Opportunities & Goals
1. Incorporate and build upon the rich legacy of planning, design, and engineering, as well as recent investment such as Main Street improvements.

2. Develop low impact development (LID) strategies to mitigate downtown flooding; address public perception through “daylighting” of efforts.

3. Review and promote the design concept for the downtown portion of the Riverwalk as a means of accommodating flood storage, enhancing ecological values, and providing a community recreation/mobility greenway amenity.

4. Develop an urban design vision for Main Street and Walnut Street that improves the public realm, enhances the pedestrian experience, addresses storm water management through LID practices, and encourages investment in both as the two main commercial streets of downtown.

5. Identify pedestrian connections from Main Street to Walnut Street to enhance mobility and unify the streets and the river as one downtown experience.

6. Explore potential for housing and a mix of uses in Downtown that will transform the District into a live-work-play neighborhood; identify priority redevelopment sites, project-specific investment opportunities for the private sector, and possible zoning adjustments.
LEGACY OF PLANNING, DESIGN, & ENGINEERING
A Range of Scales & Recommendations

Opportunity:
Focus on implementable, project-based concepts and strategies
DEFINING DOWNTOWN PEABODY STUDY AREA
Comfortable 5-minute Walk Radius

Opportunity:
Reinforce a walkable, pedestrian oriented downtown
Residential uses not permitted within GBD zoning district

Opportunity:
Identify and encourage development opportunities in downtown
OPPORTUNITY:
Transform the North River into a downtown amenity
FLOOD RISK & MANAGEMENT
FEMA Flood Zones

Opportunity:
Address stormwater management and public perception through LID strategies
2008 ENF issued for flood mitigation – suggested alternative included 3 projects to reduce flooding

- Project 1 – Relocate and clean portions of Goldthwaite Brook culvert. Would bypass portion of Proctor Brook.
- Project 2 – Widen North River through Peabody
- Project 3 – Widen North River through Salem

MEPA allowed city to proceed with Project 1 and requested that Peabody evaluate LID techniques and BMP’s to reduce, infiltrate, and store runoff in upstream areas:

- Strongwater Brook Improvements and Flood Control Master Plan, Bioengineering Group, May 2008 - proposed improvements in vicinity of Welch School as well as sluice gate at culverts under Swampscott Road
- Memorandum by Horsley Witten Group, 22 July 2009 re: Perkins Street Drainage/LID Retrofit Assessment – studied BMP’s in vicinity of Perkins Street and Allens Lane (Goldthwaite Brook)
- North River Watershed Stormwater Retrofit Plan, Peabody, MA, Horsley Witten Group, April 2012 – studied sites west and southwest of downtown Peabody in Goldthwaite and Proctor Brook watersheds

Questions:

- Not clear if improvements identified in the reports have been completed
- Implementation schedule of projects proposed in 2008 ENF is not known
- Potential reductions in flood elevations as a result of projects is not known
MA Building Code (780 CMR Appendix G)

- Lowest floor must be located at or above the base flood elevation (100-year flood elevation)
- Lowest floor for non-residential occupancies may be below the base flood elevation provided it is designed to resist flooding

<table>
<thead>
<tr>
<th>Location</th>
<th>100-yr Flood Elevation</th>
<th>Existing Ground</th>
<th>Approximate Flood Depth</th>
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</thead>
<tbody>
<tr>
<td>Howley Street</td>
<td>11.5’</td>
<td>9’</td>
<td>2.5’</td>
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<tr>
<td>Caller Street</td>
<td>14’</td>
<td>12’</td>
<td>2’</td>
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<tr>
<td>Wallis Street</td>
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<td>Walnut Street</td>
<td>22’</td>
<td>14’</td>
<td>8’</td>
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<tr>
<td>Central Street</td>
<td>26.5’</td>
<td>20’</td>
<td>6.5’</td>
</tr>
</tbody>
</table>
Civic Spine: A connected park and recreation system

- North River Gateway Park
- North River Community Park
- Peabody-Salem Rail Station
- North River Eco-Corridor
- North River Trail & Riverwalk

Community Park
Rail Station
Bike, Walking, Jogging Trails
Ecological Water Management Corridor
Main & Walnut: The Social Hearts of Peabody
Enhancing new development opportunities in Downtown
PEABODY - SALEM RAIL LINK
Regional Transit Connectivity

1.6 mile transit link between Peabody and Salem

Transit connections to Boston

To Boston
PEABODY - SALEM RAIL LINK
DOWNTOWN TRANSIT HUB AND TOD

5 minute walk | 1/4 mile
RIVERWALK

Promote the design concept for the downtown portion of the Riverwalk.
Integrate with new development as amenity to increase real estate values.

Look for locations to extend Riverwalk project to address stormwater management.
NORTH RIVER CORRIDOR
Expand Riverwalk Concept to Include Stormwater Management Strategies / Education & Promote Development
NORTH RIVER CORRIDOR
Expand Riverwalk Concept to Include Stormwater Management Strategies / Education & Promote Development
Approximately 22 parcels (15-16 acres) have potential frontage along the proposed downtown Riverwalk.
DEVELOPMENT OPPORTUNITIES
Precedent: Dockside Green, Vitoria, British Columbia

- 15 acre brownfield site on Victoria’s Inner Harbor
- LEED for Neighborhood Development
- 1.3 million gross square feet (3/4 residential)
- Central greenway includes a system of stormwater treatment ponds:
  visual amenity
  public open space
  on-site stormwater storage
  wildlife habitat
- Most paved surfaces are permeable to infiltrate stormwater; most flat roof surfaces are vegetated to slow rain runoff and help insulate buildings.
DEVELOPMENT OPPORTUNITIES
Incorporating Water as a Development Amenity
Walnut Street Redevelopment Concept
WALNUT STREET REDEVELOPMENT CONCEPT
A NEW RETAIL CORRIDOR AND PEDESTRIAN FRIENDLY ENVIRONMENT
WALNUT STREET REDEVELOPMENT CONCEPT
A NEW RETAIL CORRIDOR AND PEDESTRIAN FRIENDLY ENVIRONMENT

Existing Street Sections (RKG Report)

Proposed Street Section
Outdoor dining and street furniture to create a vibrant street environment.

Stormwater management landscape integrated into street design with bio-swales, planting, and permeable paving.
Downtown West Palm Beach was once only for commuters, but now attracts shoppers, families, and tourists.

The project improved the pedestrian experience through widened sidewalks, landscaping, trees, and street furniture and improved market viability through conversion from a one-way through-street to a two-way street.
WALNUT STREET REDEVELOPMENT CONCEPT
Transformation of Clematis Street, West Palm Beach, Florida

KEY OUTCOMES

Major Private Investment
The city investment of $10 million in the public realm resulted in $300 million in private investment along the street.

Reduced Retail Vacancy
In the early 1990s, up to 80% of the storefronts were vacant due to blight and crime. After the redesign businesses came back and the street is now more than 80% occupied. Rents have jumped from around $6 per square foot to over $30.

Reduced Crime Rates
Clematis Street was a destination for drug dealing and prostitution prior to the redesign. That has now disappeared and it is a family-friendly destination with a weekly block party, “Clematis by Night” that has been happening since 1995.

The City rehabilitated Centennial Square with Clematis Street. The park sits at the east end of Clematis Street and once again serves as the center of civic life.
5

Mill & Wallis Streets
Redevelopment Concept
MILL STREET & WALLIS CONNECTORS
Pedestrian Connection from Main Street to Walnut Street
MILL STREET REDEVELOPMENT CONCEPT

Pedestrian Oriented Streetscape

Proposed Street Section
Special paving
No curbs
Slow traffic speeds

Residential on Street
Pedestrian scale
Varied drive aisle

Street furniture
Indoor-Outdoor spaces
27 Walnut Street Redevelopment Concept
27 WALNUT STREET REDEVELOPMENT CONCEPT

Proposed Boundary of Test Fit Design

Approximately 1.4 acre development site with 0.5 acre open space area. Total 1.9 acres.