

PROPOSED  
EAST END  
SMART GROWTH  
DISTRICT

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AMESBURY, MA

PUBLIC PRESENTATION

NOVEMBER 9, 2020

# Agenda

1. Welcome ~  
Kassandra Gove,  
Mayor
2. Community Goals ~  
Angela Cleveland,  
OCED Director
3. Proposed Smart Growth  
District ~  
Nipun Jain, Planning  
Director
4. Community Comments



# Welcome

## Amesbury Today

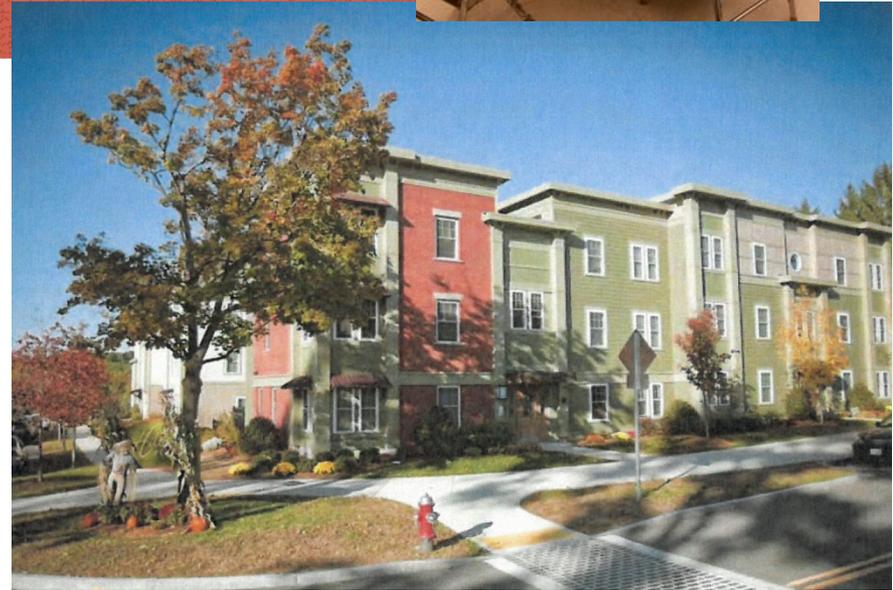
- Strong history
- Good bones
- Diverse businesses
- Aging infrastructure
- COVID challenges
- Low vacancies and rising housing costs
- Underutilized parcels



**Opportunity:** deliberate, flexible and locally-appropriate development

# Community Goals

- Meet the **needs** of existing and future **residents**
- Revitalize **commercial corridors** and **gateways**
- Encourage **reuse** and **redevelopment** of **vacant commercial properties**
- Promote **new residential growth**
- Provide a range of **housing choices**
- Ensure better **building & site design**
- Improve our **infrastructure**



# Why are we here tonight?

## **TO:**

- ✓ Discuss a potential application to the State to designate the East End of Amesbury as a Smart Growth District
- ✓ Present what could happen under current zoning
- ✓ To begin engaging the public in shaping the future

## **NOT:**

- ≠ To present and adopt a zoning change

# What is a Smart Growth District?

## WHAT

Special zoning overlay district that allows as-of-right higher density residential and mixed use development

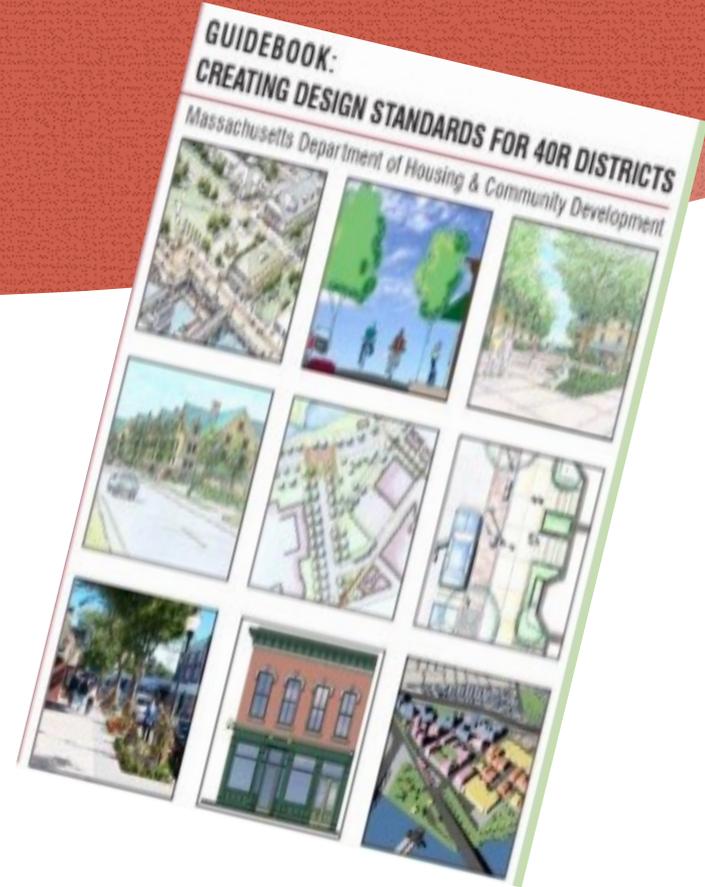
## WHERE – In one of three locations:

- Near Transit or Regional Transportation System – train, commuter rail, bus
- Concentrated Development Areas – City centers, Commercial districts
- Highly Suitable Locations – areas with underutilized facilities, transportation access, available infrastructure for high density residential or mixed-uses



# Smart Growth Districts – Why?

- Community led planning & design initiative
- Local control in zoning bylaws
- Building & site design standards
- Proactive vs. reactive
- Incentives & bonus payments
- Range of housing choices including affordable units
- Allows mixed uses
- Promotes sustainable development
- Financial incentives & priority for state funding programs



# Does Amesbury have a Smart Growth District? YES!

## **AMESBURY GATEWAY VILLAGE SMART GROWTH DISTRICT ~ Adopted in 2007**

- Residential, Mixed-Use, Substantially Developed Areas
- Adopted as an alternative to a 40B
- \$1.3m in incentives and bonus payments
- State grants allowed infrastructure and traffic improvements along Route 110
- 20% Affordable housing
- Permanently protected open space
- Completed – Amesbury Heights, 240 unit multi-family development

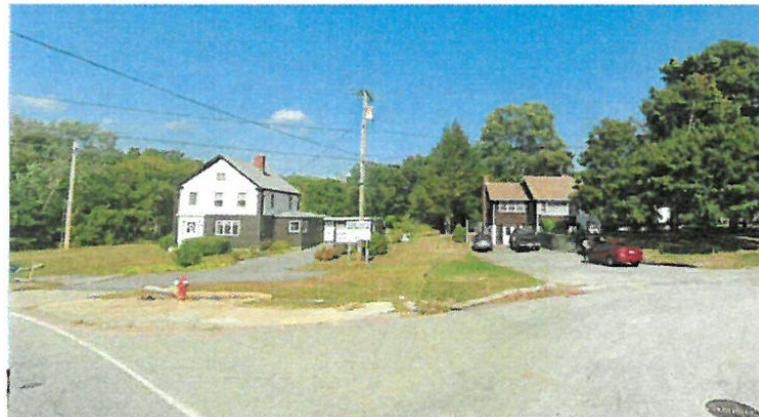


# Target Area – East End, Amesbury

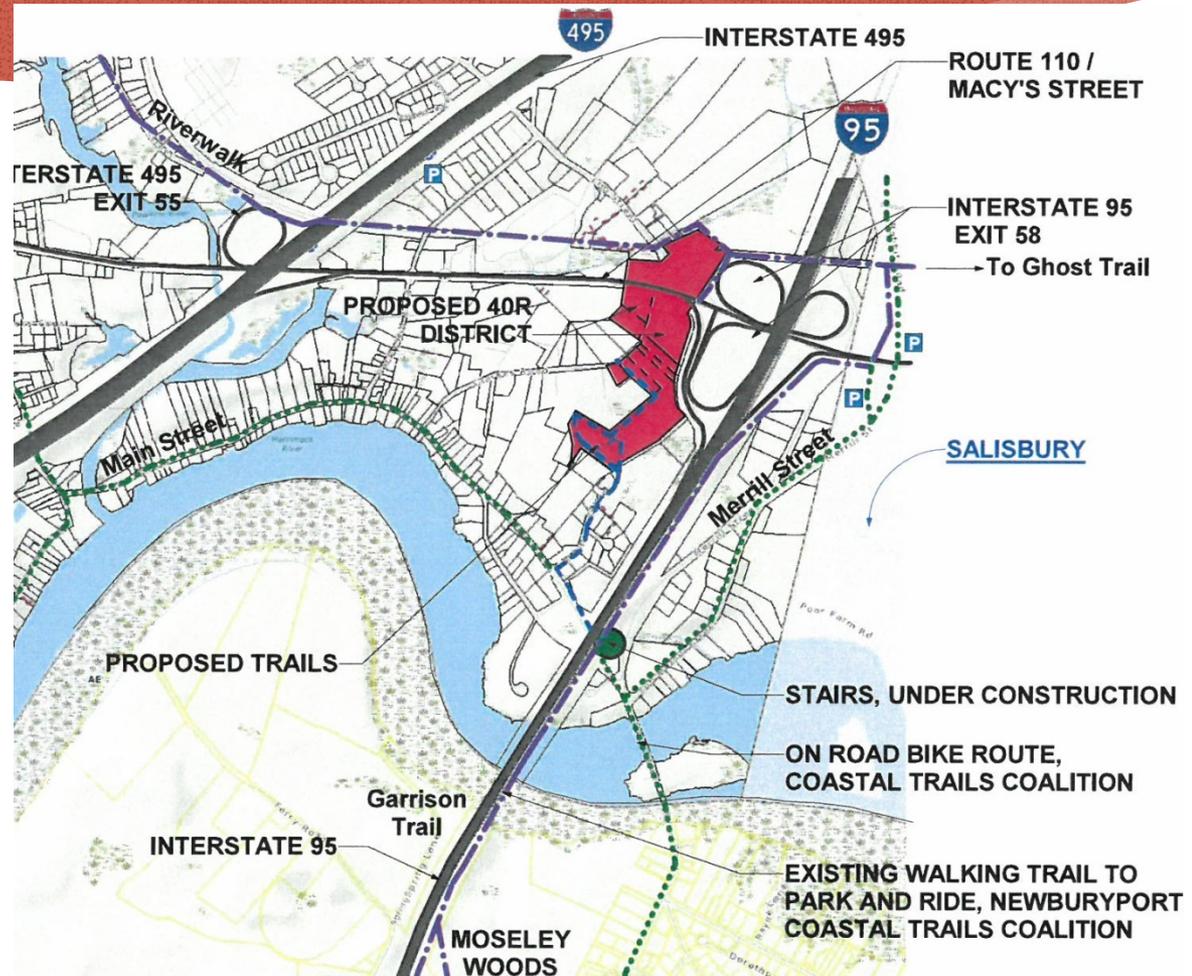
Route 110, Elm Street, Upper Clarks Road

## Vacant Buildings/ Under-Utilized properties

- Friendly's and Burger King
- Residential /Office Buildings - Elm Street
- Sunoco Gas Station

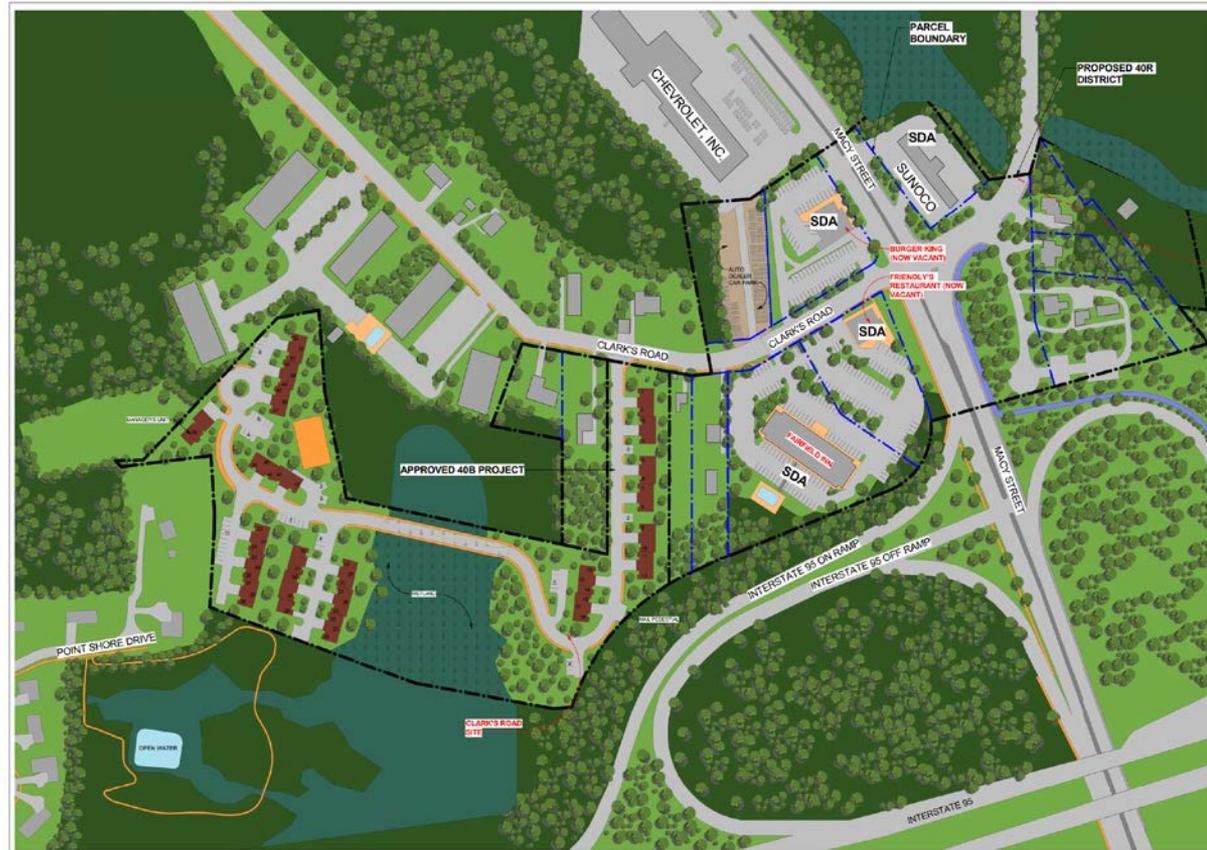


# Where is the potential East End Smart Growth District?



# Why the East End?

- ❑ Opportunity for Gateway visual, spatial and infrastructure improvements
- ❑ Highly suitable location
- ❑ Vacant buildings
- ❑ Available land
- ❑ Underutilized properties
- ❑ Approved 40B Project

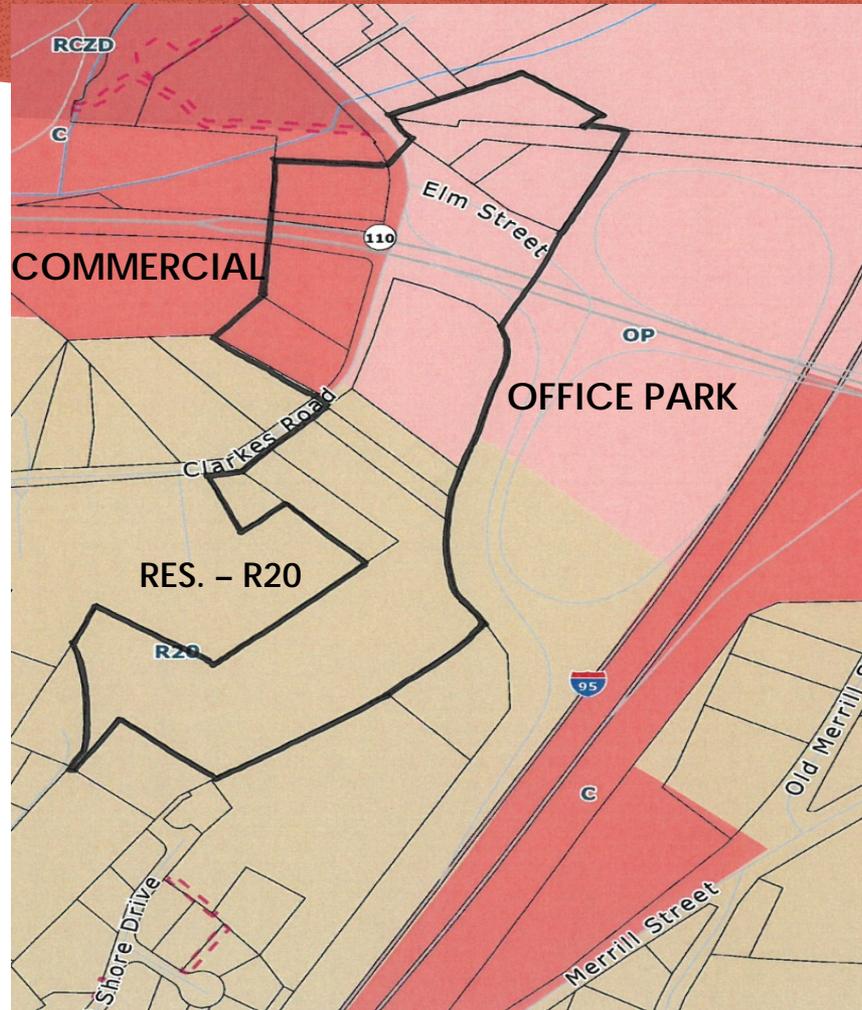


# East End Smart Growth District – Existing Conditions

- Old Elm Street (Vacant residential and commercial buildings )
- Sunoco Station
- Burger King (Vacant)
- Friendly's (Vacant)
- Marriot Hotel
- Clarks Road – 56 Unit Approved 40B Project



# East End Smart Growth District – Existing Zoning



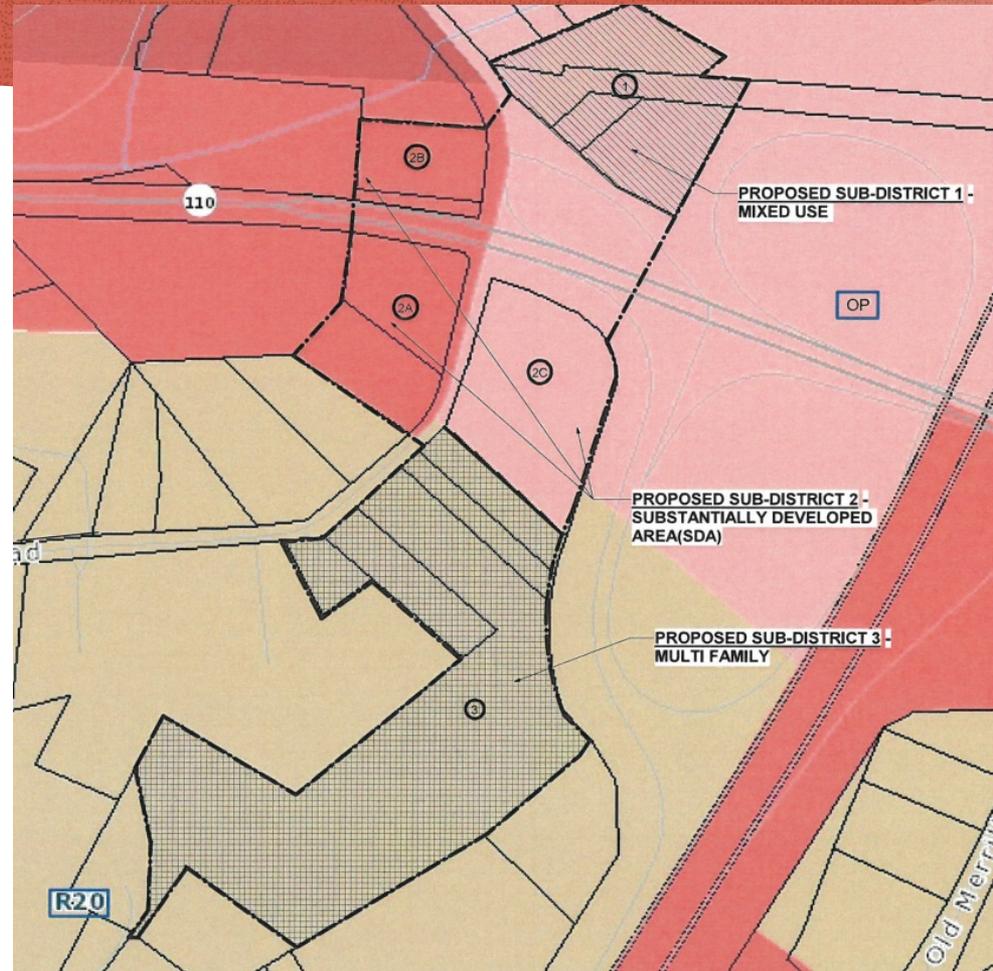
# East End Smart Growth District – Conceptual Plan

- Concentrated Development
- Multi-family housing
- Commercial and Office
- Open Space and Trails
- Recreational Amenities



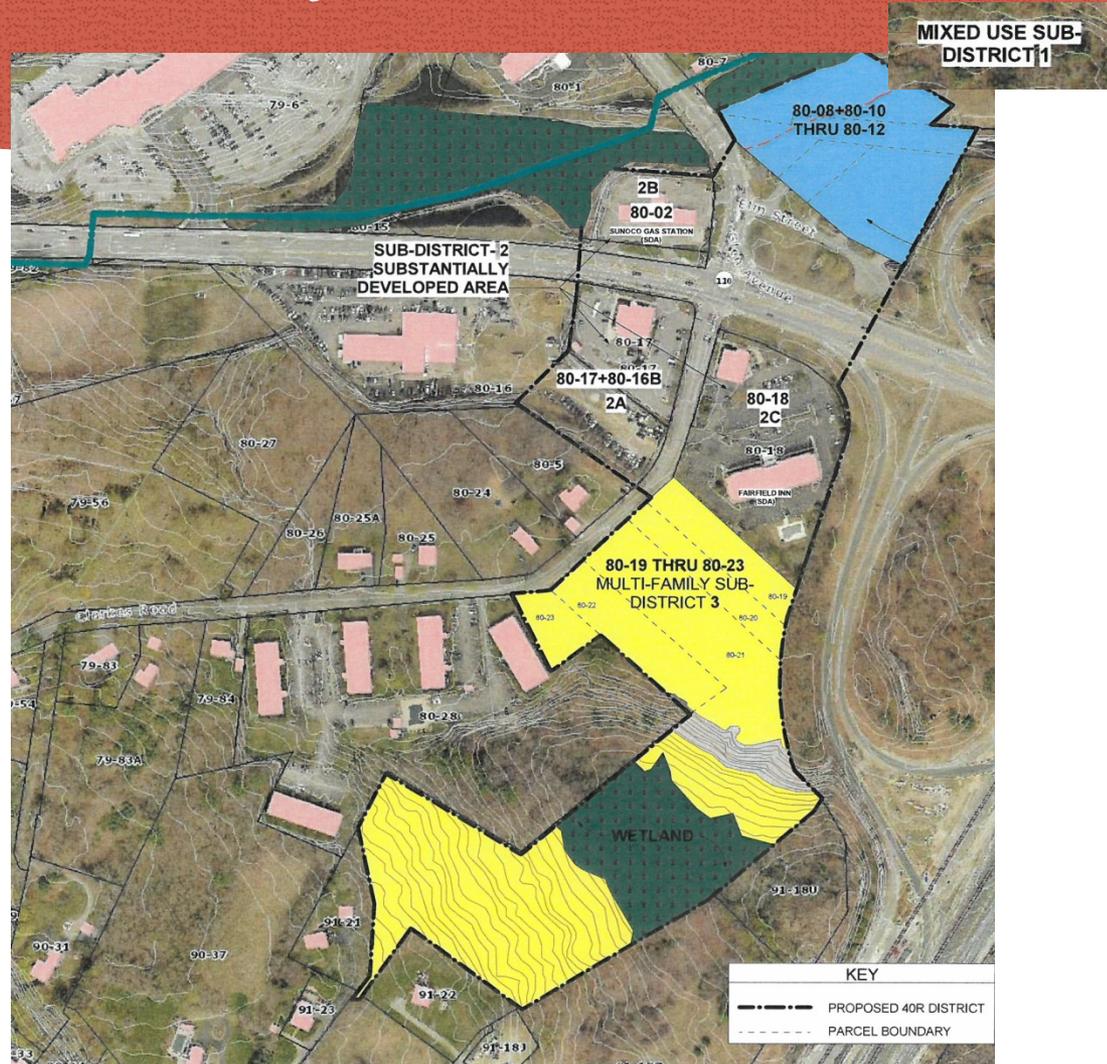
# East End Smart Growth District – Sub-Districts

- Multi-Family
- Mixed-Use
- Substantially Developed Areas
- Open Space and Trails

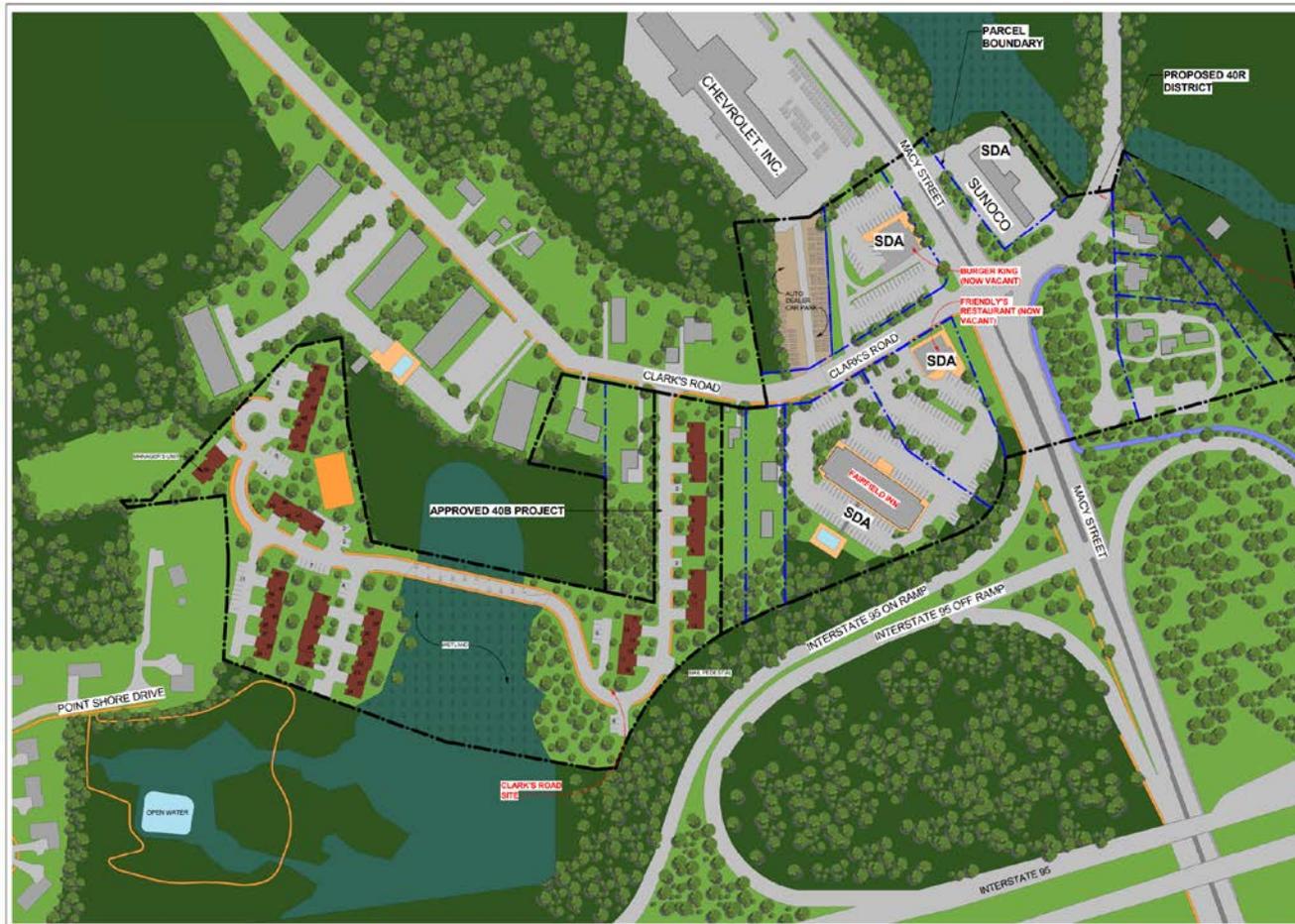


# East End Smart Growth District – Sub-Districts and Density

- **Multi-Family** – 20 units/acre
- **Mixed-Use** – 20 units/acre; requires first floor commercial uses
- **Substantially Developed Areas** – based on available developable areas and local smart growth density regulation
- **Future Open Space** – 10% of total district area



# Without the Smart Growth District



# With the Smart Growth District



# East End Smart Growth District – Potential Mixed Uses

- 1<sup>st</sup> Floor  
Commercial Uses
- 2<sup>nd</sup> Floor  
Residential/Office  
Uses
- Pedestrian-friendly  
Streetscape
- Community-driven  
building design



# Summary

- Improve Amesbury's east side Gateway
- Local control over density and design of development
- Priority status for state funding
- Affordable Housing – helps meet the 10% goals
- Mixed uses, improved streetscapes and walkable neighborhoods
- Higher value buildings and sites
- Expanded tax base
- Meets needs of existing and future residents

# Potential Next Steps

## PHASE - 1

- ✓ Background Planning and Design
- ❑ Public Feedback & Comments
- ❑ Final Infrastructure Report
- ❑ Draft Zoning Amendment
- ❑ Application to DHCD

## PHASE - 2

- ❑ Preliminary DHCD Approval
- ❑ Planning Board Workshop - Building Design and Draft Regulations
- ❑ Formal Application
- ❑ Zoning Bylaw Amendment
- ❑ Final Approval from DHCD

# EAST END SMART GROWTH DISTRICT

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AMESBURY, MA

COMMUNITY COMMENTS

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