

Waterfront West

Context & Background



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Context & Background

Overview of :

1. 2003 Waterfront Strategic Plan (*Policy Statements*)
2. 2004 Waterfront West Overlay District (WWOD)
3. 2017 New England Development Proposal
4. 2018 New England Development Proposal
5. 2018 Subcommittee Evaluation Criteria
6. Identify Key Areas for Consideration
(Seek Consensus on Major Issues)

Waterfront West – Downtown Newburyport



Waterfront West – Downtown Newburyport



2003 Waterfront Strategic Plan



2003 Waterfront Strategic Plan

“Development of some key privately held waterfront properties abutting the central waterfront appears imminent and represents a significant opportunity to extend the streets and character of historic Newburyport to the waterfront.” *[emphasis added]*

2003 Waterfront Strategic Plan

- “Newburyport no longer has the same relationship of city to harbor that it had in the early 1800s when the Federal-style commercial blocks were built down to the water’s edge...” *[emphasis added]*
- “The Strategic Plan focuses primarily on the task of reconnecting city and harbor by means of parks, public streets, walkways, bike trails, architecture, and a vibrant mix of community uses.” *[emphasis added]*

2003 Waterfront Strategic Plan

Background:

1. Prepared for the City of Newburyport
2. By Planning Consultants w/Planning Dept.
3. Adopted by City (*Policy Guidance*)
4. Vision for future waterfront
5. Resulted in adoption of the Waterfront West Overlay District (WWOD) in 2004

2003 Waterfront Strategic Plan

Four Primary Goals:

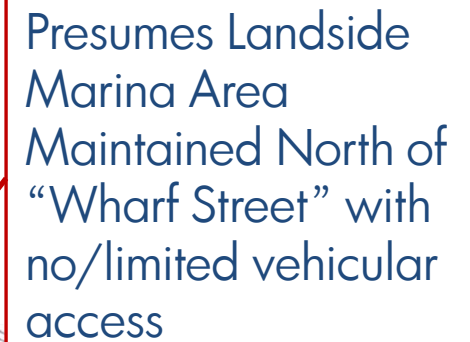
1. Support the working waterfront and enhance facilities for recreational and commercial maritime uses.
2. Reinforce and extend the historic downtown to the waterfront with a new mixed-use neighborhood.
3. Dramatically improve public access to the waterfront while linking the North End and South End to the downtown.
4. Enhance and expand public parks and civic spaces along the harbor for relaxation and recreation.

2003 Waterfront Strategic Plan

Waterfront West – Land Use:

1. Reflect historic character of downtown Newburyport.
2. Ensure vibrant mix of uses to support activities year round.
3. Ensure active ground floor “public” uses front onto major streets/blocks.
4. Allow residential uses on upper floors.
5. Allow some ground floor residential uses along secondary streets leading to the waterfront (Market and “McKay”).
6. Ensure sufficient parking for all new uses; encourage structured/underground parking to avoid surface lots.
7. Create a framework of “public” streets, walks and squares.

Schematic Site Plan



2003 Waterfront Strategic Plan

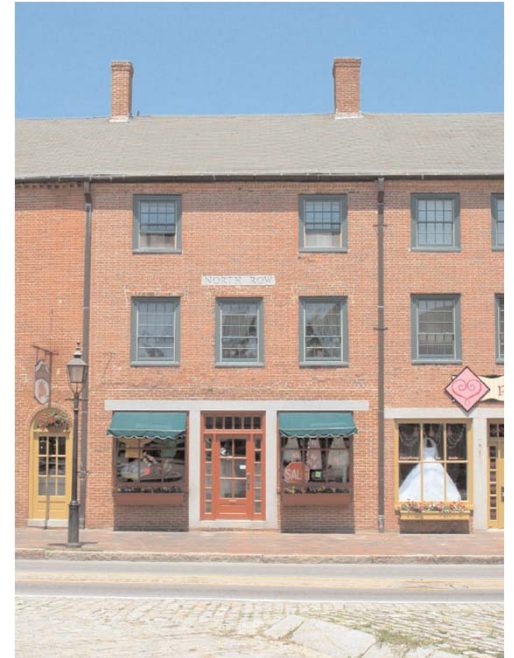
Waterfront West – Public Streets & Walks:

1. Extend existing pattern of streets/blocks to waterfront.
2. Lateral streets tightly framed by buildings, framing views of water where possible.
3. Extend Market Street to the Water; reorient to frame views to embayment.
4. Create "McKay Street" public access to waterfront.
5. Create "Wharf Street" public access along waterfront south of Marina; with public parking; line south side with "active frontage";
6. Create a public plaza for public events, activities & vendors; lined with "active frontage" (shops/hotel, etc.)
7. Establish design guidelines (architecture & site design)

2003 Waterfront Strategic Plan

Waterfront West – Design Guidelines:

1. Reduced "zero lot line" setbacks
2. Continuous street facades with firewalls
3. Facade articulation & fenestration
4. Front doors on public ways
(service entries to rear)
5. Max building height: 35 feet (3 stories);
greater height on downward (river) facing facades
6. Traditional pattern of windows/doors facing public ways
7. Materials: predominantly red brick and slate colored roofing



2003 Waterfront Strategic Plan

Waterfront West – Parking:

1. Allow remote parking within 500' of new buildings
2. Encourage underground/structured parking
3. Avoid extensive surface parking lots (*consolidate "footprint"*)
4. Parking garages: 50% ground floor "active frontage"
5. Ramps to underground parking "hidden" (*access from rear where possible*)

2004 Waterfront West Overlay District (WWOD)

Purposes:

1. Implement 2003 Waterfront Strategic Plan (for WW)
2. Encourage consistent character of building patterns, scale, setbacks, height, density, and design
3. Eliminate excessive "yard setback requirements," provide mandatory "build-to" lines, increase allowable lot coverage (for buildings);
4. Encourage mixed-use buildings with active first floor uses;
5. Promote a lively mixed-use waterfront district with ample public space and intimately scaled streets/pedestrian ways with key views to the water;
6. Maintain and protect marine-dependent uses consistent with the requirements of Commonwealth Chapter 91;

2004 Waterfront West Overlay District (WWOD)

Purposes:

7. Discourage expansive surface parking lots; encourage structured parking;
8. Encourage "shared parking" in mixed-use projects to diminish overall parking requirements;
9. Encourage pedestrian access to the water (pedestrian alleys, sidewalks, plazas, etc.)
10. Preserve existing historic structures through adaptive reuse;
11. Encourage affordable housing.

2004 Waterfront West Overlay District (WWOD)

Key Provisions:

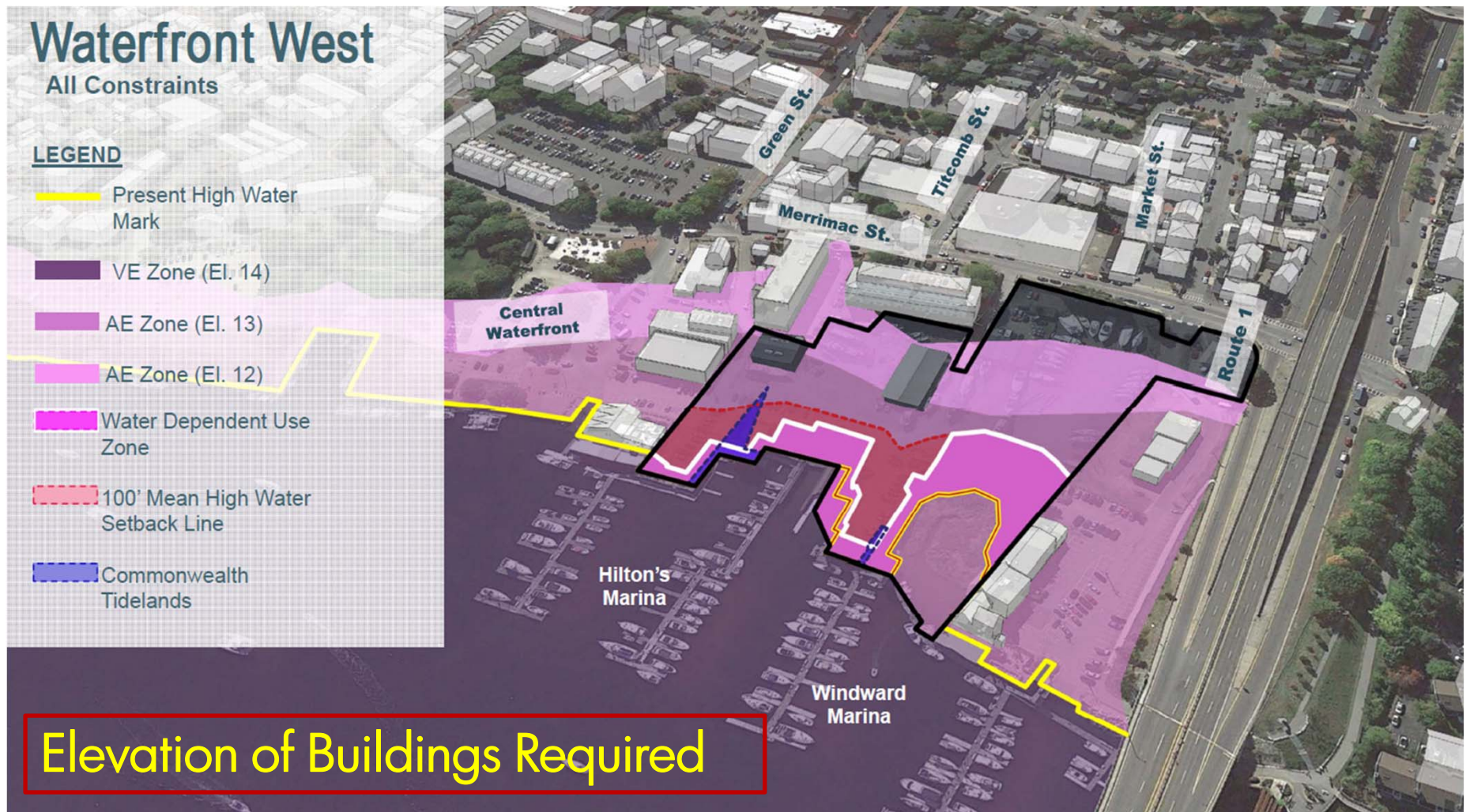
1. 4-Acre Requirement for a WWOD Special Permit
(otherwise underlying WMU District applies)
2. Max Building Height: 35' (3 stories), except:
 - A. 40' for parking structures adjacent to Route 1
 - B. 40' for buildings perpendicular to River with commercial/quasi-public uses on the first floor
3. 33% Open Space, excluding public streets
4. Parking provided by applicant within:
 - A. 500' for commercial/hotel uses
 - B. 300' for residential uses
5. Shared parking allowed subject to review/approval by Planning Board.

2004 Waterfront West Overlay District (WWOD)

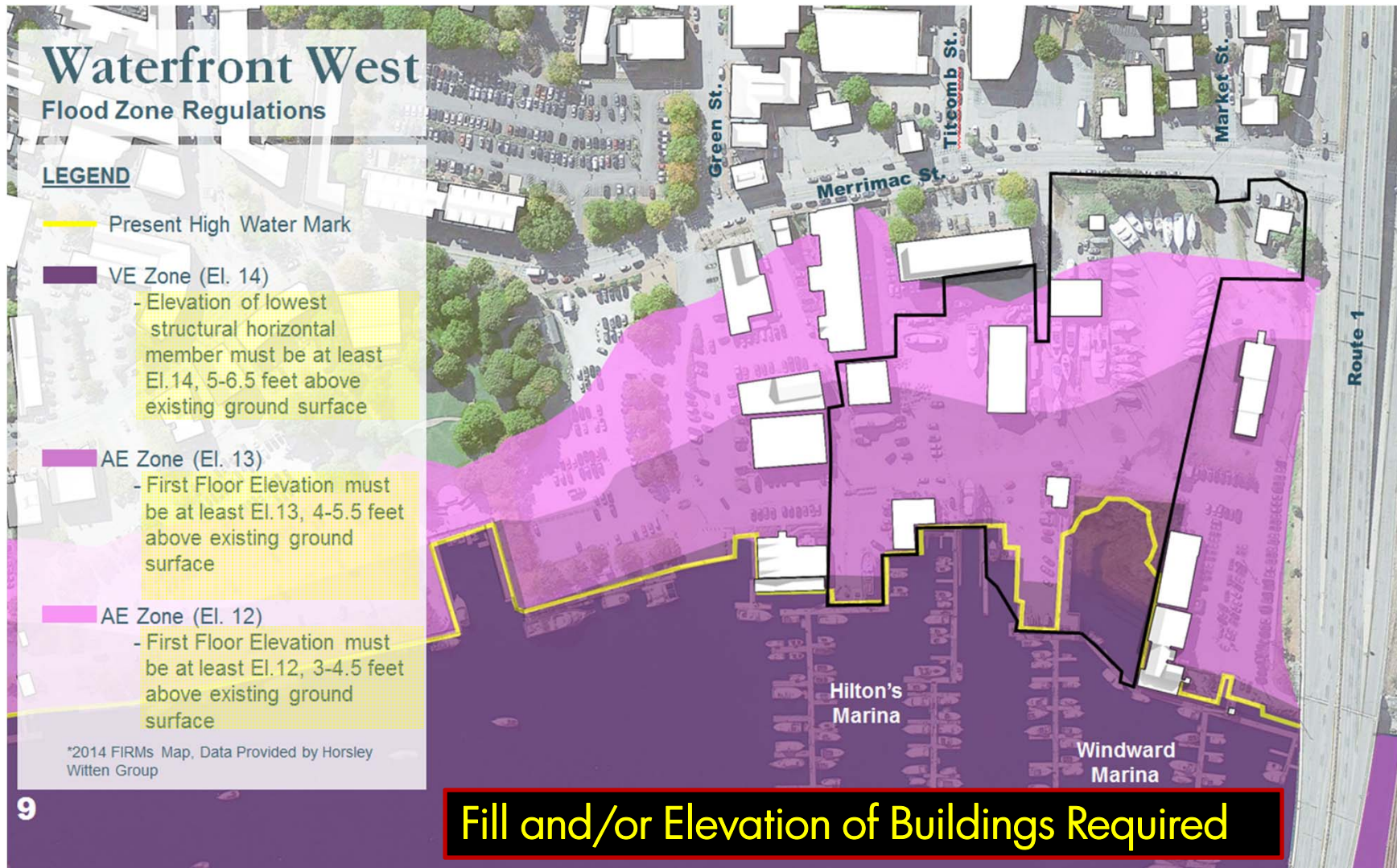
Challenges for New England Development (NED):

1. Permitting required from both Planning Board & ZBA
2. Discretionary Permitting (*Project Financing*)
3. Allowed Uses Conflicting
(*Hotel/Multi-Family by SP; Mixed Use by-right*)
4. 4-Acre Minimum (*for a WWOD-SP*)
5. Frontage: 60' (*encourages larger lots/development*)
6. Height: 35-40' (*no allowance for Flood Zones*)
7. Density Threshold?

2014 Revisions to Flood Zone Mapping



2014 Revisions to Flood Zone Mapping



2017 Proposal by New England Development

Key Provisions:

1. Modified (*reduced*) WWOD-SP area
2. Schematic “Master Site Plan”
3. Phased Development Sequence
4. As-of-Right Permit Process with Conformance Review
5. 8 Buildings Extending Mostly Perpendicular to the River
(*no front/back or coherent “blocks”; confusing vehicular and pedestrian circulation patterns*);
6. 3 Major Ways/Wharfs (*Browns, McKays, Tournament*)
7. Buildout:
 - A. 145 Residential Units
 - B. 120 Hotel Rooms
 - C. 6,500 sq.ft. Commercial Uses

3, 4, 5 Stories

285 Spaces

2017 Proposal by New England Development



2017 Proposal by New England Development



2017 Proposal by New England Development



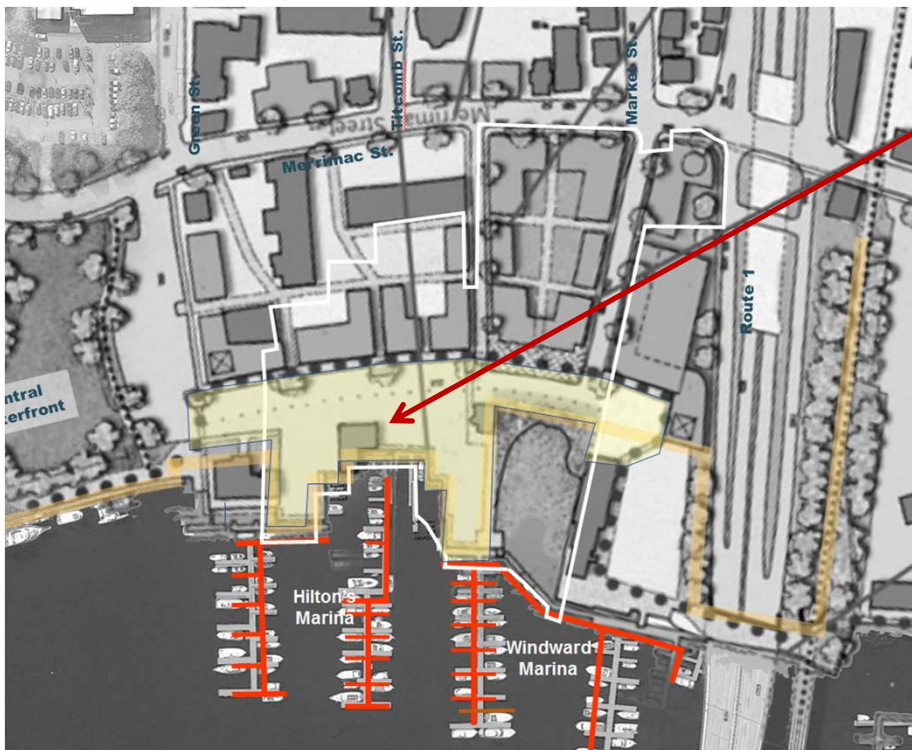
2017 Proposal by New England Development



2017 Proposal by New England Development

Site & Building Configuration

Potential
pedestrian/vehicular
conflicts at
Waterfront/Marina



Sketch Plan (2003 Strategic Plan)



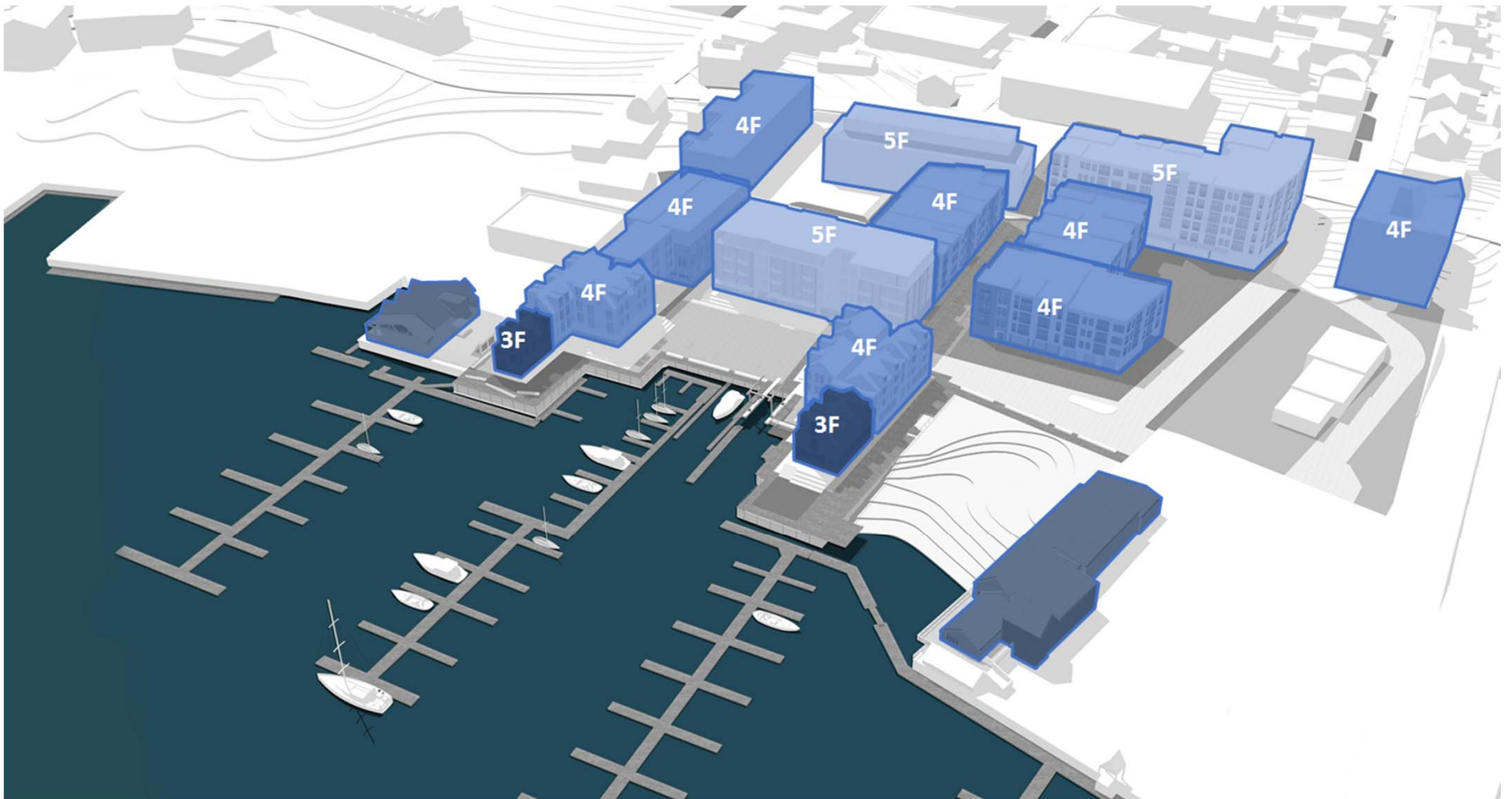
Master Site Plan (2017 NED)

2018 Proposal by New England Development

Key Provisions:

1. Modified (reduced) WWOD-SP area
 2. Schematic “Master Site Plan”
 3. Phased Development Eliminated
 4. As-of-Right Permit Process with Conformance Review
 5. 5 Buildings Arranged in Blocks (*clear front/back; better vehicular and pedestrian circulation patterns*);
 6. 3 Major Ways/Wharfs (*Browns, McKays, Tournament*)
 7. Buildout:
 - A. 200-230 Residential Units
 - B. 100 Hotel Rooms
 - C. 10,000 sq.ft. Commercial Uses
- 3, 4, 5 Stories
392 Spaces

2018 Proposal by New England Development



2018 Proposal by New England Development

Comparison of Floor Area Ratios (FAR)



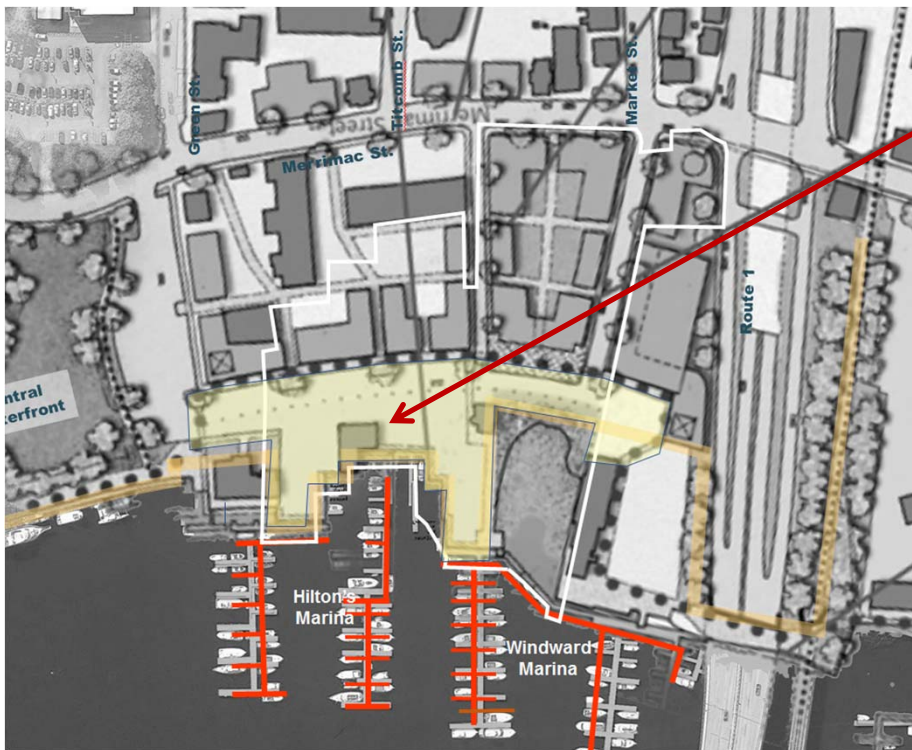
2018 Proposal by New England Development



2018 Proposal by New England Development

Site & Building Configuration

Potential
pedestrian/vehicular
conflicts at
Waterfront/Marina



Sketch Plan (2003 Strategic Plan)



Master Site Plan (2018 NED)

Subcommittee Evaluation Criteria

1. **Height:** 3-4 Stories (limited 5, where justified), skyline preserved
2. **Density:** Consistent with Downtown
3. **Public Space:** Meaningful, high quality, limited conflict with cars/boats
4. **Buildings:** High Quality articulated volumes, varied heights, rooflines, welcoming public spaces and entrances
5. **Pedestrian Experience:** Active frontage & pedestrian amenities
6. **Parking:** All parking provided to meet Market demands
7. **Streets:** Clear hierarchy, fronts / backs, pedestrian / vehicular separation
8. **Traffic:** Trips/Traffic Patterns Mitigated, peer review required
9. **Hotel:** commitment or demonstration of non-viability, along water's edge
10. **Marina:** Preserved, boating access/storage addressed (on or off-site)

Waterfront West – Key Areas for Consideration

1. Cohesive “Master Site Plan” or Isolated Parcels?
2. Building Heights (& Perceived Volume)
3. Development Density (Unit Count)
4. Commercial Space (Active Frontage)
5. Parking Requirements
6. Traffic Improvements/Pedestrian Connectivity
7. Hotel Requirement(s)? (Size, Type, Conference Space, etc.)
8. Architectural Compatibility (Design Standards)
9. Public Benefits (Public Plaza, Harborwalk Extension, Traffic Improvements, Downtown Hotel, etc.)