

# Norwell Hosts II

A Community Forum on the Future of Queen Anne's Plaza and Accord Park

11/15/2019- Cushing Memorial Hall, Norwell MA



# Agenda

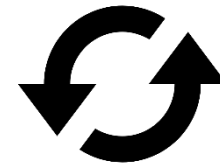
## 1. Lightning Recap

1. About MAPC
2. 2018 Economic Growth Plan and Project Goals
3. Project Timeline



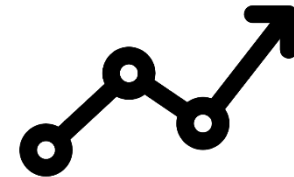
## 2. Zoning Refresher

1. About Zoning and Development



## 3. Last Meeting's Activities and Outcomes

1. What You Said!



## 4. Project Progress

1. Traffic Study and Analysis
2. Zoning Program Development
3. Fiscal Impact Analysis



## 5. Tonight's Activities!

# Meeting Goal

Present the Norwell Community with a **framework of zoning recommendations** along with potential development outcomes for **feedback, input, and questions!**

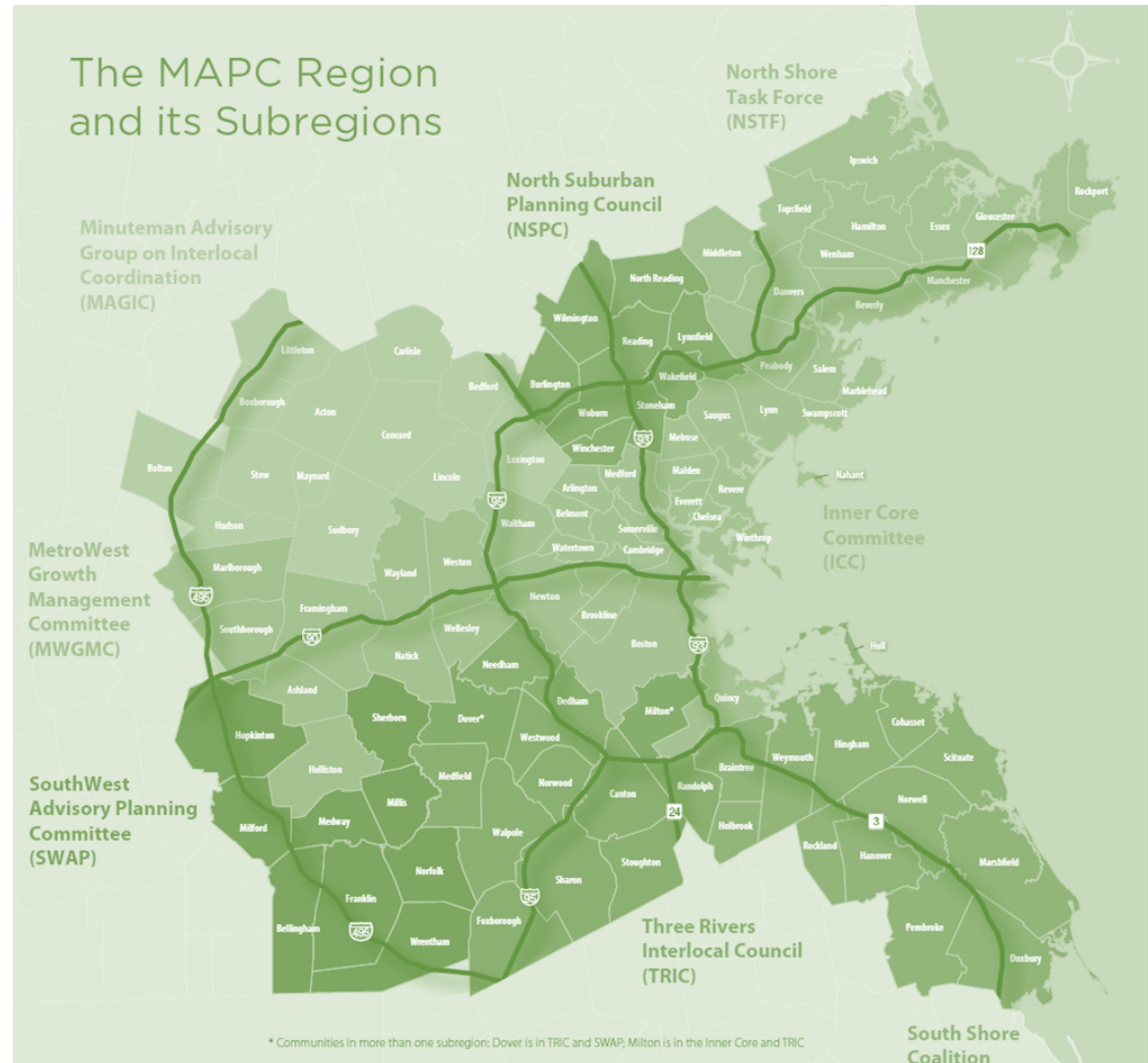
# Lightning Recap





# Metropolitan Area Planning Council

- 101 cities & towns
- 8 subregions
- 3.3 million residents
- 2 million jobs



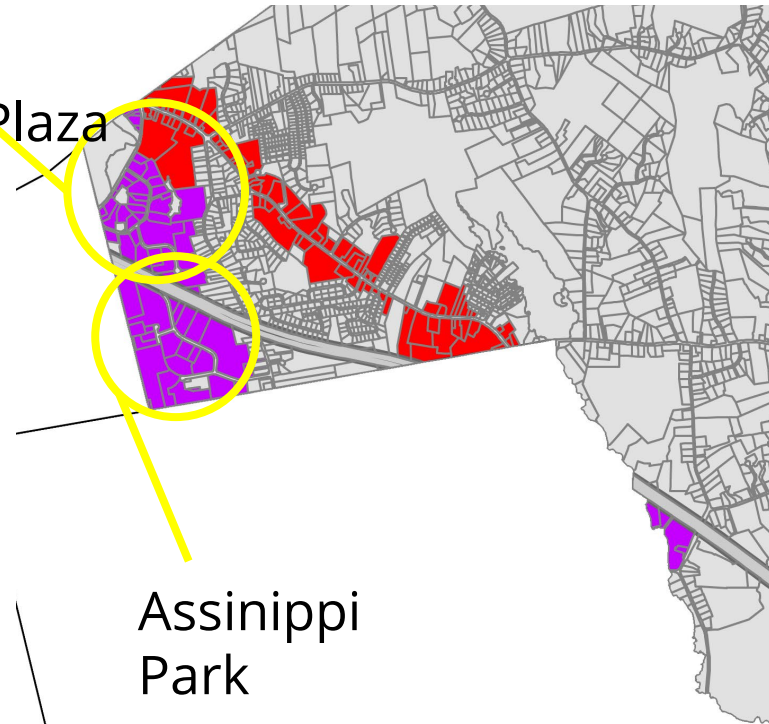
# 2018 Norwell Economic Growth Plan

2018

## Norwell Economic Growth Plan

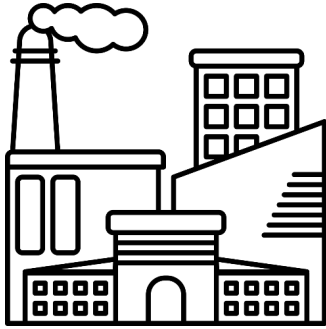
Prepared for the Town of Norwell by  
the Metropolitan Area Planning Council

Accord Park  
/  
Queen  
Anne's Plaza

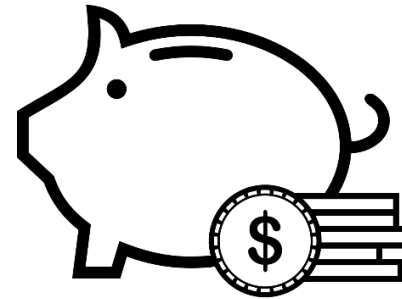


Assinippi  
Park

# 2018 Economic Growth Plan Guiding Goals



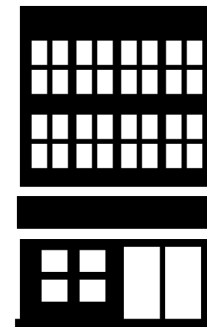
Maximize Efficient Use of  
Space in the Industrial Parks



Maintain a Fiscally Strong  
Town Government



Address Issues of Waste Water  
Infrastructure Capacity



Create Mixed Use Commercial  
and Residential Development

# 2018 Economic Growth Plan: Key Findings

Accord Park presents a strong opportunity to pursue industrial / commercial growth options



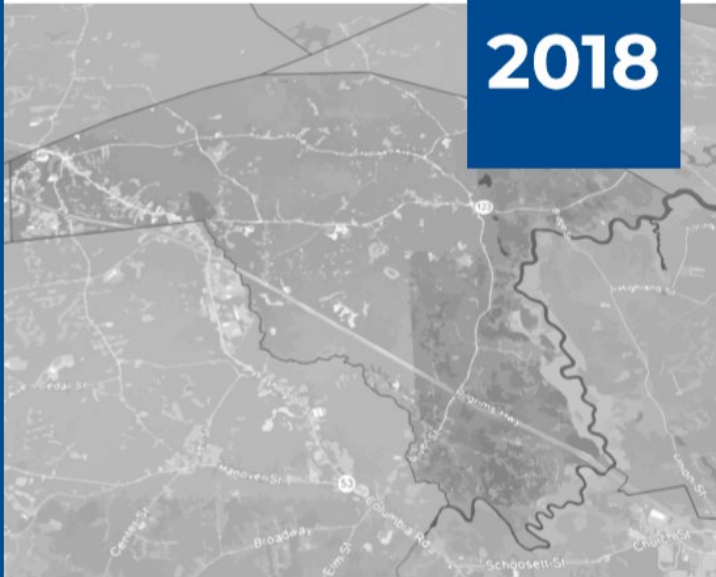
Queen Anne's Plaza is well positioned to support mixed use and compact multifamily development





# Zoning Implementation Process

2018



## Norwell Economic Growth Plan

Prepared for the Town of Norwell by the Metropolitan Area Planning Council



## Norwell Hosts

**A Community Forum on the Future of Queen Anne's Plaza and Accord Park**

**Tuesday, September 24**

7 p.m. to 9 p.m.  
Cushing Memorial Hall  
673 Main Street

**Refreshments Provided!  
(Including Ice Cream from Hornstra Farms)**

**Learn more:**  
[www.mapc.org/norwellzoning](http://www.mapc.org/norwellzoning)



How can we help? Let us know.



The Town of Norwell is creating a vision for the Accord Industrial Park and Queen Anne's Plaza. Join us for the first of **three public meetings** to help set the vision, priorities, and goals that will inform zoning changes.

Norwell has a huge opportunity to grow its commercial tax base, diversify its housing supply, and leverage the development occurring in neighboring communities to benefit the town—but we need your participation!

You don't have to know a lot—or anything—about zoning. You bring your ideas and we'll bring the ice cream!

**Questions?**

Contact Josh Eichen at [jeichen@mapc.org](mailto:jeichen@mapc.org).

# Zoning Implementation Process Timeline

## Timeline

SEPTEMBER

### Community Workshop 1

SEPTEMBER 2019

Learn about how zoning changes could effect the development of Queen Anne's Plaza and Accord Park. Give feedback on what the vision, priorities, and goals of the project should be.

OCTOBER

### Zoning Scenario Development & Impact Assessment

OCTOBER 2019 – NOVEMBER 2019

Based on input from the first Community Workshop, MAPC will craft potential zoning scenarios and analyze associated impacts on town finances, traffic, and environmental quality.

NOVEMBER

### Community Workshop 2

EARLY NOVEMBER 2019

Hear about the zoning scenarios and impact analyses crafted by MAPC. Give input on what scenario you feel will best meet Norwell's needs.

DECEMBER

### Zoning Scenario Refinement

NOVEMBER 2019 – DECEMBER 2019

Based on the second Community Workshop, refine zoning into a final concept and impact analysis.

### Community Workshop 3

MID-DECEMBER 2019

Learn about the final zoning scenario and impact analysis and give feedback on possible improvements and changes.

# Zoning Implementation Timeline

JANUARY

## Zoning Writing

JANUARY 2020

MAPC will write zoning language reflective of the three Community Workshops and deliver it to the Norwell Board of Selectmen.

FEBRUARY

## Planning Board Hearings

JANUARY 2020 – MARCH 2020

The Norwell Planning Board will hold public hearings to review the zoning language, and will issue a report and recommendations to the Board of Selectmen.

MARCH

## Town Warrant

MARCH 2020

Zoning proposals will be added to the Town Meeting Warrant, which will serve as the agenda for the 2020 Town Meeting in May.

APRIL

MAY

## Town Meeting

MAY 2020

The proposed zoning will require a two-thirds majority vote of present Town Meeting participants to pass. Make sure you're there!



# Zoning Refresher





# Why Zoning?

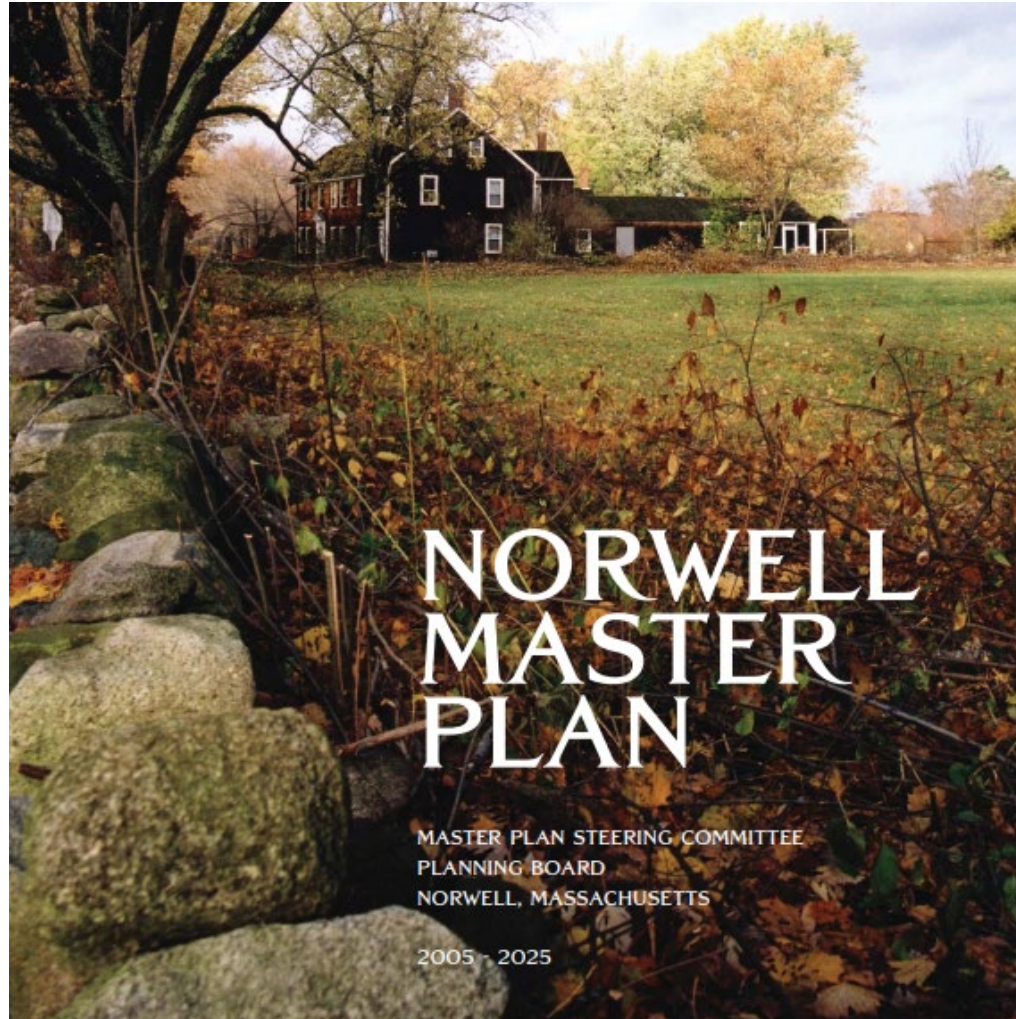
- **Plan Implementation Tool – Zoning is based on the Plan**
- **Zoning provides the Town a tool to:**
  - ▶ Guide development to meet Plan goals
  - ▶ Regulate uses
  - ▶ Regulate location of buildings on site & dimensional regulations
- **Provides for the Health, Safety & General Welfare of Norwell**
- **Aspirational – What you Want Norwell to Be.**
- **A mechanism for “control”**

# What Happens After Zoning?

## Zoning Implements the Plan



# Norwell Master Plan



# Norwell Hosts - September





# Norwell Hosts: Visual Preference Exercise



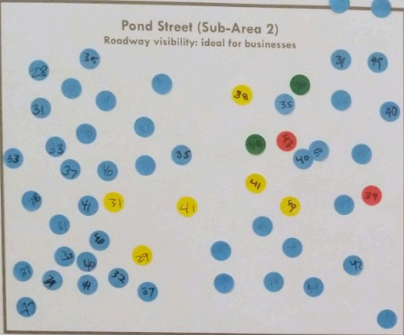
# Norwell Hosts: Visual Preference Exercise

**Pond Street, Accord Park, and Cordwainer Drive**


Norwell Zoning Process / Town of Norwell / MAPC / Public Review #1 / November 24, 2014

What building uses, height ranges, open space, streetscape, and urban design elements make sense in the Accord Park area? Check out the adjacent urban design elements posters and choose what styles you'd like to see. Each style is numbered: share those numbers in the area where you'd like to see them.

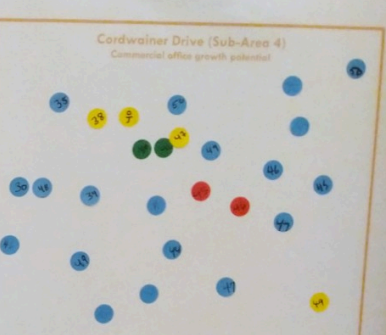
**Pond Street (Sub-Area 2)**  
Roadway visibility: ideal for businesses




**Accord Park Drive (Sub-Area 3)**  
Preserve current industrial businesses and jobs



**Cordwainer Drive (Sub-Area 4)**  
Commercial office growth potential





1000 ft

[www.mapc.org/norwell-zoning](http://www.mapc.org/norwell-zoning)



# What you said! Visual Preference Exercise



Traditional Mixed Use Buildings



Outdoor Enclosed Seating, Planters



Elevated Foundation, Movable Seating, Planters



Traditional Façade, Lighting



# Norwell Hosts: Vision and Intent / Questions and Concerns

Norwell Rezoning Process | Town of Norwell | NAFC | Public Forum #1 | September 24, 2019

## What Do You Think? ?

Let us know what you think about changing zoning to do the following. This board is available as a handout; please prioritize filling that out so we can get detailed feedback!

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### HOUSING

New zoning will support the town's goals of diversifying it's housing stock to accommodate seniors and young professionals as well as to increase the supply of affordable housing to meet the state's 10% mandate.

**WHY IS THIS IMPORTANT?**  
Children who grew up in town are now facing the possibility that they may not be able to return to raise their own families locally. Long-term residents, especially the elderly, are finding themselves less able to maintain their homes and keep up with increased housing-related costs, but are also hard-pressed to find alternative housing that better meets their current lifestyles. Families are finding it more difficult to hold onto their homes or "buy up" (purchase larger homes as their families grow). Locating housing that is affordable in town is a challenge for town employees and employees of local businesses. More housing options are required to meet these local needs.

**THE DATA:**  
By 2030 30% of all Norwell residents are expected to be 65 years of age or older. During this same time period, the South Shore is expected to have a labor shortage, which could impact businesses' ability to continue operations.

**COMMENTS:**

How does this help support the town?

It's interesting and I would like to see more of this kind of housing in town. It's a good idea to have more people in town who can help support the town's economy.

It's a good idea to have more people in town who can help support the town's economy. It's a good idea to have more people in town who can help support the town's economy.

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### JOBS AND BUSINESSES

New zoning will encourage businesses to invest in Norwell, bringing high quality and skilled jobs to the community.

**WHY IS THIS IMPORTANT?**  
New businesses coming to town will contribute to the town's tax base and support programs and services in the community, as well as offset requirements for residential tax increases.

**THE DATA:**  
The percent of commercial/industrial tax revenue in town has stayed consistent over the last 10 years. Encouraging investment in Accord Park and Queen Anne's Plaza could activate some underperforming sites and increase the town's tax revenue from these uses.

**COMMENTS:**

It's a good idea to have more people in town who can help support the town's economy. It's a good idea to have more people in town who can help support the town's economy.

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### DESIGN

New development will be guided by design standards that keep with the context of Norwell's character.

**WHY IS THIS IMPORTANT?**  
The 2005 Master Plan process that the community agreed that the best things about Norwell are its rural, small town character, open space, and natural features.

**THE DATA:**  
Concentrating compact development with an affordable housing component will assist Norwell meet the state's 10% affordability requirement, which would prevent 40% development from eroding large open spaces.

**COMMENTS:**

It's a good idea to have more people in town who can help support the town's economy. It's a good idea to have more people in town who can help support the town's economy.

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# What you said!

## Housing

*“After 25 years of being a resident now I have to move. No place in town for seniors to live.”*

*“How would this impact the towns Subsidized Housing Index? Show me the numbers!”*

*“What is the expected cost of the housing units? If they are market value, no one will benefit!”*



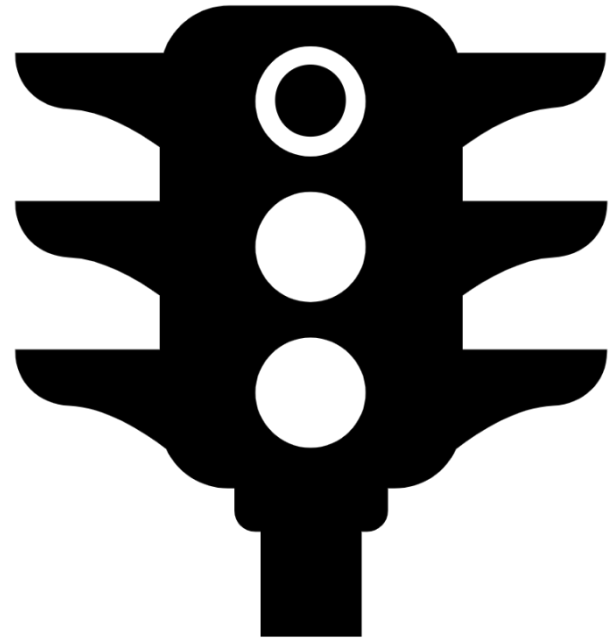
# What you said!

## Traffic

*“Traffic is already awful on RT 53 and at Queen Anne’s. What kind of guarantee can we get that it will get better?”*

*“Will housing increase or decrease traffic?”*

*“Need to consider Washington St as a whole from Queen Anne’s to the Hanover Mall. Traffic already BAD without the mall!”*



# What you said!

## Environment

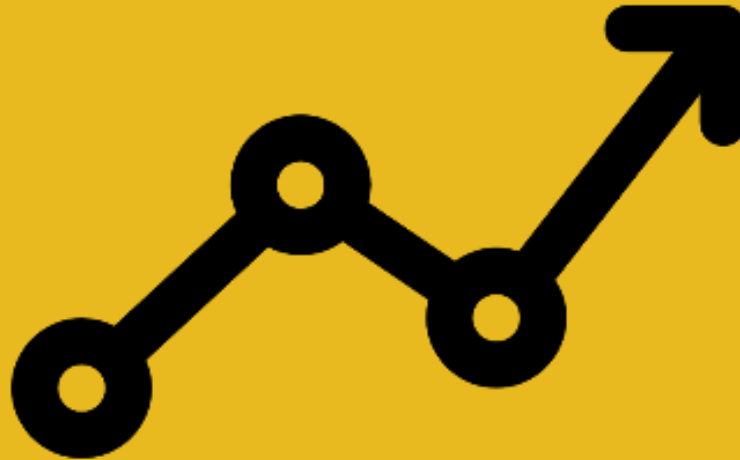
*“What about water? Does Norwell have additional wells? Water ban now??”*

*“How will wetlands be impacted?”*

*“How will this development specifically improve environmental quality?!”*



# Project Progress



**Traffic  
Study**

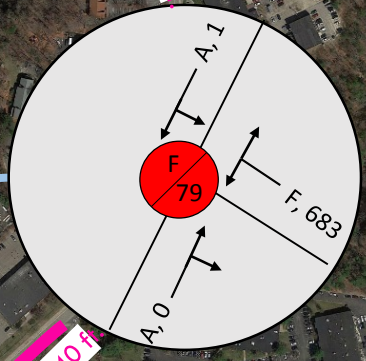
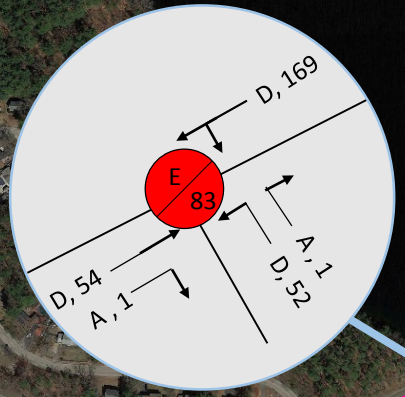
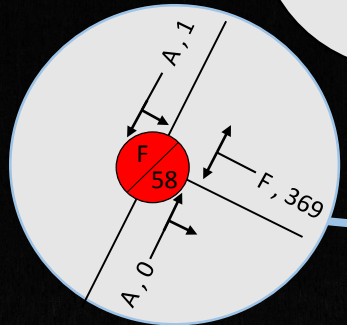
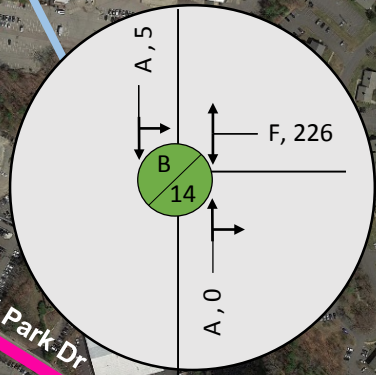
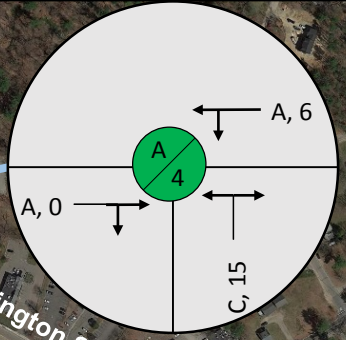
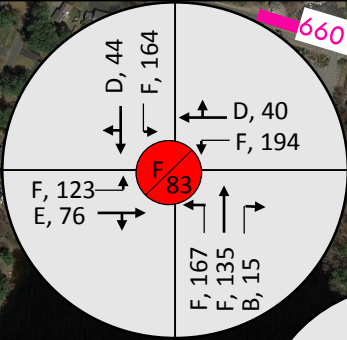
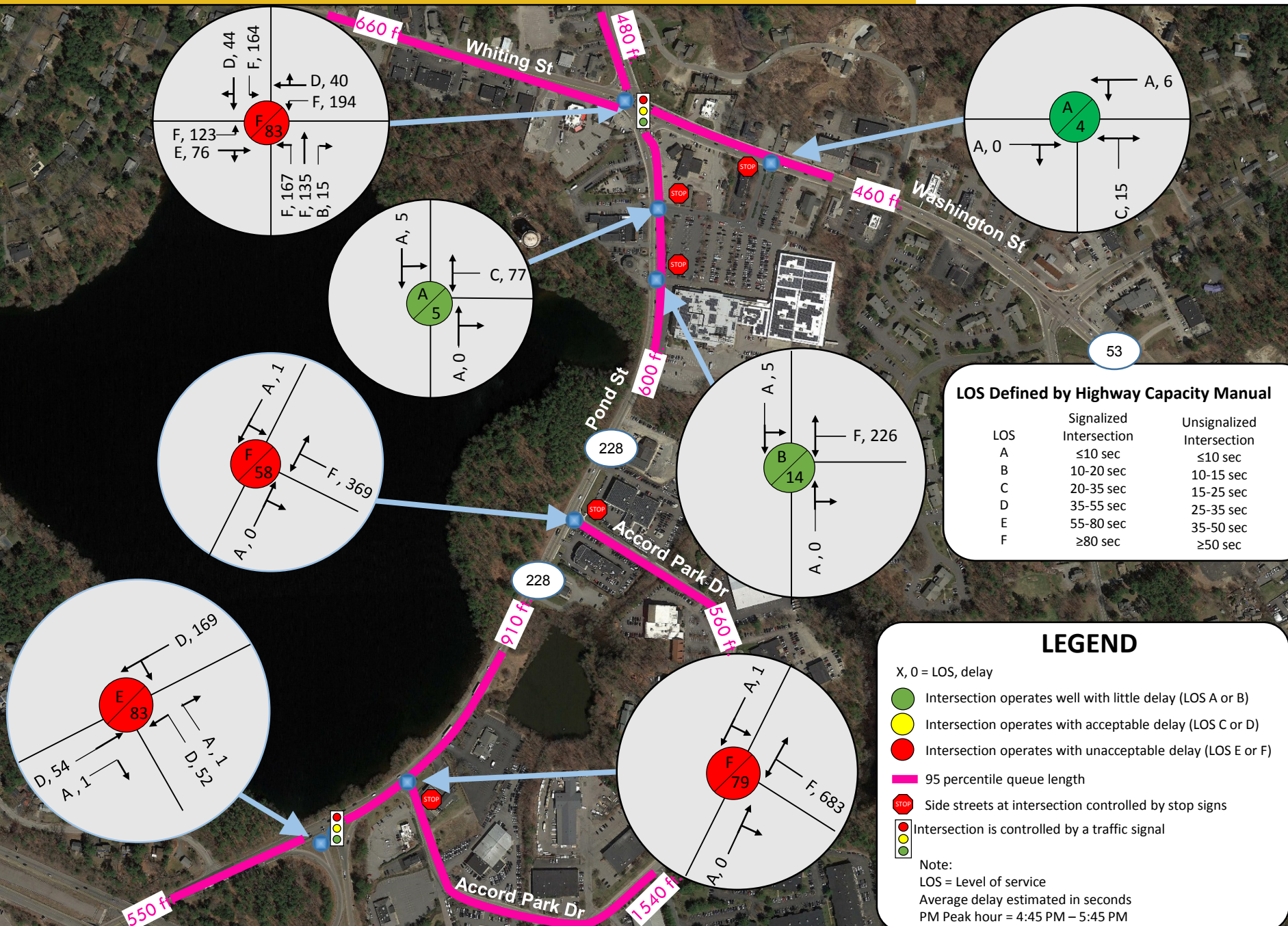


**Zoning  
Scenarios**



**Fiscal Impact  
Analysis**

# Level of Service and Delay, Weekday PM Peak Conditions





# **CTPS Traffic Study**

## **Low Hanging Fruit Recommendations**

- **Update signal program at Queen Anne's Plaza intersection**
- **Extend turning lanes at Queen Anne's Plaza and improve signage**
- **Introduce new turning lanes on Pond St**
- **Add a new signal light at Accord Park drive to synchronize with RT 3 intersection light**

# Zoning Districts and Soft Sites

## QUEEN ANNE'S PLAZA 40R SUBDISTRICT

Mixed Use Commercial and Residential Development to Meet Community Needs

## INDUSTRIAL RETENTION AND OFFICE EXPANSION SUB-DISTRICTS

Incentivize Private Investment while Supporting Existing Businesses

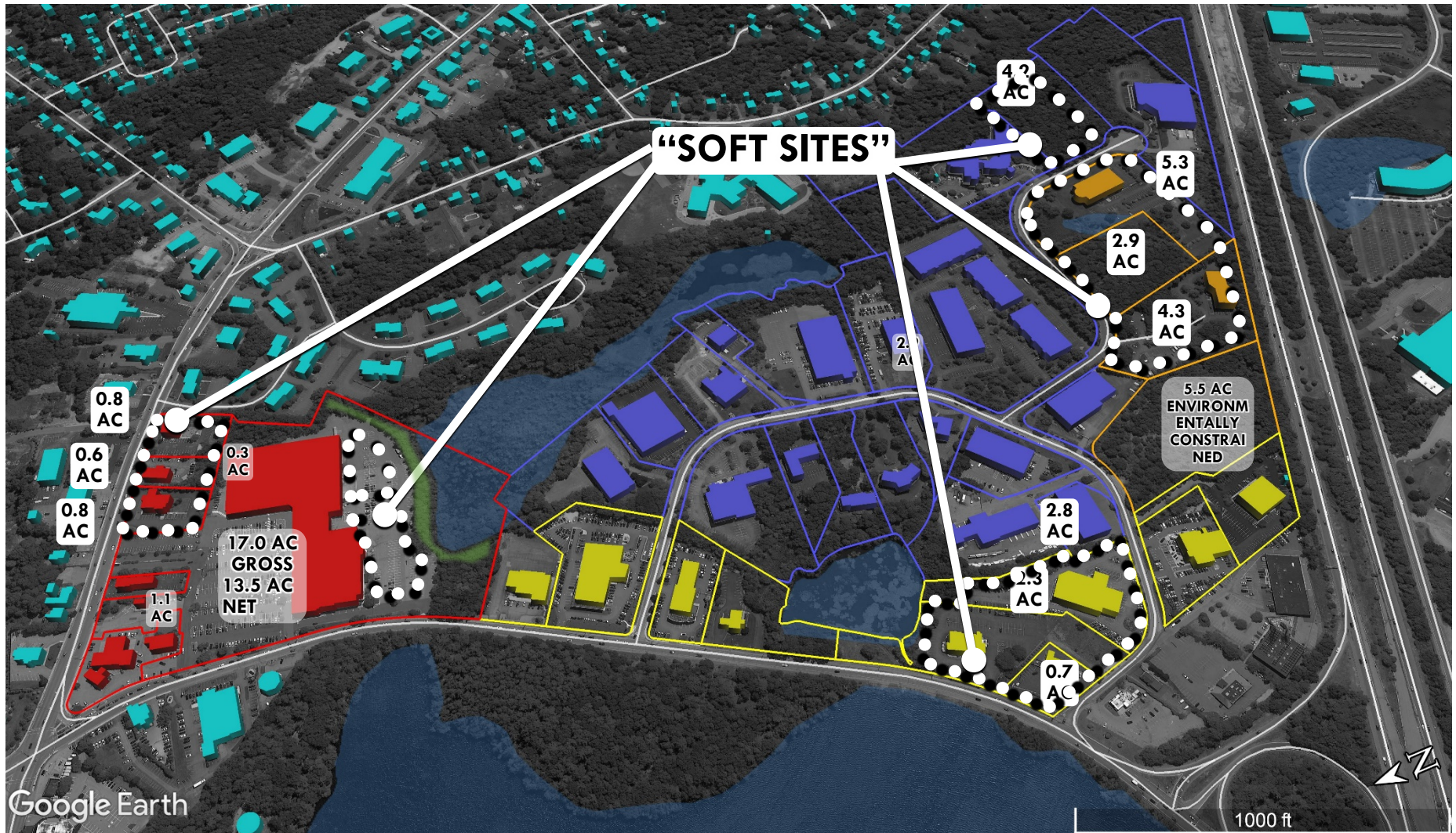
## POND ST AMENITY SUB-DISTRICT

Amenities to Support Local Businesses, Workers, and Residents





# Zoning Districts and Soft Sites





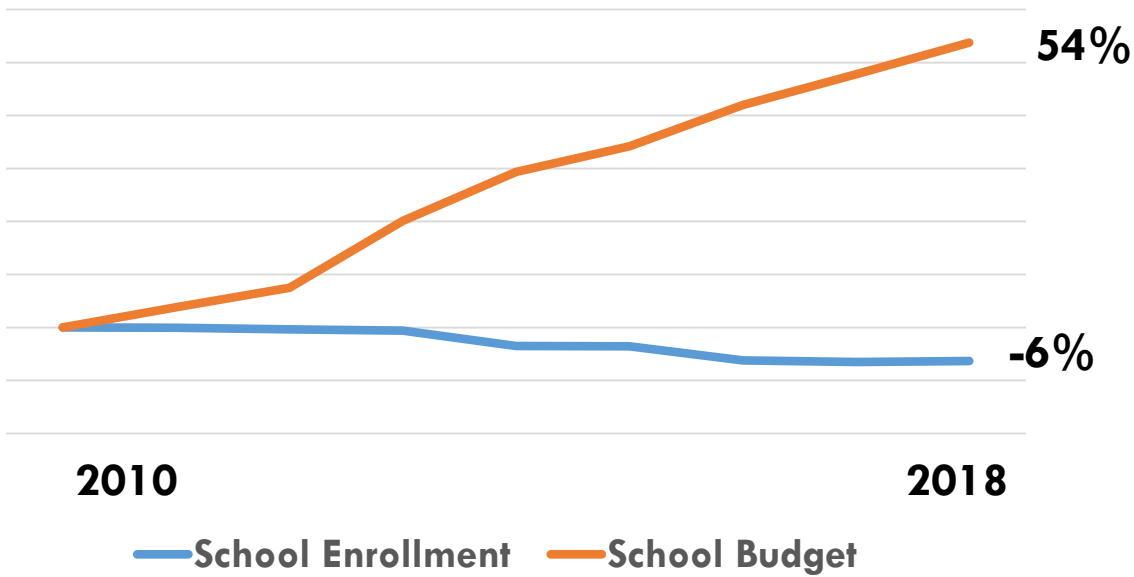
# Provisional Fiscal Impact: Methodology

- **Methods:** Fiscal impact analysis (FIA) is a planning tool which projects the financial effects of a particular development project or policy will have on the local government
- MAPC utilized the conservative Average Cost method to assess the potential impact of new development. The Average Cost methodology is one by which costs assigned to new development are based on the average cost of providing the service per unit (i.e., per capita, student, or household) times the number of new service units.
- **Importance of representing cost of school-aged children:**
  - Education is the largest expenditure in the Norwell budget
  - Norwell school system has decreased by 6% since 2010 while the budget has significantly increased over the same time period
  - This indicates that using an average cost method for school enrollment may not be the most accurate way to calculate these overall costs.

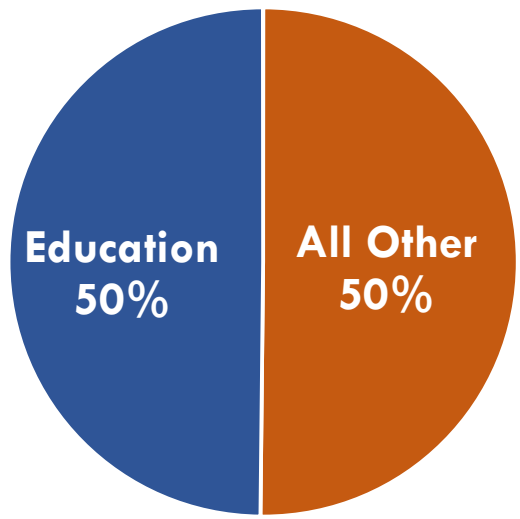


# Fiscal Impact: Methodology

### Norwell School Enrollment vs School Budget



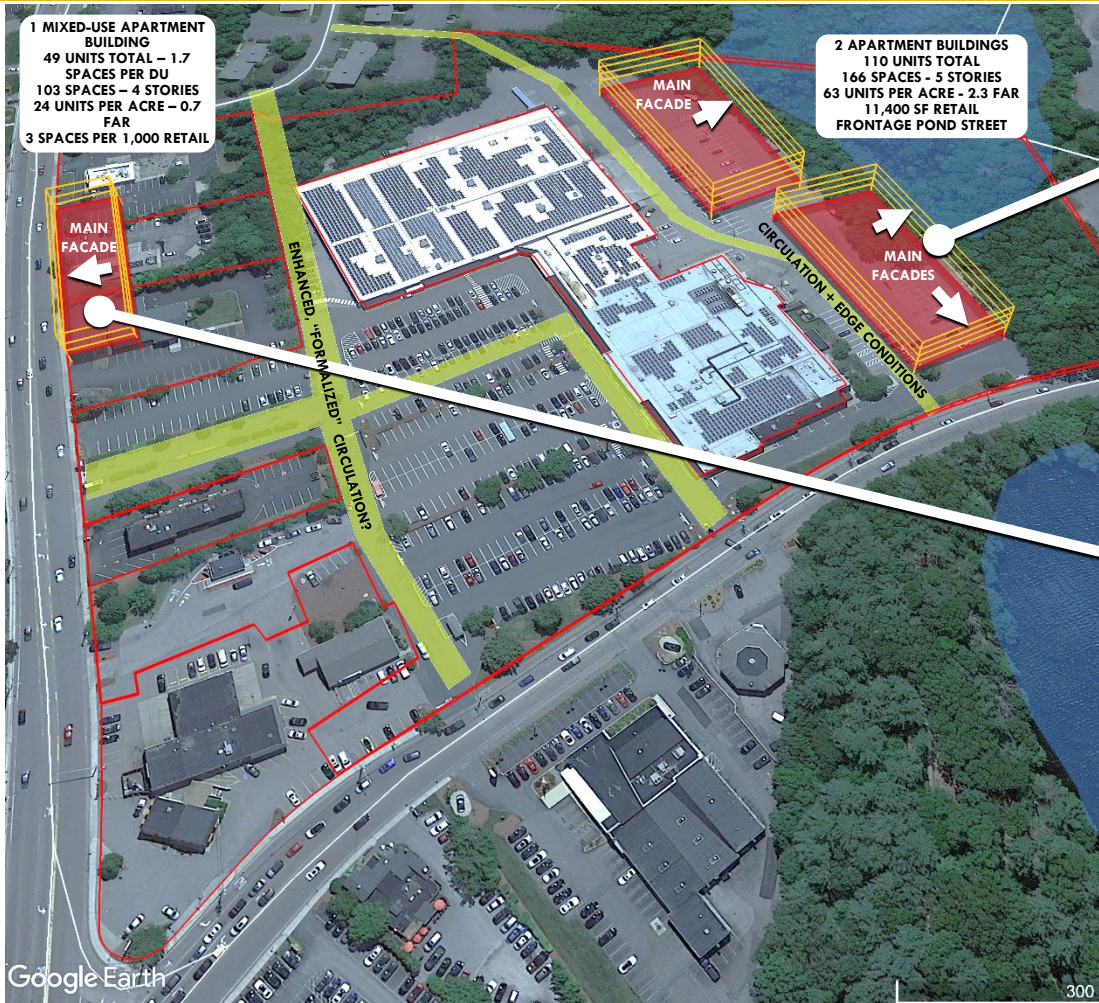
### Norwell General Fund Expenditures





# Fiscal Impact:

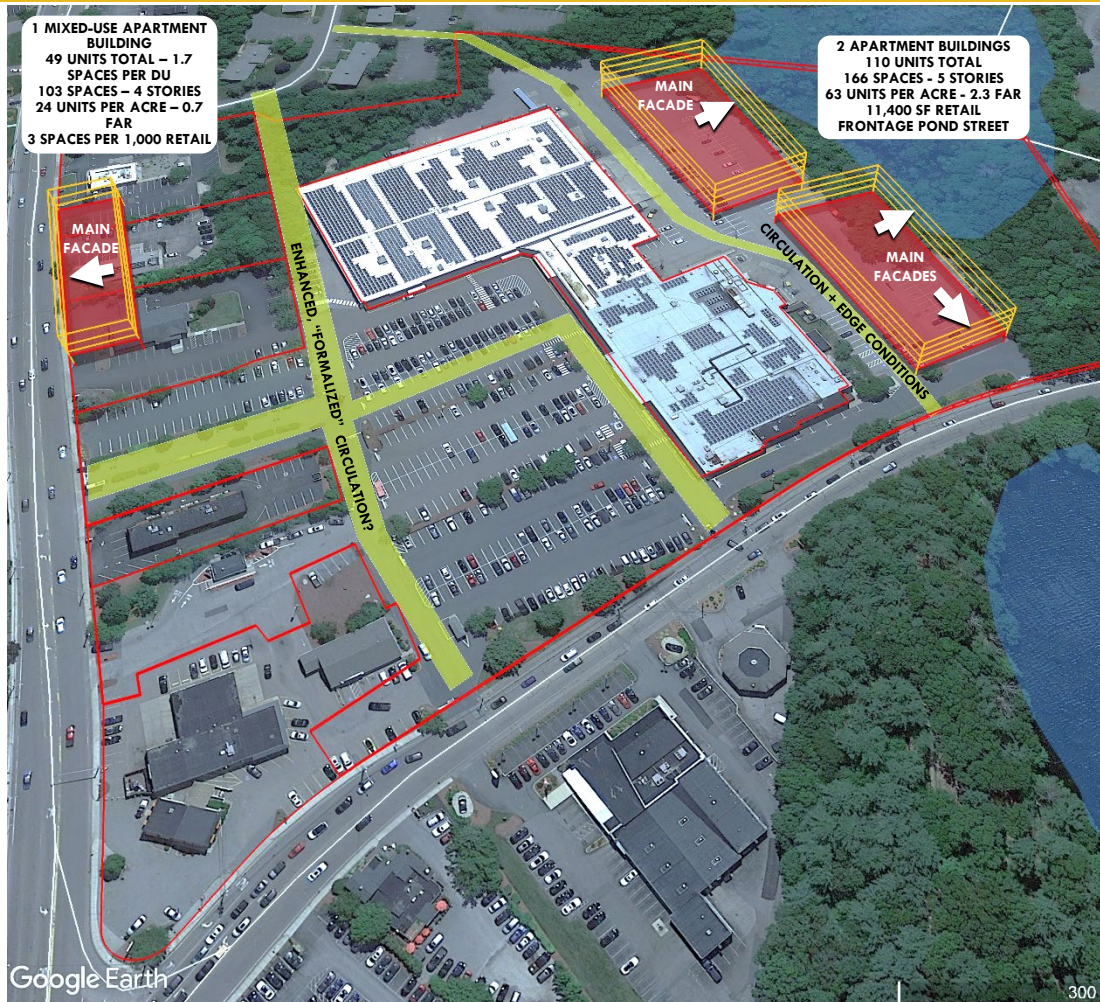
## Queen Anne's Plaza 40R Sub-District





# Fiscal Impact:

## Queen Anne's Plaza 40R Sub-District



### Test Scenario

- 159 units, multifamily and mixed use (20% Affordable)
- 6,000 Square feet of commercial space
- 304 Residents / 33 School Aged Children

Annual Net Fiscal Gain:

**\$113,265**

One Time 40R Payment

**\$477,000**



# Fiscal Impact:

## Pond St Amenity Sub-District



# Fiscal Impact:

## Pond St Amenity Sub-District



**POND STREET - 1 FIVE-STORY HOTEL BUILDING**  
**TOTAL 82,000 SF + 314 spaces**

- 0.3 FAR – 3.8 spaces per thousand – 314 parking spaces
- 285,368-sf or 6.5-acre consolidated site (three parcels)
- test fit: double tree hotel rockland

### Test Scenario

- 127 Room Hotel
- 8,000 Sq Ft Restaurant and Bar
- Total 82,000 Square Feet of Commercial Space

### Annual Net Fiscal Gain:

**\$280,210**



# Fiscal Impact:

## Accord Business Support and Cordwainer Office Expansion Sub-Districts





# Fiscal Impact:

## Accord Business Support and Cordwainer Office Expansion Sub-Districts



### Test Scenario

- One 87,000 Sq Ft Office Building
- One 131,000 Sq Ft Office Building
- Total 218,000 Sq Ft

Annual Net Fiscal Gain:

**\$225,162**

# Fiscal Impact:

## Accord Business Support and Cordwainer Office Expansion Sub-Districts



Annual Net Fiscal Gain:  
**\$225,162**



Annual Net Fiscal Gain:  
**\$280,210**



Annual Net Fiscal Gain:  
**\$113,265**



# Fiscal Impact:

## Accord Business Support and Cordwainer Office Expansion Sub-Districts



Annual Net Fiscal Gain:

**\$225,162**

Current Norwell  
Commercial Tax Levy

**\$5,170,605**

Annual Net Fiscal Gain:

**\$280,210**

Potential Increase in  
Commercial Tax Levy

**\$618,637**

Annual Net Fiscal Gain:

**\$113,265**

Potential Future Commercial  
Levy

**\$5,789,242**

**+ \$618,637 =**



# Tonight's Activities!

Josh Eichen

[jeichen@mapc.org](mailto:jeichen@mapc.org)