

# Waterfront West

Sep 06, 2018



# Waterfront West

## City review to date

- Comprehensive review package submitted to city
  - Draft Zoning Text
  - Plan Set
  - Traffic Report
  - Storm water Report
  - Utility Report
  - Fiscal Impact Report
- Informal subcommittee reviews in 2016-2017
  - Design
  - Traffic
  - Utilities & Storm water
- Tech reviews with DPW, Fire Department, Planning office
- Multiple meetings with Planning board & review committee



# Waterfront West

## Key plan modifications

- Reduced overall **building count** from 8 to 5
- Formed a **visual connection** through the site that allows for continuous sight lines down the waterfront
- **Minimized the phasing** component of construction timeline
- **Reduced and varied building** heights across the site
  - Focused on 3-4 story elements
  - Selectively places two 5-story elements on the site
- Maintained the **three ways to the water**
  - Tournament, McKay's and Brown's Wharf Way
- Created **active streetscape** with buildings lining two main circulation routes
- Created **Merrimac St. courtyard**
- Activated waterfront with **commercial program** focused on pedestrian experience
- Focused on **marina operations** and maintaining an active waterfront marina
- **Parking**
  - Self-park all residential on site
  - Self-park hotel parking via managed parking/valet
  - Self-park marina on site
  - Shared parking approach with retail parking
  - Providing 395 total parking spaces, distributed amongst the overall site and uses
- 10,000 square feet of **commercial uses**
- **Reduced overall program square footage by 20,000 square feet**
- **Rep. Program:**
  - 200-230 residential units
  - 100 hotel rooms
  - 10,000 square feet of commercial space
- Reviewed overall site plan and marina operations with **Harbormaster**



# Waterfront West

## Questions to be reviewed tonight

- Why do you need to rezone and what is being proposed?
- What could be developed on the site without rezoning?
- What are you proposing instead?
- Is this plan consistent with city's planning goal?
- What are the uses and are you maintaining marine uses?
- Is your parking sufficient for the proposed uses?
- Why is the proposed building height appropriate for the site?
- Why is the proposed building program (Density) appropriate?
- Can you provide more design detail of the building?
- How have you enhanced pedestrian experiences?
- What are the city's benefits from the project?



Why do you need to rezone and  
what is being proposed?



# Waterfront West

## Waterfront West Zoning

### Standard Zoning Approach

- Draft new zoning text; bring forward a project; review by the Planning Board
- Project not always what the City/Public expected when the zoning text was approved

### Waterfront West Zoning Approach

- Create a Zoning Overlay District
- Create Zoning Text
- Create a Master Development Plan, which becomes part of the new zoning text
- Create a Development Agreement between the city and the applicant

### Why a Master Development Plan Approach?

- Tailor the Plan and the Zoning to the Site
- Provide Certainty to:
  - City
  - Public
  - Lenders
  - Regulatory Community

### Why Certainty Matters

- Allows for the infrastructure to be built/financed, even though Project is phased
- Allows for community input, early and often, before zoning and plan are finalized
- Establishes the uses, dimensions, etc.
- Provides site-planning flexibility and planning our site
- Allows Planning Board to confirm compliance with the Master Plan, on a phased basis

**SUMMARY: THE DEVELOPMENT PLAN YOU COMMENTED ON, REVIEWED AND APPROVED AND VOTED FOR IS WHAT YOU GET!**



# Waterfront West

## Zoning Approval Path

Applicant **submits Zoning Amendment and Master Development Plan** to the City of Newburyport

Comprehensive **public review** process and coordination with City boards, agencies and departments and **community meetings**:

- Traffic
- Design
- Utilities
- Stormwater
- Floodplain Planning

Work with Planning Board and City Council to **finalize Zoning Amendment and Master Development Plan**:

- Ensures long-term project viability
- Certainty for financing to pay for project infrastructure
- Project certainty, including uses, dimensions, parking, etc.
- Site-planning flexibility and Planning Board oversight

- City Council **adopts Zoning Amendment and Master Development Plan**
  - **Development Agreement** executed
- Planning Board **Conformance Review and Recommendation**



What could be developed on the site  
without rezoning?





## Waterfront Mixed Use Alternative @ 35-40'

Use: retail ground floor  
upper floor residential

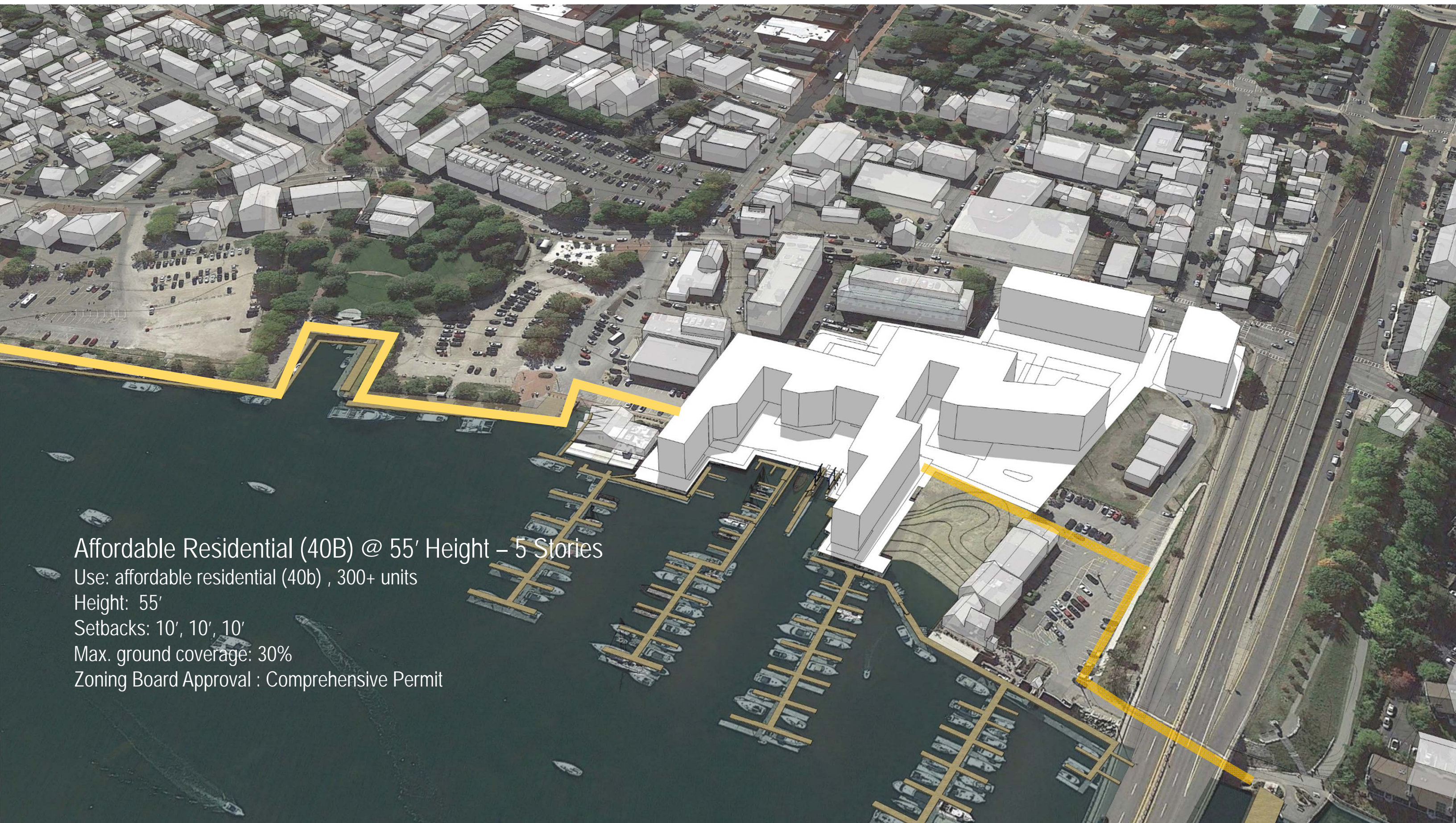
Height: 35'- 40', 55' to ridge

Setbacks: 50' waterfront, 10', 10'

Max. ground coverage: 30%

Zoning Board Approval : Site Plan Approval





## Affordable Residential (40B) @ 55' Height – 5 Stories

Use: affordable residential (40b) , 300+ units

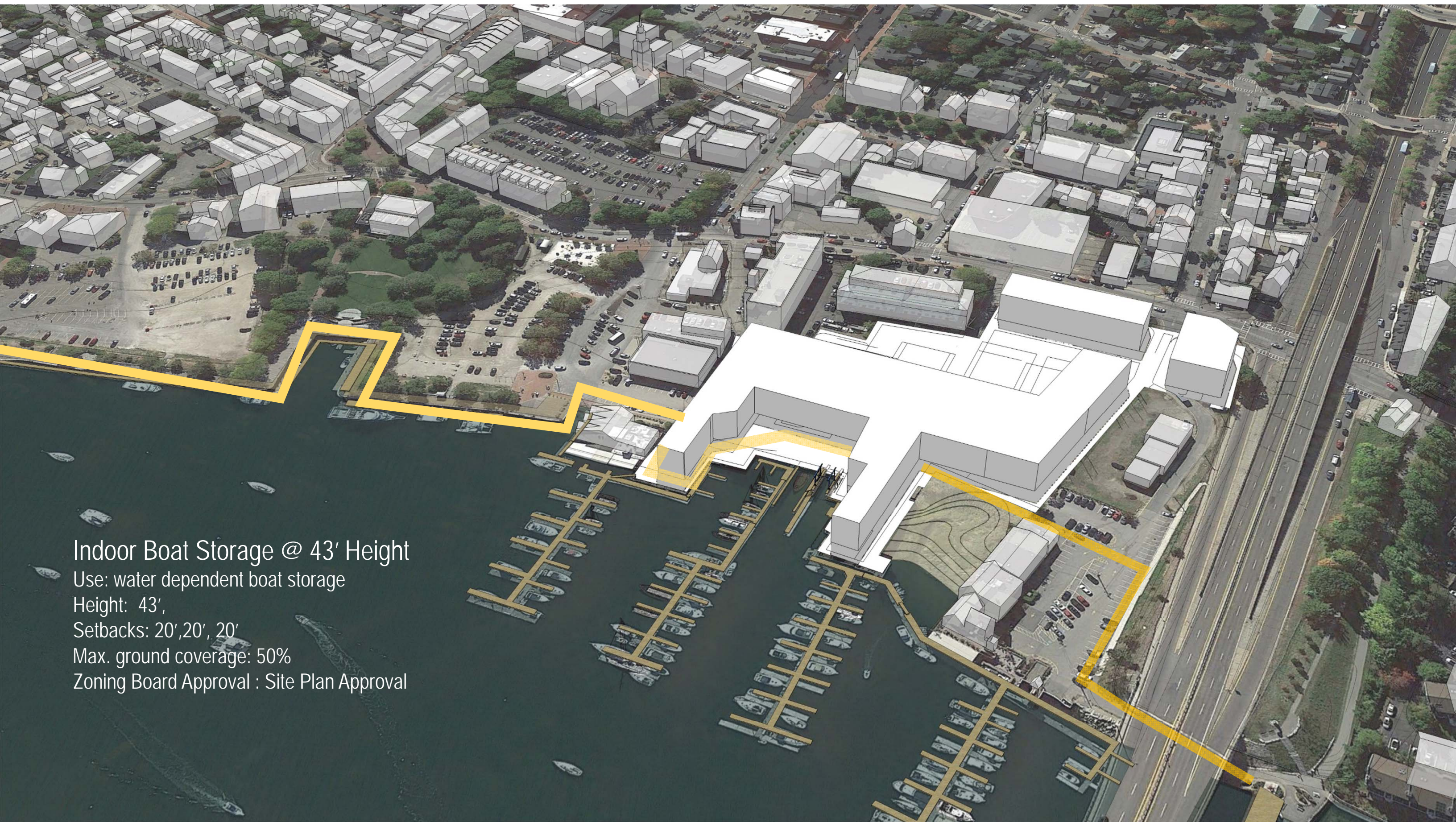
Height: 55'

Setbacks: 10', 10', 10'

Max. ground coverage: 30%

Zoning Board Approval : Comprehensive Permit





## Indoor Boat Storage @ 43' Height

Use: water dependent boat storage

Height: 43',

Setbacks: 20', 20', 20'

Max. ground coverage: 50%

Zoning Board Approval : Site Plan Approval



What are you proposing instead?



# Waterfront West

September 2018 Plan

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Is this plan consistent with city's  
planning goal?

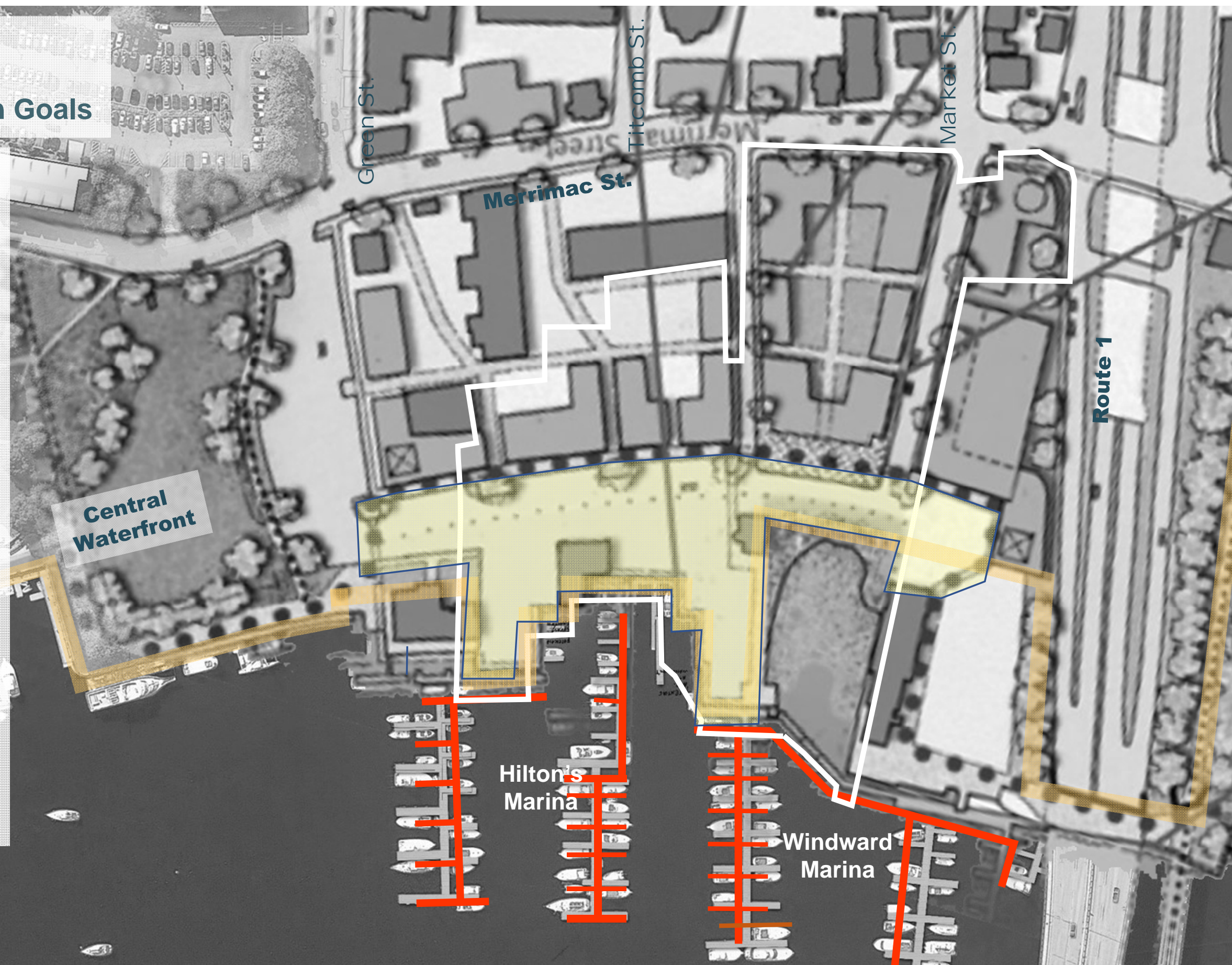


# Waterfront West

## 2003 Strategic Waterfront Plan Goals

### STATED PLAN GOALS

- Provide continuous and general access along the water for passive enjoyment.
- Ensure that active ground floor public uses front onto major streets.
- Ensure a healthy mix of uses that serve the downtown community and support a vibrant mix of activities year round.
- Create a framework of streets, walks and squares that are clearly public and controlled by the City.
- Create a fourth public space along the waterfront – an urban square market place and/or plaza facing the water and lined with active uses.
- Maintain Marina Uses



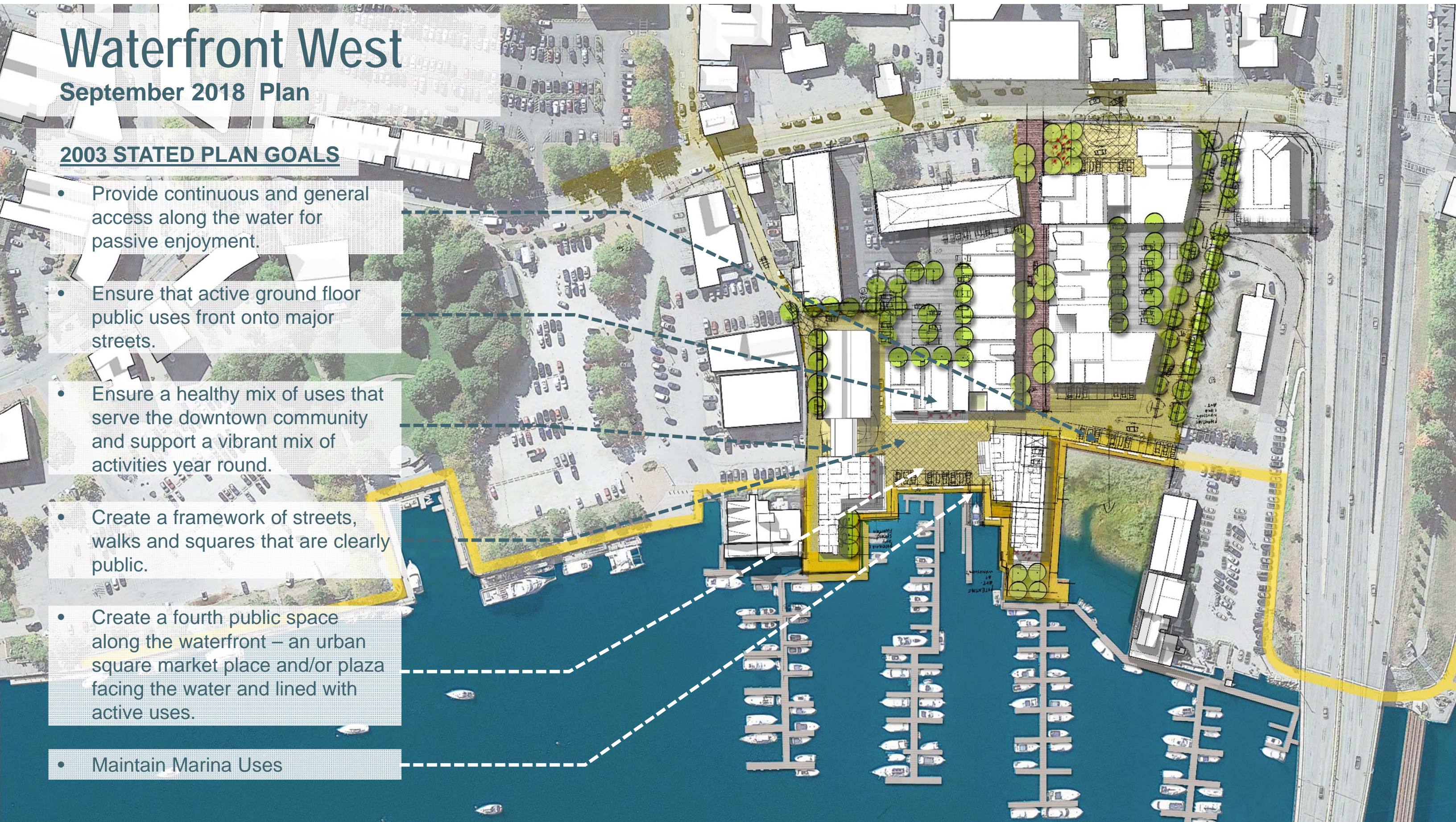


# Waterfront West

September 2018 Plan

## 2003 STATED PLAN GOALS

- Provide continuous and general access along the water for passive enjoyment.
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- Create a framework of streets, walks and squares that are clearly public.
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What are the uses and are you  
maintaining marine uses?



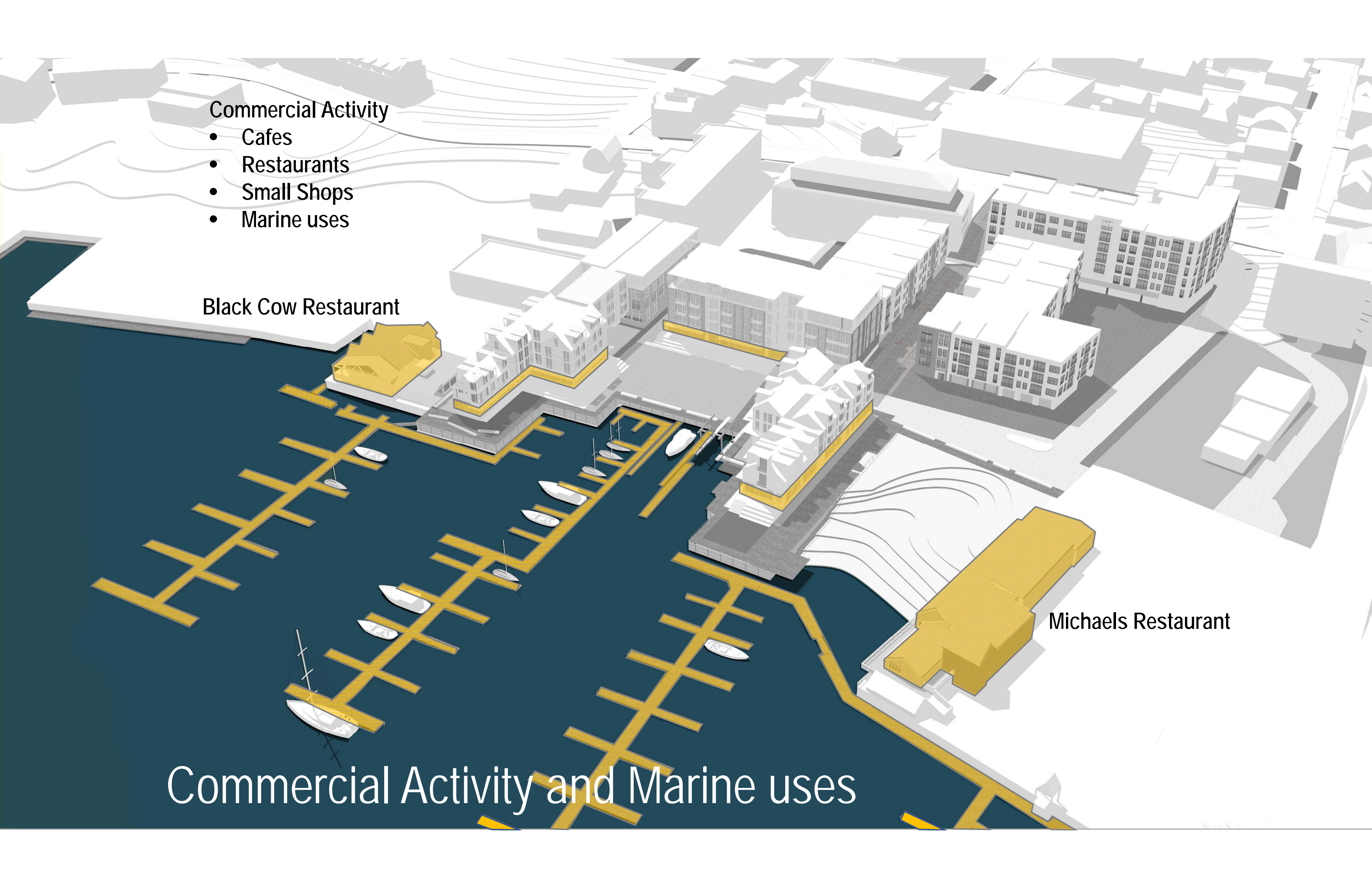
### Commercial Activity

- Cafes
- Restaurants
- Small Shops
- Marine uses

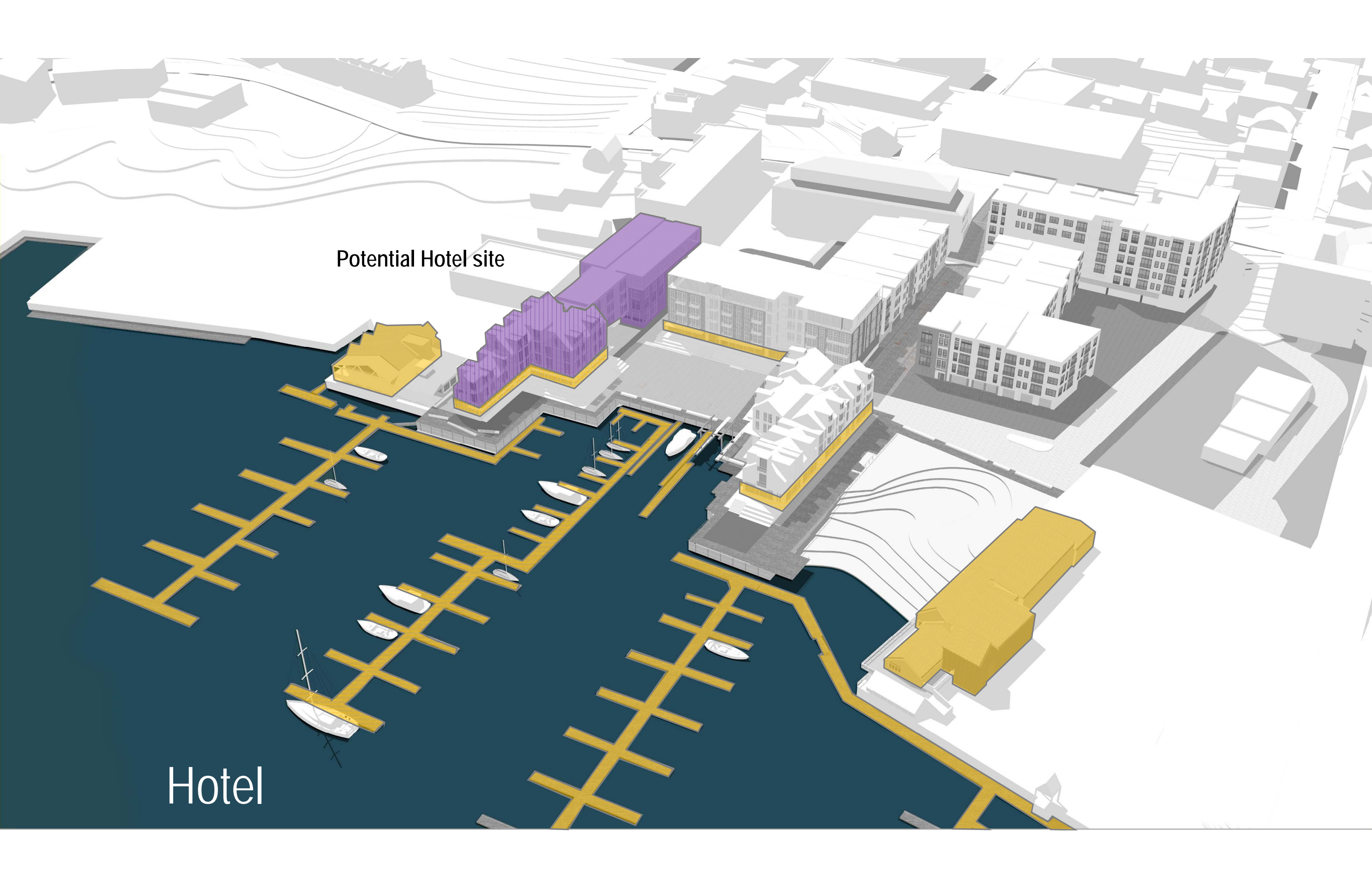
Black Cow Restaurant

Michaels Restaurant

Commercial Activity and Marine uses



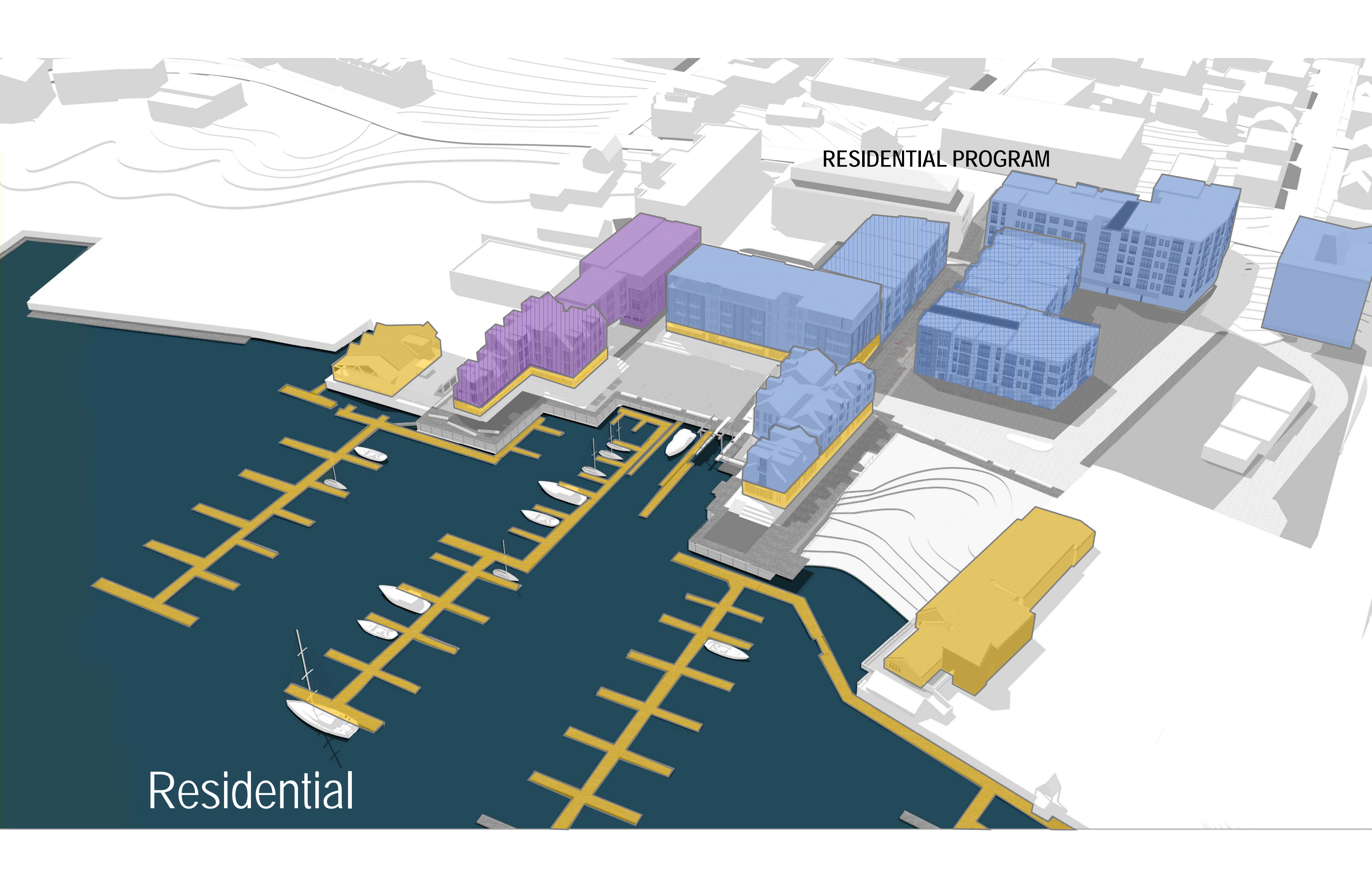




Potential Hotel site

Hotel





RESIDENTIAL PROGRAM

Residential



# Waterfront West

## Working Marina

- Maintain all active boat slips today
- Maintain small travel lift to service small boats
- Relocate large travel lift upriver to our other marina
- Improve slip access along boardwalk





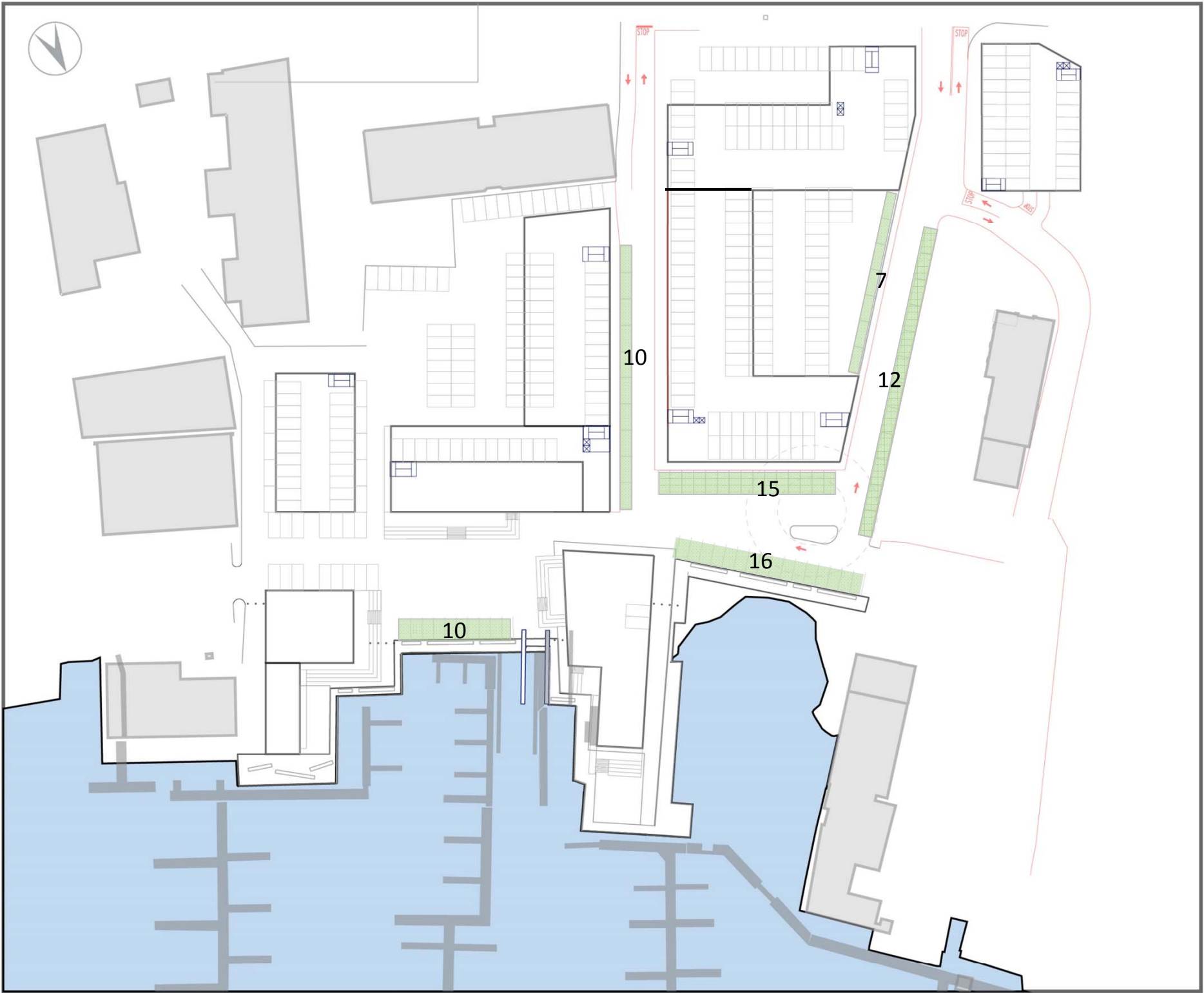
Is your parking sufficient for the  
proposed uses?



Waterfront West  
Newburyport

Marina Parking Units:

70





**Waterfront West  
Newburyport**

Marina Parking Units:  
Residential Parking Units:

70  
279





**Waterfront West  
Newburyport**

Marina Parking Units: 70  
Residential Parking Units: 279  
Hotel Parking Units: 46

**Total Number of Parking Units: 395**





# Waterfront West

## Parking Conditions

Residential Parking component

- Market study completed 12/17
- Work completed by The Collaborative Companies
- Study accounted for market comparison of similar type properties and uses in nearby municipalities including:
  - Georgetown, MA
  - Rowley, MA
  - Amesbury, MA
  - Salisbury, MA
  - Hampton, NH
  - Portsmouth, NH
- Reviewed current market conditions and existing parking demands at representative properties in each municipality.

## Market Study Proposed Conditions

Unit Type	Suggested Parking Ratio
Total/Avg. Ratio	1.17/unit*

\*Weighted average across all unit types

## Waterfront West Proposed conditions

Waterfront West	Proposed Ratio on Site
Total/Avg. Ratio	1.25/unit*

\*Weighted average across all unit types



# Waterfront West

## Parking Conditions

As part of the transportation study, Vanasse and Associates is preparing a further outline on parking conditions. This will incorporate up-to-date industry standards and be submitted for review.

### Marina Parking component

- Using historical information from Newburyport Marina operations and permit issuance across our properties, the proposed parking ratio for the marina is 0.5 spaces/slip
- This ratio has been reviewed with the Harbormaster and deference was given to the operator

### Hotel Parking component

- Utilizing a managed approach on site with valet and tandem parking, the proposed ratio is 0.5 spaces/key.
- This is consistent with some of the other managed hotels that we operate and factors into the seasonal nature of the hotel operation.
- The parking will be managed on site at all times.










Why is the proposed building height appropriate for the site?



# Waterfront West

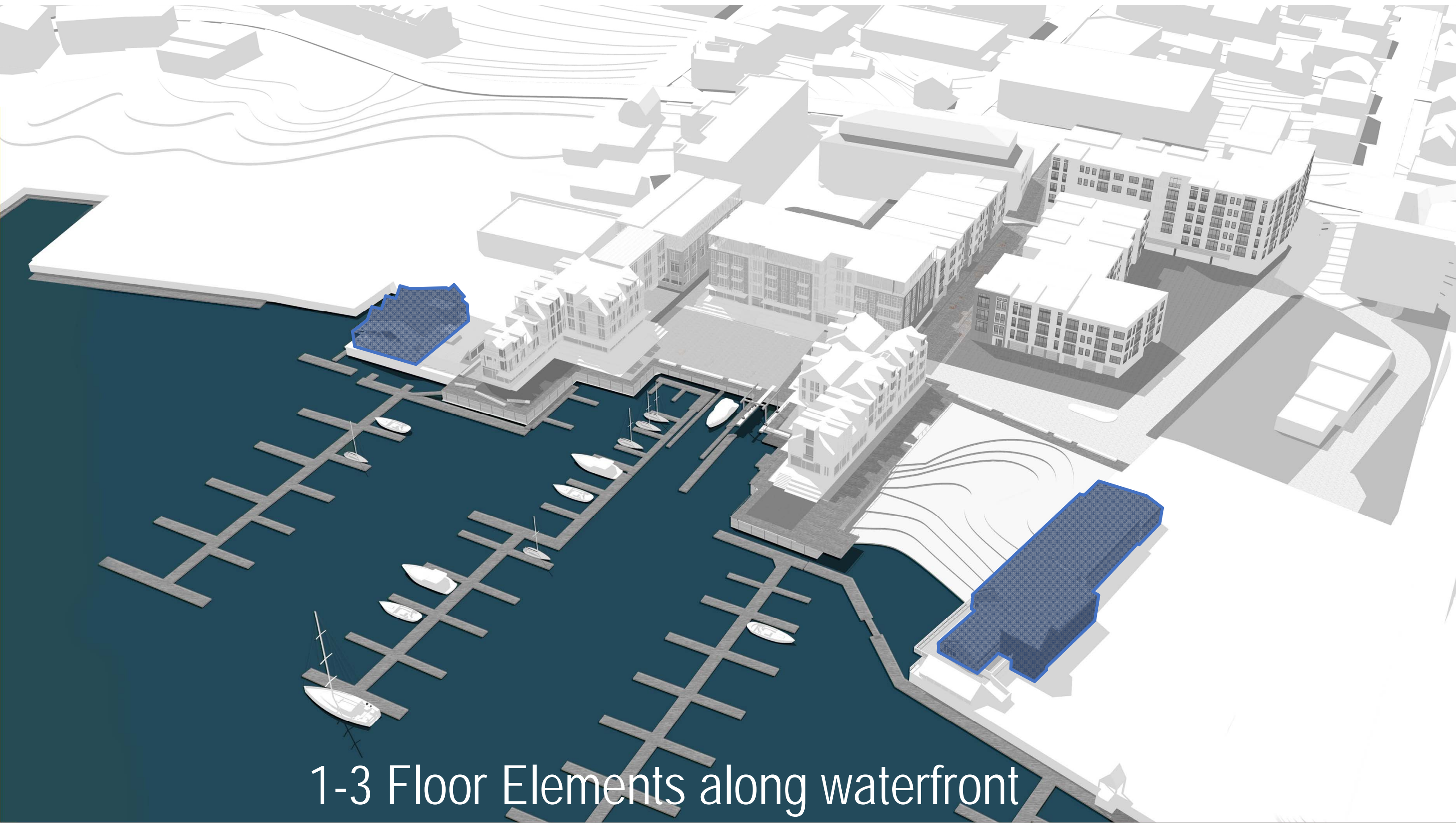
## All Constraints

### LEGEND

-  Present High Water Mark
-  VE Zone (El. 14)
-  AE Zone (El. 13)
-  AE Zone (El. 12)
-  Water Dependent Use Zone
-  100' Mean High Water Setback Line
-  Commonwealth Tidelands

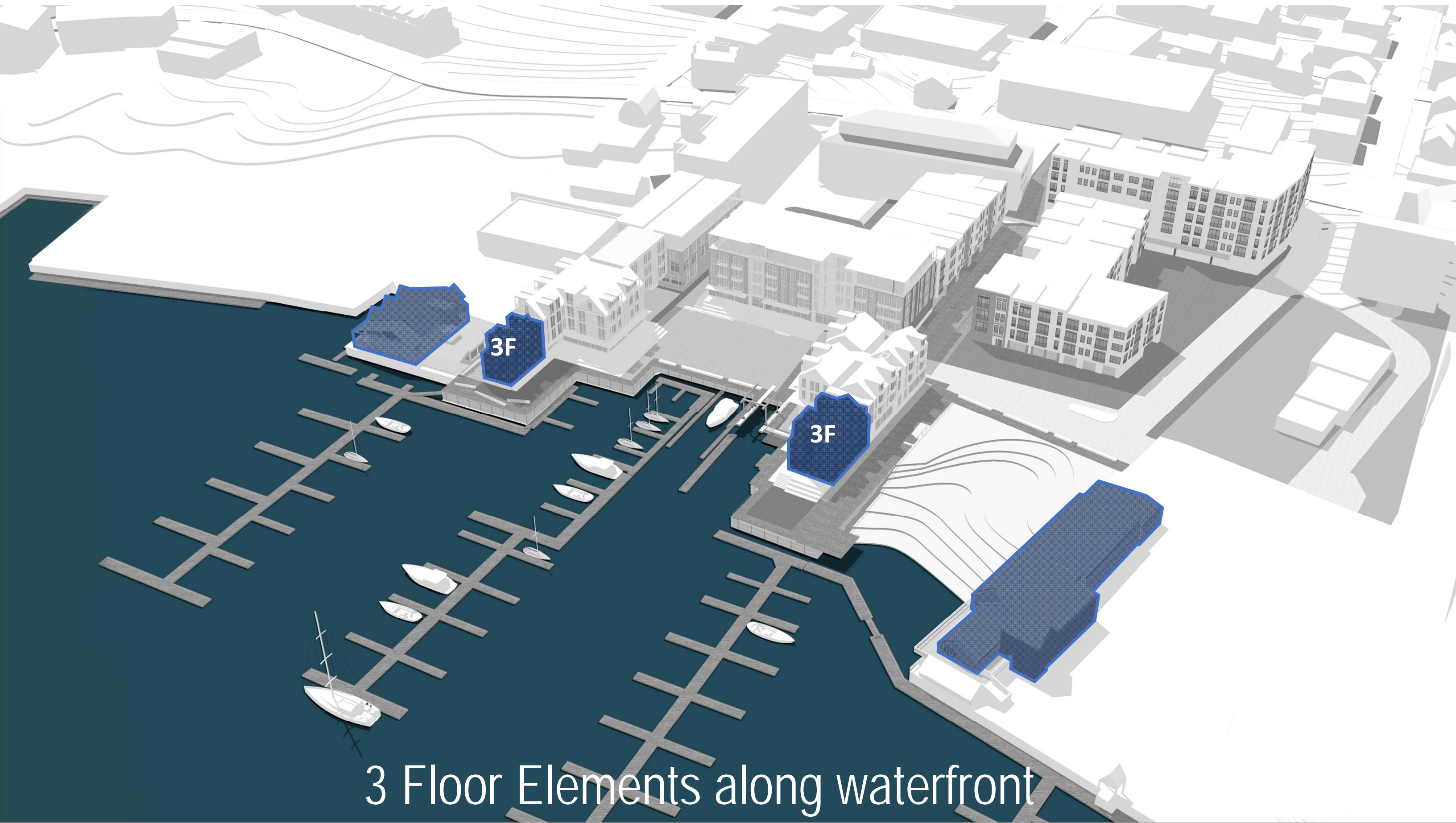






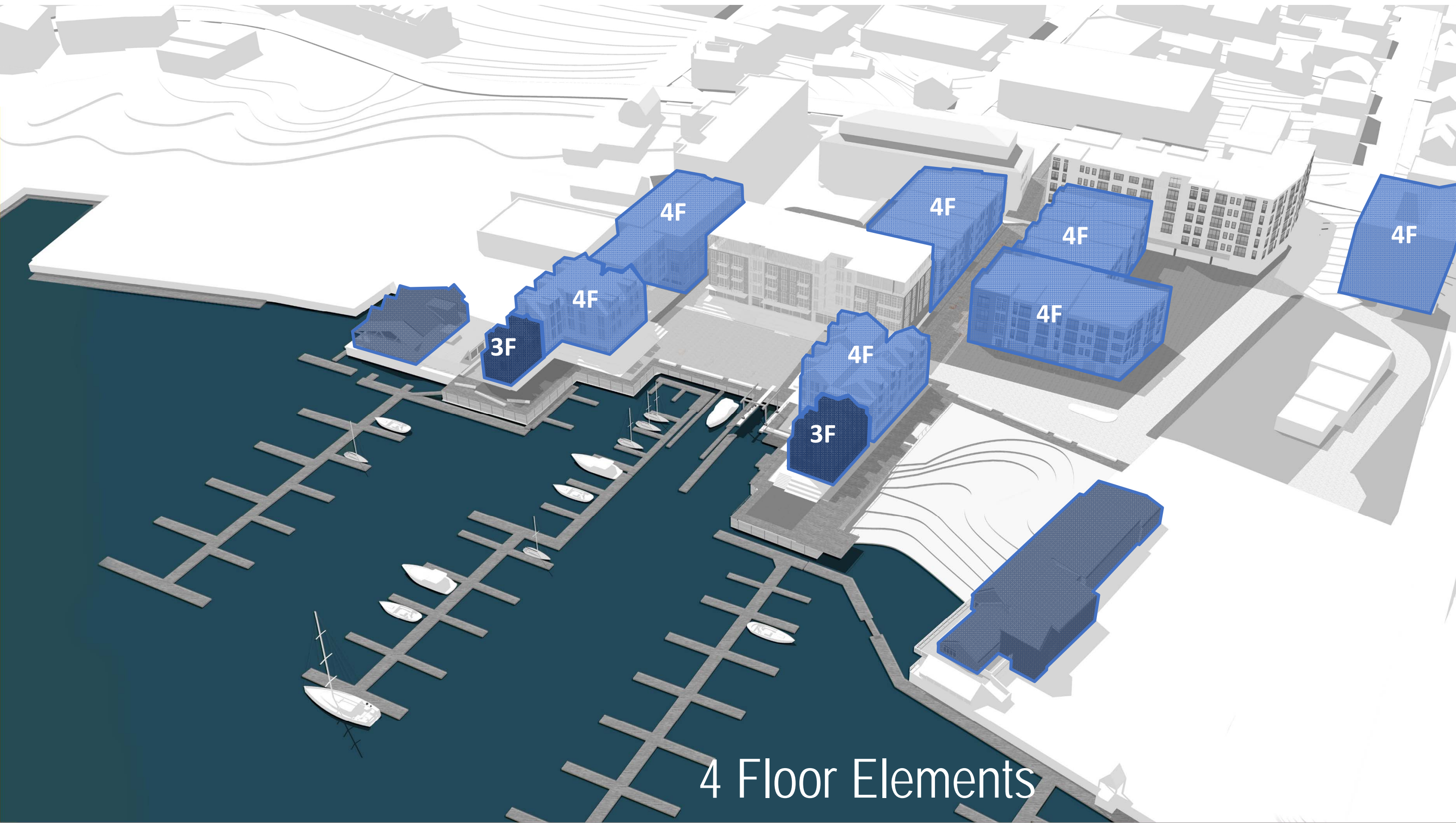
1-3 Floor Elements along waterfront





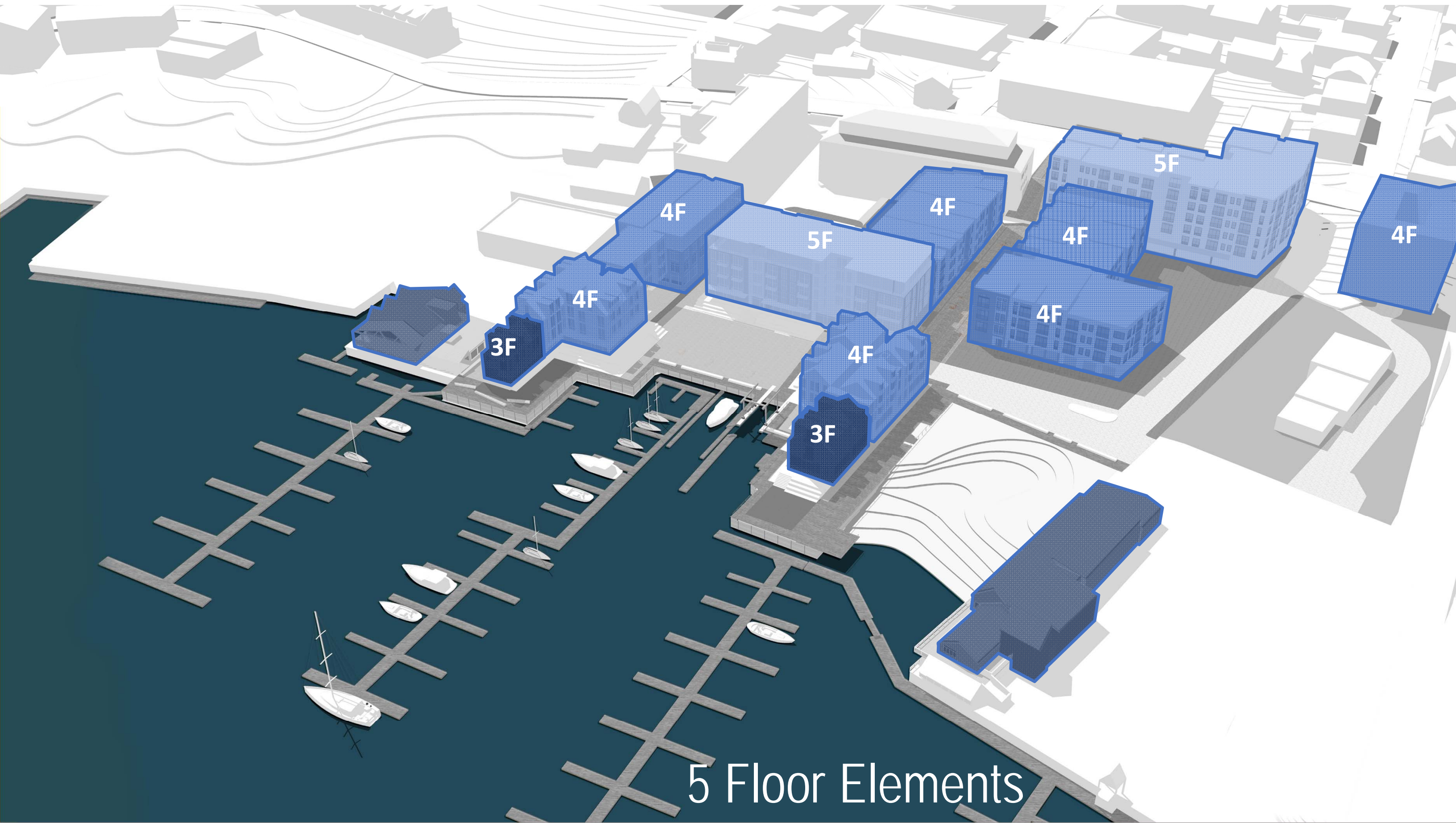
3 Floor Elements along waterfront





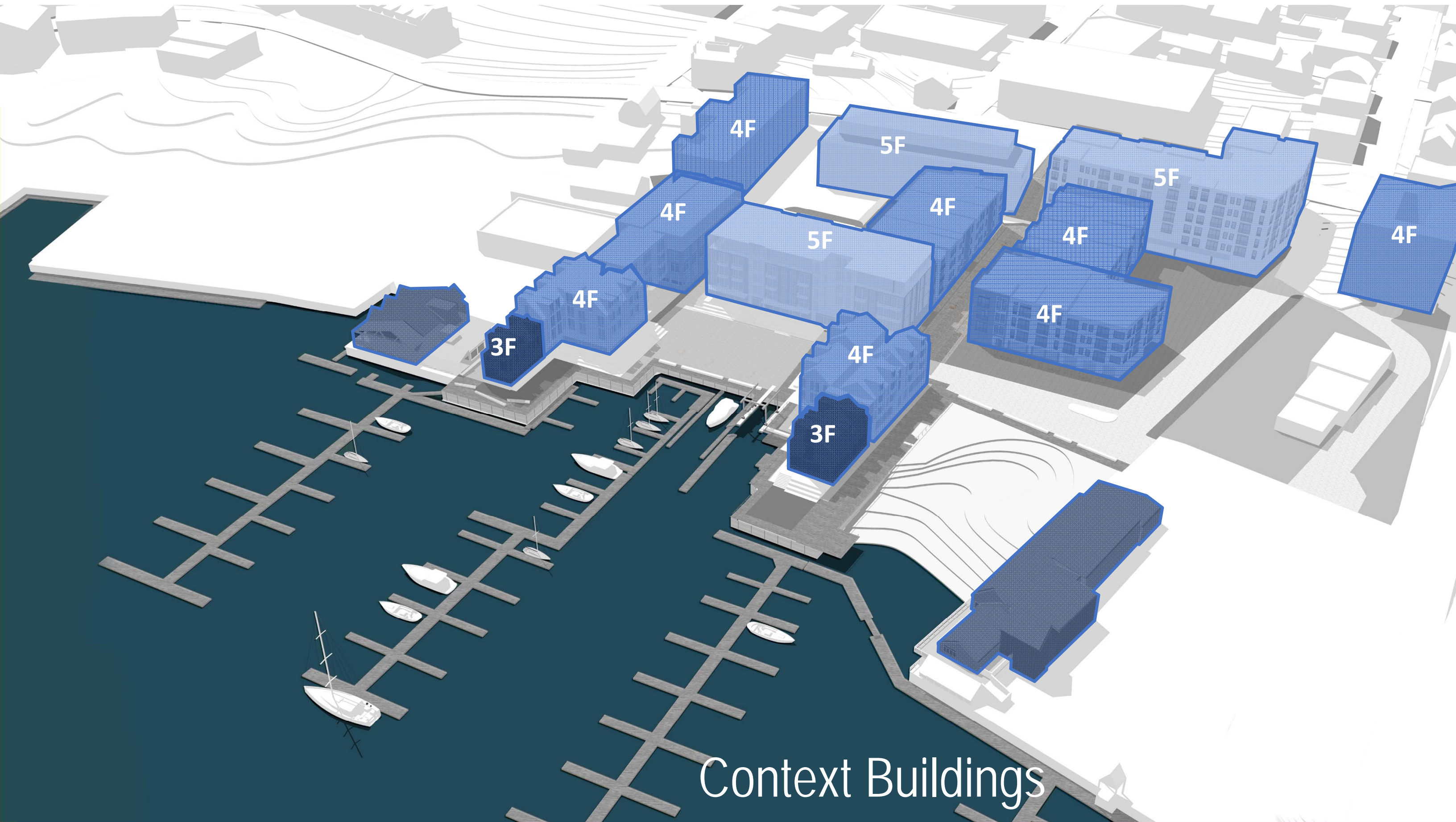
4 Floor Elements





5 Floor Elements



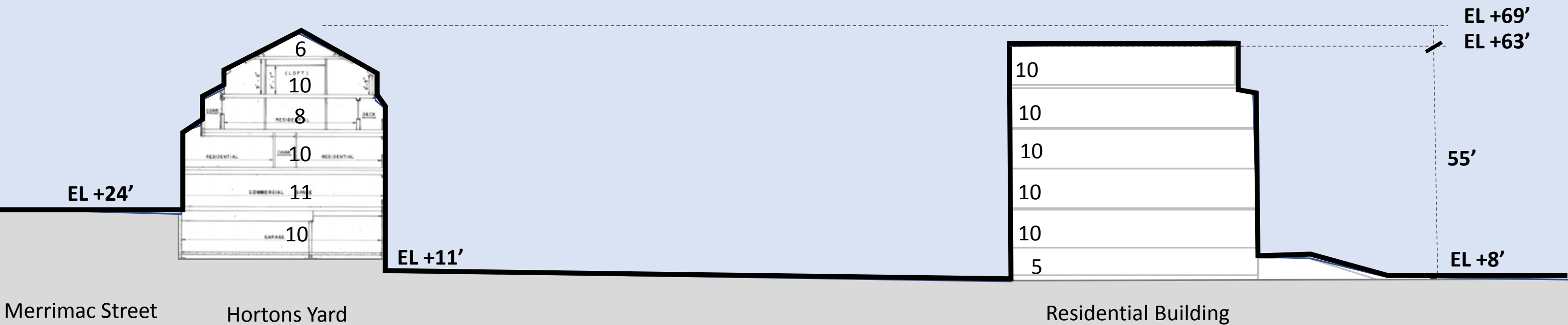


Context Buildings



# Waterfront West

## Height in Context

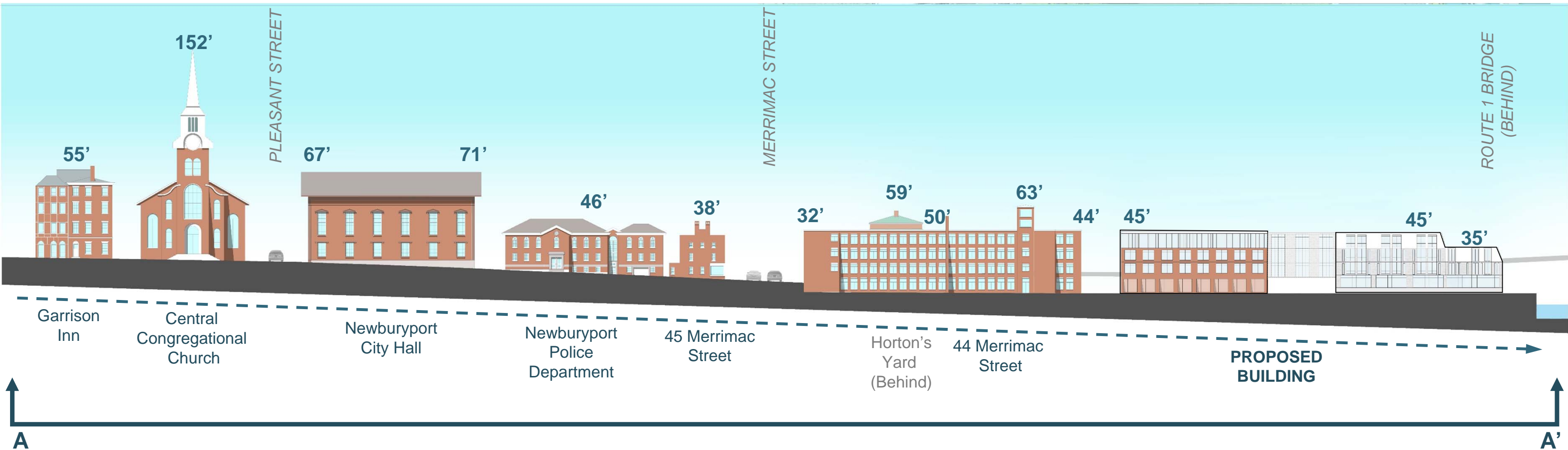


Section A - 6' Height Differential with Waterfront Building



# Waterfront West

## Height in Context







First Religious Society  
Unitarian Universalist

Horton's Yard

Central Congregational Church





First Religious Society  
Unitarian Universalist

Horton's Yard

Central Congregational Church



Why is the proposed building program (Density) appropriate?



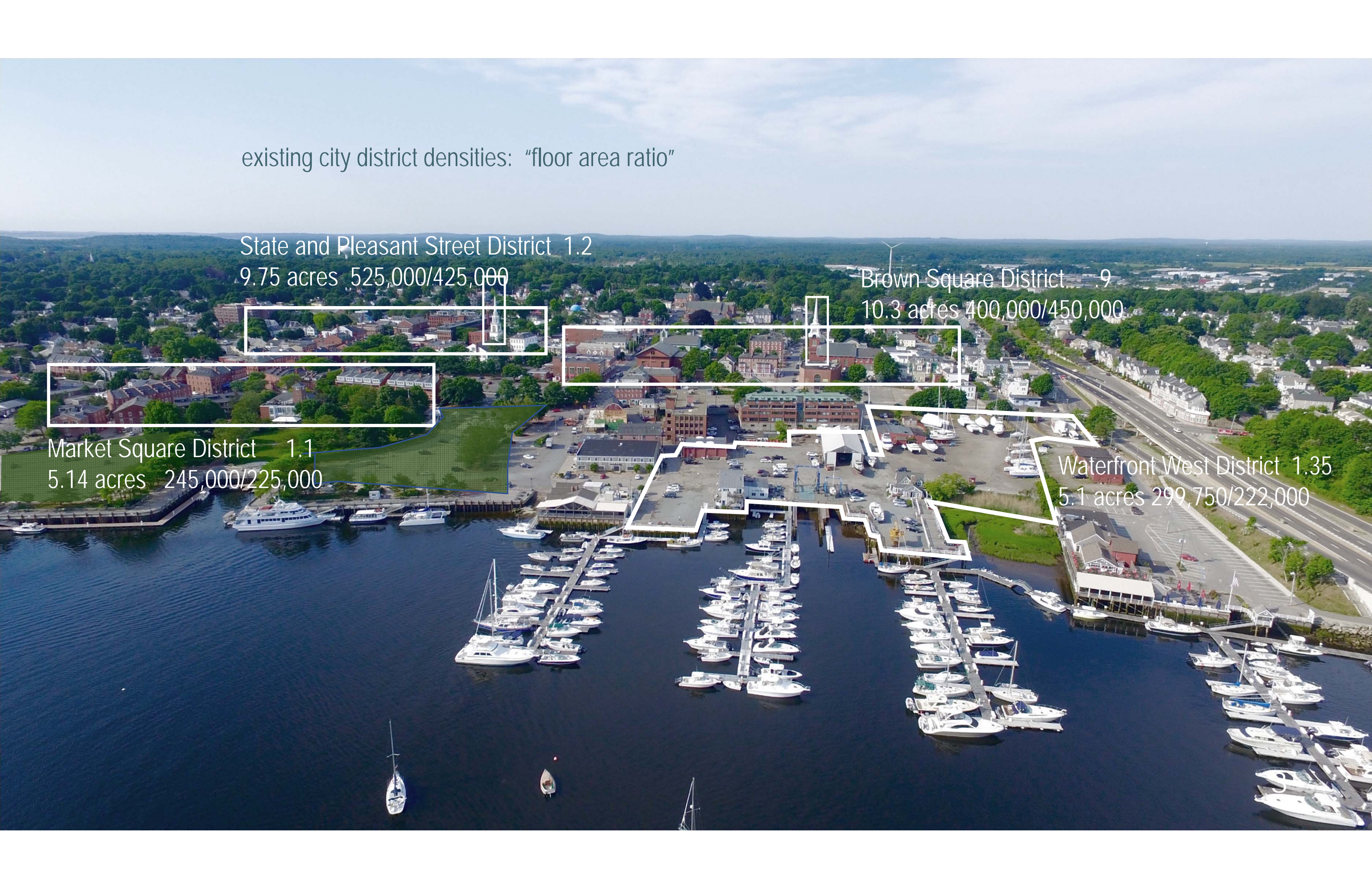
existing city district densities: "floor area ratio"

State and Pleasant Street District 1.2  
9.75 acres 525,000/425,000

Brown Square District .9  
10.3 acres 400,000/450,000

Market Square District 1.1  
5.14 acres 245,000/225,000

Waterfront West District 1.35  
5.1 acres 299,750/222,000





# Waterfront West

Comparison of civic spaces

**Inn Street**  
0.79 acres

**Market Square**  
0.57/1.7 acres

**Central Green**  
2.0 acres

**Brown's Square**  
0.43/1.2 acres

**Waterfront West**  
1.95 acres

1400 lf.

1150 lf.





**Waterfront West  
Newburyport**

Acres overall

222,000 sf / 5.1 Acres







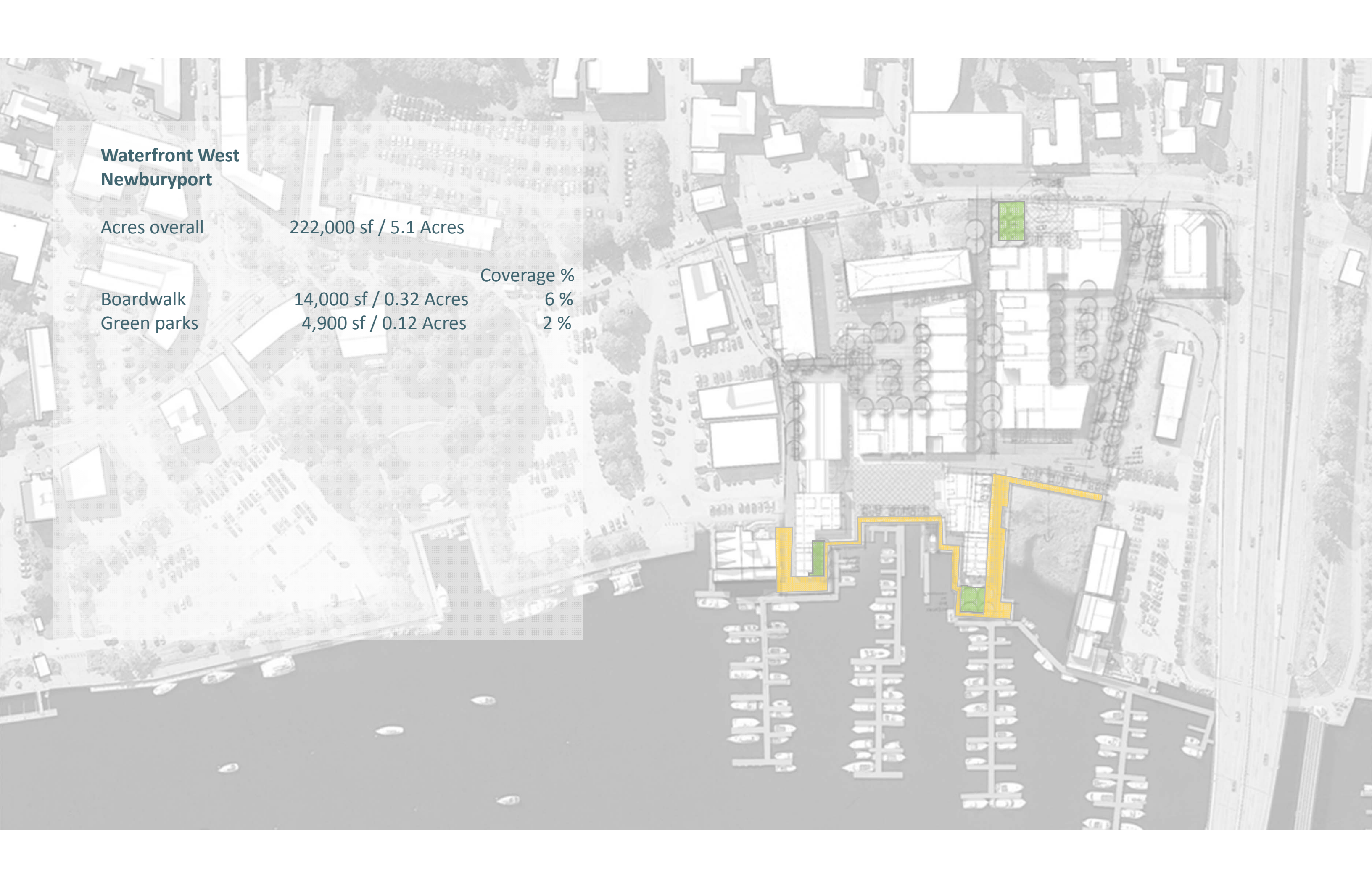
**Waterfront West  
Newburyport**

Acres overall      222,000 sf / 5.1 Acres

Boardwalk      14,000 sf / 0.32 Acres      Coverage %  
6 %







**Waterfront West  
Newburyport**

Acres overall      222,000 sf / 5.1 Acres

Boardwalk      14,000 sf / 0.32 Acres  
Green parks      4,900 sf / 0.12 Acres

Coverage %  
6 %  
2 %



**Waterfront West  
Newburyport**

Acres overall      222,000 sf / 5.1 Acres

Boardwalk	14,000 sf / 0.32 Acres	Coverage %	6 %
Green parks	4,900 sf / 0.12 Acres		2 %
Terrace Space	6,160 sf / 0.14 Acres		3 %





**Waterfront West  
Newburyport**

Acres overall                    222,000 sf / 5.1 Acres

		Coverage %
Boardwalk	14,000 sf / 0.32 Acres	6 %
Green parks	4,900 sf / 0.12 Acres	2 %
Terrace Space	6,160 sf / 0.14 Acres	3 %
Shared plaza space	30,800 sf / 0.71 Acres	14 %
<b>Total</b>	<b>1.29 Acres</b>	<b>25%</b>





**Waterfront West  
Newburyport**

Acres overall	222,000 sf / 5.1 Acres	
		Coverage %
Boardwalk	14,000 sf / 0.32 Acres	6 %
Green parks	4,900 sf / 0.12 Acres	2 %
Terrace Space	6,160 sf / 0.14 Acres	3 %
Shared plaza space	30,800 sf / 0.71 Acres	14 %
<b>Total</b>	<b>1.28 Acres</b>	<b>25 %</b>
Ways to the Water	29,420 sf / 0.68 Acres	13 %
<b>Total</b>	<b>85,280 sf / 1.95 Acres</b>	<b>38 %</b>

**Maintained 138 marina slips**





An aerial photograph of a waterfront area in Newburyport, Massachusetts. A red dashed line outlines a specific development area, which includes several buildings and a large open space. The area is situated along the waterfront, with a parking lot and a road visible to the right. The surrounding area includes other buildings and greenery.

## Density of Waterfront West Newburyport

- Density is consistent with Market Square district, State and Pleasant street district.
- Out of 222,000 SF developable area
  - Only 82,000 SF of building footprint
  - More than 85,000 SF devoted civic space
- **More area devoted to civic space than building footprint**



Can you provide more design  
detail of the building?

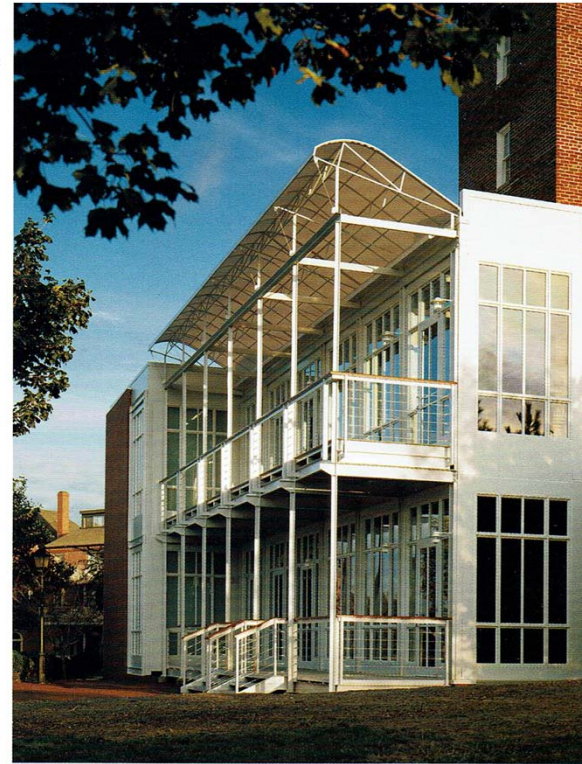
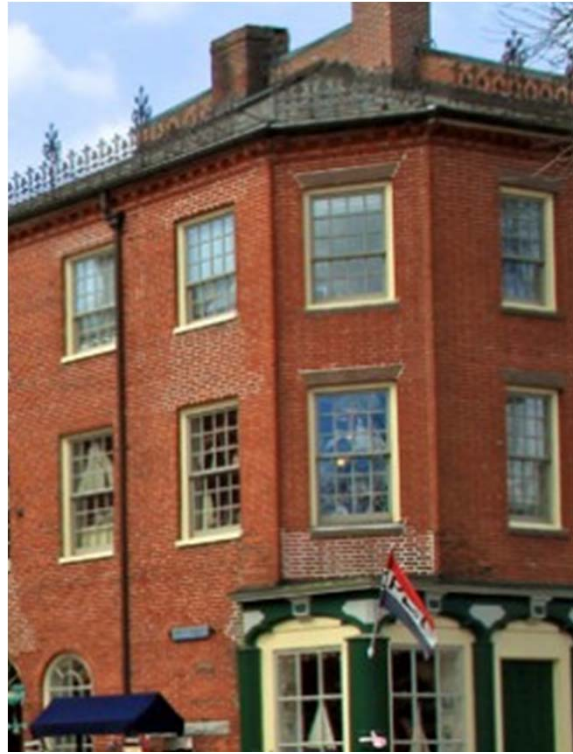




Open Space Character

Waterfront character: waterfront end of typical building with retail/café use and exterior tables, chairs, tree groups

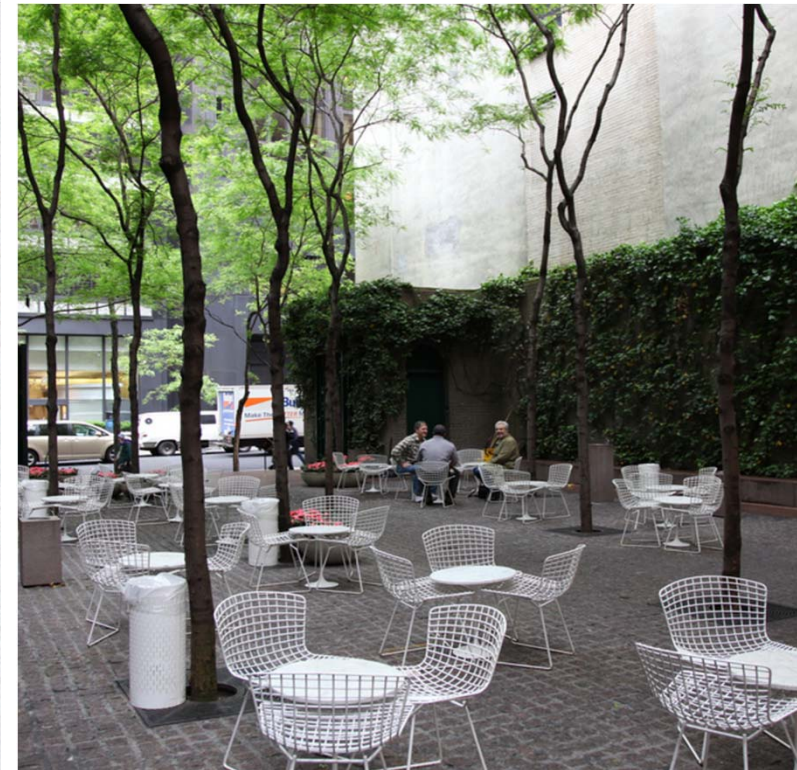




Brick and wood massing

wood shutters interior or exterior  
for solar control and privacy

Balcony, canopies at entries  
porches, steps and street level



pavers differentiated for  
pedestrian and vehicular  
surfaces

honeylocust groves per existing  
waterfront

hedges and vines for  
screening and texture

# Material Palette













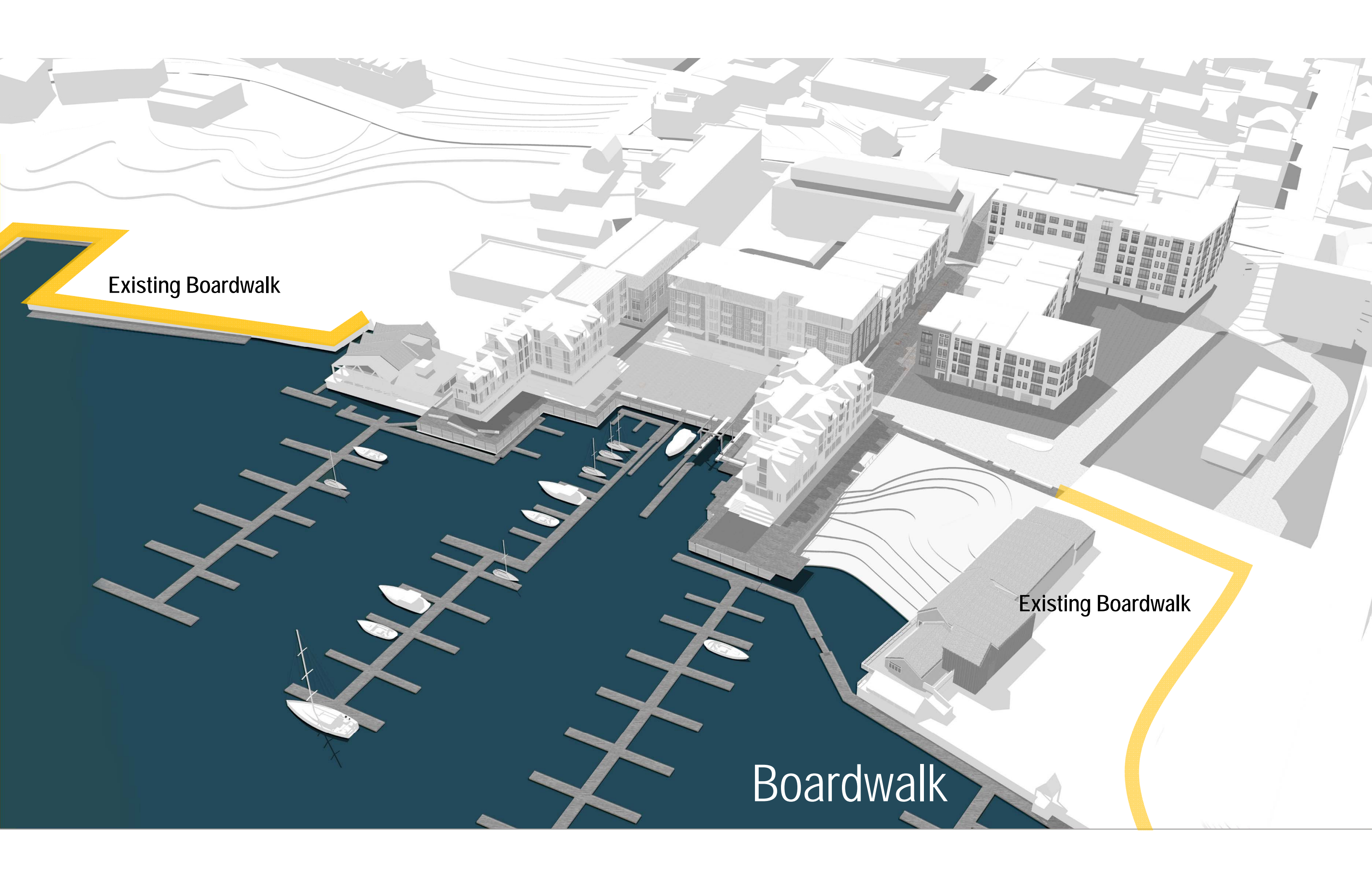






How have you enhanced  
pedestrian experiences?



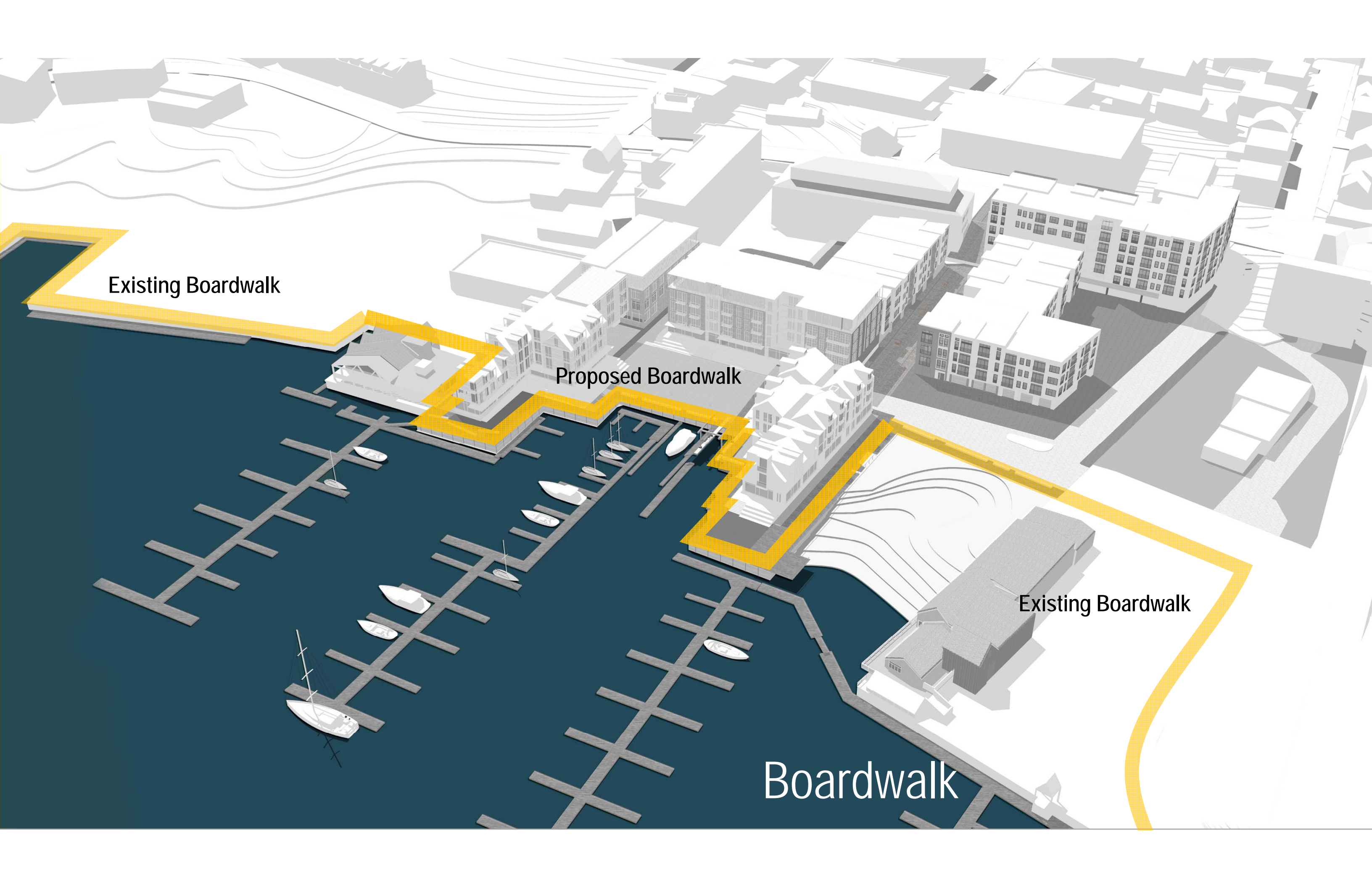


Existing Boardwalk

Existing Boardwalk

Boardwalk





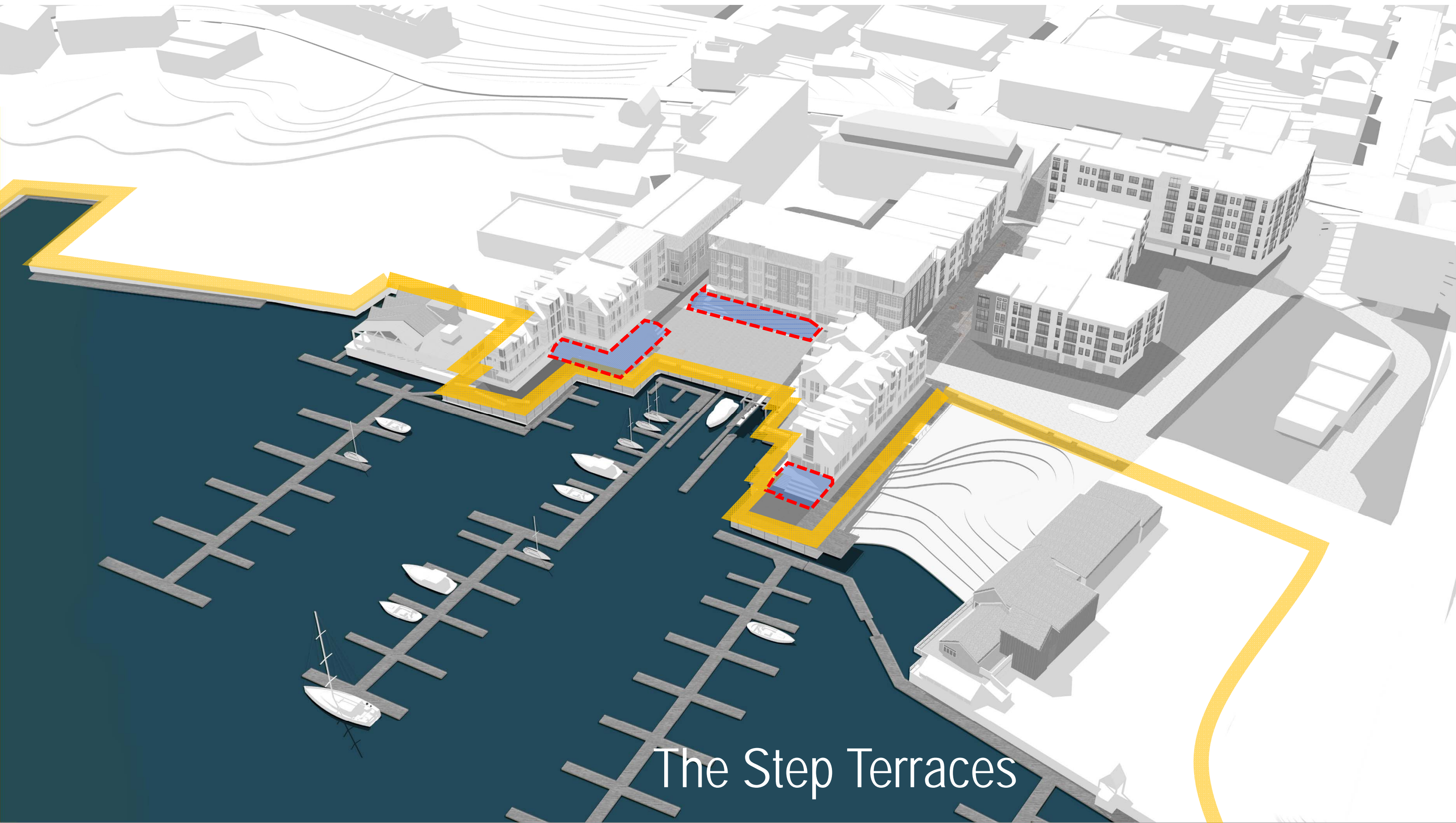
Existing Boardwalk

Proposed Boardwalk

Existing Boardwalk

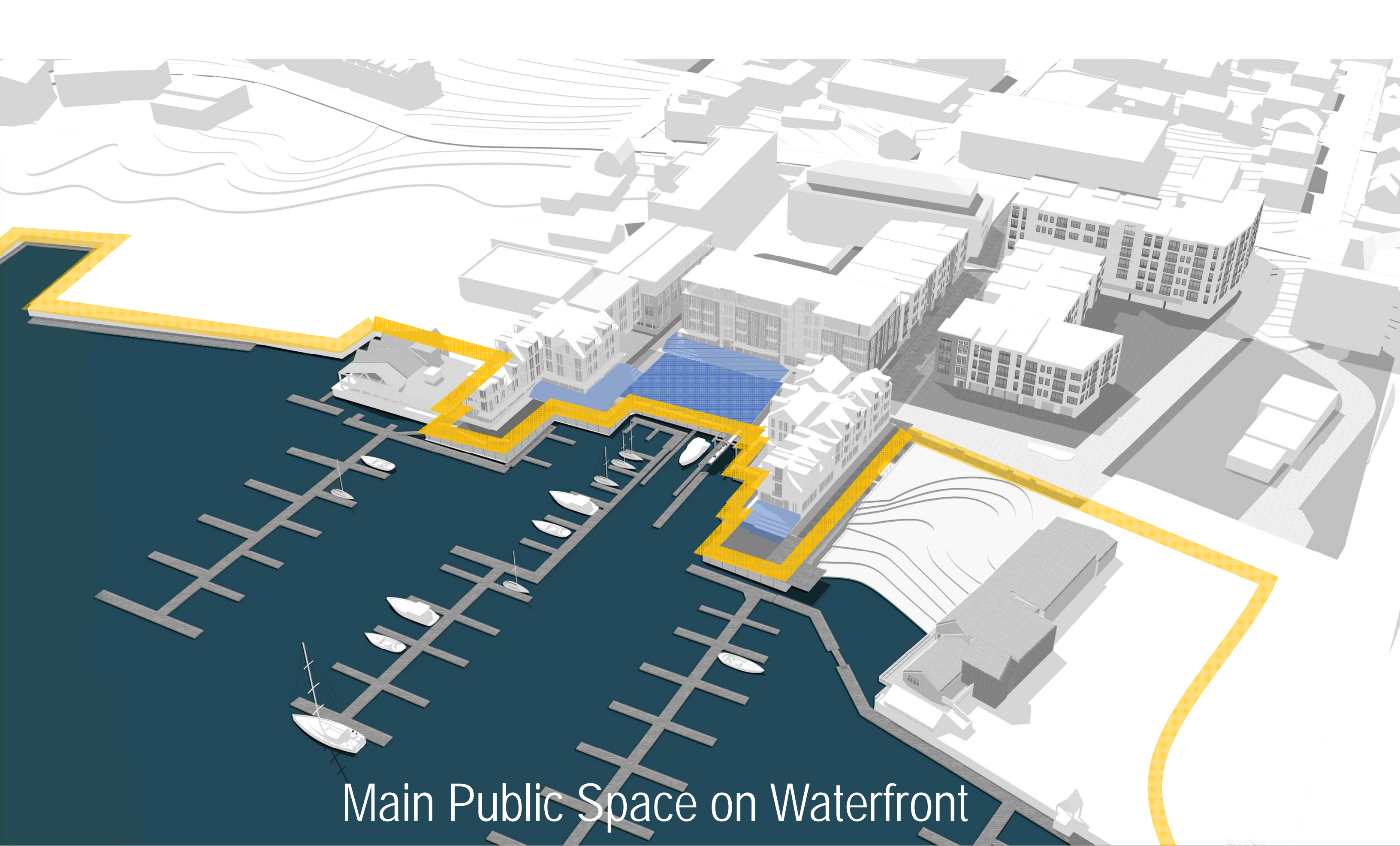
Boardwalk





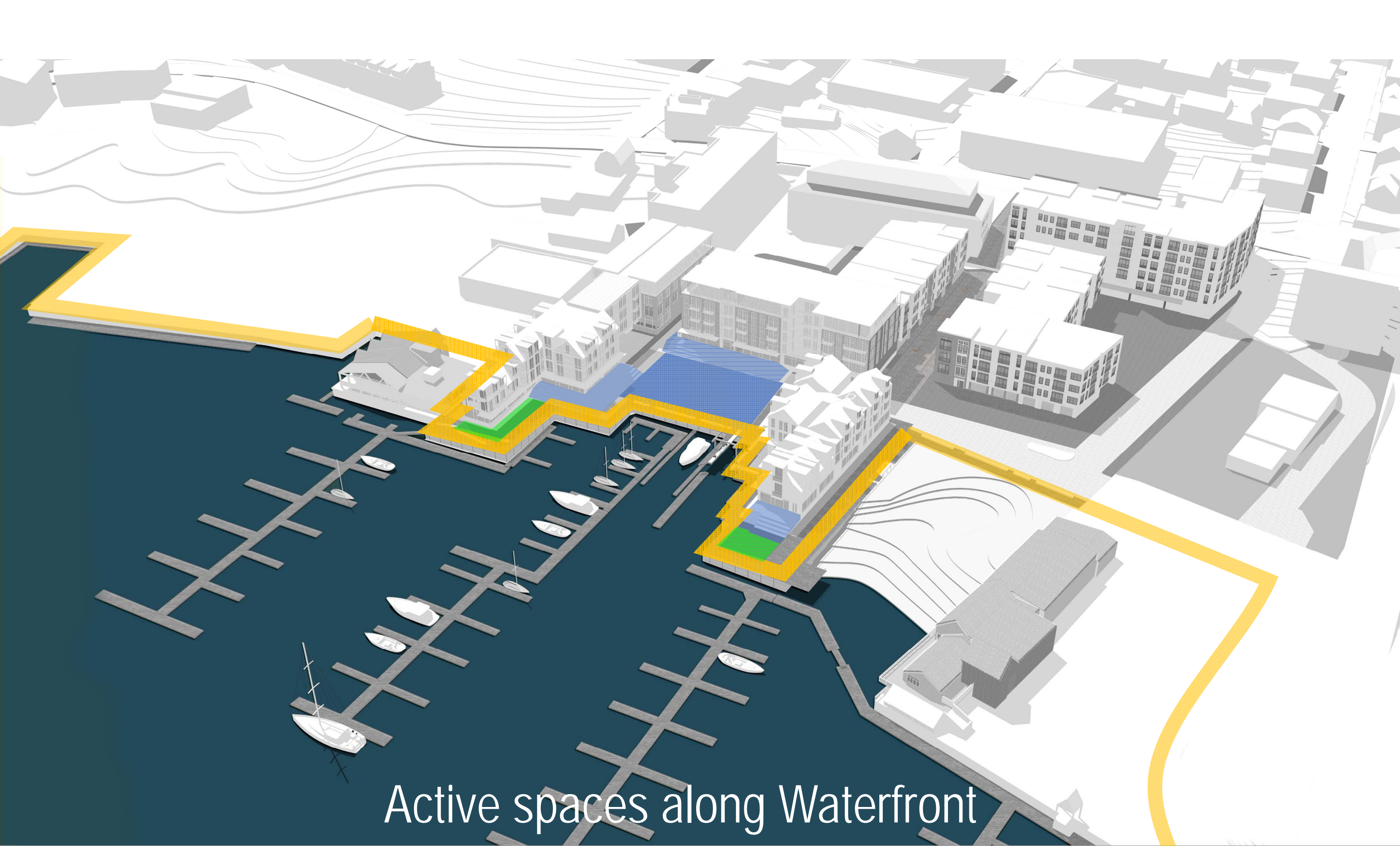
The Step Terraces





Main Public Space on Waterfront





Active spaces along Waterfront





The Wetlands/Green Edge on the Waterfront



What are the city's benefits from  
the project?



# Waterfront West

## Benefits to the Community

### Estimated Fiscal Benefits and Project Mitigation

- Annual municipal and rooms tax revenue (Current tax revenue is +/- \$75,000)
- \$1.3 million in building permit fees
- 300 construction jobs
- 100 permanent jobs
- 12% affordable housing at full buildout
- Project Mitigation
  - Fund design of improvements at intersection of Merrimac street, Summer Street, Winter Street and Route 1 Ramp.
  - Implementation of traffic signal improvements or contribution toward alternative city projects.
  - Funding of downtown traffic circulation study unrelated to the project.
  - Multi-million dollar investment in public infrastructure.

### Ongoing City Cooperation

- Coordinated with City to accommodate Clipper City Rail Trail
- Coordinated with City to provide wastewater and utility service to Harbormaster facility
- Coordinating with City to create an Intermodal Facility



# Waterfront West

## Benefits to the Community

### Reflects City's Waterfront Strategic (2003) and Draft Master Plan (2018)

- Provide continuous and general access along the water for passive enjoyment.
- Ensure that active ground floor public uses front onto major streets.
- Ensure a healthy mix of uses that serve the downtown community and support a vibrant mix of activities year round.
- Create a framework of streets, walks and squares that are clearly public and controlled by the City.
- Create a fourth public space along the waterfront – an urban square market place and/or plaza facing the water and lined with active uses.
- Maintain Marina Uses



# Next Steps?

- a. Continue to work with sub-committees to incorporate City's vision for the plan
  - Utilities, Fiscal, Design Follow-up
- b. Complete Peer Reviews
  - Traffic report
  - Fiscal report
  - Utility report
- c. Finalize draft zoning amendment
- d. Formal filing with City Council and Planning Board: Fall 2018









# Waterfront West

September 2018 Plan

USES	September 2018	% comp.
Total Square Footage	299,750 SF	8% reduction
Building Footprint	82,000 SF	5% reduction
Total Bedroom Count	300 Rooms	0% increase
Parking Spaces	395 spaces	37% increase
Open Civic Space SF	85,000 SF	5% Increase
Marina Boat Slips	138	138
5 Story Elements	(2) Five story elements located on site	(6) Buildings featured five-story elements on site

