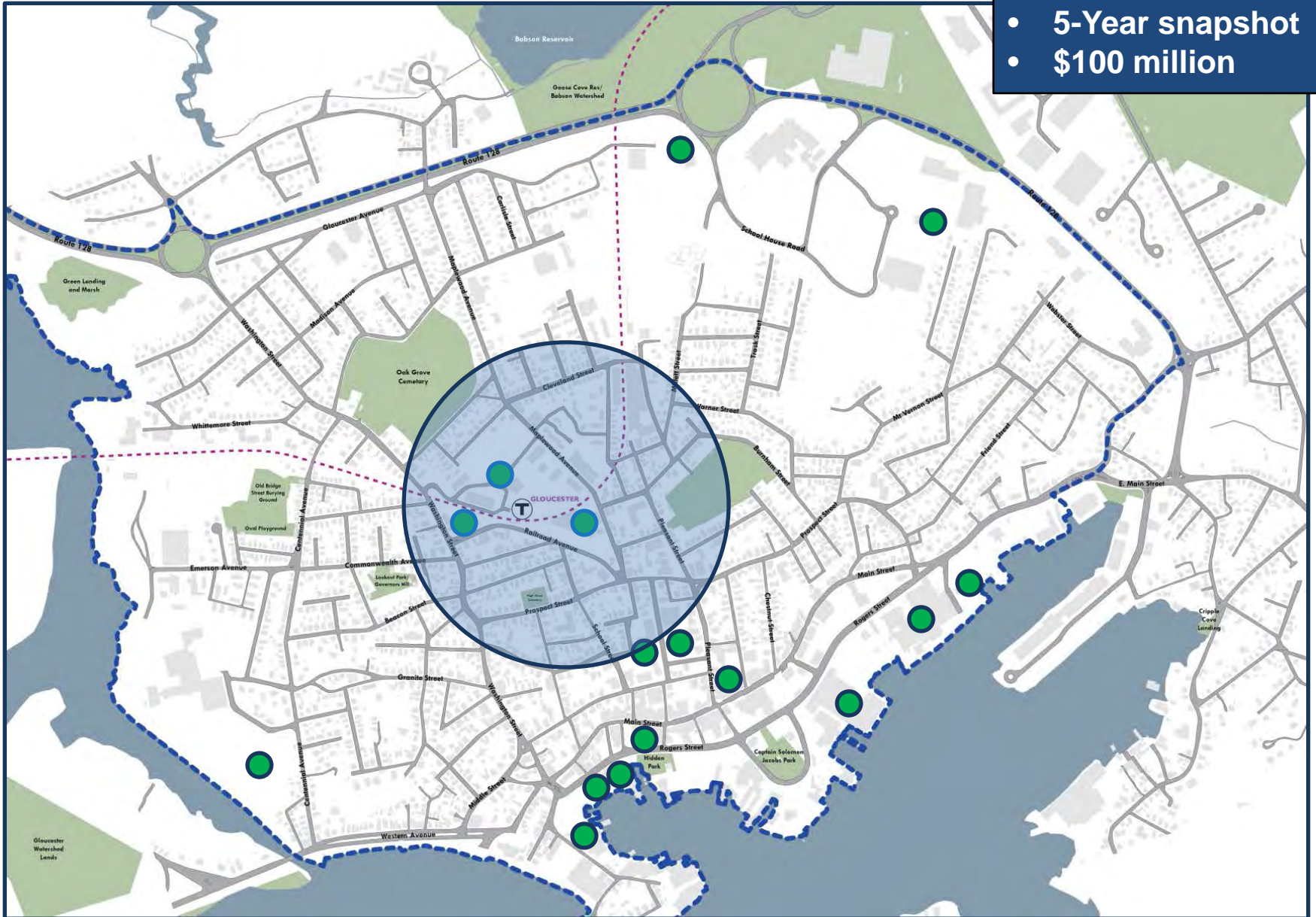- **Cultural District**
- **Work Plan &**
    - **Next Steps!**

Downtown Plan Focus Area

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Private Investments
- **5-Year snapshot**
- **$100 million**

Private Investment

New Residential Developments

Commercial Development

Office Development
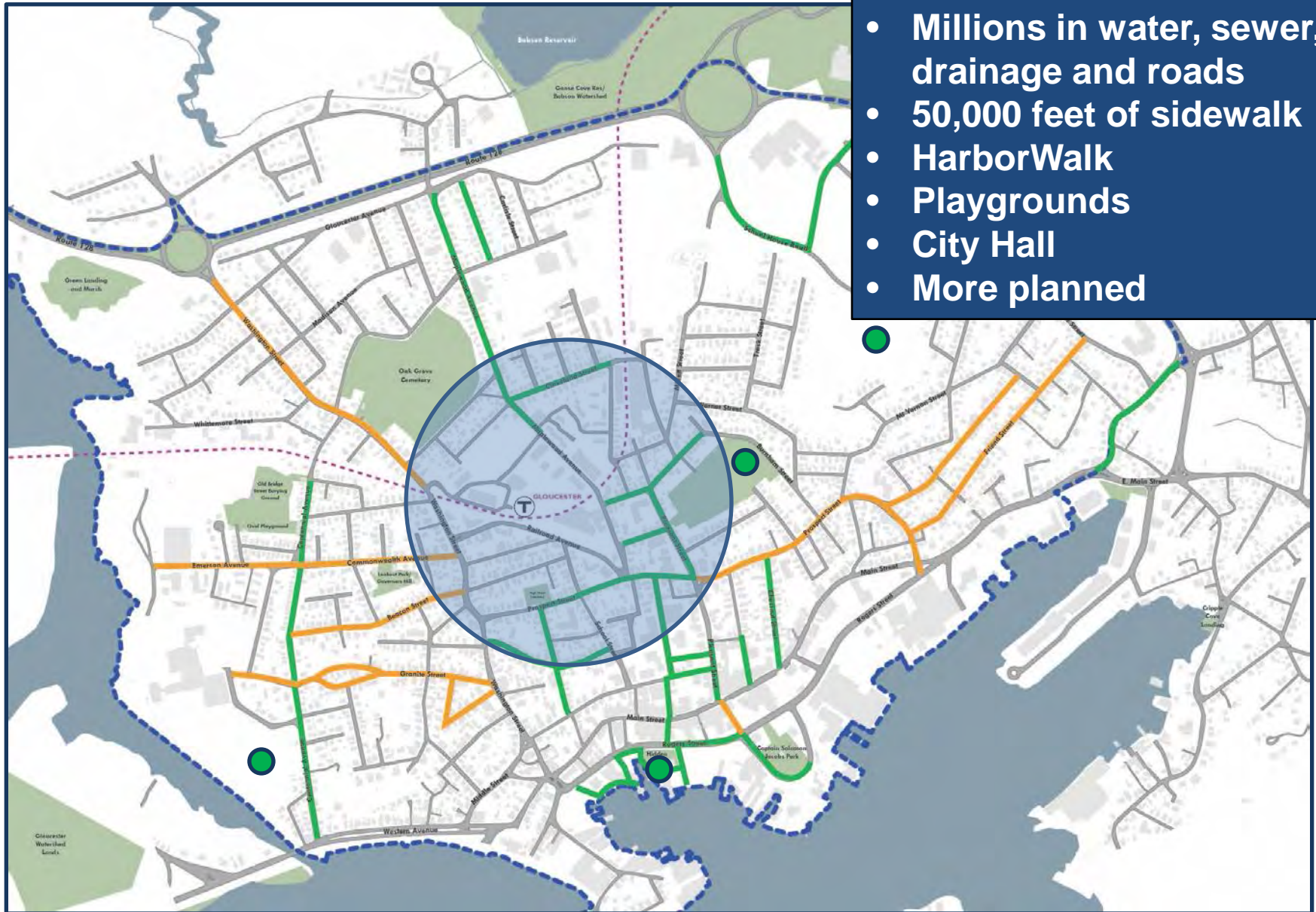
Restaurant

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Public Investments
- **Millions in water, sewer, drainage and roads**
- **50,000 feet of sidewalk**
- **HarborWalk**
- **Playgrounds**
- **City Hall**
- **More planned**

Downtown Work Plan (2013)

Topics discussed: parking, accessibility and connections, streetscape, signage, visitor experience, market analyses, and building design. <u>Uses need to consider residents first</u>!
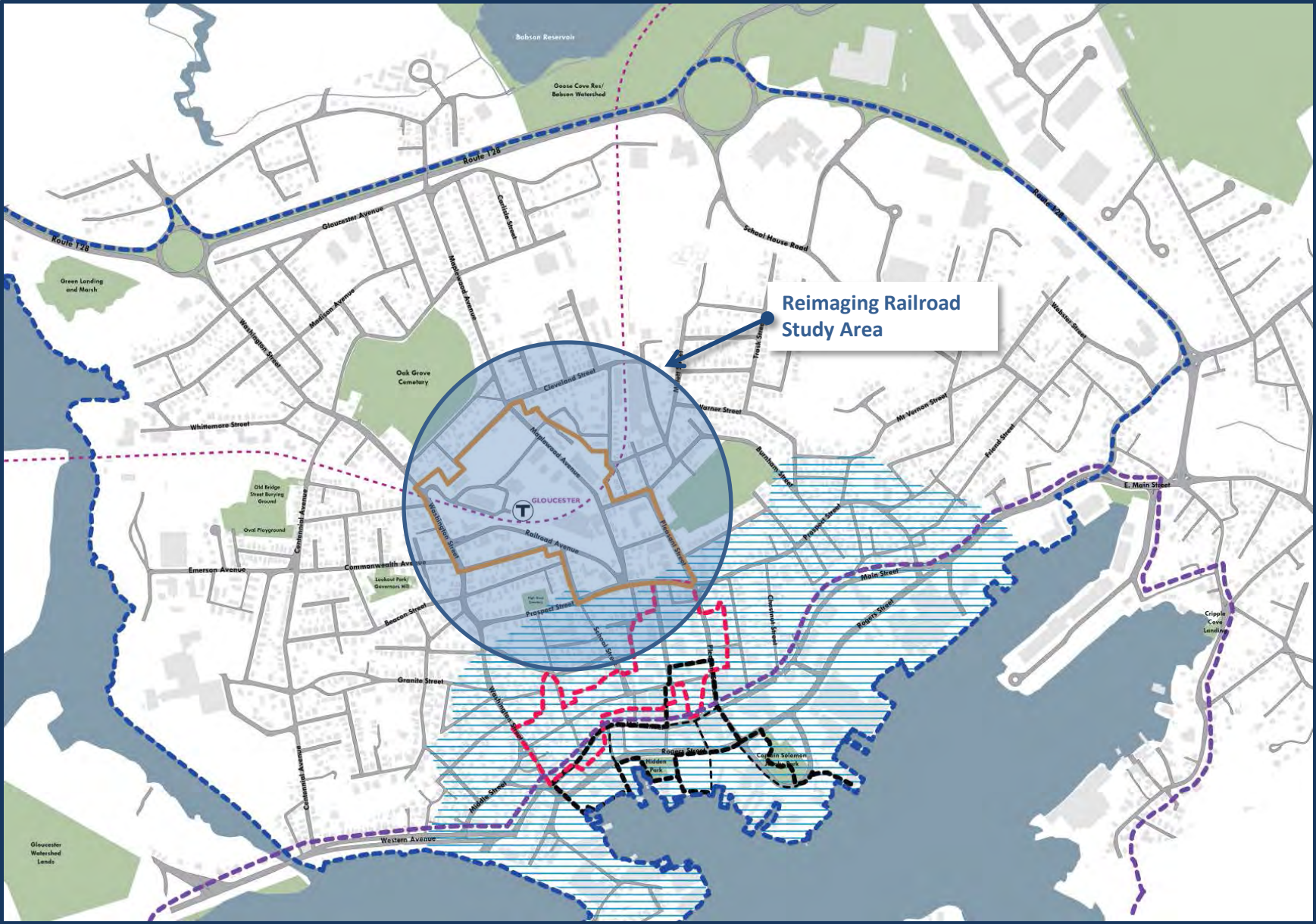
Improve connections to amenities and residential areas

Next steps: prioritized work on primary routes including *Railroad Avenue*, Washington Street, and Main Street

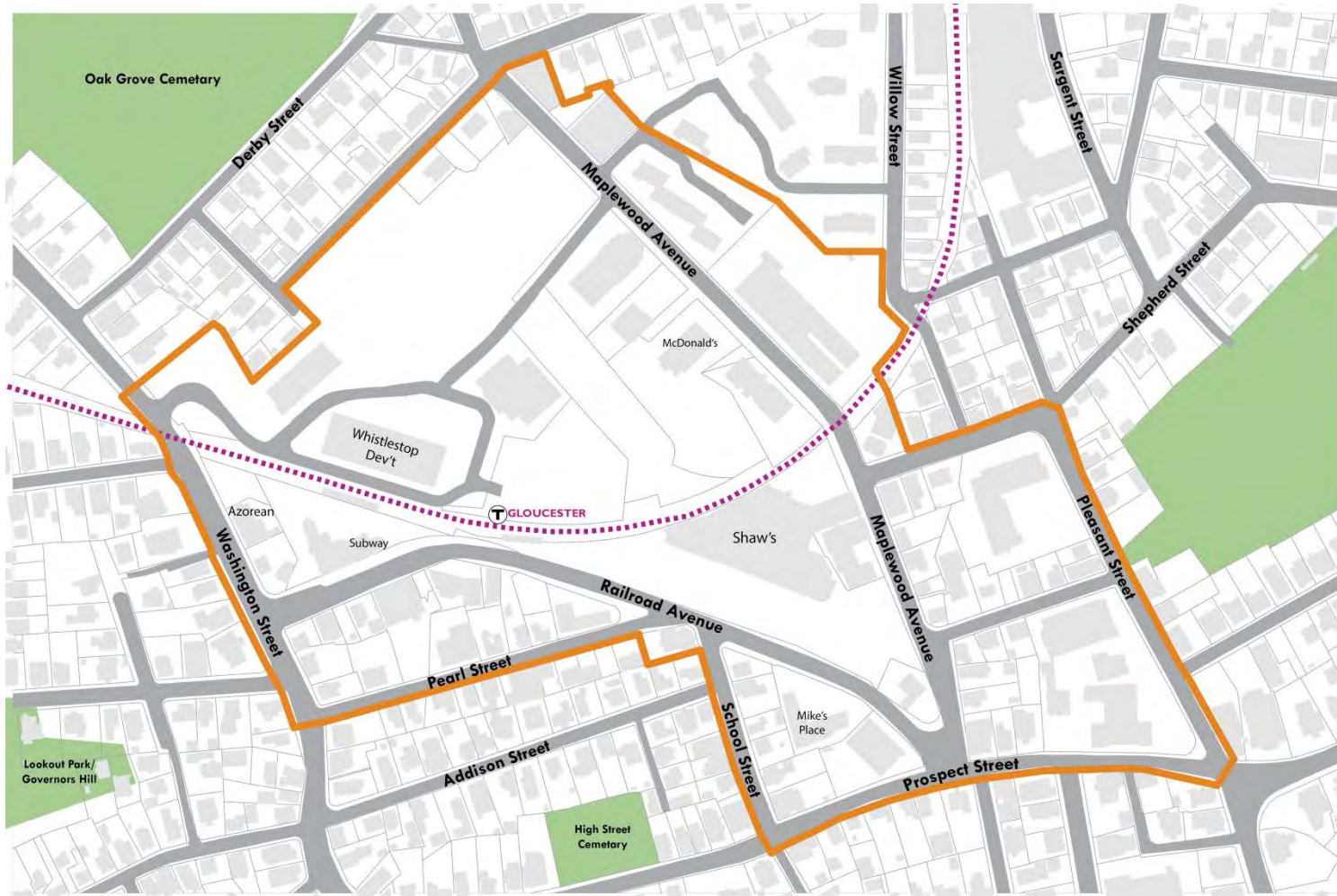Partnership opportunity with MAPC to look at how this area can best serve the community

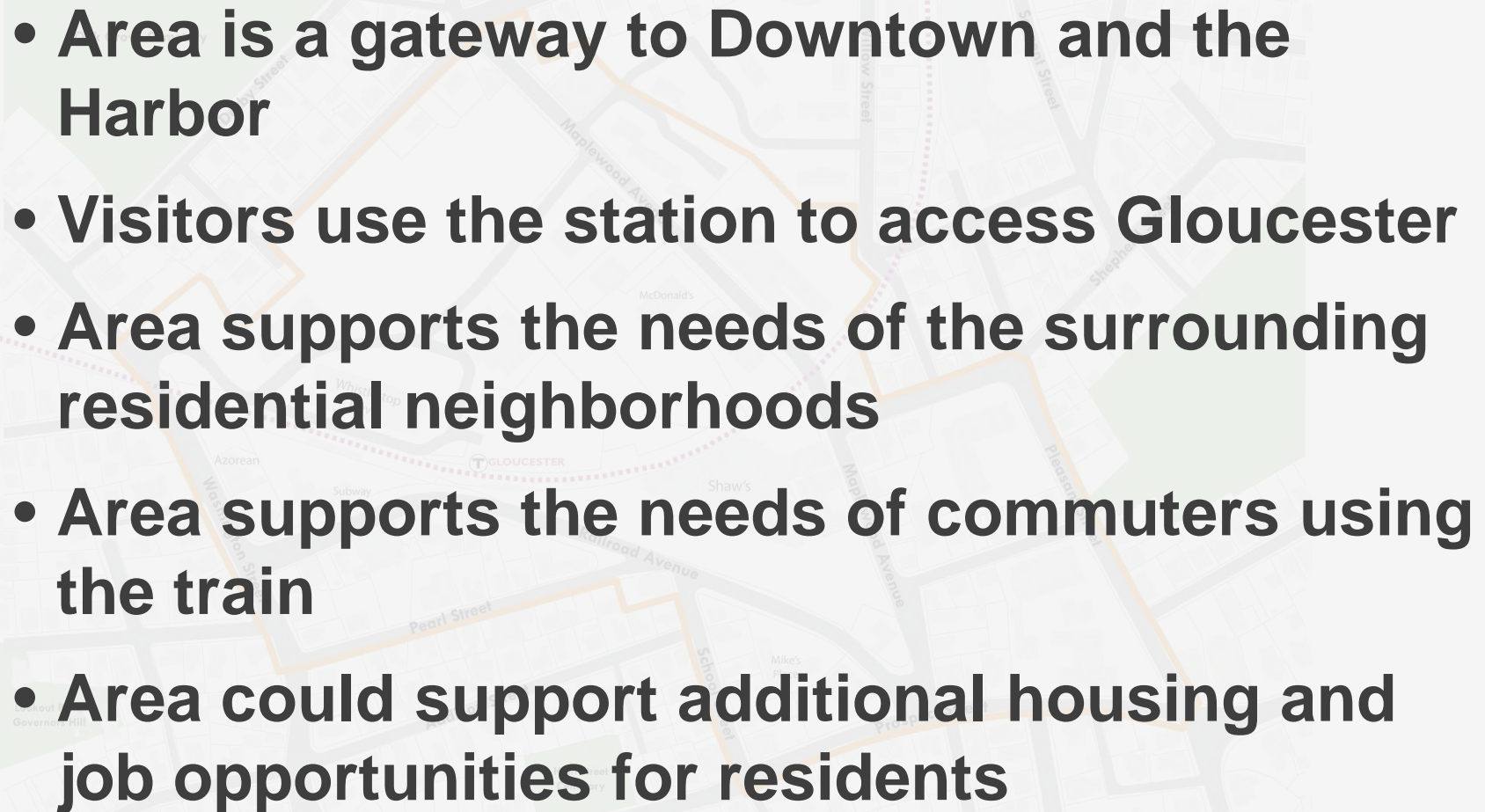# Reimagining Railroad
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Reimaging Railroad Study Area

Why here?

Why is this area important?

- **Area is a gateway to Downtown and the Harbor**

- **Visitors use the station to access Gloucester**

- **Area supports the needs of the surrounding residential neighborhoods**

- **Area supports the needs of commuters using the train**

- **Area could support additional housing and job opportunities for residents**

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What is transit oriented development?

A type of development that includes a mixture of housing, office, retail, and other amenities integrated into a walkable neighborhood and located within a half-mile of quality public transportation.
- Reconnecting America

Manchester

Newton

Chelsea

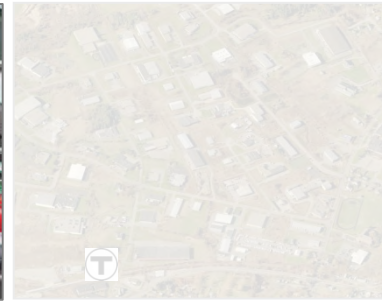
Reading

Metro Core   **Neighborhood Subway**   **Urban Gateway**   **Commerce Park**   **Trolley Suburb**

Seaport / Airport   **Transformational Subway**   **Town & Village**   **Suburban Transformation**   **Undeveloped**
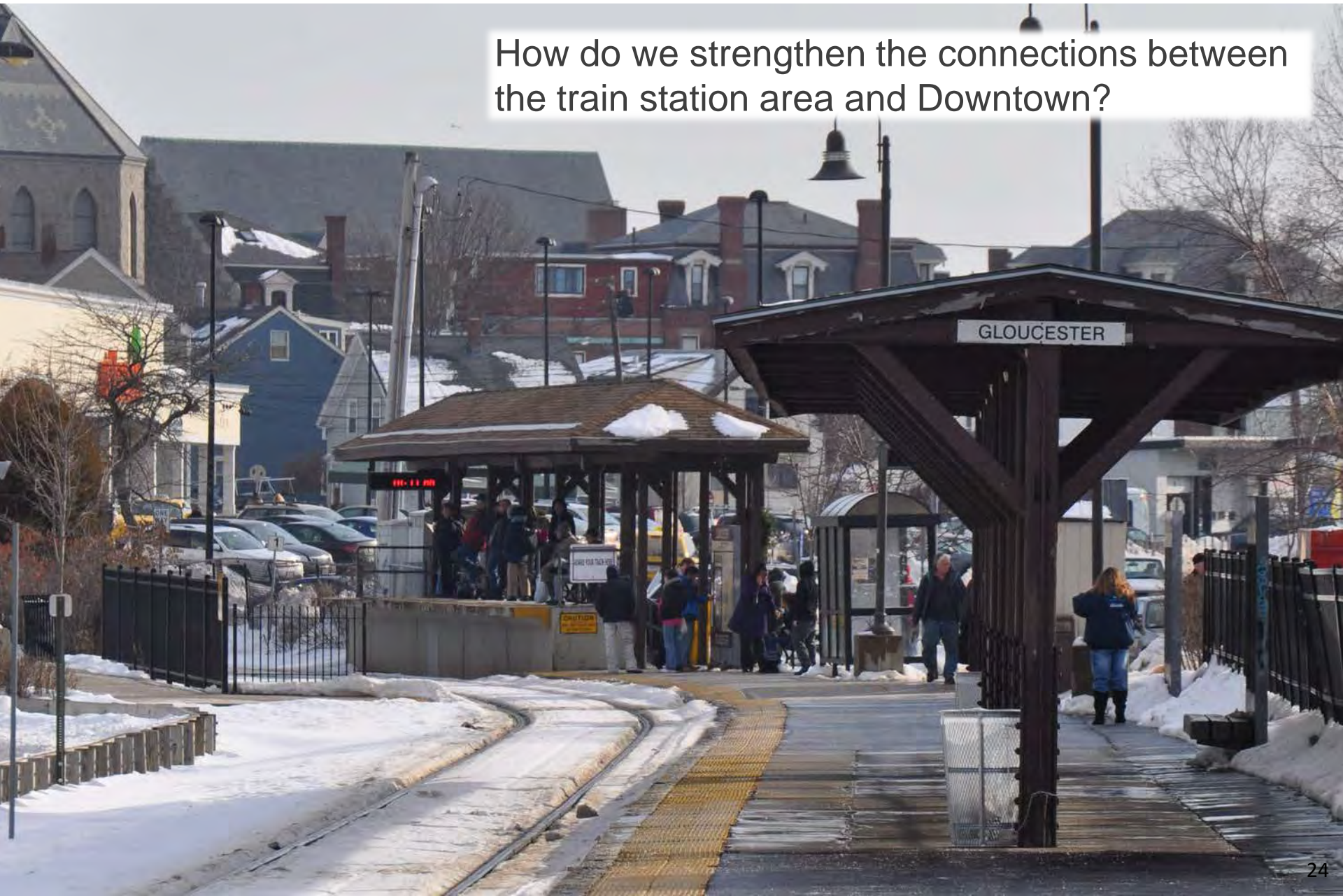
We want to hear from you!

How do we strengthen the connections between the train station area and Downtown?

What uses would support the surrounding neighborhoods and Downtown?

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Development Intensity

	NA
	0.01 - 0.20
	0.21 - 0.50
	0.51 - 1.00
	1.01 - 1.50
	1.51 - 6.26

Miles
0   0.375   0.75   1.5   2.25   3

Source: MassGIS Parcels Level 3 Dataset
Date: 1/15/2014

Tax Revenue Per Acre

- NA
- $0.01 - $1,000.00
- $1,000.01 - $2,000.00
- $2,000.01 - $4,000.00
- $4,000.01 - $8,000.00
- $8,000.01 - $16,000.00
- $16,000.01 - $32,000.00
- $32,000.01 - $310,566.00

0   0.375   0.75   1.5   2.25   3   Miles

Source: MassGIS Parcels Level 3 Dataset
Date: 1/15/2014

Land Use

- Mixed-Use
- Single Family
- Residential Other
- Residentional undeveloped
- Hotel
- Transient Group Quarters
- Storage Warehouse and Distribution Facilities
- Retail Trade
- Retail Trade - Auto services
- Parking Lots
- Office Buildings
- Public Services
- Cultural and Entertainment
- Recreational Facilities
- Commercial undeveloped
- Industrial - Manufacturing and Processing
- Industrial - Utility Properties
- Industrial - undeveloped
- Chapter Land - Recreational Land - Forest Land
- Exempt

0   0.375   0.75   1.5   2.25   3   Miles

Source: MassGIS Parcels Level 3 Dataset
Date: 1/15/2014

Land Use

- Commercial: Undeveloped
- Residential: Single Family
- Residential: Multi-Family
- Residential: Undeveloped
- Retail
- Storage + Distribution
- Industial
- Industrial: Undeveloped
- Open Space
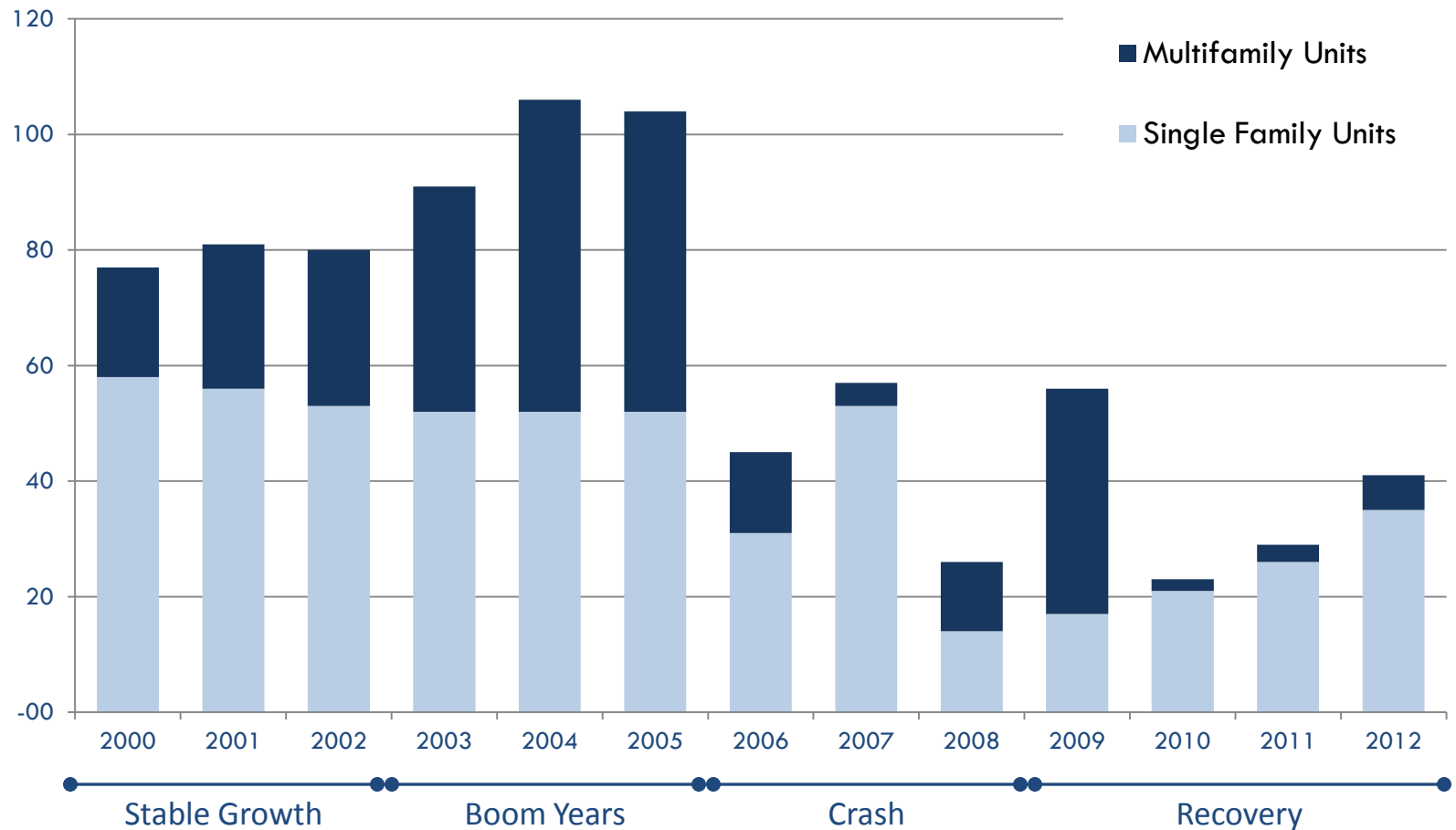- Parking Lots
- Public Services
- Exempt

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Tax Levy – Residential vs. Other Uses

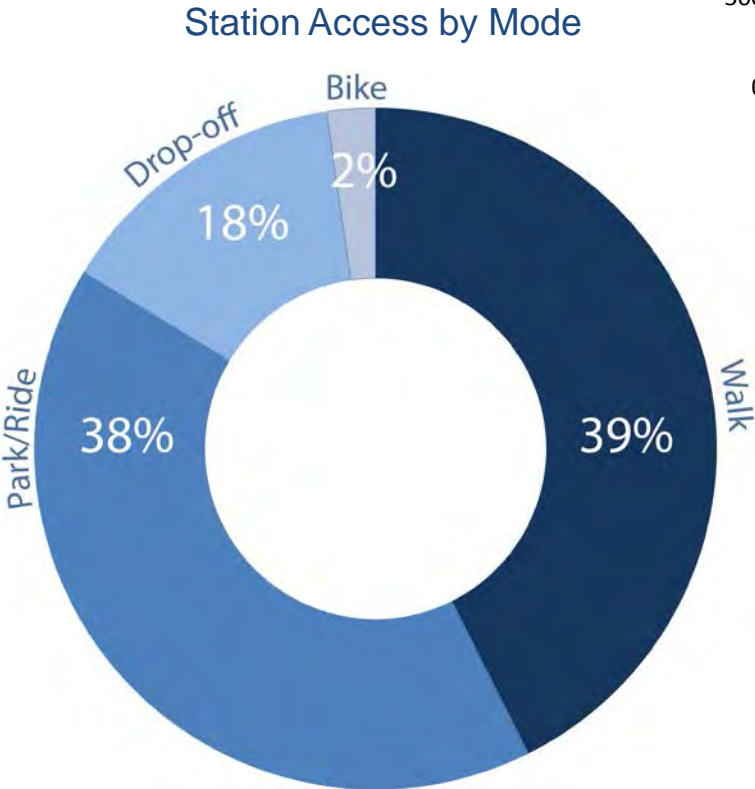Gloucester Building Permits by unit type, 2000-2012
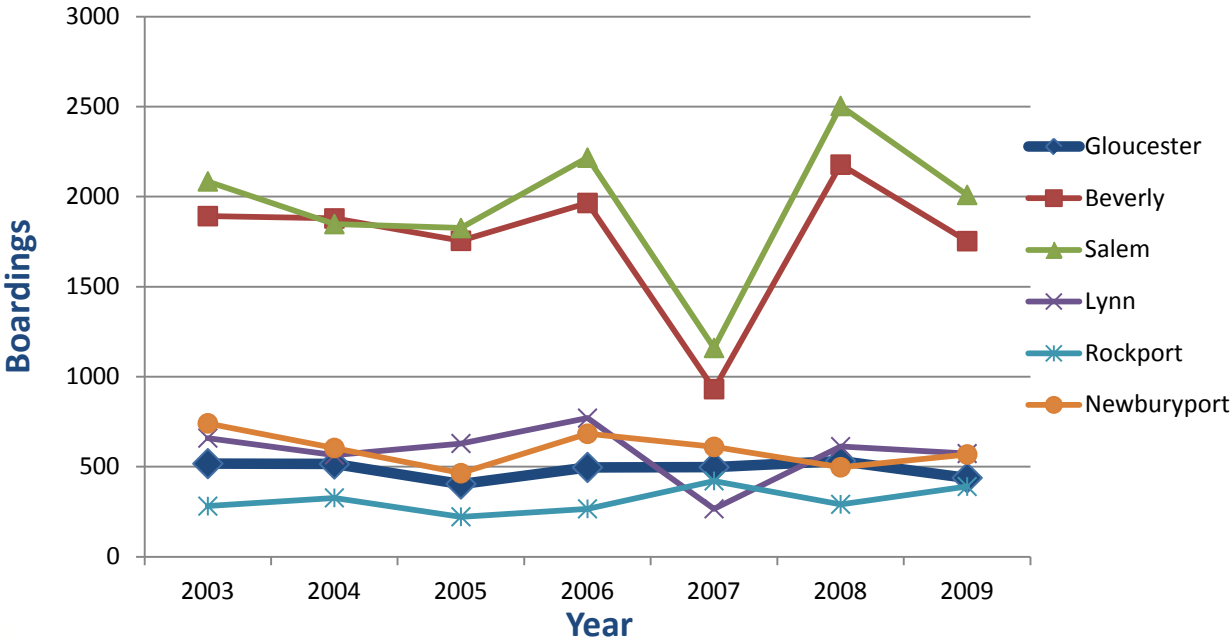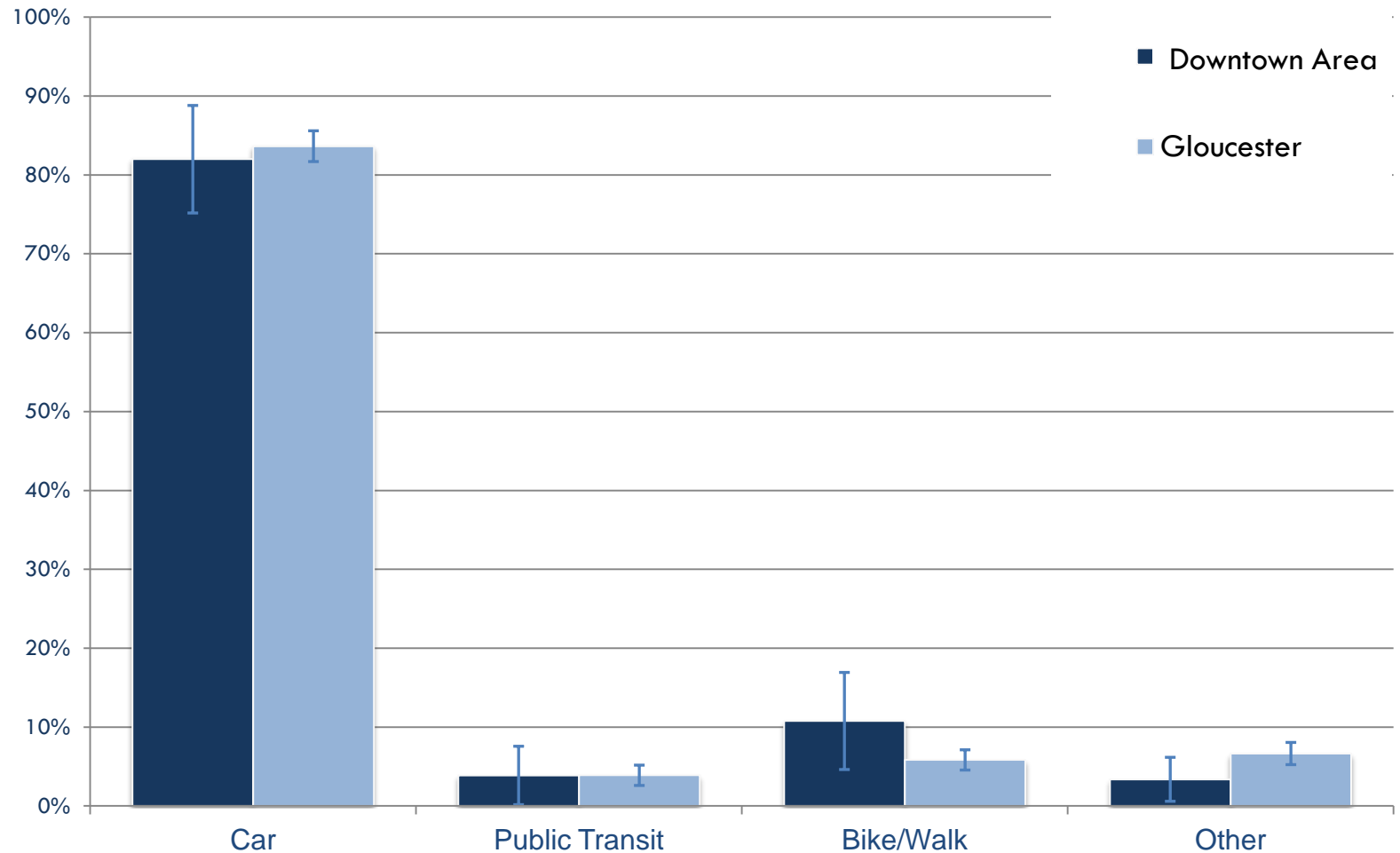
How do we improve the transportation connections in the area?

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Gloucester Station Average Weekday Inbound Boardings Year

Station Access by Mode

What form of transportation do people from Gloucester use to get to work?

Facilitated table discussions

- 45 minutes

- Each group has a facilitator to guide the discussion

- Answer discussion questions on agenda

- Report-out from a representative of each group

Discussion Questions

1. What do you value most about the Railroad Avenue area and the adjacent neighborhoods?

2. Given regional and national housing trends, where are the best opportunities for adding housing in this area?

3. What types of businesses could support the Downtown and surrounding neighborhoods?
   - Where might these businesses be located?

4. What transportation improvements could be made within the study area and to better connect this area to the Downtown and Harbor?
   - Specifically, what improvements could be made for pedestrians, cyclists and/or transit users?