



Ipswich Community Development Plan
Building a Bridge to the Future

TOWN OF IPSWICH

Community Development Plan Phase I Vision Statement

FY2020-2035

Prepared for:
Town of Ipswich
Department of Planning and Development
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November 2019

Ipswich in 2035: Environmentally-Responsive and Responsible

As a long-term visionary document, the Ipswich Community Development Plan will build on existing Town initiatives to plan for its physical evolution and growth. The Vision Statement is intended to be broad and flexible to hold over time. Only by first imagining where we want to go, can we figure out how to get there. This vision was initially developed from responses heard at the first community public forum on May 7th 2019 and responses from the online community survey—and later revised based on comments from the second community public forum on September 26th 2019.

In 2035, Ipswich remains a historic rural community defined by its agricultural and natural resources; its small-town local businesses; and vibrant historic downtown. But Ipswich is better equipped to quickly respond and appropriately manage change. Key infrastructure and vulnerable populations are protected—or able to easily bounce back—from flooding, drought, heat waves, and other climate events. New development is environmentally-responsive—including being appropriately-scaled and well-designed—and environmentally-responsible, including appropriately conserving water and energy. The community is able to balance increased economic activity with its small-town charms and provide high-quality town services in a transparent and equitable way. An expanded bike network offers residents safe alternatives to move throughout Ipswich and to access most of the town’s destinations, including its natural and recreational resources.

- **RESILIENT AND SUSTAINABLE SERVICES:** Working collaboratively with its partners throughout the North Shore, Ipswich in 2035 is resilient and prepared to meet future challenges. Ipswich River and the Town’s marshes, wildlife corridors, and other ecological resources are healthy and thriving. Ipswich is energy independent with its public buildings—and many residential and commercial buildings—powered by clean, renewable energy. In 2035, Ipswich has improved and expanded its public services and infrastructure, particularly its waste management and water supply, to support development. Regional collaborations and connections have improved, particularly around transportation and the water supply. Residents and new development conserve energy and water.
- **RESPONSIVE DEVELOPMENT:** New housing and business development continue to be concentrated in walkable areas, including the downtown and near the train station. Not only is new development sustainable, it pays special attention to the Town’s historic character, natural green spaces, walkability, and access to services.
- **ECONOMIC VITALITY:** Diverse commercial development offers new amenities, entertainment, and retail opportunities to residents and to increase the Town’s commercial tax base. Existing major employers continue to adapt, innovate, and grow, with supportive regulations in place, such as streamlined permitting, flexible zoning, and transportation connectivity.
- **MORE HOUSING OPPORTUNITIES:** The Town’s housing stock in 2035 is a mix of apartments, condominiums, and single-family houses that can accommodate a range of socially and economically diverse households, including young adults, older adults, large families, and people with disabilities.
- **THRIVING DOWNTOWN:** Downtown Ipswich continues to be a popular gathering space for town events, programs, and performances for community members of all ages. The Town continues to foster social connections that celebrate the increasing diversity of its residents. Residents are able to stroll along the Ipswich River using the expanded Riverwalk. Downtown storefronts are still populated by local owner-operated businesses—and more Ipswich residents work from their homes or in town.

- **SAFE AND CONNECTED TRANSPORTATION NETWORK:** In 2035, residents opt for more sustainable forms of transportation, such as biking, walking, and public transit. At least fifty-percent of Ipswich commuters use alternative transportation methods, traveling on foot, by bike, or riding the commuter rail or bus, to get to work. New residents are drawn to the community's small-town feel that provides easy transit connection to Boston and communities along the North Shore.
- **GOVERNANCE:** In 2035, elected leaders, boards and committees, and town staff work collaboratively to achieve the community's vision and goals and to provide services in a transparent and equitable manner. Residents with differing opinions are able to problem solve through collaboration and consensus-building.
- **SUSTAINABLE SCHOOLS:** Ipswich's students are supported through a variety of educational opportunities and extracurriculars. Sustainability is integrated into curriculum, such as school-wide clean-up days, and into physical facilities, such as water conservation infrastructure or LED and motion-sensor lighting.