

CITY OF BEVERLY
DESCRIPTION OF AND PLANNING PROCESS FOR
CIRCULATION PLAN ELEMENT OF MASTER PLAN

INTRODUCTION

From the financial assistance of a \$75,000 Transportation and Community Development Incentive (TCDI) grant provided by the Delaware Valley Regional Planning Commission, the City of Beverly is undertaking the preparation of a comprehensive circulation plan element of its master plan. The TCDI grant has enabled the City to engage two consulting firms – Mark A. Remsa, PP, LLA, AICP, ASLA, and WSP USA, Inc. – to guide the City through the planning process and to prepare the plan element.

GOALS AND OBJECTIVES

The goals and objectives for preparing the circulation plan element are:

- Overarching Goal: Recommend ways to enhance the walkability, biking, access to public transport, and the practical use of motor vehicles for the City's residents and visitors, while improving safety, equity and quality of life for them.
- Goal: Identify the circulation needs for the pedestrians, bicyclists and motorists of the City.
 - Objective: Identify circulation needs with a focus on: pedestrian trails, walkways, sidewalks and paths; bicycle trails and shared lanes in roadways; circulation patterns for motorists; infrastructure improvements for traffic calming, and addressing safety and traffic flow; pedestrian, bicycle and motor vehicle connections to public transport; and key on- and off-street public parking facilities.
 - Objective: Incorporate the principals of "complete streets" (streets designed and operated to enable safe use and support mobility for all users including people of all ages and abilities, regardless of whether they are traveling as drivers, pedestrians, bicyclists, or public transportation riders) and "green streets: (streets that include natural and manmade infrastructure that captures rainwater and direct it to plants and trees naturally filtering and cleaning the water before it makes its way to local waterways) in the planning process.
- Goal: Ensure there is public outreach to obtain input in the planning process.

- Objective: Undertake an outreach campaign to inform the public of the planning initiative for preparing the circulation plan element and there is a need to obtain public input to help identify circulation needs.
- Objective: Prepare and distribute a survey regarding circulation needs for the public to complete, making the survey available via online and hard copy.
- Objective: Share the results of the survey with the public.
- Goal: Undertake independent professional analysis of the circulation deficiencies of the City.
 - Objective: Engage transportation planning professionals to identify and quantify circulation deficiencies of the City.
- Goal: Develop recommendations that are based on the synthesis of the public input with the independent professional analysis of circulation deficiencies.
 - Objective: Have the transportation planning professionals prepare recommendations that are based on analysis and synthesis of the results of the public survey and their independent analysis of circulation deficiencies.
- Goal: Share the recommendations with the public to obtain additional input before finalizing the circulation plan element for presentation to the City's Joint Land Use Planning Board.
 - Objective: Post the draft recommendations on the City's website and other means of public notification for the public to review and comment.
 - Objective: Collect and review and analyze the public input to finalize the circulation plan element.
- Goal: Finalize the circulation plan element.
 - Objective: Prepare the final circulation plan element that is based on public input.
- Goal: Submit the circulation plan element to the Joint Land Use Planning Board for adoption as element of the City's master plan, readying it for implementation.
 - Objective: Provide the City's Joint Land Use Planning Board with a circulation plan element that it would adopt.

METHODOLOGY

The methodology for the preparation of the circulation plan element is:

- Understand current conditions of the circulation system of the City: inventory the system recording conditions of sidewalks, intersections, paths, traffic patterns, areas of high incidence of pedestrian, bicyclist and motorist accidents and conflicts; identify gaps and problems areas in the system; study on- and off-street parking demand and capacities; and determine major destinations and linkages within the City.
 - Undertake initial public outreach to gather input: public meetings; and anonymous surveys that may be taken on-line through the City's website or in hard copy format, when completed, they are dropped off at City Hall.
 - Analyze and synthesize findings from understanding current conditions and results of the public survey.
 - Prepare recommendations that are based on the analysis and synthesis of the findings.
 - Post final draft of recommendations and present them at a public meeting.
 - Prepare the final version of the circulation plan element.
 - Submit and present the final circulation plan element to the City's Joint Land Use Planning Board for adoption and to the City Council for endorsement.
 - Once the circulation plan element has been adopted, it is ready for implementation.
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- City Council can pursue the recommended improvements through local, county, state and federal means (various components of the circulation system are controlled by different governmental entities and have funding sources for different types of improvements to the circulation system).
 - Land Use Planning Board can require land development applicants to implement the recommendations by constructing or paying for their fair share obligations for on- and off-site/tract circulation improvements.

SCHEDULE

The preparation of the circulation plan element is anticipated to be an eight-month process depicted in the following manner for major tasks and months:

Tasks	Months							
	1	2	3	4	5	6	7	8
Kick-off Meeting with City								
Inventory & Record Existing Conditions								
Public Meeting; Prepare & Post Survey								
Analyze Survey & Existing Conditions								
Prepare Draft Recommendations								
Public Meeting; Post Draft Recommendations								
Analyze Pubic Input on Recommendations								
Prepare Final Document								
Present Final Document to JLUPB (Public Meeting)								
Adoption and Endorsement of Circulation Plan Element								