

GLOUCESTER CITY MASTER PLAN

MEANS TO ACHIEVE OBJECTIVES

OBJECTIVE:

- A. REPLACE OBSOLESCENT INDUSTRIAL PLANTS WITH NEW, CLEAN AND ATTRACTIVE TAX RATEABLES.

MEANS:

1. As obsolescent plants become vacant review each for reuse suitability for non-industrial rateables. Perform cost-benefit analysis for each alternative.
2. Acquire properties or cause them to be acquired by developers willing to create new, high tax dollar rateables.
3. Rezone parcels for appropriate reuse.
4. Where necessary, assist in financing new projects through Federal Urban Development Action Grants.

OBJECTIVE:

- B. DEMOLISH OR REHABILITATE "RUN-DOWN" BUILDINGS.

MEANS:

1. Identify all such buildings in the City of Gloucester;
2. Prioritize list for City action;
3. Take appropriate steps to cause owners to demolish or rehabilitate their buildings;
4. Where appropriate, use Grant Funds to assist owners in financing renovations;
5. Where appropriate have the City acquire buildings for strategic reuse and renovation.

OBJECTIVE:

C. REFURBISH AND BEAUTIFY OLDER HOMES AND ENFORCE CODES.

MEANS:

1. Identify and inventory homes of specific architectural periods;
2. Develop specific exterior design and color guidelines for the exterior renovation of each architectural style;
3. Develop a brochure to educate home owners and exterior remodeling contractors as to the most cost effective ways to achieve an appearance of exterior authenticity when remodeling each architectural style.
4. Educate owners and renters on Code Requirements;
5. Develop prototypical layouts for interior renovations of common architectural styles;
6. Develop a brochure to educate home owners and interior remodelers how to achieve a cost effective and liveable modern room layout for each architectural style;
7. Require conformity to exterior renovation guidelines as an eligibility criteria for participation in the State Loan Program.

OBJECTIVE

D. PRESERVE AND ACCENTUATE HISTORIC STRUCTURES.

MEANS:

1. Identify, classify and inventory structures in the City according to architectural style and period;
2. Designate one or more historic districts to encompass the bulk of the historic or architecturally significant structures;
3. Develop appropriate exterior architectural design and renovation guidelines for the historic district(s);

4. Form an historic district commission or committee to review all development and building permit applications within the historic district to facilitate conformity to the design/renovation guidelines;
5. Educate building owners within each historic district as to the purpose, and mechanics of the program;
6. Consider giving priority in the State Loan Program to those owners of historic or architecturally significant structures who are willing to renovate their exteriors in accordance with the guidelines;
7. Give public recognition to owners who successfully follow the exterior renovation guidelines;
8. Where possible, seek additional low interest funding to assist owners with their renovation work.

OBJECTIVE:

- E. RECLAIM WATERFRONT FOR NEW HIGHER DOLLAR, MIXED USE RATEABLES.

MEANS:

1. Develop a waterfront reuse plan;
2. Rezone waterfront from industrial use to mixed use or P.U.D. to encourage new forms of development.
3. Develop cost estimates for the acquisition, clearing and development of lands along the waterfront;
4. Acquire, or cause to be acquired, those key parcels for the success of the program;
5. Recruit or designate private firms to act as developers for the property;
6. Where possible seek federal or state funding to assist in the replanning and construction of necessary roads and utilities to facilitate redevelopment;
7. Seek special funding to make the redevelopment financially feasible.

OBJECTIVE:

F. CLEAN UP AND BEAUTIFY ENTRANCES TO THE CITY.

MEANS:

1. Form a city beautification commission composed of business leaders and residents to study and recommend ways to visually dress up entrances to the city;
2. Develop plans to screen or buffer unsightly areas from public view;
3. Demolish or renovate run down buildings near city entrances;
4. Prohibit new billboards and attempt to retire old ones;
5. Clean up or cause to be cleaned up, dirty areas around the entrances to the city.

OBJECTIVE:

G. SCREEN AND BUFFER UNSIGHTLY FACILITIES.

MEANS:

1. Identify and inventory areas which require screening;
2. Have city beautification commission review list of problem areas and prioritize it for action;
3. Have city beautification commission prepare a plan for screening and buffering problem areas, complete with projected costs and timetable;
4. Develop program for private/public funding of this beautification effort.

OBJECTIVE:

H. ELIMINATE TRUCK TRAFFIC FROM RESIDENTIAL NEIGHBORHOODS.

MEAN:

1. Inventory businesses in city and truck traffic generated by each;
2. Form "Mayor's Advisory Committee on Controlled Truck Traffic" composed of residents and businessmen;
3. Develop acceptable route plan away from residences where possible;
4. Pass ordinance setting forth limited truck routes;
5. Educate truck drivers;
6. Post signs;
7. Enforce ordinance.

OBJECTIVE:

I. MOVE DISAGREEABLE, NON-CONFORMING USES FROM RESIDENTIAL NEIGHBORHOODS.

MEANS:

1. Identify, inventory and categorize non-conforming uses on the basis of compatibility with residential areas;
2. Develop a priority list for action by the city;
3. Form a "Mayor's Committee for Business Relocation" to meet with the owners of non-conforming uses in order to develop a feasible relocation plan;
4. Seek federal and/or state funds to assist in the relocation process;
5. Assist owners in the relocation of their businesses;

OBJECTIVE:

J. PROVIDE AREAS FOR NEW RESIDENTIAL DEVELOPMENT.

MEANS:

1. Identify, inventory and classify vacant land as to its suitability for residential development;
2. Make unused city land available for residential development;
3. Encourage the development of vacant property via zoning incentives.

OBJECTIVE:

K. CREATE AND ENFORCE A NEW ZONING ORDINANCE WHICH PROTECTS AND ENHANCES THE CITY'S ASSETS.

MEANS:

1. Identify, inventory and classify real and potential assets of the City;
2. Identify those uses (existing or potential) which represent a threat or a non-compatible use as regards the City's assets;
3. Develop zoning regulations which prohibit conflicting uses or which minimize the impact of other uses on City assets.