

# Danvers High Street I-1 District Study

## Presentation of Final Recommendations

**Planning Board Presentation**

June 26<sup>th</sup>, 2018



# Introductions

## Metropolitan Area Planning Council

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# Agenda

## MAPC Summary Presentation

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- 1 **Study Goals and Process**
- 2 **District Vision and Principles**
- 3 **Development Strategies**
- 4 **Zoning Recommendations**
- 5 **Design Standards and Guidelines**
- 6 **Other Recommendations**

## Planning Board Discussion

# 1 Study Goals and Process

## Goals

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- Establish a community supported vision
- Make recommendations for modifications to zoning
- Define characteristics of redevelopment to strengthen district walkability and character

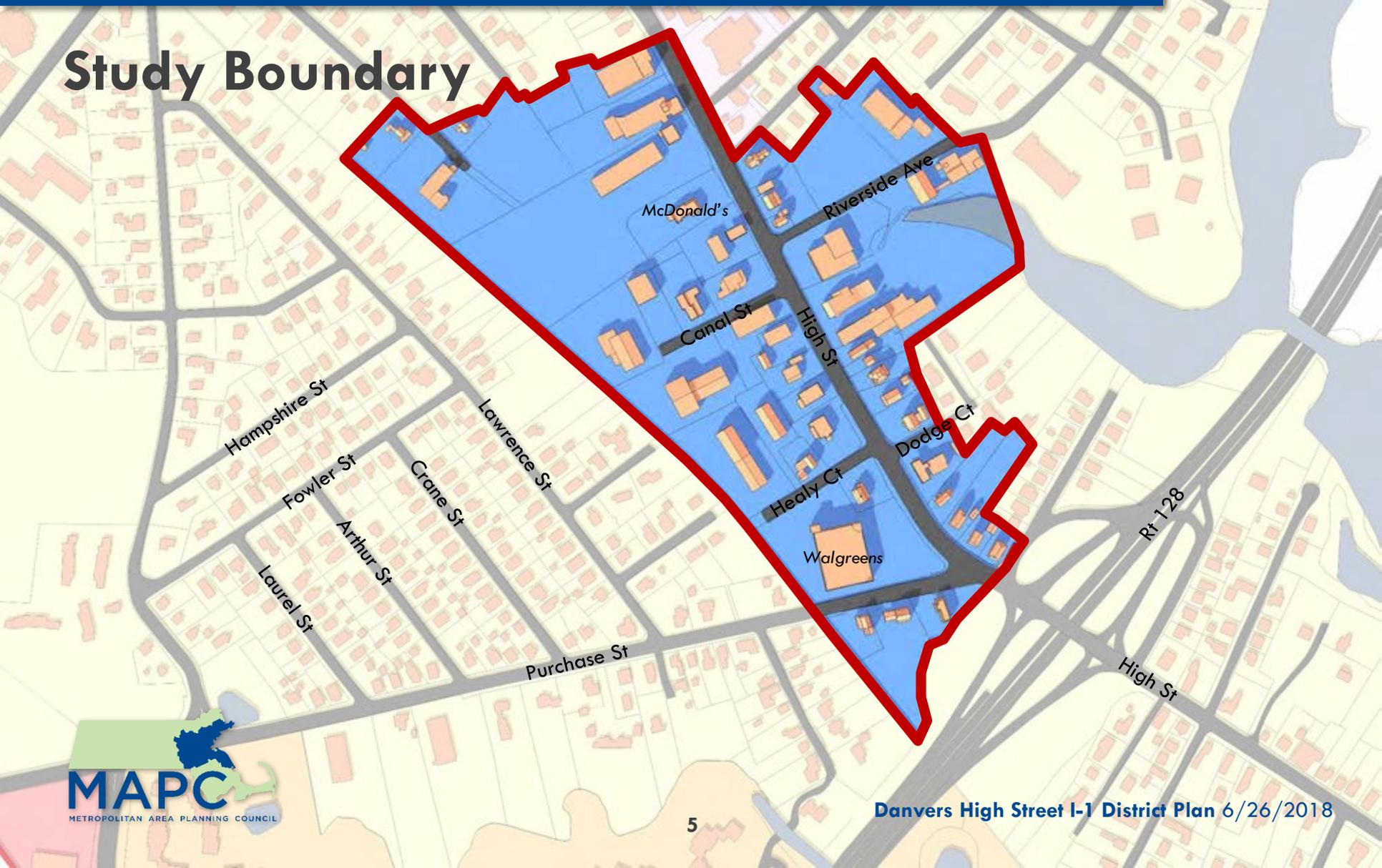
## Process

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- November 2016 – MAPC site walk with district stakeholders and stakeholder meetings
- May 2017 – Community Workshop

# 1 Study Goals and Process

## Study Boundary



# 2 District Vision and Principles

## Community Vision Statement

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In 2027, the High Street Corridor is a flourishing area offering residents a high quality of life by taking full advantage of, and emphasizing, its many unique assets - as a gateway to downtown Danvers, a strong sense of community, and by offering a vibrant mix of business and residential uses. High Street's central location, its mix of business and residential uses, and its proximity to the nearby Danvers bike/pedestrian trail network and parks draw residents and visitors to it. As a residential neighborhood, it offers a welcoming, safe and enriching environment with a variety of housing options - market rate and affordable - for families, seniors and young adults. Redevelopment in the Corridor area has created a series of mixed use properties with shops and services fronting along High Street with residences tucked in the rear of the properties in a walkable environment attractive to young and old residents alike. Sidewalks, safer pedestrian crossings and trails link High Street to school and recreation areas, as well as adjoining residential neighborhoods and downtown Danvers. This appropriately scaled blend of service uses, retail, residential and smaller-scale office spaces attracts business, jobs and increased consumer spending along High Street while the Corridor itself has become safer and more attractive with additional trees and plantings, benches, lighting, consolidated curb cuts, and underground utilities.

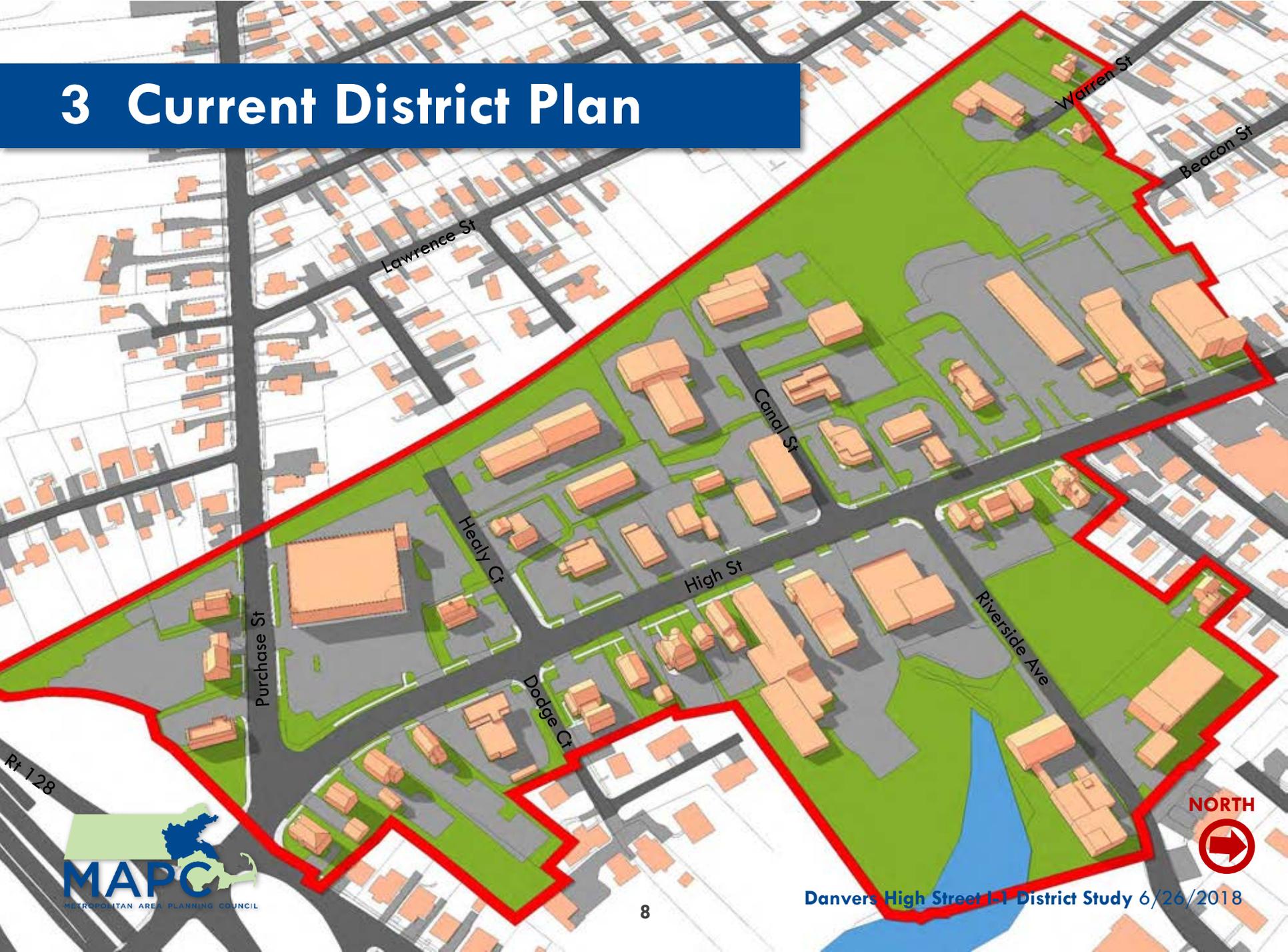
# 2 District Vision and Principles

## District Vision Principles

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- **High Street Improvements**
- **Expanded Connections**
- **Extensive Redevelopment Investment**
- **New River Access**
- **New Rail Trail Connections**
- **Integrated Parks and Plazas**
- **Improved Parking**

# 3 Current District Plan



# 3 Current District Plan



Danvers High Street I-1 District Study 6/26/2018

Google

# 3 Illustrative District Plan



# 3 Illustrative District Plan

## High Street Improvements



# 3 Illustrative District Plan

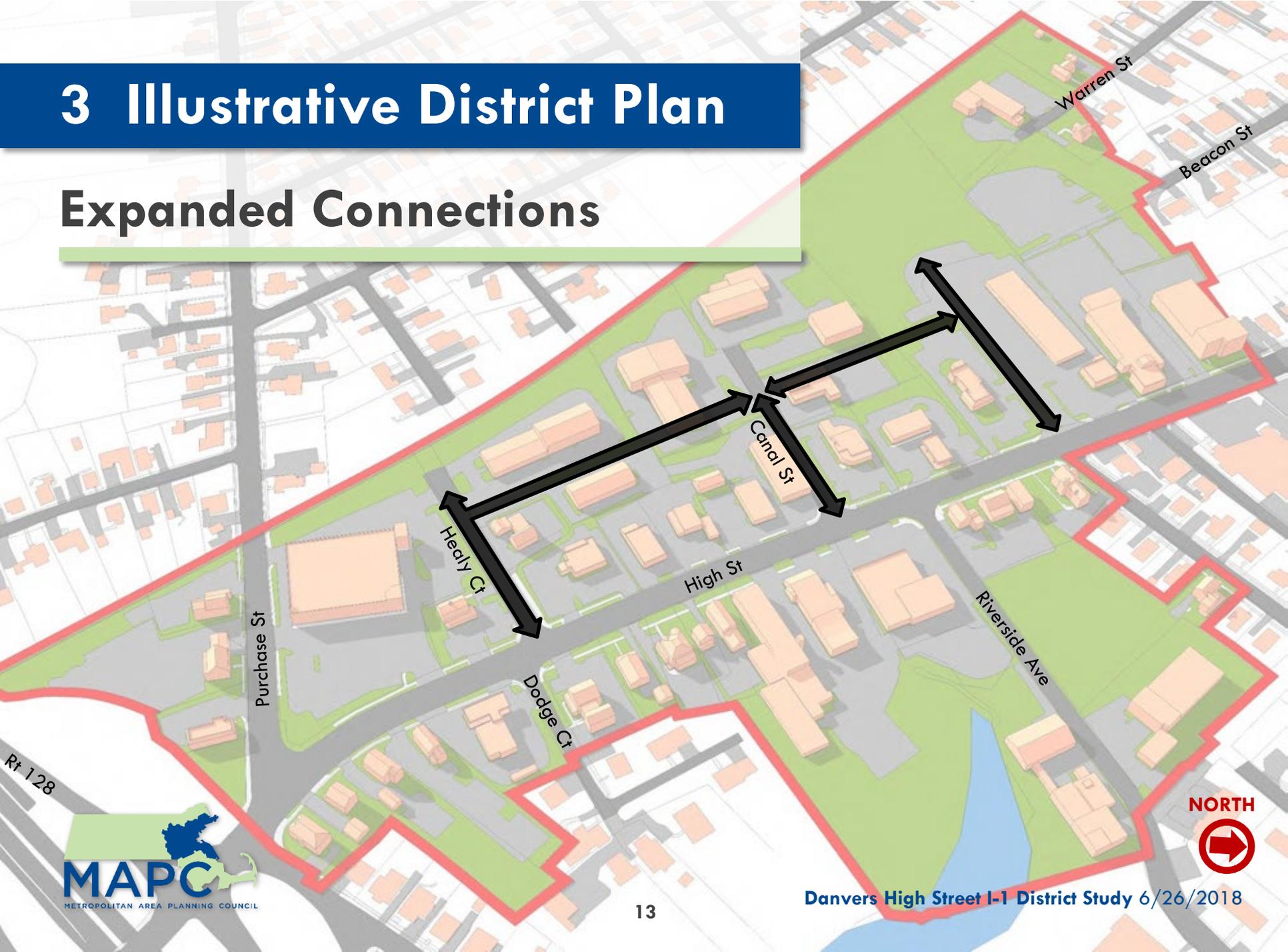
## Public Realm Improvements

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- Complete Streets investments and improvements focused on **High Street**
- **Investment in rail trail**
- Additional improvements on Purchase Street, Riverside Avenue, Canal Street, Dodge Court, and Healy Court
- Curb cut consolidation
- Encouraging additional access ways and connecting circulation

# 3 Illustrative District Plan

## Expanded Connections



Rt 128

Purchase St

Hedy Ct

Dodge Ct

High St

Canal St

Riverside Ave

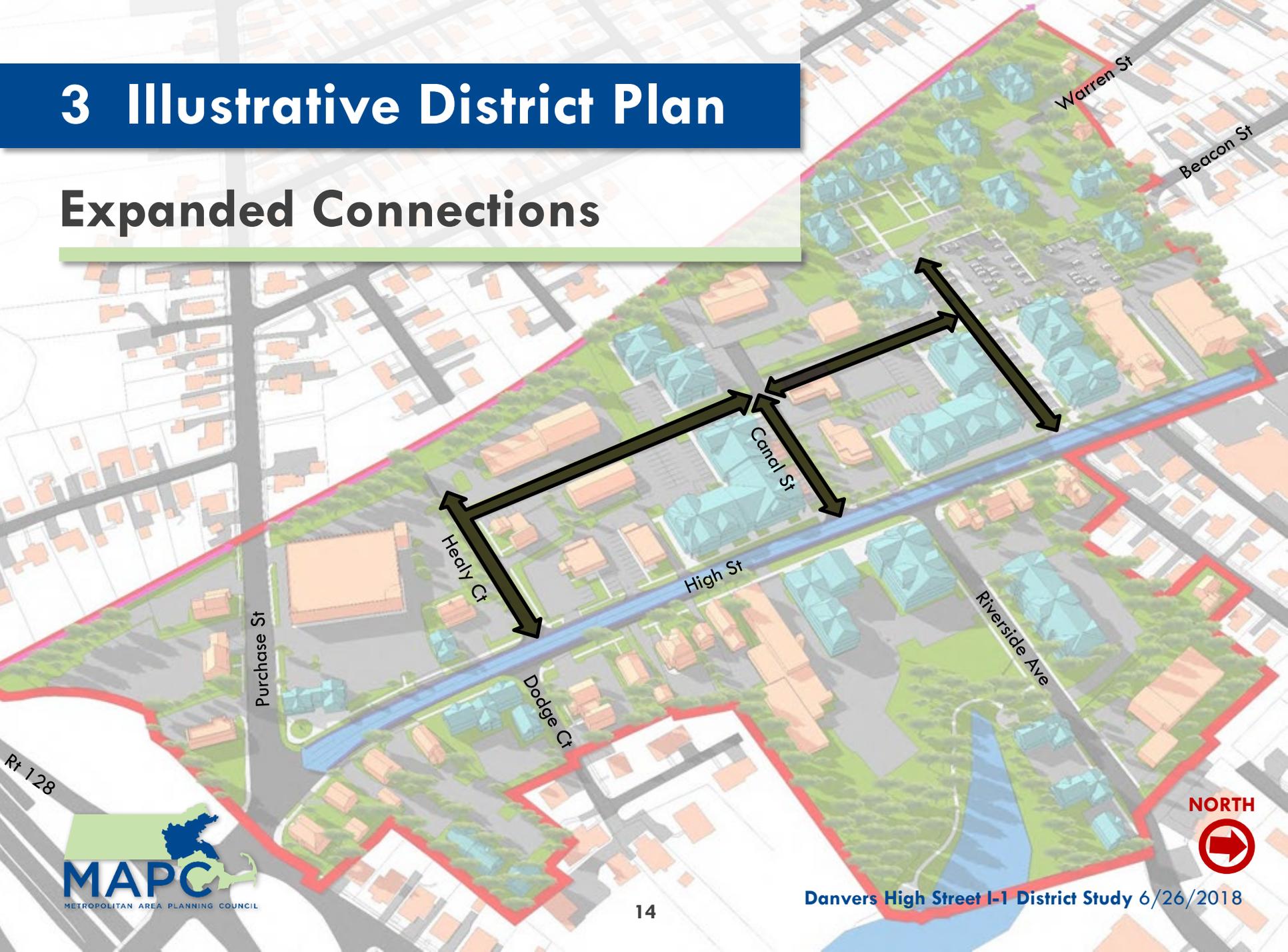
Warren St

Beacon St



# 3 Illustrative District Plan

## Expanded Connections



# 3 Illustrative District Plan

## Extensive Redevelopment



# 3 Illustrative District Plan

## Extensive Redevelopment



# 3 Illustrative District Plan

## New River Access



# 3 Illustrative District Plan

## New Rail Trail Connections

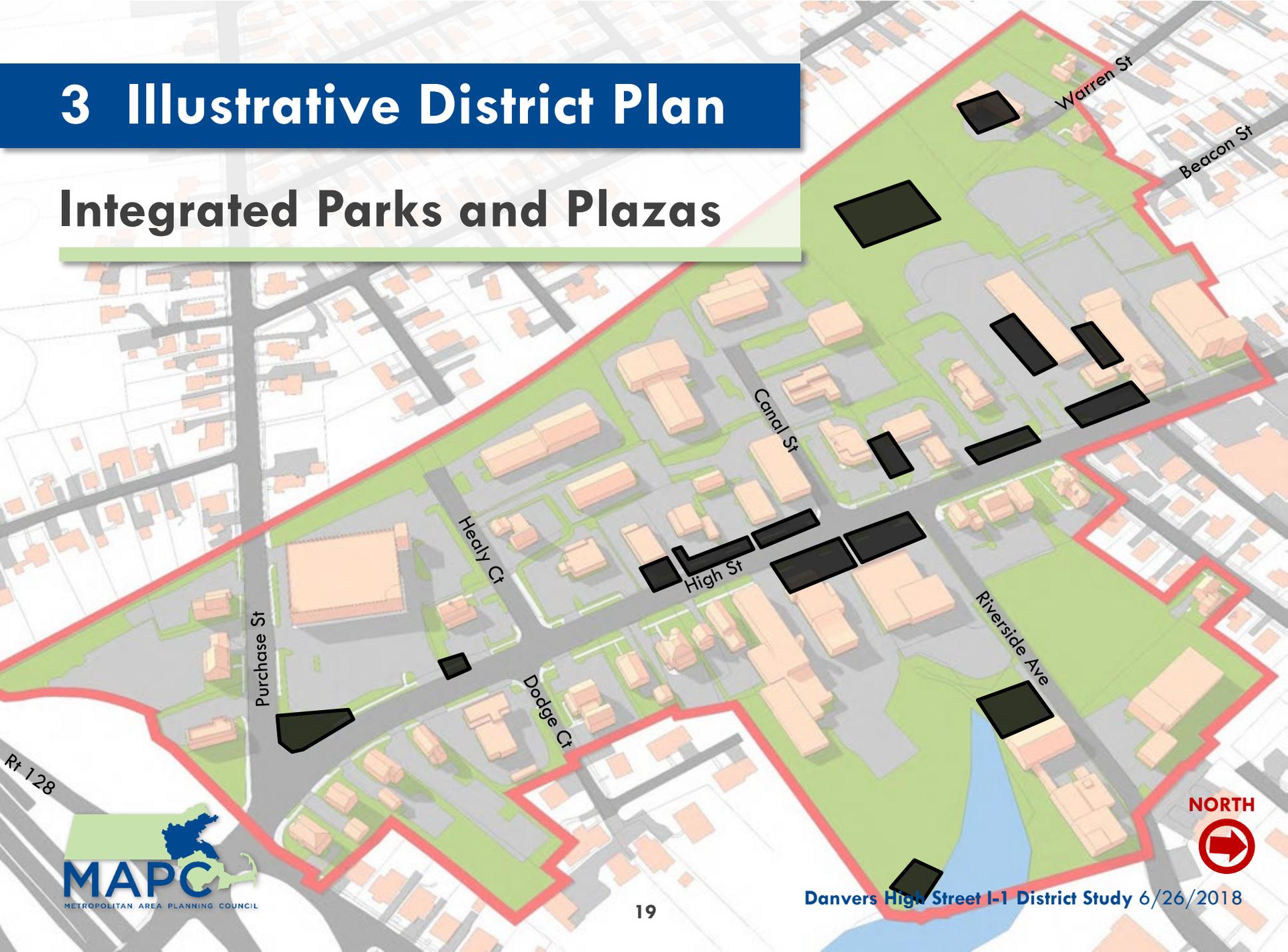


Rt 128



# 3 Illustrative District Plan

## Integrated Parks and Plazas



# 3 Illustrative District Plan

## Integrated Parks and Plazas

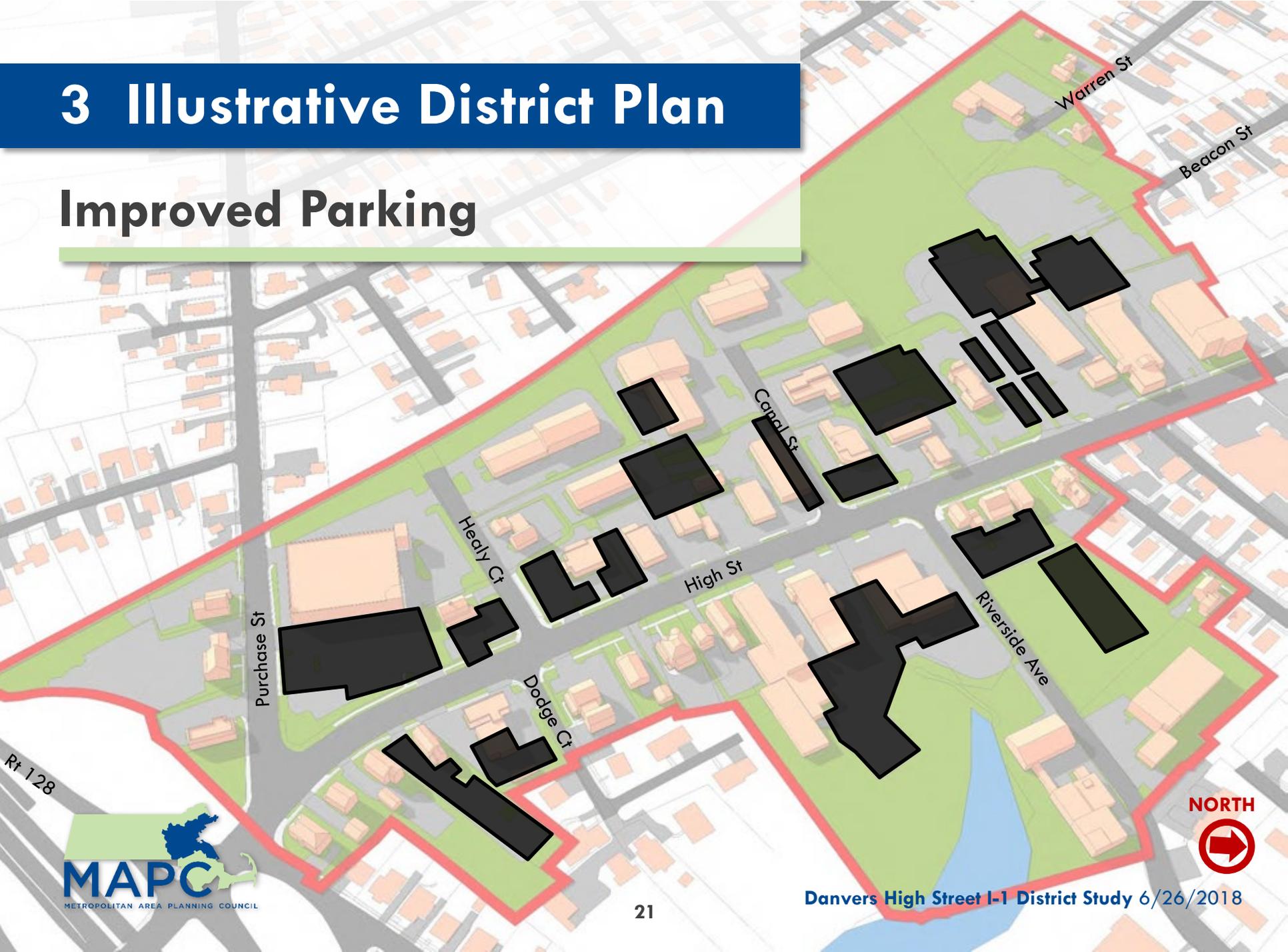


Rt 128



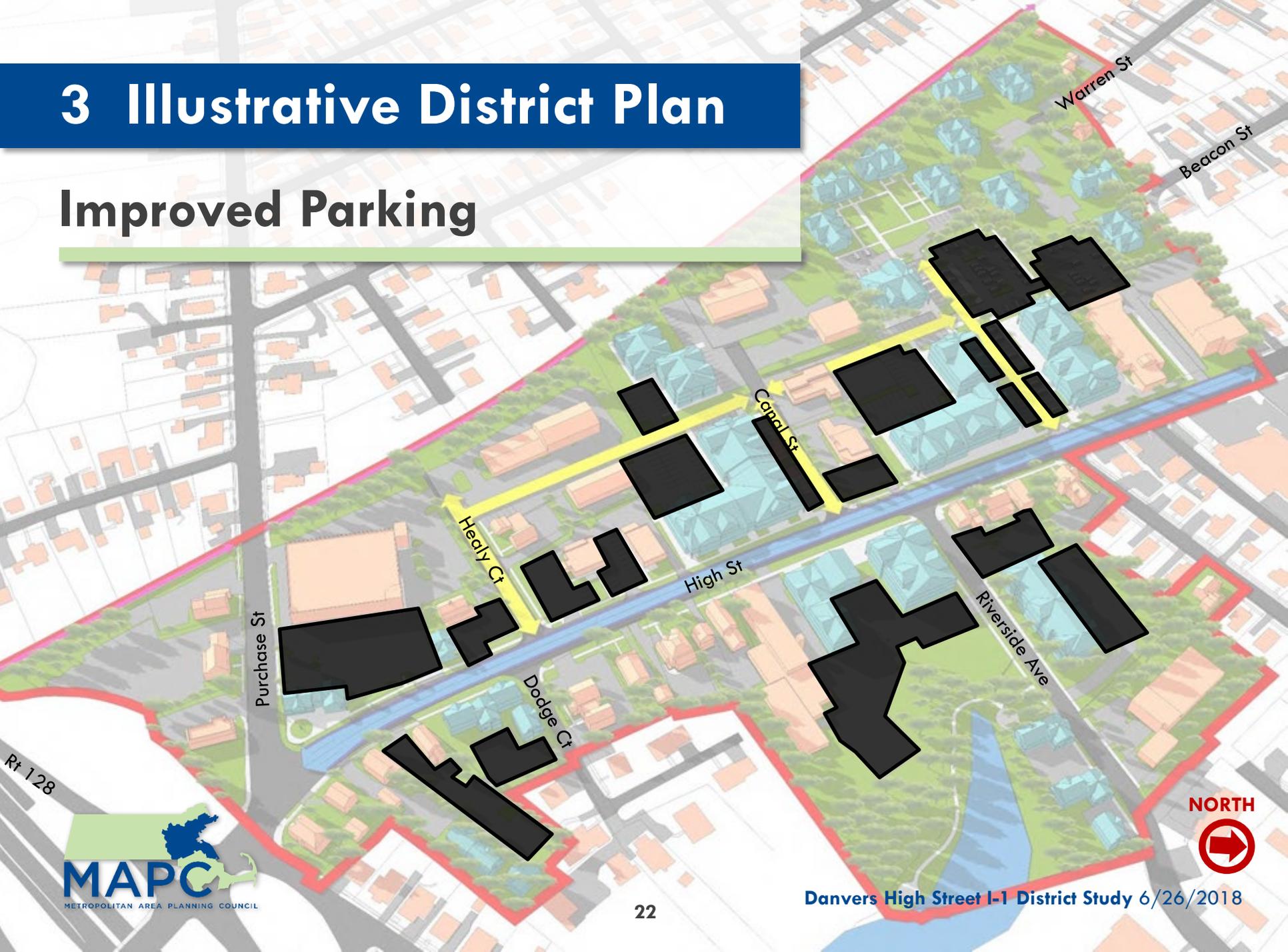
# 3 Illustrative District Plan

## Improved Parking



# 3 Illustrative District Plan

## Improved Parking



# 3 Illustrative District Plan



# 4 Zoning Recommendations

- Zone Type: **New High Street Mixed Use District, C1 A District with Design and Parking Updates, or High Street Mixed Use Overlay**
- Uses: **Allow mixed-use and multi-family**
- Dimensional Standards:

District	Use	Lot Size	Lot Coverage	Frontage	Depth	Setbacks			Height	Stories	FAR	Open Space
						Front	Side	Rear				
<b>Existing</b>												
I-1	Existing	NA	50% building max.	50	NA	50	25	25	55	4	NA	NA
<b>Recommended</b>												
Subdistrict A	Core commercial, mixed use, retail, services	NA	40% building max.; 90% total	50	NA	Range 0-20	Range 15-20	Range 15-20	45	3.5	1.5	10%
Subdistrict B	Core residential, some services	NA	25% building max.; 65% total	NA	NA	0-20	Range 15-20	Range 15-20	35	2.5	0.75	20%

# 4 Zoning Recommendations

- Parking Requirements:
  - Increase retail and office development from current range of 1 space per every 200-250 square feet to **1 space per 400 square feet**
  - Parking minimums and maximums for residential:
    - Studio/1 bedroom = **0.5 space min. to 1 space per unit max.**
    - 2 bedroom = **1 space min. to 1.5 spaces per unit max.**
    - 3+ bedroom = **1.5 space min. to 2 spaces per unit max.**
  - Allow shared parking reductions across multiple uses
  - Allow use of on-street parking, satellite parking, bicycle parking to reduce on-site parking

# 5 Design Standards and Guidelines

## Design Standards

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1. **Building Orientation**
2. **Site and Building Frontage**
3. **Define Streets and Blocks**
4. **Integrate On-street Parking**
5. **Reduce Impact of Parking**
6. **Infill New Opportunities**
7. **Respect Adjacent Neighbors**
8. **Create New Connections**
9. **Connect Properties and Parking**
10. **Retain Trees and Landscape**
11. **Connect Sidewalks and Trails**
12. **Strengthen Recreational Amenities**

# Danvers High Street I-1 District Study

## Planning Board Discussion

### Planning Board Presentation

June 26<sup>th</sup>, 2018



# 3 Illustrative District Plan

## Development Strategies

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**1**

**Mixed-use Redevelopment to Update Commercial with High Street Frontage**

**2**

**New Compact Residential Uses at Unused Land**

**3**

**New Higher Density Residential Uses in Buffered Locations**

**4**

**New Pad Infill Development**

**5**

**Conversion of Commercial or Light Industrial Uses to Mixed-use Development**

**6**

**Convert Auto-oriented to Mixed-use**

**7**

**Preserve Existing Services, Commerce, Jobs**

**8**

**Site and Landscape Improvements**

# 3 Incremental Redevelopment

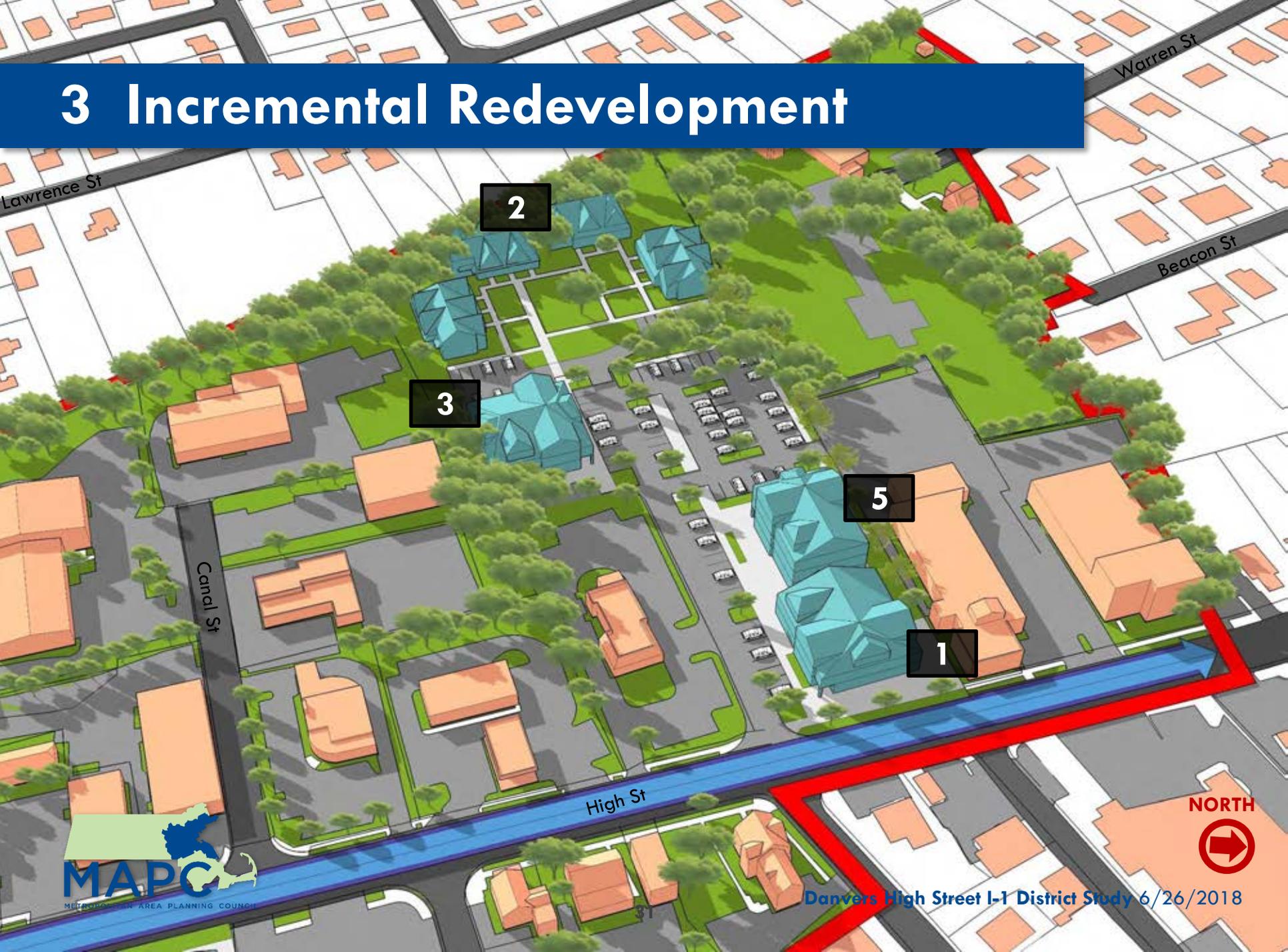


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# 3 Incremental Redevelopment



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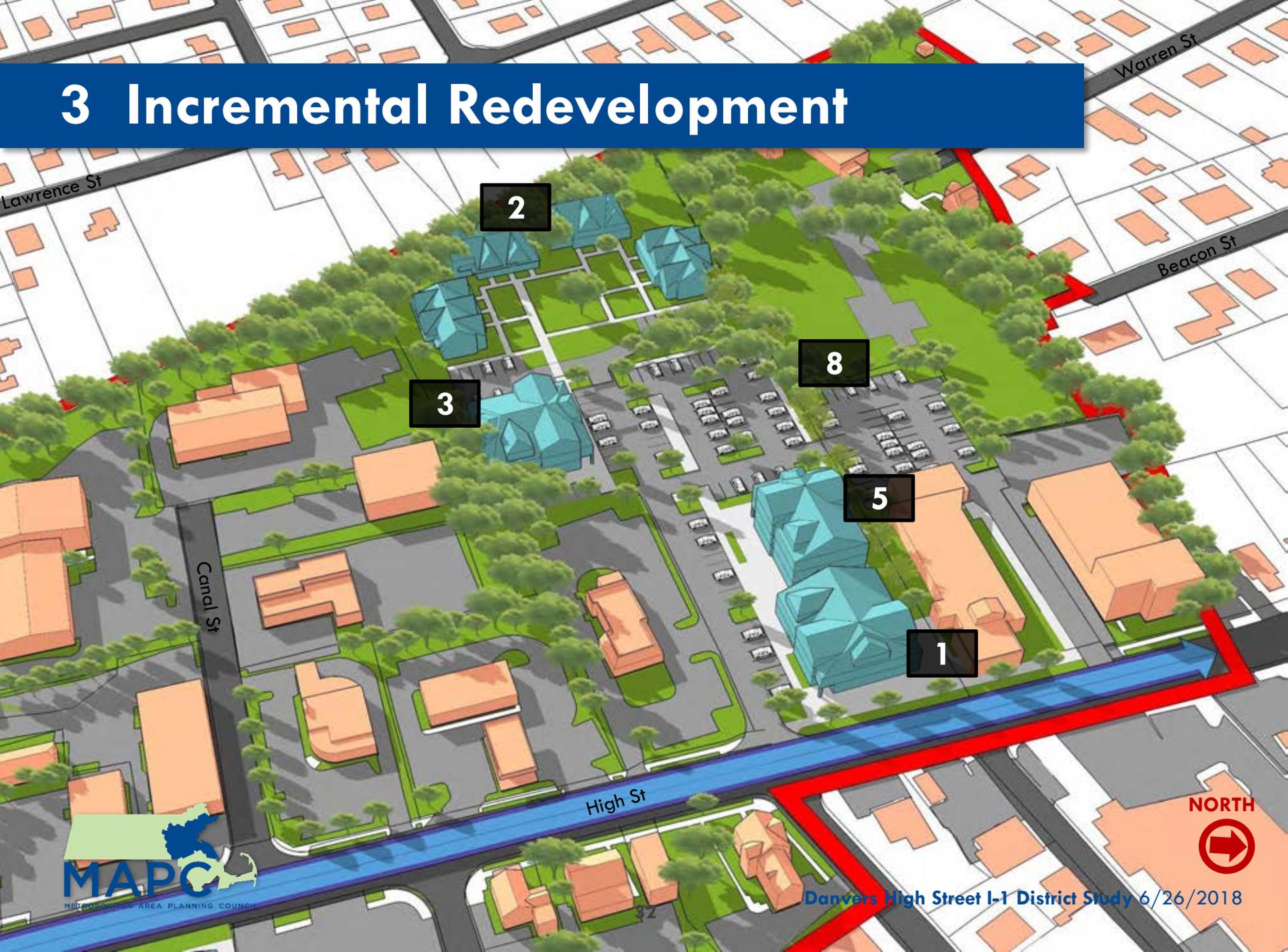
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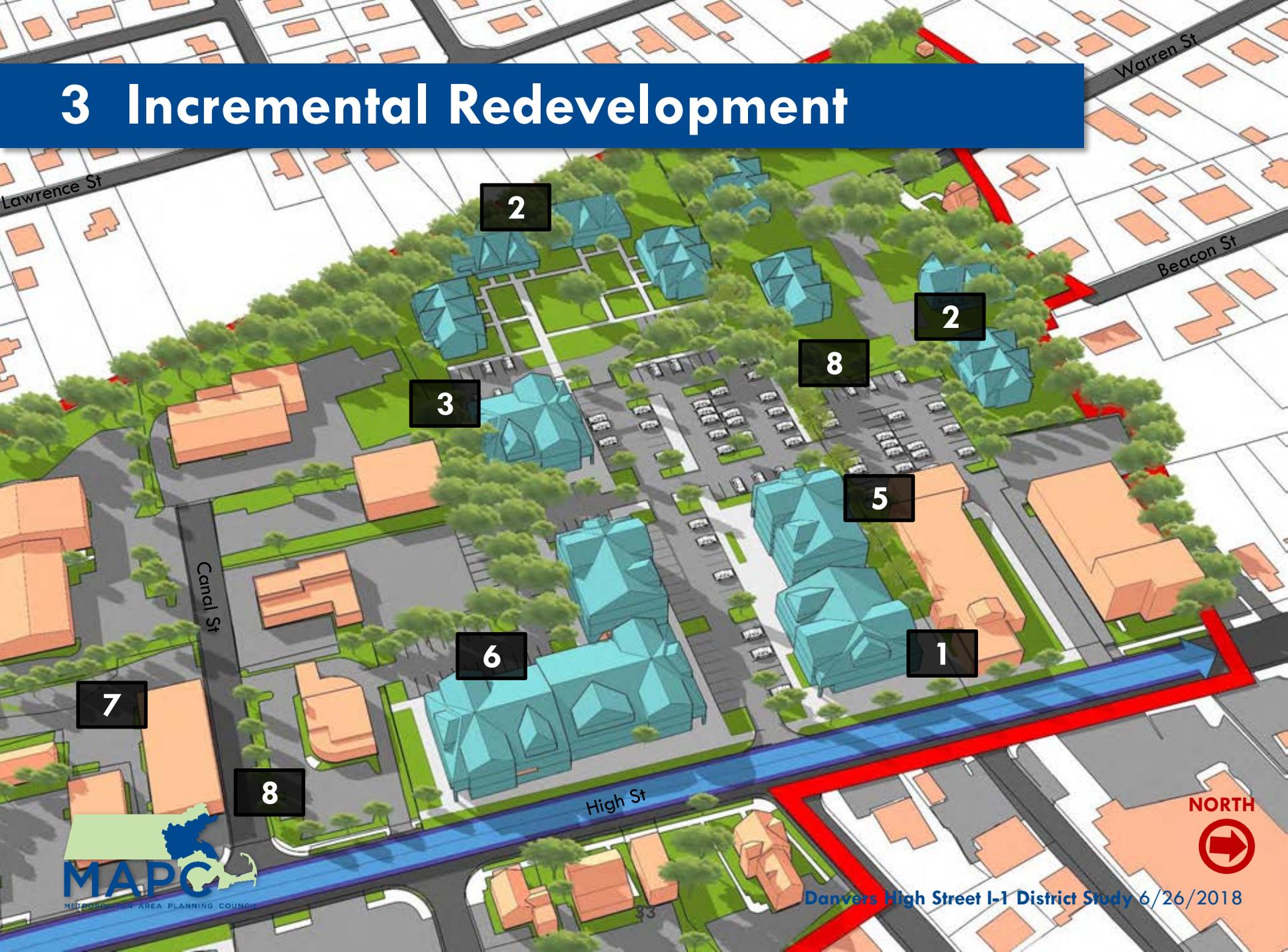
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# 3 Incremental Redevelopment



# 3 Incremental Redevelopment



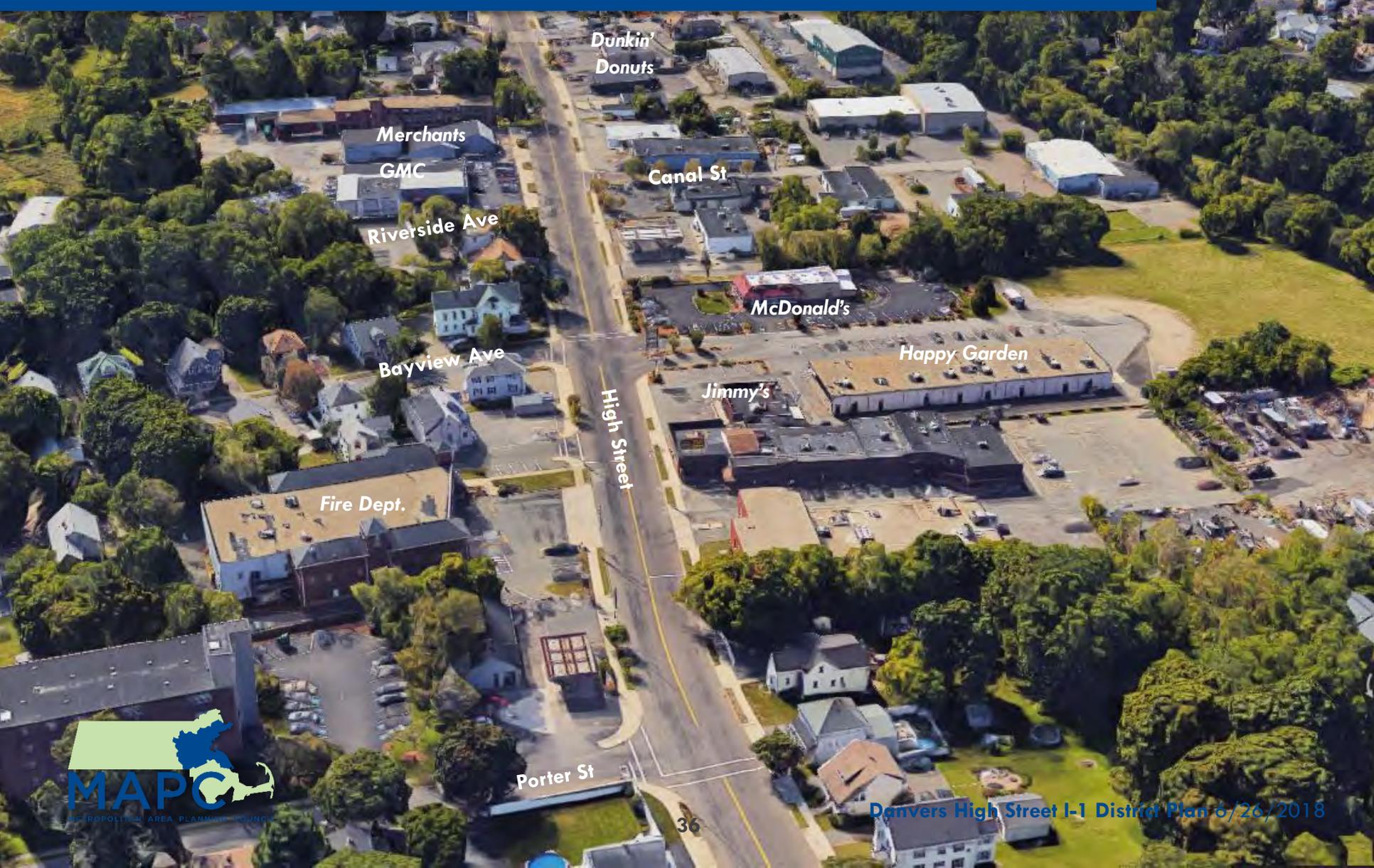
# Summary Previous Studies/Reports

<i>Report Title</i>	<i>Date</i>
Future Vision Plan – Maple Street I-1 District (Brovitz Community Planning & Design with Dodson & Flinker Assoc.)	2016
Design Standards – Maple Street Traditional Development Overlay District	2016
Placemaking Audit Existing Conditions – Maple Street I-1	2015
Danvers Maple Street I-1 District Action Plan	2015
Downtown Danvers Parking Study	2015
Danvers Bicycle Network and Pedestrian Priority Plan	2015
Tapleyville Mixed Use Overlay District Zoning Bylaw	2014
Danvers Tapleyville District Vision + Action Plan	2013

# The Role of Downtowns in the Region



# Study Area Boundary



Dunkin'  
Donuts

Merchants  
GMC

Riverside Ave

Canal St

McDonald's

Bayview Ave

Happy Garden

Jimmy's

High Street

Fire Dept.

Porter St

36



# Study Scope and Schedule

## Defining a Vision and Potential Scenarios

### Phase 1

#### Finalize Existing Conditions

- Review Recent Studies
- Analysis of Land Use and Patterns
- 3D Digital Model
- Composite Mapping

### Phase 2

#### Community Workshop and Scenarios

- Community Meeting
- Community Vision Statement
- Community Scenarios and Illustrations

### Phase 3

#### Illustrative District Plan and Recommendations

- Illustrative District Plan
- Zoning Recommendations
- Design Guideline Recommendations

### Phase 4

#### Final Report and Presentation

- Draft Report
- Final Report
- Final Presentation

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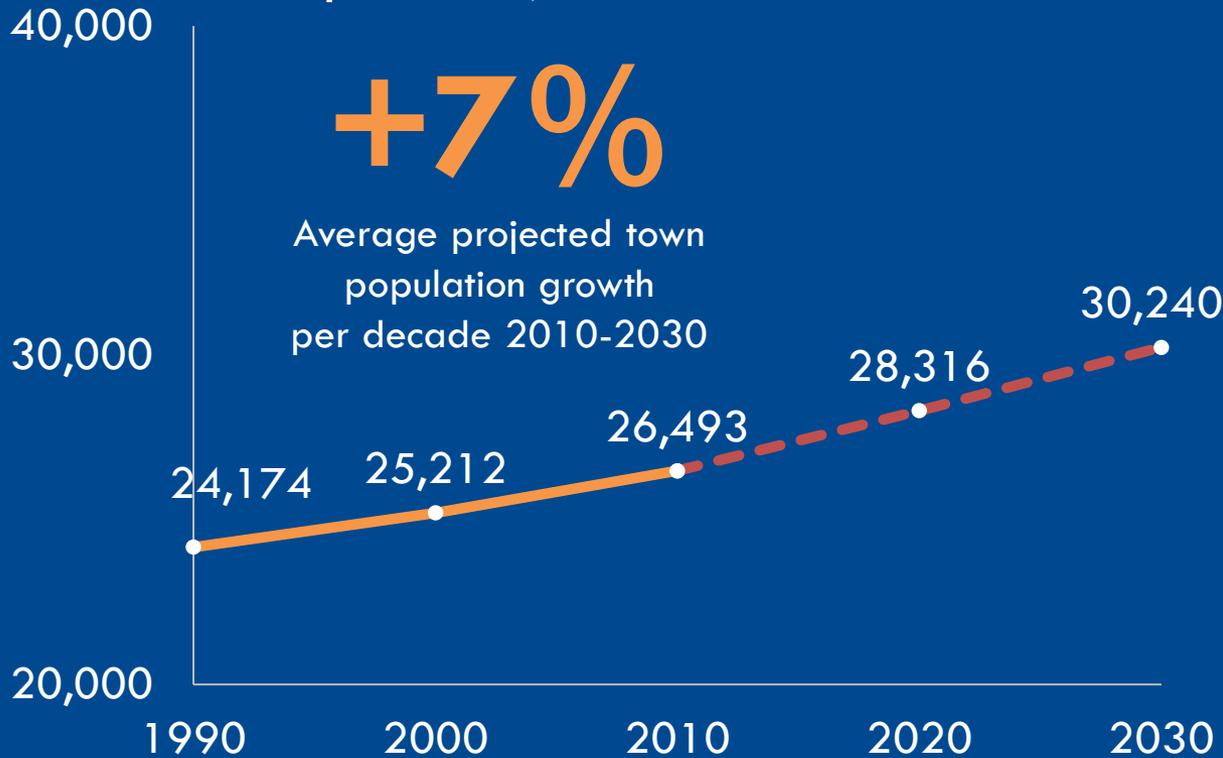
# Your Experience on High Street

## Challenges and Opportunities



# Demographic Context Population

## Danvers Recent & Projected Population, 1990-2030



**2,510**

2010 Population of Focus Area (Aggregated Census Block Groups)

**9%**

Focus area as % of Danvers 2010 Population (Aggregated Census Block Groups)



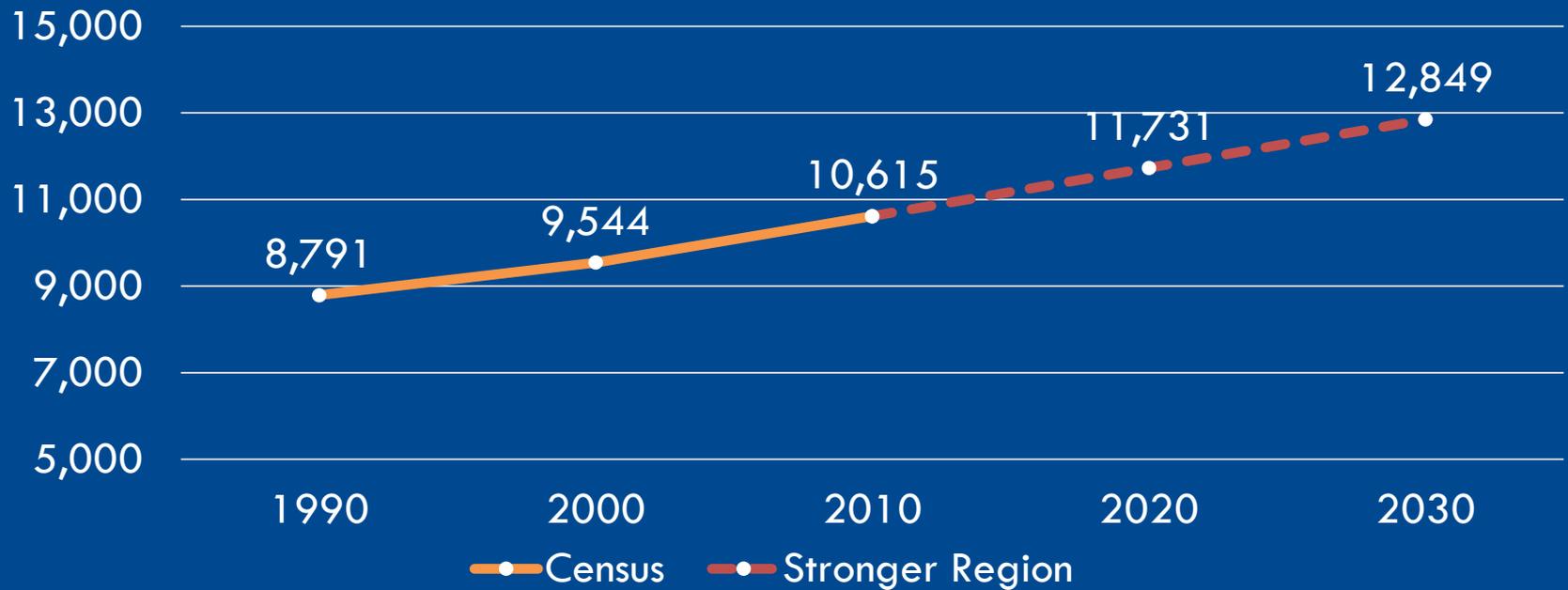
● Census

● Stronger Region

Source: U.S. Census, MAPC Population and Housing Demand Projections, 2014

# Demographic Context Households

Danvers Recent & Projected Total Households  
1990-2030



**1,116**

New households in  
Danvers 2010-2020

**1,118**

New households in  
Danvers 2020-2030

**+10%**

Average projected town  
household growth per decade  
2010-2030

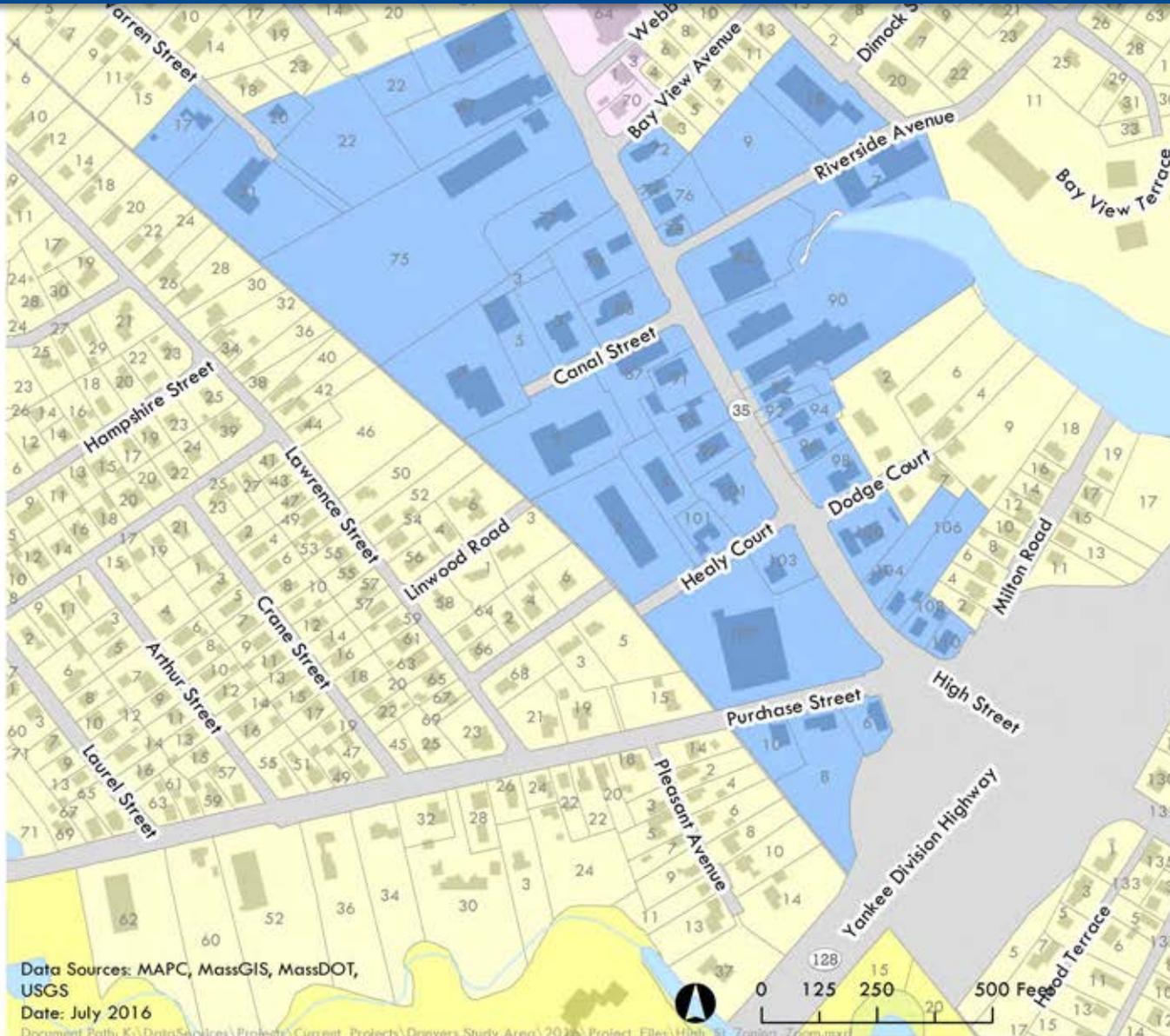


Source: U.S. Census, MAPC Population and Housing Demand Projections, 2014

# Current District Conditions



## Current Zoning



- Zoning**
- Residential 1
  - Residential 1A
  - Commercial 1
  - Industrial 1
  - Roads
  - Building Structures (Rooftops)

Data Sources: MAPC, MassGIS, MassDOT, USGS  
Date: July 2016

Document Path: K:\DataServices\Projects\Current\_Projects\Danvers Study Area\2016\Project\_Files\High\_Street\_Zoning\_Zoom.mxd



# Current District Conditions

**48 parcels with 54 structures**

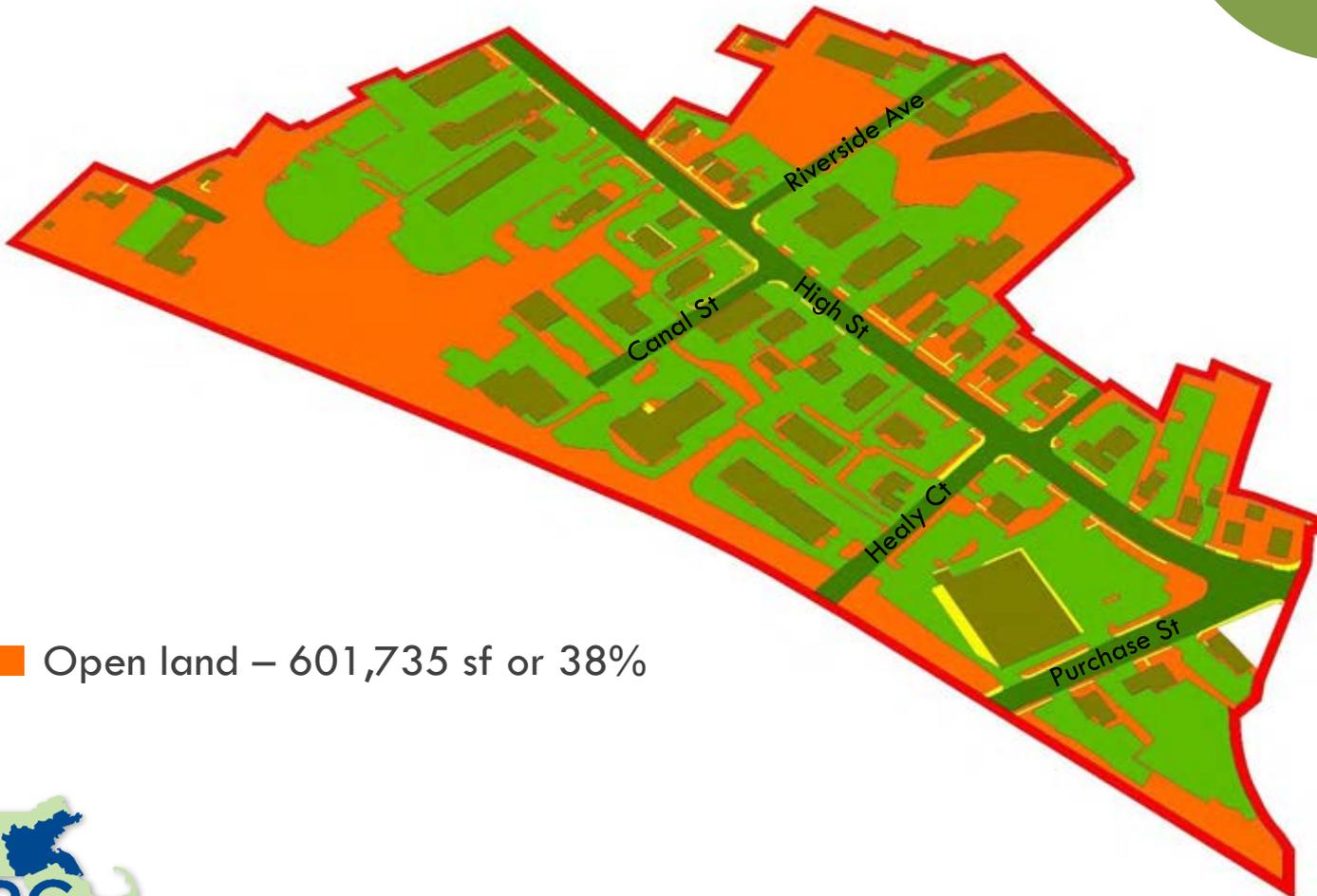
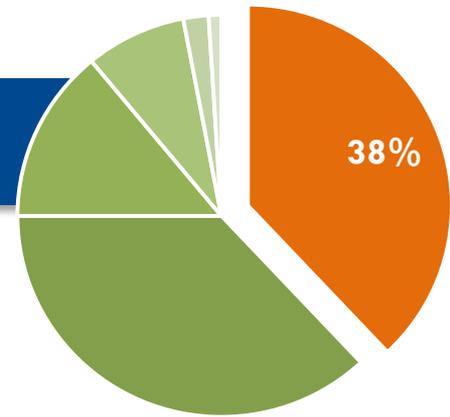
**Total area of 1,601,113 square feet (sf)  
or 36.76 acres**

**Total District Area is divided among:**

- Open land – 601,735 sf or 38%
- Parking/paved surface – 585,813 sf or 37%
- Building footprints – 227,741 sf or 14%
- Streets – 140,644 sf or 8%
- Sidewalks – 24,823 sf or 2%
- Water body – 20,357 sf or 1%

# Current District Conditions

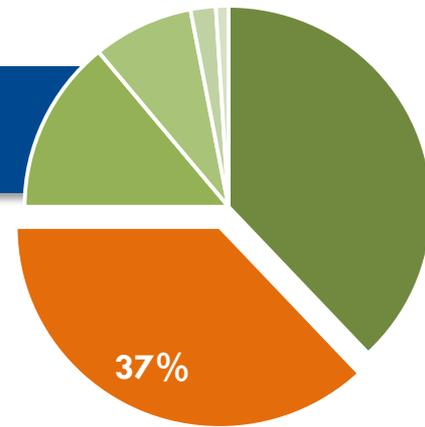
## Open Land and Open Spaces



Open land – 601,735 sf or 38%

# Current District Conditions

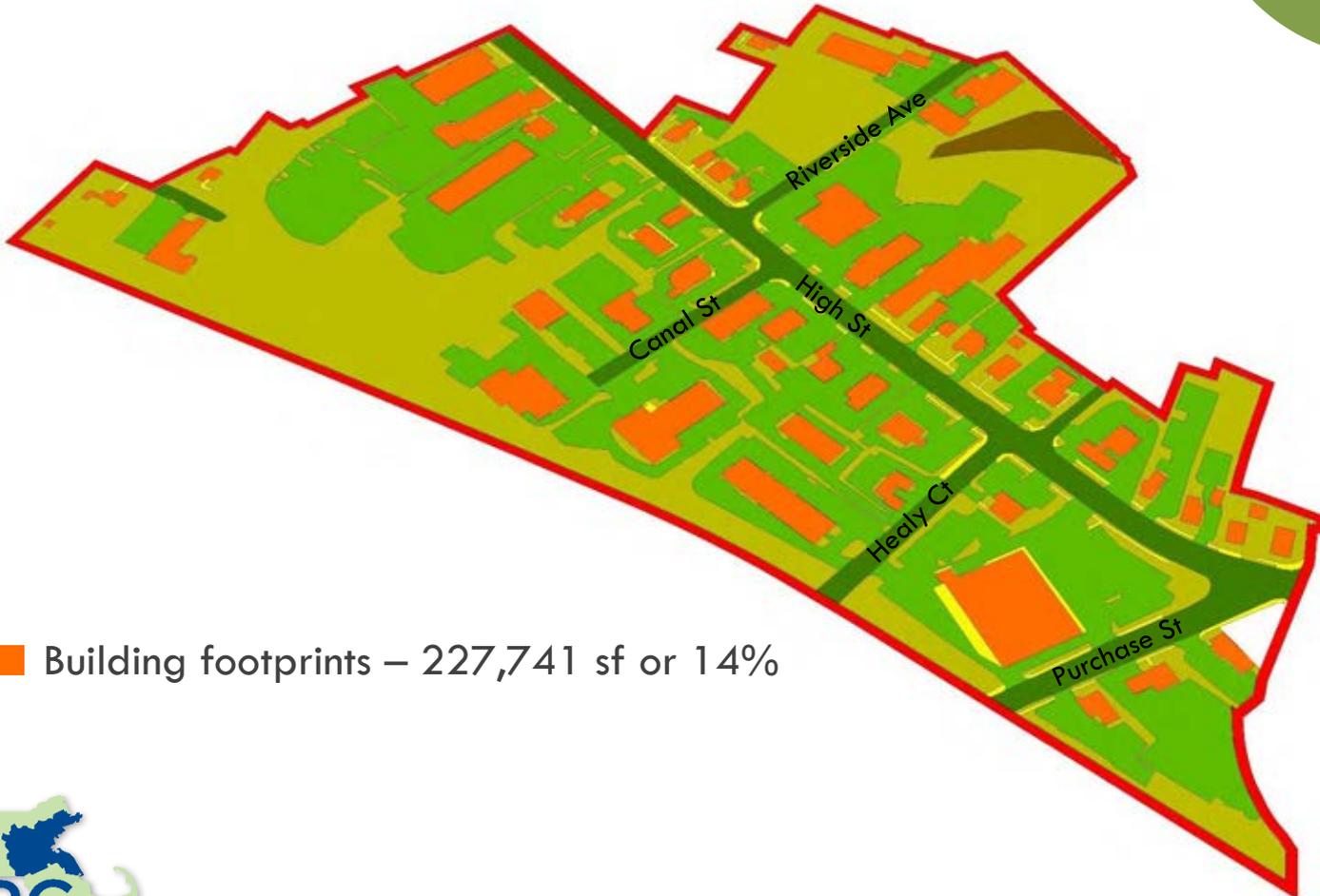
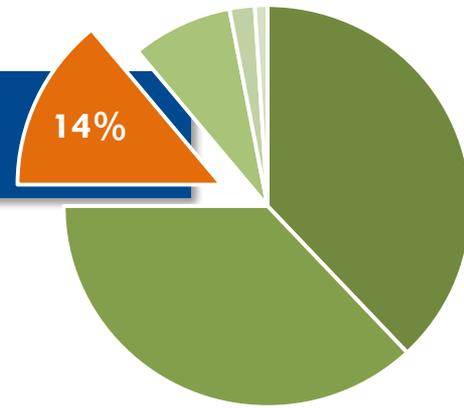
## Parking and Paved Surfaces



 Parking/paved surface – 585,813 sf or 37%

# Current District Conditions

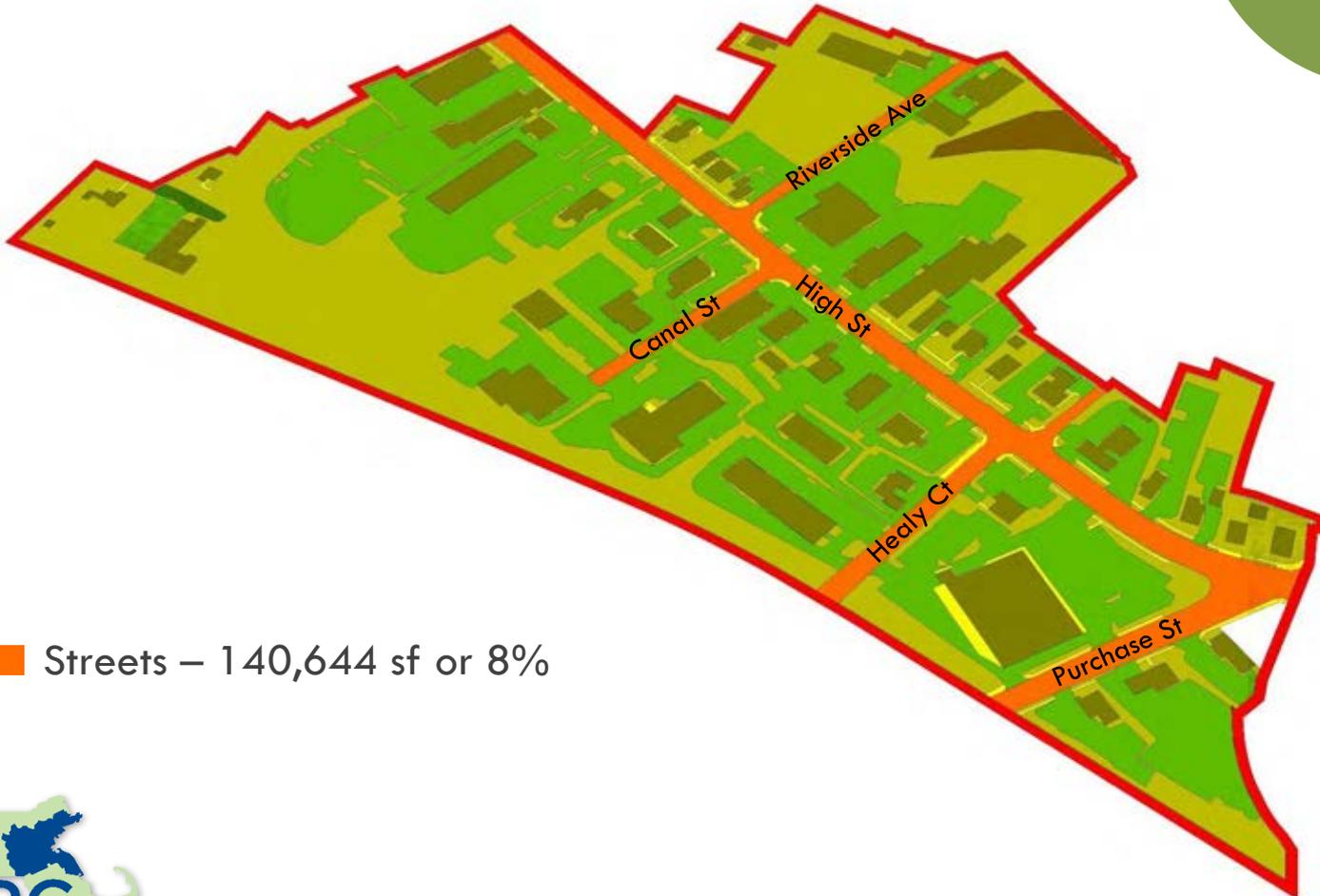
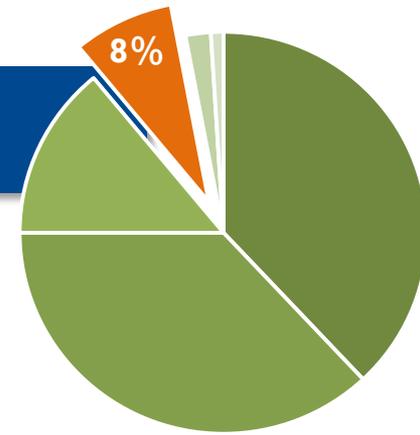
## Building Footprints



 Building footprints – 227,741 sf or 14%

# Current District Conditions

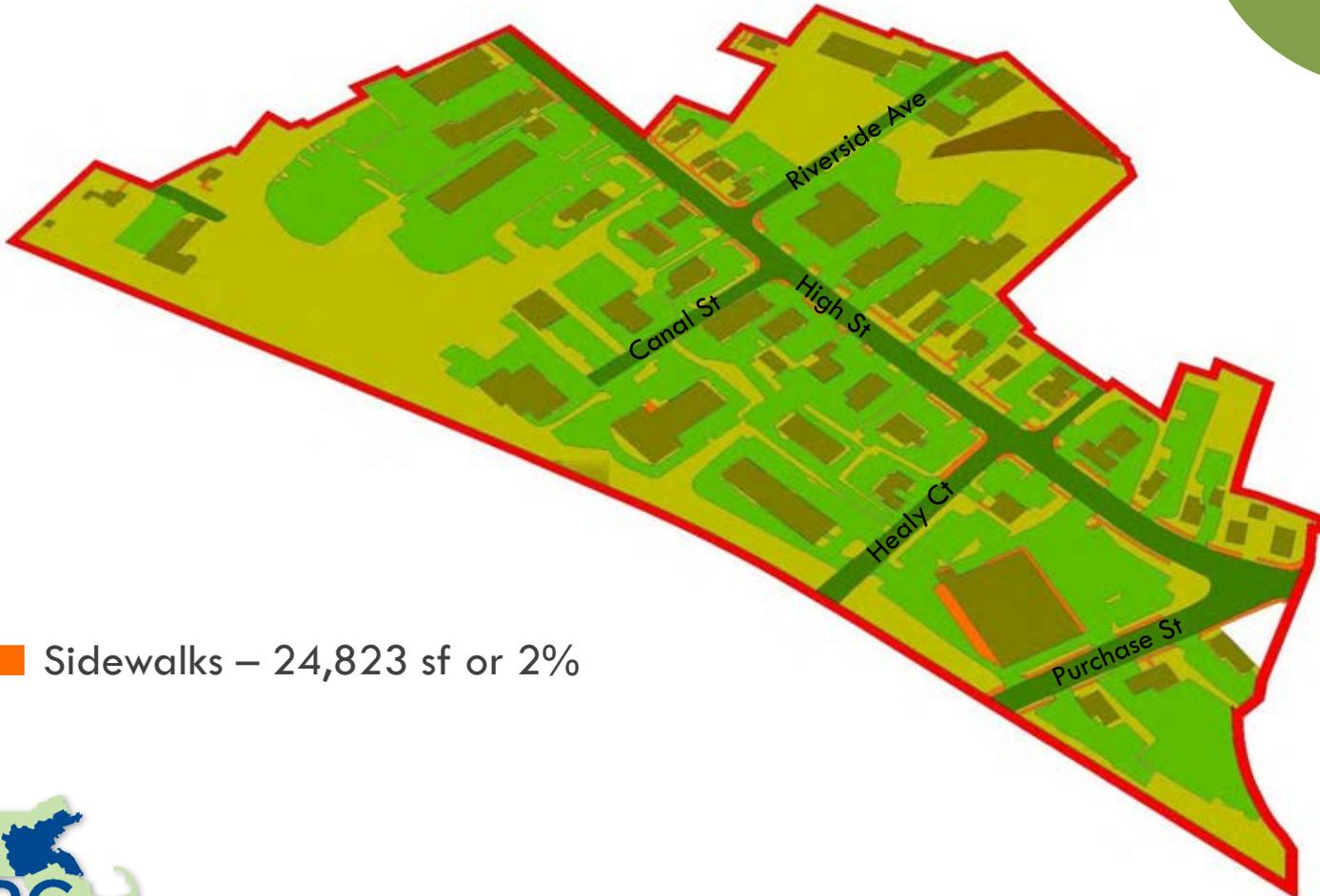
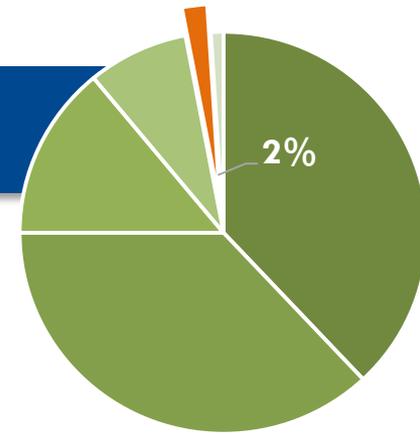
## Streets



Streets – 140,644 sf or 8%

# Current District Conditions

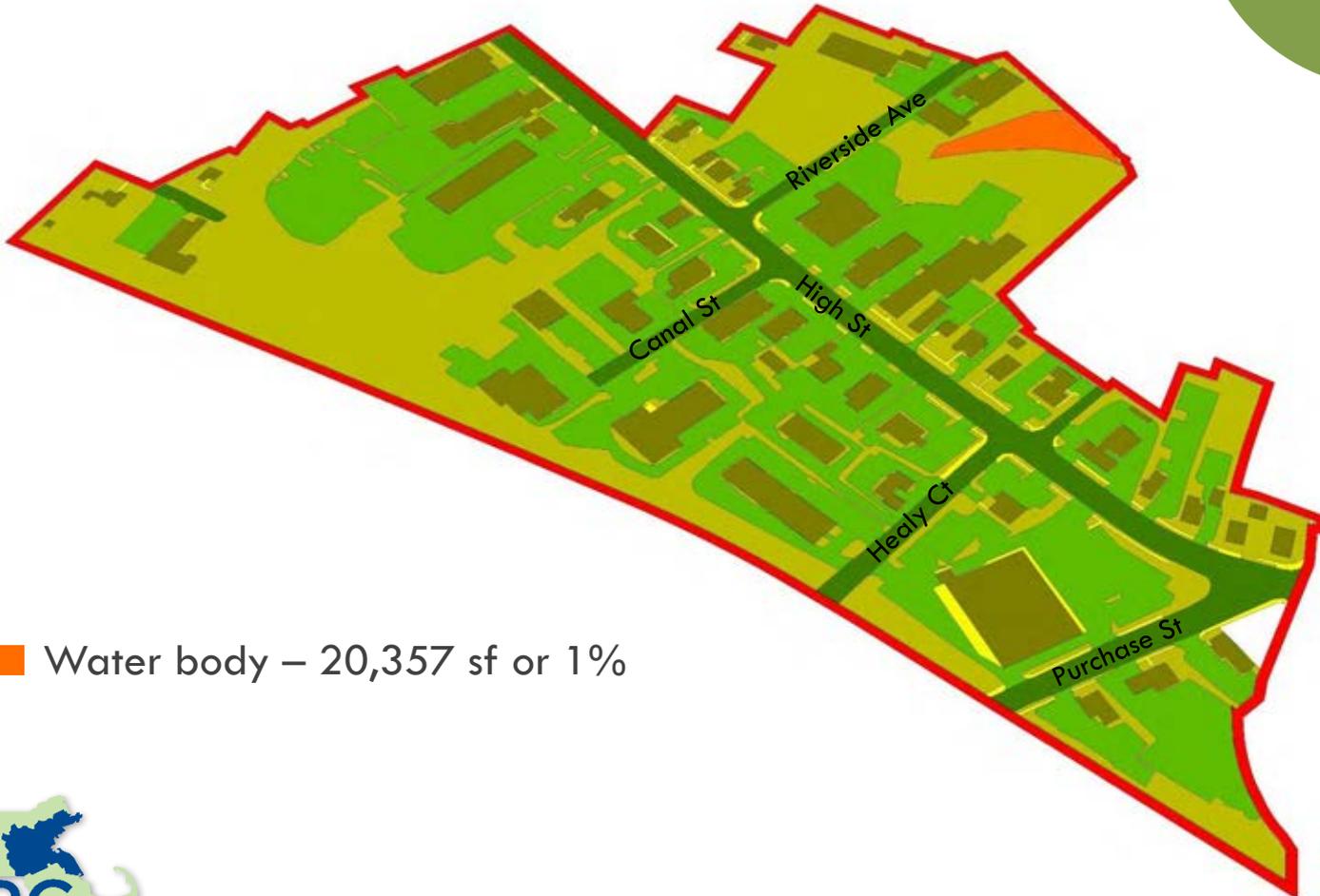
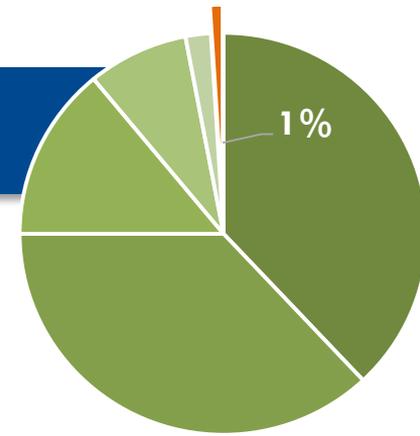
## Sidewalks



 Sidewalks – 24,823 sf or 2%

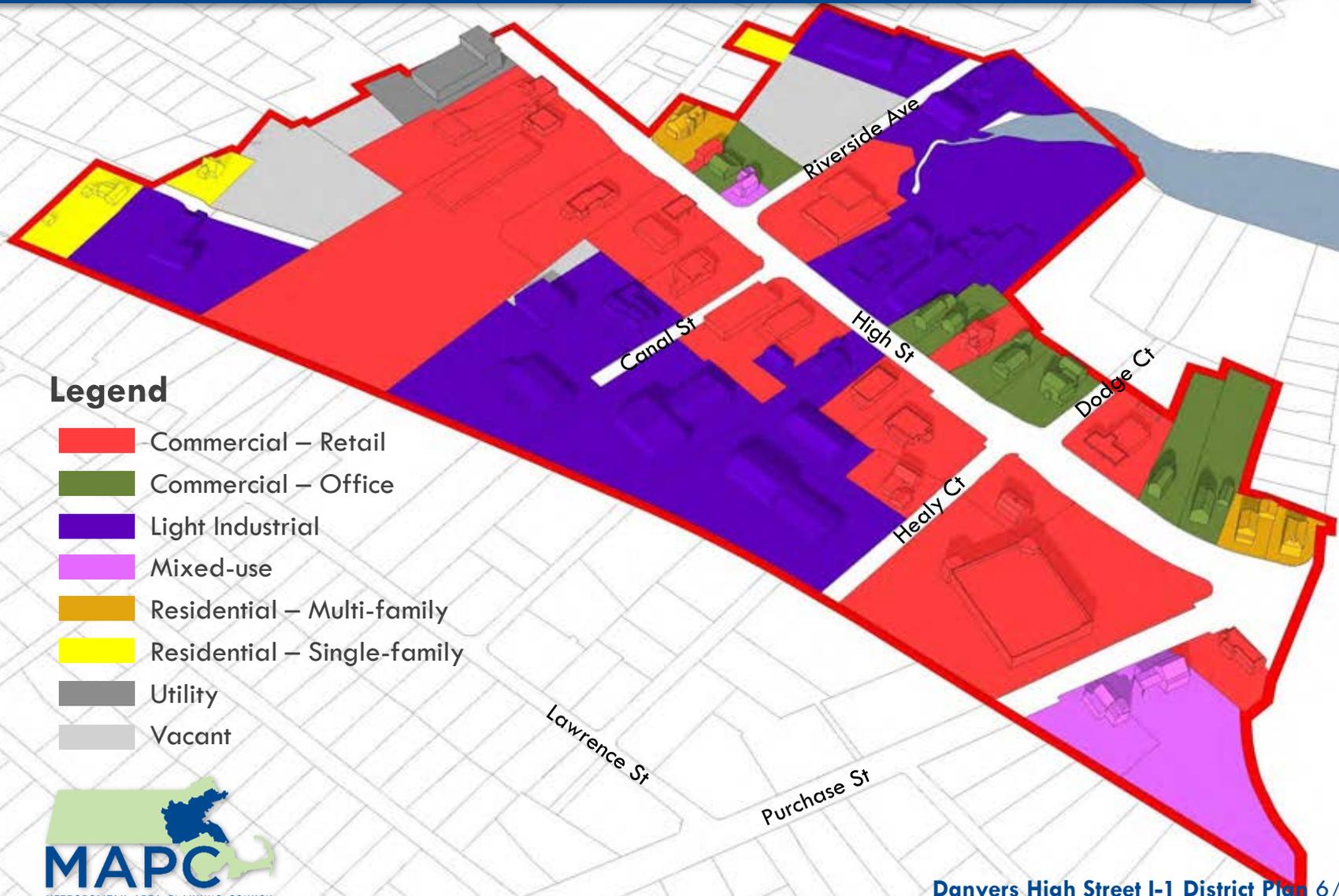
# Current District Conditions

## Water Body



 Water body – 20,357 sf or 1%

# Current Land Use

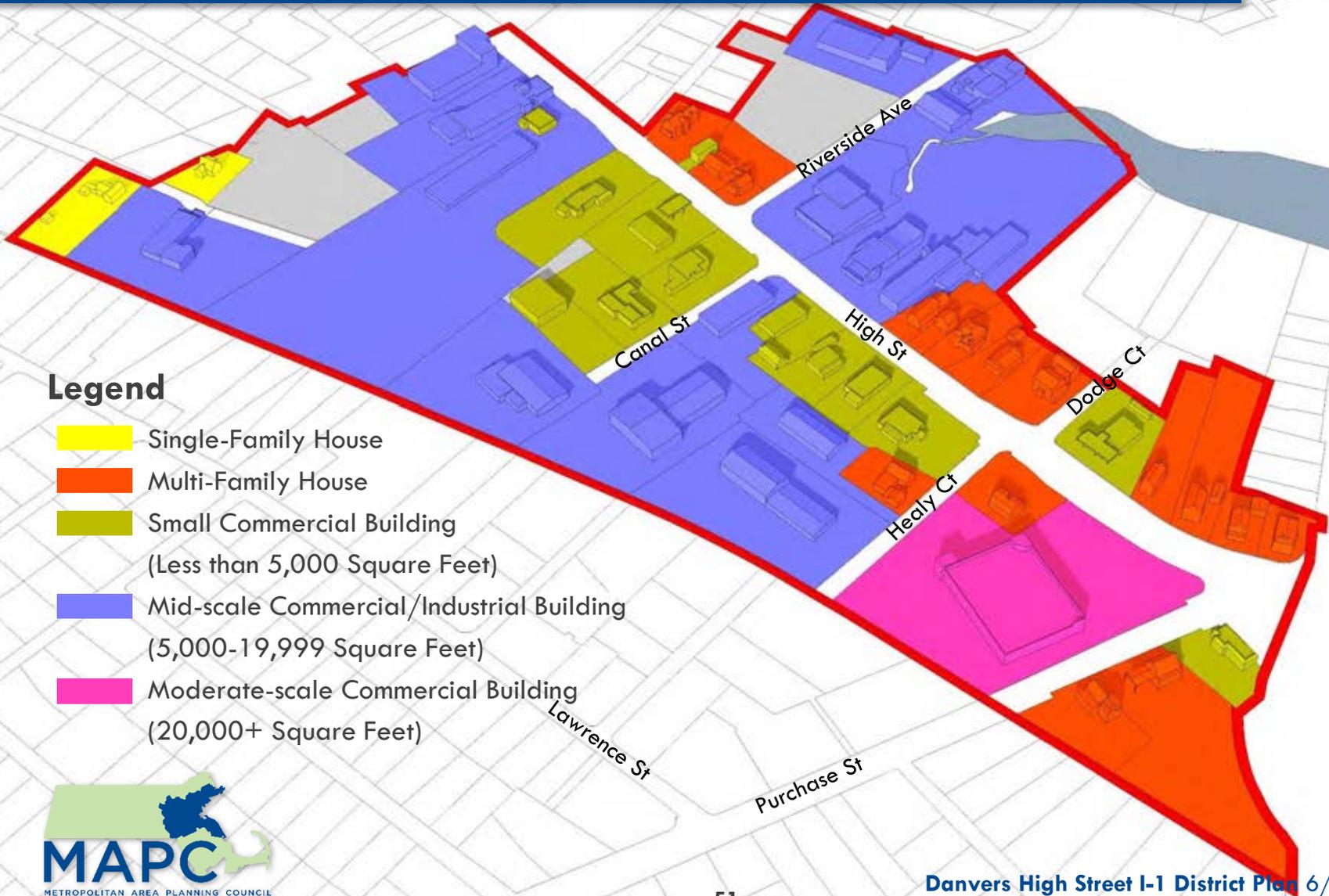


## Legend

- Commercial – Retail
- Commercial – Office
- Light Industrial
- Mixed-use
- Residential – Multi-family
- Residential – Single-family
- Utility
- Vacant



# Current Building Types



## Legend

- Single-Family House
- Multi-Family House
- Small Commercial Building  
(Less than 5,000 Square Feet)
- Mid-scale Commercial/Industrial Building  
(5,000-19,999 Square Feet)
- Moderate-scale Commercial Building  
(20,000+ Square Feet)

# Current Building Types

Single-Family House



Multi-Family House



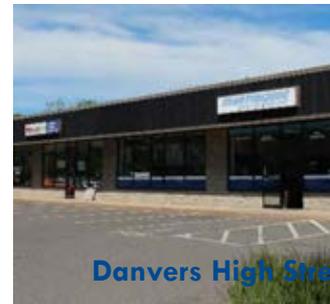
Small Commercial (<5,000 sf)



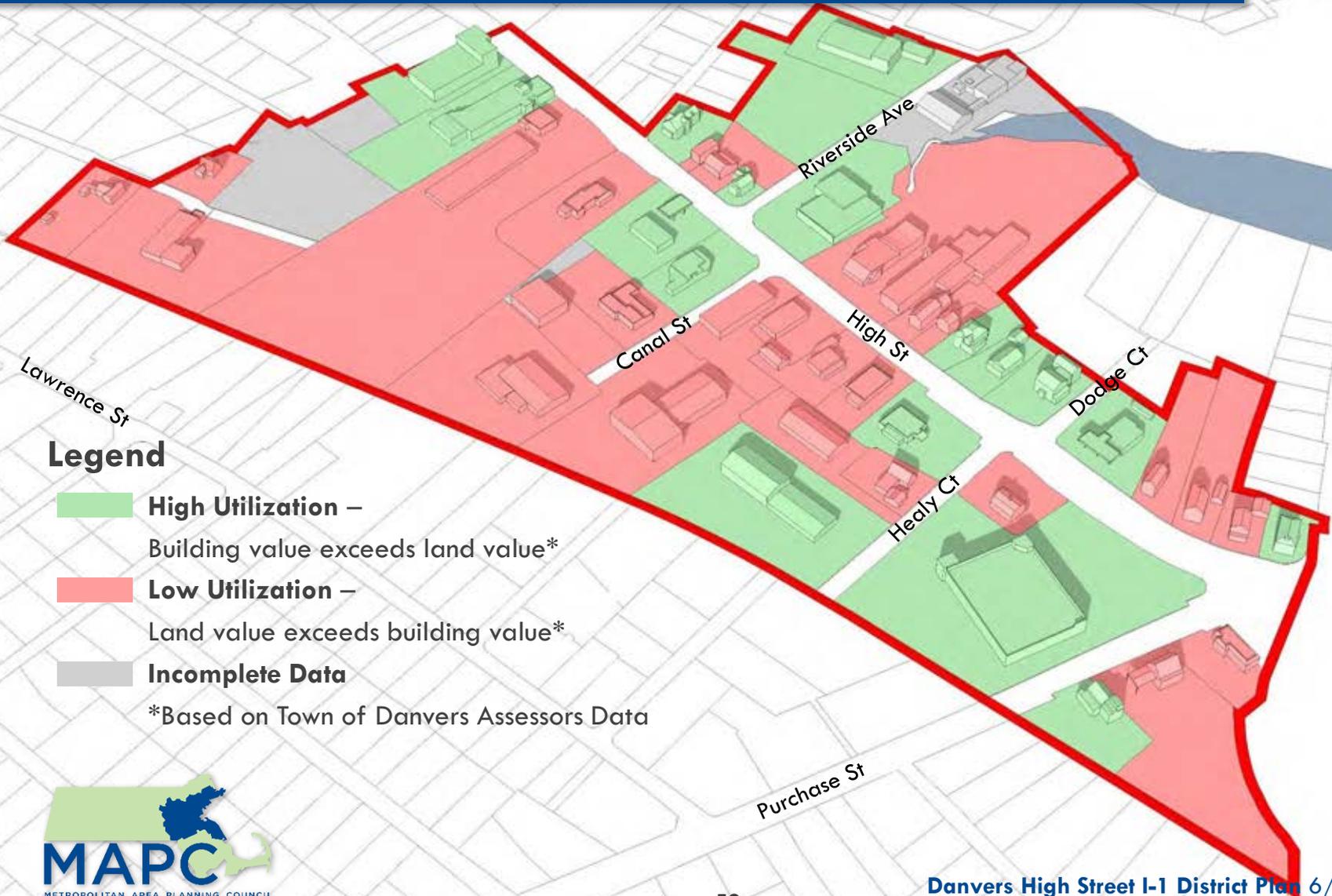
Mid-scale Comm/Ind (5,000-19,999 sf)



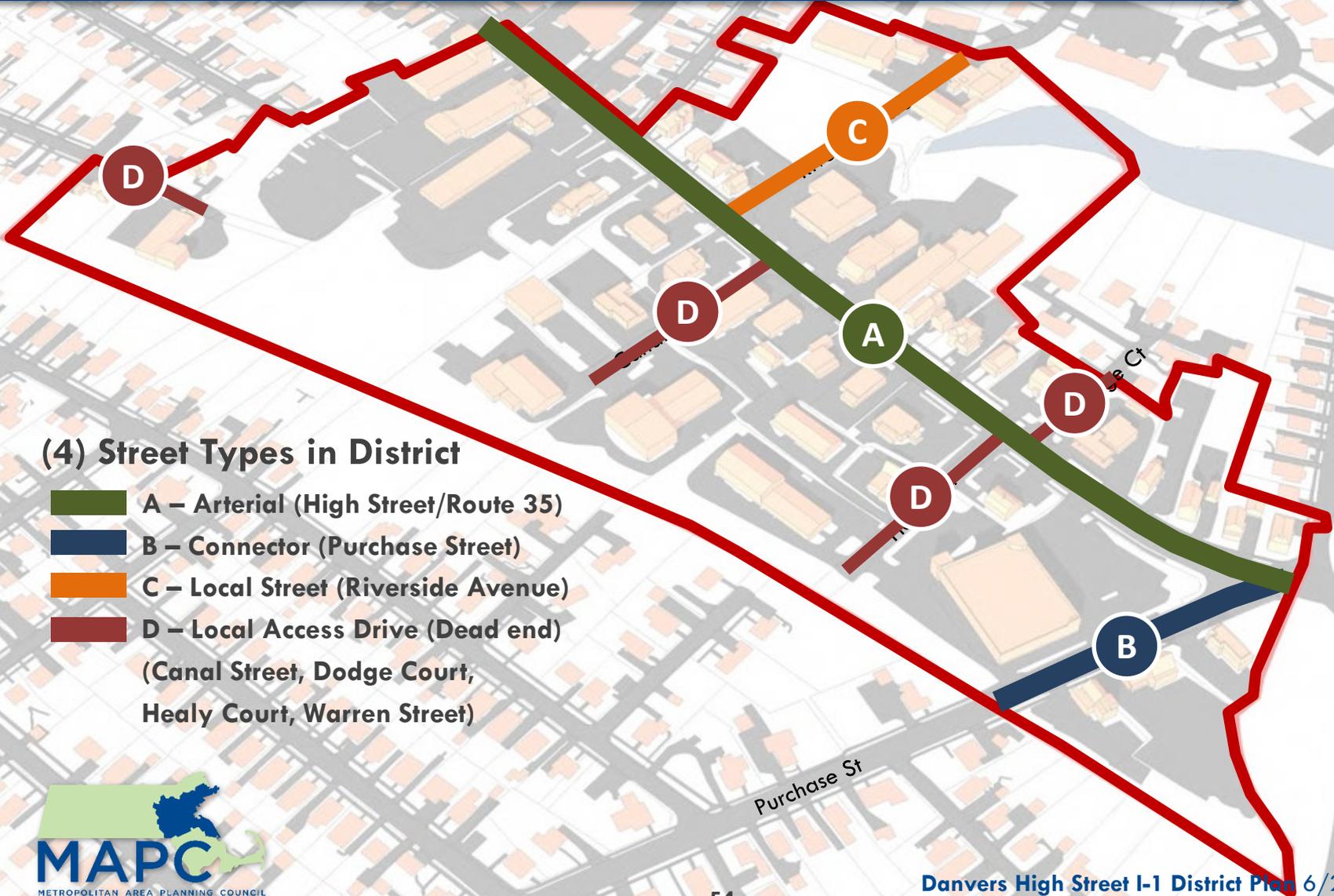
Moderate-scale Comm (20,000+ sf)



# Current Property Utilization



# Current Street Types



## (4) Street Types in District

- A – Arterial (High Street/Route 35)**
- B – Connector (Purchase Street)**
- C – Local Street (Riverside Avenue)**
- D – Local Access Drive (Dead end)**  
(Canal Street, Dodge Court, Healy Court, Warren Street)

# Current Street Types

## A Type A – Arterial (High Street/Route 35)



(4) Vehicle Lanes, Lawn Strip, and Sidewalks, About 65' total width from back of sidewalk

## B Type B – Connector (Purchase Street)



(2) Vehicle Lanes, Landscape, and Sidewalks, About 50' total width from back of sidewalk

## C Type C – Local Street (Riverside Avenue)



(2) Vehicle Lanes, no other infrastructure About 26' total width of street pavement

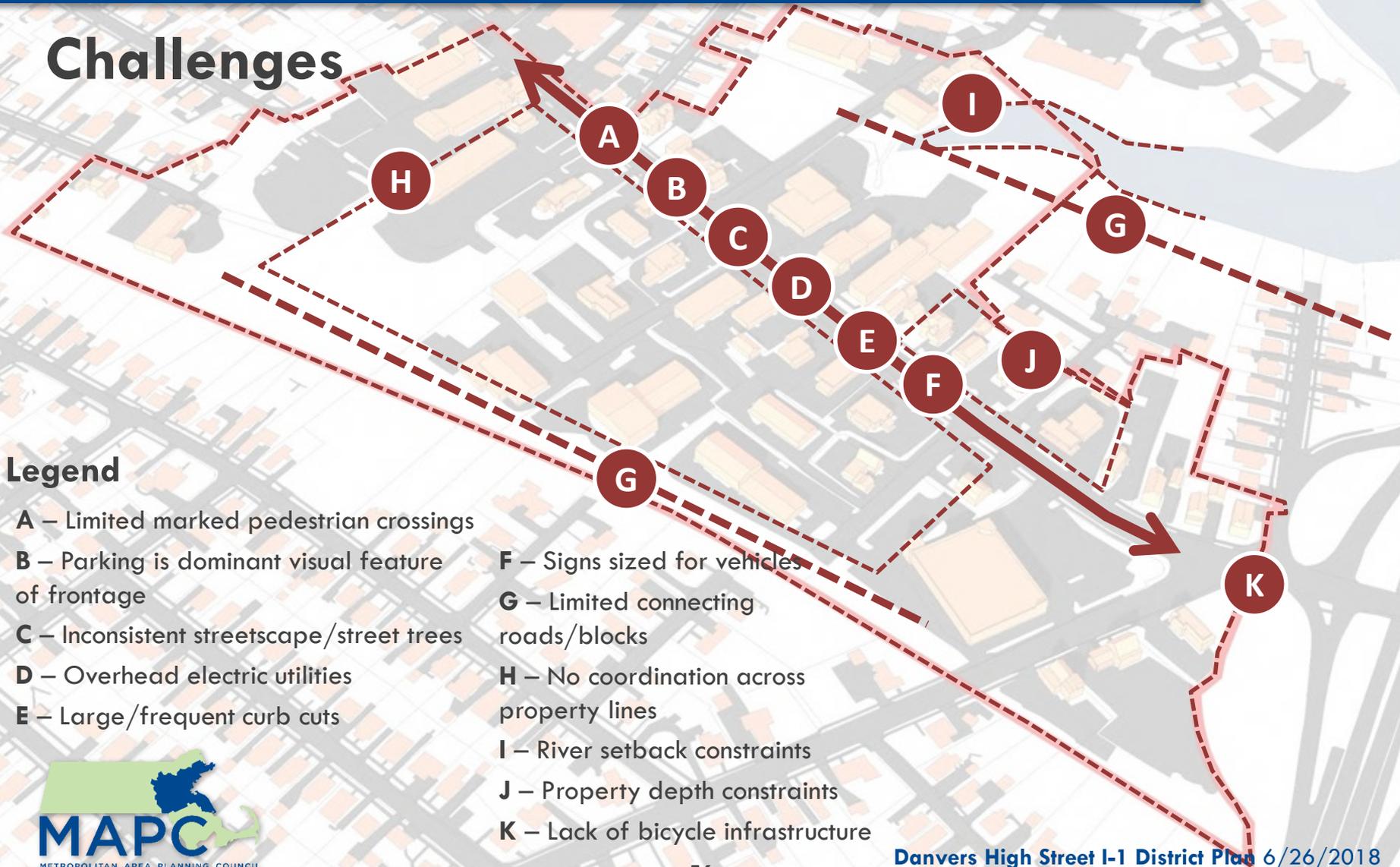
## D Type D – Local Access Drive (Dead end) (Canal St, Dodge Ct, Healy Ct, Warren St)



(2) Vehicle Lanes, some landscape, some segments of sidewalk, Varies between 18' and 30' total width of street pavement

# Challenges and Opportunities

## Challenges



## Legend

- A – Limited marked pedestrian crossings
- B – Parking is dominant visual feature of frontage
- C – Inconsistent streetscape/street trees
- D – Overhead electric utilities
- E – Large/frequent curb cuts
- F – Signs sized for vehicles
- G – Limited connecting roads/blocks
- H – No coordination across property lines
- I – River setback constraints
- J – Property depth constraints
- K – Lack of bicycle infrastructure

# Challenges and Opportunities

## Opportunities



### Legend

- A – Plant street trees in landscape strips
- B – Reduce curb cut width and frequency
- C – Add bicycle infrastructure
- D – New development opportunity
- E – Access to river

- F – Potential for parcel assembly/larger redevelopment
- G – Improve relationships/efficiency between parcels
- H – Opportunity for rail trail
- I – Preservation opportunities

# Small Group Exercises

**#1 District Vision**

**#2 Vision Imagery**

**#3 District Concept Plan**

# Small Group Exercises

## Vision Components



## Development



## Connections

## Open Space

# #1 Craft a District Vision Statement

1. Use a few sentences to **describe a shared group vision**
2. Use a few bullets to **outline goals or priorities** for the vision

Danvers High Street I-1 District Plan

## DANVERS HIGH STREET DISTRICT VISION STATEMENT

USE A FEW SENTENCES TO DESCRIBE A SHARED GROUP VISION FOR HIGH STREET:

USE A FEW BULLETS TO OUTLINE GOALS OR PRIORITIES FOR THE VISION:

MAPC METROPOLITAN AREA PLANNING COUNCIL

# #2 Select Vision Imagery

With your vision established:

1. **Select images** that the group agrees are consistent with the vision
2. Tape images onto the board according to category

The worksheet is titled "DANVERS HIGH STREET DISTRICT VISION IMAGERY" and is part of the "Danvers High Street I-1 District Plan". It includes the MAPC logo and the instruction "SELECT AND TAPE IMAGES BELOW THAT REFLECT YOUR VISION FOR HIGH STREET:". The form is divided into three sections, each with a grid of boxes for image selection:

- STREET/SIDEWALK CHARACTERISTICS:** A 3x3 grid of boxes.
- BUILDING CHARACTERISTICS:** A 3x3 grid of boxes.
- OPEN SPACE/PLAZA CHARACTERISTICS:** A 2x3 grid of boxes.

# #3 Design a District Concept

With your vision established:

1. **Select investments or improvements** that the group agrees are consistent with the vision
2. Tape diagrams where desired on district map

