I. Introductions

II. Recap: Phase I of Essex Zoning Review

III. Phase II Project Overview
   I. Section 3A MBTA Communities Compliance
   II. Outline of Bylaw Potential Reorganization, Updates, and Additions

IV. Board discussion

V. Next steps
MAPC Team Introductions

101 cities & towns

4.3M people

Smart Growth & Regional Collaboration
Who is Working on the Project?

Town of Essex Staff + Board of Selectmen
Brendhan Zubricki, Town Administrator
Dana Menon, Town Planner
Ruth Pereen, Chair, Board of Selectmen

Essex Planning Board
Lisa O’Donnell, Chair
Shelly Bradbury
Simone Early, Vice Chair
Matthew Greco
Jud Lane
Peter Levasseur
Michael McConnell

MAPC
Andrea Harris-Long, AICP, Senior Planner
Courtney Lewis, Senior Planner
Chris Kuschel, AICP, Land Use Manager

Essex Planning Board, Board of Selectmen, & Town Staff

Metropolitan Area Planning Council (MAPC)

Essex Community
(Zoning Ambassadors, residents, and other stakeholders)
Roles & Responsibilities

Town Staff + Planning Board

• Provide feedback during Planning Board meetings to guide MAPC work
• Promote and participate in engagement events; answer questions about project
• Review draft bylaw amendments, coordinating with Town Counsel as necessary

Project Steering Committee

(Lisa O’Donnell, Simone Early, Ruth Pereen, Brendhan Zubricki, Dana Menon and MAPC staff)

• Review outreach-related materials and help prep for full Board conversations
• Provide periodic updates regularly to full Board and other Town boards/committees
• Promote and participate in engagement events

MAPC

• Prepare draft bylaw amendments for review and incorporate revisions as requested
• Prepare materials to facilitate conversations about amendments with Planning Board and Town residents
• Facilitate events to collect public feedback; synthesize comments for Planning Board
Phase I Recap
Essex Zoning Bylaw Update

Phase I – May 2022
Bylaw Review Project
(Zoning Recommendations)

June 2022
Apply for State Grant
(Awarded Fall 2022)

Phase II
Prepare zoning bylaw amendments
(Fall 2022-Fall 2023)
Phase I – Zoning Diagnostic

**Existing Conditions Analysis**
- Review of past plans
- Mapping land uses, environmental constraints, parcel characteristics
- Interviews with bylaw users
- Zoning best practices
- Statutory compliance

**Public Engagement**
- Focus groups: 11 participants
- Online Survey: 428 participants
- 2 virtual forums: 166 participants
- Outreach through website, social media, e-blasts, and word of mouth. Coverage in Gloucester Times.

**PHASE I GOALS**
Understand existing land use patterns
Gauge public opinion
Consider best planning practices
Zoning Recommendations

1. Establish zoning districts + use table; address nonconforming uses
2. Update dimensional standards and use regulations (including development standards and parking)
3. Remove barriers to expanding housing options
4. Align zoning with community values of entrepreneurship, environmental stewardship, and historic preservation
5. Make the bylaw more user-friendly (including addressing confusing or conflicting regulations)
6. Improve the application review process
7. Expand capacity to adequately administer and enforce the bylaw
8. Develop a robust community engagement strategy
Phase II – Bylaw Amendments
Project Goals

- Begin **implementing** some of the **recommendations** from the Zoning Diagnostic Report, focusing on:
  - Better aligning the bylaw with the Town’s **goals**
  - Creating a **user-friendly** bylaw
  - Compliance with **Section 3A** MBTA Communities

- Continue **building relationships** with Essex residents, business owners, and other stakeholders through effective, inclusive community engagement
Project Goals – Planning Board Priorities

- Ensure bylaw regulations are performing as intended
- Site Plan Review
- More categories of uses
- Special Permit applicability
- Update definitions
- Understand what is regulated through bylaws and what other PB rules/regulations may cover outside of bylaw
- Incorporate Scenic Byways
- Parking
- Explore district zoning
- Affordable Housing
- Public Outreach
- Enforcement

Any additional thoughts or reflections on the project goals?
### Project Timeline

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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</thead>
</table>

#### Kick-Off

- MAPC drafts amendments

#### Outreach w/ Zoning Ambassadors *(including Planning Board & Board of Selectmen)*

- MAPC refines amendments *(based on public feedback)*

#### Town Meetings & Activities

- Planning Board Meetings & Activities
- Community Event
- Public Hearings
Community Engagement

Zoning Ambassadors

- Ideally a **diverse group** of Essex residents and business owners who represent different areas of Town and different perspectives
- Help develop community engagement strategy
- **Identify** local groups and organizations and the **best means to connect** with them
- **Spread the word** about community events to increase overall participation in project

Zoning Ambassadors are not expected to be experts in zoning or 100% supportive of all proposed changes
Community Engagement

Zoning Ambassadors

▪ Initial 2-3 hour in-person meeting with MAPC (late Feb.)
  ▪ Project Overview
  ▪ Defining community engagement and coalition building
  ▪ Stakeholder Analysis
  ▪ Strategizing engagement for the zoning project
    ▪ Purpose
    ▪ Opportunities & challenges
    ▪ Engagement Activities

▪ Two 60- to 90-min virtual sessions
  ▪ Messaging (early March)
  ▪ Debrief first forum (April)

Ongoing:
MAPC will email updates requesting help sharing info with networks (posting flyers, sharing information on social media, etc.)
Community Engagement

Town-wide Community Events

March - Visioning Session
Share information about zoning recodification process and potential bylaw amendments; hear preferences on future development

April/May – Community Forum
Visioning for Section 3A compliance and other bylaw improvements

June/July – Community Forum
Alternatives for Section 3A compliance and other bylaw improvements

Note: Potential Planning Board public hearing in March/April on reorganization and other warrant articles
Community Engagement

Town-wide Community Events (cont’d)

Aug/Sept – Community Forum + Online Open House
Share proposed bylaw amendments

Aug/Sept – Virtual Office Hours
MAPC and Planning Board members available for 1:1 conversations with stakeholders

Sept/October – Planning Board Public Hearings
Refinement of bylaw amendments based on public feedback
Share the Project Webpage

mapc.ma/essexzoning
Section 3A Compliance
Section 3A MBTA Communities

3A Requirements for the Town of Essex

<table>
<thead>
<tr>
<th>Community Category:</th>
<th>Essex</th>
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<tbody>
<tr>
<td>Community Category:</td>
<td>Adjacent Small Town</td>
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<tr>
<td>2020 Housing Units (Census PL-94):</td>
<td>1,662</td>
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<tr>
<td>Minimum Multi-family Unit Capacity:*</td>
<td>83</td>
</tr>
<tr>
<td>Minimum Land Area**:</td>
<td>N/A</td>
</tr>
<tr>
<td>Developable Station Area***</td>
<td>N/A</td>
</tr>
<tr>
<td>Percent of District to be Located in Station Area</td>
<td>0%</td>
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</table>

* Minimum multi-family unit capacity for most communities will be based on the 2020 housing stock and the applicable percentage for that municipality’s community type. In some cases, the minimum unit capacity is derived from an extrapolation of the required minimum land area multiplied by the statutory minimum gross density of 15 dwelling units per acre. In cases where the required unit capacity from these two methods would exceed 25% of the community’s housing stock, the required unit capacity has instead been capped at that 25% level.

** Minimum land area is 50 acres for all communities in the rapid transit, commuter rail and adjacent community types. There is no minimum land area requirement for adjacent small towns. Where 50 acres exceeds 1.5% of the developable land area in a town, a cap has been instituted that sets minimum land area to 1.5% of developable land area in the town.

*** Developable station area is derived by taking the area of a half-mile circle around an MBTA commuter rail station, rapid transit station, or ferry terminal and removing any areas comprised of excluded land.
# Section 3A MBTA Communities

## Zoning Checklist

### Essex Downtown District (EDD)

<table>
<thead>
<tr>
<th>Model Inputs for Calculating Unit Yield</th>
<th>Input</th>
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<tbody>
<tr>
<td>Minimum Lot Size</td>
<td>10,000</td>
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<tr>
<td>Additional Lot Square Feet per Dwelling Unit</td>
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<tr>
<td>Open Space %</td>
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<tr>
<td>Excluded Land Counted Toward Open Space</td>
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<tr>
<td>Parking Spaces per Dwelling Unit</td>
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<tr>
<td>Building Height</td>
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<td>Maximum Lot Coverage %</td>
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<td>Floor Area Ratio</td>
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<table>
<thead>
<tr>
<th>Zoning Restrictions that Cap Unit Counts</th>
<th>Input</th>
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<tr>
<td>Lot Area per Dwelling Unit</td>
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<tr>
<td>Maximum Dwelling Units per Acre</td>
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<tr>
<td>Cap on Maximum Dwelling Units per District</td>
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</table>
## Essex Downtown District (EDD)

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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<tr>
<td>District Acreage</td>
<td>32.6</td>
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<tr>
<td>District Density Denominator</td>
<td>32.6</td>
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<tr>
<td><strong>Final Unit Capacity per District</strong></td>
<td><strong>757</strong></td>
</tr>
<tr>
<td><strong>DU/AC</strong></td>
<td><strong>23.2</strong></td>
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<tr>
<td>Parcel Acreage</td>
<td>82.2</td>
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<tr>
<td>Total Built Square Feet</td>
<td>787,314</td>
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<tr>
<td>Total Units in Station Area</td>
<td>0</td>
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<tr>
<td>Non-Conforming Parcels</td>
<td>51</td>
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<tr>
<td>Total Excluded Land (sf)</td>
<td>1,974,154</td>
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<tr>
<td>Total Open Space (sf)</td>
<td>2,690,670</td>
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<tr>
<td>Total Parking Area (sf)</td>
<td>584,862</td>
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<tr>
<td>Units Forgone due to Unit Cap in Zoning</td>
<td>0.00</td>
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</table>
## Section 3A MBTA Communities

### Comparison Table of Requirements and Modeled Results

<table>
<thead>
<tr>
<th>Essex Downtown District (EDD)</th>
<th>Guideline Requirements</th>
<th>Modeled Results</th>
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<tbody>
<tr>
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<tr>
<td>% Unit Capacity within Transit Station Areas:</td>
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</tr>
<tr>
<td>% Land Area Located in Transit Station Areas:</td>
<td>0%</td>
<td>0%</td>
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Based on assumptions used for this model, the Essex Downtown District is Section 3A compliant.

**Note:** The district is compliant based on existing dimensional requirements. However, certain aspects of zoning bylaw require further clarification to determine if zoning changes are needed.
Next Steps for 3A Compliance

- Submit initial results to DHCD for review
Bylaw Amendments
Drafting Bylaw Amendments

1. Establish existing zoning districts; explore potential new districts

2. Update dimensional standards and use regulations (including development standards and parking)

3. Remove barriers to expanding housing options

4. Align zoning with community values of environmental stewardship, entrepreneurship, and historic preservation

5. Make the bylaw more user-friendly (including addressing confusing or conflicting regulations)

6. Improve the application review process

7. Expand capacity to adequately administer and enforce the bylaw

8. Develop a robust community engagement strategy
Annotated Outline of New Bylaw

- Proposed reorganization of existing bylaw language into new format

- Annotations indicate:
  - Topics that require more public dialogue
  - Sections that are primarily administrative changes (recodification items)

- Planning Board priorities noted throughout
Annotated Outline of New Bylaw

Potential Approach: Codify “General” district and apply some form-based aspects that maintain current flexibility but incorporate standards for balancing impacts to adjacent properties and environment.
Annotated Outline of New Bylaw

- Regulate development based on street type and building type
- Uses regulated by district
- Site Plan Review and Special Permit processes still apply
Discussion

What are your first impressions of the proposed reorganization?

What do you think of the potential zoning approach?

Is anything missing or miscategorized?
Next Steps

▪ Invite Zoning Ambassadors to participate
▪ Revise annotated outline based on tonight’s discussion
▪ Submit 3A compliance findings to DHCD for review
▪ Schedule next Planning Board Meeting
  ▪ Discuss zoning ideas in more detail
  ▪ Prepare for first community forum
Thank you!

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Courtney Lewis
Senior Planner
clewis@mapc.org