

Town of Newbury

Master Plan Update

Public Presentation

June 29, 2023

2023 Master Plan Update

Welcome and Introductions

What is a Comprehensive Plan?

2022/2023 Process

Plan Format and Content

Schedule for Adoption



Town of Newbury
2023 Master Plan
June 2023 Draft for Public Review



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Comprehensive (Master) Plan 101

MGL Chapter 41, Section 81D

Required elements:

- Goals and policies statement
- Land use plan
- Housing
- Economic development
- Natural and cultural resources
- Open space and recreation
- Services and facilities
- Circulation (Transportation)
- Implementation program

What is the role and the responsibility of the Town of Newbury for each of these elements, which actions can it take, and who within the Town is responsible?

Updated approximately every ten years.

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2022/2023 Process

Town's process to complete the plan:

- Evaluated past work and gaps.
- Contracted with MVPC who updated the content for the Transportation and Economic Development chapters, updated the maps and reviewed the Natural Resources section.
- Contracted with Innes Associates who updated the data in the remainder of the plan where updated information was available, changed the format, and added the missing sections to complete the plan.

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1. EXECUTIVE SUMMARY

OVERVIEW

The Town of Newbury's 2023 Master Plan is the result of a multi-year effort, beginning in 2015, that included many people: residents, business and property owners, Town officials and staff, the Merrimack Valley Planning Commission (MVPC), and two consulting firms. The COVID-19 pandemic slowed the pace of the planning process as did the delayed release of information from the 2020 Census.

This plan includes the extensive community input from the initial planning process, begun in 2016, including responses to a town-wide survey, public meetings, and the work of the members of the Master Plan Steering Committee. Data has been updated to the most recent available. Community goals expressed in the early draft are largely intact, with a few modifications in response to new data or the recommendations of other plans that were completed during this period.

This executive summary provides a guide to this 2023 Master Plan document and where to find specific information. For ease of use, the vision and goals are stated in this executive summary and then expanded upon in Chapter 3: Expanded Vision, Goals, and Actions. This executive summary also contains a short discussion of the recommended next steps for the Town in the implementation of the actions identified in this Master Plan.

The chapters in this document, and a short summary of the purpose of each chapter, is as follows:

- **CHAPTER 1: EXECUTIVE SUMMARY.** Overview of the document and recommendations for the Town's next steps.
- **CHAPTER 2: INTRODUCTION.** Introduction to the planning process, how the plan will be adopted, and a guide to using the document.
- **CHAPTER 3: EXPANDED VISION, GOALS, AND ACTIONS.** The vision and supporting goals, with a forward-looking explanation for each set of goals and actions.

The next seven chapters provide an assessment of the existing conditions for each of the master plan elements as defined in Section 81D of Chapter 41 of the Massachusetts General Laws (the enabling legislation for master plans in Massachusetts; see Chapter 2, Introduction for more details.) The existing conditions for each element provide the background and support for the recommended actions. Chapter 3: Expanded Vision, Goals, and Actions focuses on what the Town should do next; Chapters 4-10 focus on where the Town is now and the conditions that require action. These chapters are as follows:

- **CHAPTER 4: LAND USE.**
- **CHAPTER 5: COMMUNITY SERVICES AND FACILITIES.**

Key Concepts

Immediate next steps:

- Update other planning documents (ex. Housing Production Plan, Hazard Mitigation Plan (both in progress), and Open Space and Recreation Plan (overdue).
- Consider appointing a Master Plan Implementation Committee.
 - Update outstanding data.
 - Develop base data for benchmarking progress.
 - Monitor implementation and progress towards goals.

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2. INTRODUCTION

WHY PLAN?

Chapter 41, Section 81D of the General Laws of Massachusetts provides the Newbury Planning Board with the authority to develop a master plan for the Town of Newbury:

A planning board established in any city or town under section eighty-one A shall make a master plan of such city or town or such part or parts thereof as said board may deem advisable and from time to time may extend or perfect such plan.

Such plan shall be a statement, through text, maps, illustrations or other forms of communication that is designed to provide a basis for decision making regarding the long-term physical development of the municipality.

Newbury's 2006 Master Plan provided a framework for addressing the challenges confronting an emerging suburban community, such as physical changes that threaten community character and increasing costs associated with providing municipal services driven by new residential growth. A range of issues addressed in the 2006 Master Plan continue to be of concern to the community: maintaining Newbury's rural character and small town "feel"; preserving open space, agricultural lands, and the town's historic development pattern around distinct villages; providing more diverse housing options; and strengthening the tax base needed to support public facilities and services.

Newbury residents generally like Newbury the way it is today and would prefer changes be minimized in the future. There are however numerous aspects of Newbury that are troublesome to many residents and need to be addressed, including the rising cost of living in Newbury (housing costs and increased taxes), the difficulties of doing business in and with the Town, and the difficulty the Town has experienced in building consensus around public facilities capital planning.

Nine years after the 2006 Master Plan was completed, the Town of Newbury undertook an update of that Master Plan in order 1) to analyze and incorporate the demographic changes that have occurred since 2000, 2) evaluate the current economic climate and 3) review the progress in implementing the 2006 Plan's goals in order to provide the basis for decision-making relating to development policy, municipal budgeting and capital planning, and economic development.

Key Concepts

- Deeper discussion of process, priorities, and the format of the document.
- The priorities will be updated based on public comment from tonight's meeting and from the questionnaire.



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3. EXPANDED VISION, GOALS, AND ACTIONS

OVERVIEW

As described in Chapter 1. Executive Summary and Chapter 2. Introduction, this chapter provides more detail about the vision and goals defined by this 2023 Master Plan. The most important components of this chapter are the actions associated with each goal. Implementing these actions, over time, should move the Town towards the community vision expressed below.

VISION

In 2035, the Town of Newbury will be 400 years old. A master plan often uses a time horizon of ten years for the implementation of recommended actions. The Town intends to adopt this master plan in 2023, which creates a twelve-year span before the anniversary.

The vision, goals, and strategies of this Master Plan should be achievable within that thirteen-year timeframe. As the Town approaches 2035, it should be in the process of updating this plan to address needs and goals for 2045.

Imagine that you are in 2035 looking over the past twelve years. What does the Town want to accomplish during that time? How will the Town have changed during this period? This vision for Newbury, developed during the initial planning process and refined during the final edits, seeks to answer that question for the whole Town.

VISION

In 2035, Newbury is a town that:

- Consistently engages the residents of its three villages to build a strong sense of community through proactive discussions to enhance the identity of each village and the Town as a whole.
- Creates tools and takes action to preserve and enhance its historic and natural resources with tools that address the current and projected impacts of climate change.
- Supports creative economic development that draws on its strengths in agriculture and fishing, its historical and natural resources, and the arts to enhance the vitality of the Town and provides opportunities, including jobs, for its residents.
- Develops zoning for diverse housing options that support residents of all ages and across all income levels while also supporting and protecting the natural environment.
- Supports different modes of transit and strategic opportunities to improve road safety for all users and reduce traffic by increasing mobility options for local trips.

Key Concepts

This section provides the vision statement for the plan and the forward-looking context for the recommended actions and strategies.

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Key Concepts

This section provides the vision statement for the plan and the **forward-looking context for the recommended actions and strategies.**

GOALS AND ACTIONS

- Element 1: Land Use
- Element 2: Community Services and Facilities
- Element 3: Economic Development
- Element 4: Historic and Cultural Resources
- Element 5: Housing
- Element 6: Natural Resources
- Element 7: Transportation

Key Concepts

Watch for high-level themes within the goals. These themes are reinforced by the vision statement and supported by specific actions.

GOALS AND ACTIONS

- **Strengthening the resiliency of and preserving natural resources.**
- **Building and supporting community connections, which includes housing options.**
- **Supporting the local economy, which also includes housing options.**
- **Addressing safety concerns about existing infrastructure.**

Key Concepts

GOALS AND ACTIONS

Element 1: Land Use

Element 2: Community Services and Facilities

Element 3: Economic Development

Element 4: Historic and Cultural Resources

Element 5: Housing

Element 6: Natural Resources

Element 7: Transportation

LU-1 Use regulatory tools to **balance the preservation of natural and historic resources with development which is consistent with the vision** for each area of town.

LU-2 Undertake capital improvements to address community needs and enhance the **appearance and safety** of village areas.

LU-3 Identify priorities and funding strategies for infrastructure development and conservation measures to **foster resilience**.

LU-4 Foster community engagement within each village area and town-wide to **encourage participation and build support** for town initiatives.

LU-5 Reconsider **adopting the Community Preservation Act**.

Key Concepts

GOALS AND ACTIONS

Element 1: Land Use

Element 2: Community Services and Facilities

Element 3: Economic Development

Element 4: Historic and Cultural Resources

Element 5: Housing

Element 6: Natural Resources

Element 7: Transportation

CS-1 Develop a plan for a permanent location for the **municipal offices**.

CS-2 Continue programs to **support consistent communication** with town residents.

CS-3 Continue to evaluate the existing water and wastewater facilities to understand whether they are **adequate for current needs and potential growth**.

CS-4 Update the Town of Newbury **Open Space and Recreation Plan**.

CS-5 Ensure **high quality internet and cell phone service**.

CS-6 Study the **feasibility of a compost waste facility** at the transfer station.

CS-7 Plan for a permanent location for the **Council on Aging**.

CS-8 Expand **library** hours to full funding.

CS-9. Assess the need for capital improvements and evaluate space usage for **Newbury Elementary**.

Key Concepts

GOALS AND ACTIONS

Element 1: Land Use

Element 2: Community Services and

Element 3: Economic Development

Element 4: Historic and Cultural Resources

Element 5: Housing

Element 6: Natural Resources

Element 7: Transportation

ED-1 Establish local leadership on economic development issues.

ED-2 Support and retain existing businesses within the town.

ED-3 Definitively **address and plan for infrastructure** needs.

ED-4 Establish regulatory policies and procedures that **support local businesses**.

ED-5 Ensure **new and existing development is complementary** to the physical context of the different geographic areas of the Town.

ED-6 Create **more opportunities** for workers of all income levels to live in Newbury or commute to Newbury.

Key Concepts

GOALS AND ACTIONS

Element 1: Land Use

Element 2: Community Services and

Element 3: Economic Development

Element 4: Historic and Cultural Resources

Element 5: Housing

Element 6: Natural Resources

Element 7: Transportation

HC-1 Increase the awareness of Newbury's unique cultural and historic resources.

HC-2 Continue cataloging historic assets in Newbury and develop priorities for **cultural resource preservation**.

HC-3 Maintain the historic integrity of Newbury's existing villages.

HC-4 Preserve the town's **historic cemeteries**.

HC-5 Preserve the town's **scenic landscapes** and rural character.

HC-5 Preserve historical records of the Town of Newbury and its residents.

Key Concepts

GOALS AND ACTIONS

Element 1: Land Use

Element 2: Community Services and

Element 3: Economic Development

Element 4: Historic and Cultural Resources

Element 5: Housing

Element 6: Natural Resources

Element 7: Transportation

H-1 Increase the **diversity of housing options**.

H-2 Increase the **supply of affordable housing**.

H-3 Expand **water/sewer infrastructure capacity** to serve more diverse housing.

H-4 **Reduce the vulnerability** of Newbury's housing stock to climate-related storm damage.

H-5 Expand **local awareness and support for housing needs**.

H-6 Encourage **housing development which preserves natural and cultural resources**.

Key Concepts

GOALS AND ACTIONS

Element 1: Land Use

Element 2: Community Services and

Element 3: Economic Development

Element 4: Historic and Cultural Resources

Element 5: Housing

Element 6: Natural Resources

Element 7: Transportation

NR-1 **Protect and ensure the availability and quality** of the town's water supply resources.

NR-2 **Protect and enhance** inland, estuarine, and coastal water quality.

NR-3 **Protect and enhance** critical upland, water resources, and wetland habitats to sustain biodiversity.

NR-4 **Preserve working farms and prime and unique agricultural farmland**, farmland of statewide importance and farmland of local importance.

NR-5 Manage future land development and redevelopment in an **environmentally sensitive manner**.

NR-6 **Educate** Newbury residents and businesses about the Town's natural resources, resource threats, and resource protection tools and techniques.

NR-7 Implement the **relevant recommendations** from recent planning efforts.

Key Concepts

GOALS AND ACTIONS

Element 1: Land Use

Element 2: Community Services and

Element 3: Economic Development

Element 4: Historic and Cultural Resources

Element 5: Housing

Element 6: Natural Resources

Element 7: Transportation

T-1 Improve the **safety** of roadways in Newbury.

T-2 Maintain the **quality of** Newbury's **transportation infrastructure**.

T-3 Enhance **safe bicycle and pedestrian** circulation.

T-4 Enhance **safe access** to Plum Island and Town beaches and waterways for Newbury residents and visitors.

Plan Format and Content

Executive Summary

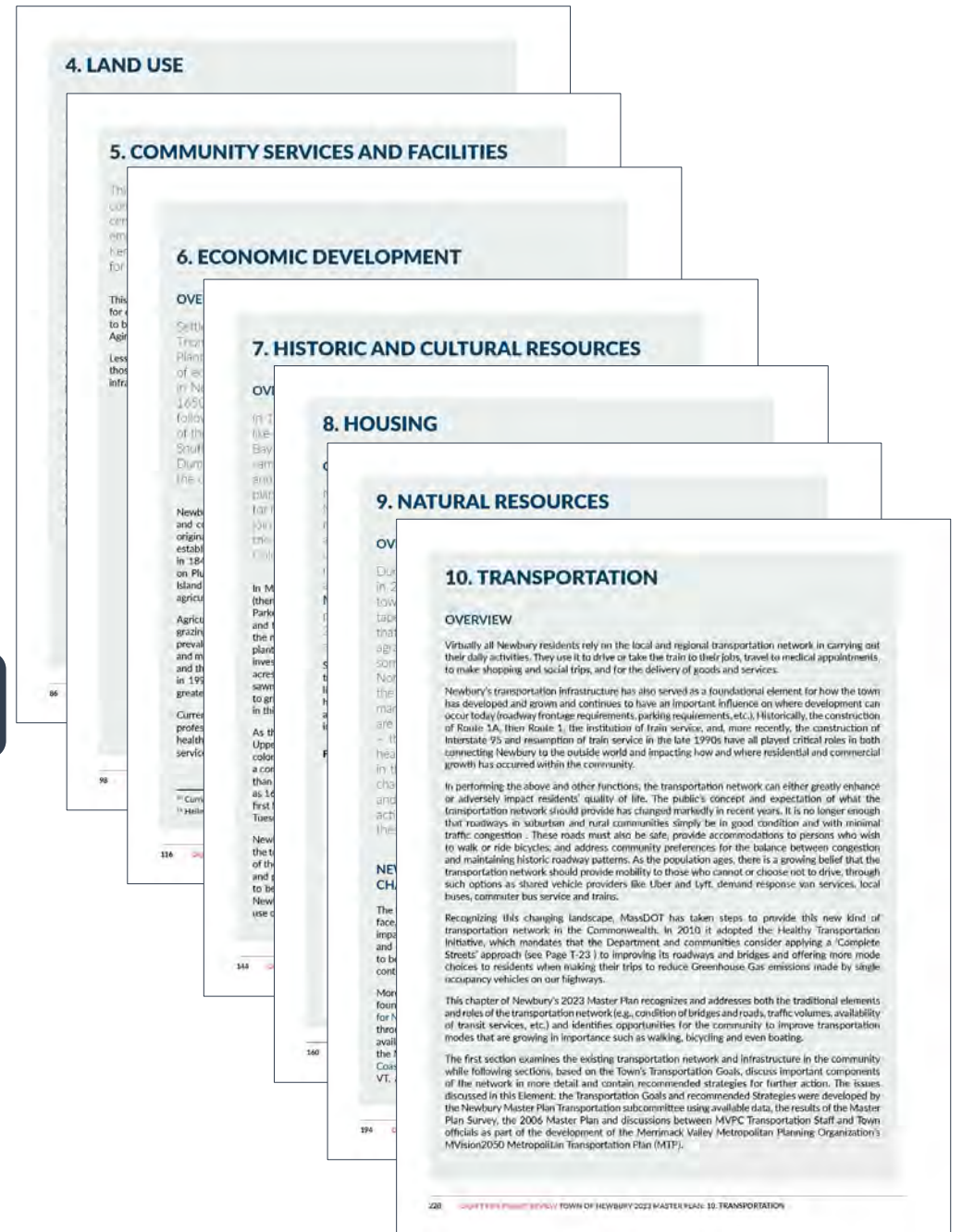
Introduction

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11. IMPLEMENTATION PLAN

OVERVIEW

The Newbury Master Plan represents the work of dedicated people, many of whom volunteered their time, ideas, and energy, and contributed countless hours of service throughout the Master Plan process. The ideas and recommendations found here, updated where appropriate, reflect those solicited from a town wide survey done in 2016, meetings with focus groups, interviews with key stakeholders and community leaders, the input of members of the Master Plan Steering Committee and Working Groups focused on each of the topical elements, and research and text preparation by Town Staff, board members, and professional consultants.

Master Plans are tools to help a community to shape the future and guide policy decisions; a Master Plan does not seek to solve all problems but rather point to strategies that can be used to address issues, whether they are current or future.

HOW TO USE THE PLAN

The following pages are a table of all of the goals and recommended strategies for each chapter of Newbury's 2023 Master Plan. Each numbered subsection also includes:

- The identification of party responsible for executing or initiating the strategy;
- The priority level relative to other identified needs; and
- Possible resources, including organizations and grant sources.

Chapter 3: Expanded Vision, Goals, and Actions provide more detailed information about each of the goals and actions in this chapter.

Chapter 12: Tools and Resources provides useful information for implementation, including the following:

- Measuring Progress
- Tools
- Funding Sources
- Glossary
- Planning Resources

Plan Format and Content

Plan Element

Goal for each Element

Action for each Goal

11. IMPLEMENTATION PLAN

#	Goal/Action	Partners	Priority
LAND USE			
LU-1	Use regulatory tools to balance the preservation of natural and historic resources with development which is consistent with the vision for each area of town.		
LU-1.1	Adopt zoning for highway-oriented commercial areas to allow a mix of multifamily and/or commercial development. Consider using Chapter 40R "Smart Growth" zoning provisions to take advantage of state incentives for transit-oriented development and revitalization of existing developed areas.	Planning Board	High
LU-1.2	Refine zoning for Byfield Village to allow a complementary mix of housing options and village amenities. Consider "Compact Communities" zoning to encourage the development of moderately priced housing compatible with the scale, density, and physical character of the surrounding neighborhood.	Planning Board	High
LU-1.3	Consider freeboarding incentive program or other regulatory changes to increase resiliency on Plum Island. Evaluate best practices and models used in other coastal communities.	Building Department Planning Board	High
LU-1.4	Consider a Local Historic District or other regulatory tools for protecting historic character around the Upper and Lower Greens. Evaluate best practices and models used in other communities.	Planning Board Historic Commission	Medium
LU-1.5	Designate the Town-owned Greens as permanent conservation land and evaluate whether other Town-owned properties are priorities for open space conservation, recreation, or other public use.	Open Space Committee	High
LU-1.6	Modify zoning to create an incentive to preserve historic buildings, landscapes, and views by allowing four or fewer dwelling units on a lot using one or more of the following strategies:	Planning Board	Medium
LU-1.7	Develop policies that provide for uniform enforcement for violations of local and state regulations regarding land use and environmental protection.	Inspectional Services Conservation Commission Select Board Planning Board	High
LU-1.8	Adopt Inclusionary Zoning for conventional subdivisions.	Planning Board	High
LU-2	Undertake capital improvements to address community needs and enhance the appearance and safety of village areas.		
LU-2.1	Determine and carry out a plan for construction and/or renovation of permanent space for municipal departments.	Municipal Building Committee Finance Committee Public Safety departments	High

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Priorities are based on the original public input and updated data; these may change after the public comments are received.

Lead Person/ Board/ Committee/ Department is first; then partners

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12. TOOLS AND RESOURCES

OVERVIEW: TOOLS AND RESOURCES

This chapter provides a series of resources for implementation.

- **MEASURING PROGRESS.** A short guide to thinking about how to set up benchmarks.
- **TOOLS.** A collection of additional tools that were identified as possible options for the Town during the planning process.
- **FUNDING SOURCES.** A list of grant programs that may help fund some of the implementation actions.
- **GLOSSARY.** A list of common planning terms and their definitions.
- **PLANNING RESOURCES.** A list of websites for those who want to learn more about planning.

Q&A

Priorities

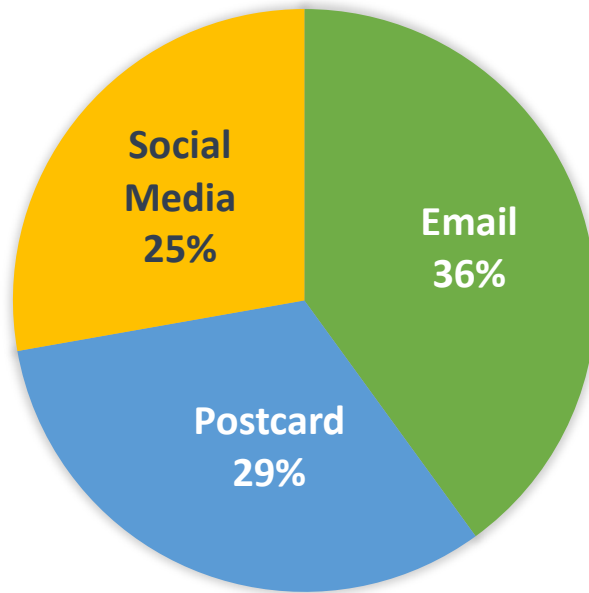
Next Steps

Questionnaire Results – To Date!

Top 3: How did you hear about the questionnaire?

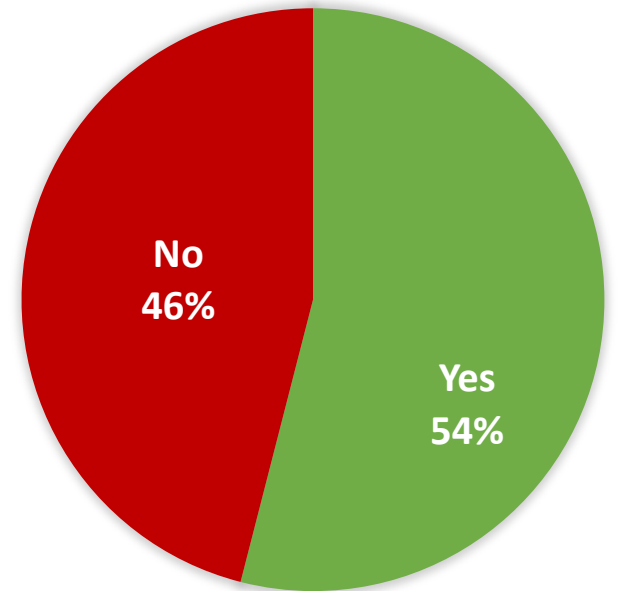
People responding
as of 9:30 AM on
6/29/23

72



72 responses

Did you review the draft 2023 master plan?

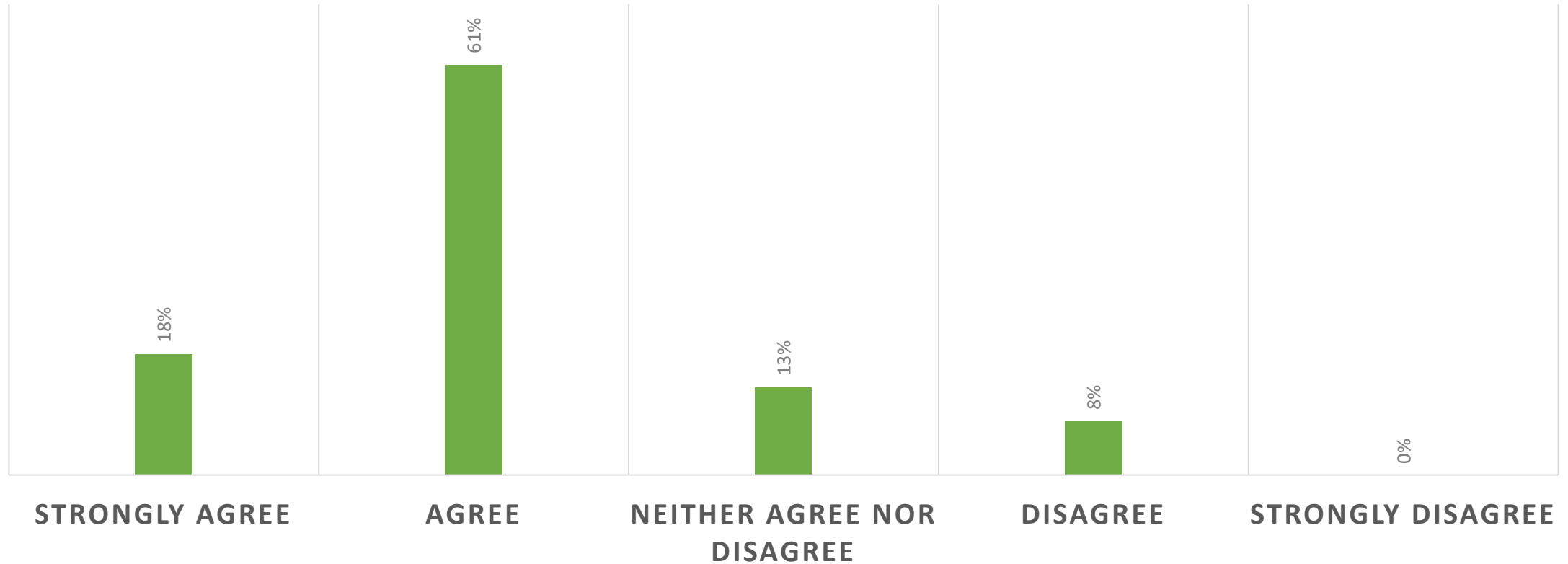


72 responses

Questionnaire Reponses

Do you agree with the

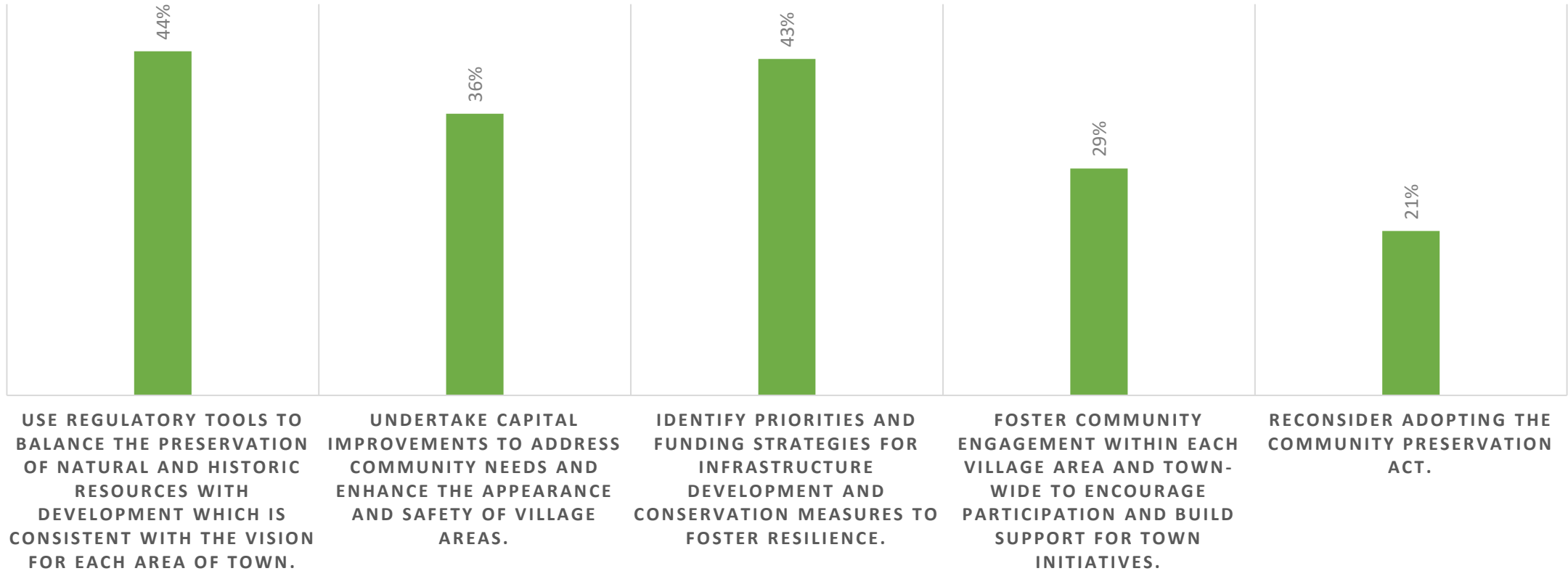
VISION STATEMENT?



Questionnaire Reponses

Please list your top 2 Priorities for

LAND USE



Questionnaire Reponses

Please list your top 2 Priorities for

COMMUNITY SERVICES

ASSESS THE NEED FOR CAPITAL IMPROVEMENTS AND EVALUATE SPACE USAGE FOR NEWBURY ELEMENTARY.

EXPAND LIBRARY HOURS TO FULL FUNDING.

PLAN FOR A PERMANENT LOCATION FOR THE COUNCIL ON AGING.

STUDY THE FEASIBILITY OF A COMPOST WASTE FACILITY AT THE TRANSFER STATION.

ENSURE HIGH QUALITY INTERNET AND CELL PHONE SERVICE.

UPDATE THE TOWN OF NEWBURY OPEN SPACE AND RECREATION PLAN.

CONTINUE TO EVALUATE THE EXISTING WATER AND WASTEWATER FACILITIES TO UNDERSTAND WHETHER THEY ARE ADEQUATE FOR...

CONTINUE PROGRAMS TO SUPPORT CONSISTENT COMMUNICATION WITH TOWN RESIDENTS.

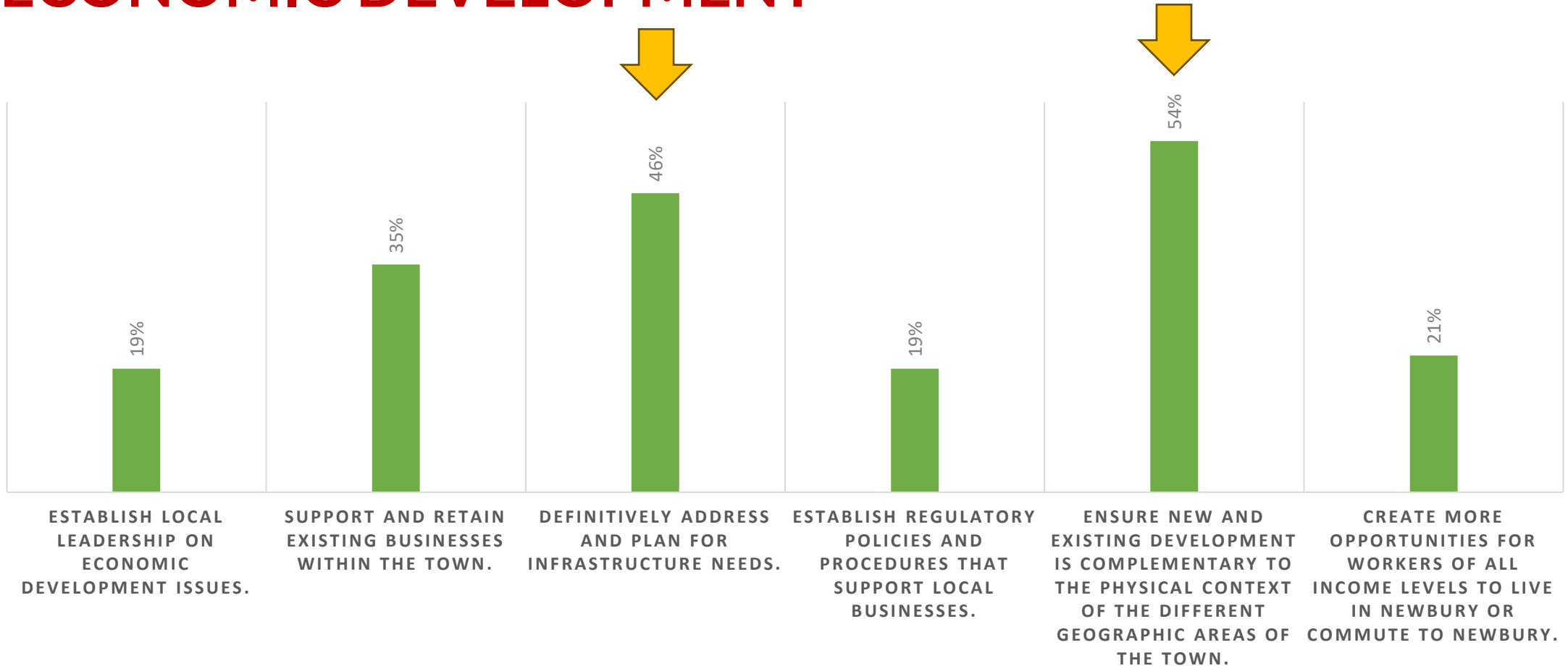
DEVELOP A PLAN FOR A PERMANENT LOCATION FOR THE MUNICIPAL OFFICES.



Questionnaire Reponses

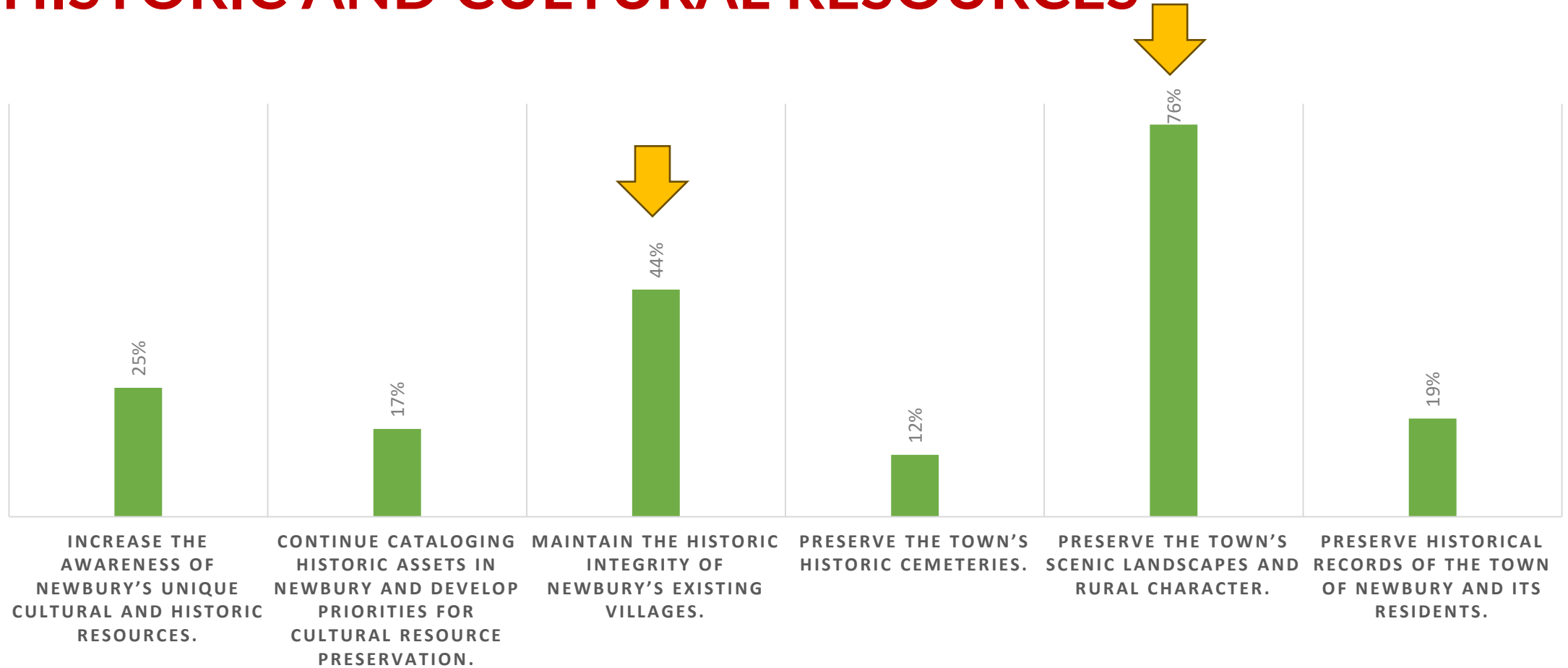
Please list your top 2 Priorities for

ECONOMIC DEVELOPMENT



Questionnaire Reponses
Please list your top 2 Priorities for

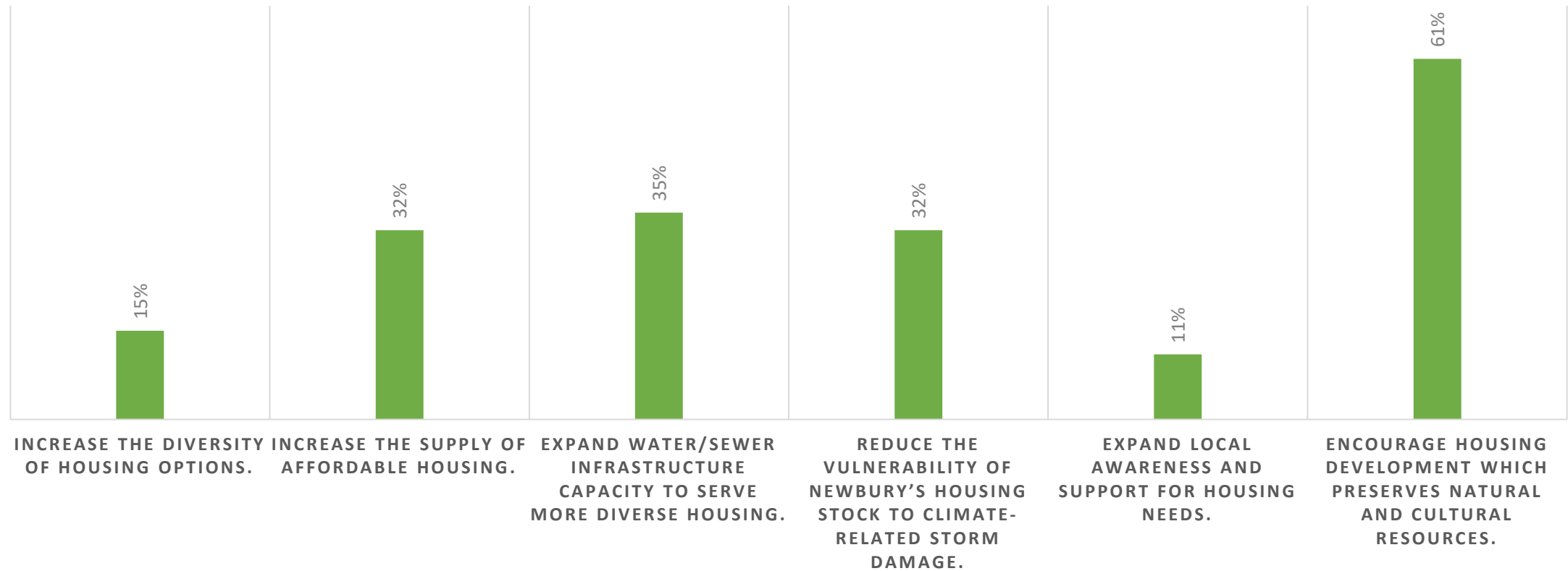
HISTORIC AND CULTURAL RESOURCES



Questionnaire Reponses

Please list your top 2 Priorities for

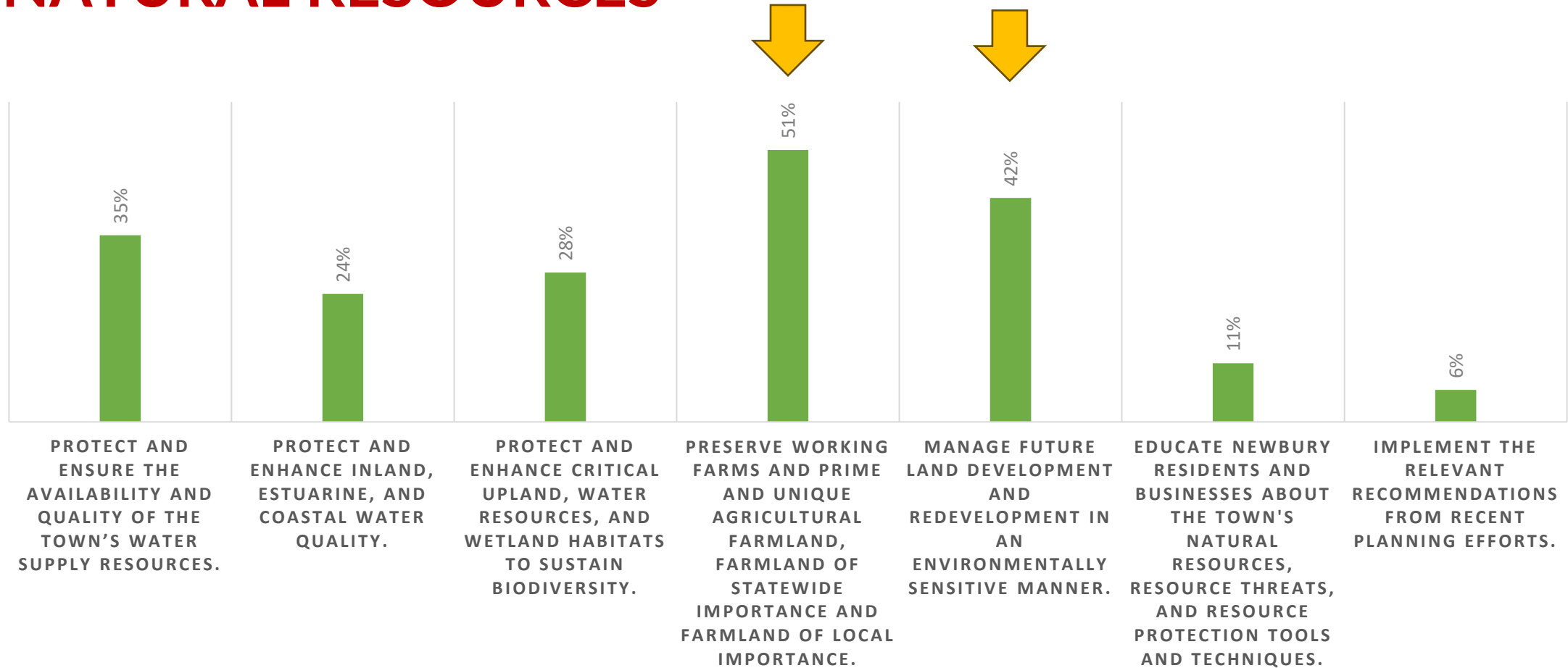
HOUSING



Questionnaire Reponses

Please list your top 2 Priorities for

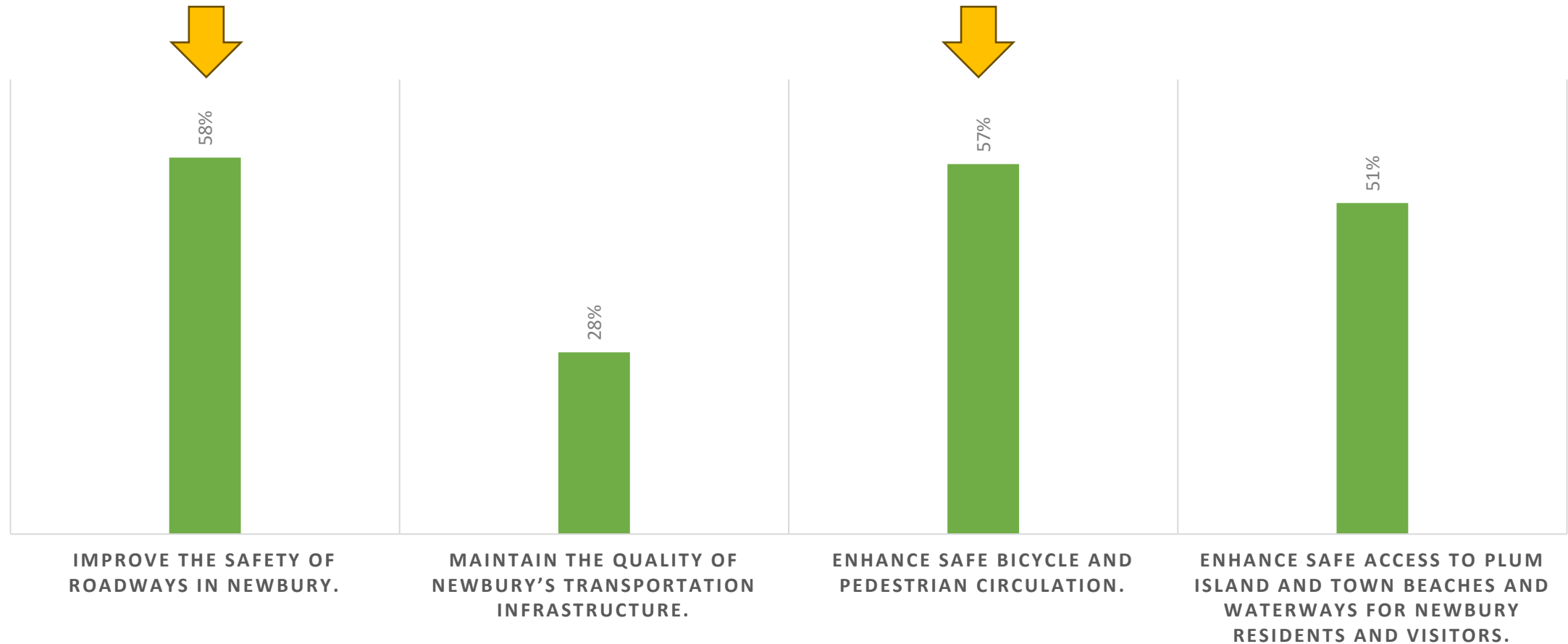
NATURAL RESOURCES



Questionnaire Reponses

Please list your top 2 Priorities for

TRANSPORTATION



Questionnaire Reponses

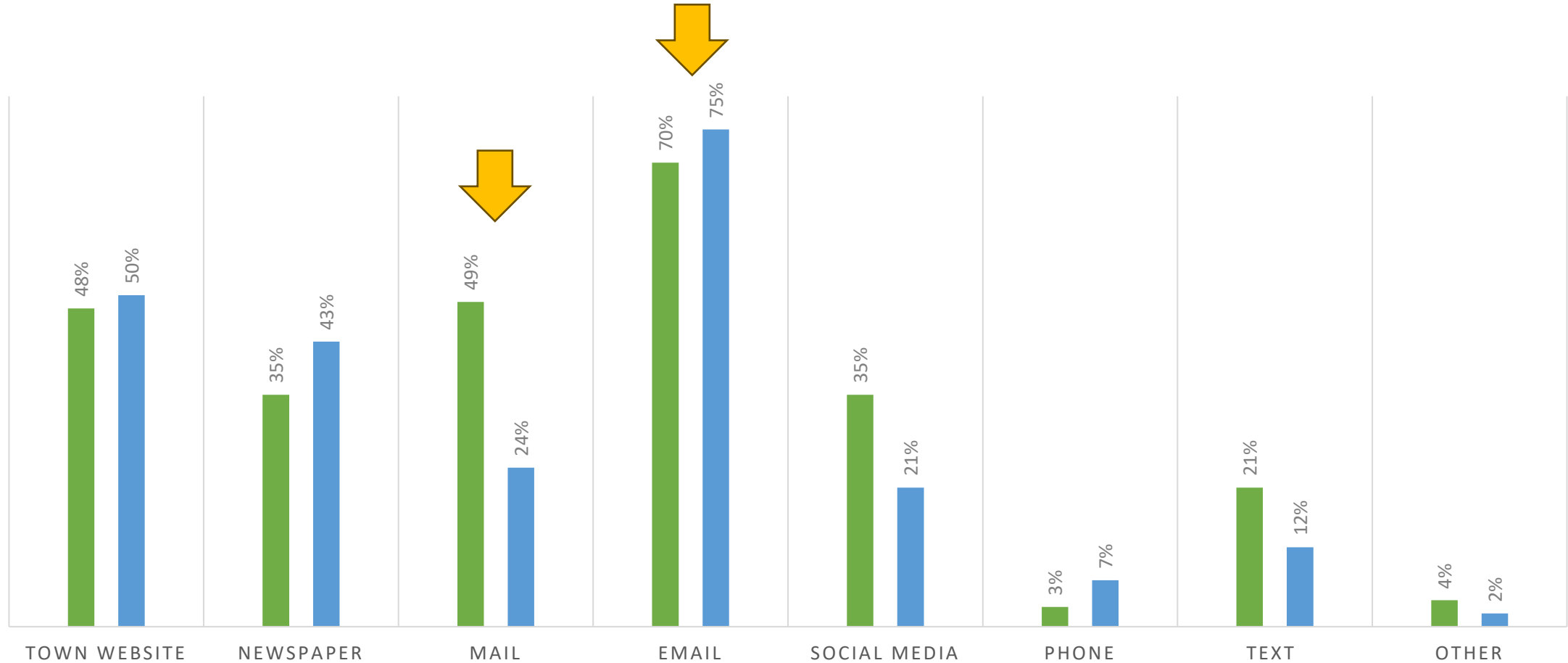
Please list your 2 most important

CATEGORIES



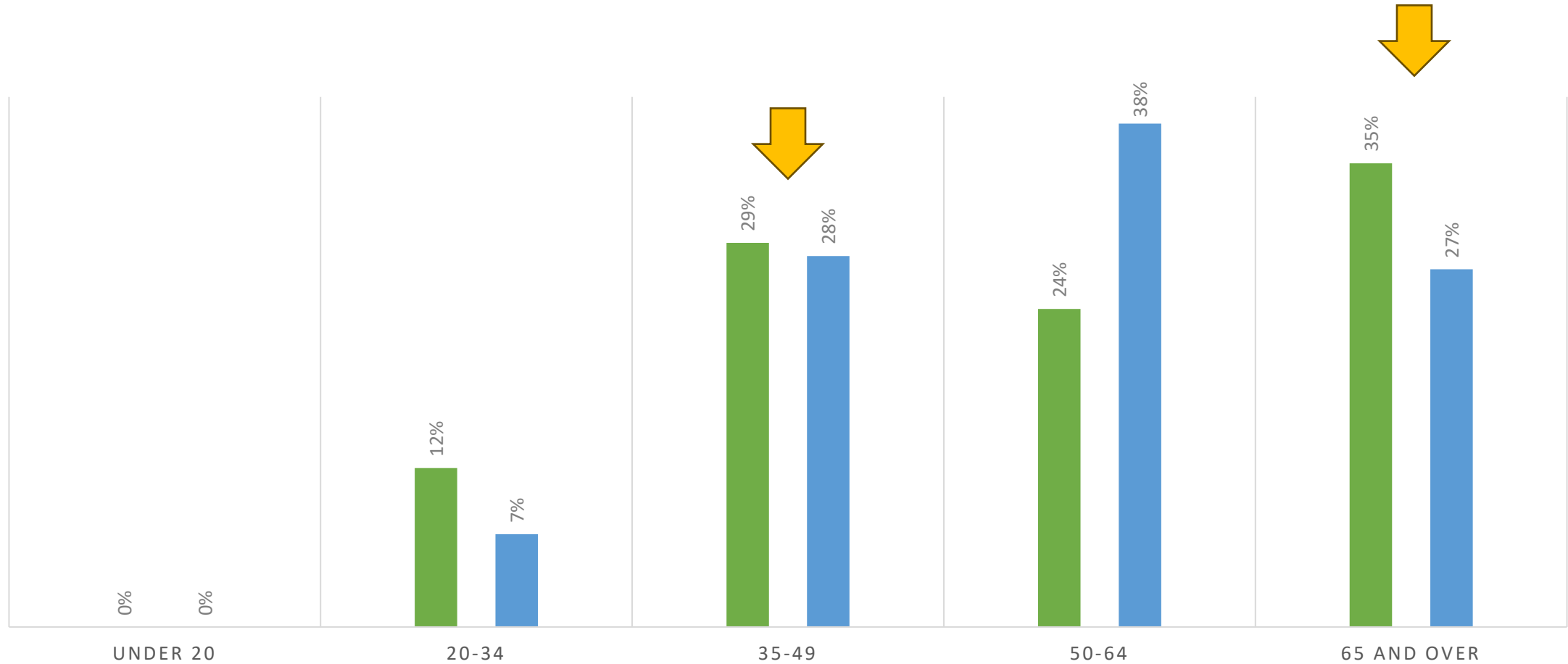
Who has answered the questionnaire to date?
(Compared to the original survey)

PREFERRED COMMUNICATION



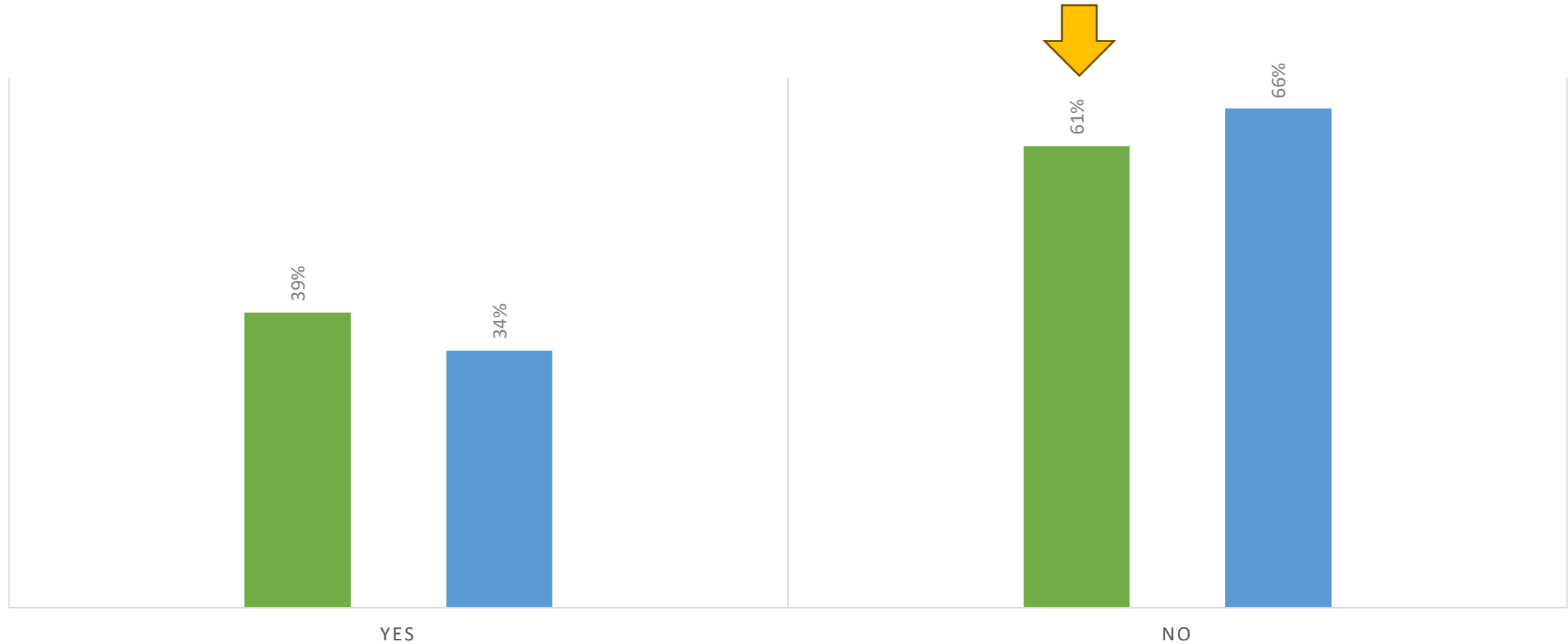
Who has answered the questionnaire to date? (Compared to the original survey)

AGE



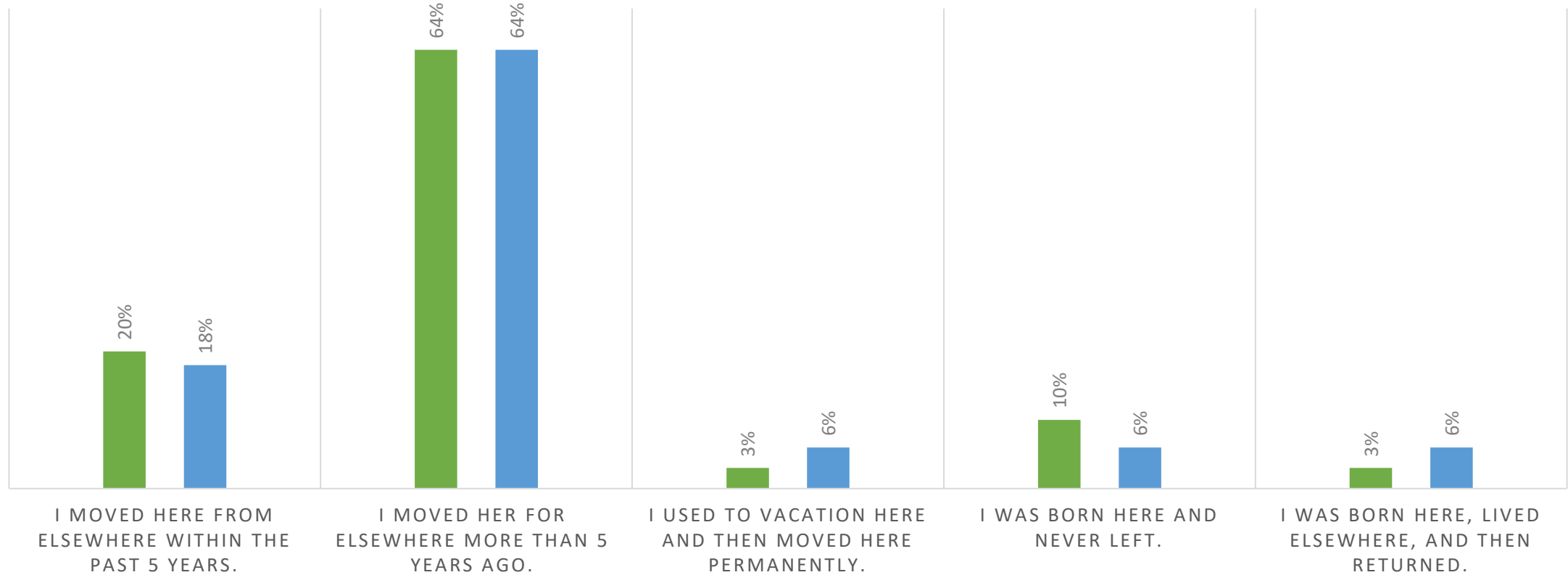
Who has answered the questionnaire to date?
(Compared to the original survey)

SCHOOL-AGED CHILDREN IN HOUSEHOLD



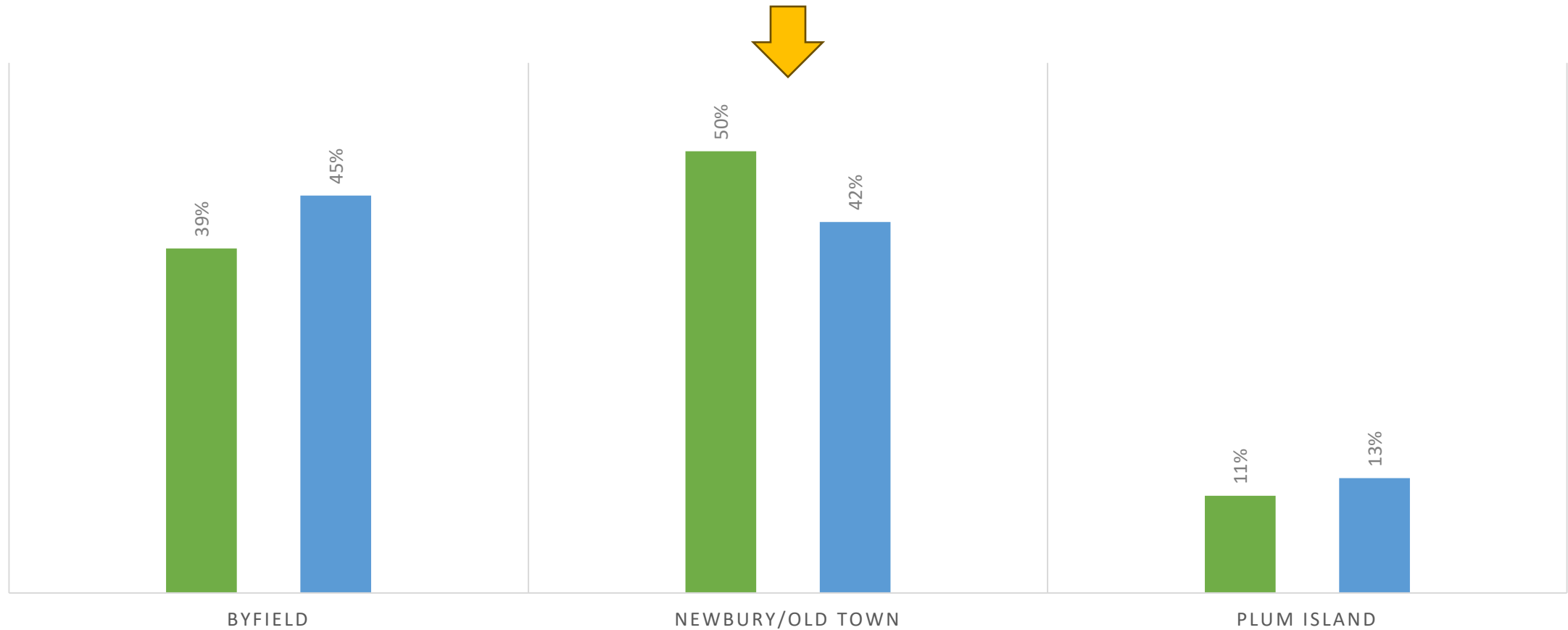
Who has answered the questionnaire to date? (Compared to the original survey)

LIVING IN NEWBURY



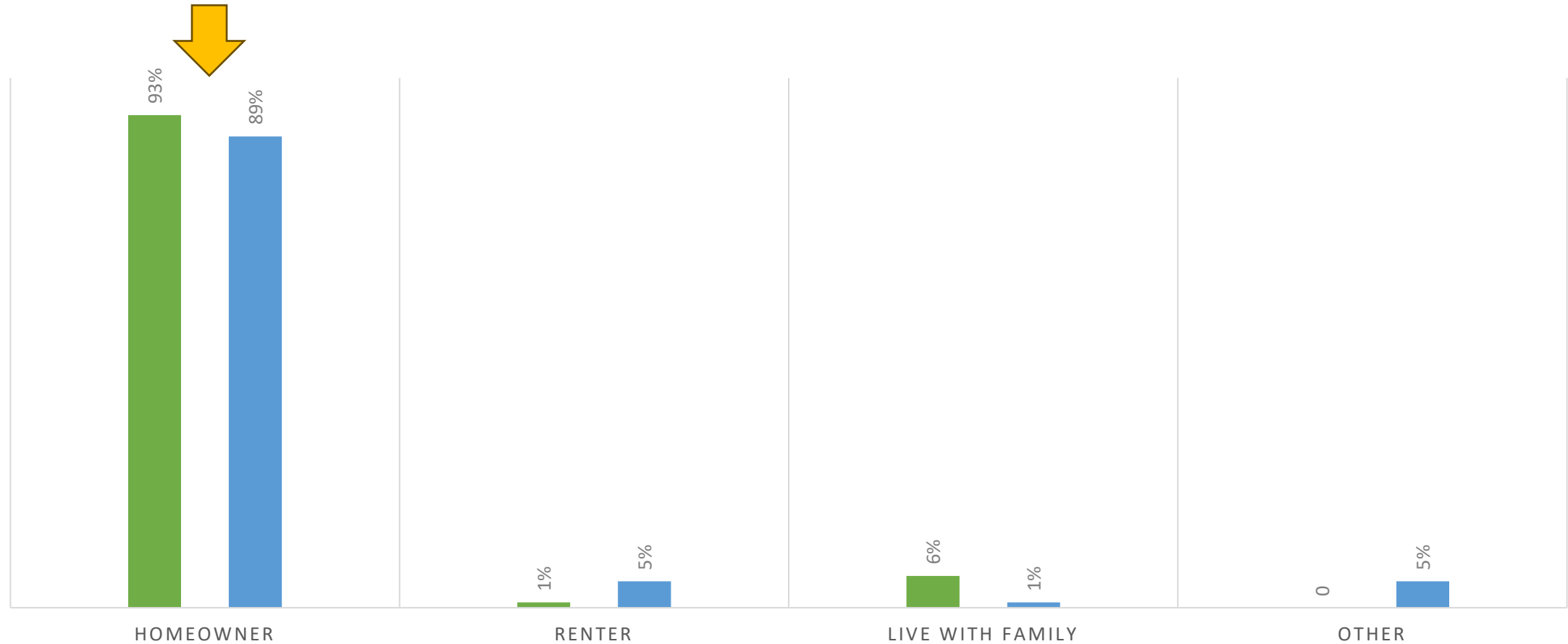
Who has answered the questionnaire to date?
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WHERE DO YOU LIVE?



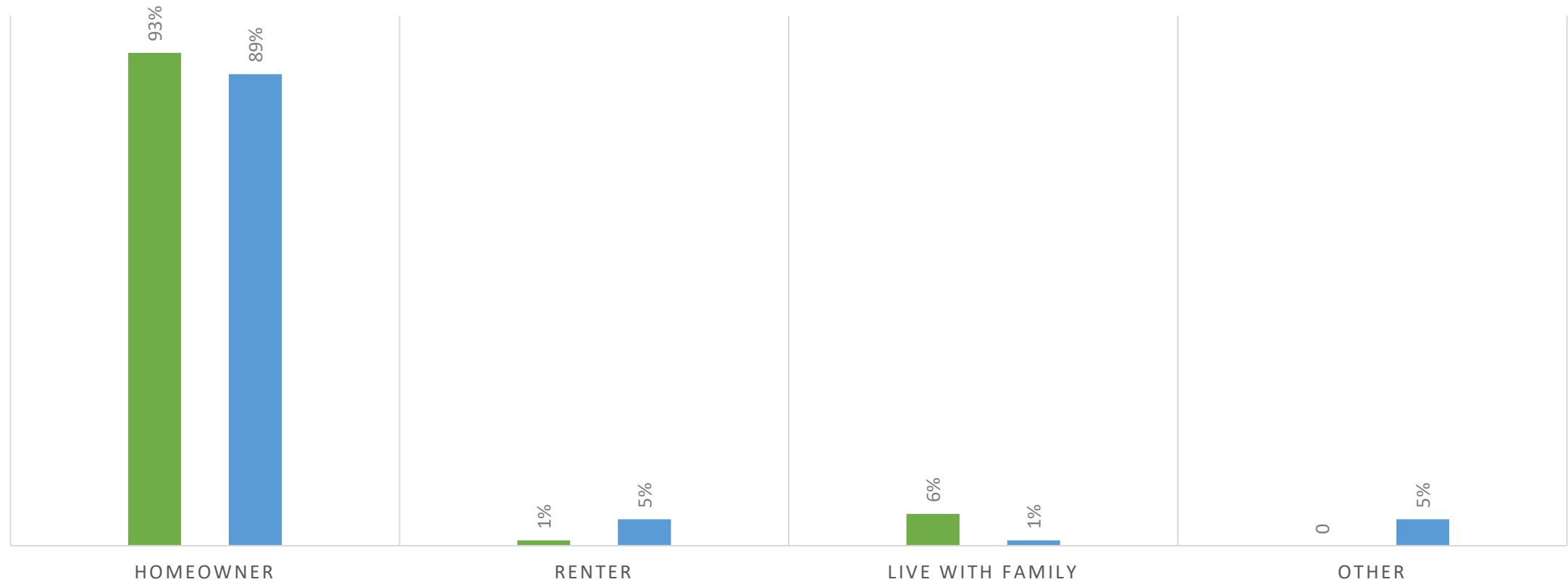
Who has answered the questionnaire to date?
(Compared to the original survey)

LIVING SITUATION



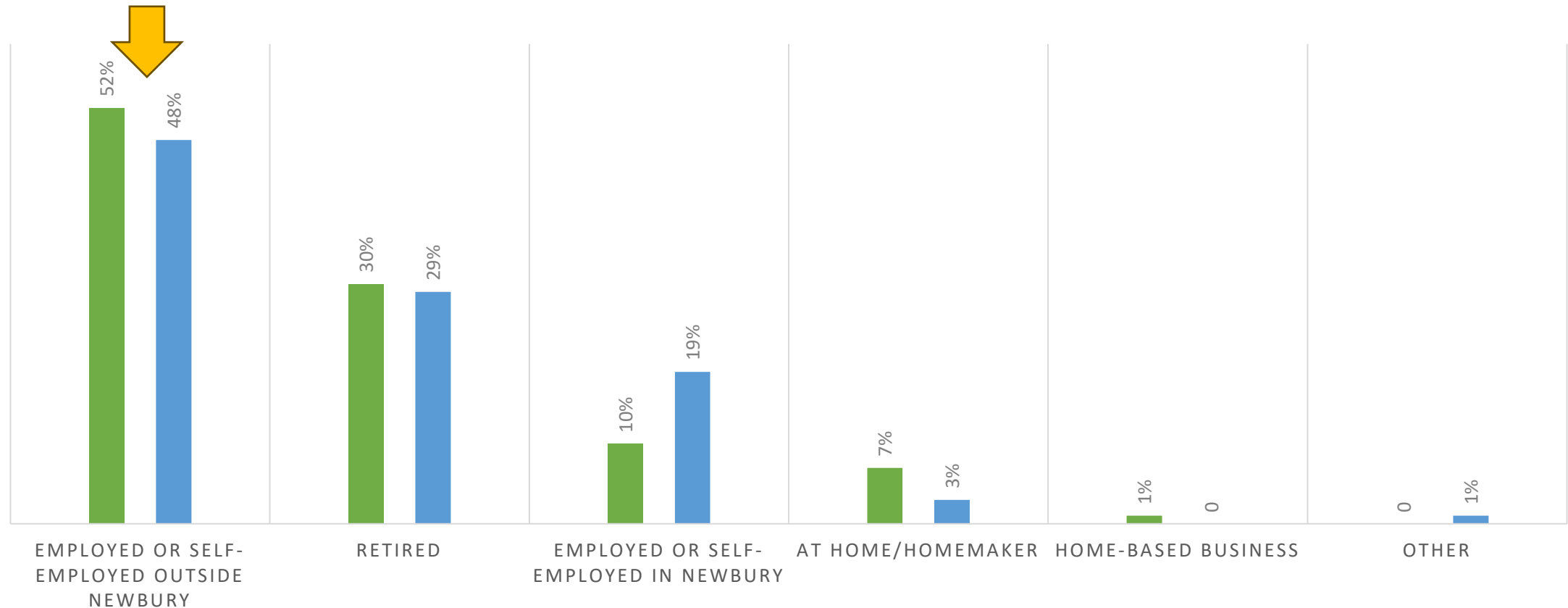
Who has answered the questionnaire to date?
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LIVING SITUATION



Who has answered the questionnaire to date? (Compared to the original survey)

EMPLOYMENT STATUS



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Schedule for Adoption

June 15:
Draft Plan and
Questionnaire available
for public review

June 29:
Public meeting to
introduce draft plan

July 14:
Public comment period
closes

July 19: Planning Board
meeting to consider
adoption

For more information, and to read the plan, please go to the Planning Board's webpage at <https://www.townofnewbury.org/planning-board>.

To respond to the questionnaire, please go to or scan the QR code to the right with your phone.

Please contact Martha Taylor, Planning Director, at planningboard@townofnewbury.org with any questions.



