



TOWN OF GROVELAND

Comprehensive Plan

Public Workshop #2: Bagnall Elementary School to the Georgetown Line
May 12, 2022





AGENDA

Welcome and Introductions

Comprehensive Planning 101

Summary of Survey Results

Bagnall Elementary to the Georgetown Line

- Existing Conditions
- Walking the Boards

Next Steps





WELCOME AND INTRODUCTIONS

STEERING COMMITTEE

Joseph D'Amore

Michael Dempsey

Jason Naves

Walter Sorenson

John Stokes

Town Staff

Rebecca Oldham, Town

Administrator

Annie Schindler, Environmental
Program Coordinator & Town
Planner

CONSULTANT TEAM

Innes Associates

Emily Keys Innes, AICP, LEED AP ND

Form + Place

Michael A. Wang, AIA, LEED AP BD+C

John M. Rufo, AIA



COMPREHENSIVE PLANNING 101

MGL Chapter 41, Section 81D

9 Elements

Goals and policies statement

Land Use

Housing

Economic development

Natural and cultural resources

Open Space and Recreation

Services and Facilities

Circulation

Implementation

Community-based themes

Resiliency

Climate/Physical

Social

Economic

Public Health

Equity

Area-based

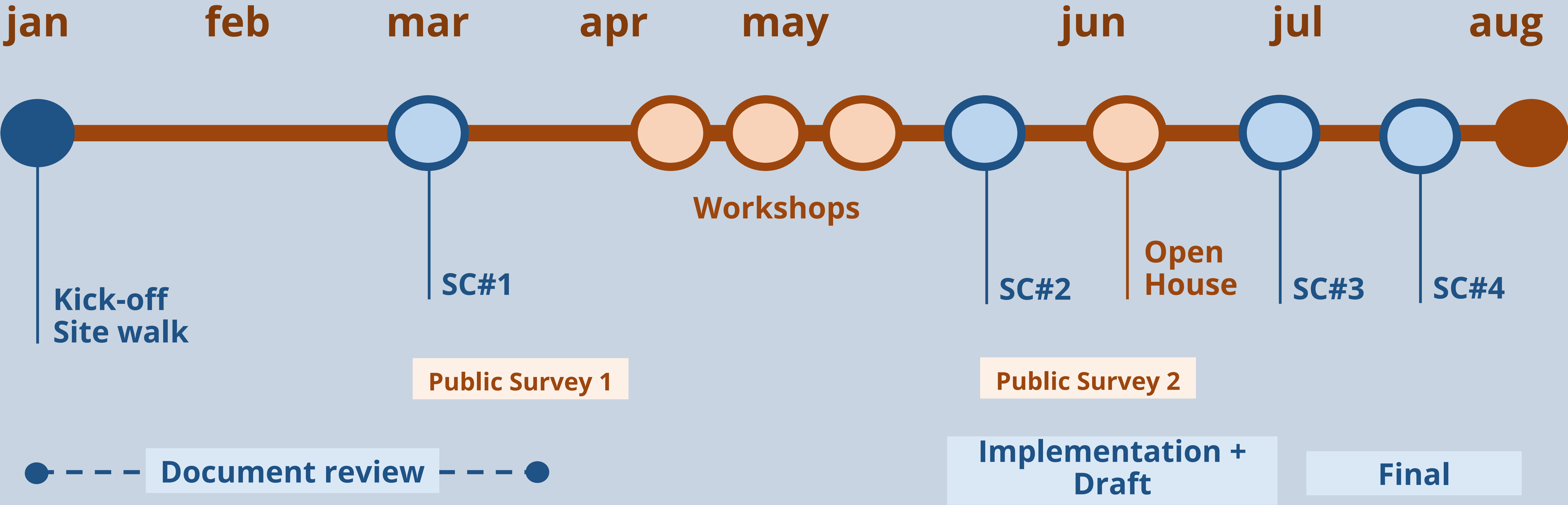
Infrastructure-based

Resource-based

Other themes?



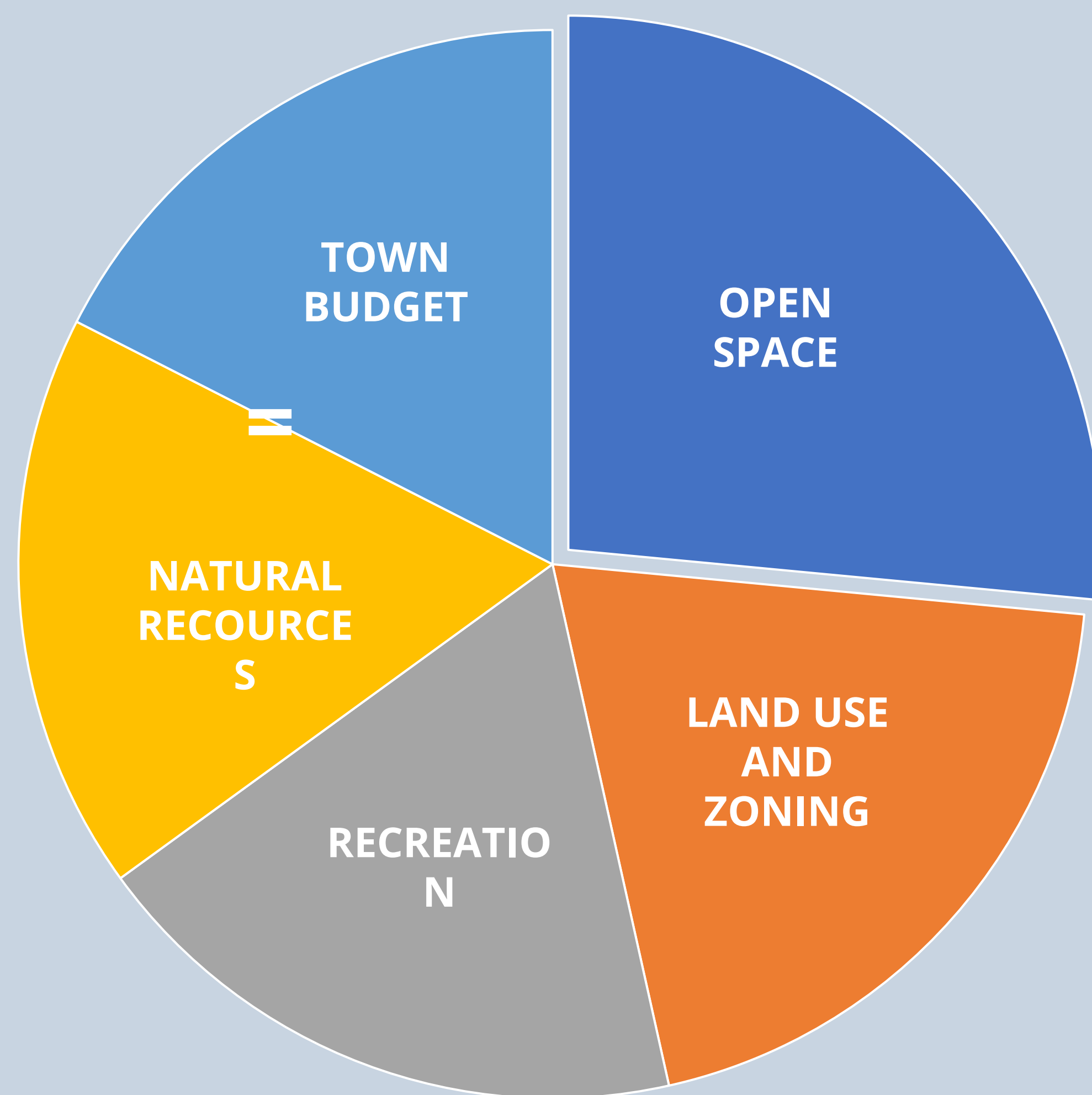
TIMELINE





SUMMARY OF SURVEY RESULTS

Top 5 Planning Topics



68 out of 68 respondents answered this question.

Top 5 Concerns

1. Too much growth.
2. Lack of options for restaurants.
3. Ability to continue to live in Groveland.*
4. Lack of options for retail.
5. Lack of options for recreation.

*Based on access to housing, goods and services, and jobs. Access may include affordability and travel time.

66 out of 68 respondents answered this question.



SUMMARY OF SURVEY RESULTS

2001 Draft Vision

The Groveland Master plan aims to continue and maintain the Town's reputation as a pleasant place to live and work. It seeks to do this through mutually supportive leadership, staff, boards, and committees who are committed to this goal. Implementation of the master plan will continue to balance land uses that are complementary to one another, and to surrounding communities in the Merrimack Valley. Existing and new uses should respect the natural environment, protect historic resources, and provide benefits to Groveland's residents.

~70% of respondents either Agree or Strongly Agree with this draft vision.

68 out of 68 respondents answered this question.

Prioritization of 2001 Focus Areas

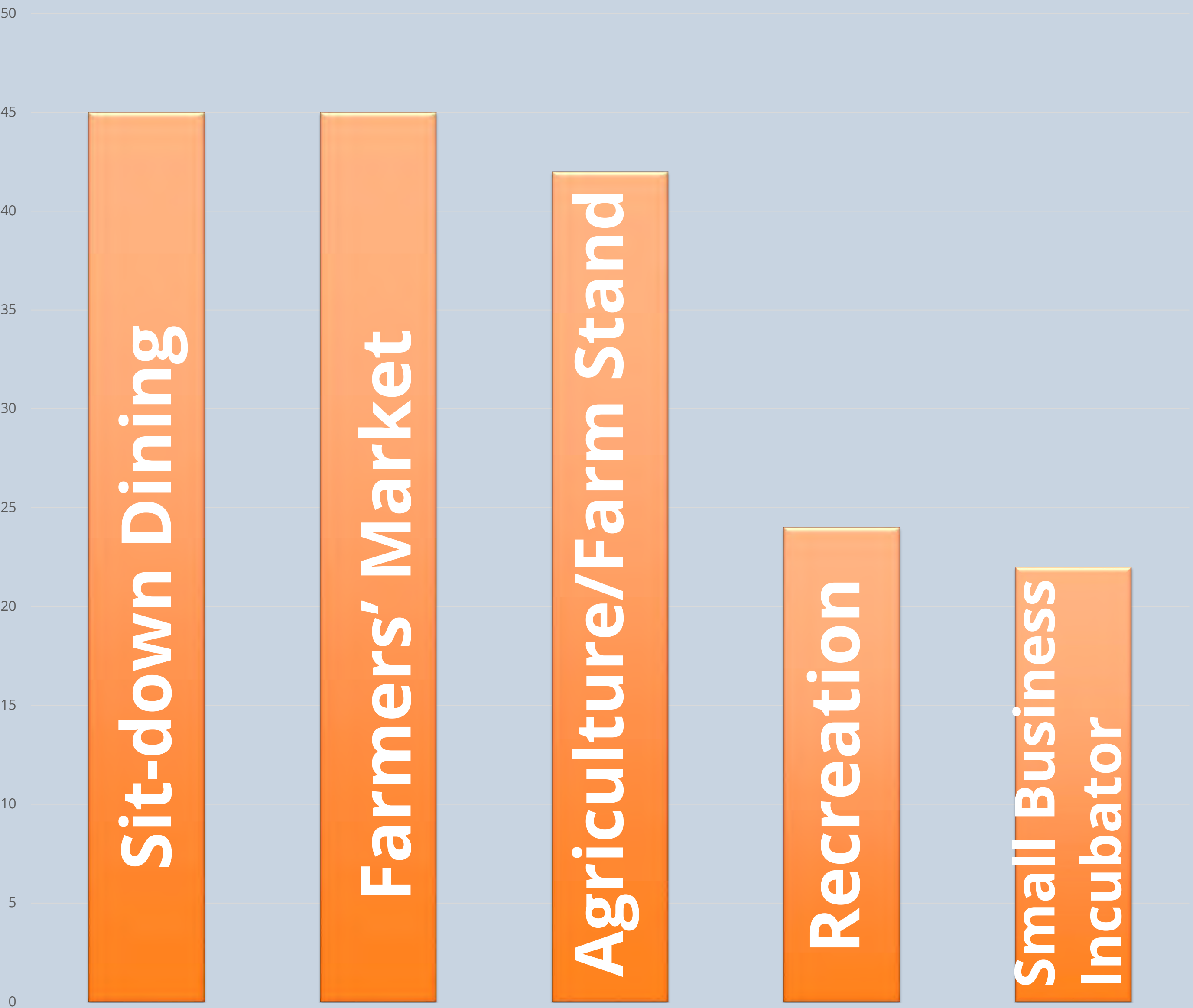
- 1. Growth management.**
- 2. Leadership**
- 3. Open space and recreation.**
- 4. Town Square and Elm Park.**
- 5. None of the above – my priorities have changed.**

68 out of 68 respondents answered this question.



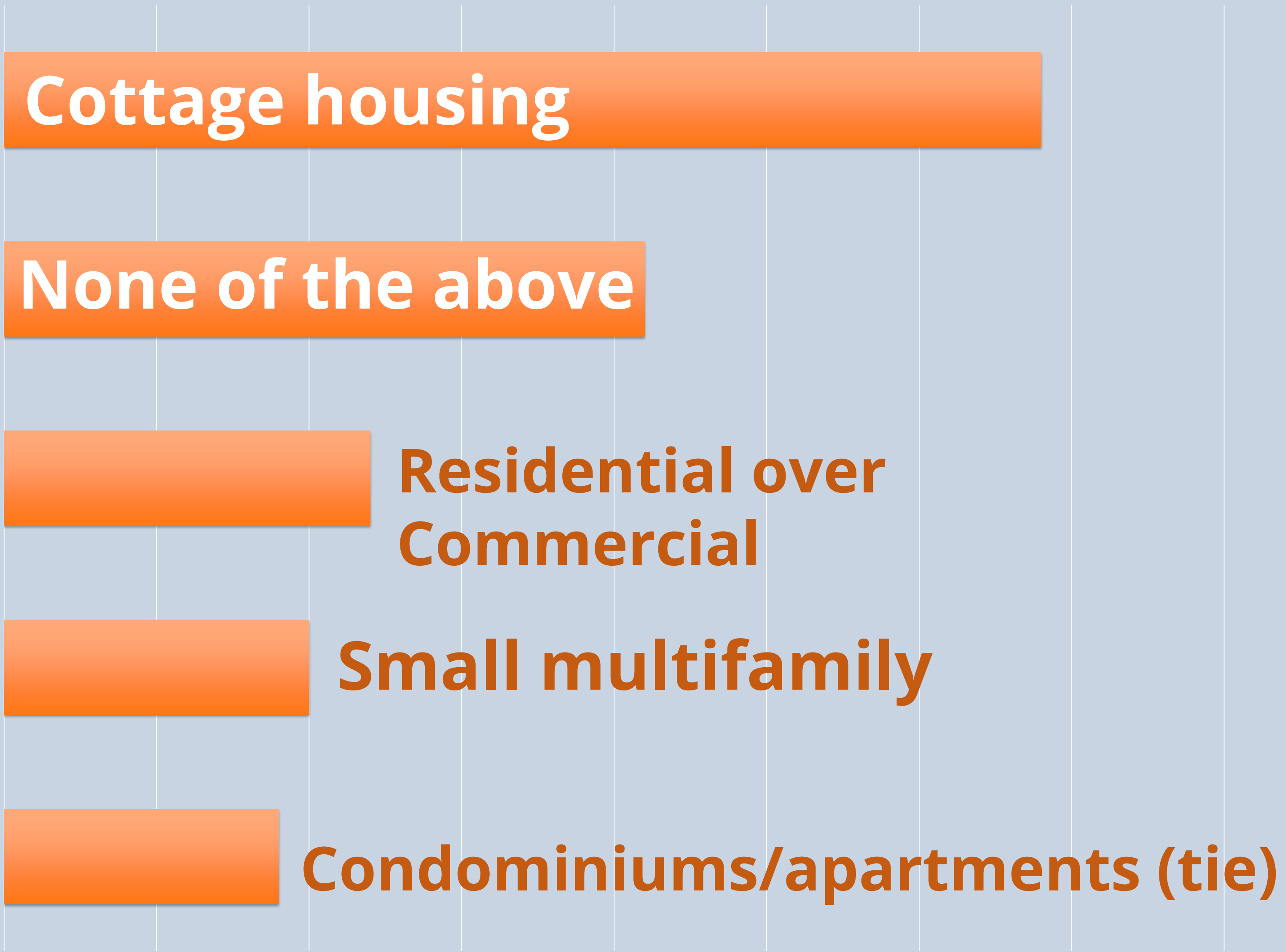
SUMMARY OF SURVEY RESULTS

Top 5 Commercial Uses



68 out of 68 respondents answered this question.

Top 5 Missing Housing Types

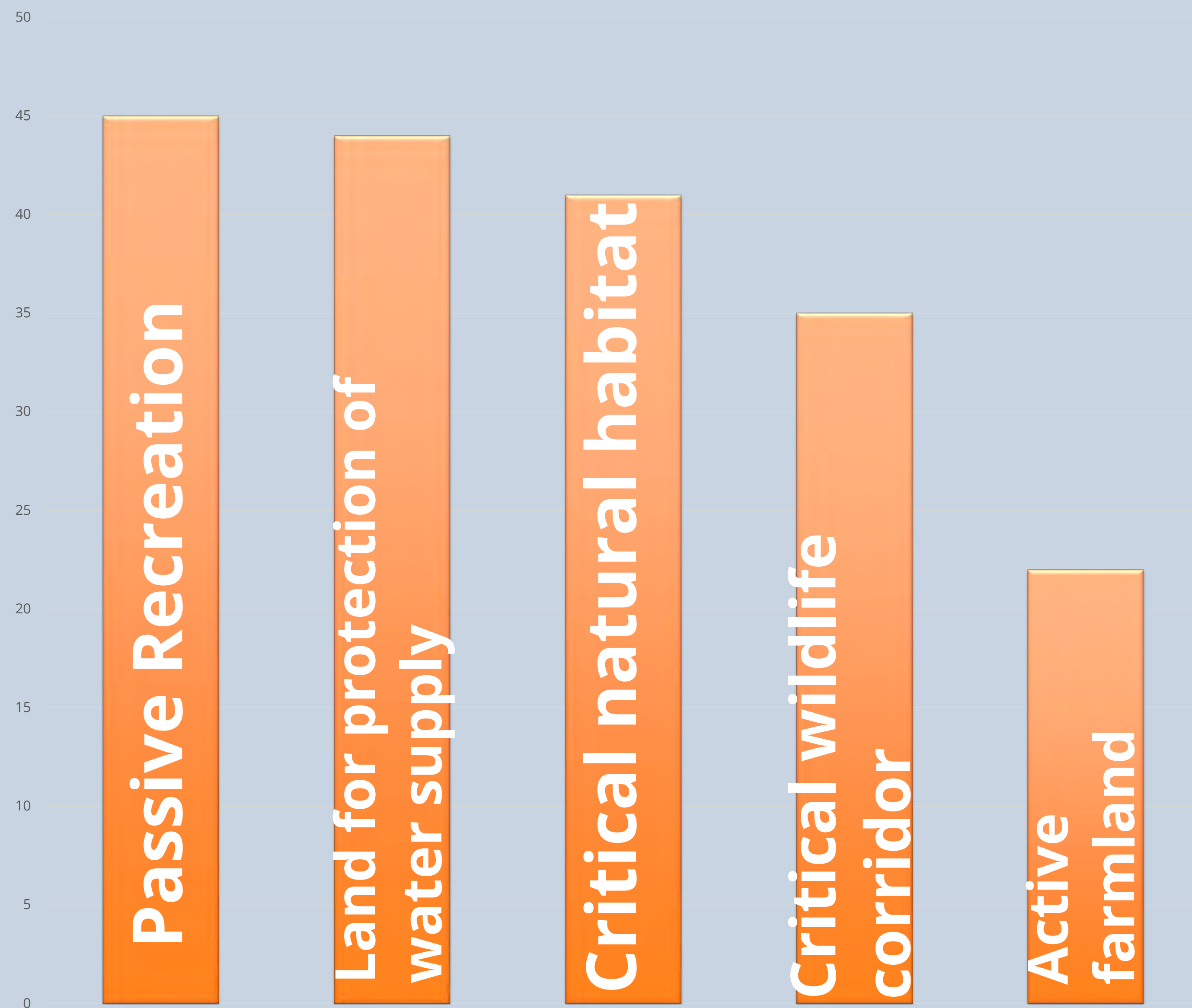


68 out of 68 respondents answered this question.



SUMMARY OF SURVEY RESULTS

Top 5 Open Spaces to Prioritize



68 out of 68 respondents answered this question.

Top 5 Needed Community Facilities



68 out of 68 respondents answered this question.



SUMMARY OF SURVEY RESULTS

Errands (Sample)

GROCERIES

Haverhill, Georgetown,
Newburyport, Rowley, NH

QUICK ERRANDS

Haverhill, Georgetown, West
Newbury, Groveland

HARDWARE STORE, SHOE REPAIR, TAILOR

Haverhill, Georgetown, North
Andover, Seabrook, Plaistow

BOOKS/GIFTS/CLOTHES (In-Person)

NH, Newburyport, Danvers, Beverly,
Rowley

68 out of 68 respondents answered this question.

TAKEOUT

Haverhill, Georgetown, Groveland,
Newburyport, North Andover

SIT-DOWN DINING

Haverhill, Georgetown, Groveland,
North Andover, Andover, Danvers,
Peabody, Newburyport, Ipswich, NH

RECREATION

Groveland, Newburyport, Topsfield,
Bradford, Merrimack Valley, NH, ME

DRY-CLEANING/LAUNDRY

Haverhill, Georgetown, Groveland

FARMERS' MARKET

Haverhill, Newburyport, Topsfield,
Georgetown, West Newbury



SUMMARY OF SURVEY RESULTS

Leave things
as they are.

Groveland is a town that
has changed immensely in
the [past] generation. The
development of the town
[does] not match the
current need of its
residents.

The community has suffered
a great hit due to Covid and
the recent political divides in
society over the past 2-3
years. A town is only as
strong as the community.
Right now we are hurting.

Vibrant, popular,
well programmed,
thoughtful

I would like to see a
better variety of
small shops and
restaurants. More
activities for adults
in their 30s/40s.

Investment in their
youth through growth
of strong school
system, investing in
the seniors with their
own community
center

A friendly
community

Apprehensively
friendly

Maintaining our intimate town
feel, our community
organizations and welcoming
others who appreciate them.



**GROVELAND COMMUNITY TRAILS /
CONNECTIONS / OPEN SPACE**







BAGNALL ELEMENTARY SCHOOL TO THE GEORGETOWN LINE

THROUGH THEMATIC LENSES.....

1. Community Gateway
2. Connectivity
 - Georgetown center
 - Community Trail Network
 - Bagnall Elementary to 150 Center Street & South Groveland
3. Place-making nodes
4. Managing change [Balancing development & preservation]
5. Infrastructure / Circulation



GATEWAY

What is the experience like entering Groveland on Rt. 97 from Georgetown?

Where is the “gateway” and what makes you feel like you have arrived in town?

What ideas do you have to improve it?

- Town line [signage]
- Complete Streets [ped / bike / landscaping]
- Commercial / Mixed-use developments along the corridor
- Salem Street intersection
- Bagnall, Center Street & the Community Trail



CONNECTIVITY

How could Center & School be celebrated as a community node?

How could open space assets like the Community Trail and Bagnall Fields be better connected?

- Complete Streets: Sidewalks / Bike lanes
- Expanded trail network [Argilla Brook]
- Visual presence of Community Trail
- Pedestrian crossings



PLACE-MAKING NODES

What ideas do you have to improve key Rt. 97 nodes and their immediate context?

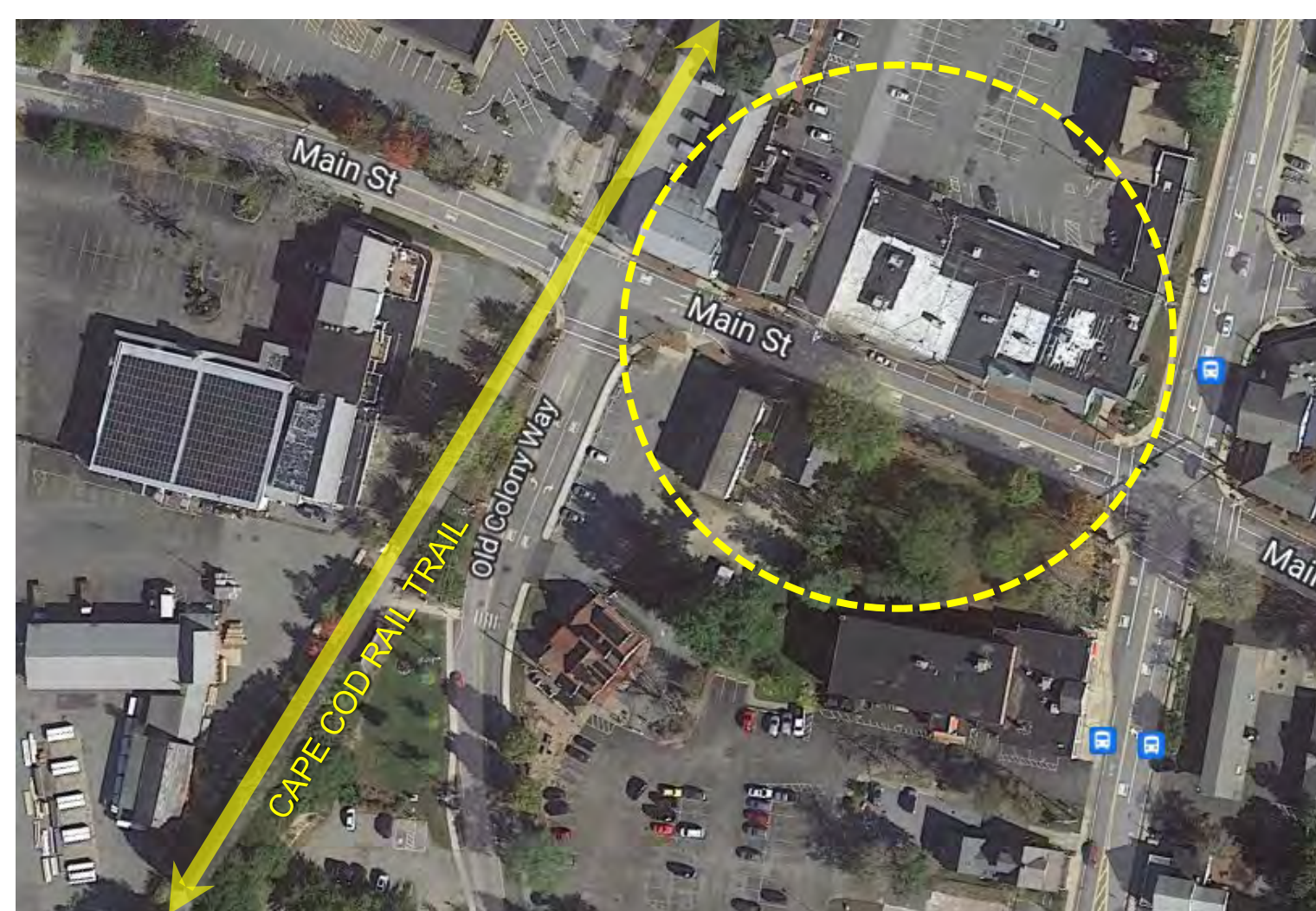
- Redevelopment
- Public Realm / “Place”
- Infrastructure [the ROW]

How could “place-making” enliven the Rt. 97 corridor?

- Balancing vehicular and ped/ bike environments
- Usable open space
- Mixed-use commercial nodes with outdoor dining
- Introduce multi-family residential typologies nearby to support vibrant “walkable” neighborhoods



CENTER & SCHOOL

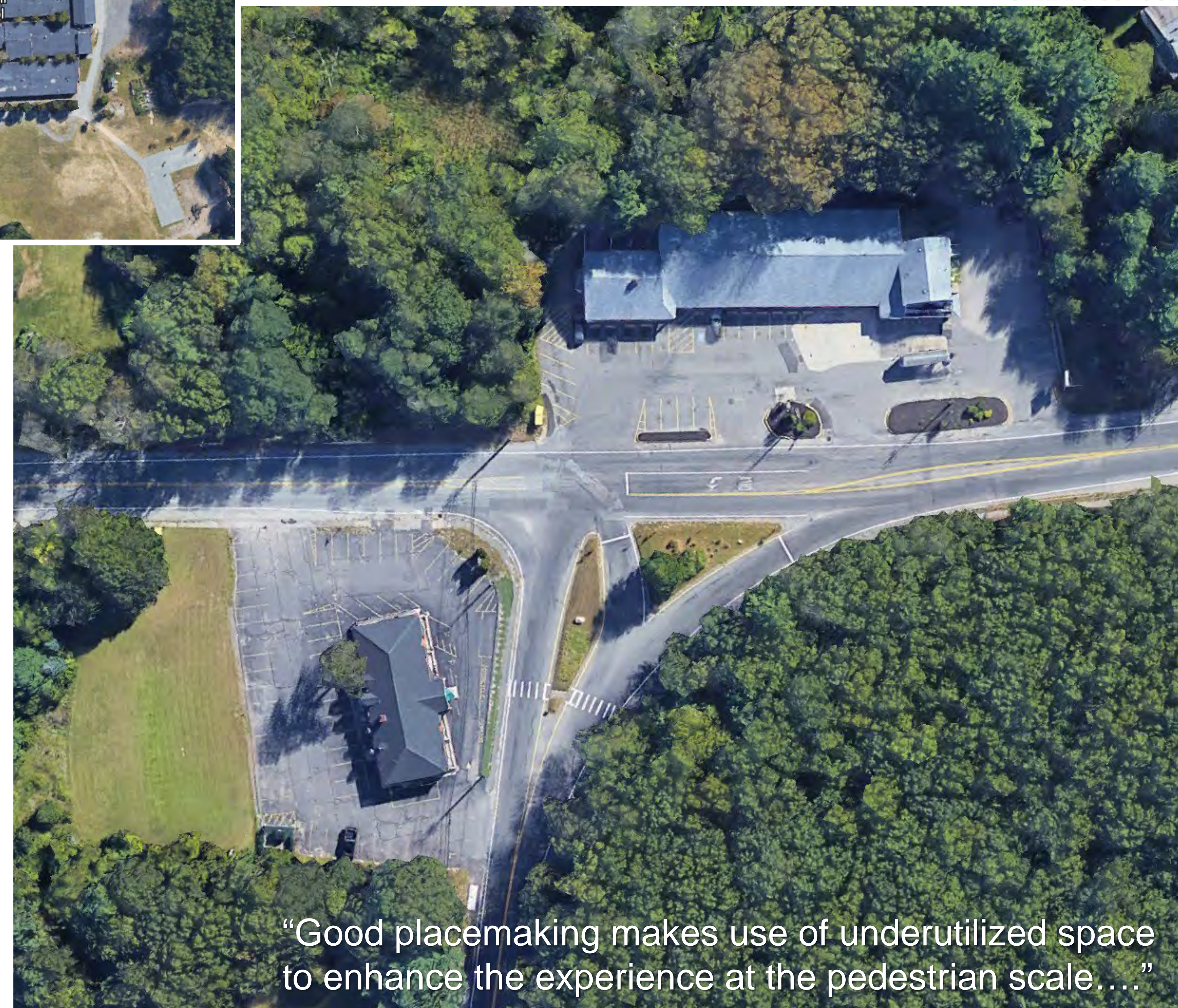


RAIL TRAIL & COMMERCIAL NODE



OUTDOOR DINING

SALEM & SCHOOL



“Good placemaking makes use of underutilized space to enhance the experience at the pedestrian scale....”



TOWN OF GROVELAND

2022 Comprehensive Plan

MANAGING CHANGE

BALANCING DEVELOPMENT & PRESERVATION

What type of development might be appropriate for the Rt. 97 corridor?

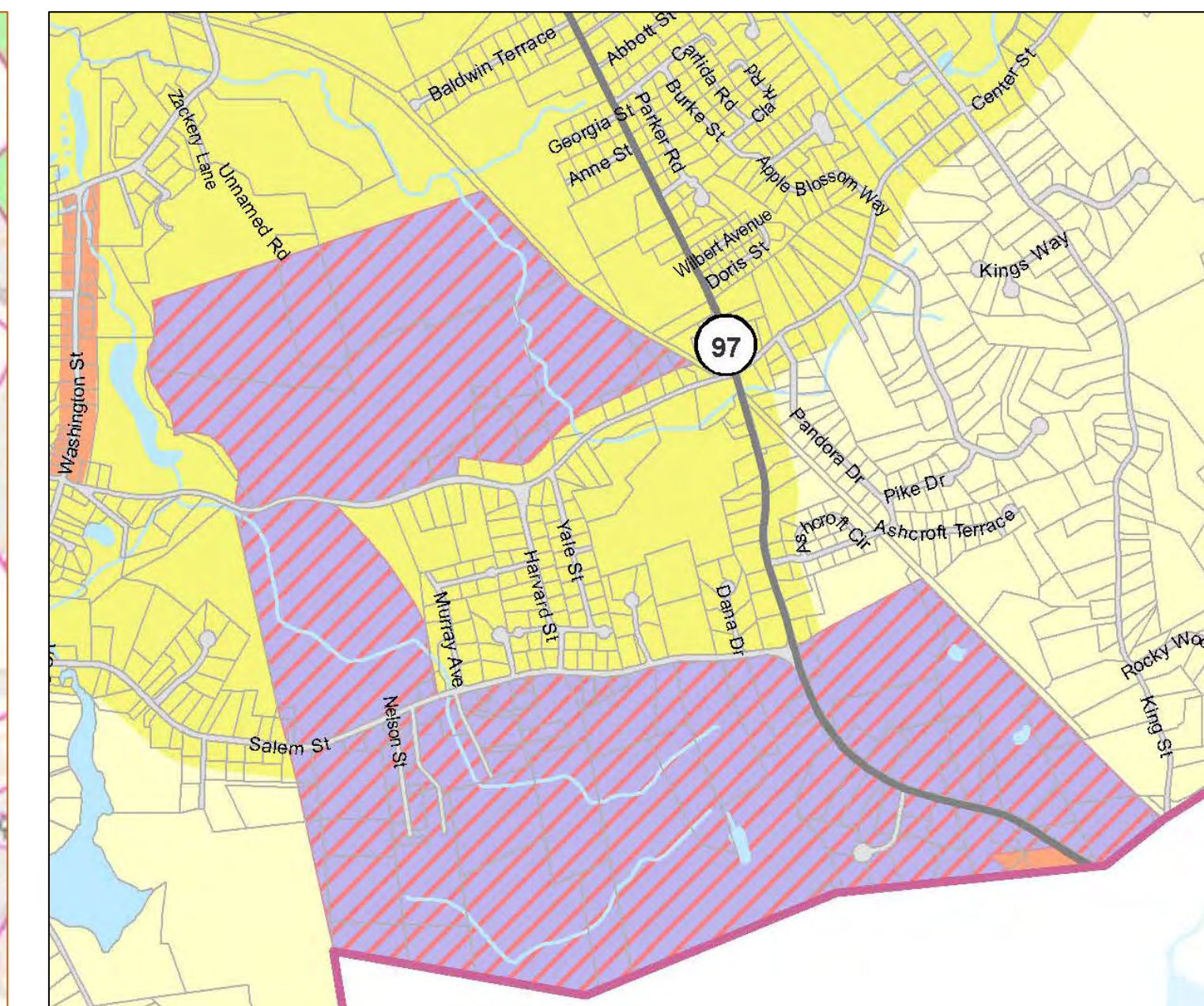
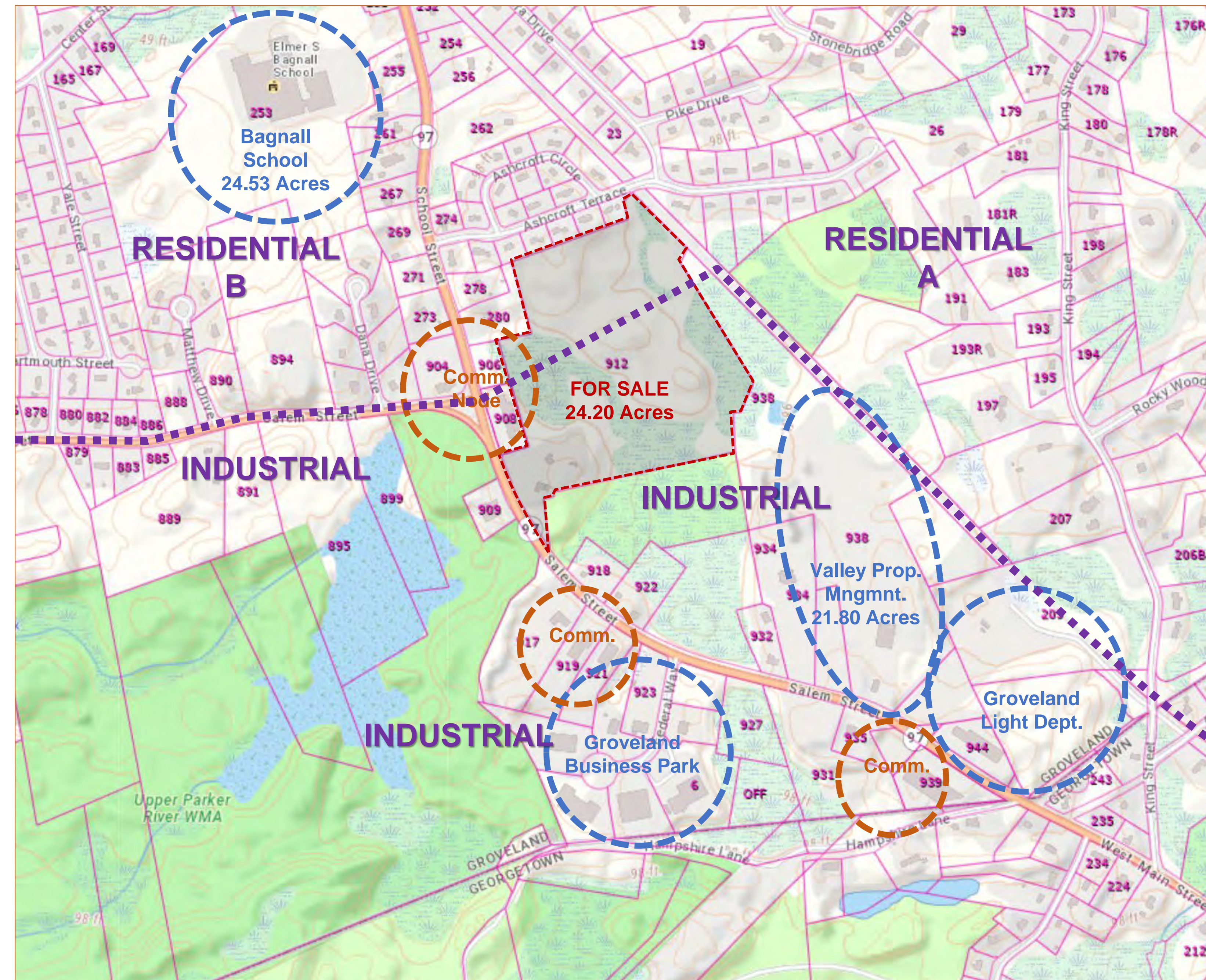
- Mixed-use commercial development
- Multi-family residential
- Industrial Park
- Office Park

What type of pattern should development follow?

- Nodal vs. Connected

What other Town amenities/ facilities might be located along the corridor?

- Recreation facilities
- Senior Comm. Life Center
- Transportation infrastructure





INFRASTRUCTURE/ CIRCULATION

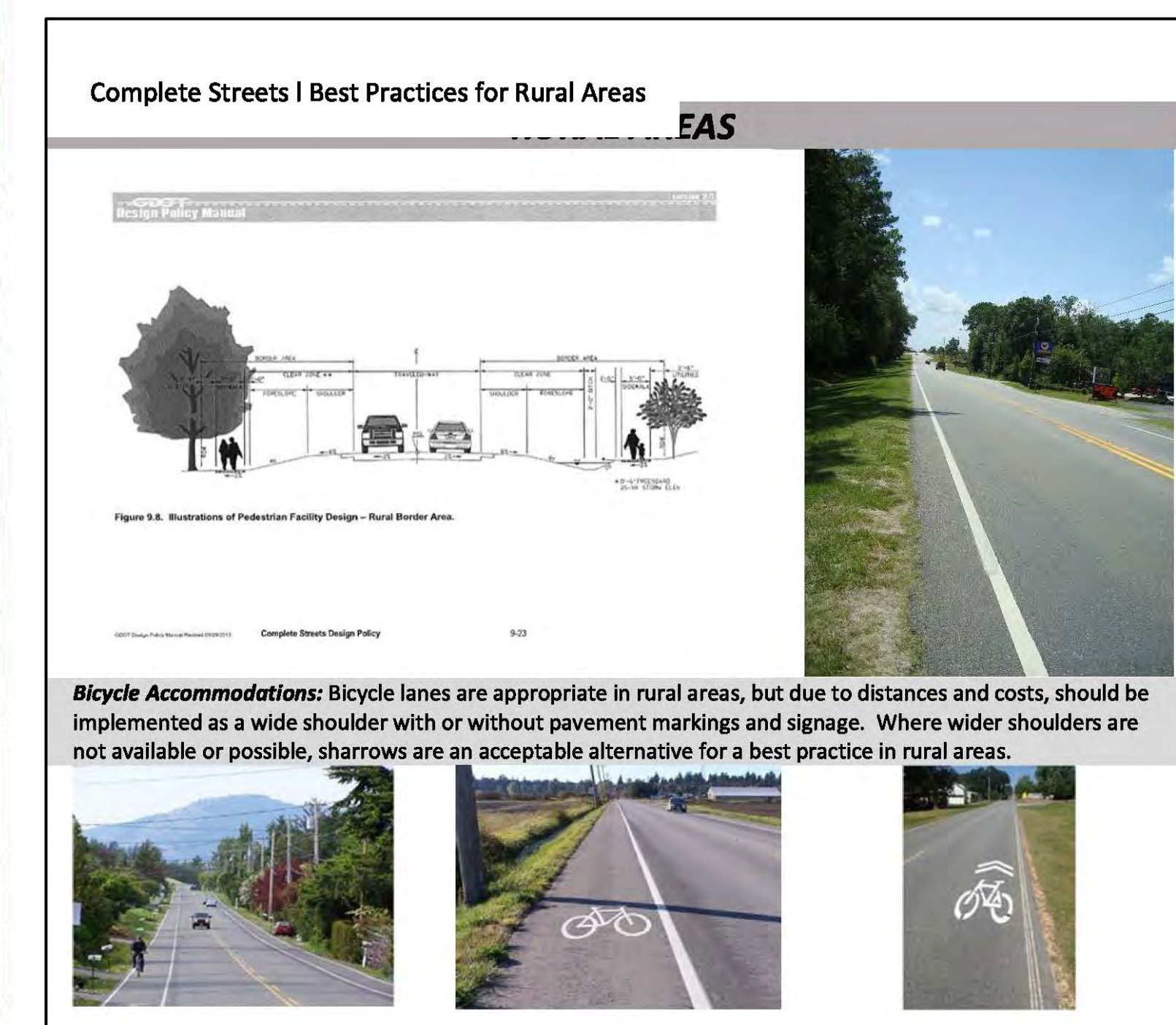
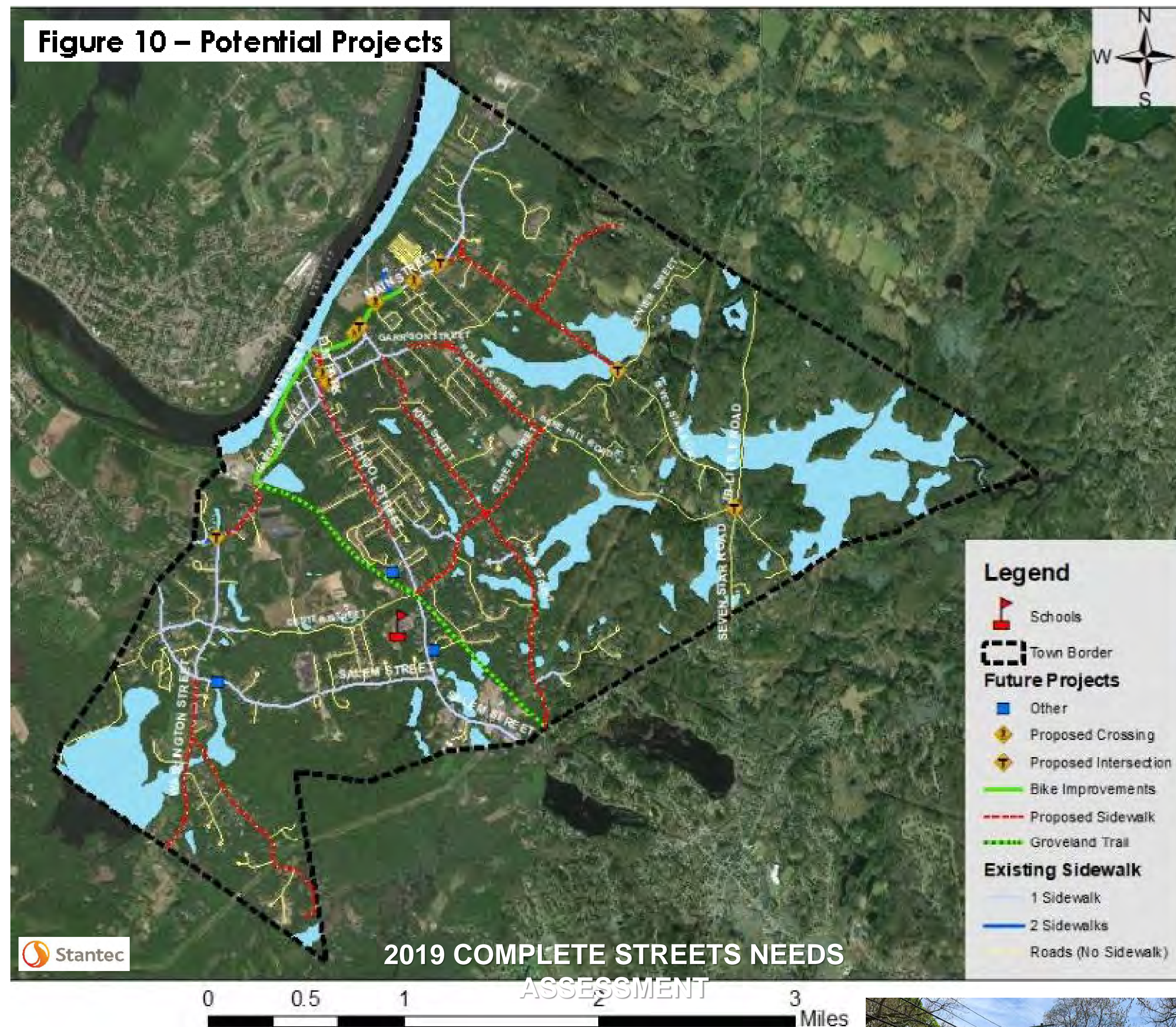
Should Complete Streets be a priority for School, Salem & Center Streets?

- Sidewalks
- Bike lanes
- Crosswalks [crossing Rt.97]
- Landscaping
- Signage [wayfinding/ community identity]
- Lighting

Why complete streets?

- Accessibility [curb cuts]
- Safety [near school]
 - Mitigating speed
- Efficient connections
- Support economic growth

What are Groveland's public transit needs?



Trips and Travel

Our handicapped-accessible van offers reasonably priced trips to local sites of interest. Most trips also include a stop for lunch—"delightful dining" with friendly companions. Please call our Program Coordinator, Nisha Burke, at (978) 372-1101 to reserve your place!

GROVELAND COA VAN





WALKING THE BOARDS

Instructions: Comments

Review the stations.

Use the stickies to make comments or ask questions.

Write clearly!

Instructions: Priorities

Read through all the comments.

Use your six dots to select your top six priorities (one dot per priority).



Q&A



NEXT STEPS

May 10, 6-7:30 PM
Elm Square to Town Hall

May 12, 6-7:30 PM
Bagnall Elementary School to the
Georgetown Line

May 14, 10-11:30 AM
150 Center Street to Veasey
Memorial Park

June
Second Steering Committee Meeting
Open House

July
Second Online Questionnaire
Third Steering Committee Meeting

August
Draft Plan and Public Review



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2022 Comprehensive Plan



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