

Manchester-by-the-Sea Limited Commercial District Visioning

September 24, 2020



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Tonight's Agenda

1. Welcome and introductions, 6:05-6:10

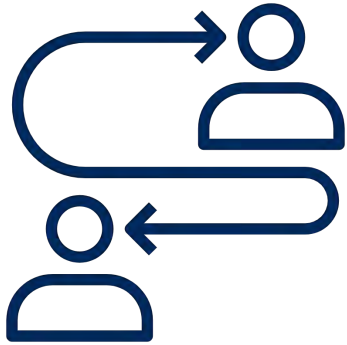
2. Presentation, 6:10-6:30

3. Live Q&A, 6:30-6:50

4. Survey and next steps, 6:50-7:00

Survey will be available online until October 5

Tonight's Goals



- **Provide information** about how we got here, the Limited Commercial District area, and smart growth zoning.
- **Get input on your priorities for the area**, including what types of uses should be supported, how the new neighborhood should look and feel, and how it could connect to and interact with the greater community.

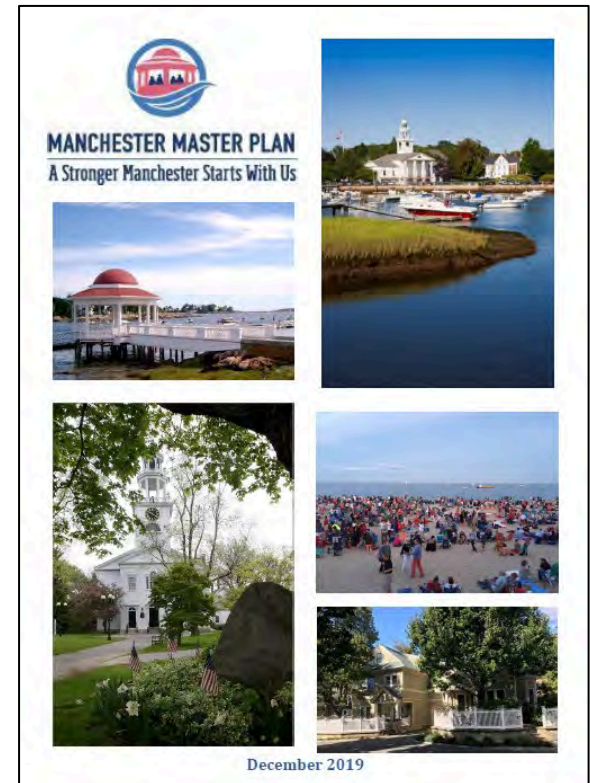
How We Got Here

How we got here

Live poll:

How familiar are you with the Master Plan and its goals?

- a. Very familiar. I participated in the process.
- b. Familiar.
- c. I've heard of the Master Plan but am not sure what's in it.
- d. Not familiar.



How we got here

Master Plan priority recommendation:



Increase Town Revenue through Planned Development within the Limited Commercial District (LCD) and through incremental growth Downtown.

How we got here

Why is this a priority?

- Greater Town revenues are needed to maintain public infrastructure and facilities
- 95% of existing revenues are drawn from residential taxes; insufficient to maintain infrastructure or achieve desired goals
- Over 30% of land in town is permanently protected
- Less than 8% of land in the community is dedicated to commercial or industrial uses
- **Opportunity to increase commercial tax revenues through deliberate and carefully planned development**

How we got here

Master Plan priority recommendation:



Support a Diversity of
Housing Options
throughout Town.

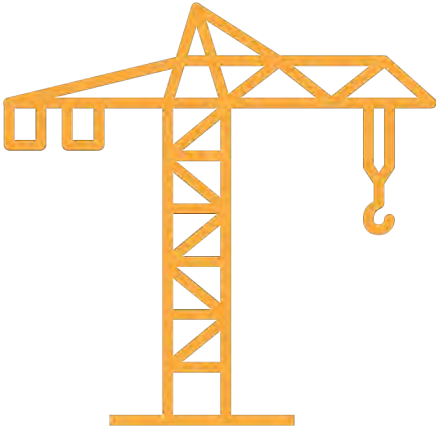
How we got here

Why is this a priority?

- Home size, number of rooms per home, and home prices are growing, with home prices among the highest in the State. 90% of all homes in Manchester are assessed at more than \$500,000, with 28% assessed at more than \$1,000,000
- 61% of all households in Manchester are 1 – 2 person , yet only 23% of all houses have less than 6 rooms
- Residents 65 and over are the fastest growing segment of the population
- **More housing options are needed for all life stages and household sizes**

How we got here

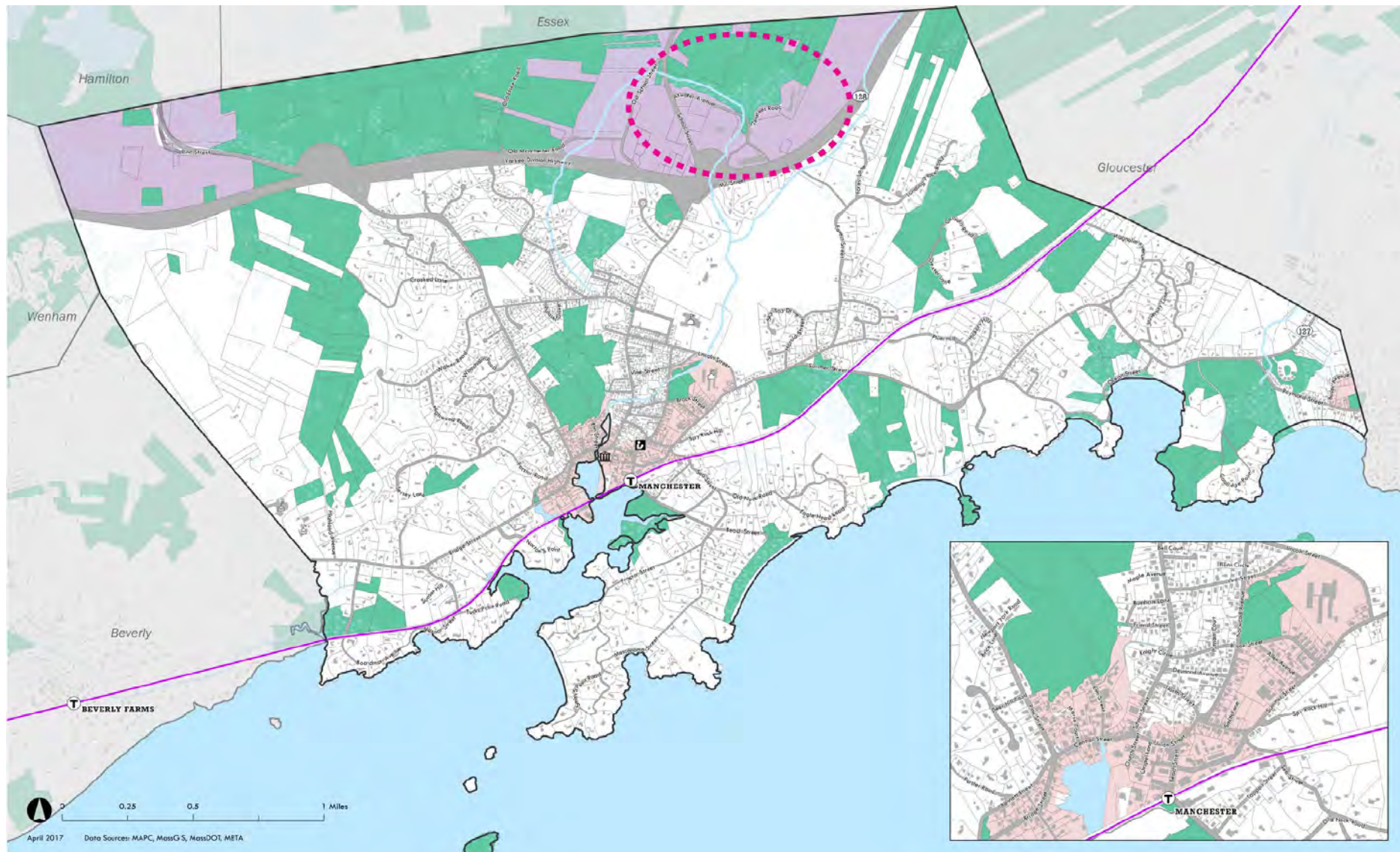
Laying the groundwork



- Town smart growth assessment team
- Planning Board hosts community meeting on smart growth in the LCD (September 2019)
- Town requests technical assistance from MAPC

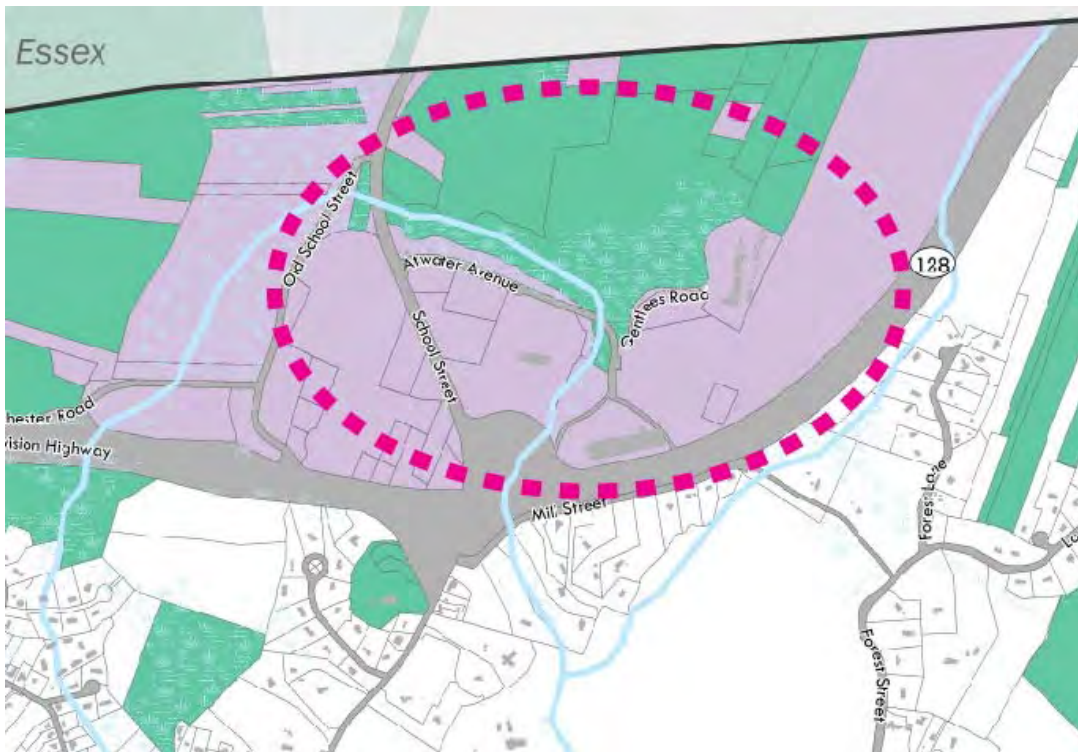
Area Overview

Area Overview



Area Overview

Existing uses



Manchester Athletic Club



Utopia Farmstand



Conservation areas and trails



Manchester Medical Building

Area Overview

Live poll:

How often do you visit the Limited Commercial District?

- a. More than once a week
- b. About once a week
- c. A few times a month
- d. A few times a year
- e. I don't usually go to that area

Area Overview

Live poll:

What are your most common reasons for going to the area? (pick up to three)

- a. Manchester Athletic Club
- b. Utopia Farmstand
- c. Doctor or medical appointment
- d. Wellness (yoga, pilates, chiropractor)
- e. Other business
- f. I work there
- g. I use the trails nearby
- h. I drive through on School Street
- i. I don't usually go to that area

Area Overview

Current zoning

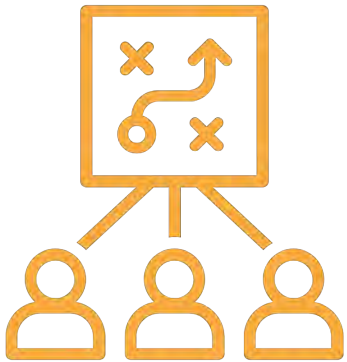
Limited Commercial District allows:



- Business and professional offices
- Recreational facilities
- Municipal uses
- Solar Photovoltaic Installations

Area Overview

Why here?



- Area represents the greatest potential to make the biggest steps towards achieving the Town's goals
- Opportunity to proactively plan so development occurs in a way that's consistent with community vision
- Large area presents opportunity to create a new neighborhood that fills gaps in services and housing options currently available in Town

Area Overview

Live poll:

What businesses or services do you travel outside of Manchester for?

- a. After-school activities
- b. Shopping
- c. Restaurants
- d. Entertainment
- e. Health care
- f. Fitness or wellness (yoga, gym)
- g. Other

Smart Growth Zoning

Smart Growth Zoning

Live poll:

Have you heard of 40R Smart Growth Overlay District zoning?

- a. Yes, I attended the discussion in Town last year
- b. Yes, I read about it in the Master Plan
- c. Yes, I'm familiar with it from other sources
- d. I've never heard of it, or have heard of it but am not sure what it is

Smart Growth Zoning

What is it?

Chapter 40R, or the Smart Growth Zoning Overlay District Act, encourages communities to adopt compact, mixed-income zoning districts in select locations where development at certain densities occurs either as-of-right or through a limited plan review process.

Smart Growth Zoning

What makes an area “smart growth”?



STATION AREA



CITY + TOWN CENTER



OTHER SUITABLE AREA

Smart Growth Zoning

By-right density



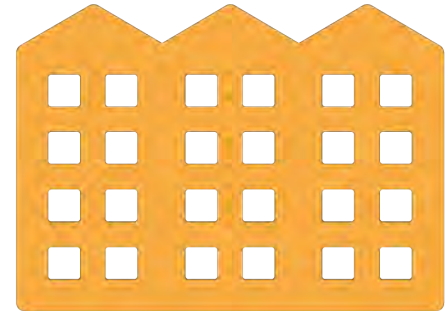
SINGLE-FAMILY HOUSE

8 units/acre



TOWNHOUSE

12 units/acre



APARTMENT/CONDO

20 units/acre

Smart Growth Zoning

Affordability

20% of all housing in the district must be affordable

Number of Bedrooms	Household Size	Income Limit	Rent Limit (before utility allowance)
Studio	1	\$ 67,400	\$ 1,685
1-bedroom	2	\$ 77,000	\$ 1,925
2-bedroom	3	\$ 86,650	\$ 2,166
3-bedroom	4	\$ 96,250	\$ 2,406
4-bedroom	5	\$ 103,950	\$ 2,599

Smart Growth Zoning

Design Standards

BUILDINGS



STREETS + SIDEWALKS



INFRASTRUCTURE



ENTRANCES



OFF-STREET PARKING



NATURAL FEATURES



OPEN SPACE



LANDSCAPING



EXTERIOR SIGNAGE



BUFFERING BETWEEN ADJACENT PROPERTIES



Smart Growth Zoning

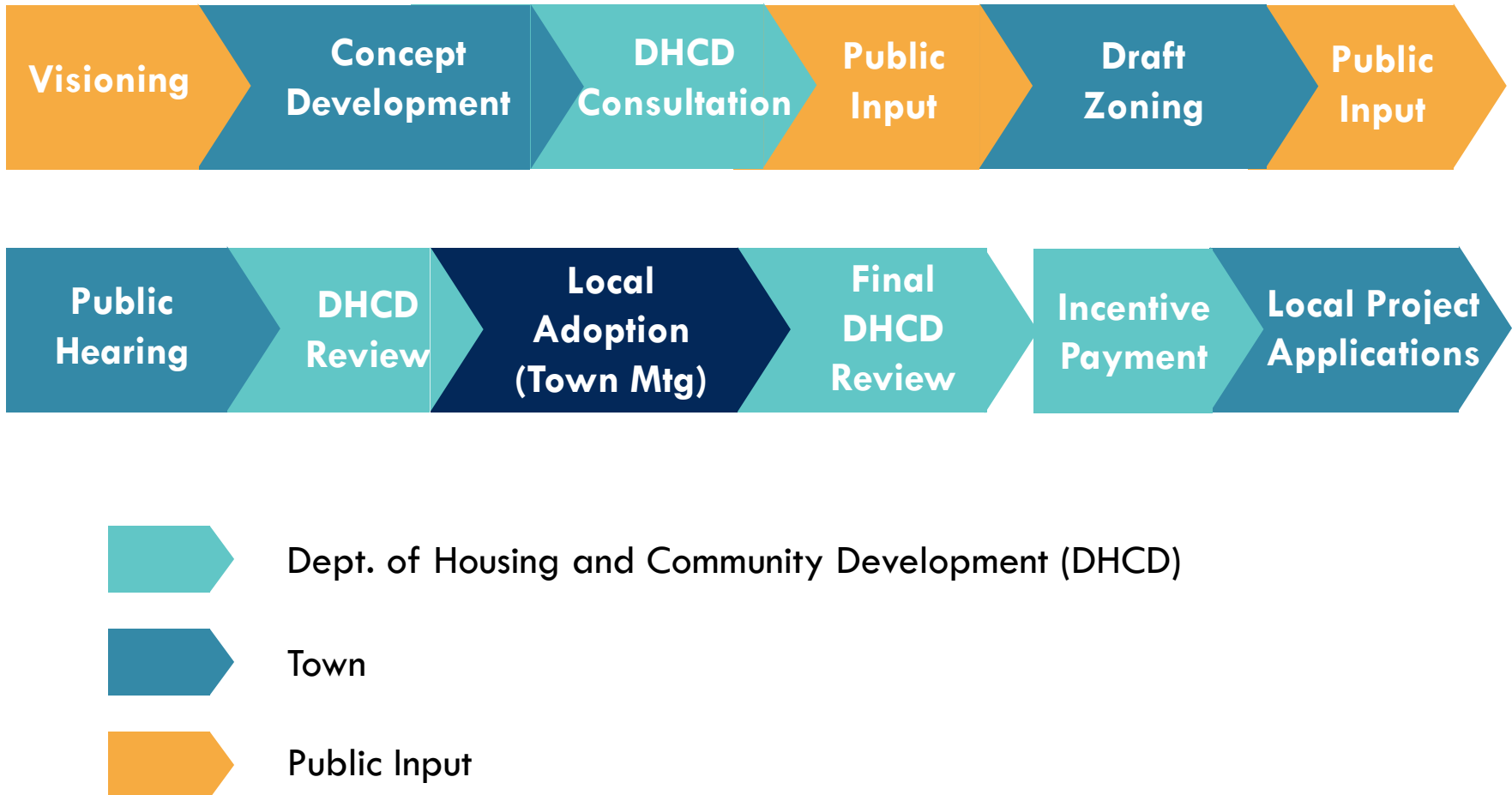
Incentives



- \$10,000-\$600,000 incentive payment, based on the number of additional housing that could be created
- \$3,000 for every new home built within the district
- Eligible for state funding to cover the net costs of educating any school-age children who move into the district

Smart Growth Zoning

Process



Completed Projects:

Belmont 40R



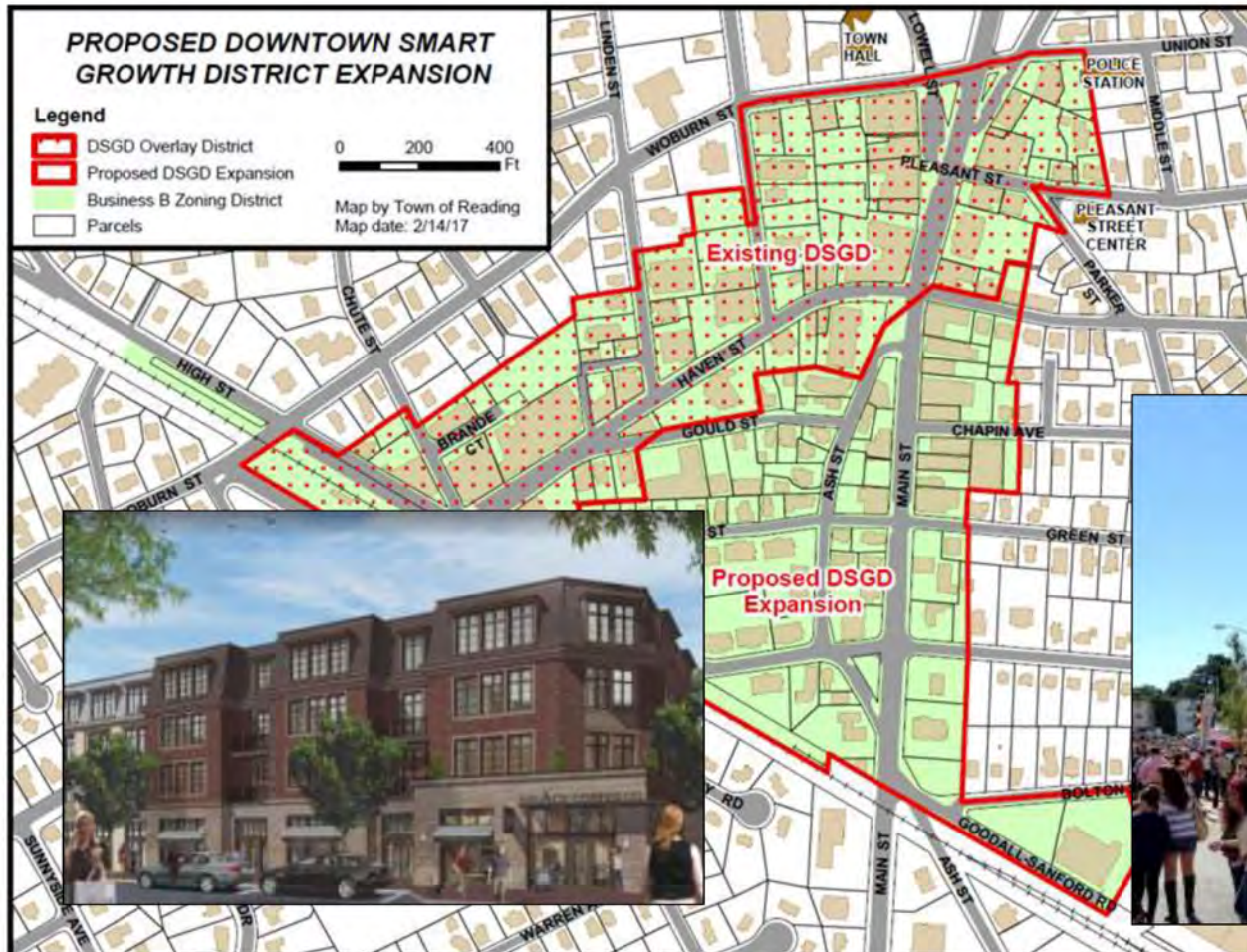
Our Lady of Mercy / Oakley

- former archdiocese property
- 18 ownership units / 1.5 acres
- 4 Sub-districts / design styles
- Belmont Housing Trust support



Completed Projects & Development Opportunities:

Reading (Downtown 40R)



- TOD/downtown
- 459 units zoned
- Mixed Use
- 53 units built
- ~135 in pipeline
- 40B Denial





Partially Built-out Districts:

Northampton 40R

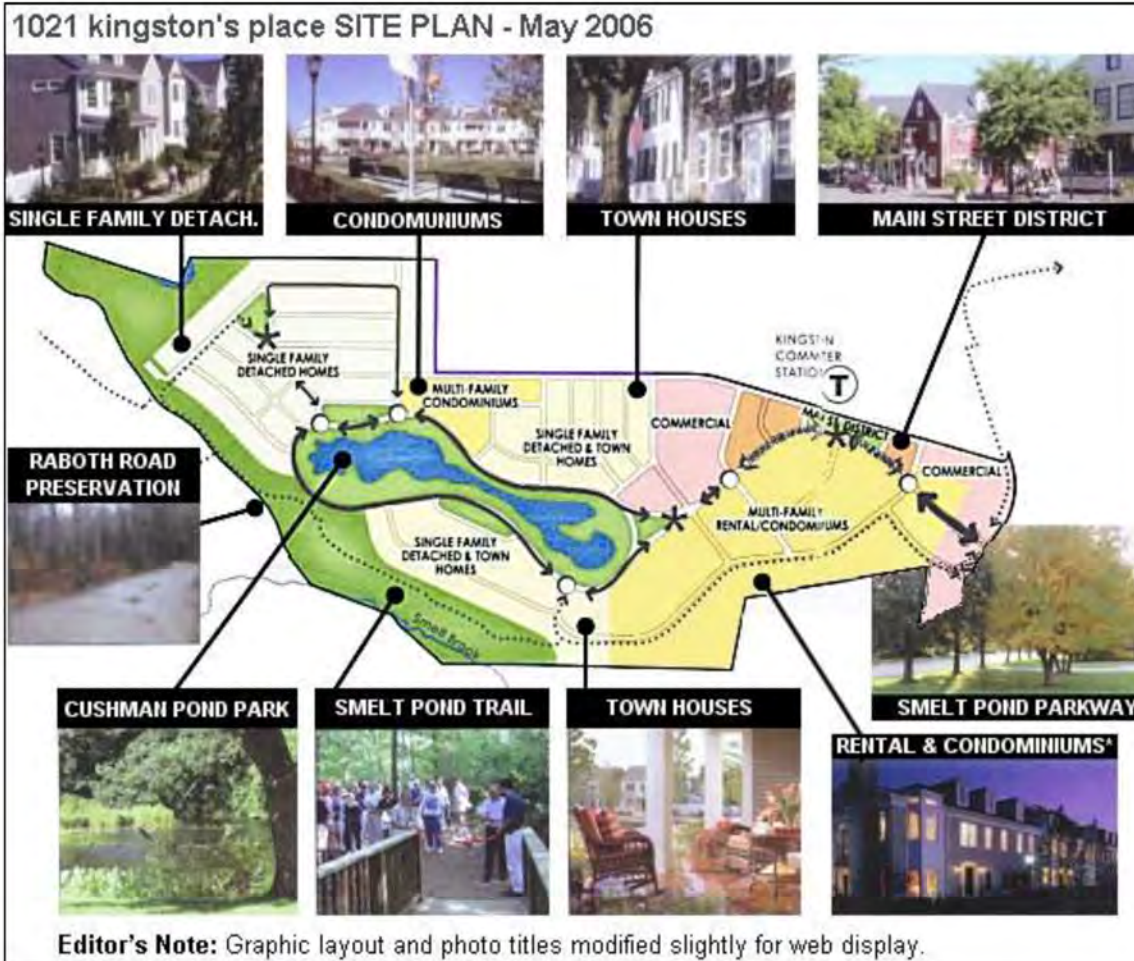
Village Hill

- former state hospital
- Other Highly Suitable Location
- 429 zoned units
- 149 completed



40R Development Opportunities

1021 Kingston's Place 40R



- 730 Units
- Mixed-Use
- Transit-Oriented
- Variety of Housing
- New Urbanism



Projects in Progress

Sharon Commons 40R



192 units

40R Sub-districts

Planned "Sharon Gallery" retail



Lynnfield – Arborpoint at MarketStreet

- **Mixed-Use**
- **180 Apts.**



- **Adjacent office park / hotel**
- **lifestyle center & housing**

Smart Growth Zoning

Meeting Town goals



- Encourages a variety of smaller housing types, including affordable options



- Incentive payments and opportunity for mixed use and commercial uses

What's next?

Timeline



- Each phase will involve virtual engagement to share progress and seek input
- Regular updates on the project website

Vision for the LCD

Things to think about:

What does Manchester need more of? What is the Town lacking? What would you like to see in this area? What do you want to keep?

LAND USE

What makes a place inviting for a range of people (residents, workers, and visitors)? What street elements and amenities would you like to see here?

LOOK + FEEL

How will people get to and from the area?
How can the area feel like a part of Town?

CONNECTIVITY

Vision for the LCD

Live poll:

What makes a good neighborhood? (pick up to three)

- a. Distinct and unique character
- b. Attractive buildings
- c. Sense of community
- d. Variety of services and activities
- e. Variety of housing choices
- f. Walkable area
- g. Inviting public spaces
- h. Easy to get there
- i. Other

Live Q&A Session

Q&A Session

To ask a question:



- Raise your hand by clicking on the hand icon
- If you're calling in, raise your hand by clicking *9
- Type your question in the chat box

Next Steps

- **Tonight:** Take the survey!
- **Tomorrow:** Tell your neighbors about the survey.
Even if they aren't here tonight, they can take it until October 5.
- **October:** We will share what we heard on the project website and will begin developing concepts for the district
- **November:** We will share concept recommendations with the public and ask for input. Check the project website for more information!

Next Steps

Take the survey to let us know what you think!

<http://mapc.ma/manchesterLCD>

- Type the address above or click on the link in the chatbox
- Survey will be open through October 5

For updates and more information

Town website: **manchester.ma.us**

Project website:

mapc.org/resource-library/manchester-by-the-sea-40r/

Thank you!