

**East End Neighborhood Meeting Notes
December 16, 2020**

See attached for the full PowerPoint Presentation. The following recaps the responses to the SCOR (Strengths, Challenges, Opportunities and Results) activity. The questions associated with each SCOR category are presented below. If you would like to listen to the full discussion, please visit:

<https://transcripts.gotomeeting.com/#/s/723249bb6fa859b6dab44da1b7cc34db13843f748bb869e54ddbcec53ad9978e>

Strengths:

What do you most appreciate about your block, street, neighborhood?

What are the biggest assets?

What makes the area unique?

Why do people want to live, work or play in this neighborhood?

- John – picturesque, beautiful riverfront, beautiful, Lowell’s Boat Yard, beautiful drive
- Linda – beauty, view of the river, historic homes, it’s a neighborhood, people know each other, charming,
- Jonathan – intersection of Clarks Road and Route 110 is a Gateway to Amesbury. Heavily used by pedestrians, bikers, strollers
- Tom – moved to Amesbury 5 years ago from a congested area (Revere/Danvers area). Open space/air.
- Sally – beauty, vistas, water, stewardship (especially up and down Main Street), City of Amesbury celebrates that. Neighbors.
- Halid – stable home prices
- Councilor Stanganelli – proximity to assets (river, trails, beaches)
- Douglas – quiet, residential area with a lot of history. Historic cemetery. Natural beauty of waterfront, small narrow, quiet road.
- Joe – success at Lowell Boat Shop

Challenges:

What is affecting our quality of life in this neighborhood?

What changes or trends could affect our quality of life in the future?

Are there specific threats (natural or man-made) to the neighborhood?

- Potential overdevelopment
- Potential effect on home values
- Linda Hall – Traffic – people drive too fast.

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- Tracey – affects of other development, need to look at big picture. Not looking at things holistically.
- Joe – monitoring the traffic and speed in Point Shore area, GPS apps diverting more traffic off of Route 110. People coming from and going to Newburyport using Clarks Road as a cut-through. Development at Hat Factory, Point Shore Meadows developments. Lowell’s Boat Shop – additional traffic. Current Airbnb.
- Francisco - The biggest current challenge is the increase in heavy traffic. I don't consider Route 110 with its car dealers, gas stations etc.
- Andrea – outcomes from November 9th. Who would benefit? School-aged children from potential developments. Difficult turns on Clarks Road. Urban sprawl. Impacts on property values. Value of community feedback.
- Jim – Character of neighborhood has changed over last 20 years. Rebuilding of I-95 bridge. Feel handcuffed by all the development. Potential infrastructure needs.
- John – No Master Plan in place. Or are we looking this a single issue? Traffic stats from November 2019.
- Jonathan – speed limit is too high; width of the street is too narrow.
- Sally – growth is going to happen in any healthy City. How do we do that while taking care of the people that are already here? Book-ended with this proposal and other development projects. Name of East End
- Tracey – how can find a middle ground? Where people who are paying taxes/volunteering don’t feel negative impacts? How can we retain what we’ve built?
- Elissa – safety/speeding, especially down Clarks Road to the River. Very narrow at the intersection of Clarks Road and Main Street. Missing sidewalks along Clarks Road.
- Suzanne – walking trail being planned to come through a secondary road/neighborhood. this will present issues with people parking their cars for the day on an already narrow street. it will also cause transient foot traffic through a development not even complete and presented and sold only a few years ago as a closed off small development.
- Halid – amount of traffic that uses the intersection of Clarks Road and Main Street.
- Francisco – The disappearing sidewalks are a huge safety concern.
- Peter – Traffic volume and speed (approx. 40 mph speeds) on a narrow road. Can’t see people pulling out of their driveway on Rocky Hill Road. Current roads weren’t designed to accommodate current volume of roads.

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- Tracey – scale of what could happen with a Smart Growth Overlay District.
- Sally – lack of communication between Planning Board and other Boards, particularly about traffic, but also about the vision for the community. It's also about how cars behave not just their speed. Lack of trust.
- Tracey – previous planning exercises/efforts not brought forward/stalled.

Opportunities:

How can we reframe the challenges as opportunities?

How can we meet the needs of our neighborhood?

What resources do we need?

- Gateway could be upgraded to Amesbury – create an overlay just for the intersection
- Sally – build/create more trust.
- Redevelopment separately of the Burger King and Friendly's
- Joe – Gateway into Amesbury as well as the Visitor's Center which is currently empty
- Jonathan – optimize the zoning around the four corners/mixed use.
- Councilor Stanganelli – current property approved for development – developing it responsibly. Incorporating Complete Streets concepts.
- Councilor Gilday – on Route 110: take advantage of being on a main thoroughfare. Easy access to highways.

Results:

Considering the Strengths, Challenges and Opportunities we discussed – what actions should we implement to address them?

What resources are needed to implement these actions?

Who should we engage to implement the actions?

What will success look like when we implement these actions?

- Ask Transportation Committee members to attend the next meeting
- Create a list of potential solutions addressing the traffic issues that have been addressed tonight.
- Put speed humps on Rocky Hill Road
- Install speed limit signs

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- Halid – Adopt a conservation district, scenic byways, along Main Street.
- Andrea – develop specific criteria for the District so that people know how the decision to proceed is moving forward.
- Peter – Make Clarks Road and Rocky Hill Road one way, or close access to Clarks Road and Rocky Hill Road from Route 110.