



TOWN OF GROVELAND

Comprehensive Plan

Public Workshop #3: 150 Center Street to Veasey Memorial Park
May 14, 2022





AGENDA

Welcome and Introductions

Comprehensive Planning 101

Summary of Survey Results

150 Center Street to Veasey Memorial Park

- 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

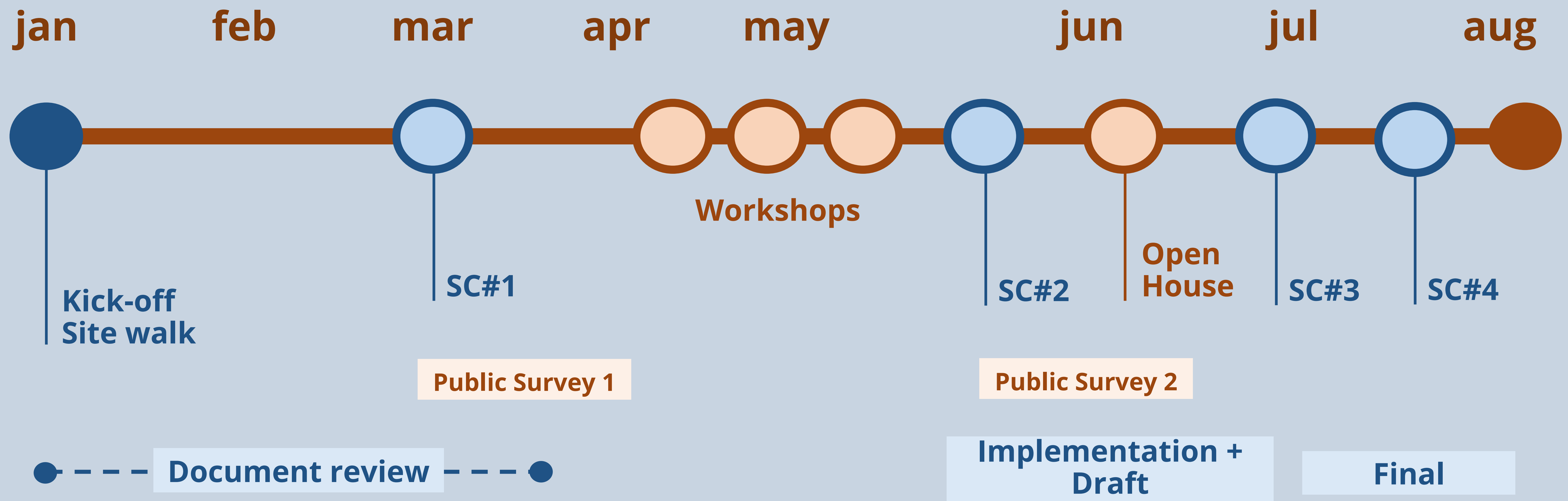
Infrastructure-based

Resource-based

Other themes?



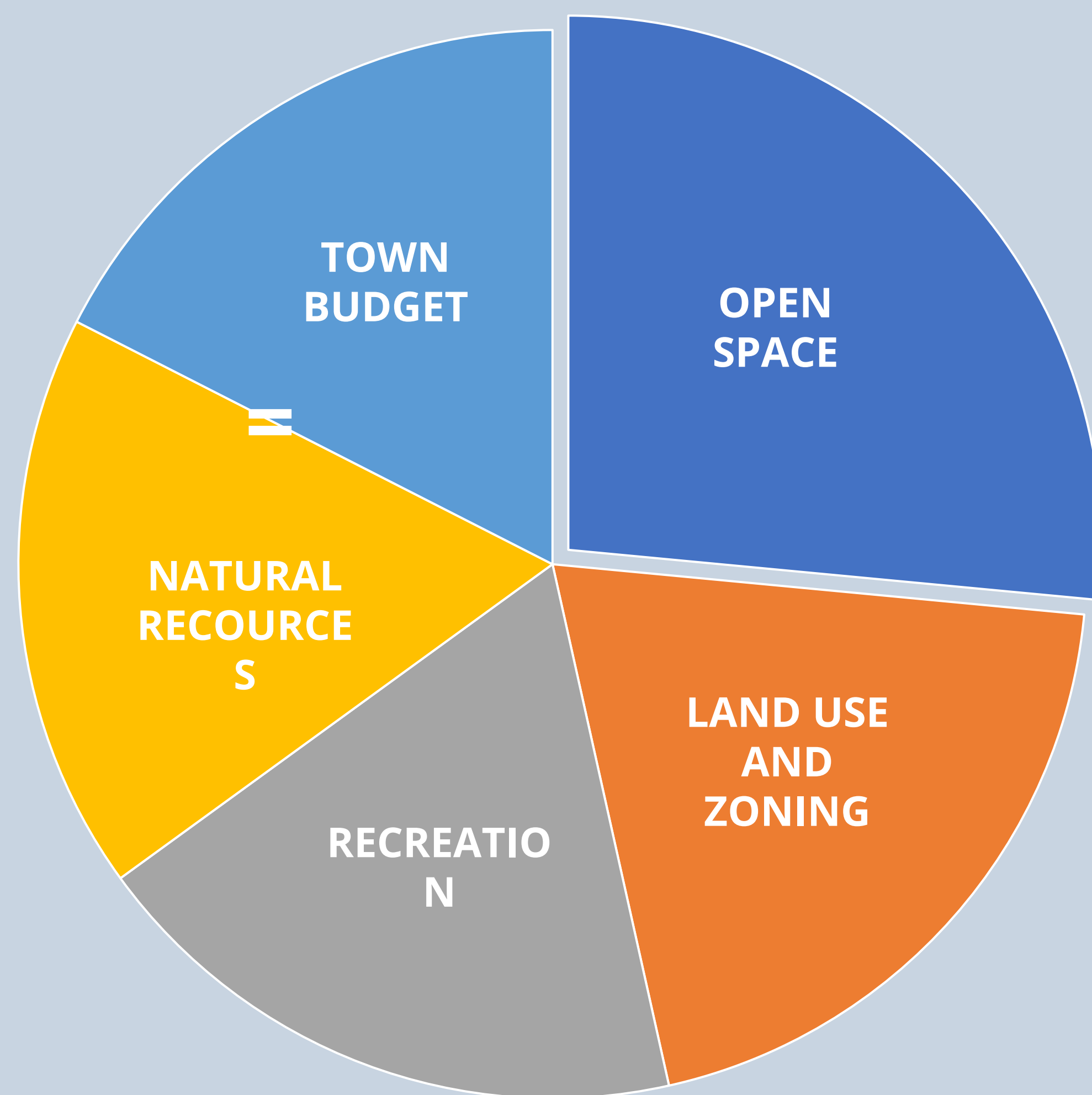
TIMELINE





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

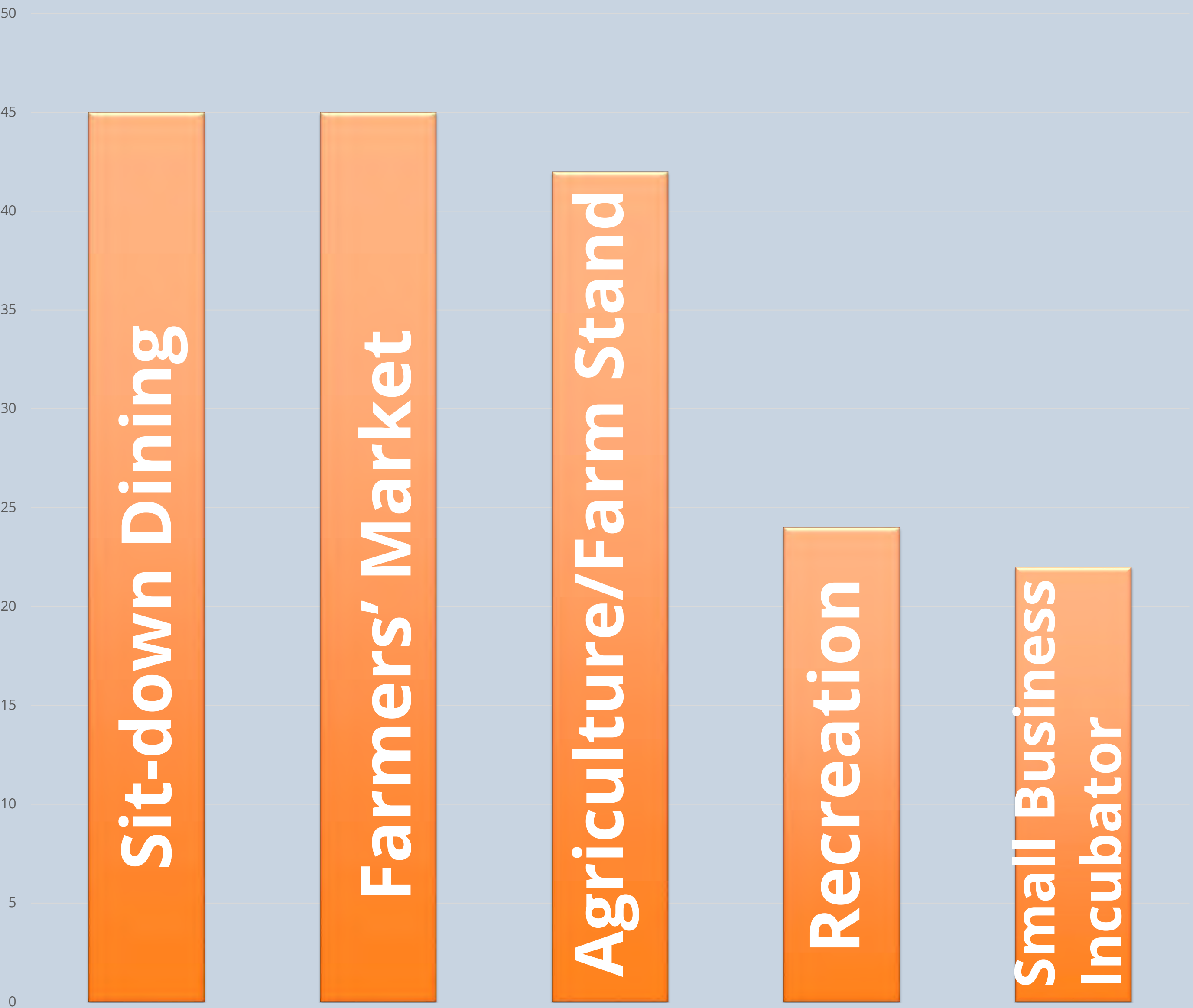
- 1. Growth management.**
- 2. Leadership**
- 3. Open space and recreation.**
- 4. Town Square and Elm Park.**
- 5. None of the above – my priorities have changed.**

68 out of 68 respondents answered this question.



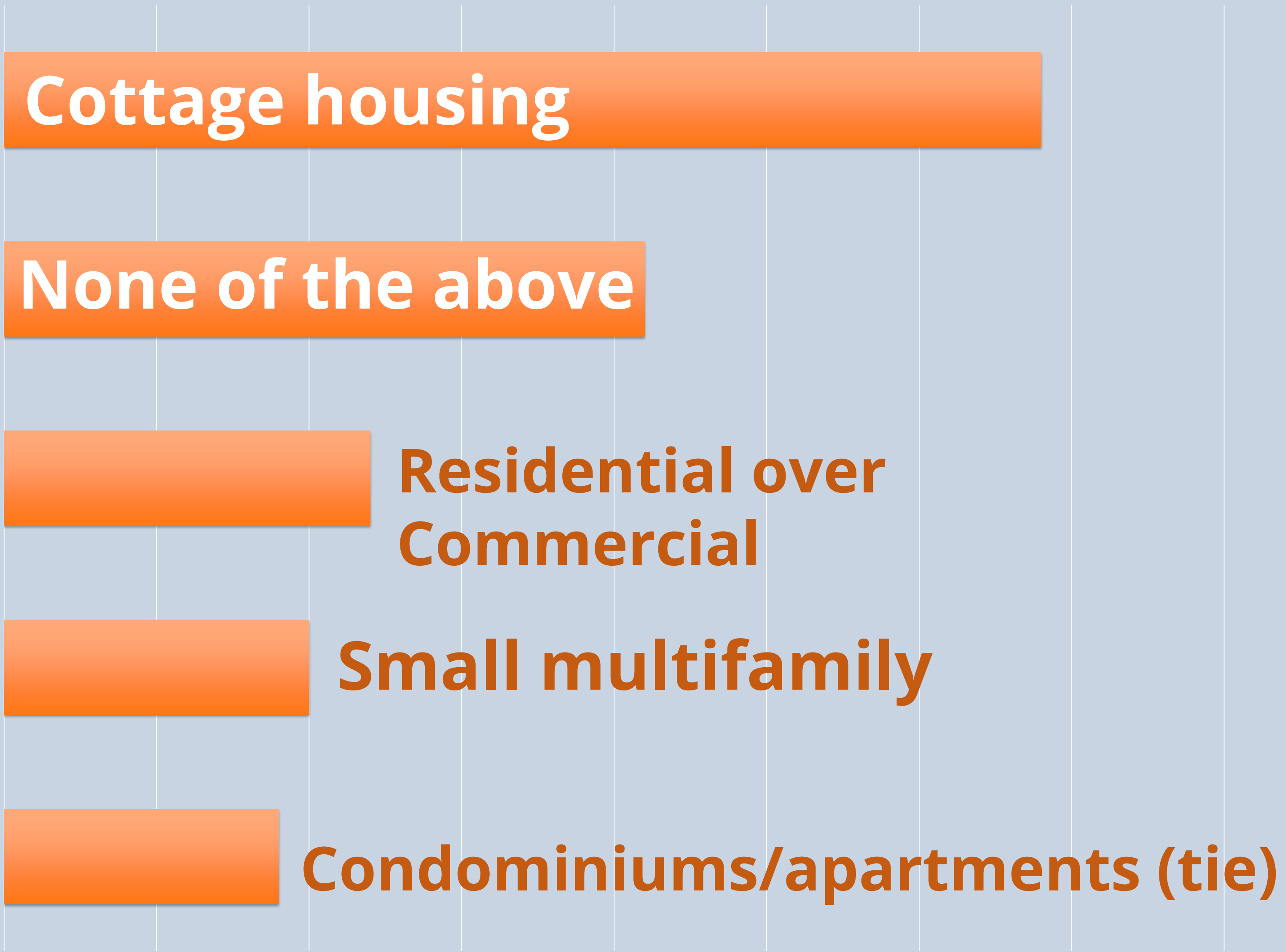
SUMMARY OF SURVEY RESULTS

Top 5 Commercial Uses



68 out of 68 respondents answered this question.

Top 5 Missing Housing Types

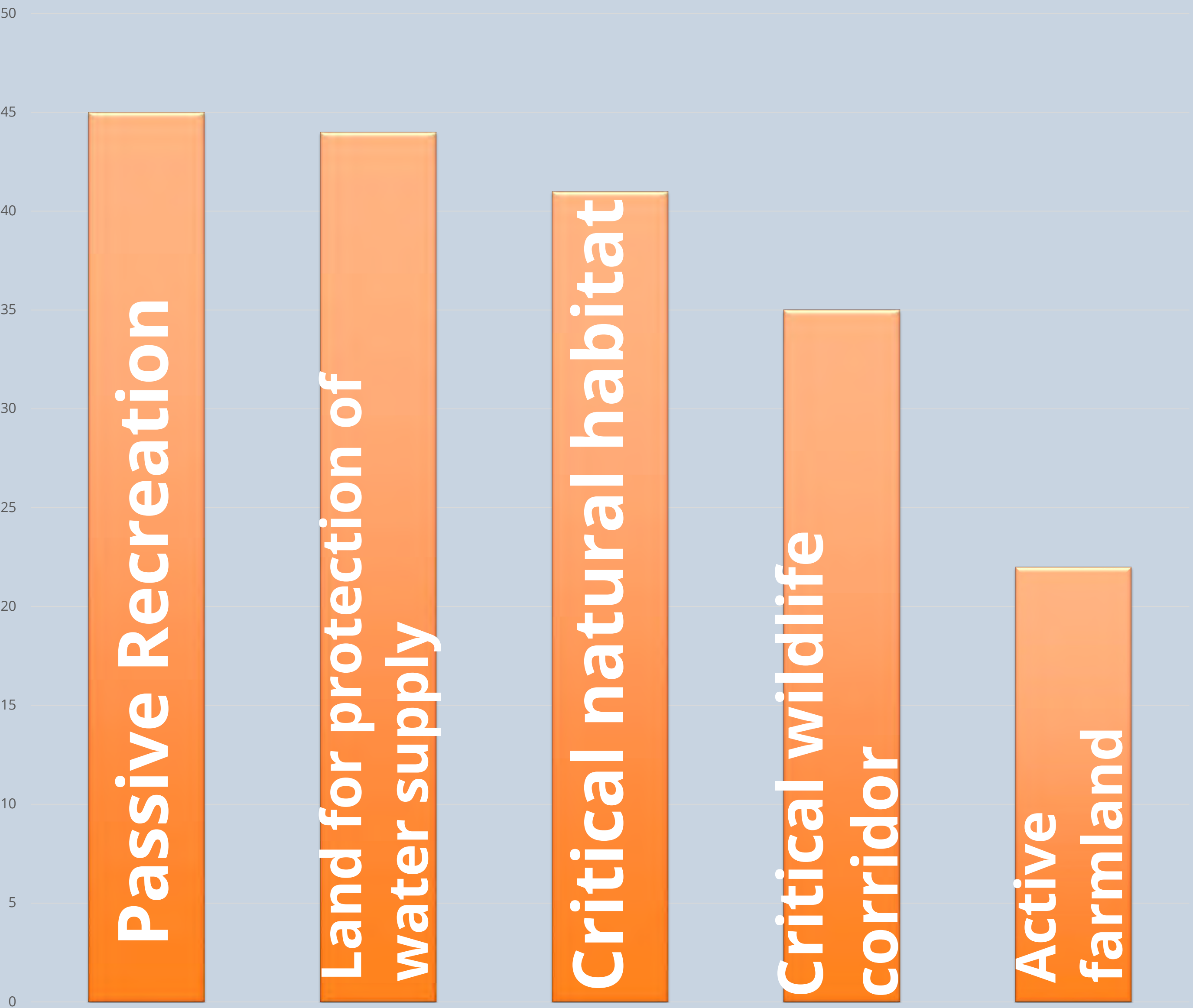


68 out of 68 respondents answered this question.



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.



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).



GROVELAND COMMUNITY TRAILS / CONNECTIONS / OPEN SPACE







SOUTH GROVELAND 150 CENTER STREET TO VEASEY MEMORIAL PARK

THROUGH THEMATIC LENSES.....

1. Open Space & Recreation
2. Connectivity
 - Veasey Memorial Park & Johnson's Pond
 - Washington Street nodes
 - Johnson's Creek & 150 Center Street
3. Place-making goals & Pedestrian environments
4. Managing change [Commercial / Mixed-use]
5. Infrastructure / Mobility





OPEN SPACE & RECREATION

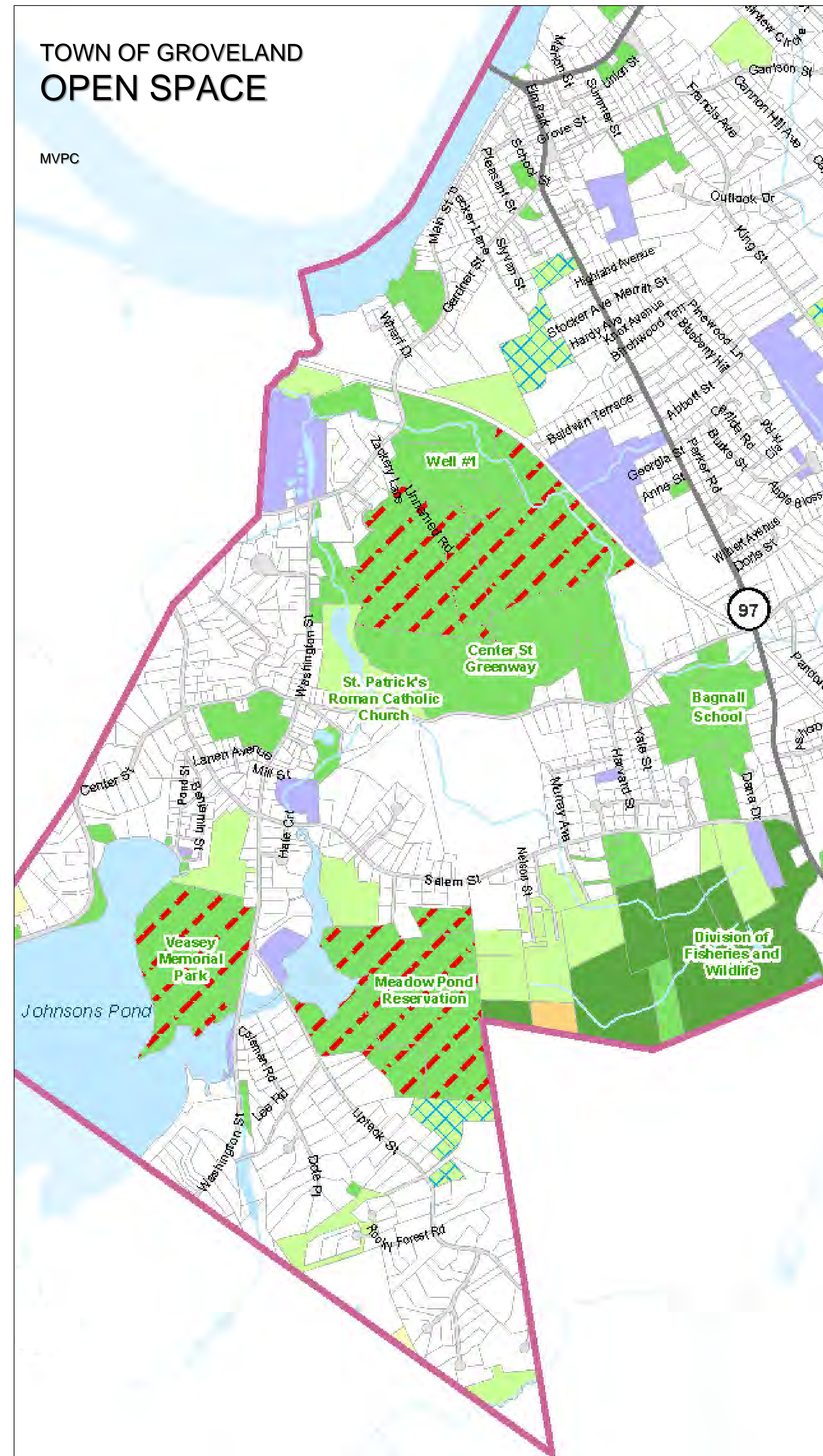
What would enhance the experiential qualities and accessibility of Veasey Park/Johnson's Pond area?

- Water access / Trails
- Community / Cultural / Indoor function space
- Senior Comm. Life Center

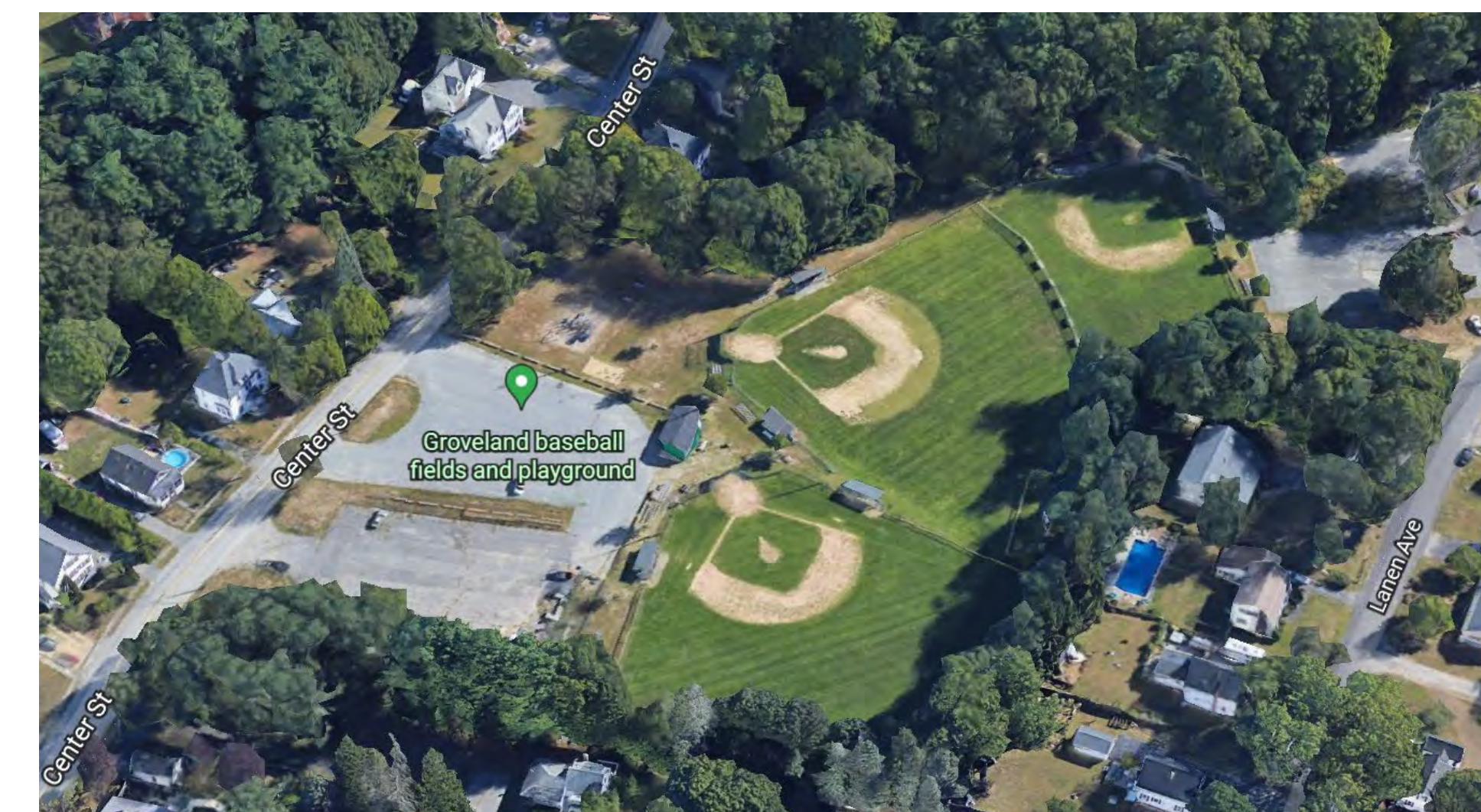
What open space amenities should 150 Center Street accommodate?

- Could compact development be balanced with open space?

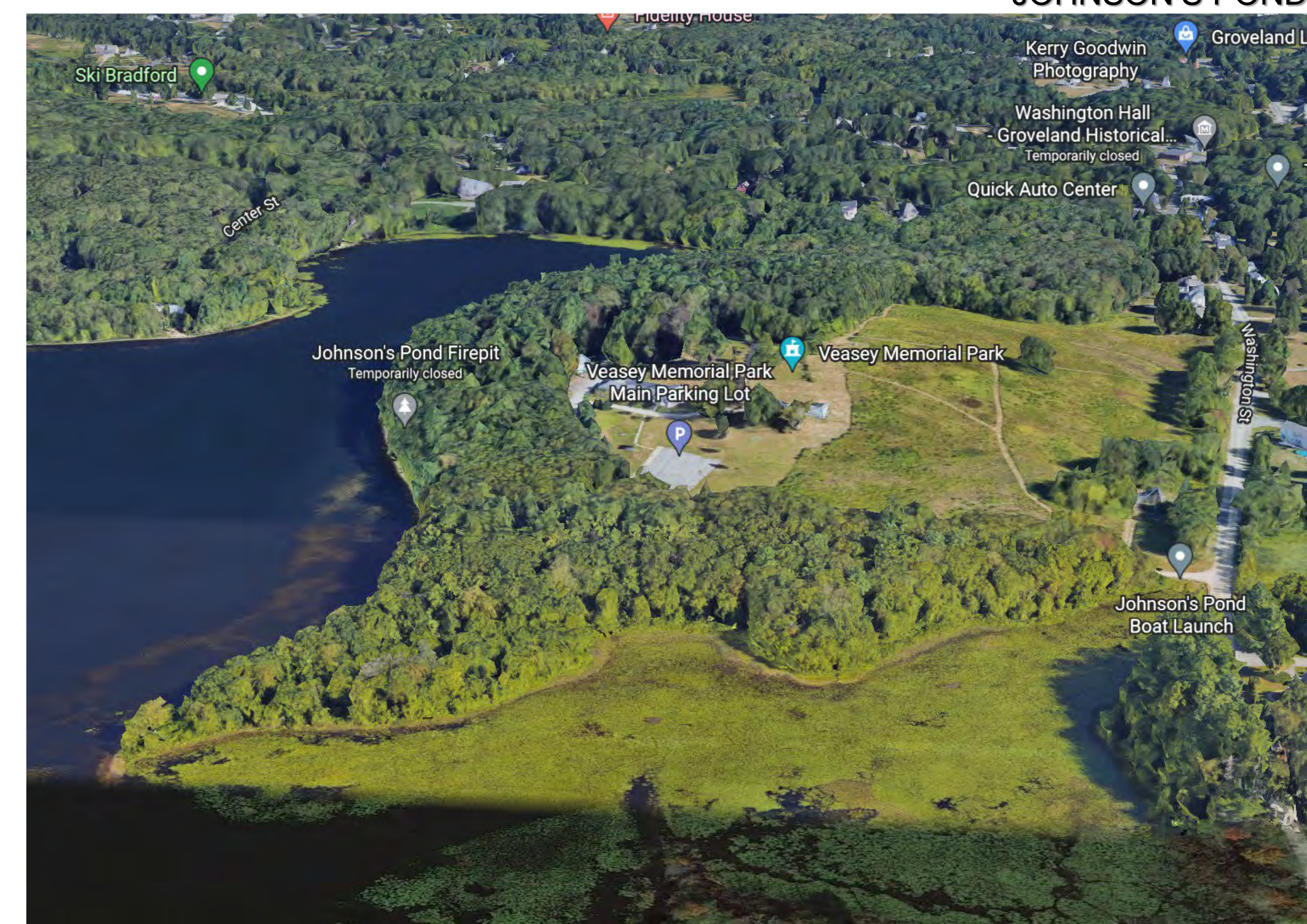
Do the Groveland baseball fields and playground area provide adequate neighborhood rec facilities?



150 CENTER STREET
[JOHNSON'S CREEK TO THE COMMUNITY TRAIL]



GROVELAND BASEBALL FIELDS & PLAYGROUND



VEASEY PARK & JOHNSON'S POND

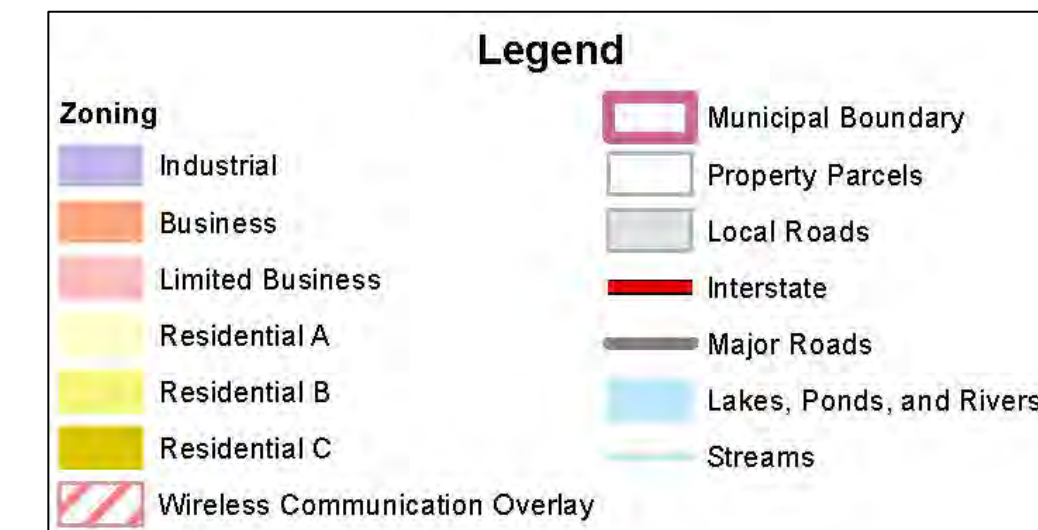
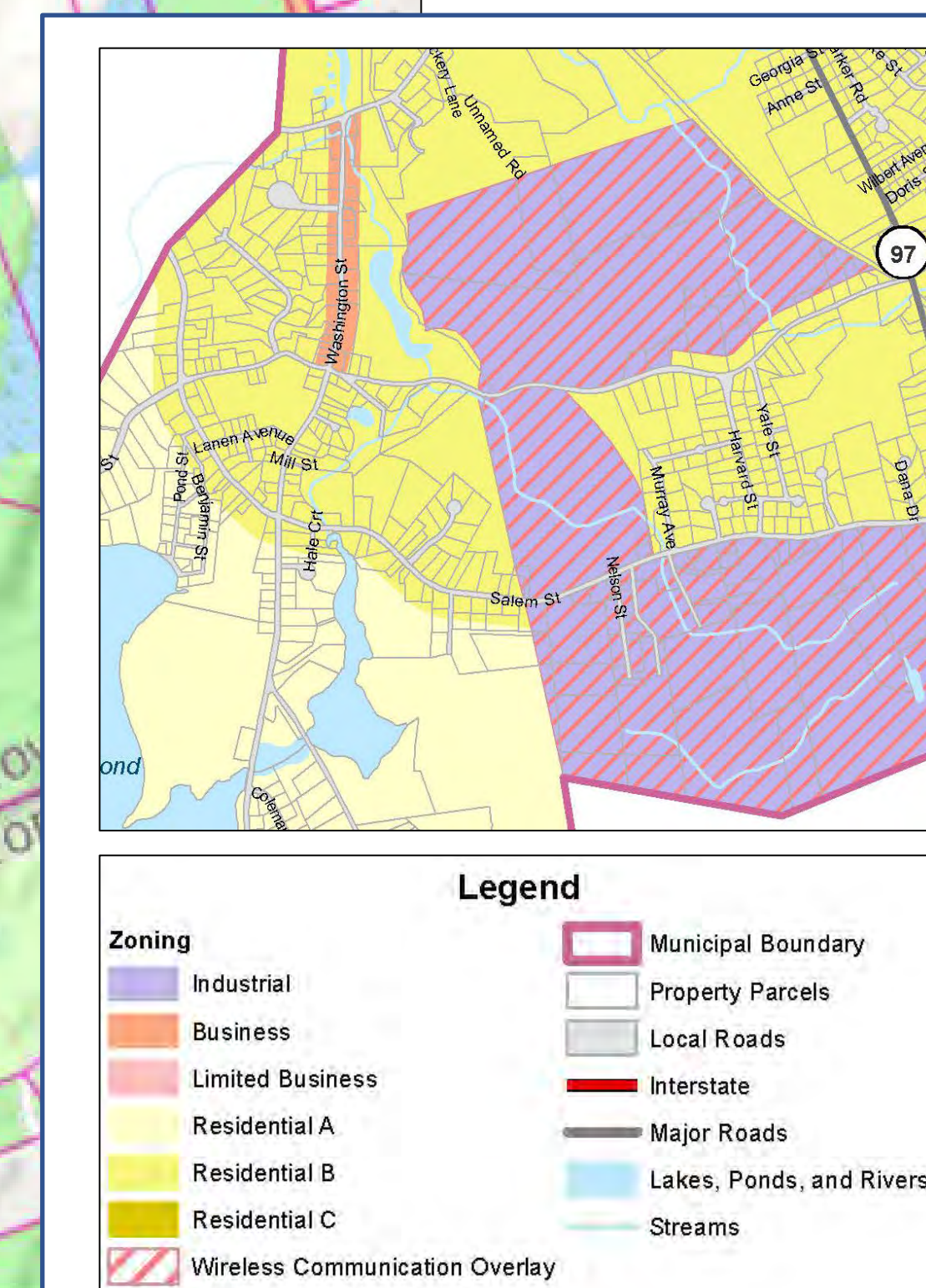
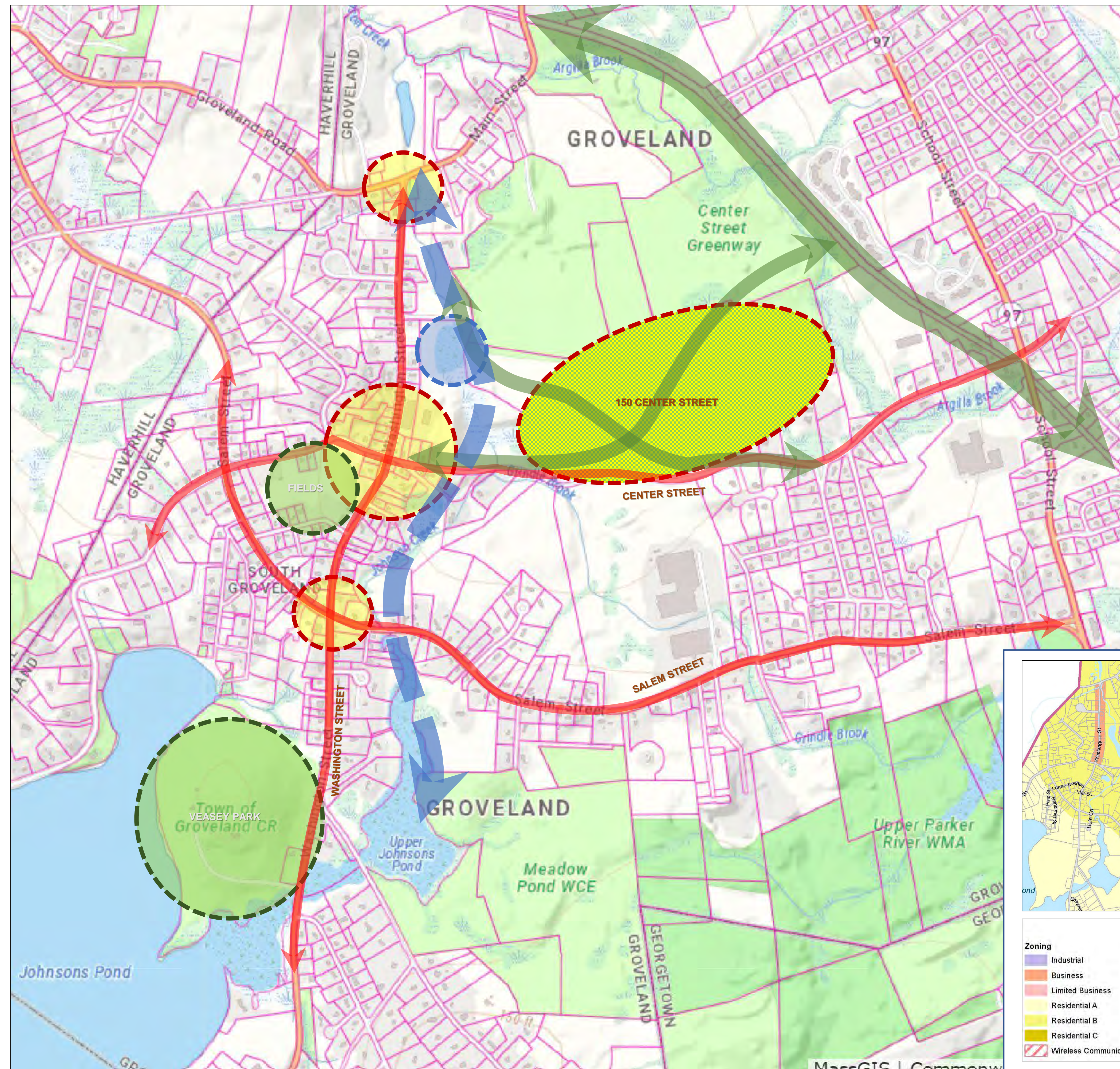
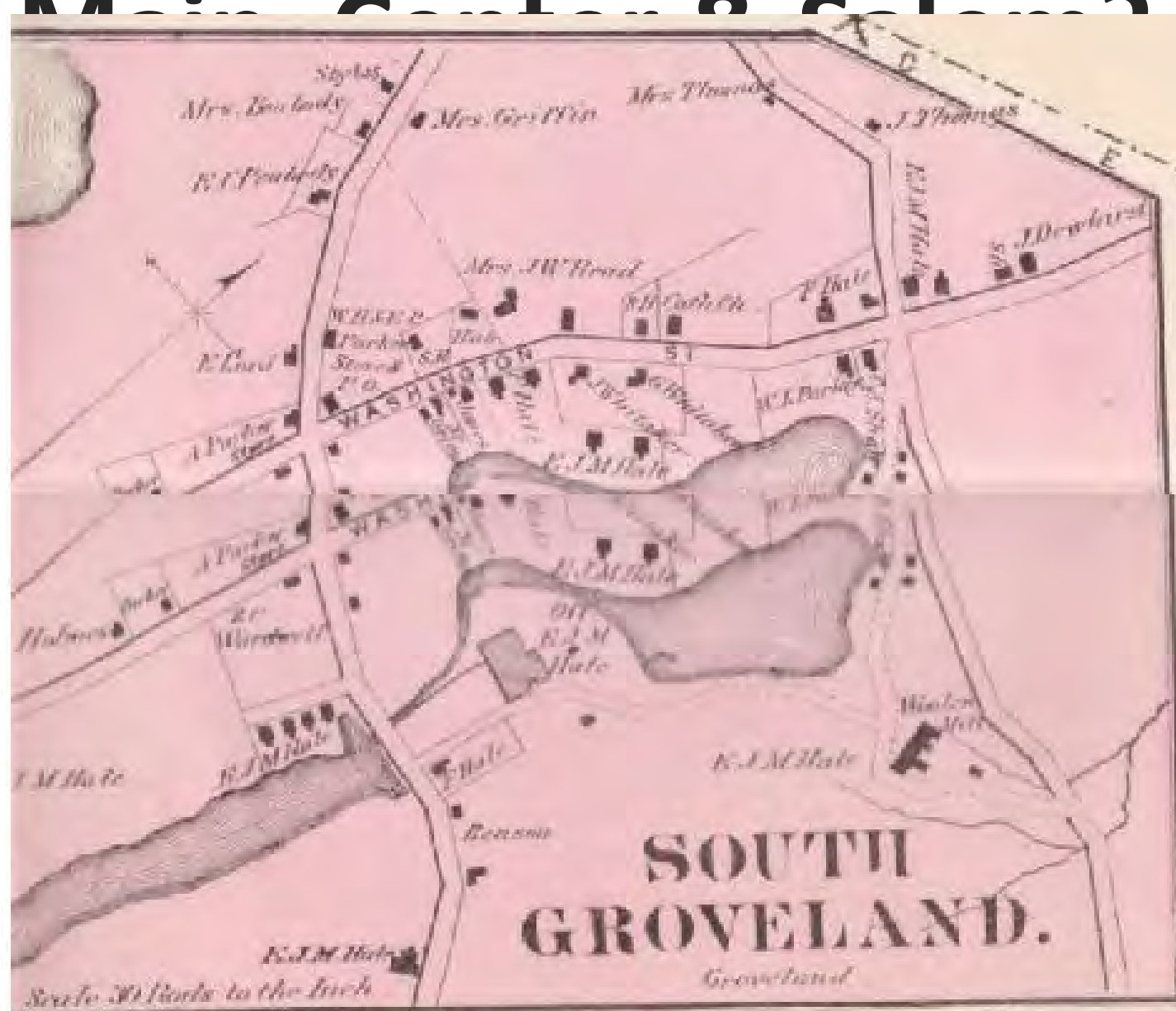


CONNECTIVITY

What role could 150 Center Street play in linking South Groveland to the Center Street Greenway and the Community Trail?

How can the connection to Veasey Park & Meadow Pond be enhanced – Johnson's Creek/Greenways?

Thoughts re Washington Street intersections/ nodes @ Main Center & Salem?



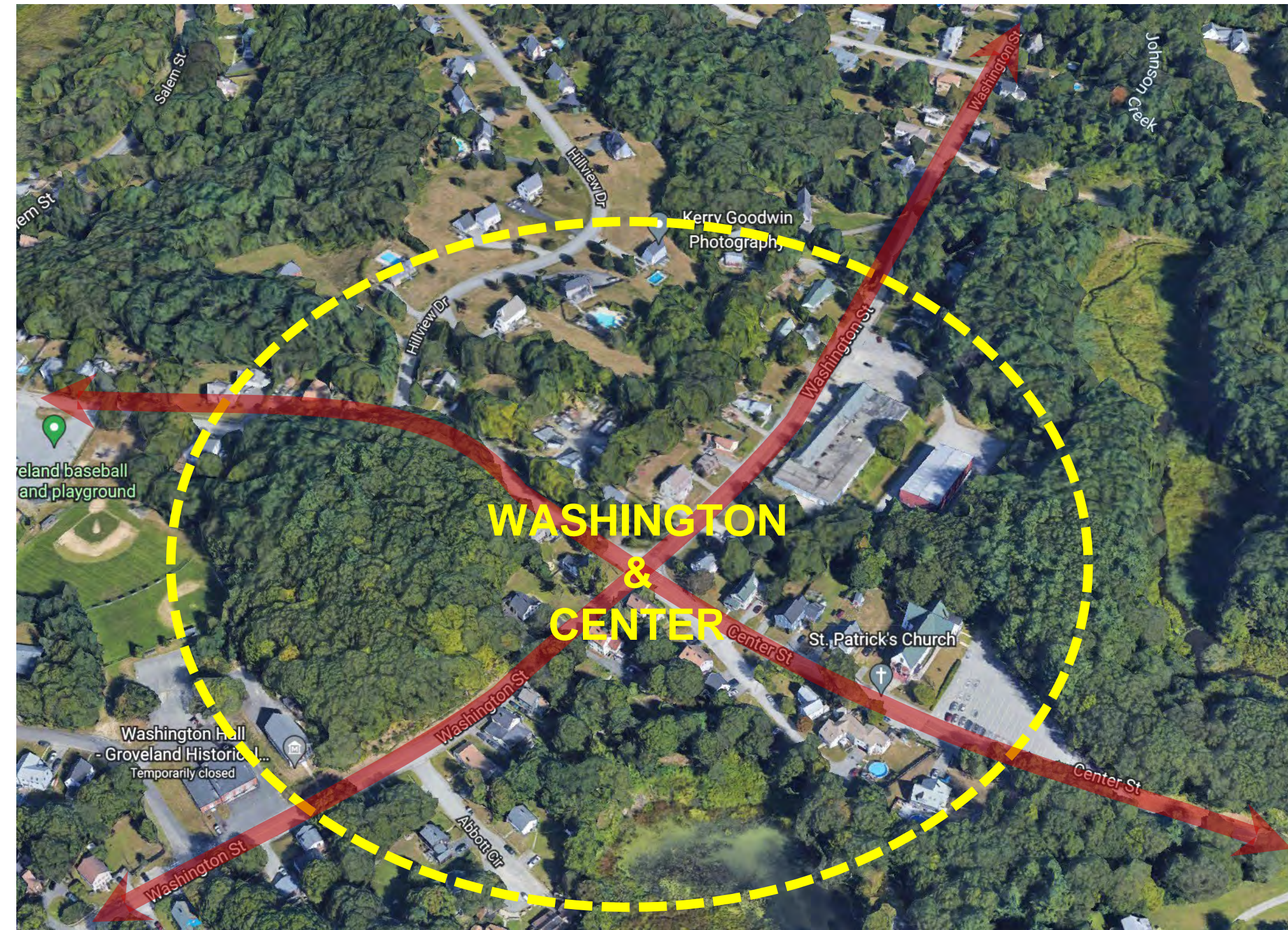


PLACE-MAKING

Is the area around the intersection of Washington & Center Streets a logical place for a walkable mixed-use neighborhood node?

How might place-making enhance South Groveland's identity?

- Usable / flexible gathering space
- Areas for outdoor dining/farmer's market
- Integrating open space assets & trail networks
- Nearby multi-family residential typologies to support commercial
- Ped / Bike environments; Streetscape amenities



Village Green @ Pine Hills





MANAGING CHANGE

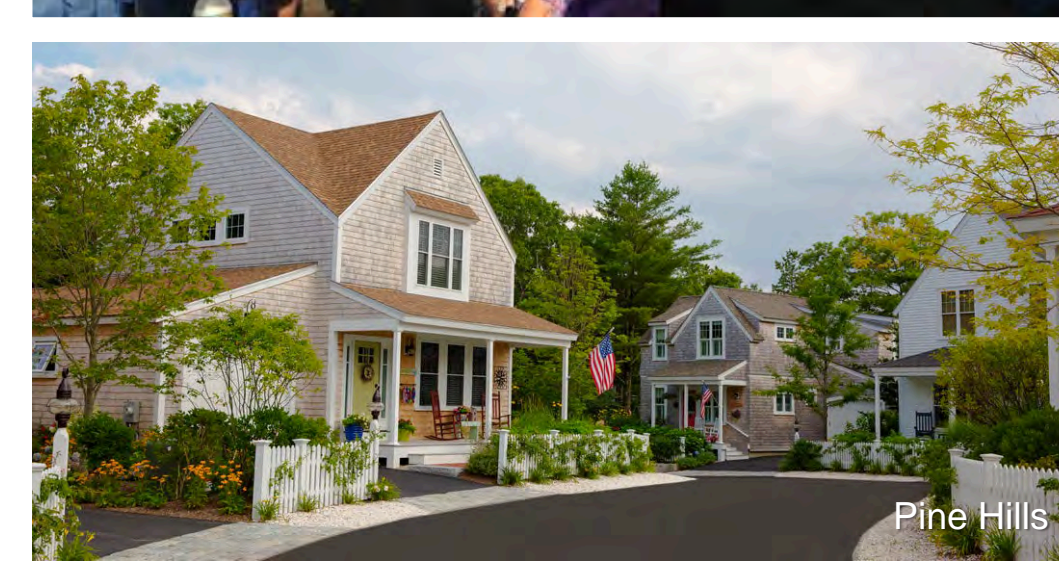
BALANCING DEVELOPMENT & PRESERVATION

What is your vision for 150 Center Street?

- 100% open space & recreation
- Compact mixed-use / Town Center-style development [diversifying the tax base]
- Addressing Groveland's housing needs – some age-restricted options, mixed-income, affordable, etc. [residential typologies?]

What other Town amenities/ facilities might be located at 150 Center Street?

- Recreation facilities
- Senior Comm. Life Center



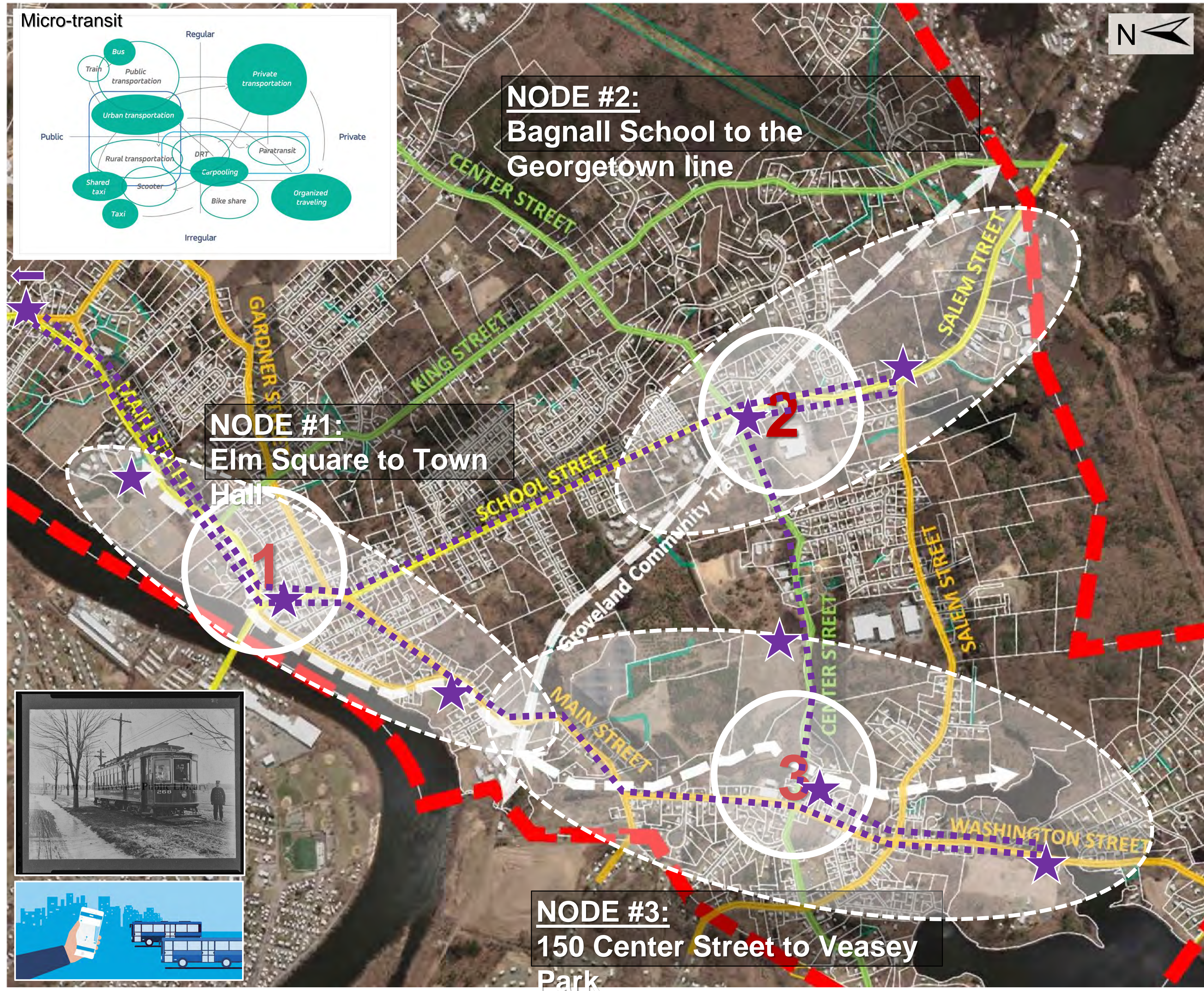
INFRASTRUCTURE/ MOBILITY

Why Complete Streets should be a key focus for all communities:

- Accessibility [ADA]
- Safety
 - Sharing the road
 - Mitigating speed
 - Key nodes: schools/ rec areas
- Efficient connections
- Support economic growth

What are Groveland's public transit needs?

- Accommodate Micro-transit / Micro-mobility [App enabled/ on demand]
 - First & Last Mile
 - Access to services
 - Help social isolation
 - MBTA commuter rail





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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