

# WELCOME

## PEABODY'S NEXT CHAPTER

September 13, 2018 | Peabody City Hall





# Agenda

- Welcome
  - Mayor Ted Bettencourt
  - Deanne Healey – President Peabody Main Streets
- Purpose of Meeting
- Peabody Past, Present and Future
- Virtual Tour
- Establishing a Partnership for Development
- Summary – Q&A





# Purpose

- To engage developers, realtors, bankers and building owners in the process of helping us revitalize our downtown.
  - Understand your issues and concerns
  - Gain insight into your opinions
  - Determine how we can work together
- Get you as excited as we are about Peabody's Next Chapter!
  - Share information about our investments and results to date
  - Share our vision for growth and redevelopment
- We want to work with you to shape our future!





# Our Past

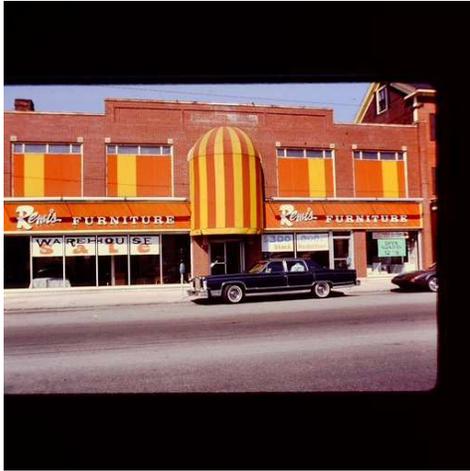
- Peabody is a City with a proud history built on the leather industry.





# Our Past

- A city with working class roots.





# Our Past

- Celebrating ethnically diverse populations





# Our Past

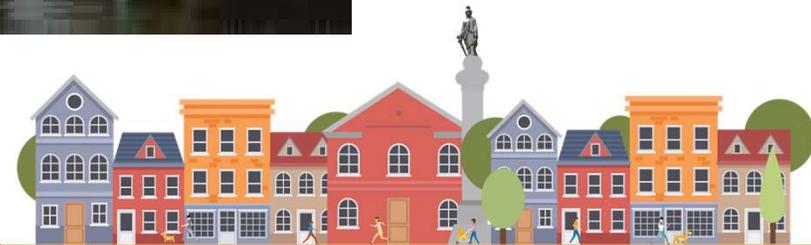
- A pass through to Salem, close to the highways
- Low taxes, great education, affordable for families
- A great mix of residential, commercial and industrial spaces





- Flooding

# Our Past





# Our Past

- Flooding
  - Fact Vs Fiction
    - Peabody's problem is the downtown is below sea level
    - Every major rain storm it floods
    - There is no solid solution to the problem
  - Causes
    - Three rivers converge
    - Lack of proper maintenance of culverts
    - Increase in the amount and frequency of 100 Year storms
    - Water has no place to go
    - The narrowing of the North River over decades





# Our Past

- Flooding
- Solutions
  - Army Corp of Engineers
    - Spend \$35 to \$40 million in infrastructure to allow water to release more quickly to the ocean
  - Mayor Bettencourt
    - Clean the culverts regularly
    - Repair broken culverts
    - Invest in retention areas upstream to hold down the flow of water
    - Municipal Vulnerability Preparedness (MVP)
- Results
  - Through many major storms no significant flooding downtown
  - Water dissipates quickly if it backs up
- Neither solution is a 100% guarantee but the path we chose seems to be working well





# Our Present

- Peabody’s “Next Chapter” has already begun!
  - A number of studies to help guide us
    - RKG
    - Kennedy Report
    - North River Neighborhood Plan (Sasaki)
    - Trolley Study
  - A number of actions taken as recommended by research
    - Infrastructure Improvements
    - Zoning Improvements
    - Formation of Main Streets
    - Economic incentives
    - Attracting new life to the downtown
    - Working with our assets rather than our liabilities





# Our Present

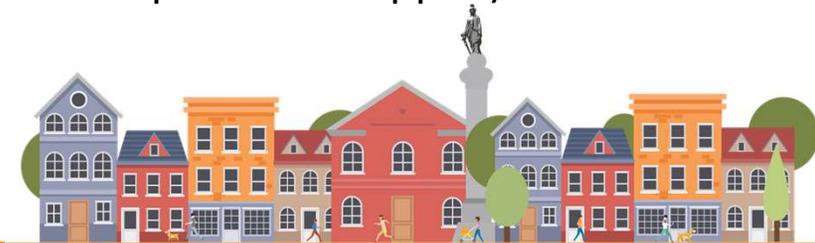
- Peabody’s “Next Chapter” has already begun! (CB)
  - Key Points From RKG Report
  - Key Points from Kennedy Report
  - Key Points from Trolley Study





# Our Present

- Peabody's "Next Chapter" has already begun! (CB)
  - Infrastructure Improvements (We are investing in our downtown) Traffic Reconfiguration Project
    - Square Realignment
    - Lighting
    - Safety
  - Zoning Improvements (We are improving our zoning)
    - Widening Uses
    - Parking
    - Working with developers
  - Formation of Main Streets (We have an organization to help make it happen)
    - 501 (c) 3 Organization
    - A mix of public and private collaboration





# Our Present

- Peabody's "Next Chapter" has already begun! (CB)
  - Attracting new life to the downtown (We are attracting new Business/Development)
    - New Restaurants/Retail
    - New Apartments/Living Spaces
    - Brewery
    - New Open Spaces
  - Economic Incentives (We have tools to help!)
    - Local Incentives
    - MassDevelopment – Ken Goode





# Our Present

- Peabody’s “Next Chapter” has already begun!
  - Working with our assets rather than our liabilities
    - A focus on creating new opportunity
    - A focus on what we have to offer
    - An understanding that we can be a great place to stop on the way to other areas
    - An understanding we are affordable and ripe for new development
    - Proximity to highways and transportation





# Our Future

- Peabody's "Next Chapter" will be the story of success!
  - A vision of a thriving, lively, mixed use downtown
    - More eating establishments and retail
    - More entertainment venues
    - New residential units
    - Transportation Links
    - Riverwalk
    - Zoning improvements
    - Parking
    - Low Taxes, Utilities





# Let's Take a Virtual Tour!





# Working Together we can Make it Happen!

- What we need from you
  - A willingness to invest in our future together
  - Quality development consistent with our vision
  - Knowledge of your needs to make this work
  - Your ideas and perspectives
- What you can expect from us
  - Incentives
  - Cooperation and partnership
  - A desire to help you succeed





# The Longest Journey Starts with the First Step!

- Contact Us
  - Curt Bellavance – Director of Community Development  
[curt.bellavance@peabody-ma.gov](mailto:curt.bellavance@peabody-ma.gov) Tel # (978) 538-5770
  - Debbie MacGregor – Business Liason  
[debbie.macgregor@peabody-ma.gov](mailto:debbie.macgregor@peabody-ma.gov) Tel # (978) 538-5775
  - Visit our Website: <https://www.peabodybusiness.com/>
- City Contact sheet in your package
- Arrange a site visit





# Let's Talk!

