Introductions

Metropolitan Area Planning Council

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Agenda

MAPC Summary Presentation

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

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

Process

• 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

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.
District Vision and Principles

• 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
3 Illustrative District Plan
3 Illustrative District Plan

High Street Improvements
Public Realm Improvements

- 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
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
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New Rail Trail Connections
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Integrated Parks and Plazas
3 Illustrative District Plan

Integrated Parks and Plazas
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:**

<table>
<thead>
<tr>
<th>District</th>
<th>Use</th>
<th>Lot Size</th>
<th>Lot Coverage</th>
<th>Frontage</th>
<th>Depth</th>
<th>Setbacks</th>
<th>Height</th>
<th>Stories</th>
<th>FAR</th>
<th>Open Space</th>
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<tbody>
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<td>Existing</td>
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<tr>
<td>I-1</td>
<td>Existing</td>
<td>NA</td>
<td>50% building max.</td>
<td>50</td>
<td>NA</td>
<td>50 Front, 25 Side, 25 Rear</td>
<td>55</td>
<td>4</td>
<td>NA</td>
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**Recommended**

| Subdistrict A | Core commercial, mixed use, retail, services | NA       | 40% building max.; 90% total | 50       | NA    | Range 0-20 Front, Range 15-20 Side, Range 15-20 Rear | 45     | 3.5     | 1.5 | 10%        |
| Subdistrict B | Core residential, some services          | NA       | 25% building max.; 65% total | NA       | NA    | 0-20 Front, Range 15-20 Side, Range 15-20 Rear | 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

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
3 Illustrative District Plan

Development Strategies

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
3  Incremental Redevelopment
3 Incremental Redevelopment
3 Incremental Redevelopment
# Summary Previous Studies/Reports

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

Challenges and Opportunities
Danvers Recent & Projected Population, 1990-2030

- **2010 Population of Focus Area (Aggregated Census Block Groups):** 2,510
- **Focus area as % of Danvers 2010 Population (Aggregated Census Block Groups):** 9%

Average projected town population growth per decade 2010-2030:

- 1990: 24,174
- 2000: 25,212
- 2010: 26,493
- 2020: 28,316
- 2030: 30,240

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

Danvers Recent & Projected Total Households
1990-2030

1990 2000 2010 2020 2030

8,791 9,544 10,615 11,731 12,849

Census
Stronger Region

New households in Danvers 2010-2020
1,116

New households in Danvers 2020-2030
1,118

Average projected town household growth per decade 2010-2030
+10%

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

- McDonald's
- Jimmy's
- Happy Garden
- GMC
- Merchants
- Dunkin' Donuts
- High Street
- Riverside Avenue
- Canal Street
Current Zoning
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%
Building footprints – 227,741 sf or 14%
Current District Conditions

Streets

- Streets – 140,644 sf or 8%
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

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

Legend

- **High Utilization** — Building value exceeds land value*
- **Low Utilization** — Land value exceeds building value*
- **Incomplete Data**

*Based on Town of Danvers Assessors Data
(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

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

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
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
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