

Framing Future Priorities

Downtown Gloucester

September 17th, 2013

Mayor Carolyn Kirk

Welcome

Tom Daniel Community Development Director

Background for tonight's discussion

The Big Picture

Tonight is the third in a series of meetings



*Frame Issues and
Identify Common
Values*

July 10
City Hall
6:00pm

*Discuss Potential
Opportunities*

August 20
City Hall
6:00pm

*Establish an
Action Plan*

September 17
City Hall
6:00pm

Here is what we heard!

1. People value an active Downtown Gloucester
2. People value an authentic (working) downtown
3. People value arts and culture downtown
4. People value downtown being focused on the needs of Gloucester residents first and foremost
5. People value the mosaic of downtown uses and housing types
6. People find that moving around downtown (in car or on foot) can be difficult

Framing Future Priorities Downtown Gloucester



Variation in building heights resolves uniform elevations

Elements such as a continuous cornice or banding creates a visual relationship between buildings

Maintain active upper story uses

A three story building respects the scale of Main Street and maintains active ground level uses.

Appropriate placed signage varies between blade signs, flat signs and window signs

Look at the positive attributes of existing buildings to inform new development

Maintain ground floor transparency for engagement between exterior space and building interior

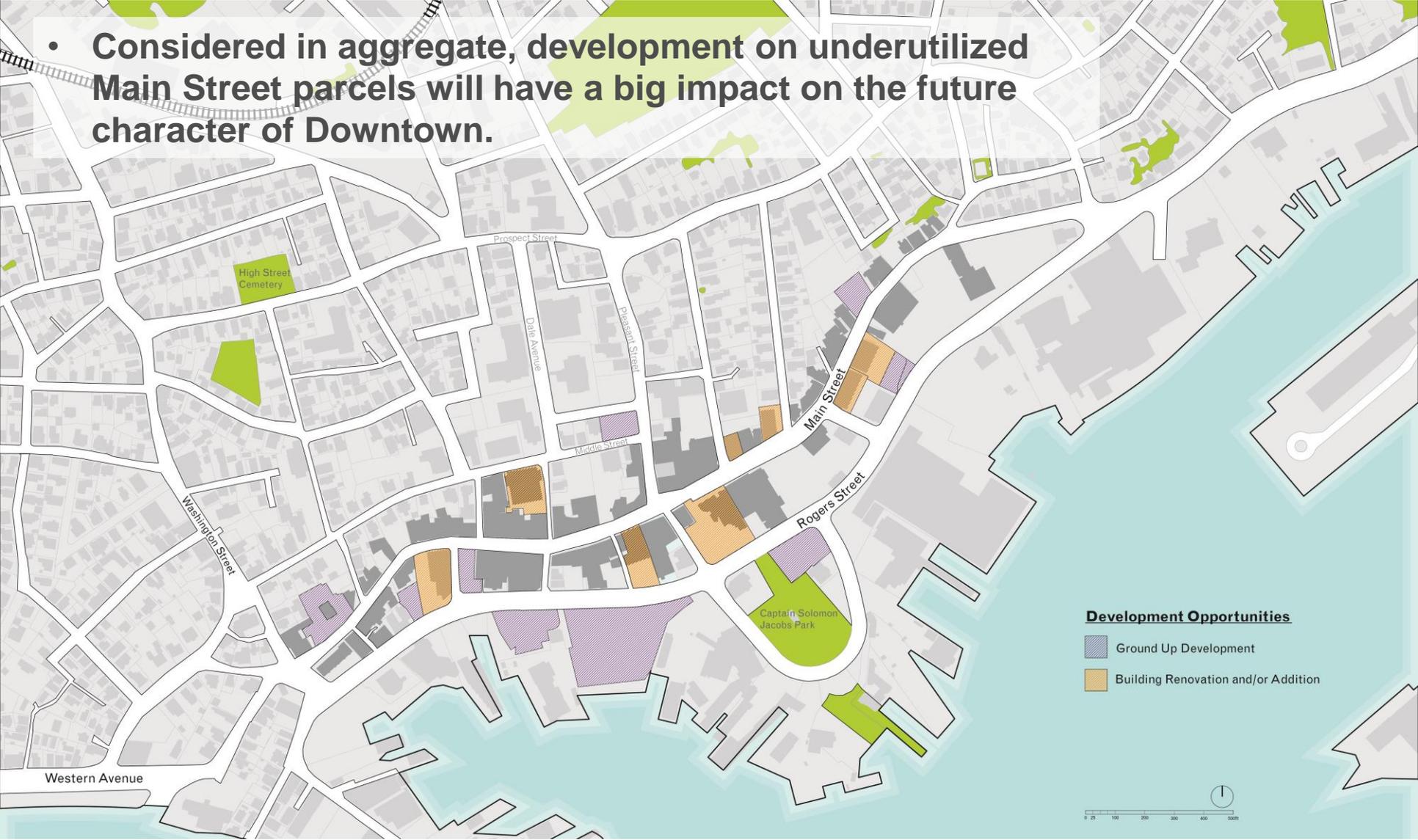
Framing Future Priorities
Downtown Gloucester

- **Vacancies, parking lots, and single story buildings can offer opportunities to bring additional desired active uses downtown.**
- **New development can restore the urban design character of Downtown.**

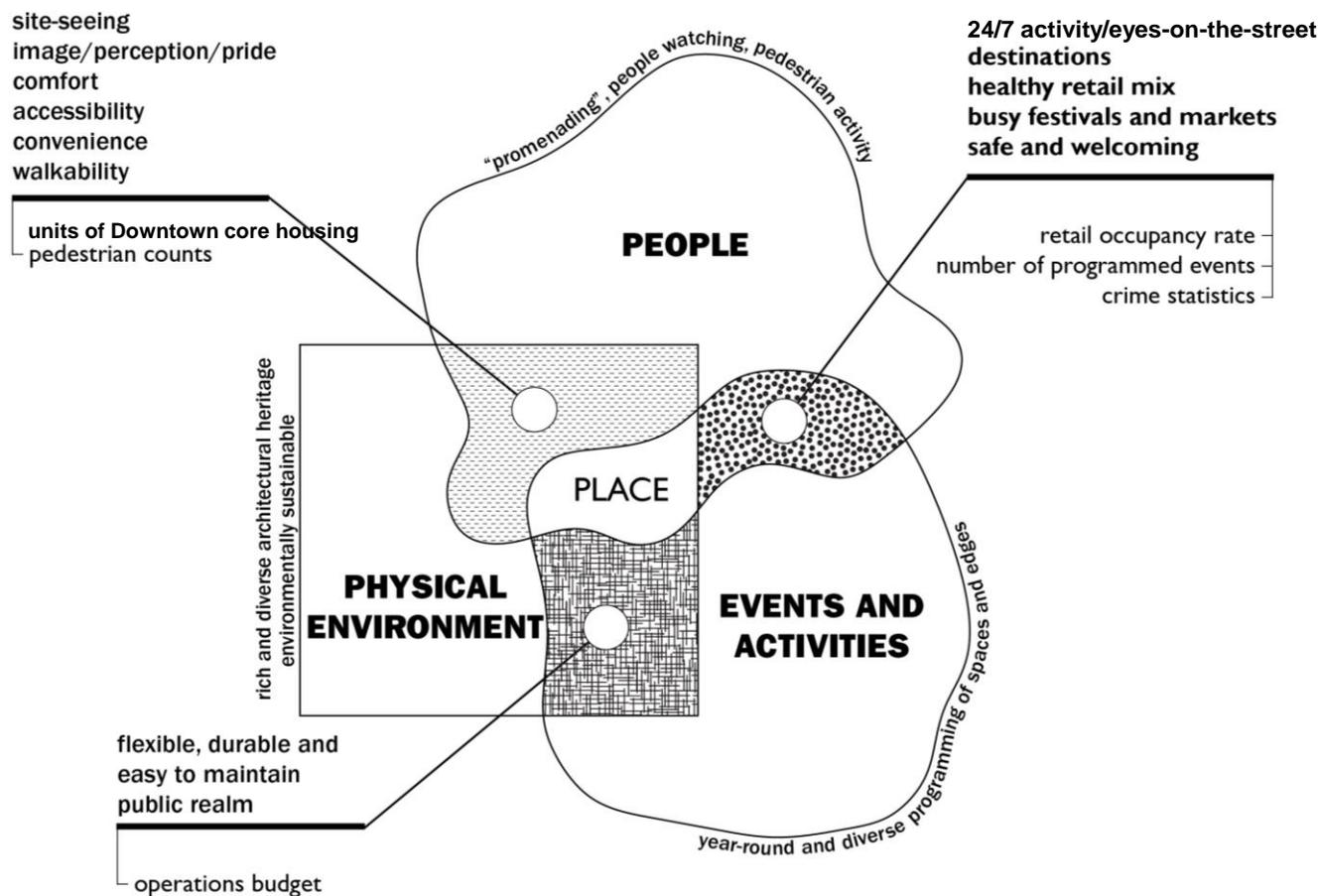


Framing Future Priorities
Downtown Gloucester

- Considered in aggregate, development on underutilized Main Street parcels will have a big impact on the future character of Downtown.



What makes Downtowns great?



What cities can and can't do

Cities can:

- Regulate, legislate, facilitate, advocate, communicate, coordinate, and even incentivize
- Build and maintain public infrastructure, resources, and amenities

Cities can't:

- Dictate
- Build and maintain private property

What the City can do to support a vibrant downtown

Revise regulations and develop an improved review process that reflect the community's desires for downtown.

- Why? Because the current regulations conflict with the community's goals for Main Street which include:
 - a mosaic of active mixed uses
 - linking amenities with walkable and attractive streetscapes
 - a variety of housing choices
 - traditional Main Street design of high quality

Current Dimensional Requirements in CB District: *Multi-family or Apartment*

	Area	Notes
Minimum Lot Area	10,000 sf	Requires at least a ¼ acre lot. Most lots are smaller.
Lot area per unit	2,500 sf	Few properties comply with this standard
Open Space per unit	1,250 sf	Difficult to comply, greatly reduces potential
Minimum Frontage	65'	Many lots do not meet this minimum
Minimum Lot Width	80'	Dictates asymmetric lots that do not exist
Front-Side-Rear setbacks	15'-7.5'-7.5'	Few structures on Main meet any of these setbacks
Maximum Height	30'	Restrictive and many existing buildings do not comply

*Each setback must be increased by one foot for every foot that a building is over 30 feet.
This greatly reduces buildable area.*

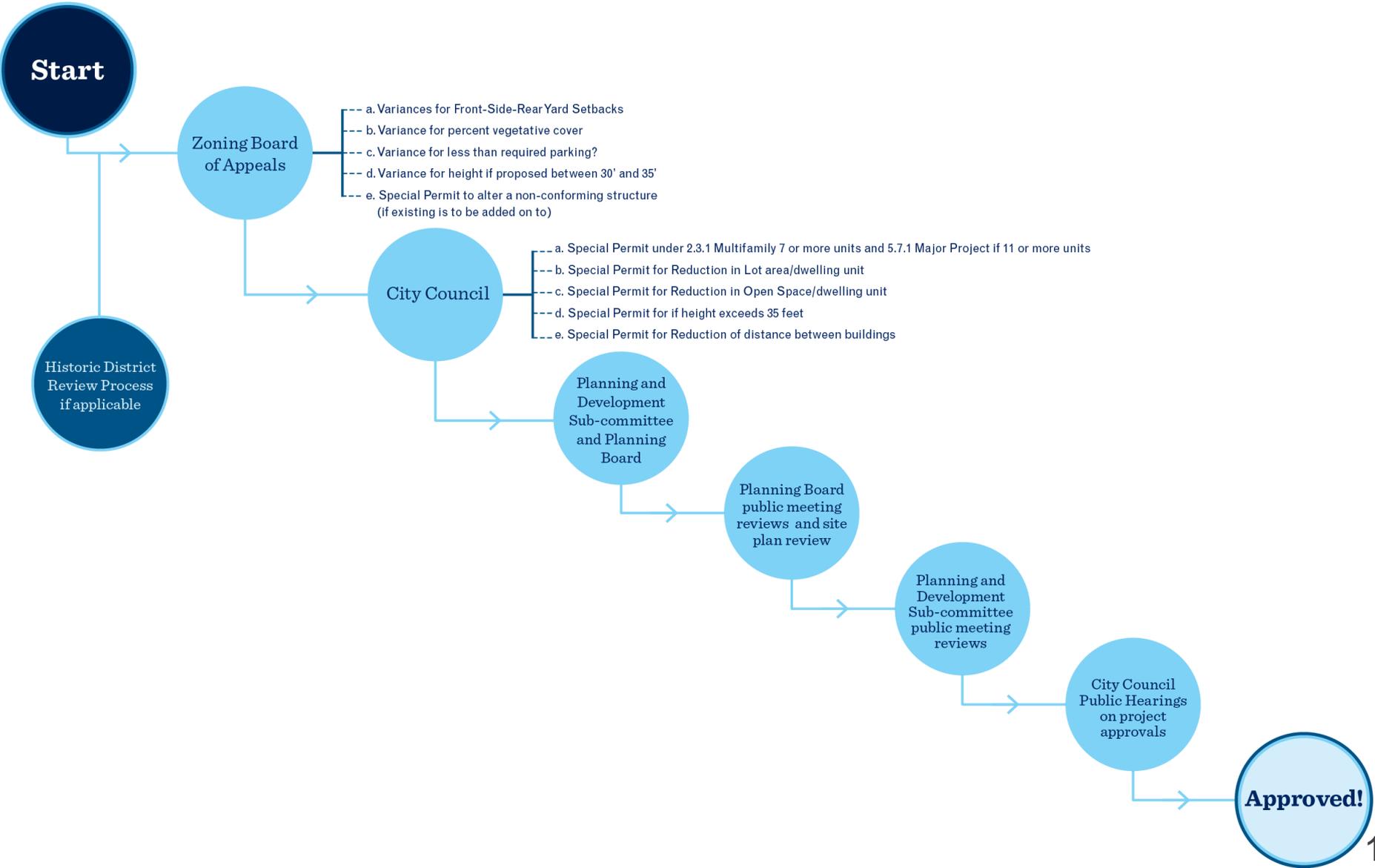
Fisherman's Outfitters:

- Compliance with current CB zoning can result in a suburban character (a combination of large setbacks and low building heights).
- Current regulations fail to achieve a traditional “main street” feel
- Extremely low FAR limits the “highest and best use” of the property.



- Building Use: Commercial / Retail
- Existing Zoning: Central Business
- Parcel Size: .33 acres (14,364 SF)
- FAR: .15

Prototypical Mixed-use Permitting Process



- What developers prefer – Five story buildings (70 feet or more)
- **Our What If: Allow buildings that fit well on Main Street!**
 - Three stories on Main Street
 - Four stories on Rogers Street
 - Required to meet rear of sidewalk and adjacent party walls
 - 1 parking space/residential unit
 - “Two stop” design review framed with design guidelines

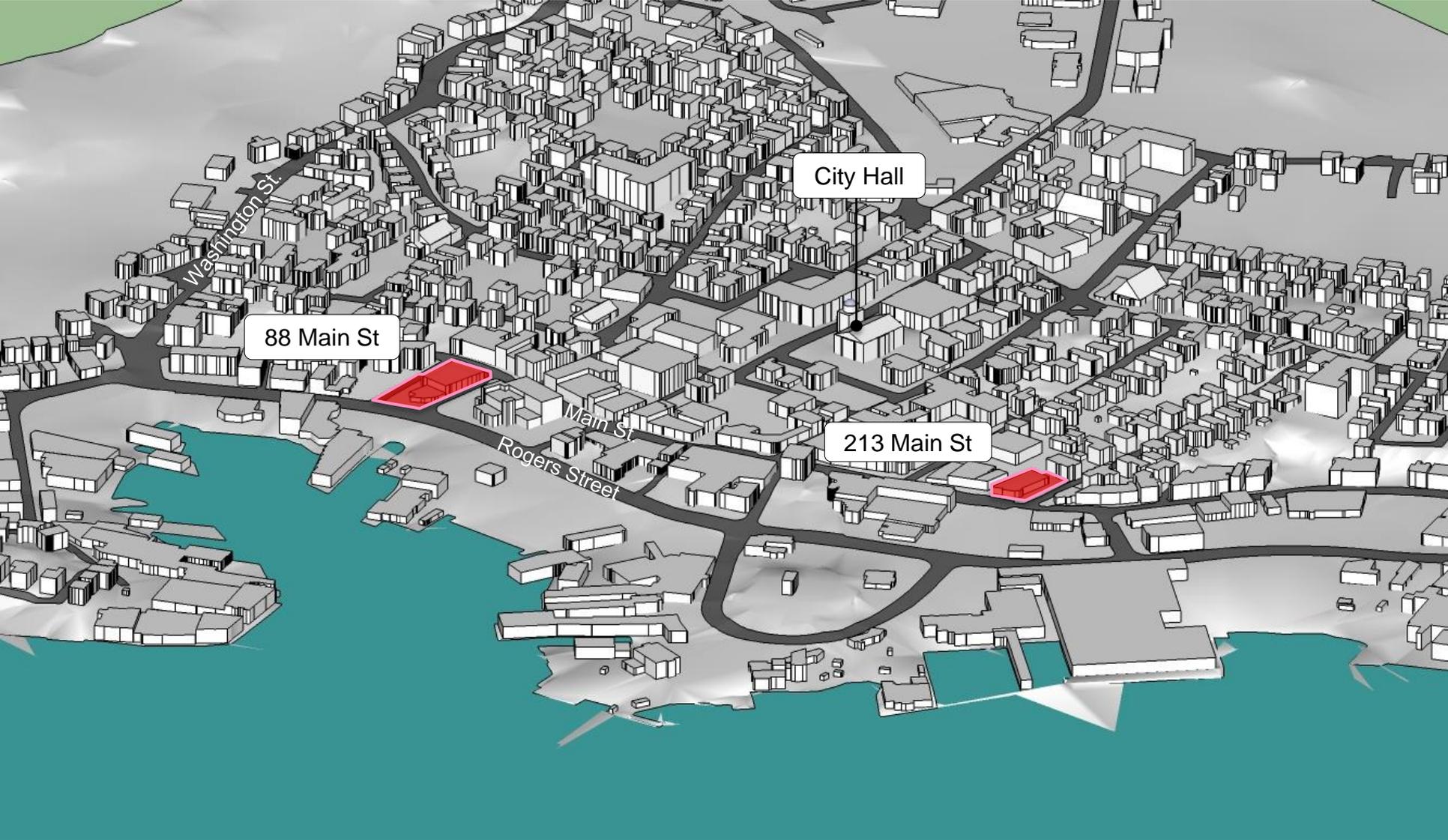


Framing Future Priorities
Downtown Gloucester

• Considered in aggregate, development on underutilized Main Street parcels will have a big impact on the future character of Downtown.



Framing Future Priorities
Downtown Gloucester



1 213 Main Street: Home Style Laundry

Current Status

- Building Use: Laundry and Dry Cleaner
- Existing Zoning: Central Business
- Parcel Size: .18 acres (7,687SF)
- FAR.6
- Maximum Height: 30 feet
- Minimum front setback: 0 feet
- Minimum frontage: 0 feet



1 213 Main Street: Home Style Laundry

Proposed Use and Scale

- Development Type: Mixed-use
- Height: 3 stories
- Minimum front yard setback: 0 feet



Development Program

- Residential: 3 town homes (1,950sf ea.)
4 units (1,390sf ea.)
- Retail: 2,870sf
- Total GSF: 14,175
- FAR:1.8

Parking: 7 spaces / 1:1 ratio residential

1 213 Main Street: Home Style
Laundry



2 88 Main St: Palazola's

Current Status

- Building Use: Mixed retail/restaurant
- Existing Zoning: Central Business
- Parcel Size: .53 acres (23,200sf)
- FAR: .54
- Maximum Height: 30 feet
- Minimum front setback: 0 feet
- Minimum frontage: 0 feet



2 88 Main St: Palazola's

Proposed Use and Scale

- Development Type: Mixed-use
- Height: 3 stories
- Minimum front setback: 0 feet



Development Program

- Residential: 37 (~1,000sf ea.)
- Retail: 15,900sf
- Total GSF: 47,900sf
- FAR: 2.0

Parking: 45 spaces / 1.4:1 ratio residential

2 88 Main St: Palazola's



Framing Future Priorities Downtown Gloucester



Variation in building heights resolves uniform elevations

Elements such as a continuous cornice or banding creates a visual relationship between buildings

Maintain active upper story uses

A three story building respects the scale of Main Street and maintains active ground level uses.

Appropriate placed signage varies between blade signs, flat signs and window signs

Look at the positive attributes of existing buildings to inform new development

Maintain ground floor transparency for engagement between exterior space and building interior

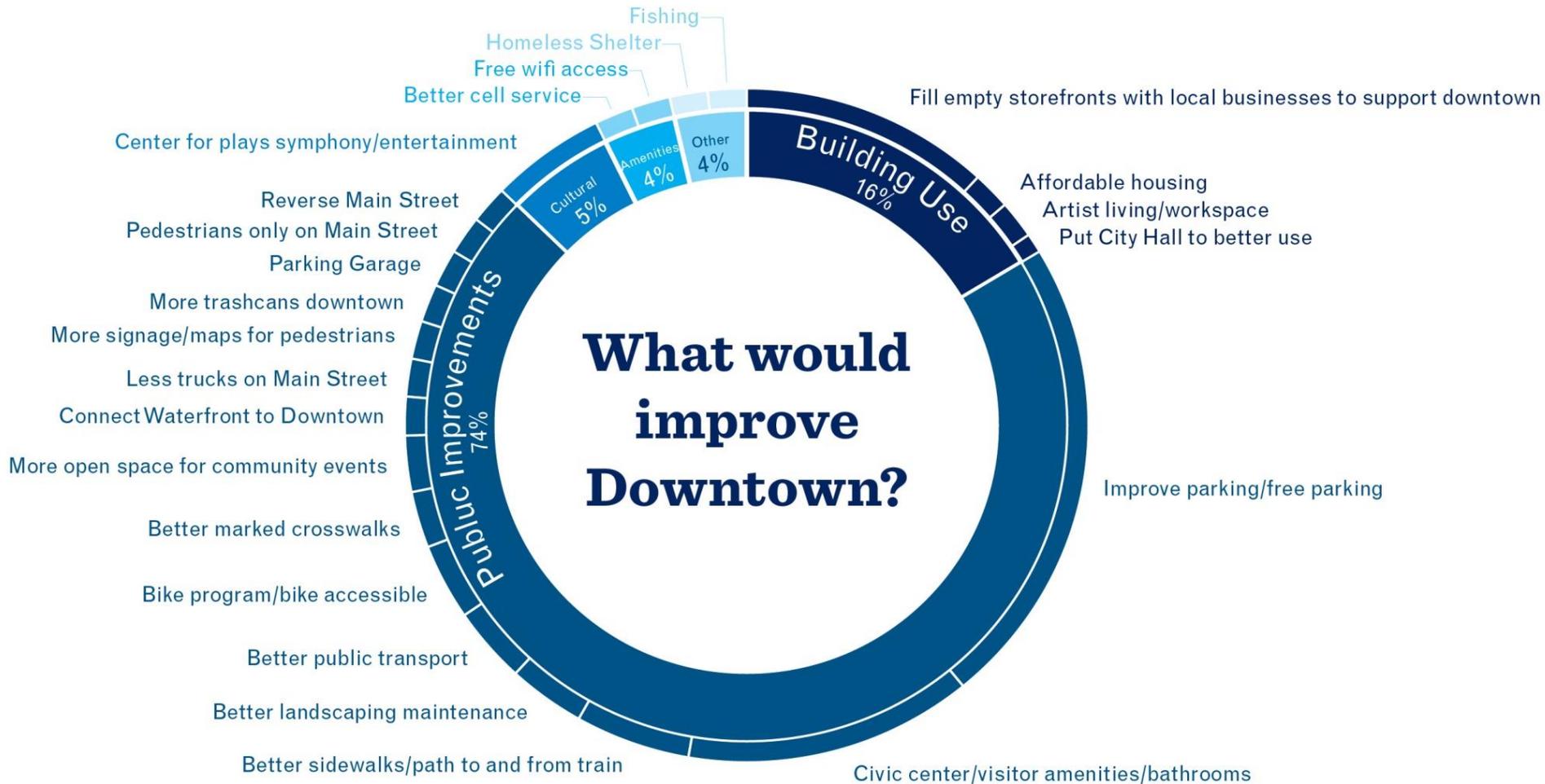
Where do we go from here?



Establish an Action Plan!

1. Find ways for the Downtown residential neighborhoods to support Main Street (and vice versa).
2. Determine potential market for new Downtown residential and retail.
3. Examine existing and future parking capacity to support additional housing, retail, and civic uses
4. Suggest appropriate locations for housing that accommodates people seeking a walkable lifestyle.
5. Evaluate vacancies and the capacity of Main Street buildings for additional housing, retail and cultural uses.
6. Ensure quality of design through standards that encourage desired development

Planning that reflects citizen input: **A balance of public investment and private initiative**



Here's how we do it: **Understand parking capacity and visitor accommodations to support additional housing, retail, and civic uses.**

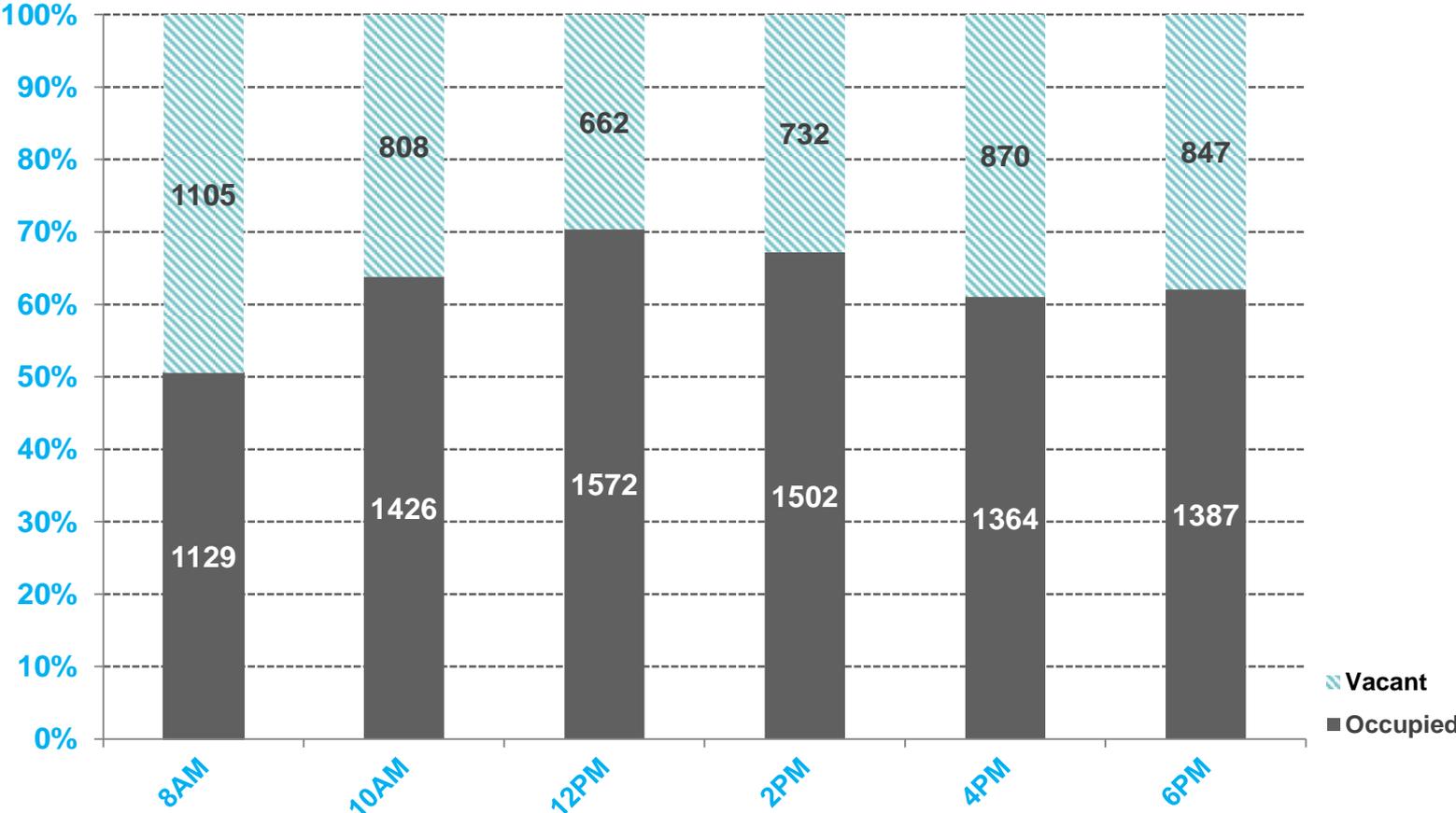
Public Improvements

What the City can do:

- Parking:
 - Finalize parking analysis and utilization study
 - Evaluate pricing structure and regulations and implement changes to increase availability
 - If appropriate, implement shared parking strategy
 - Monitor utilization and need for additional supply

- The City is currently undertaking a detailed parking analysis for the entire downtown area

Weekday Downtown Parking Utilization



Here's how we do it: **Understand parking capacity and visitor accommodations to support additional housing, retail, and civic uses.**

Public Improvements

What the City can do:

- Accessibility, Connections, and Streetscape:
 - Prioritize renovation of road and sidewalks on Washington Street and Railroad Avenue, as well as sidewalks on primary routes between Main Street and residential areas
 - Conduct a comprehensive streetscape analysis (street lights, trash cans, benches, crosswalks, landscaping, etc.) on key corridors
 - Identify streetscape gaps and program into annual budget to fill the gaps.
 - Conduct a circulation study (this would inform Main Street directional flow and parking)
 - Continue building bike infrastructure

Here's how we do it: **Understand parking capacity and visitor accommodations to support additional housing, retail, and civic uses.**

Public Improvements

What the City can do:

- Wayfinding:
 - Add signs to fill key gaps in existing wayfinding program
 - Add parking directional signs
 - Add map kiosks at key locations

Here's how we do it: **Understand parking capacity and visitor accommodations to support additional housing, retail, and civic uses.**

Public Improvements

What the City can do:

- Civic and Open Spaces:
 - Develop inventory of civic and open space locations, their use, their frequency of use and programmatic flexibility
 - Share inventory with community partners
 - Identify opportunities for public art

Here's how we do it: **Understand parking capacity and visitor accommodations to support additional housing, retail, and civic uses.**

Public Improvements

What the City can do:

- Visitor Experience:
 - Evaluate current visitor experience in Gloucester, including need for a new visitor center
 - Use evaluation to inform the tourism plan the reestablished Tourism Commission will be developing
 - Include all current public bathrooms on all maps and visitor resources

Here's how we do it: **Determine vacancies and the capacity of Main Street buildings for additional housing, retail and cultural uses**

Building Use

What the City can do:

- Housing market analysis to understand where there are gaps in the market
 - Who is moving to downtown Gloucester?
 - Understand demographic shift and have plan to address it
- Ensure there is a variety of housing choices for all people
- Retail market analysis to address what the demand is for different types of retail downtown

Here's how we do it: **Determine vacancies and the capacity of Main Street buildings for additional housing, retail and cultural uses**

Building Use

What the City can do:

- Cultural facilities:
 - Inventory Gloucester's cultural facilities to determine what is missing from the current menu of choices
 - Conduct a market analysis to determine if Cape Ann can support another cultural/arts center

Here's how we do it: **Suggest how development along Main Street should look and feel**

Building Design

What the City can do:

- Develop ordinances to support desired design, appropriately scaled infill, and downtown development and housing
- Implement reasonable design review
- Make design recommendations that consider the public space and the scale of surrounding buildings

Gloucester Harbor Plan

Follow the future of Gloucester's Harbor

Wednesday, September 25, 2013
7:00-9:00 pm, Kyrouz Auditorium