

Finally, a sound plan that works for Newburyport



Saves our waterfront, keeping it open and more accessible

- Increases access points into the park
- Opens our waterfront for all residents - park goers, bike riders, diners, families and seniors

Expands our public waterfront park space

- **Increases** open park space by 35% from 3.7 to 5 acres
- The plan allocates over half of the NRA's 4.2 acre property to park/open space

Converts *less than 15%* of NRA-owned dirt parking lots into limited commercial space

- Increases family-friendly park activity year round
- Creates a safer waterfront environment, especially after dark,
- Provides attractive venue for limited number of local small businesses

Beautifies and improves our downtown waterfront area

- Dramatically improves river views for visitors and park users
- Enhances the park atmosphere with additional plantings, benches, and walkways

Places no burden to city taxpayers

- NRA will **only** consider proposals that can generate sufficient revenue to provide the desired public improvements
- At the completion of the process, the NRA will turn the park and parking land (**now owned by the NRA**) over to city ownership



This Plan fulfills the criteria Newburyport citizens have been requesting over the past 40 years. It is an incredible opportunity to save and improve an open and vibrant waterfront now and for generations to come.

A Message from the Newburyport Redevelopment Authority (NRA)

Newburyport can take great pride in the urban redevelopment of its downtown districts but one important area has yet to be completed for the benefit of the entire community.

Over the past 40 years, the citizens of Newburyport have seen more than a few plans presented for the development of the waterfront but no plan succeeded in meeting the needs and goals of the community. Now, finally, we have a solid plan to work with that meets the criteria we were asking for so long.

Whenever something new is proposed it can generate strong feelings and opinions from many quarters. Unfortunately, when this happens, too often rumor replaces reality and misinformation crowds out the true facts of the matter. It is NRA's responsibility to get the real facts out to every citizen so that they can make informed decisions about our city's future well-being.

The NRA is an independent, appointed group of volunteers. The mission of the NRA is to revitalize blighted or deteriorated areas of the city by attracting the private investment needed to achieve a balanced mix of housing, business, and public/open space in a manner that provides social-economic benefits to the city by providing jobs, and adding tax revenue to an overburdened community. The NRA will only consider proposals that fulfill that mission.

We appreciate the constructive input we have received from so many local citizens who made this plan better and welcome further comment as we work together to make Newburyport the best it can be for everyone.

**WE WANT TO HEAR FROM YOU!
WHAT DO YOU THINK?**

Contact: Newburyportra@gmail.com

The proposed Open Waterfront Plan has generated a lot of talk in the news, in the mail and on the phone... but not all of it was accurate or true.

People deserve to get the real facts.

The NRA wants to correct the misinformation you may have heard or seen.

What is FALSE and what is TRUE?

FALSE: It destroys the waterfront and makes it a commercial mall.

The TRUTH IS: This project is *totally* in keeping with the scale and character of Newburyport's beautiful downtown.

FALSE: It has massive buildings that will block waterfront views.

The TRUTH IS: The project's buildings were deliberately designed, scaled and positioned to preserve ALL existing site lines.

FALSE: It erases needed year round parking spaces.

The TRUTH IS: The city is already working on its own plans to relocate some waterfront parking. The best waterfront views will be for people not automobiles. **172 public parking spaces are retained.**

FALSE: It might be a burden to city taxpayers.

The TRUTH IS: The NRA will only seek proposals that are self-sustaining. The city will actually benefit from a new source of property tax revenue.

FALSE: This project will only benefit a few.

The TRUTH IS: This project will finally open up our waterfront and create a family-focused, taxpayer-friendly, public venue for safe and fun activities.

GET THE WHOLE STORY, THE REAL STORY. SEE FOR YOURSELF.

The complete project concept presentation is available to you on video.

Watch it ON-LINE or on local cable channel 9 at home or at the Public Library:

www.newburyportra.blogspot.com or www.cityofnewburyport.com