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Tisbury Master Plan: Commercial Districts Vision Alternatives

February 13 & 16, 2023





Agenda

6:30

Welcome

6:40

Introductory Presentation

- Introduction to project
- Key takeaways from October 2022 Workshops
Vision alternatives
- Instructions for break out groups

7:15

Breakout Group Discussions

- Discuss vision alternatives for each study area

8:00

Report Out and Full Group Discussion

- Facilitator report out
- Group Discussion
- Closing Poll

8:25

Closing



Master Plan Steering Committee Members

Susannah Bristol
Cheryl Doble
Lyndsay Famariss, Chair
Phil Hale
Rick Homans
Mary Ellen Larsen
Melinda Loberg
Sean Roach
Elissa Turnbull
Nikeya Tankard
Pricila Vilaca

Planning Board Members

Ben Robinson, Chair
Cheryl Doble (MP Steering C'tee rep)
Connie Alexander
Elaine Miller
Casey Hayward

Dan Doyle, MVC Special Projects Planner /
Tisbury Master Plan Administrator

Consulting Team



Barrett Planning Group

Project Management
Community Engagement
Land Use
Housing
Governance*
Final Plan



Horsley Witten Group

Natural Resources,
Energy,
Sustainability
Community Health



FXM Associates

Economic
Development



BETA

Public Facilities
Transportation



Dodson & Flinker

Commercial Area
Vision Plans

Project Schedule



June 2022	October 2022	January 2023	April 2023	July 2023	September 2023
Mobilization <ul style="list-style-type: none"> • Getting to know the Town • Gathering information • Interviews • Informal & formal engagement • MPSC meetings • Field work 	Inventory, Assessment, Diagnostics <ul style="list-style-type: none"> • Themes • Missing information • Data analysis • Interviews • Stakeholder meetings • Commercial area visioning • MPSC meetings 	<div>↓</div> Focusing <ul style="list-style-type: none"> • Inventory & assessment reports • MPSC: meetings & working sessions • Key issues • Commercial districts analysis: possibilities, limitations • Review, update Master Plan Goals, Purposes, Actions • Revise inventory & assessment reports (1 revision) 	Goals, Draft Actions <ul style="list-style-type: none"> • Possibilities, limitations: <ul style="list-style-type: none"> ○ Commercial districts ○ Master Plan elements • Draft Vision Plan Update • Draft Implementation Program • Kickoff Spring 2023 engagement process • MPSC meetings 	Draft Master Plan <ul style="list-style-type: none"> • Public presentations • MPSC conversations with the community • Revise draft (1 revision) • MPSC meetings 	Master Plan <ul style="list-style-type: none"> • Planning Board public hearing • Submission of final Master Plan

What is a Vision for Commercial Districts?

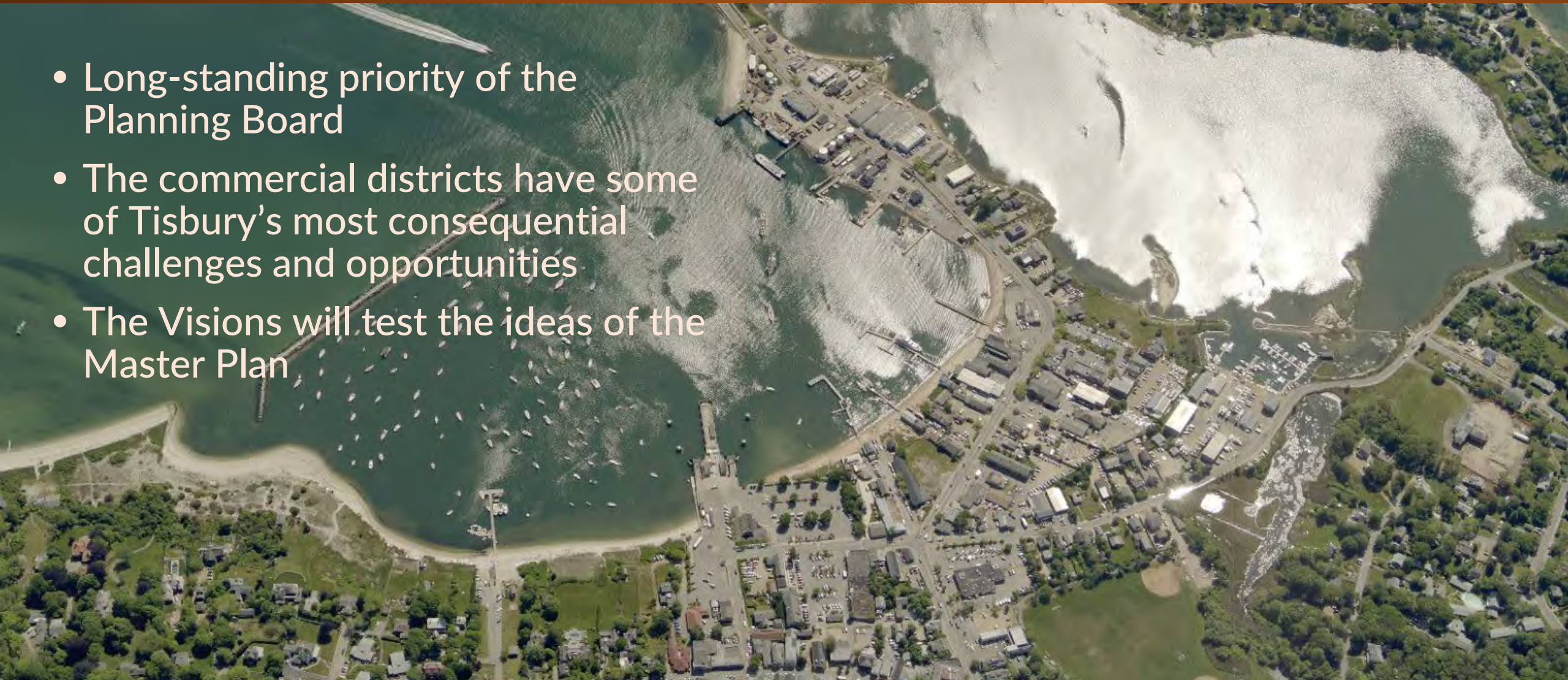


- Words and pictures that show what the Town wants the districts to be like in the future
- Recommendations for implementing the vision
- Principles that can help the town make future decisions
- A clear direction for the future

Why are we doing Commercial District Visioning?



- Long-standing priority of the Planning Board
- The commercial districts have some of Tisbury's most consequential challenges and opportunities
- The Visions will test the ideas of the Master Plan



Where are we in the process of this project?



- The vision alternatives in this presentation explore options for the future of Tisbury's commercial districts. They:
 1. test what changes are physically possible in the study areas, and
 2. provide a starting point for a community conversation about what Tisbury's people want the commercial districts to be like in the future. Community members are encouraged to provide feedback to the Master Plan Steering Committee.
- This is the middle of a process, not the end. The final vision will be based on input from the community and deliberations by the Master Plan Steering Committee, the Planning Board, and other officials. Then the vision will need to be implemented before there are any changes on the ground. Most implementation steps will require more public input and often a vote at Town Meeting.

Why do the drawings show changes on private property?



- Changes on both public and private land need to be aligned for the districts to reach their maximum potential. The drawings show changes on both public and private land to test questions like: which public infrastructure improvements are most important for property owners and the town? Which zoning changes would open up the best opportunities for additional development or redevelopment?
- If a drawing shows changes on a property, it does not mean that the Town intends to take land or force a property owner to do something. The town's policy is that it will only consider eminent domain out of "extreme necessity." Likewise, any time zoning is changed, existing uses and structures are allowed to continue.

How can a vision be implemented?



- Investment—the Town could invest in public infrastructure to enable changes. For example, the Town could improve streets, stormwater infrastructure, or wastewater infrastructure.
- Regulation—the Town could revise regulations to encourage or discourage activities. For example, the Town could work on zoning changes.
- Leadership—the Town could work with other public and private entities so that their actions align with what the Town wants. For example, the Town could work with the Steamship Authority, MassDOT, or a non-profit organization.
- Policy—the day-to-day decisions and actions of the Town government can help implement the vision. For example, the Town could pursue grant funding.

Downtown (B1)

Waterfront Commercial District



State Road (B2)



Summary of October Workshops



Friday 10/21

Walking Tour

- Downtown/Waterfront and B2 District
- Local knowledge
- “What is working well and what is not working well?”



Listening Workshop

- 4 rotating stations:
 - Transportation
 - Environment & Climate Resilience
 - Business & Housing
 - Design & Placemaking



Saturday 10/22

Visioning Workshop – AM

- Discussion Groups:
 - Challenges
 - Opportunities
 - Barriers
 - Ideas that address multiple objectives



PM

- Priority issues and ideas from morning session



Key Issues from October Workshops



Downtown & Waterfront

Sea level rise & flooding

- Implement coastal flood plan
- Protect Beach Rd access to hospital
- Consider daylighting Bass Creek
- Improve stormwater management
- Key Q: When and where to retreat?



Housing & Infrastructure

- Address affordable housing shortage
- Develop wastewater and sewer



Circulation

- Improve & clarify key intersections and one-way streets
- Improve pedestrian connections

Waterfront

- Improve coordination with Steamship Authority
- Add more moorings
- Develop a harbor walk

Placemaking

- Improve gateways and wayfinding
- Develop more gathering places
- Develop a harbor walk
- Address empty buildings

Opportunity Areas

- Stop & Shop and Town/Police parking
- Five Corners and Post Office
- Waterfront

Key Issues from October Workshops



B2 District

Businesses & Industries

- Preserve businesses that serve year-round community
- Accommodate more intensive auto and contractor businesses that have limited space on island – expand?



Circulation

- Improve connectivity and reduce curb cuts
- Revive Connector Road idea
- Expand on bike/ped access and connections
- Increase municipal parking



Housing & Infrastructure

- Address affordable housing shortage
- Expand package plant to develop wastewater and sewer
- More walkable, mixed-use areas

Placemaking

- Develop buffers between sewer plant, DPW, intensive businesses, and residential
- Move parking to back of existing buildings; infill behind businesses
- Develop design guidelines?

Opportunity Areas

- Potential Connector Road could create commercial node

Big Ideas



- **Make it Easier to Move in the District**
- **Protect Our Environment and Build Resilience**
- **Balance the Needs of Year-round Residents, Visitors, and the Island**
 - **Expand Housing for Year-Round Residents**
 - **Enable Businesses to Adapt and Thrive**
- **Enhance Community Spaces and Sense of Place**

State Road (B2)



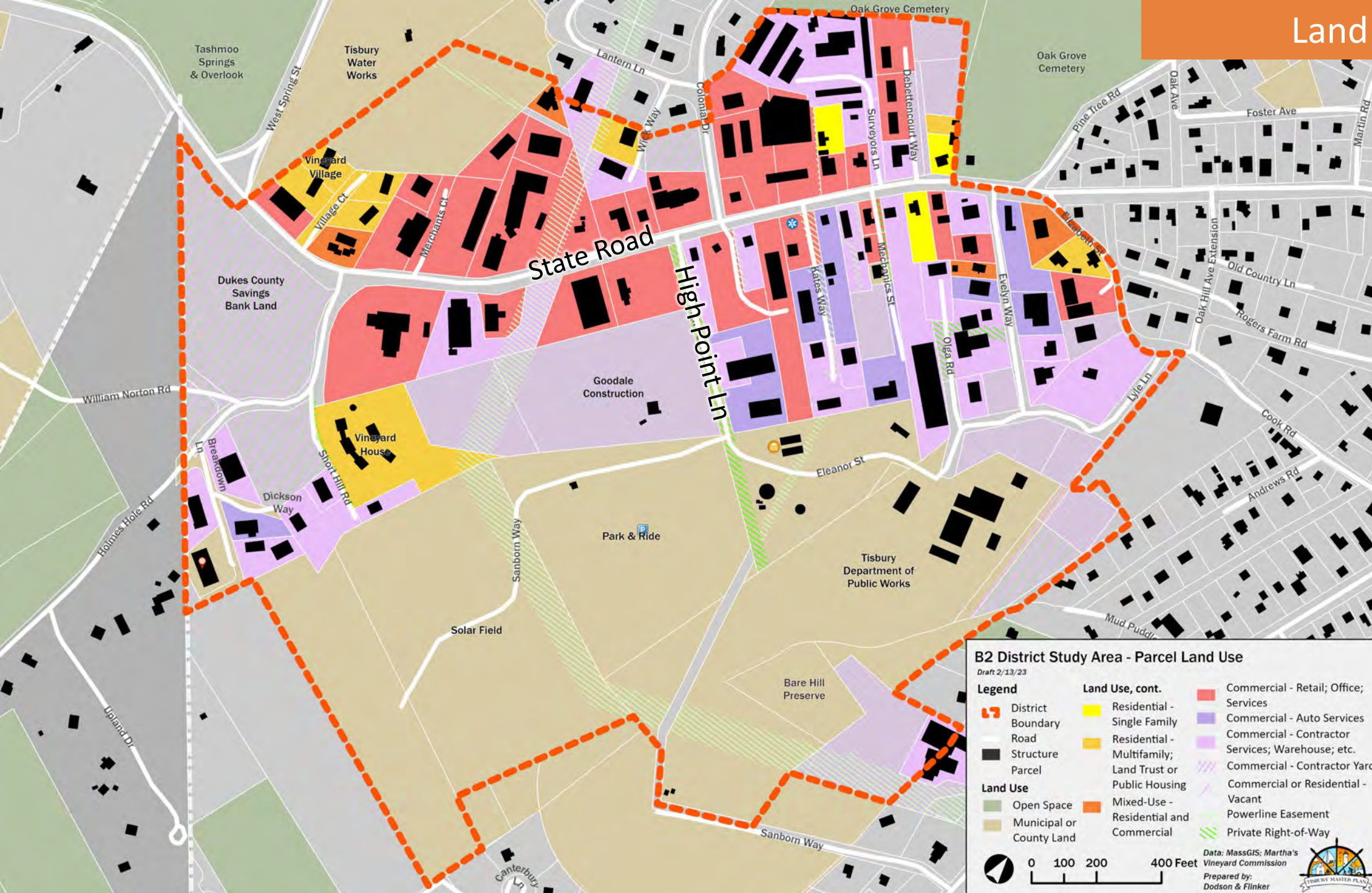
Structures



Existing Open Space & Town Land

- Open Space
- Other Town-owned Land





B2 District Study Area - Parcel Land Use

Draft 2/13/23

Legend

- District Boundary
- Road
- Structure
- Parcel

Land Use

- Open Space
- Municipal or County Land

Land Use, cont.

- Residential - Single Family
- Residential - Multifamily; Land Trust or Public Housing
- Mixed-Use - Residential and Commercial

- Commercial - Retail; Office; Services
- Commercial - Auto Services
- Commercial - Contractor Services; Warehouse; etc.
- Commercial - Contractor Yard
- Commercial or Residential - Vacant
- Powerline Easement
- Private Right-of-Way



0 100 200 400 Feet

Data: MassGIS; Martha's Vineyard Commission

Prepared by:
Dodson & Flinker

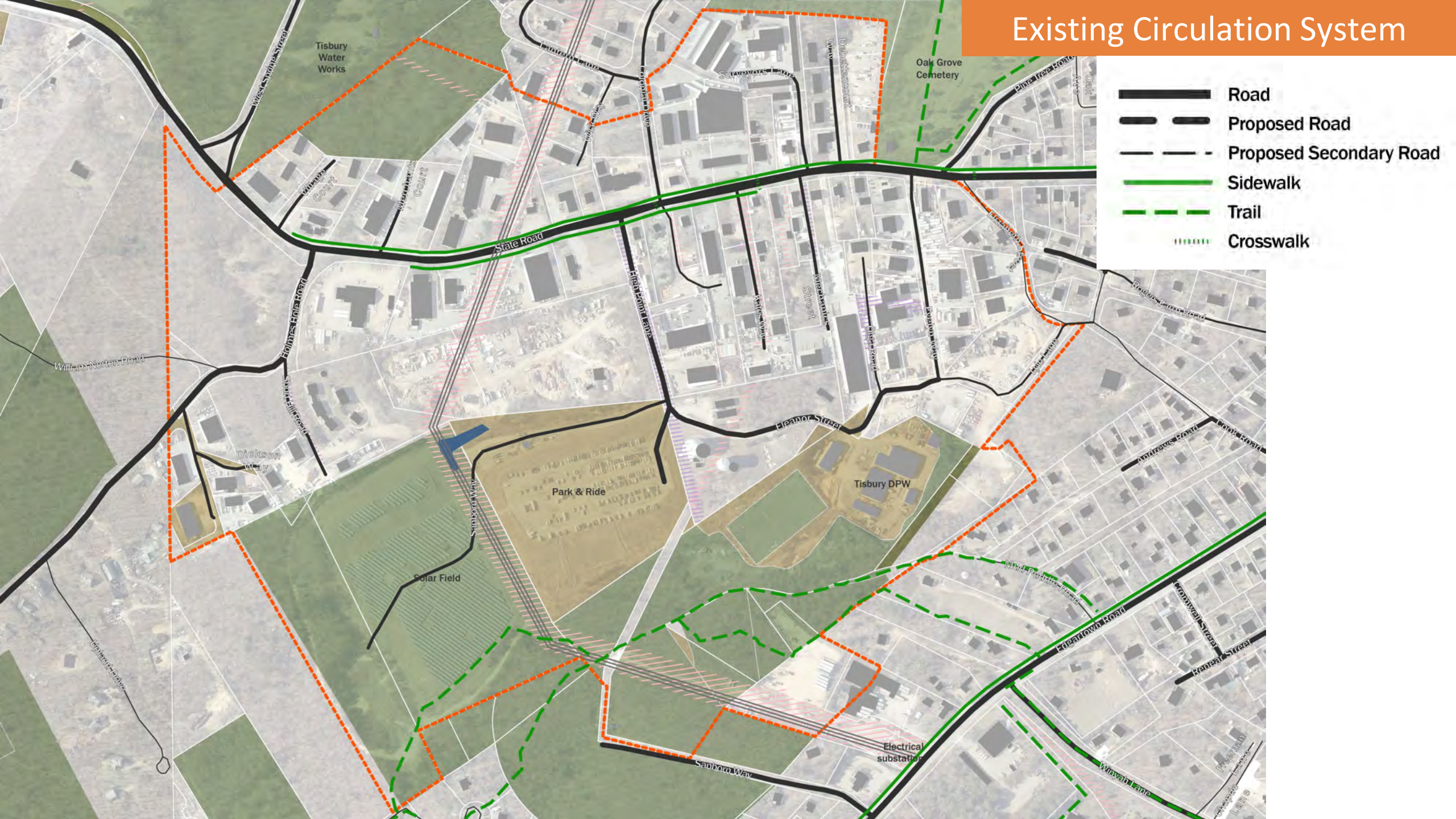


Potential Opportunity Areas

 Potential Opportunity Area



Existing Circulation System



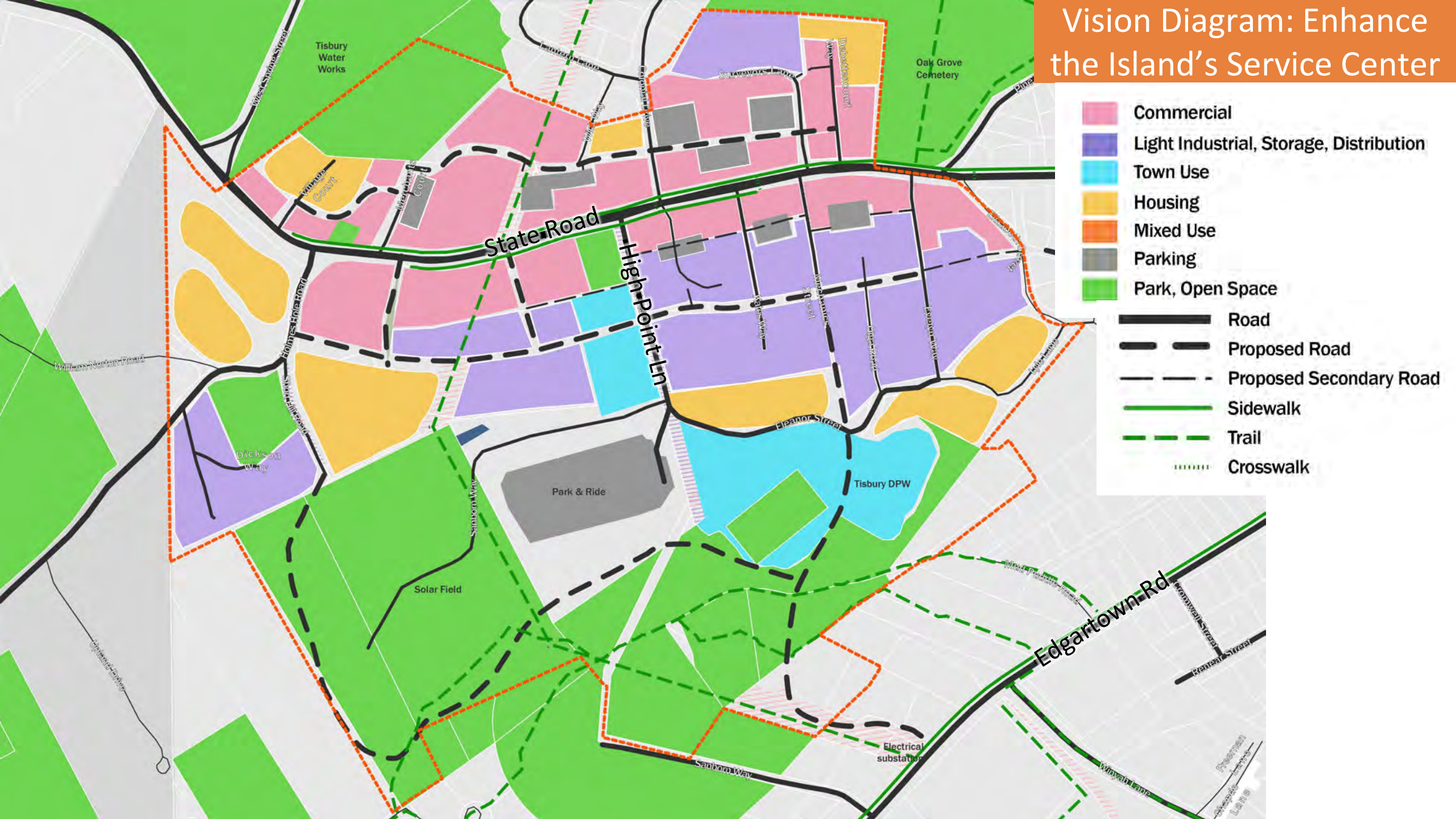
Potential Circulation System



Vision: Enhance the Island's Service Center

- Focus on supporting businesses that provide goods and services to the island year-round, including building trades, construction and maintenance supplies, home goods, food-related businesses, essential services, and auto-related uses.
- Allow the mix of uses in the district to evolve naturally
- Ensure zoning requirements enable diverse businesses to adapt and thrive
- Provide housing as opportunities arise but avoid potential conflicts with existing uses.
- Establish performance-based zoning requirements to enable efficient use of properties while managing conflicts and ensuring quality site design
- Make it easier and faster to get into and around the area:
 - Connect State Road to Edgartown Vineyard Haven Road
 - Improve traffic flow on State Road and make it easier to enter and exit properties (for example, add turn lanes on State Road and consolidate the number of access points to properties)
 - Establish service roads or alleys for rear access to businesses
- Facilitate enhanced individual wastewater treatment
- Encourage shared-parking

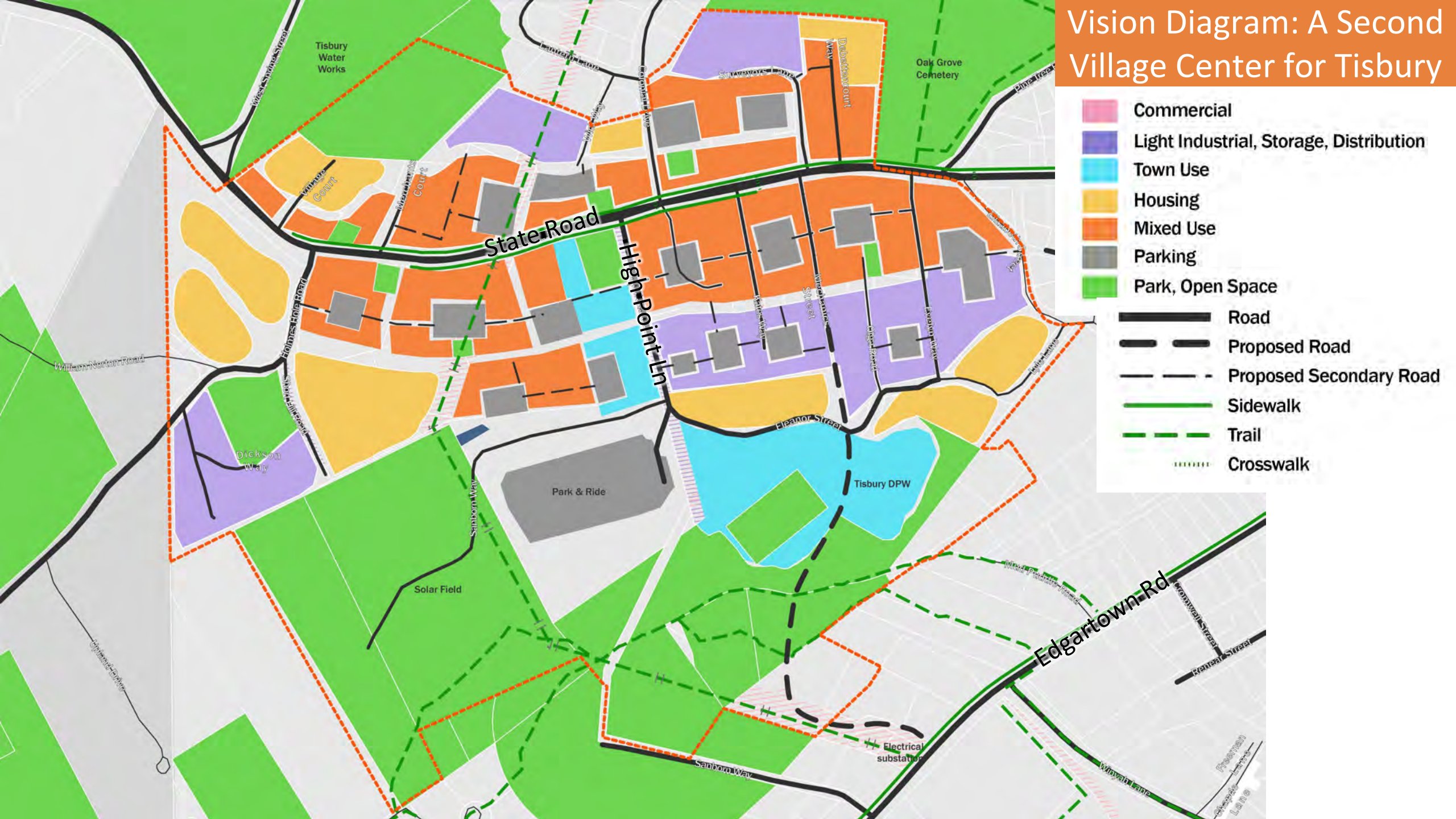
Vision Diagram: Enhance the Island's Service Center



Vision: A Second Village Center for Tisbury

- Encourage walkable mixed-use development throughout the B2 district, including smaller retail and office uses, and apartments over stores.
- Maintain existing village-scale buildings along State Road and keep larger structures and multi-family housing to the rear.
- Steer noisy and vehicle dependent uses toward limited areas within the district
- Build a campus for town buildings
- Improve the speed and frequency of public transportation between the B2 District and downtown and the ferry
- Make State Road safe and comfortable for pedestrians and bicycles, for example expanding sidewalks and/or exploring a shared use path along the street
- Create a network of pedestrian-friendly streets within the district
- Establish a connection between State Road and Edgartown Vineyard Haven Road for pedestrians and bicycles
- Connect the B2 to larger trail systems including safe and convenient bicycle routes to Vineyard Haven
- Advocate for limiting the number of vehicles brought over to the Island in the summer
- Shift to shared and public parking areas
- Add parks and open spaces throughout the district
- Increase wastewater treatment capacity to enable village-scale mixed-use development
- Require green stormwater management and provide town support for key projects (e.g. get grants, provide funding, or help property owners get technical assistance)
- Establish public/private partnerships to address contamination issues, if they arise

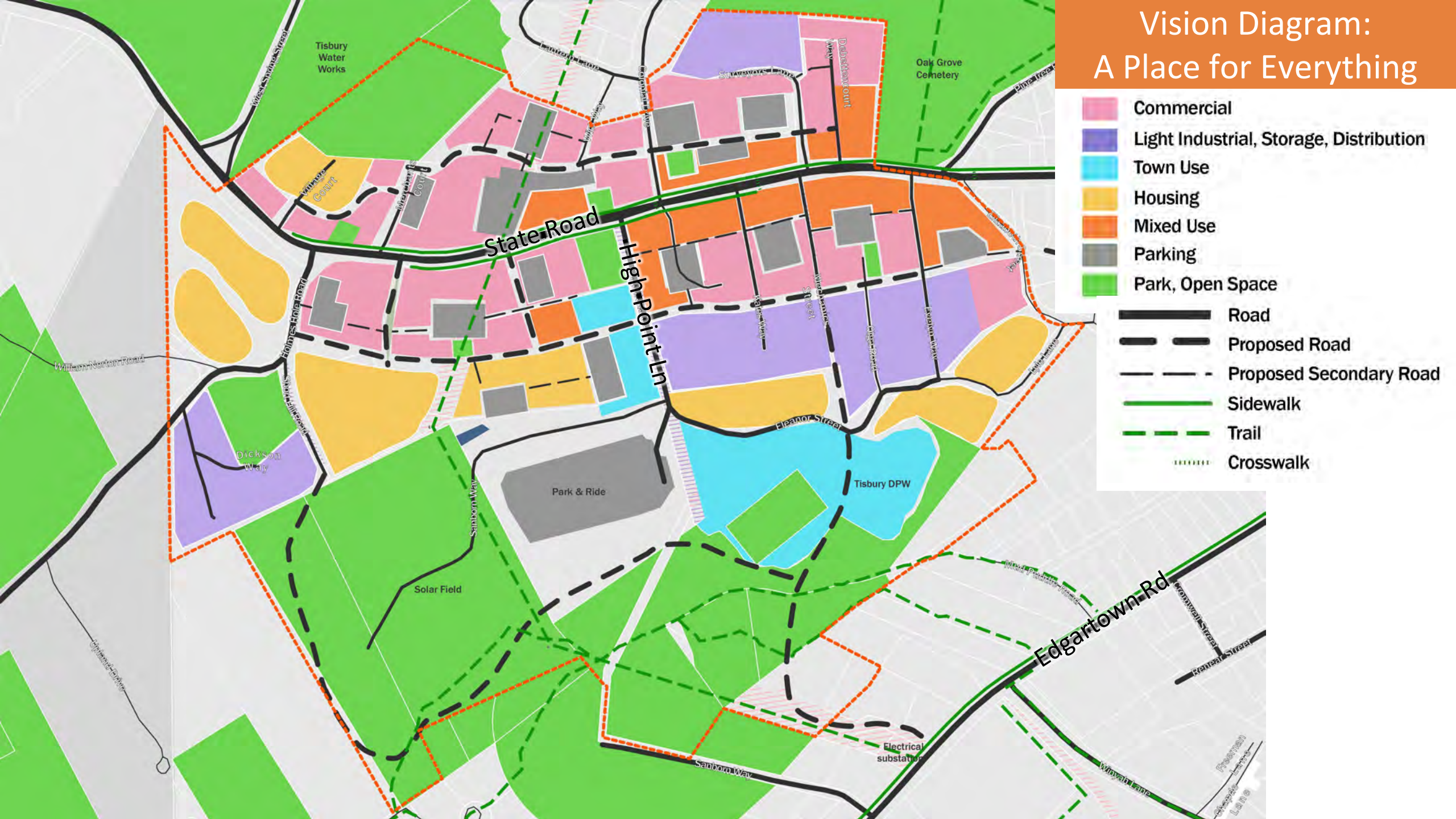
Vision Diagram: A Second Village Center for Tisbury







Vision: A Place for Everything

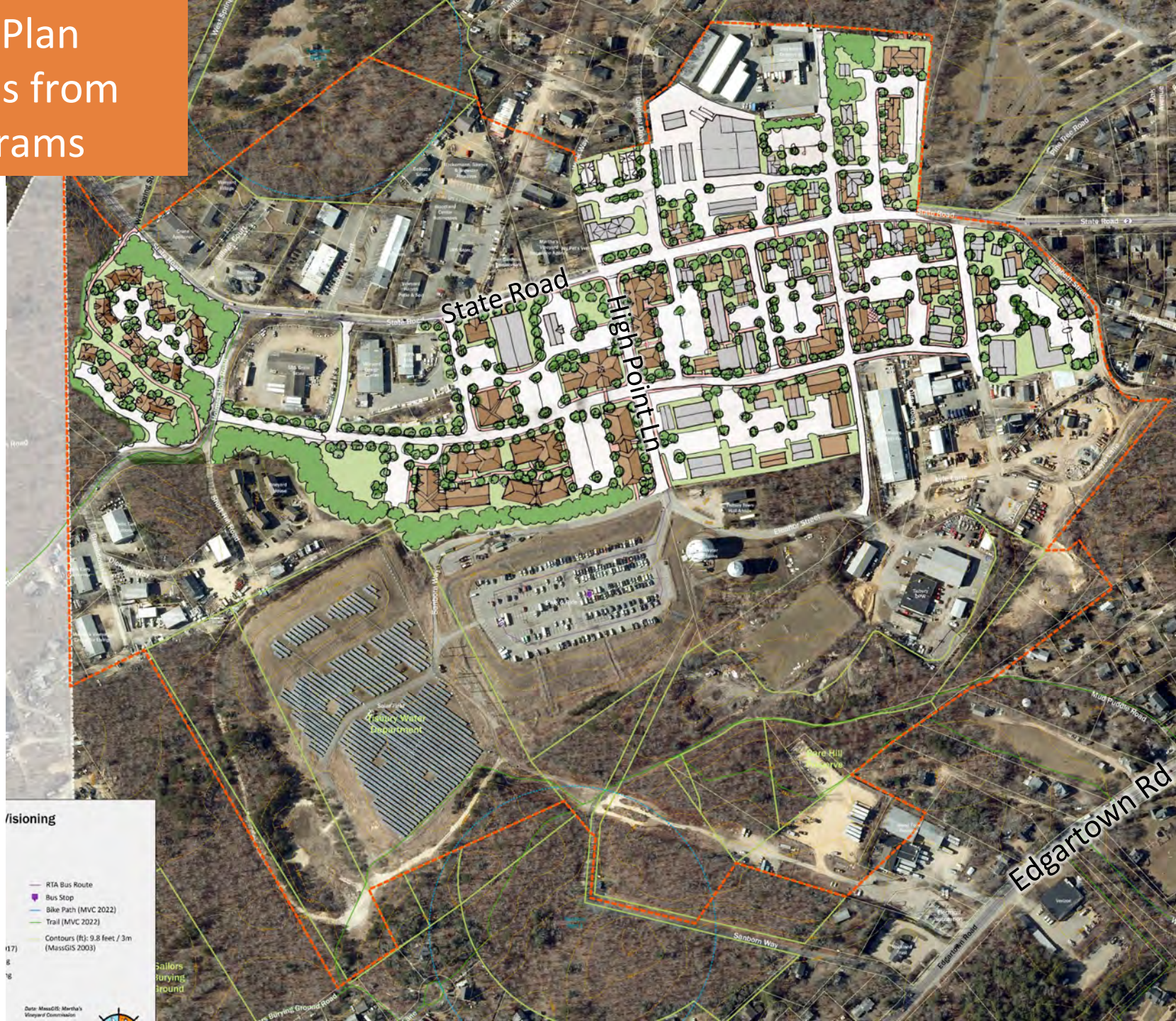
- Focus mixed-use along State Road between High Point Lane to Evelyn Lane, while enhancing existing contracting, building supply, auto service, and other uses to the rear.
- Add housing above stores on State Road, around the edges of the B2 District, and on large opportunity parcels back from State Road. Allow a variety of housing types.
- Steer similar uses toward subareas of the district for mutual support
- Relocate some town buildings to the district
- Connect State Road to Edgartown Vineyard Haven Road with a street that serves vehicles, pedestrians, and bicyclists
- Establish a network of streets within the district
- Create a continuous pedestrian system (sidewalks, shared use paths, trails)
- Make State Road more pedestrian-friendly, with a focus on the mixed-use area
- Provide a mix of shared and private parking depending on context
- Add park and open spaces, especially near mixed-use, housing, and town buildings
- Advance a mix of enhanced individual wastewater systems and strategic connection to centralized wastewater (e.g. to support second floor residential on small lots where there is not room for individual treatment. Set the allowed density of development on the edges of the district based on on-site treatment capacity).

Vision Diagram: A Place for Everything



Illustrative Plan Showing Ideas from Vision Diagrams

-  Existing Building
-  Potential Building
-  Existing & Potential Pedestrian Circulation
-  Tree



/isioning

-  RTA Bus Route
-  Bus Stop
-  Bike Path (MVC 2022)
-  Trail (MVC 2022)
-  Contours (ft): 9.8 feet / 3m (MassGIS 2003)

(17)
8
18

Date: MassGIS, Martha's
Vineyard Commission



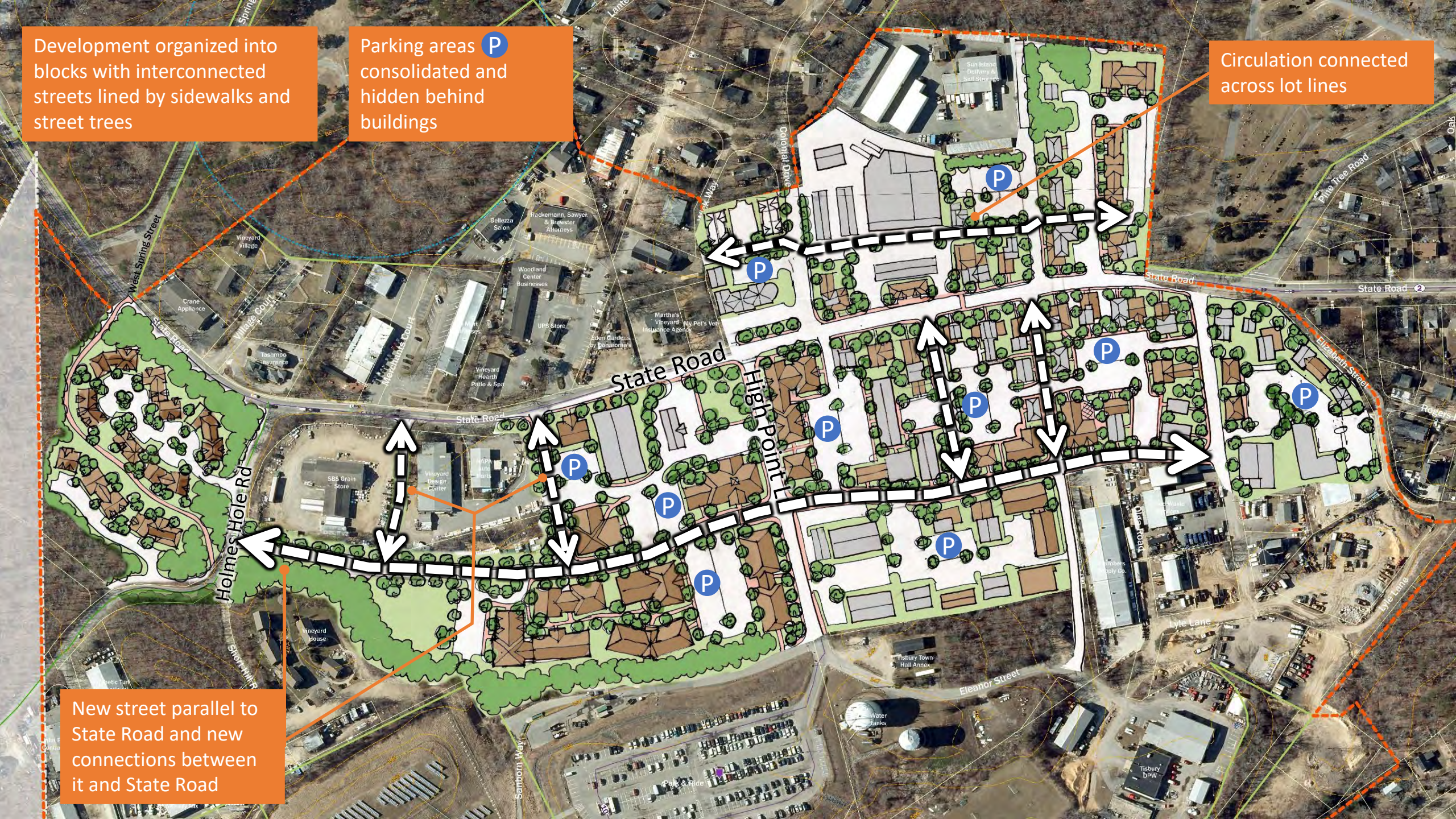


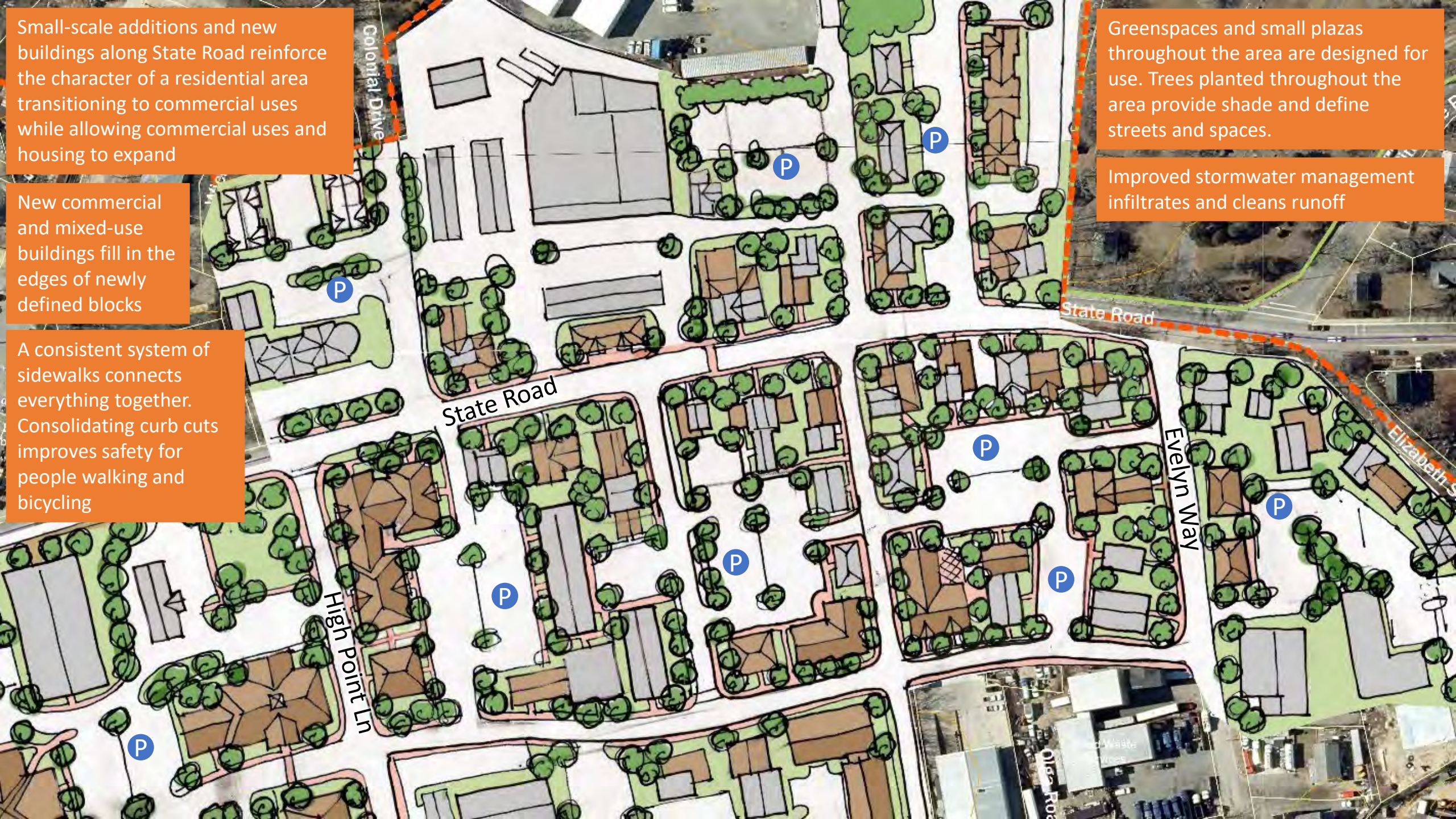
Development organized into blocks with interconnected streets lined by sidewalks and street trees

Parking areas **P** consolidated and hidden behind buildings

Circulation connected across lot lines

New street parallel to State Road and new connections between it and State Road





Small-scale additions and new buildings along State Road reinforce the character of a residential area transitioning to commercial uses while allowing commercial uses and housing to expand

New commercial and mixed-use buildings fill in the edges of newly defined blocks

A consistent system of sidewalks connects everything together. Consolidating curb cuts improves safety for people walking and bicycling

Greenspaces and small plazas throughout the area are designed for use. Trees planted throughout the area provide shade and define streets and spaces.

Improved stormwater management infiltrates and cleans runoff



The lawn at the Cape Cod 5 Bank becomes a park

New park

New buildings with apartments

A campus of new town buildings

A mixed-use building defines corner of State Road and High Point Ln



New places to live integrated into the site's sloping terrain

Downtown (B1)

Waterfront Commercial District

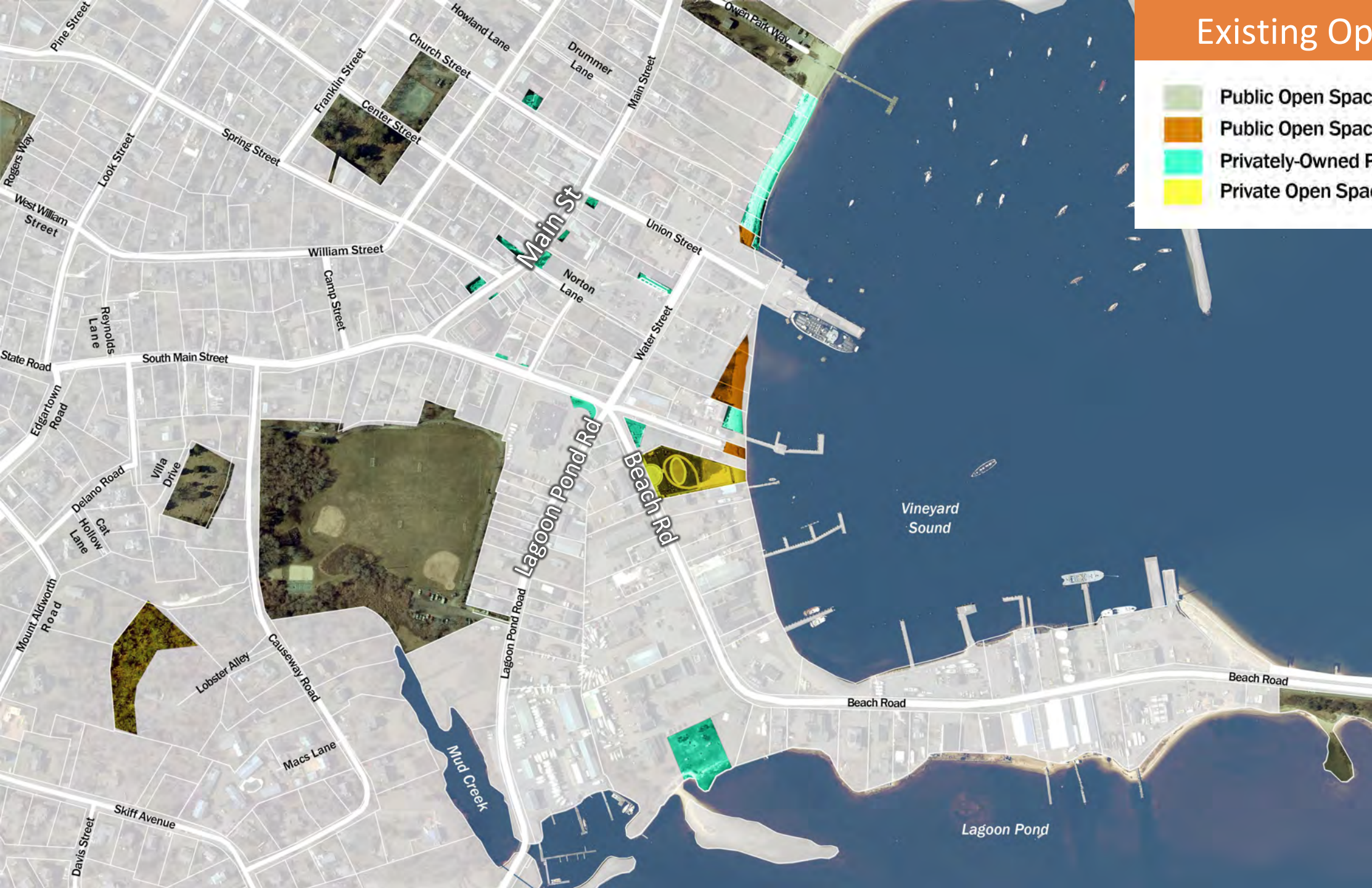


Existing Government & Non-profit Ownership



Existing Open Space

- Public Open Space
- Public Open Space, Unclear if Welcome
- Privately-Owned Public Space
- Private Open Space



Open Space-Potential

- Public Open Space
- Public Open Space, Unclear if Welcome
- Privately-Owned Public Space
- Private Open Space

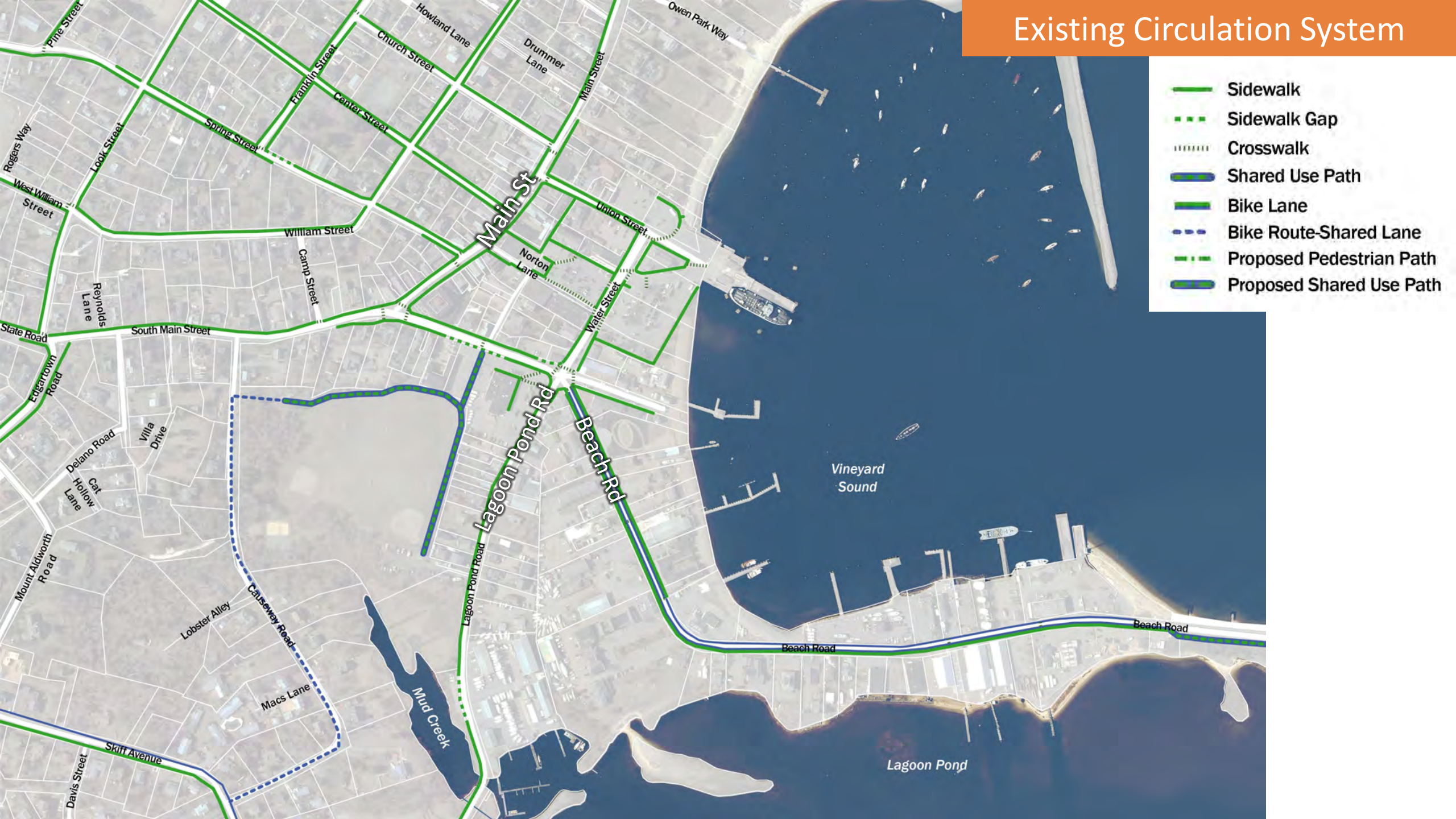


Improved public access to public & privately-owned open spaces along waterfront

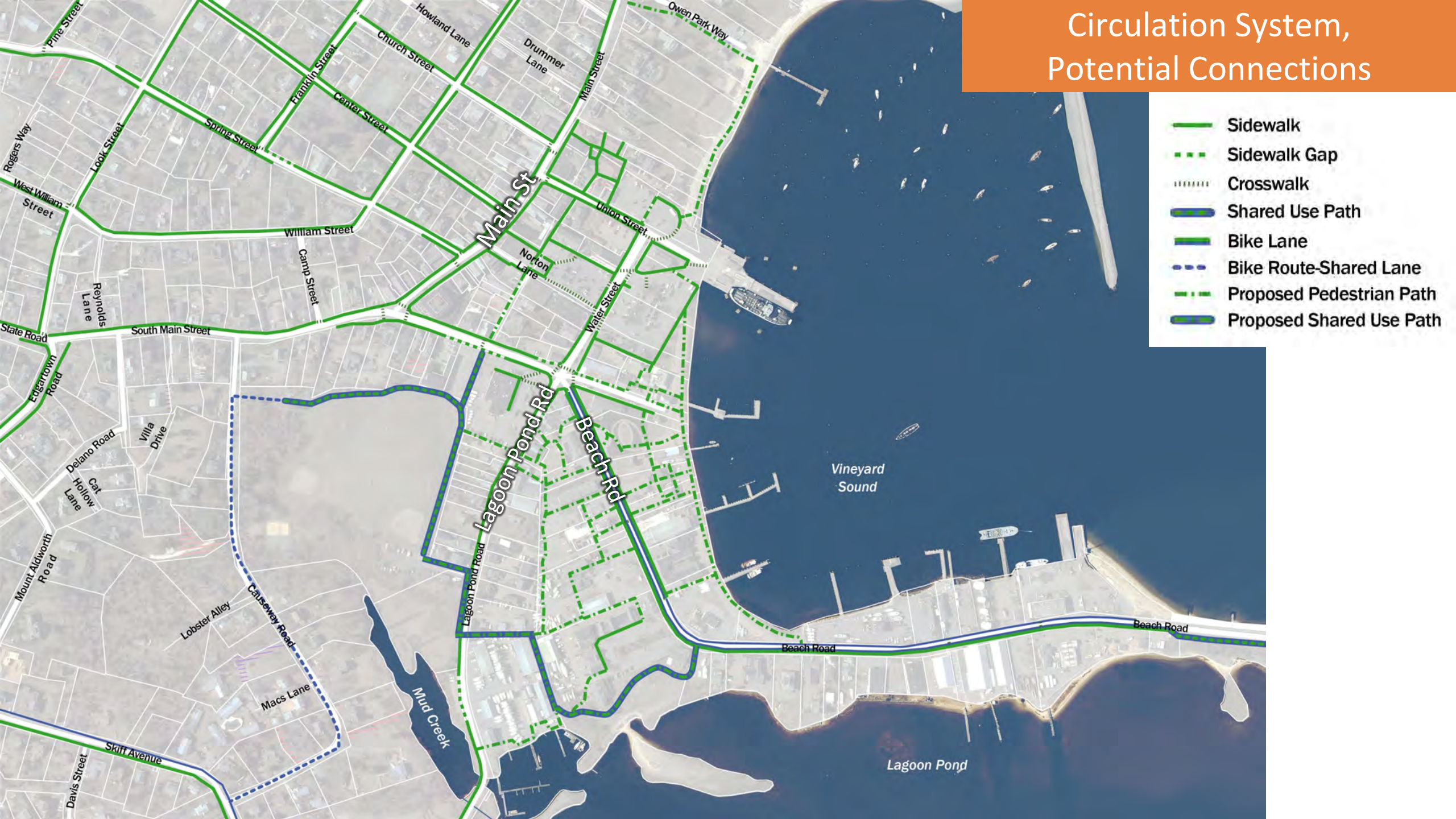
Greenway along former bed of Bass Creek

Improved privately-owned open spaces and/or clarified public access

Existing Circulation System



Circulation System, Potential Connections



Downtown & Waterfront Study Area - Parcel Land Use

Draft 2/16/23

Legend

- District Boundary
- Road
- Structure
- Parcel

Land Use

- Open Space
- Municipal, County, State or Federal Land

Land Use, cont.

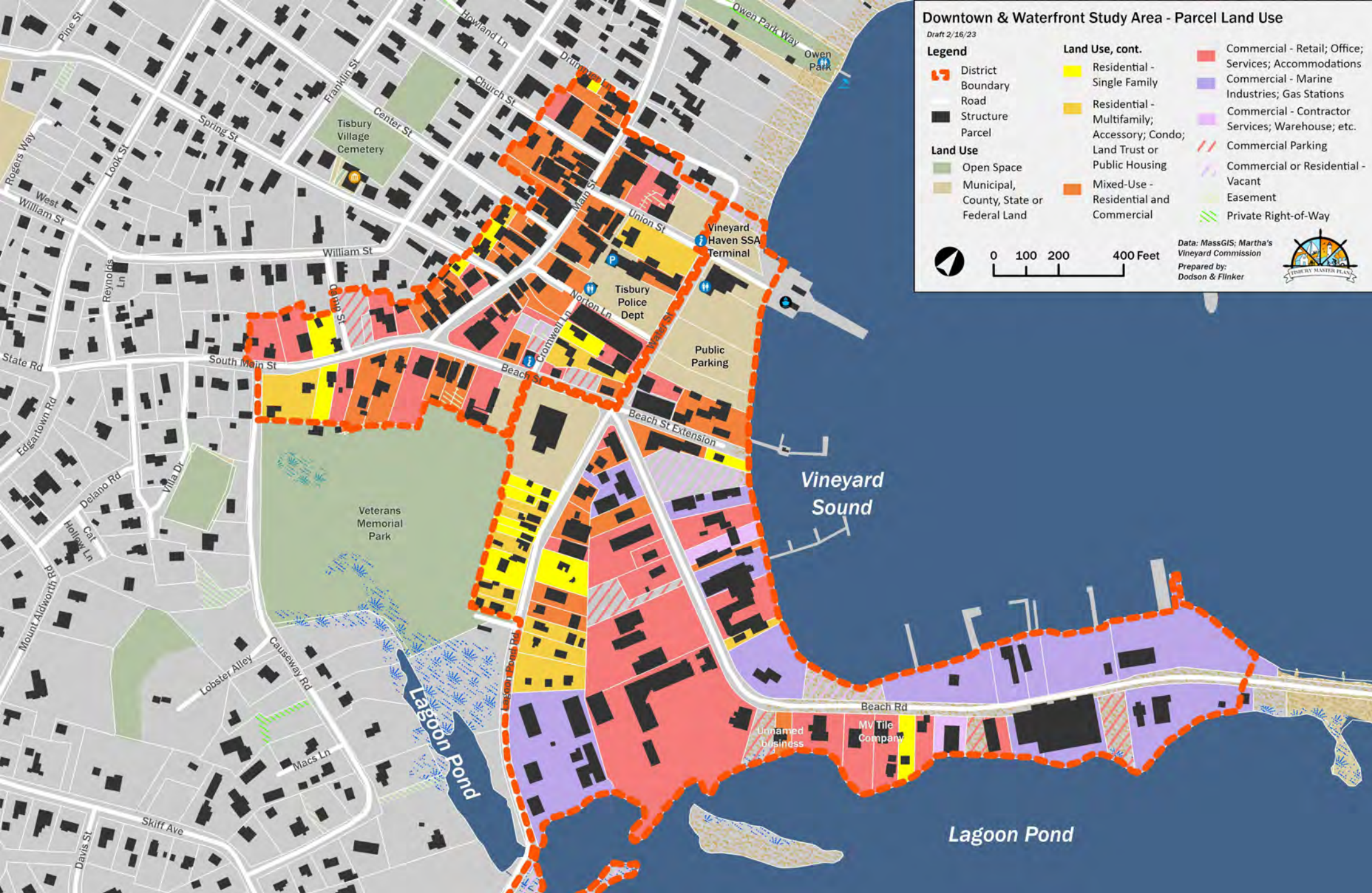
- Residential - Single Family
- Residential - Multifamily; Accessory; Condo; Land Trust or Public Housing
- Mixed-Use - Residential and Commercial

- Commercial - Retail; Office; Services; Accommodations
- Commercial - Marine Industries; Gas Stations
- Commercial - Contractor Services; Warehouse; etc.
- Commercial Parking
- Commercial or Residential - Vacant
- Easement
- Private Right-of-Way



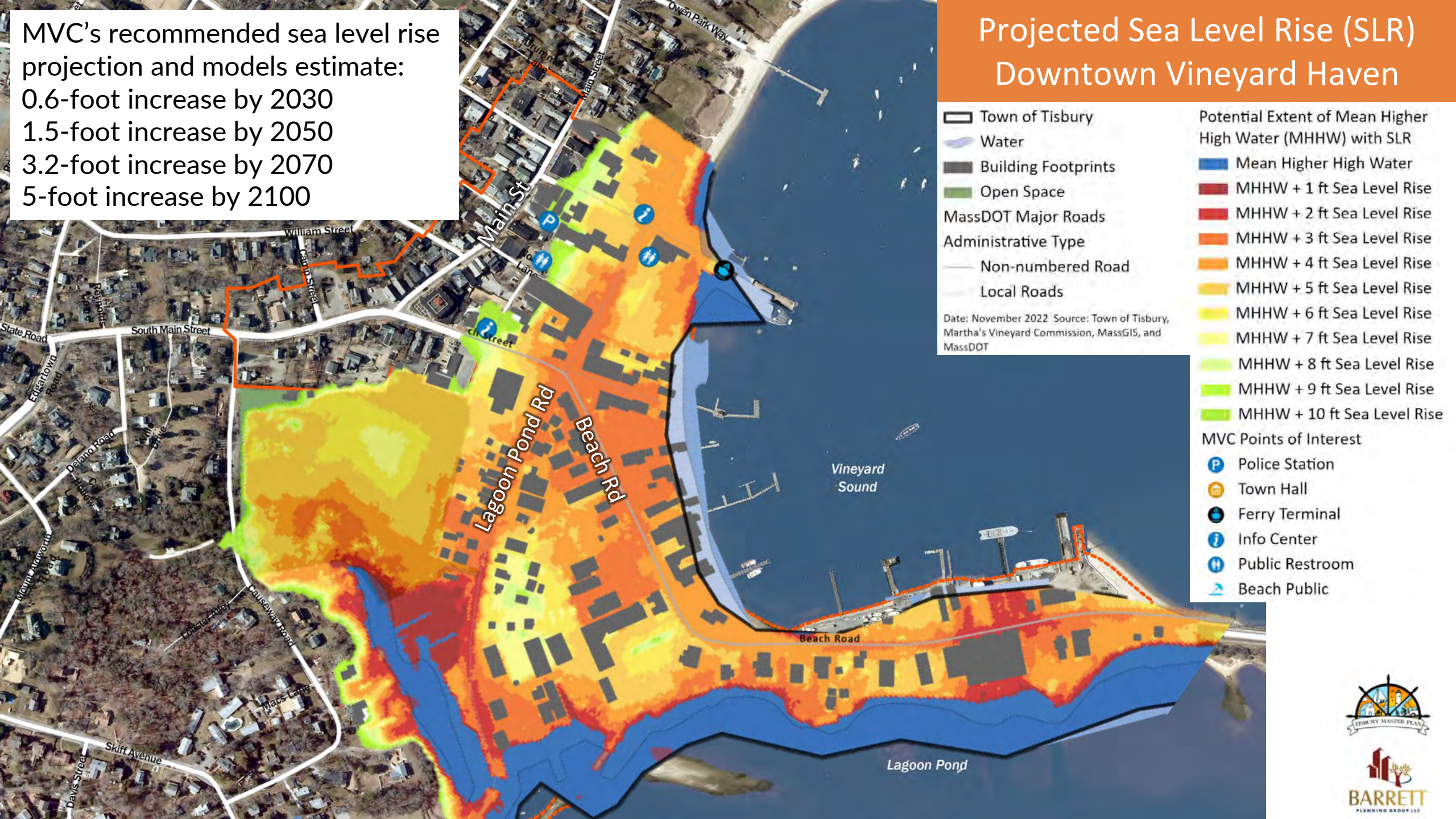
0 100 200 400 Feet

Data: MassGIS; Martha's Vineyard Commission
Prepared by:
Dodson & Flinker



MVC's recommended sea level rise projection and models estimate:
0.6-foot increase by 2030
1.5-foot increase by 2050
3.2-foot increase by 2070
5-foot increase by 2100

Projected Sea Level Rise (SLR) Downtown Vineyard Haven



Estimated Future Coastal Flood Risk: Downtown Vineyard Haven



2030 Estimated 1%
chance costal flooding



Note: edge of floodplain was traced from a map and is approximate

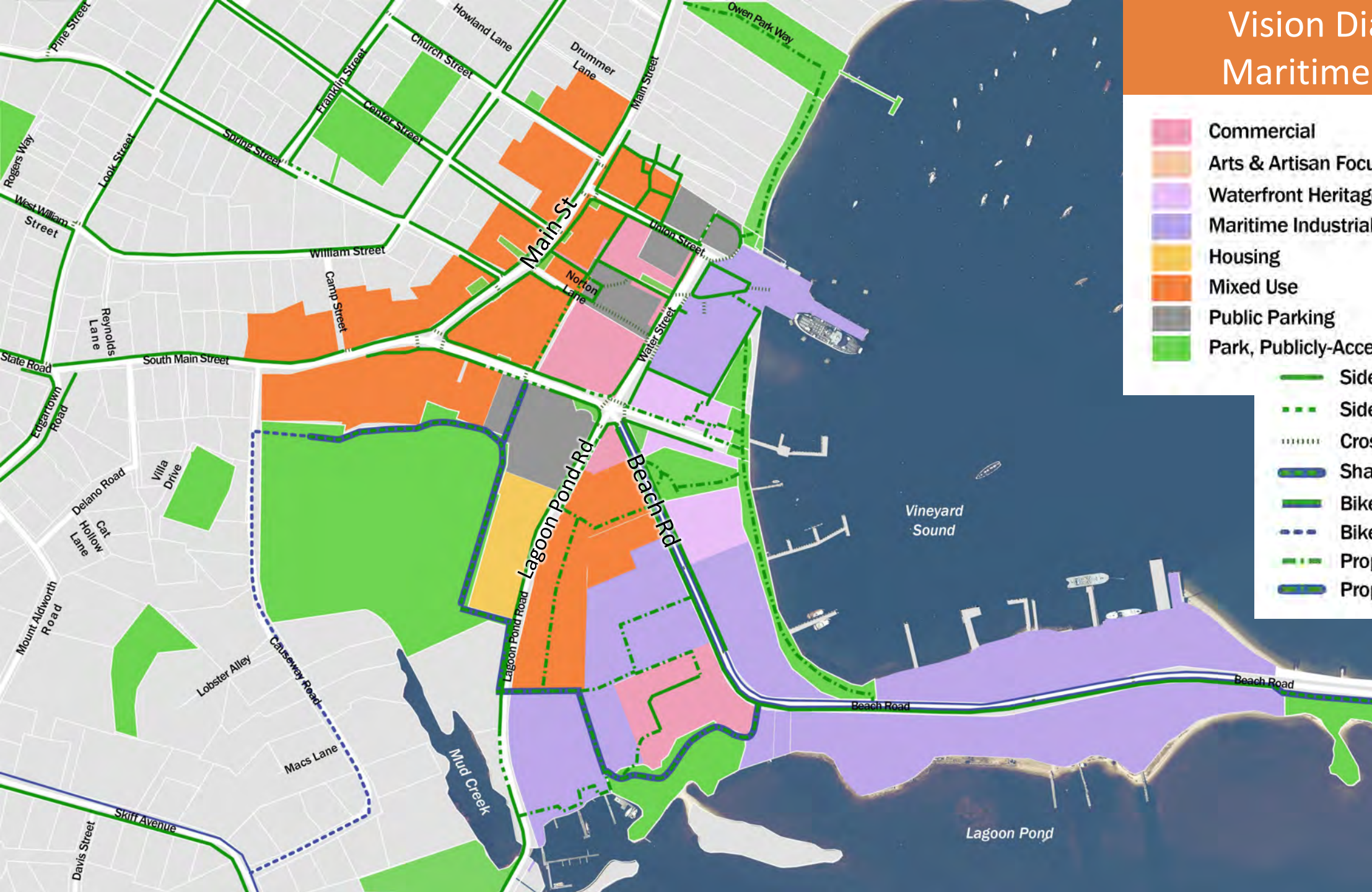
Baseline Improvements

- Optimize the downtown and waterfront to serve year-round residents of the Island
- Make it easier to get into and around Vineyard Haven
- Encourage businesses that provide year-round goods and services and stable jobs
- Address congestion at Edgartown Vineyard Haven Road/State Road intersection, Five Corners, Beach Road, and State Road
- Address stormwater flooding at Five Corners, Water Street, etc.
- Protect key local infrastructure from sea level rise (for example, access to the hospital & ferry)

Vision: Maritime Center

- Utilize the harbor to its full economic potential
- Explore expanding moorings and improving their management
- Expand aquaculture
- Make it easier for maritime businesses to adapt and thrive. Support them as they adjust to climate change. Encourage this cluster of businesses to expand.
- Maintain adequate facilities for parking, storage, shipping and logistics.
- Provide housing for workers, especially workers in maritime businesses
- Improve water quality
- Clean up the look of the harbor while maintaining the functionality of maritime businesses
- Take advantage of maritime industrial and compatible mixed-use redevelopment opportunities to improve the resilience of properties that are vulnerable to sea level rise and coastal flooding
- Establish protection from frequent coastal flooding events (such as nor'easters) by closing pathways for frequent flooding.
- Make the downtown and waterfront more legible
- Provide pedestrian-friendly streets and paths and increase public access to waterfront, where appropriate

Vision Diagram: Maritime Center



Vision: Arts & Culture

- Welcome visitors to Vineyard Haven to strengthen the local economy
- Build up attractions related to arts, performing arts, maritime culture and history, cultural events
- Improve entry and arrival for visitors, with a focus on the connection between the ferry and Main Street
- Make the downtown and waterfront more legible. For example, make design of sidewalks and pedestrian routes more consistent, add wayfinding
- Add and improve pedestrian-friendly streets and paths
- Make the waterfront more accessible for visitors
- Add and improve pocket parks
- Provide housing for workers (though not necessarily in the center)
- Improve underutilized and sub-standard downtown buildings so they can support viable businesses and comfortable living spaces
- Prepare for climate change. Maintain waterfront uses as long as possible. Overtime, encourage essential goods and services to move out of vulnerable areas. Transition buildings that are vulnerable to coastal flooding toward uses that are less vulnerable (for example, seasonal galleries & studios). Support maritime industrial uses as they adjust to sea level rise so they can remain in the waterfront area.

Vision Diagram: Arts & Culture

- 
- This vision diagram illustrates the planned land use and transportation infrastructure for an Arts & Culture district. The map features a grid of streets including Main St, Beach Rd, Lagoon Pond Rd, and various local lanes. Land is color-coded to show different zones: Commercial (pink), Arts & Artisan Focused (orange), Waterfront Heritage (light purple), Maritime Industrial (dark purple), Housing (yellow), Mixed Use (dark orange), Public Parking (grey), and Park/Publicly-Accessible Open Space (green). Transportation features are marked with lines: solid green for sidewalks, dashed green for sidewalk gaps, dotted lines for crosswalks, blue dashed lines for shared use paths, solid blue lines for bike lanes, blue dashed lines for bike route-shared lanes, green dashed lines for proposed pedestrian paths, and blue dashed lines with green dots for proposed shared use paths. The map also shows natural features like Vineyard Sound, Lagoon Pond, and Mud Creek, as well as existing infrastructure like the Causeway Road and various local roads.
- Commercial
 - Arts & Artisan Focused
 - Waterfront Heritage
 - Maritime Industrial
 - Housing
 - Mixed Use
 - Public Parking
 - Park, Publicly-Accessible Open Space
- Sidewalk
 - Sidewalk Gap
 - Crosswalk
 - Shared Use Path
 - Bike Lane
 - Bike Route-Shared Lane
 - Proposed Pedestrian Path
 - Proposed Shared Use Path







Legend

Zoning District Study Area	Historic District
Parcel (MassGIS 2022)	Ferry Route (MassDOT 2022)
Open Space	Seaport (MassDOT 2022)
FEMA National Flood Hazard Zones (2017)	
AE: 1% Annual Chance of Flooding	RTA Bus Route
X: 0.2% Annual Chance of Flooding	Bus Stop
VE: High Risk Coastal Area	Bike Path (MVC 2022)
Contours (ft): 9.8 feet / 3m (MassGIS 2003)	Trail (MVC 2022)
	One-Way Road

Data: MassGIS, Martha's Vineyard Commission
Draft: 10/30/22
Prepared by: DICKSON D. PLENER

0 50 100 200 Feet

Illustrative Plan Showing Ideas from Vision Diagrams

-  Existing Building
-  Potential Building
-  Existing & Potential Pedestrian Circulation
-  Tree





Improved sidewalks along Union Street

Union Street parking area redesigned to better accommodate bus and taxi loading.

New plaza provides a landing space for arriving passengers and a transition to Union Street

New welcome center next to publicly-accessible parking

Revised layout for town parking lot enables use of space for events

Improved pedestrian connection between Water Street and Main Street via Norton Lane/Cromwell Lane

Expanded Stop & Shop with parking below

Continuous pedestrian-focused space connects Union Street to Beach Street and Veteran's Park. New small buildings line its edges providing more space for pedestrian-oriented businesses

Beach Street Extension becomes a pedestrian-focused space that can host events

New building at the corner of Beach St and Lagoon Pond Road with parking area behind it

New building at the corner of Beach St and Lagoon Pond Road with parking area that serves the neighborhood

Protect against coastal flooding, e.g. build the proposed dune

Improved pedestrian circulation among existing buildings

Small additions to existing buildings along Beach Road

New shared parking area

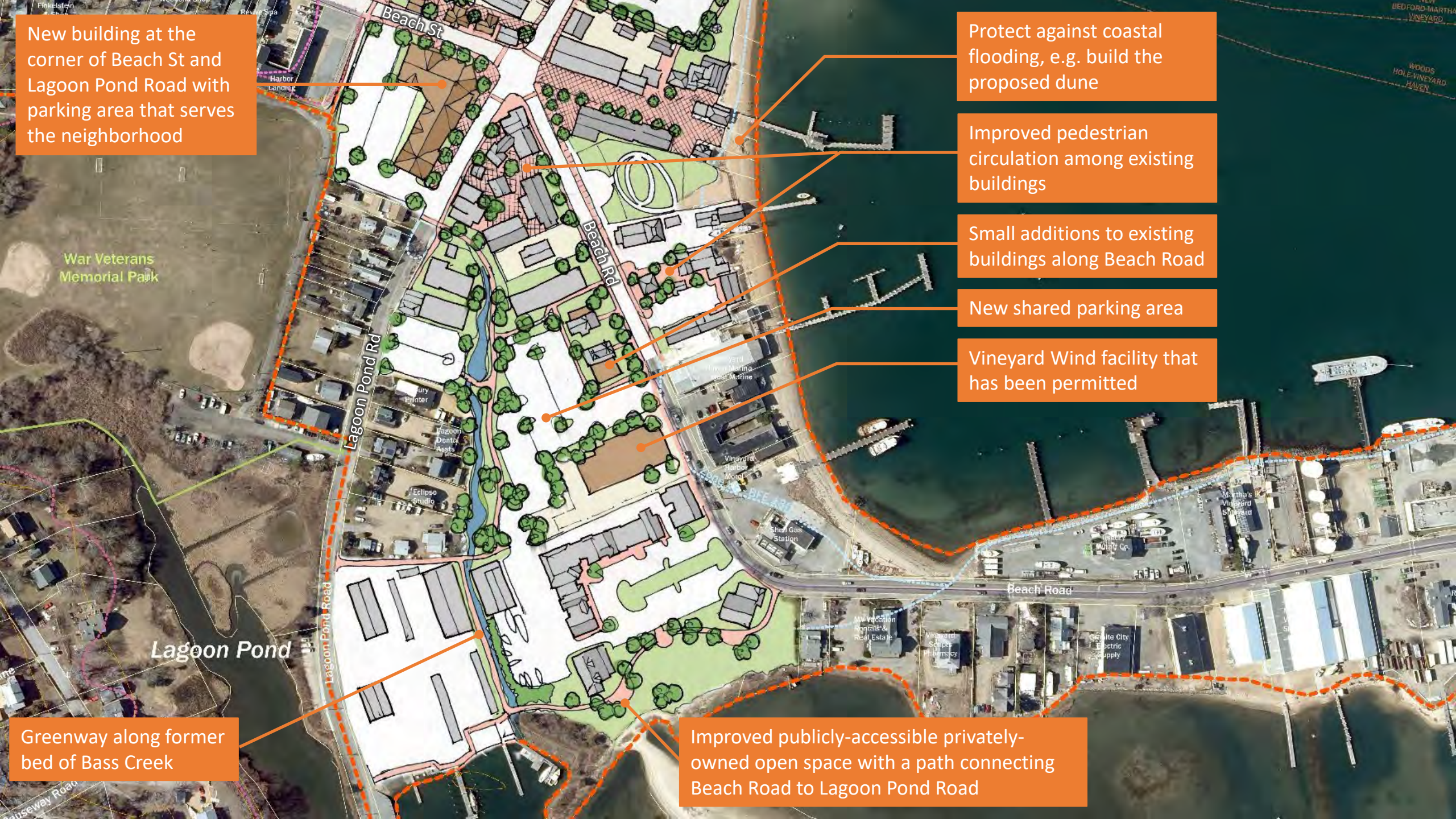
Vineyard Wind facility that has been permitted

War Veterans Memorial Park

Lagoon Pond

Greenway along former bed of Bass Creek

Improved publicly-accessible privately-owned open space with a path connecting Beach Road to Lagoon Pond Road





War Veterans
Memorial Park

Lagoon Pond

Beach St

Beach Street Extension

Lagoon Pond Road

Beach Road

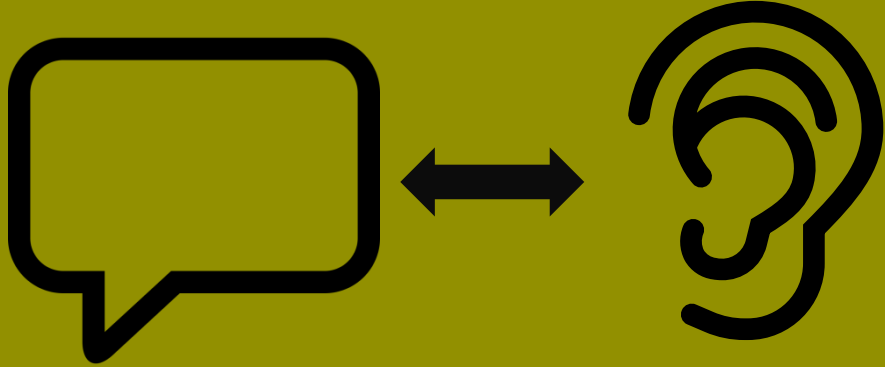
Waterfront Commercial
District
Study Area

Beach Road

NEW
BEDFORD-MARTHA
VINEYARD

WOODS
HOLE VINEYARD
HAVEN

Ground Rules



- One speaker at a time
- Have a conversation, not a debate
- Critique ideas, not people. Maintain respect and courtesy.
- Work toward understanding others underlying interests, goals, and values
- Make sure everyone has a chance to speak
- Have fun!



**Participants are in break
out groups.
The meeting will resume
at about 8:00 PM.**

Breakout Group Discussion Questions



- Do the alternatives provide a good range of options for the study area? Do they address the key issues and opportunities in the commercial districts?
- Which alternative(s) provide the best vision for Tisbury? Why?
- Do you strongly disagree with any of the alternative(s) or elements of them? Why?
- Is anything missing from the vision alternatives?
- Of the elements shown in the alternatives, which should be the highest priority for the town to implement? Why is it the highest priority?
- What community or personal values underly the vision you want for Tisbury?



**Thank you for
attending!**