



Ipswich Community Development Plan
Building a Bridge to the Future

Ipswich Community Development Plan Update 2020-2035

Presented by:

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J M Goldson

community preservation
+ planning



Photo Top: Historic Ipswich Website
Photo Bottom: JM Goldson LLC

Massachusetts General Law, Chapter 41, Section 81D says that Planning Boards "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". A master plan is a comprehensive long range plan intended to guide growth and development of a community.

For Ipswich, this plan is called the Community Development Plan (CDP). With a long-range horizon, the CDP provides a basis for decision-making about land use planning and development, housing policy, transportation investment, economic development, and capital improvement planning for public facilities and infrastructure.

The CDP also informs and is informed by issues of Town-wide importance, such as historic preservation, education, public safety, recreation, climate resiliency, and more.

The Planning Board elected to update Ipswich's 2008 plan, focusing on the questions: To what extent is the 2003 vision statement still relevant today? How have needs changed since the last CDP was completed in 2003 and 2008? What are the major challenges confronting the Town over the next 15 years?

Phase I

- update needs assessment
- update community vision statement for 2030

Phase II

- identify goals and strategies to achieve the vision
- create an implementation plan

Project Schedule – Phase I

Spring 2019

- Project Kickoff
- Launch Project Site and Online Survey
- Public Forum 1

Summer 2019

- Update Needs Assessment with Ipswich Planning Project Intern

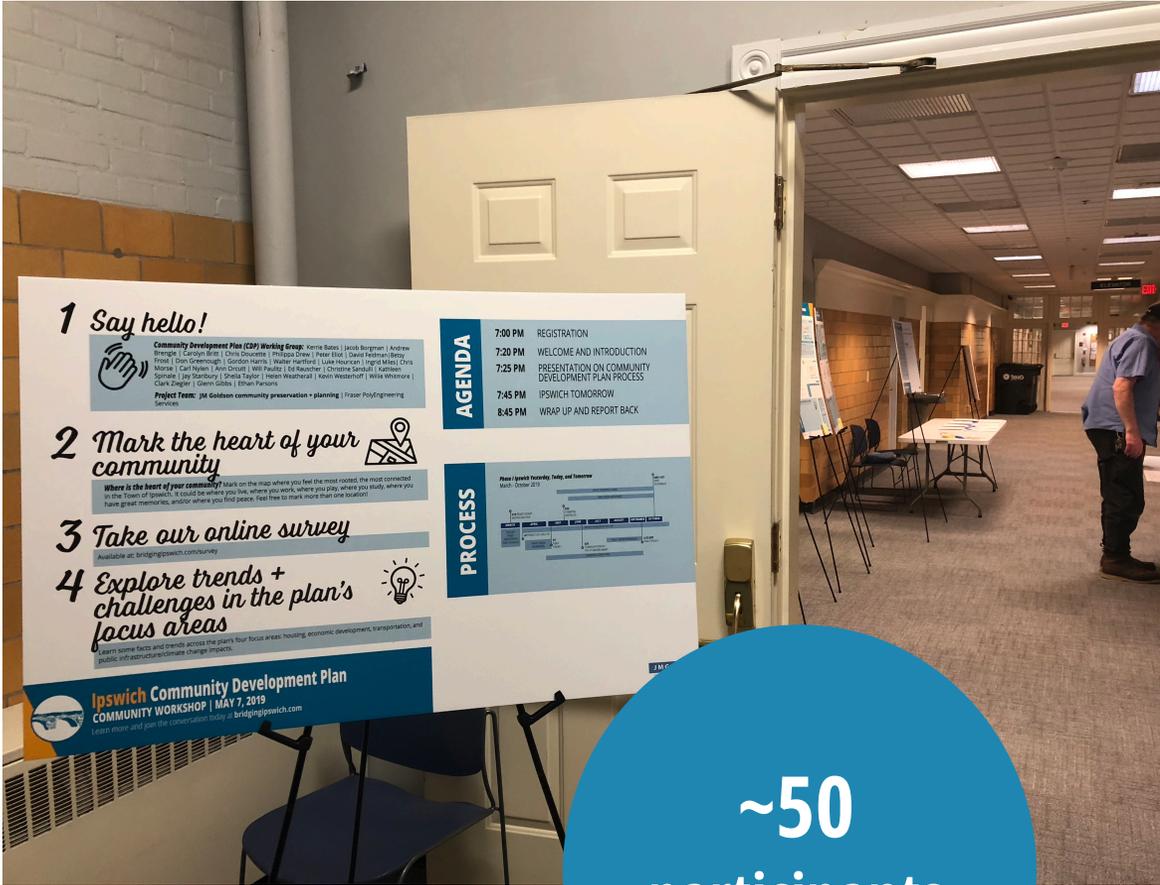
Sept-Oct

- Public Forum 2
- Draft Needs Assessment Report and Vision Statement

Nov-Dec

- Public Comment Period on Phase I deliverables
- Phase II Launches

Public Forum 1 - May 7th 2019



~50 participants

Participants were most concerned about:

- **Climate change impacts, specifically sea level rise and drought**
- **Water shortages, quality, and supply**
- **Major employers, such as EBSCO and BioLabs, leaving Town**
- **Housing affordability, specifically for young families and seniors**
- **Maintaining a high-quality school system**

For Ipswich in 2030, participants envisioned:

- More **economic diversity** among small/local businesses
- Increased **transparency, unity, and engagement** among Town leadership/Town politics
- Improved **regional collaboration**, particularly around transportation and water supply issues
- More **youth involvement** and youth-centric activities
- Improved **waste-management facilities/services**
- More **diverse population**
- Retain **historic rural character and thriving downtown**

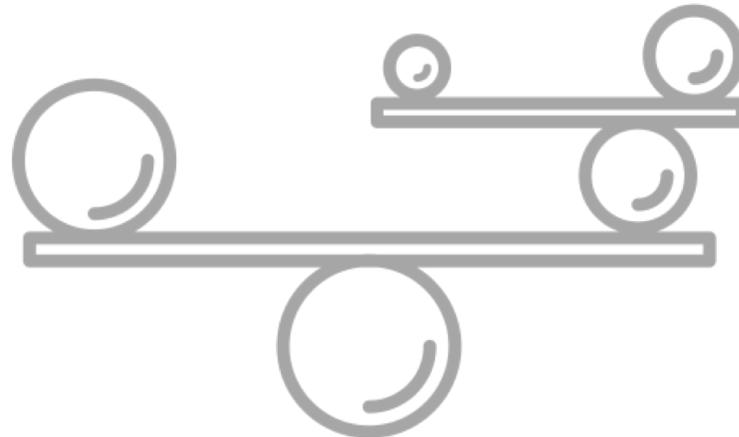
Online Survey Results

Online Survey Responses – what did we hear?

Community Characteristics

**Open-ended
Response**

- Environment and natural resources
- Rich history and character
- Recreational activities
- Small-town atmosphere; tight-knit community
- Balance tensions between growth and preservation



Online Survey Responses – what did we hear? Hopes for the future

Open-ended Response

- **Economic development (downtown, tourism, community building)**
- **Smart, sustainable, and appropriate development**
- **Infrastructure improvements (water supply, public safety, schools)**
- **Environmental and historic preservation**

Online Survey Responses – what did we hear?

Economic Development

Open-ended Response

A great place to work/own a business

"I love working from home in the downtown area. I can grab a great cup of coffee (Zumis), a great sandwich for lunch (Coastal Green Grocer), and I can take the train to Boston when I need to get to a meeting. I can walk to the library and many other places for lunch or to meet people like Spice Thai, Brewer's Table, Heart & Soul, Jetty's, Ipswich Inn, etc. I have most of what I need within walking distance and I run into other community members when I'm out."

Could be even better

- Improved services and resources
- Streamlined and accessible permitting process

Online Survey Responses – what did we hear? Economic Development

Multiple choice
and open-ended
responses

Top business development desired

1. Greater diversity of retail
2. More small-scale employers (less than 100 on staff)
3. More locally-owned establishments
4. More seasonal tourist-oriented businesses
5. Greater food/dining diversity
6. More businesses focused on heritage tourism

Online Survey Responses – what did we hear?

Transportation & Mobility

Multiple choice
and open-ended
responses

Commuting Patterns

1. **Personal vehicle**



2. **On foot** (especially to/from downtown, schools, local restaurants, and recreational areas)



Walking and cycling mainly during warm weather months

Lacking bike/ped infrastructure – unsafe and unappealing



Online Survey Responses – what did we hear?

Transportation & Mobility

Multiple choice
and open-ended
responses

Top transportation options desired

1. More sidewalks, crosswalks, and other pedestrian infrastructure
2. More parking or better parking management downtown
3. Increase pedestrian and wheelchair safety and accessibility
4. More parking/better parking management near the commuter rail
5. Decreased congestion on major streets and thoroughfares

Online Survey Responses – what did we hear? Public Infrastructure

Multiple choice
and open-ended
responses

Infrastructure in need of improvements/updates

1. Water infrastructure
2. Schools
3. Public safety
(e.g. police, fire, etc.)
4. Flood mitigation
5. Bike lanes/cycling infrastructure
6. Roads and sidewalks
(+ traffic safety and decongestion)
7. Accessibility infrastructure
(e.g. ADA compliance)
8. Public facility services
(e.g. trash/recycling)
9. Senior/social/youth services
10. Town-owned recreation areas
11. Sewer
12. Parks and playgrounds

**Multiple choice
and open-ended
responses**

Top housing options desired

- **Single-level/accessible housing**
- **Accessory Dwelling Units (ADUs)**
- **Single-family (small lot)**
- **Housing with specific amenities**
- **Cluster housing**
- **Two-family housing**

Online Survey Responses – what did we hear? Climate Change & Community Resilience

Multiple choice
and open-ended
responses

Top areas of concern around climate change impacts

- Habitats and ecosystems
- Farming, fishing, and other resource-based industries
- Water quality
- Access to coasts and natural resources
- Energy use
- Roads
- Access to coastal neighborhoods
- Changing landscapes and scenic vistas

Online Survey Responses – what did we hear? Climate Change & Community Resilience

Multiple choice
and open-ended
responses

Top areas of concern around climate change impacts

Flooding and sea level rise are major concerns in Ipswich, especially impacts on roads/access to homes and recreation areas, downtown, and natural barriers (e.g. marshes).

Online Survey Responses – what did we hear? Climate Change & Community Resilience

Open-ended
response

Top ideas for mitigation, adaptation, or resiliency measures

- Renewable energy programs
- Raise roads (esp. to coastal areas)
- Water quality protection and conservation
- Protect marshes and other natural barriers
- Limit development (especially in risk-prone areas)
- Regulatory changes/incentives

Initial Findings from Needs Assessment Profiles

Key Facts and Brief Overview

What is the needs assessment analysis?



- What will be Ipswich's key challenges over the next years? its opportunities?
- How best to use town funds, property, and time?
- How should local policies shape the future of the community?

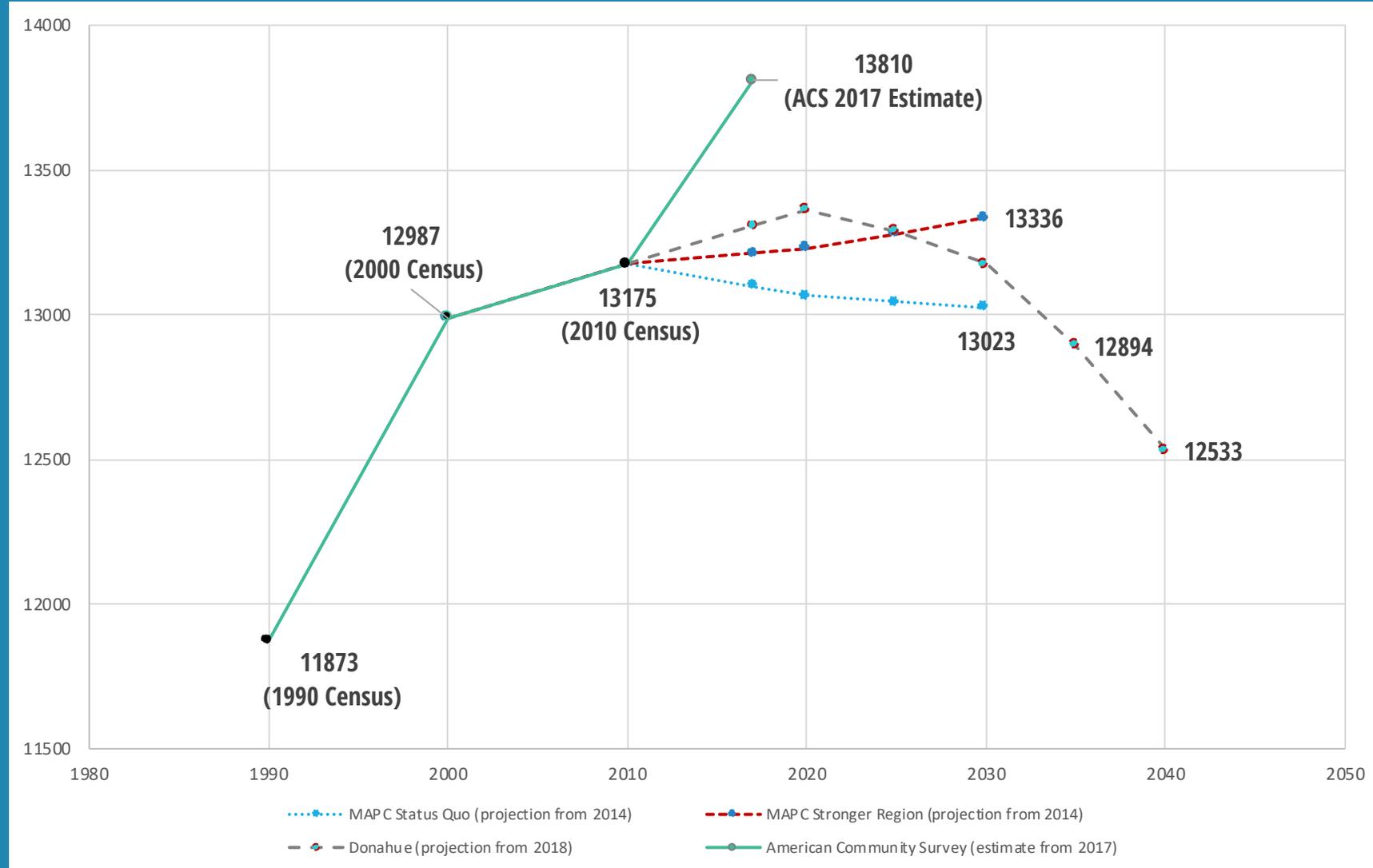
What is the needs assessment analysis?

- Inventory that highlights trends and challenges
- Informed by interviews with key stakeholders, past/current planning studies; and the project team's own data analysis/fact finding
- **Purpose:** help us understand the trends and challenges facing Ipswich Today and Yesterday

Ipswich's population grew **4.8 percent** between 2010 and 2017—and is now higher than any population projection for 2017.

Ipswich Population Projections

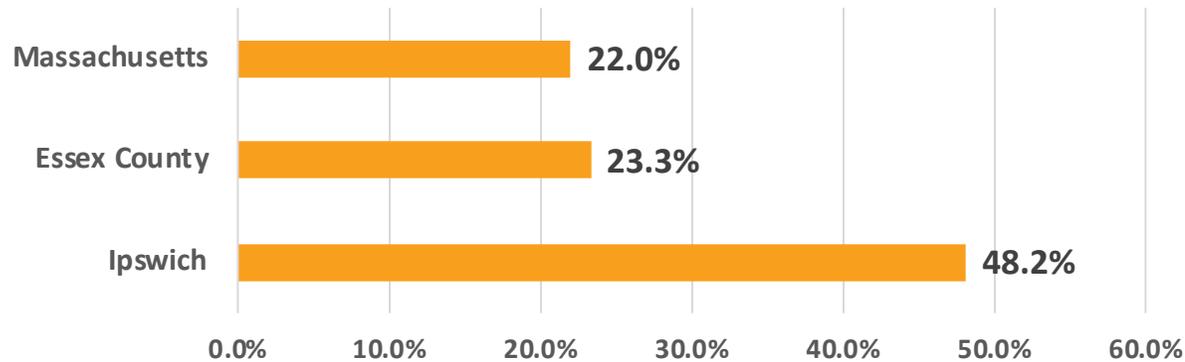
Source: U.S. Census (1990, 2000, 2010), ACS 5-Year Estimates (2017), MAPC (2014), Donahue Institute (2018)



Ipswich is aging with larger shares of the population 65+ compared to county and state-wide trends...

Growth of Share of Older (65+) Population, 2000-2017

Source: 2000 and 2010 Census; 2013-2017 ACS

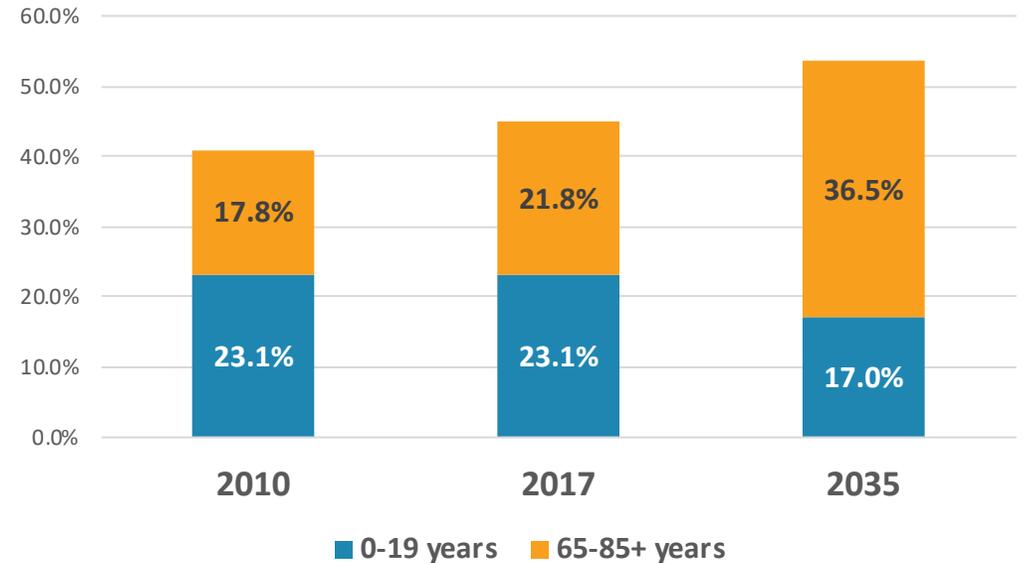


Key Takeaways – Population Trends

...and this group is projected to keep growing.

Ipswich Population by Share of Older and Younger Population, 2010-2035

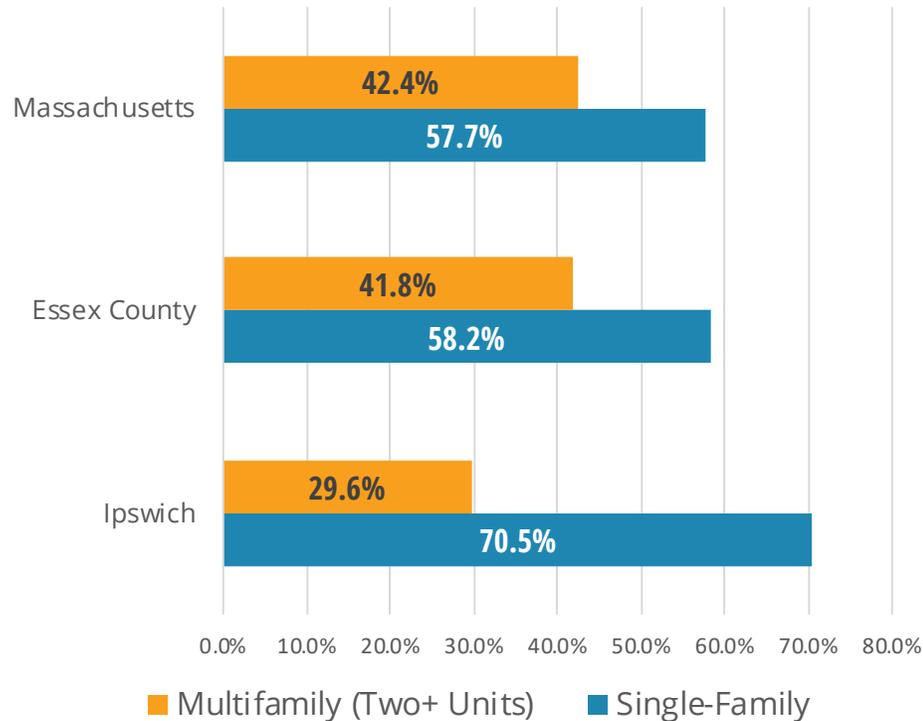
Source: 2013-2017 ACS, and MassDOT/UMDI 2018 Population Projections



Ipswich offers less multifamily housing (two or more units) and less rental units than the state or county.

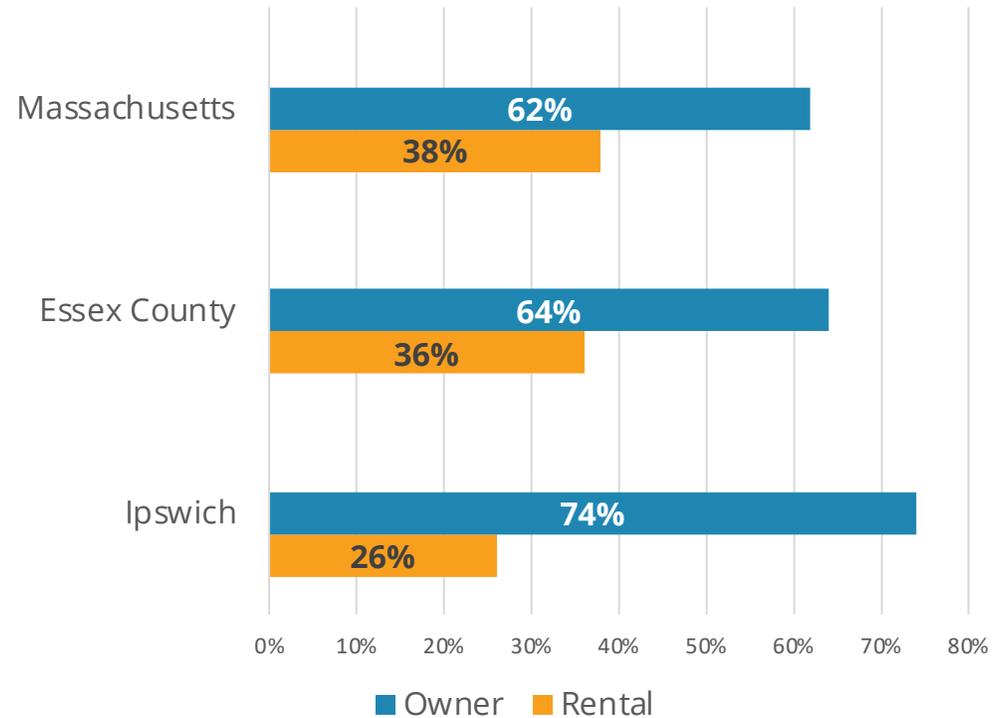
Housing Units by Type, 2017

2013-2017 ACS, Table B25024



Housing Units by Tenure, 2017

2013-2017 ACS, Table B25024



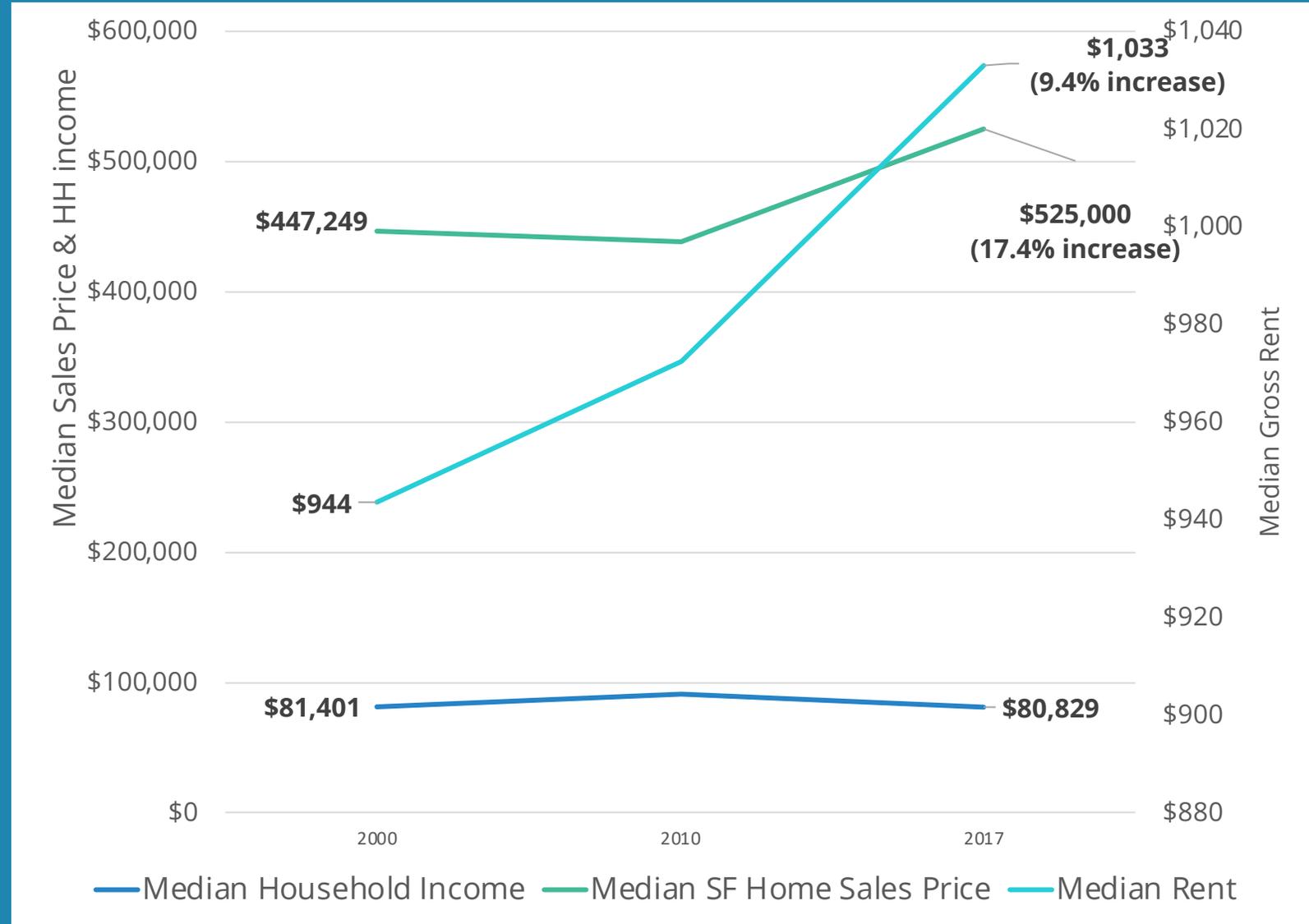
Housing is becoming less affordable for Ipswich residents.

Median sales prices of single-family homes and average rents have risen.

While household income when adjusted for inflation has declined.

Inflation-Adjusted Ipswich Median Household Income & Housing Costs (2000-2017)

Source: U.S. Census (2000) DP-3, ACS (2010-2017) Table S250, Ipswich Assessor Data

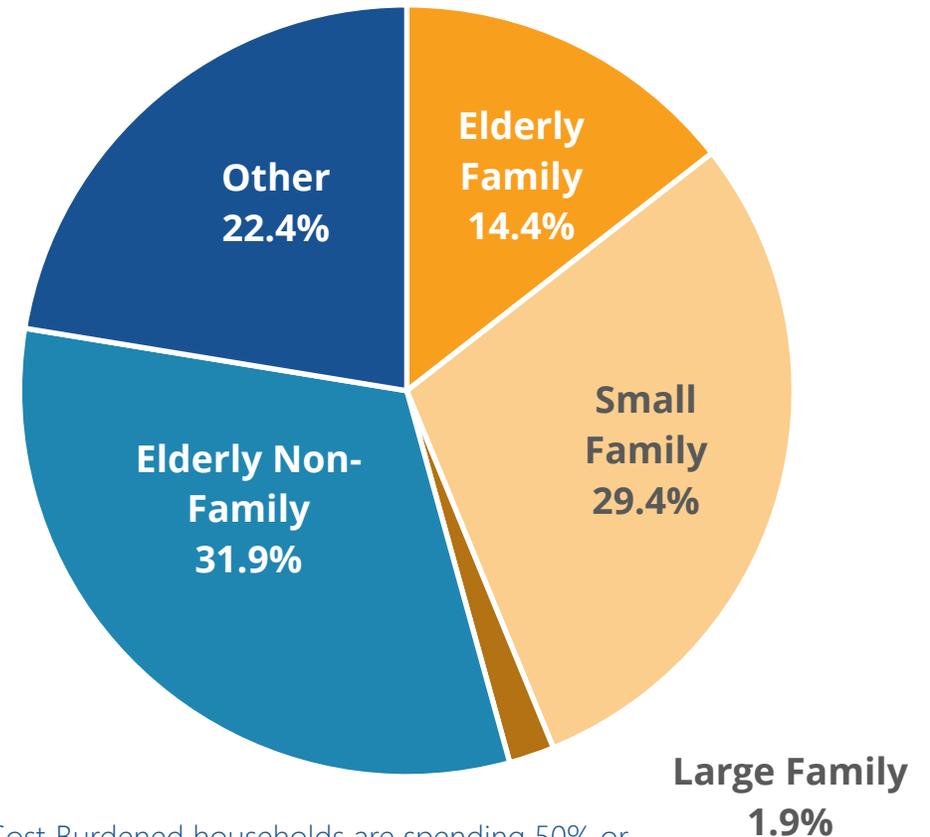


People over age 62 living alone are particularly burdened by housing costs

Nearly half (49.2 percent) of these households are extremely low-income**.

**Extremely low-income households earn 30 percent or less of area median income (AMI). For Ipswich, the AMI is roughly \$103,000.

Composition of Severely Cost-Burdened* Households



*Severely Cost-Burdened households are spending 50% or more of their income on housing costs (rent, mortgage payments etc.) Cost-burdened households spend 30% or more.

Key Takeaways – Employment and Commuting Trends

Ipswich residents are **highly educated** and employed in **high-skill occupations**, including management, administration, and education-related positions mostly outside the community.

- **62.3 percent** residents work within Essex County
- **19.1 percent (or 1,263 residents)** work in Ipswich.
- **Over a third of residents (37.7 percent)** work outside of Essex County.



Key Takeaways – Commuting Trends

For some, the commutes are getting shorter....

People working from home* increased 81.8 percent (or 256 workers) between 2000 and 2017.

This follows a nation-wide trend as more businesses shift away from traditional office environments to flexible and remote work.

* (commute time of 0 min)

But for others...the commute is getting longer and farther.

53.6 percent more residents are commuting over an hour to reach work.

Majority are commuting by car (**80%**)



Image Credit: KEN YUSZKUS for Salem News. https://www.salemnews.com/opinion/columns/column-public-opinion-growing-for-quick-solutions-to-traffic-congestion/article_ad28ae2b-6bb8-5eea-ad99-4ae45ae95fd7.html

Key Takeaways - Tourism

- Tourism is one of the largest and fastest growing economic sectors worldwide and in Ipswich.
- Trustees of Reservation properties report **increasing visitation numbers** over the last 5 yrs.
- Ipswich-Essex Explorer, the seasonal weekend shuttle providing transport to beachgoers from across the state, also reports **increased ridership**.

Image: <https://www.flickr.com/photos/jpitha/12825107565/in/photostream/>

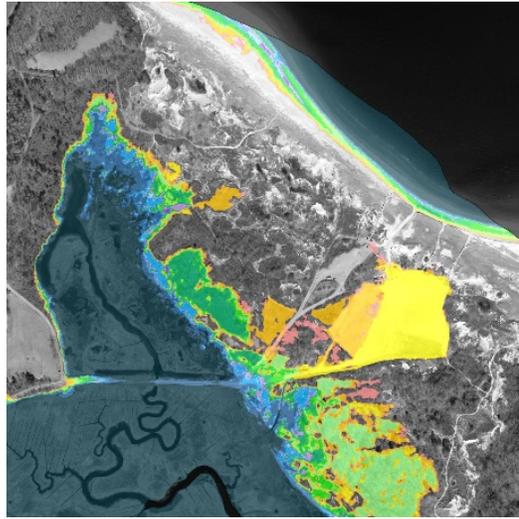


Nearly half (49%) of the Town is located in a FEMA flood zone, meaning it will experience coastal and riverine flooding.

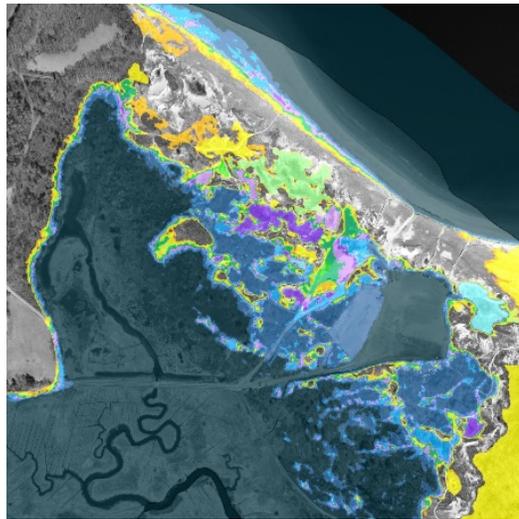


Projections estimate that the Town may experience as much as **3.4 ft** of sea level rise by 2070.

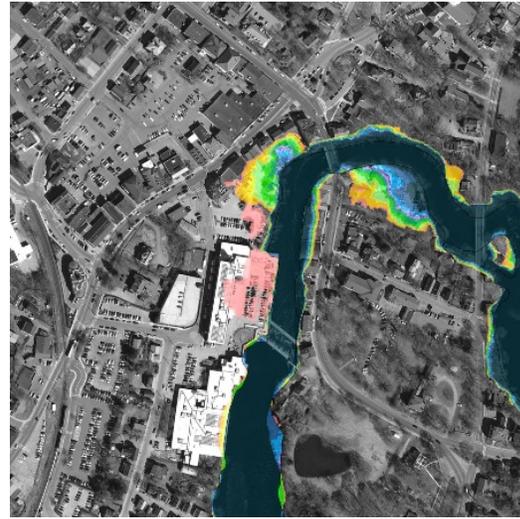
*The Great Marsh Resiliency Planning Project et al.,
Town of Ipswich, Massachusetts: Modeling Future
Effects of Coastal Storms and Sea Level Rise.*



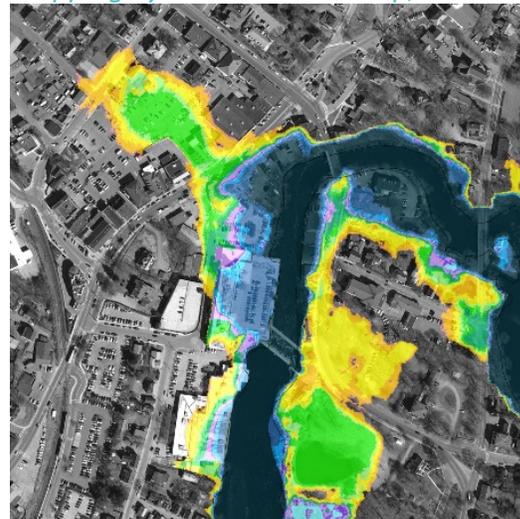
*Entrance to Crane Beach, 2013
Mapping by Woods Hole Group, 2016*



*Entrance to Crane Beach, 2070
Mapping by Woods Hole Group, 2016*



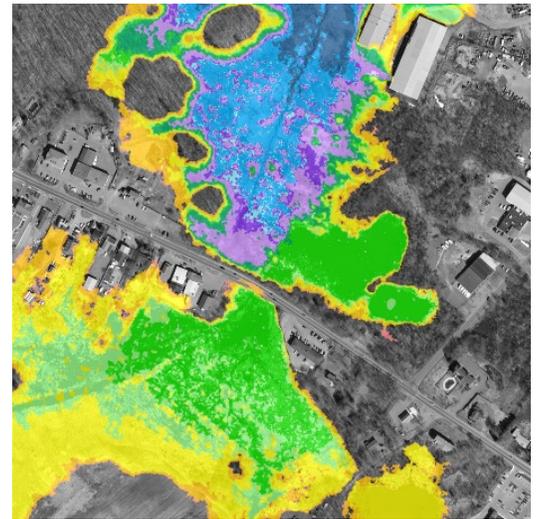
*Downtown Ipswich, 2013
Mapping by Woods Hole Group, 2016*



*Downtown Ipswich, 2070
Mapping by Woods Hole Group, 2016*



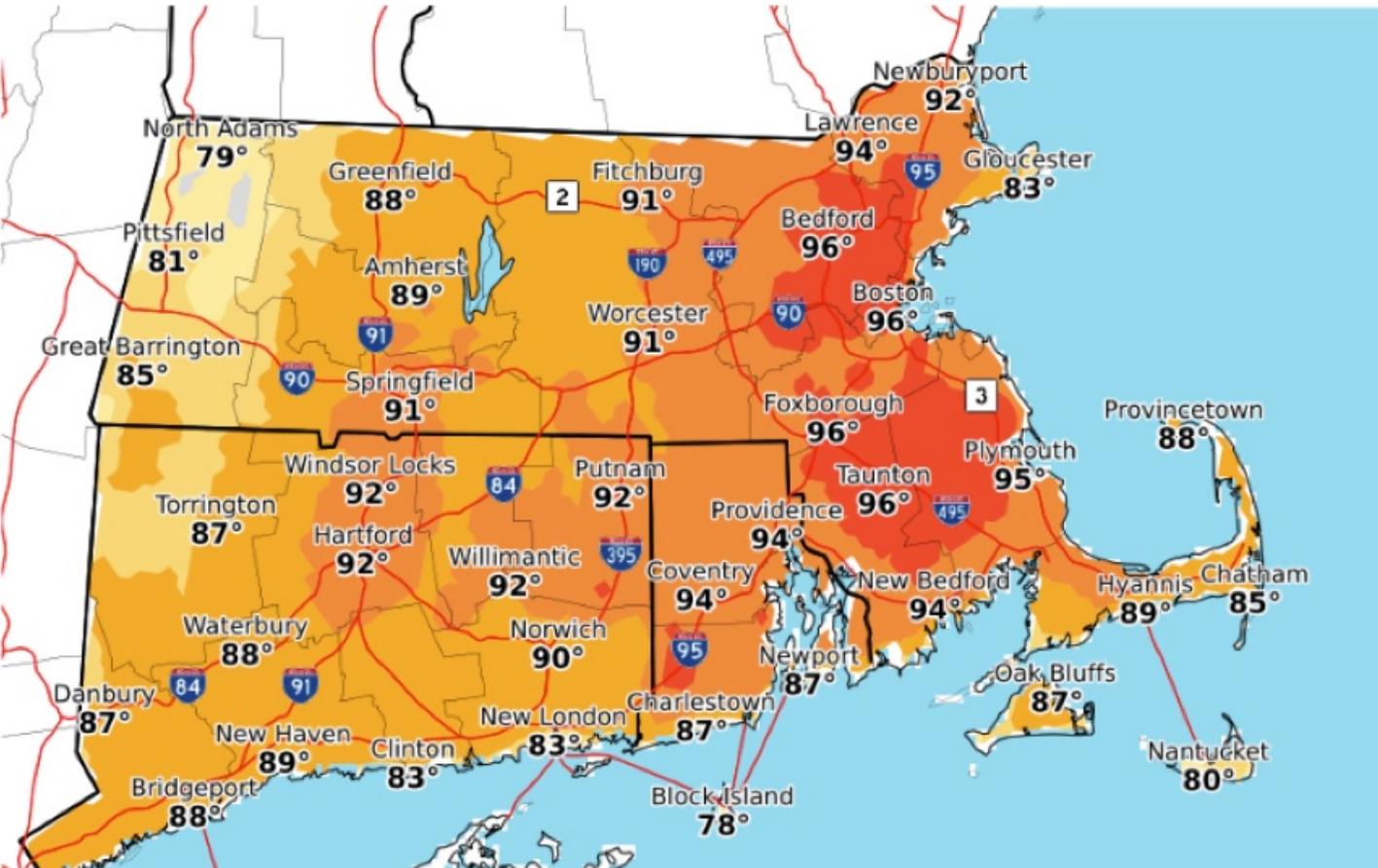
*Route 1A at Muddy Run, 2013
Mapping by Woods Hole Group, 2016*



*Route 1A at Muddy Run, 2070
Mapping by Woods Hole Group, 2016*

Extreme Heat and Drought

Forecast Apparent Temperature
Valid: Today



A heat wave for Massachusetts is defined as three or more consecutive days above 90°F.

July 2019 was the hottest ever recorded.

During heat waves, older adults and young children are most vulnerable populations.



Extreme Heat and Drought

Based on the 162-year period of record in Massachusetts, extreme drought has 1 percent to 2 percent chance occurring per year.

But droughts in 2012 and 2016 show they are occurring more frequently than predictions.

The National Oceanic and Atmospheric Administration (NOAA) Palmer Drought Severity Index, shows that **May-July 2016 was 9th driest on record.**

Public Water Supply Carrying Capacity

Demand:

In 2007, the average daily water usage was 1.16 million gallons/day (mgd)

From 2012-2017, the average was **1.01 mgd**

In 2040, the projected demand is **1.39 mgd**.

Supply:

The Town's carrying capacity for daily water supply is **2.19 mgd...**

**...except during drought conditions.
Then, it could drop as low as 0.96 mgd.**

To meet projected demand for 2040, will need to increase 0.43 mgd during drought conditions.

Carrying capacity is a crucial consideration when planning for Ipswich's future. Carrying capacity is defined as the maximum demand that an area or a system can support.

IPSWICH IN 2020: A VISION STATEMENT

From the 2003 Ipswich Community Development Plan

Ipswich in 2020 is a community that understands how to manage change by:

- Protecting the town's natural beauty, water resources, and environmental health through enhancing its "green infrastructure"
- Preserving its historic structures and sites
- Sustaining its rural heritage by supporting local farming
- Providing a wide variety of economic and housing opportunities to support social and economic diversity in the community

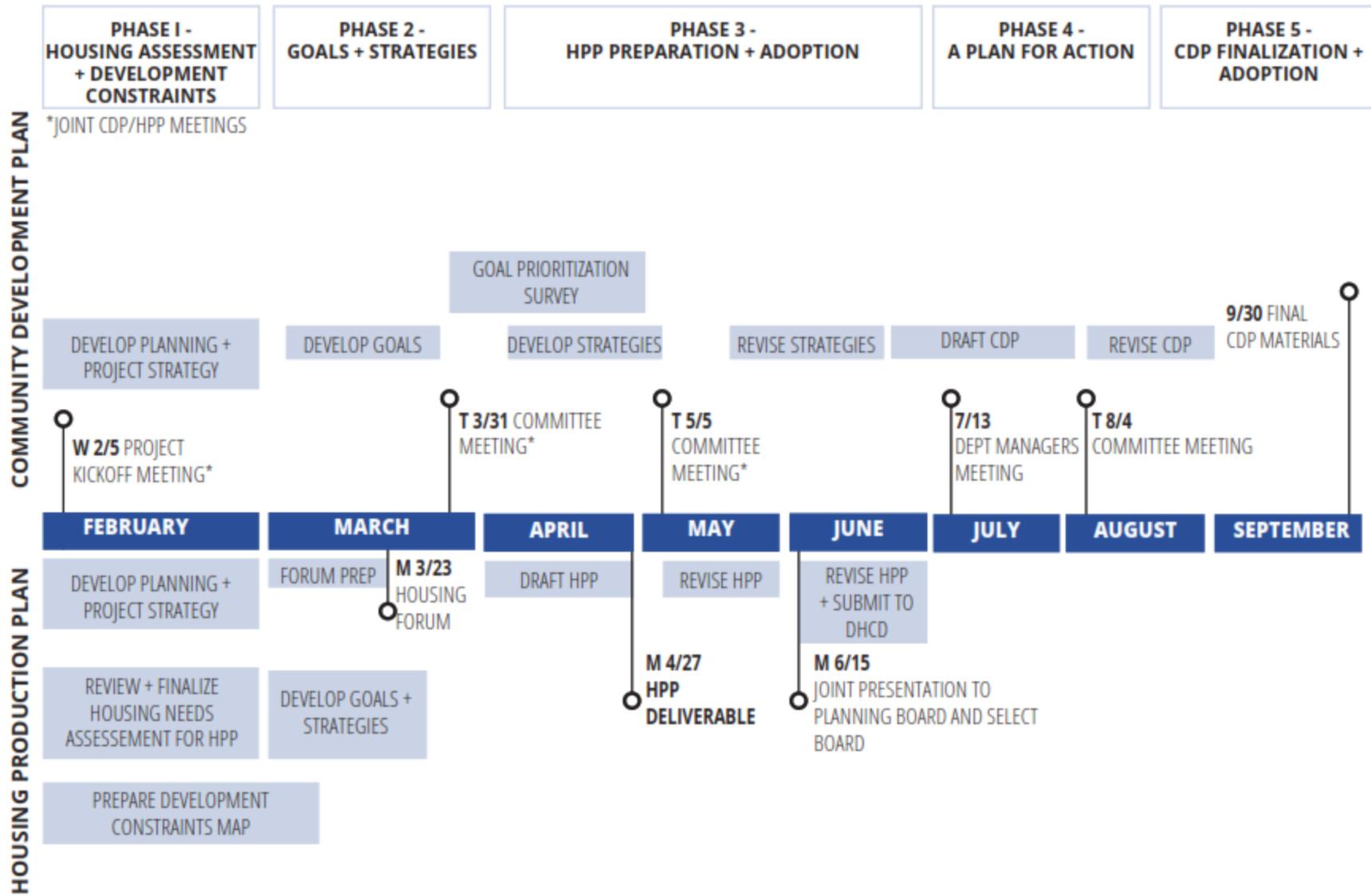
In 2020, Ipswich remains a real country town, not simply a suburb or bedroom community.

- The historic downtown core is surrounded by an ecologically diverse network of open spaces containing wildlife corridors and trails for equestrian and human use.
- The Ipswich River flows throughout the summer and water quality has improved so much in the estuary that clam beds are increasingly open for harvest.
- Housing is concentrated in the downtown core, where a lively village commercial center still offers owner-operated retail establishments.
- Environmentally-friendly businesses in the core and in a redeveloped Mitchell Road industrial park provide jobs for a significant proportion of local residents.
- Outside the core, fields and woods are interspersed along the roads with nodes of housing.
- Local farms survive, thanks to strong market and policy support from the community.
- Transportation alternatives to cars benefit local residents as well as visitors to Ipswich.
- The town's successful preservation of open spaces and management of transportation makes it attractive to visitors, who admire historic sites and patronize downtown businesses in addition to enjoying beaches and other natural areas.

- **To what degree has Ipswich achieved this vision?**
- **What values or conditions have changed?**
- **What does the community continue to value?**

Participants to date have identified this vision:

- **Economic development
(downtown, tourism, community building)**
- **Smart, sustainable, and appropriate development**
- **Infrastructure improvements
(water supply, public safety, schools)**
- **Environmental and historic preservation**



IPSWICH CDP Phase II and HPP

PROJECT SCHEDULE DRAFT 2/25/2020

PREPARED BY JM GOLDSON





LEARN ABOUT
HOUSING IN IPSWICH
PUBLIC FORUM

The Town of Ipswich is updating its Housing Production Plan (HPP). This document evaluates the housing needs of a community, ensuring a mix of housing types for different income levels, and helping to work towards a minimum of 10 percent of year-round housing stock being designated as affordable.

By demonstrating progress and establishing affordable housing production goals, Ipswich can maintain its "safe harbor" status. This status allows the Town to deny 40B development if it does not meet local needs. This forum will include a presentation on Ipswich's housing needs and focused discussions on local housing priorities and strategies.

ALL ARE WELCOME. LET US KNOW YOU'RE COMING AT [TINYURL.COM/IPSWICHHOUSING](https://tinyurl.com/ipswichhousing).

MONDAY MARCH 23RD, 2020

7:00 PM AT TOWN HALL, ROOM A



**Public survey for
2020-2035
goal-setting
(April 2020)**