

Framing Future Priorities

Downtown Gloucester

July 10, 2013

Mayor Carolyn Kirk

Welcome

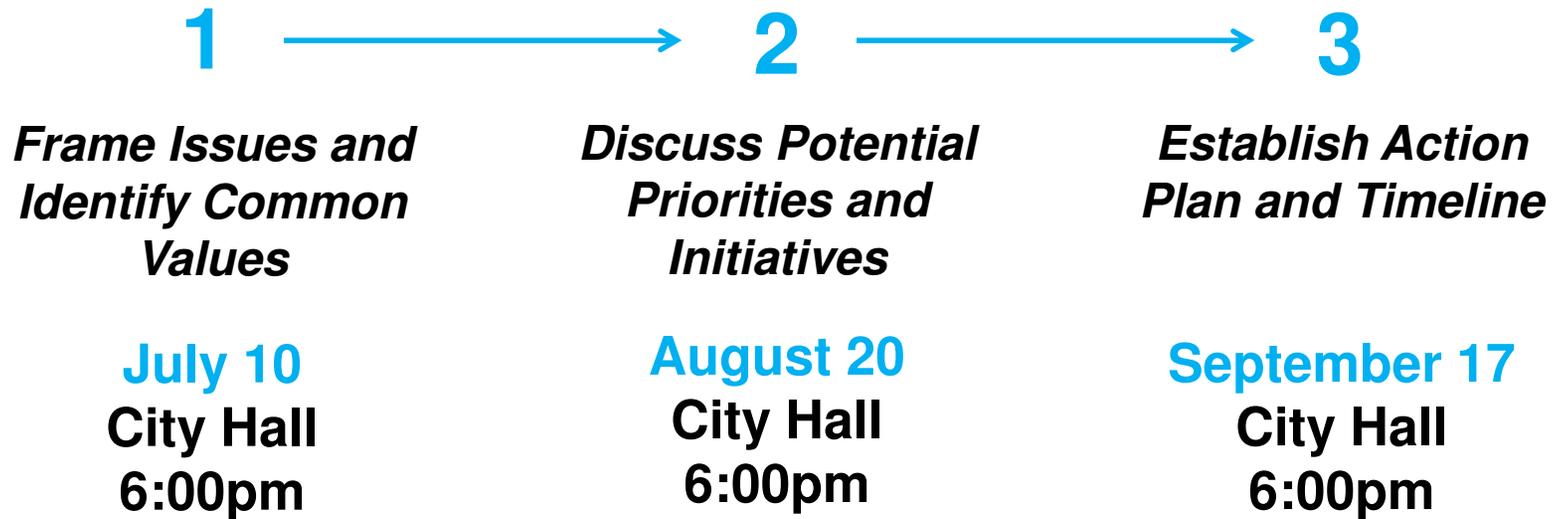
Tom Daniel

Community Development Director

Background for tonight's discussion

The Big Picture

Tonight is the first in a series of meetings



Agenda and Goals

Why Downtown and Why Now?

What is Downtown Gloucester?

What's good about Downtown Gloucester?

What makes Downtowns great?

How does Downtown measure up (to you)?

Q&A

Why Downtown and Why Now?

Take a half a step back from more focused Downtown area plans - Cultural District, Harbor Plan, HarborWalk - to gain a more comprehensive perspective on challenges and opportunities. In addition, cross-reference recent thinking with the 2001 Community Development Plan.

Why Downtown and Why Now?

CITY OF GLOUCESTER

THE COMMUNITY DEVELOPMENT PLAN FOR THE CITY OF GLOUCESTER, 2001



A Comprehensive Plan

Prepared for:
The City of Gloucester, Massachusetts

Assembled by:
The Cecil Group, Inc.

August 13, 2001

A Vision for Gloucester

As a place to live

Gloucester will be a satisfying home for residents of diverse cultures and economic circumstances, who will have the choice to live within the community and in neighborhoods that maintain their special identities.

As a place to work

Gloucester will be a productive and supportive community that provides excellent jobs based on existing knowledge and skills of residents with diverse skills, interests and needs, through a range of thriving businesses.

As a place to visit

Gloucester will provide a variety of experiences and destinations that are appealing because they are part of a genuine and unique living community that proudly reflects its history.

As a place to appreciate

Gloucester will protect the astonishing diversity of environments, natural resources, waterfronts and working port, landscapes, built areas, and open spaces . . . each that provide different perspectives throughout the changing seasons of the year.

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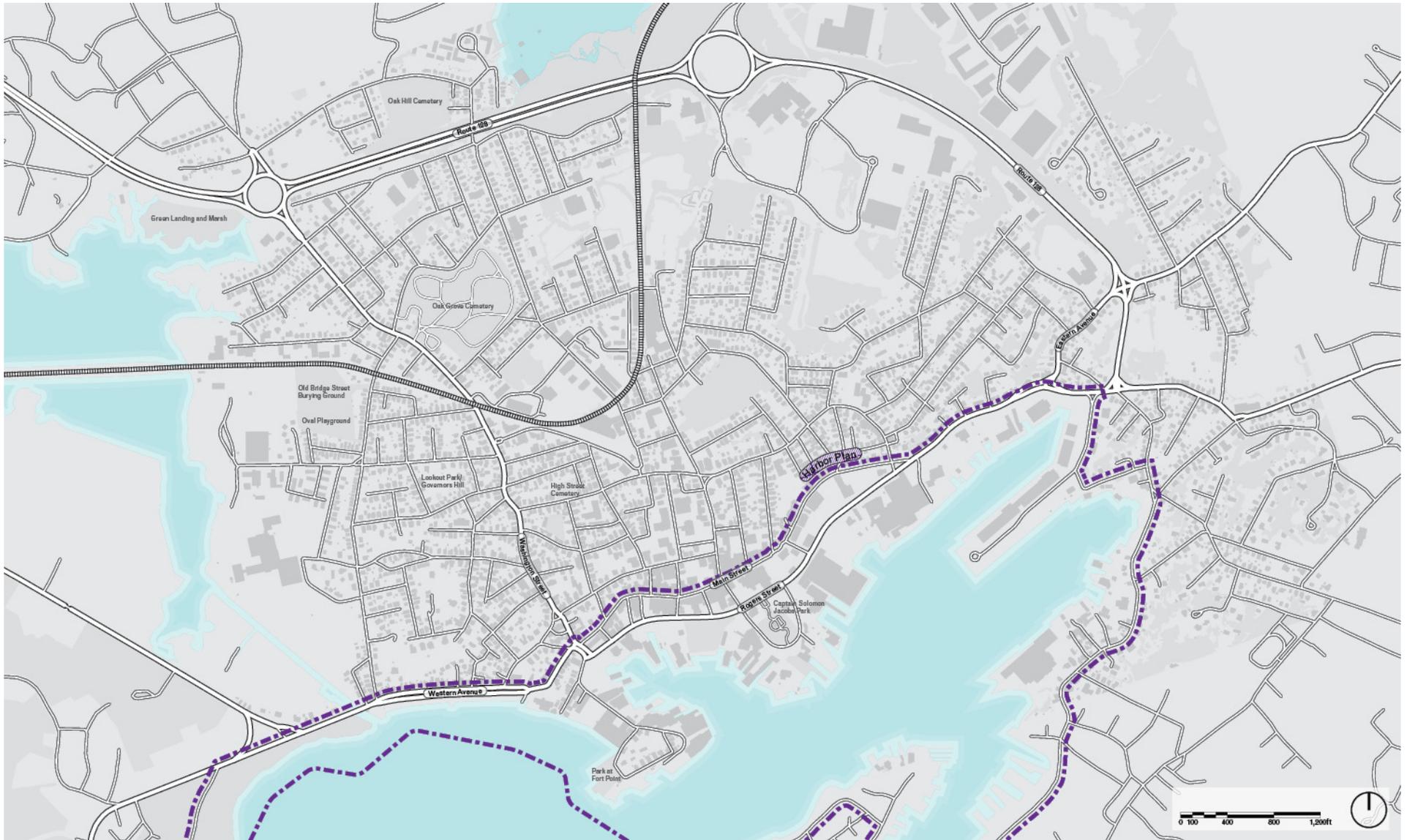
Downtown investment is on-going, including the City Hall restoration, Cameron's, and improvements to the Library. In addition, there need to be ideas for vacant buildings like Empire on Main Street. The relocation of the Y and the fire and police stations have also been suggested.

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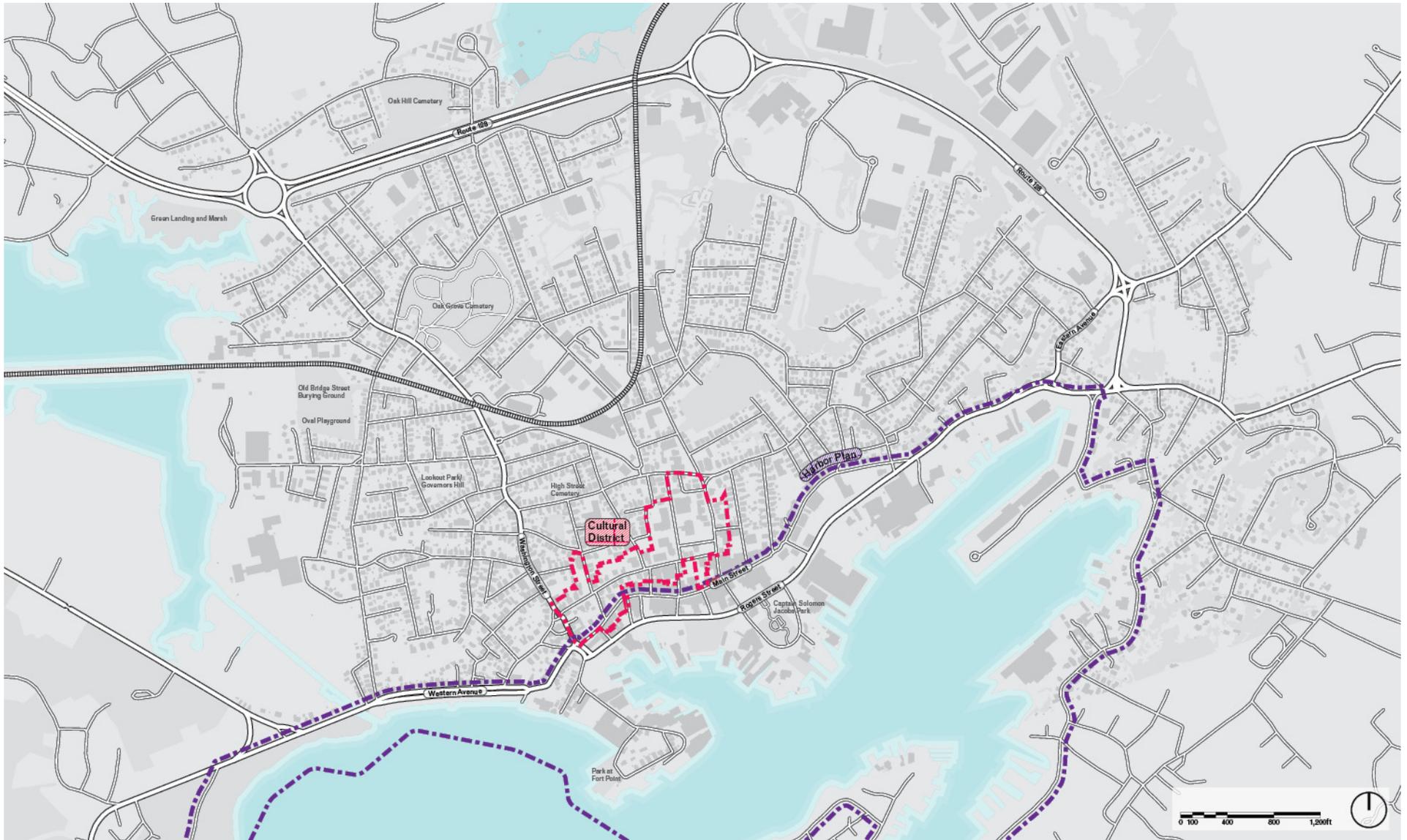
Buildings and properties of interest

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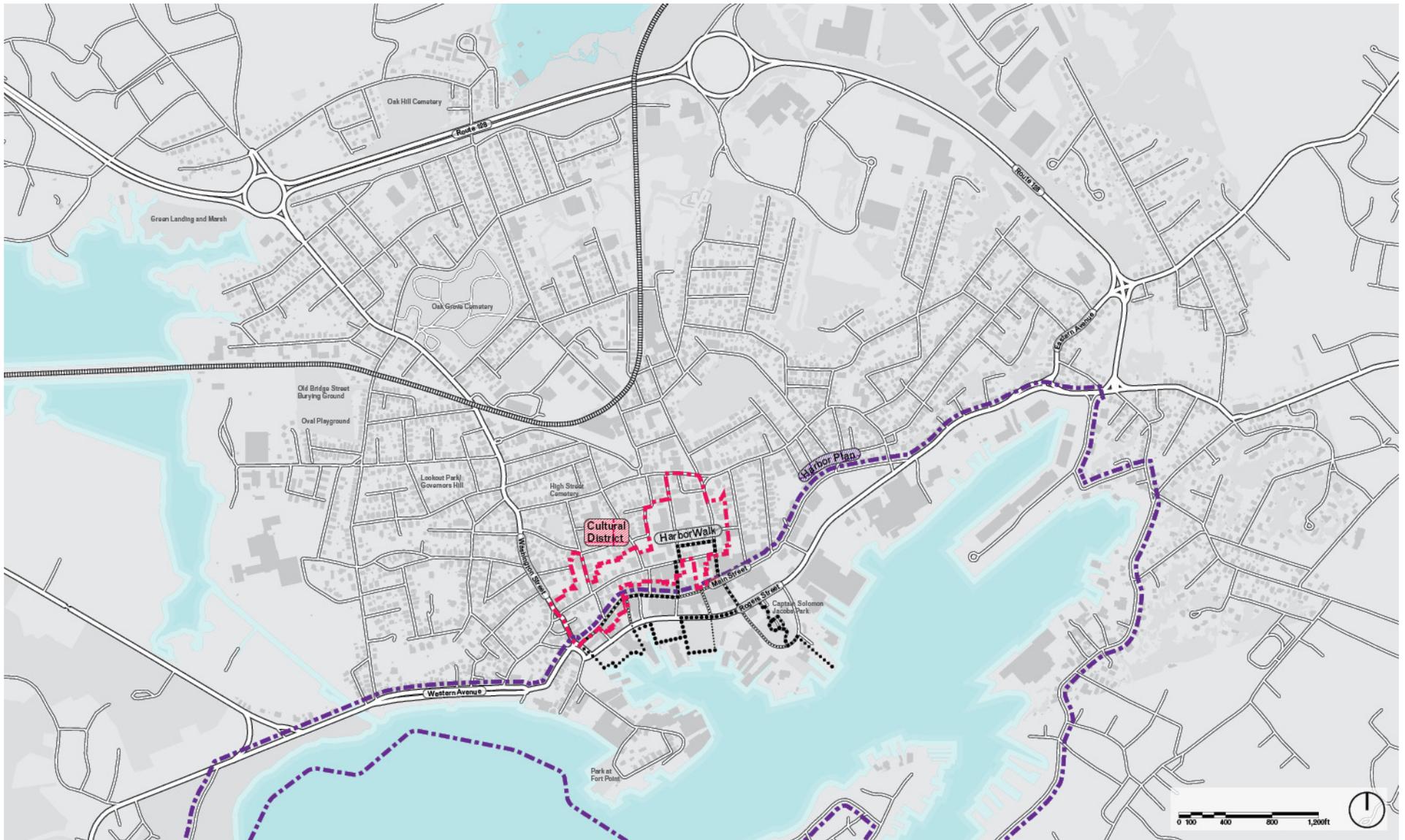
Downtown focus: boundaries of the Harbor Plan

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Downtown focus: boundaries of the Cultural District

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Downtown focus: the HarborWalk

Defining Downtown

Gloucester Downtown is defined and works at multiple scales. Two we are considering: 1) within the Rt. 128 loop and 2) the walkable core centered on Main Street.

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Downtowns are dependent on surrounding residential neighborhoods and vice versa!

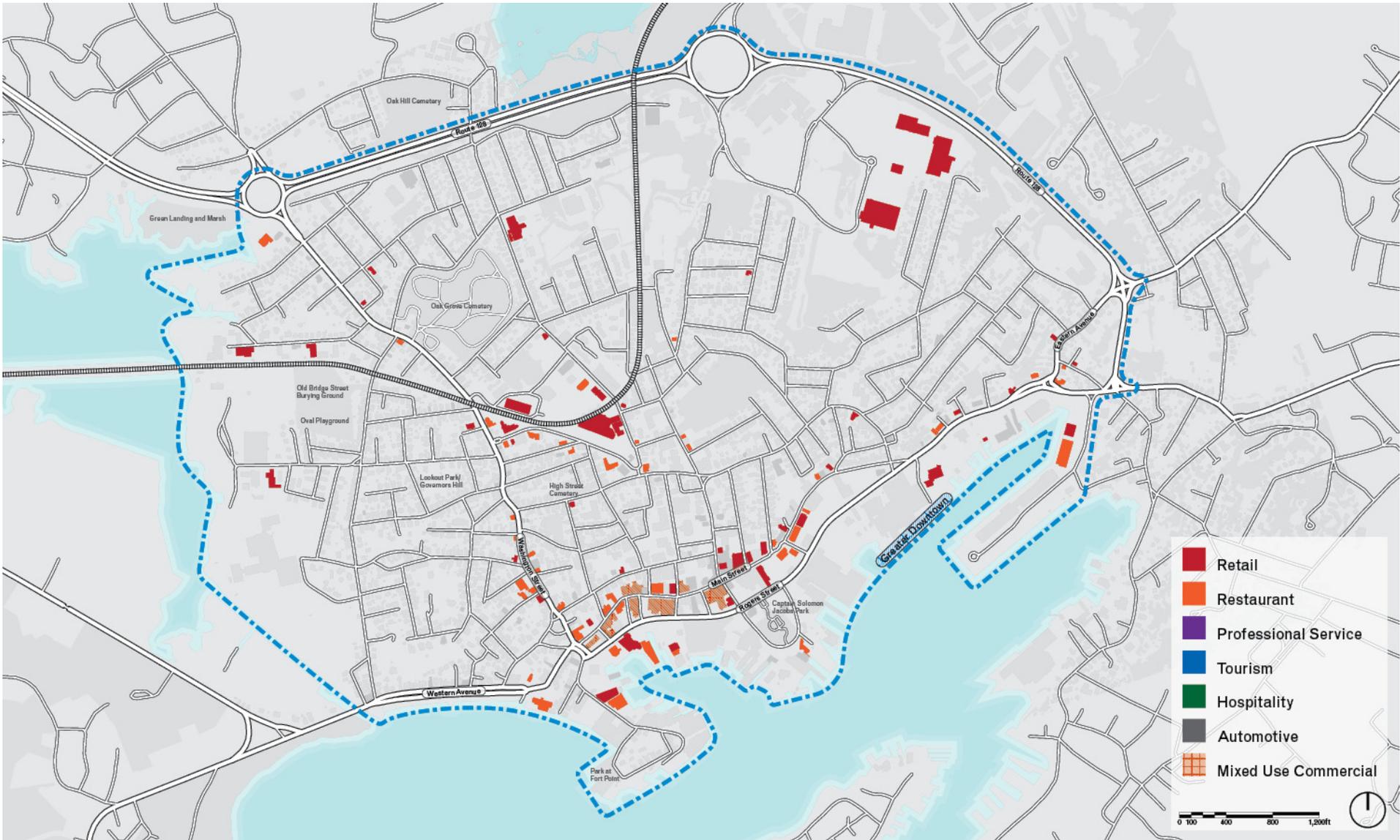
Downtowns provide both the excitement of the new and the comfort of the familiar.

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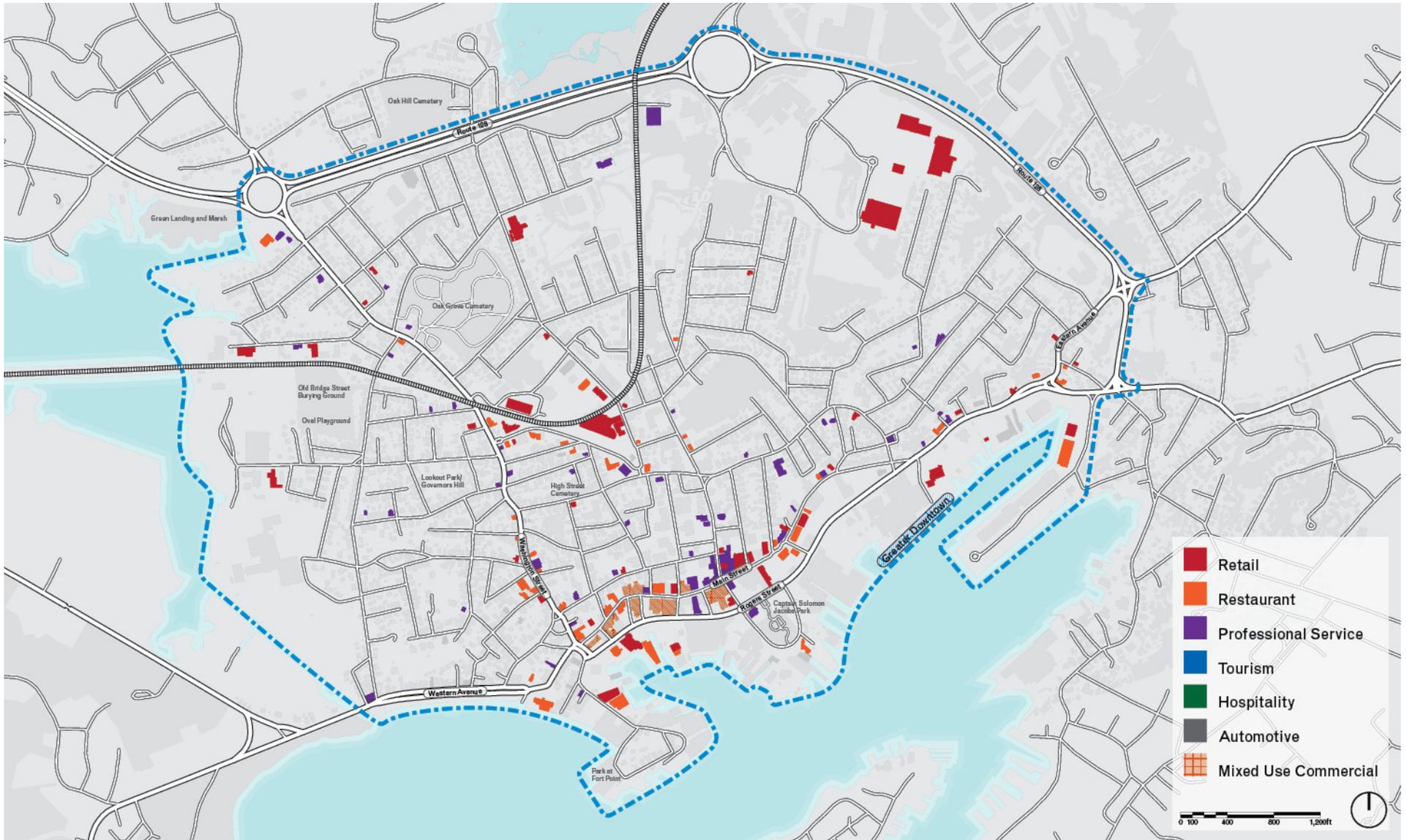
Retail shops throughout the Downtown

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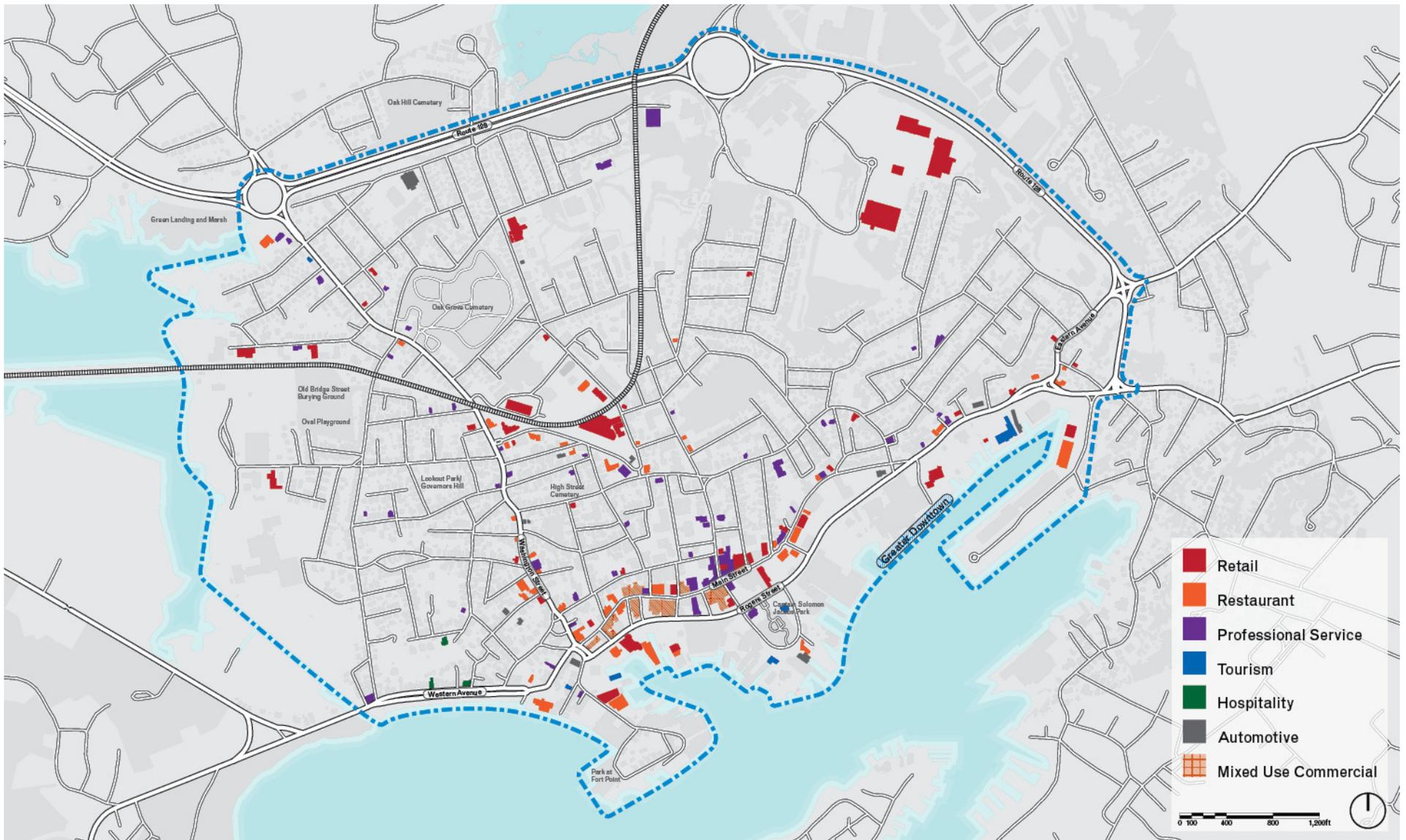
Retail shops and restaurants

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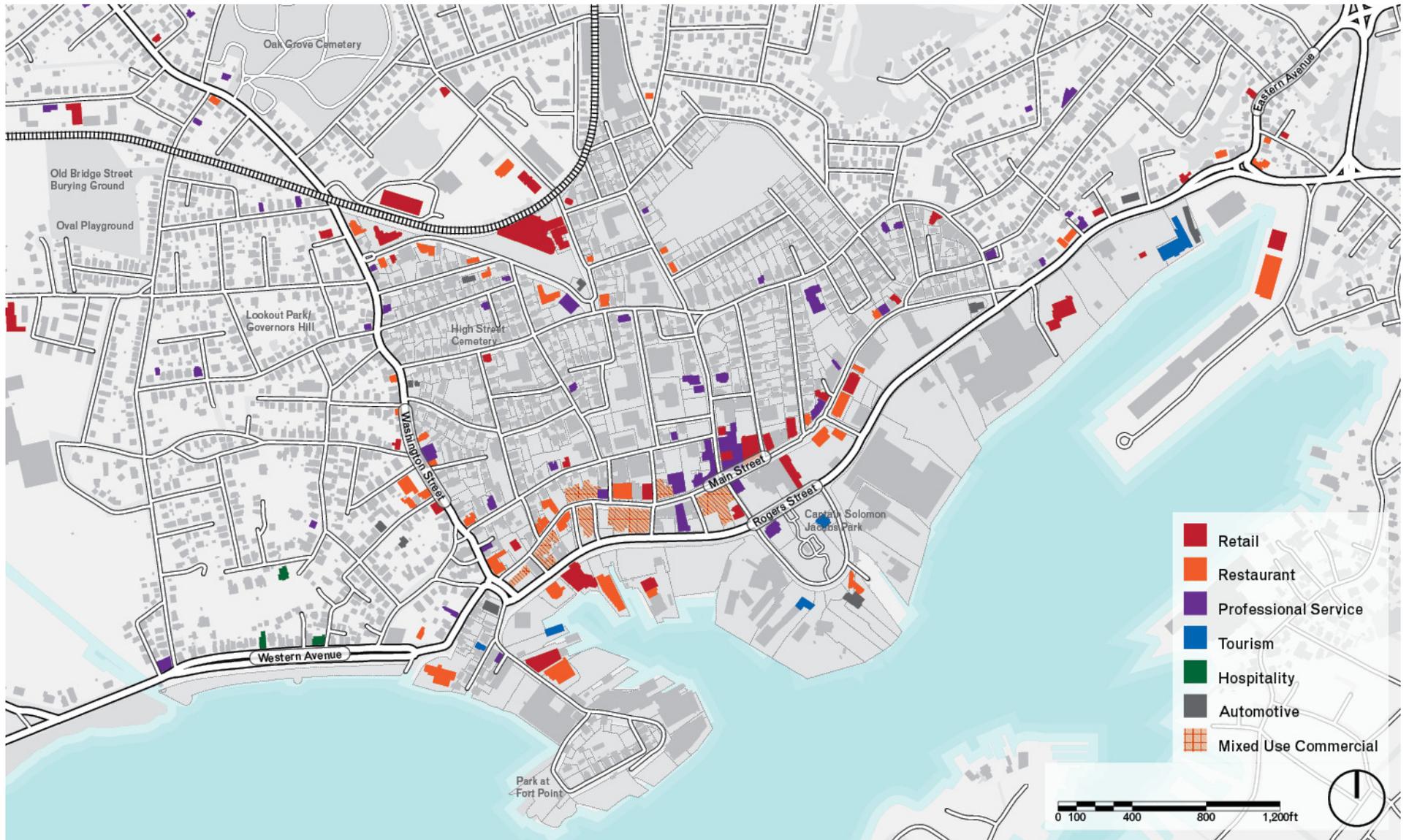
Retail shops, restaurants, and professional services (banks, lawyers, etc.)

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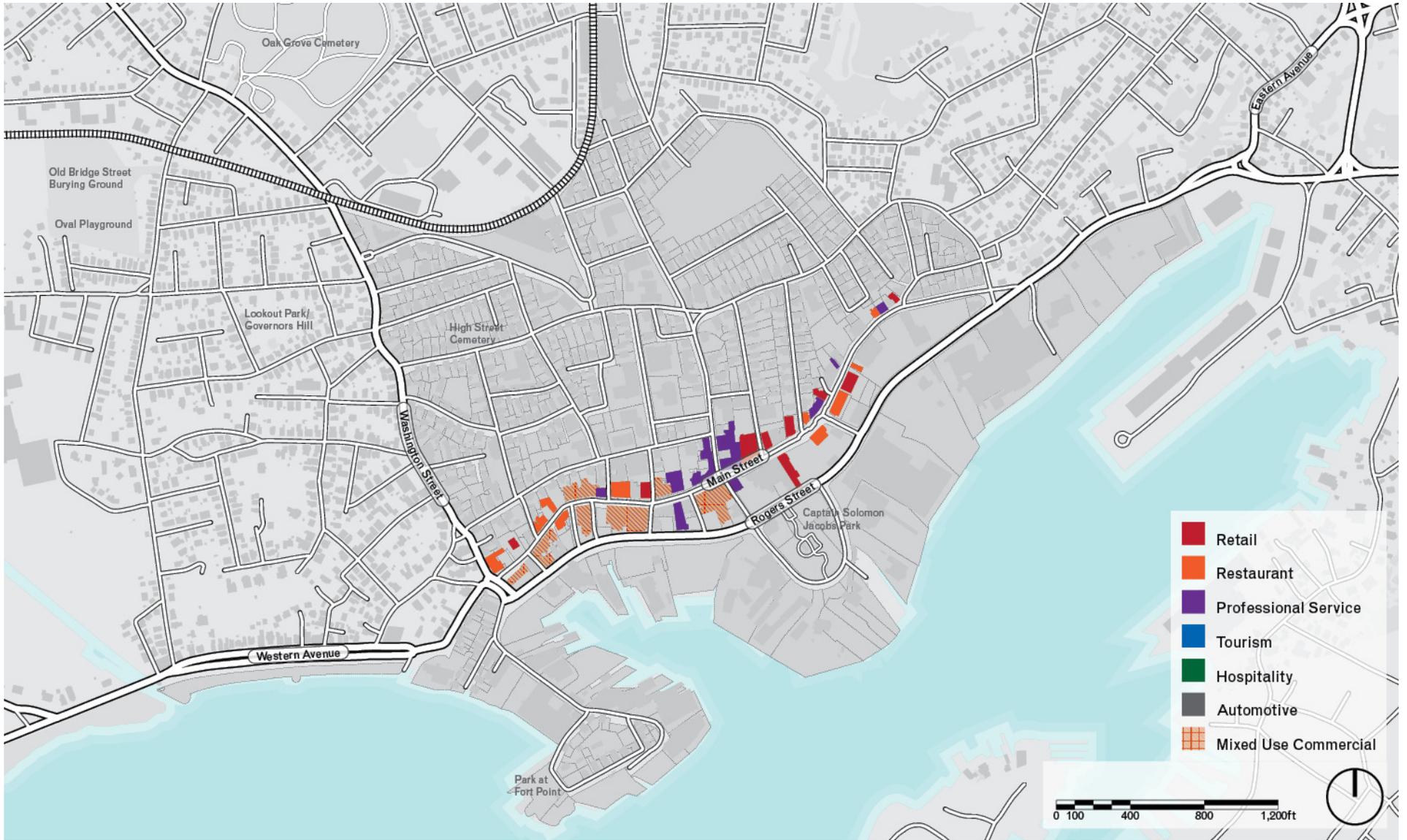
... and adding tourist uses, hospitality, and “automotive”

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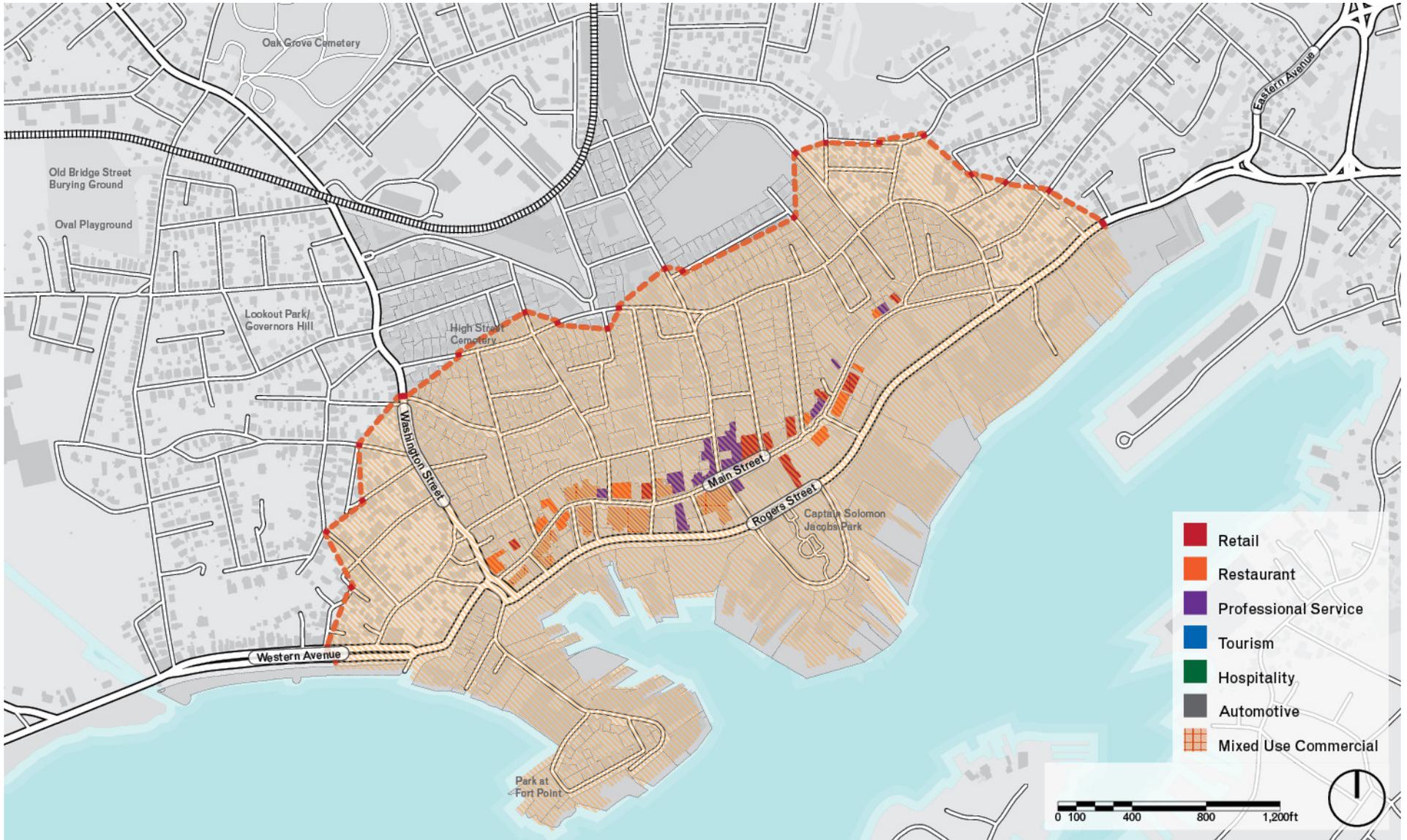
Zooming in

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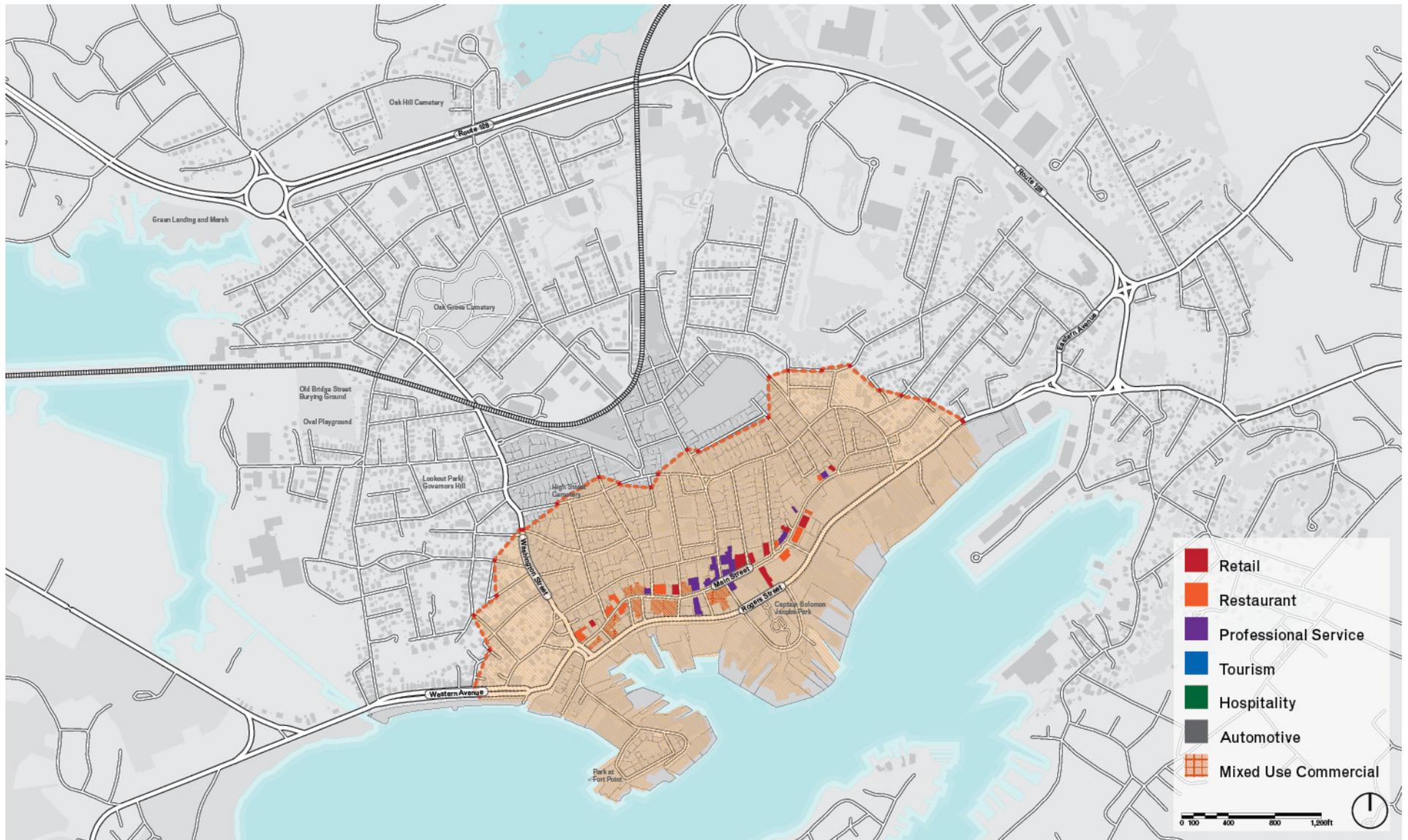
Active uses along Main Street

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The 5-minute walkshed (1200 feet) from Main Street retail

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The 5-minute walkshed (1200 feet) from Main Street retail

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Residential parcels

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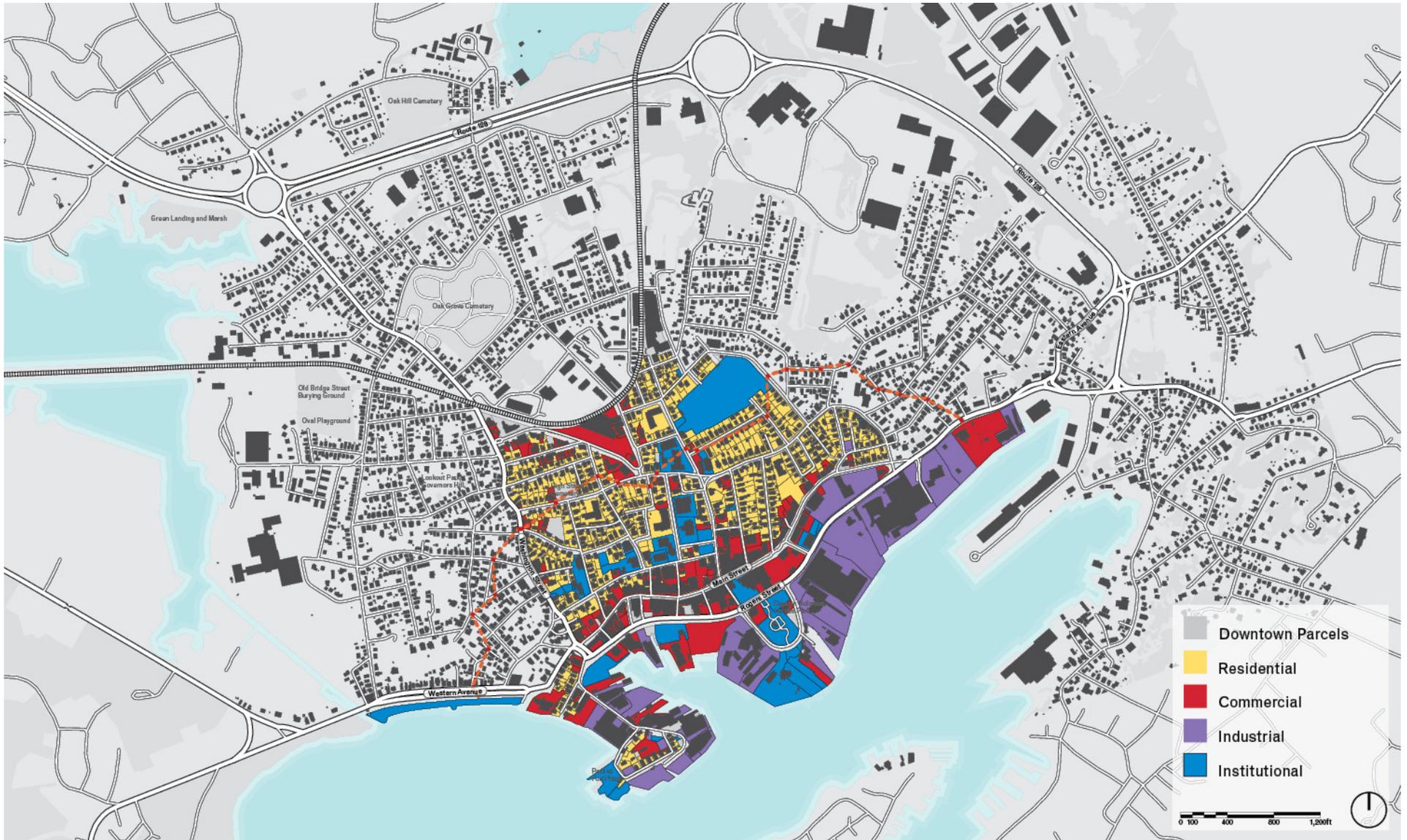
Residential and Commercial parcels

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Residential, Commercial, and Industrial parcels

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... and the Institutional parcels added in

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Residential parcels – undifferentiated in terms of type

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Residential parcels – Single Family

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Residential parcels – Two-family

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Residential parcels – Three-family

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Residential parcels – Four-plus-family

What's good about Downtown Gloucester?

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1. The working waterfront is just one block from Main Street, creating a rich and diverse experience and mix of people

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2. Mix of shops and restaurants on a beautiful Main Street

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3. The YMCA, Post Office, and Library add more to the walkable ingredients

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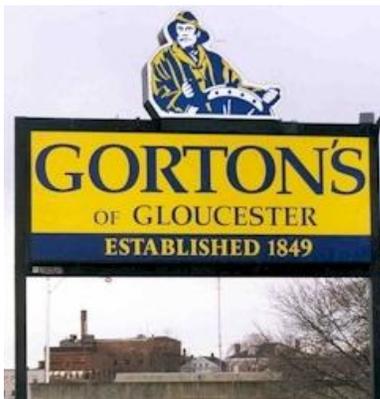
4. The Cape Ann Museum is one of the best small museums anywhere

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5. The Downtown High School and Newell Stadium are a focus of family life

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6. Seafood is just the beginning of a food-focused culture!

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7. Neighborhoods of historic buildings look
“lived-in” and not embalmed

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8. The hilly landscape creates amazing views from unexpected places

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9. The magnificent City Hall is a beacon from land and sea

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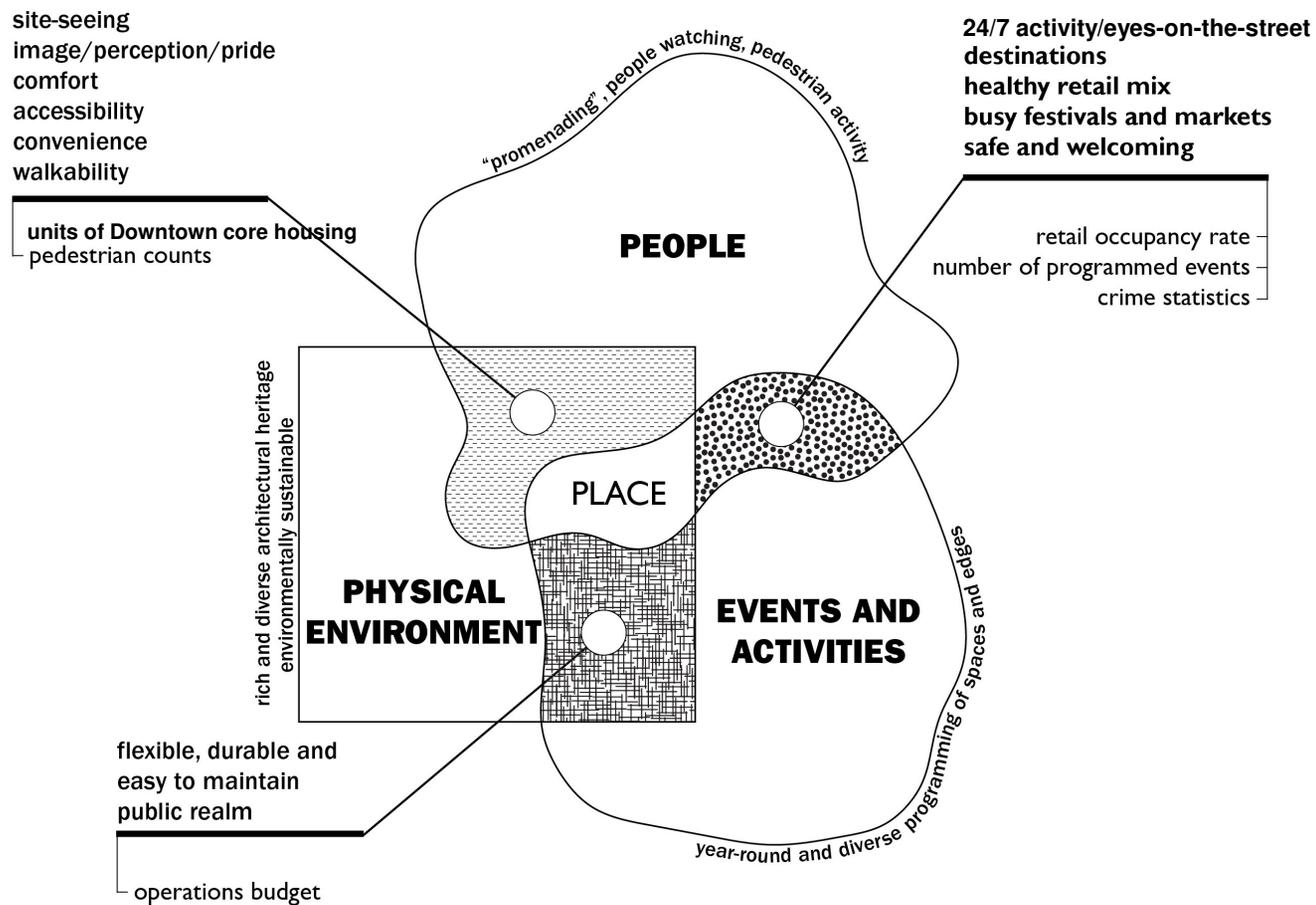


10. The citizens of Gloucester come from a rich diversity of backgrounds informing the food, culture, and quality of civic life

What's Good about Downtown?

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What makes Downtowns great?



How does Gloucester compare?



What has led to its success?

Healthy mix of businesses, tourism, and local/regional services and retail amenities

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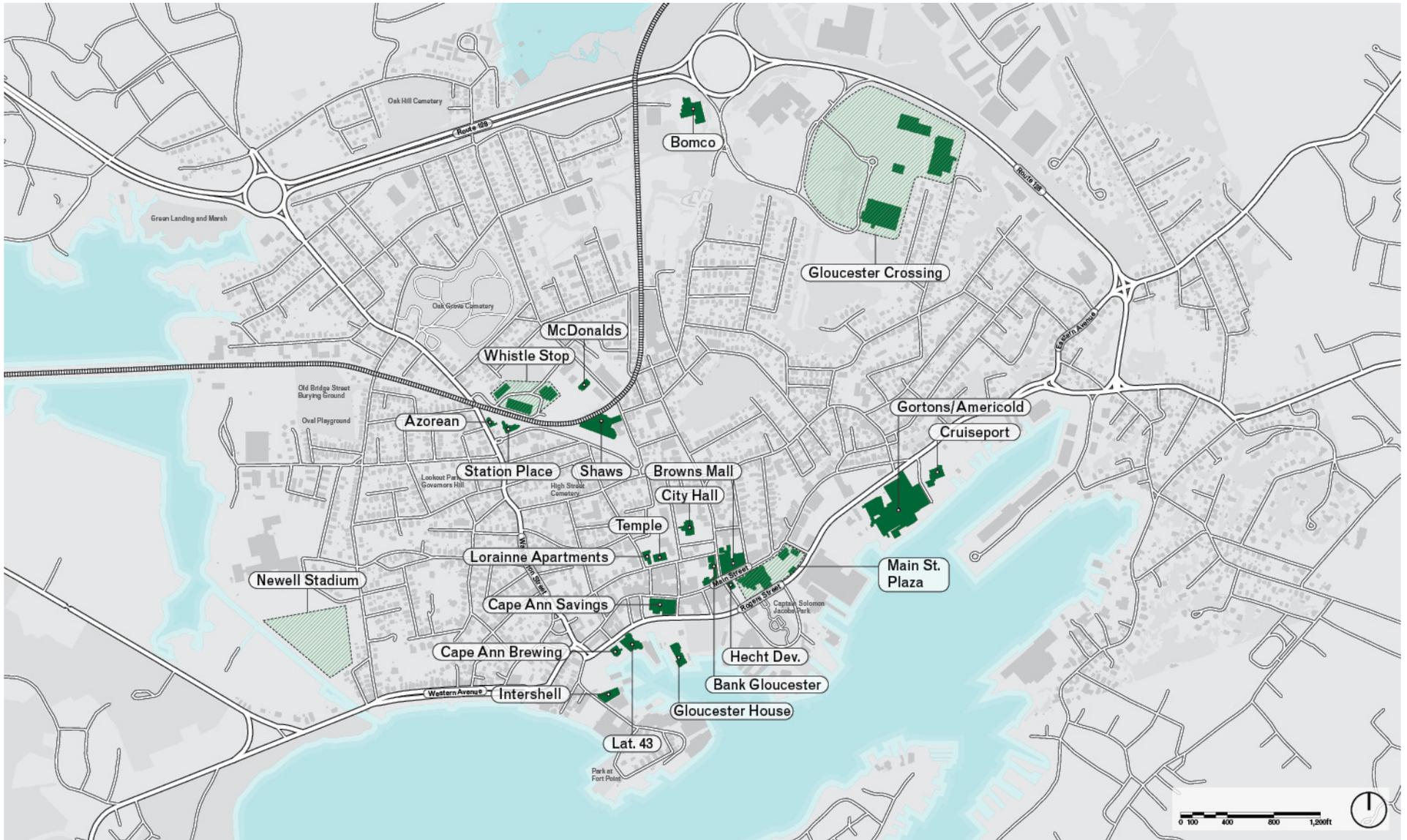
Healthy mix of businesses, tourism, and local/regional services and retail amenities

Dedicated citizens that has advocated for coordinated economic development and public space improvements

Public investment in streetscape improvements and open space

Investment by businesses and real estate developers to create Downtown housing and a diverse retail economy

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Recent private investment estimated at approximately \$90M

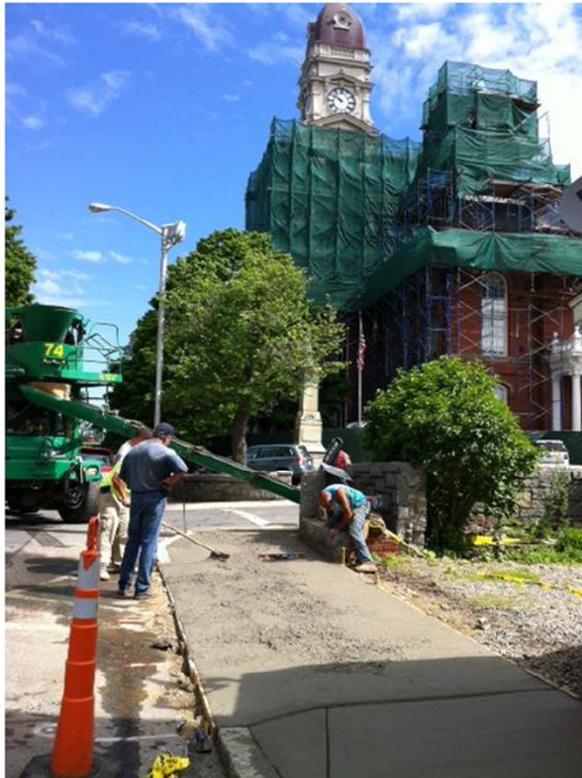
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Common Name	LOCATION	USE_DESCR	Investment	Year
Gloucester Crossing	1 GLOUCESTER CROSSING	DEVEL LAND	40,000,000	2009
Americold	1 ROWE SQ	IND WHSES	600,000	2011
Bomco	115 GLOUCESTER AV	IND WHSES	1,665,000	2012
Whistle Stop	121 WASHINGTON ST	FUEL SV/PR	1,200,000	2005
Cape Ann Savings Bank	123 MAIN ST	STORE/SHOP	3,900,000	2007
Gortons	127 ROGERS ST	IND WHSES	7,000,000	2004
Azorean	133 WASHINGTON AV	REST/CLUBS	500,000	2006
Bank Gloucester	160 MAIN ST	BANK BLDG	2,900,000	2005
Browns Mall	184 MAIN ST	STORE/SHOP	4,000,000	2004
Hetch	189 MAIN ST	OFFICE BLD	2,500,000	2012
Latitude 43	23 ROGERS ST	REST/CLUBS	2,200,000	2006
Newell Stadium	26 CENTENNIAL AV	MUNICIPAL	3,500,000	2012
Station Place	33 RAILROAD AV	PARK LOT	1,300,000	2004
Intershell	46 COMMERCIAL ST	FACTORY	530,000	2008
McDonald's	46 MAPLEWOOD AV	REST/CLUBS	900,000	2001
Shaws	5 RAILROAD AV	SUPERMKT	900,000	2008
Cruisport	6 ROWE SQ	DOCKYARDS	3,625,000	2004
Gloucester House	63 ROGERS ST	REST/CLUBS	800,000	2006
Lorraine Building	80 MIDDLE ST	APT OVER 8	2,650,000	2008
Temple	86 MIDDLE ST	CHURCH ETC	4,000,000	2008
City Hall	9 DALE AV	MUNICIPAL	3,900,000	2004
Cape Ann Brewing	9 ROGERS ST	STORE/SHOP	300,000	2010
Main Street Plaza	MAIN ST PLAZA	SHOPNGMALL	1,375,000	2004
			90,245,000	

Recent private investment estimated at approximately \$90M

INFRASTRUCTURE – Roads and Sidewalks: *All paving and sidewalks are being accomplished with city of Gloucester resources and our allocation from Chapter 90.*

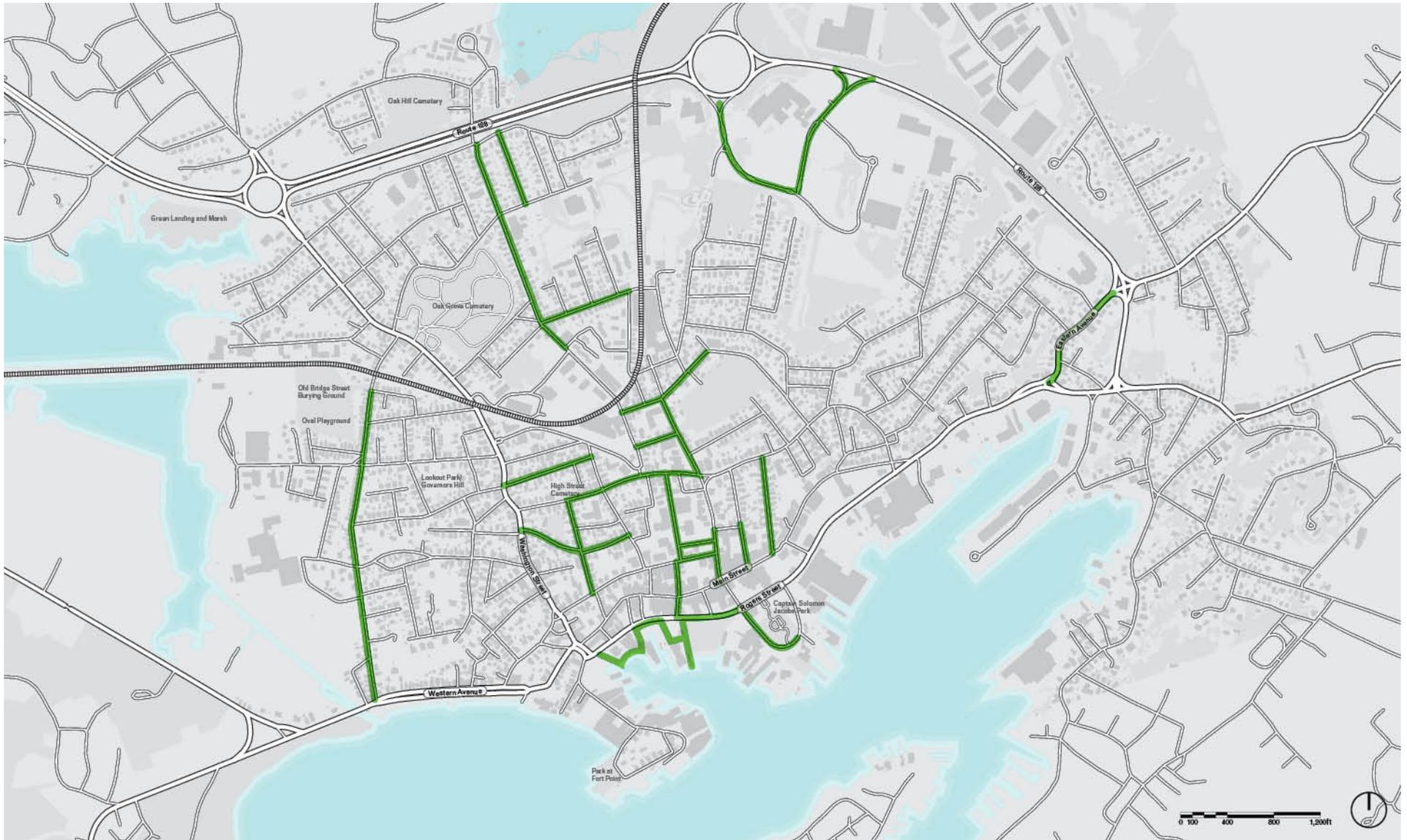
**All or parts of these roads and sidewalks
have been recently paved.**



Middle Street - Hancock to Pleasant; Hancock Street - entire length; Eastern Avenue - Fair Street to Main Street; Thatcher Road - Rockport town line to Witham Street; Eastern Avenue - beginning of state highway (Calvary Cemetery) to Marina Drive: including new sidewalks; Washington Street - Grant Circle to Ferry Street: reconstruction of sidewalks along Golden Living Nursing Home; Washington Street - North Kilby Street to High Street; Decatur Street. ADA work: Chapel at Davis Street towards East Gloucester School; Duncan Street at Rogers Street; Roger Street by Parsons St; Norman Ave at Lexington Ave; Mystic Avenue

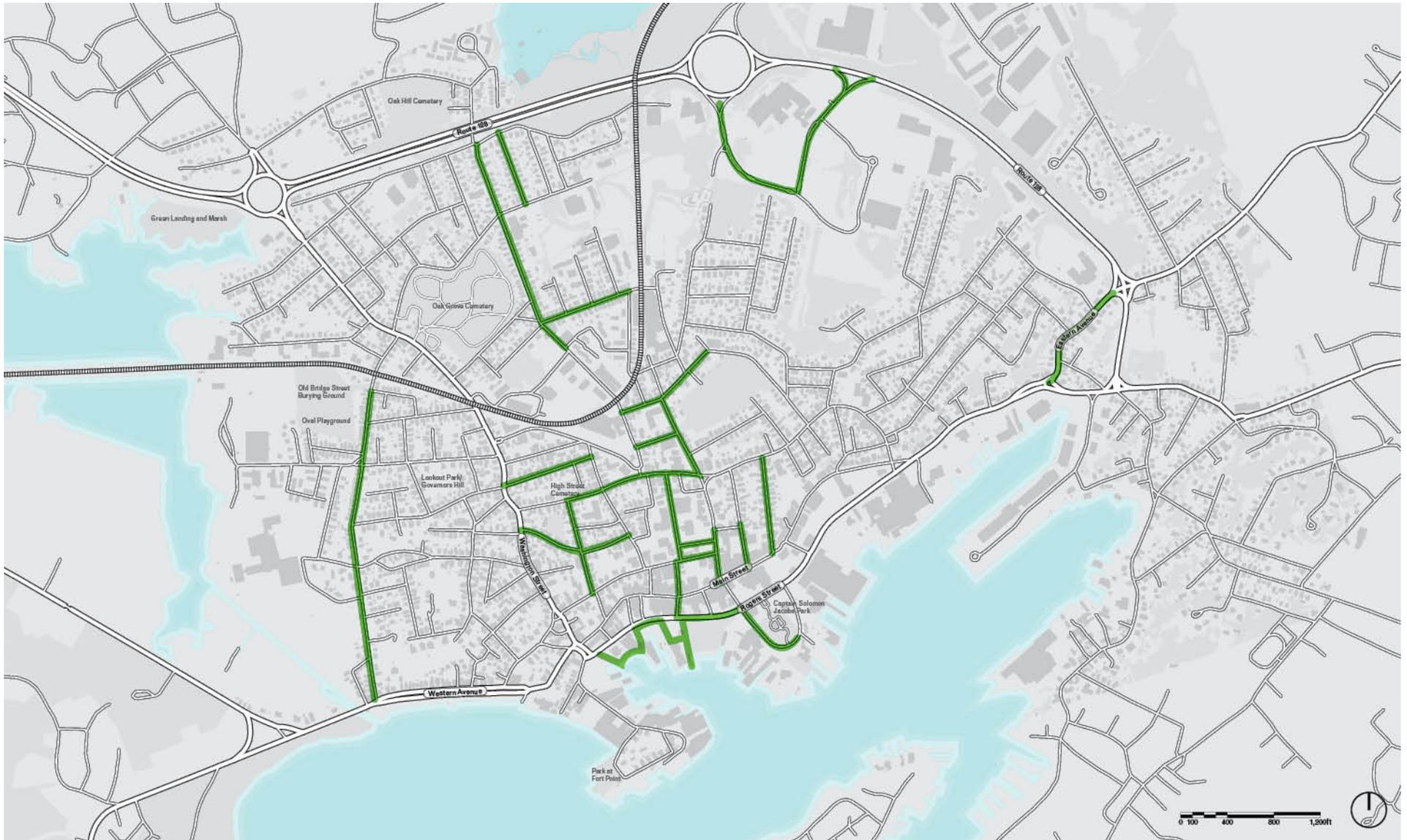
Cherry St - Poplar/Reynard; Poplar St - Washington to Cherry; Prospect St - Washington to School Street; Tower Road/Castle Hill Road; Causeway Street; Ye Old County; Centennial Avenue – Western Ave to Leslie O Johnson; Emerson Avenue; Eastern Avenue – Cross Street to Abbott Road; East Main – 128 to Rocky Neck Avenue; Rocky Neck Avenue; Eastern Point Road (Niles Beach); Washington St – Ferry Street to Autumn Lane; Washington Street – Goose Cove Bridge to Briarwood; Washington Street – High Street to Lanesville Center; Pleasant St – Prospect Street to Main Street Main St; Pleasant Street to Washington Street; Rogers St - Scott Street to Harbor Loop; Rogers St - Commercial to Porter; Leonard Street; Walnut Street; Revere Street (lower portion); Atlantic Road; Farrington Avenue; Concord St – Essex Ave to Bray Street; Bray - Concord Westerly 1500 Ft; Addison Street; Dennison Street (upper); Lincoln Street; Sumner Street; Osman Babson Road; Plum Cove Elementary Access Road; Beeman Memorial Access Road; West Parish Elementary Access Road; Witham Street; St. Anthony's Lane; Crowell Avenue; Wheeler Street; Way Road; Page Street; Mooreland; Prospect (School to Pleasant); Pleasant (Prospect to Willow); Smith Street; Maplewood Ave.; Pine Street; Proctor Street; Church Street; School Street; Mason Street; Mason Ct.; Cleveland Street; Cleveland Place; Shepherd Street; Willow Street.

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ROADS AND SIDEWALKS: *In the last three years, Gloucester has gone from zero funding to investing over \$300,000 in sidewalks.*

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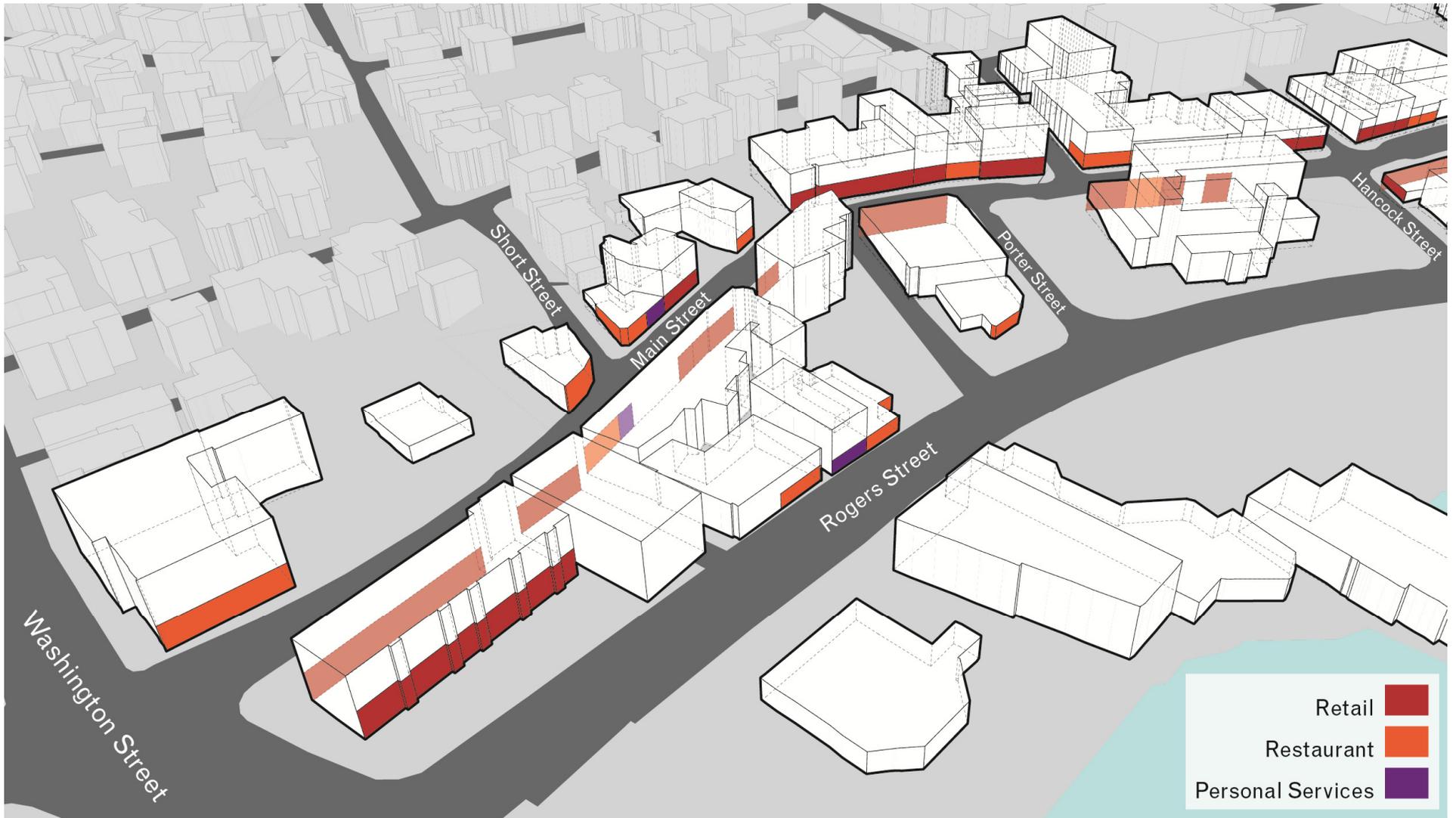
ROADS AND SIDEWALKS: *Additionally, over 50,000 linear feet of sidewalk replaced or repaired.*

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Next steps: a finer grain of analysis in three-dimensions

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Next steps: a finer grain of analysis in three-dimensions

Activity

Interactive Discussion focused on two questions

What are some of the other things you like about Downtown?

What don't you like about Downtown?

Speedy-survey

What do you do Downtown?

How often do you come Downtown?

How do you get there?

If you drive, where do you park?

How would you make Downtown better?

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What Don't You Like about Downtown?

Closing Comments –

Tom Daniel Community Development Director

Next steps