

I AMESBURY  
2030  
MASSACHUSETTS

# MOBILITY



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**Mobility across the city of Amesbury is an important topic for now and the future. Having safe and accessible roads and walkways can affect resident's health as well as business viability and economic development of a community.**



When discussing mobility within the community, the conversation spans beyond vehicular and pedestrian traffic . Parking, bike lanes, safe winter roads and ADA compliance are also concerns of residents as shown in each 2030 survey that has been shared.



95% of Amesbury residents have access to a personal vehicle (2020 Merrimack Valley Regional Transportation Plan). On average, Amesbury residents travel 33.7 miles daily.

[Click here to view the plan](#)

# I AMesbury 2030

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Mayor Cassandra Gove created the I AMesbury 2030 Task Force to help our community plan for the future. This group is spending two years (2021-2022) gathering community feedback, evaluating our strengths and weaknesses and helping to determine where we collectively want Amesbury to be in the next 10 years.

I AMesbury 2030 is looking at every aspect of our community to make sure that we're moving forward with one vision. They are looking at eight elements: open space and recreation, learning, arts and culture, mobility, infrastructure, economic development, housing, and operations. They are considering each of these elements with three lenses top of mind: equity, health, and resilience / sustainability. These three key areas are an important consideration to incorporate into every aspect of the 2030 plan.

As the Task Force completes an element, they release a short document to share some background, research and goals. These short documents reflect the work and findings that will be found in the complete, comprehensive document, which will be released at the end of this process in 2023.

**We hope this document sheds light on the work of the Task Force, with the understanding that this document will not have all the answers. We look forward to sharing the full, comprehensive plan with you in 2023!**



## **I AMesbury 2030 Task Force**

Mary Chatigny, Co-Chair

Brittany Steingesser, Co-Chair

Peter Frey

Peggy Green

Ann McKay

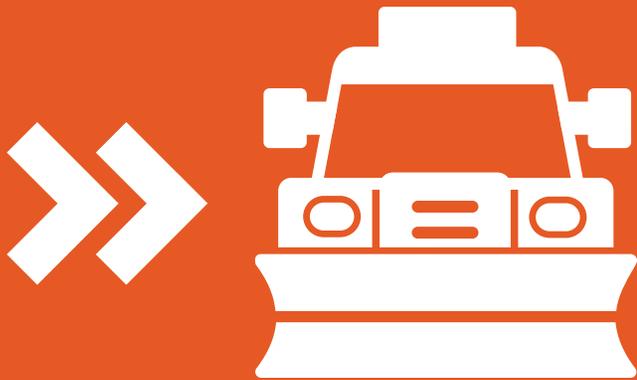
Jonathan Miller

Michael Woo

# Our Vision for Mobility

Amesbury will provide and maintain safe, healthy, efficient and environmentally friendly networks for all modes of transportation. Safe streets and efficient transportation systems will reinforce the quality of life in our neighborhoods. We will be a community that is safe and easy to move about for all providing access to a wide-range of community resources. We will continue to explore methods to enhance the use of public, shared, and micro-mobility options especially for connections to regional attractions, jobs and other transportation systems. Particular attention will be given to promoting a pedestrian oriented downtown environment to support commercial and residential viability.

# **GOAL:** Enhance connection of adjacent communities, neighborhoods and recreational amenities that are safe for people of all abilities year-round.



We heard from many residents that reliable snow removal is an important issue. In 2022, a snow removal plan was created to ensure safe access for all during winter storms.

[Click here to view the plan](#)

## **Some action items to help us achieve this goal will include:**

- Establish a plan and demonstrate progress towards ensuring the connections between points of interest and main corridors have proper bike lanes and pedestrian ways, with curbing, ramps, and places of respite that incorporate universal design.
- Engage city staff in ADA compliance training and encourage stakeholder feedback sessions during project planning.
- Increase the visibility and use of regional public transit in partnership with providers to support job growth and economic development.
- Thoughtfully determine specific areas to focus on snow removal for safer sidewalk navigation for all during winter months.

**GOAL:** Establish measures and policies to improve roadway and sidewalk design and maintenance that all future road work will follow to provide a safe and efficient flow of movement.



In the 2021 Community Survey, 97% of Amesbury residents said they believed "Having well-maintained infrastructure (sidewalks, roads) is important for residents".

[Click here to view the survey.](#)

### **Some action items to help us achieve this goal will include:**

- Create a five-year improvement plan for streets and sidewalks that is organized and available to the public to be updated annually.
- Establish a design standard in partnership with the Planning Board to accelerate sidewalk improvements City wide.
- Utilize Complete Streets guidelines to enhance projects.
- Participate in regional planning for safe streets with the Merrimack Valley Planning Commission and act upon results to leverage grant funding.

# **GOAL:** Parking policies will be reviewed for long term sustainability and relevancy.



in 2022, Amesbury Police dispatched to 479 calls for parking complaints, issuing 258 parking violations.

## **Some action items to help us achieve this goal will include:**

- Conduct a full parking study of the downtown business district and implement recommendations in coordination with the Chamber of Commerce and Police Department.
- Revise parking ordinance based on the outcome of the parking study.



# **GOAL:** Establish and/or improve wayfinding and interpretative signage to ensure circulation of pedestrian and vehicular traffic that supports commercial and residential viability.



In the 2022 Community Resilience Study, Amesbury was recommended to create a cohesive wayfinding brand to support community and business viability.

[Click here to view the survey.](#)



**An action item to help us achieve this goal will include:**

- Implement a city-wide wayfinding signage system including iconography and interpretive signage.

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## Resources and Existing Plans

- [2004 Master Plan](#)
- [Introduction to the American Disabilities Act](#)
- [MV Regional Transportation Plan](#)
- [Sidewalk Survey from MVPC](#)
- [Merrimack Valley Planning Commission](#)

## Community Input

- [2021 Community Survey](#) - 413 respondents
- [2022 Community Resilience Survey](#)

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