

## TECHNICAL MEMO # 2: WRENTHAM DLTA PROJECT

TO: Paige E. Duncan, AICP, Wrentham Town Planner  
Wrentham Planning Board

FROM: Mark Racicot, Director of Land Use, Metropolitan Area Planning Council  
Cynthia Wall, Senior Regional Planner, Metropolitan Area Planning Council  
Alison Felix, AICP, Transportation Planner, Metropolitan Area Planning Council

DATE: 3 December 2012

RE: Results of November 27 Visioning Workshop and Preliminary Recommendations

The purpose of this Memorandum is to present the results of the Forum, and recommendations for the South Street/Route 1A area based on the build-out options analyzed in the first part of the project.

### PROJECT CONTEXT

The Metropolitan Area Planning Council (MAPC), using State District Local Technical Assistance (DLTA) funds, is working with the Town of Wrentham on a two-part planning project. The first part produced build-out analyses and resulting trip generation rates for the South Street/Route 1A commercially-zoned area between Interstate Route 495 and the Wrentham/Plainville Town Boundary. This information was presented to the Planning Board on October 17, 2012.

A second part of this project is to conduct a community visioning for Downtown Wrentham, focused on the former Tyco Valve Company site. The purpose is to identify the community's goals (their vision) for the area, including potential land uses and design preferences. The Visioning Workshop, attended by more than 50 citizens and business owners, was held November 27, 2012.

### PROJECT DELIVABLE: KEY FINDINGS OF THE VISIONING WORKSHOP

- Development Principles for the Downtown include respecting the small town character and creating a more attractive area by enhanced design features
- Most desired uses include an indoor farmer's market, cultural facilities, restaurants, bakery, deli.
- Development principles for the Tyco/FRM site include increasing employment, and opportunities for local businesses and an attraction to bring people to the site.
- Desired uses include a mix of use, multi-family residential housing and offices.
- Designs that respect the scale, design and materials common to traditional New England architecture scored the highest. Parking behind the buildings was desirable, as well as good site design. The least desirable designs were deemed "too dense".
- Provision for pedestrians and bicyclists was a priority: connecting the Downtown to the Outlet via the Warner Trail, providing sidewalks, and connecting recreational opportunities were identified.

## **Visioning Workshop**

Following a slide presentation, attendees were asked to suggest site usage for the Downtown and the Tyco/FMC development site. One participant noted that development principles should first be identified before specific uses were discussed. This was done successfully for both sites.

The following tables identify the development principles and the uses for each site.

The meeting attendees were then shown a series of building designs and were asked to respond using an interactive keypad. They were asked if they thought the building design was desirable (Yes) or not desirable (No) for Wrentham. Following this process, the top three and bottom three designs were selected. Meeting attendees were asked to elaborate on what they liked or did not like about the building designs. The top three most desirable and three least desirable designs are included on Pages 6 to 9.

## **Other Recommendations/Comments/Suggestions**

In addition to general demographic information, four questions were asked about access to Lake Archer, the Warner Trail, sidewalks and traffic improvements. The results of these questions are included at the end of this Memo.

- Materials used for construction are important
- Put the recommendations on the Town's website
- Linking paths to recreation sites
- Bike rental facility
- Bike lockers
- Agri-tourism – horse drawn transportation options

WORD or Phrase that best describes the Downtown: (This was asked at the sign-in tables)

- Traditional New England
- Potential Cultural Center
- Pretty
- Common

<b>Downtown Development Principles</b>
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Small town character

Pedestrian and bicycle linkages to open spaces, activities

Destination location

Need treatment for wastewater and stormwater

More attractive downtown: ex. underground utility lines, fencing,

Downtown Suggested USES	
USE	No. of Votes
Spa	20
Cultural facilities	30
Indoor farmer's market	35
Drugstore	30
Bakery, restaurant, deli (small)	30
Bus stop	1
Entertainment for children	5
Golf Course	0
Flea market	1
Ability to work out of home	20
Galleries and workspaces for artists	30
Workspaces for home businesses (sharing conference space, amenities)/Office sharing	20
Parking-additional	30
YMCA/Health club	15
Medical Facilities	20

**TYCO/FMC Development Principles**

Need something to bring people to the site

Increase employment

Model after Linden Square in Wellesley

Universally accessible

Continuity of development

Parking which is adequate and accessible to downtown and the Tyco site

Locally-owned businesses

Environmentally sound development (ex. LEED/Green Buildings)

Improve the traffic flow

Design guidelines needed (ex. for density i.e. creating good design for density)

<b>TYCO/FMC Site Suggested USES</b>	
USE	No. of Votes
Lifestyle Center, including supermarket, boutiques, restaurants, medical facilities	19
Physical rehabilitation facility	13
Offices	30
Manufacturing	10
Multi-family residential	25
Mix of Uses	35
Adequate, accessible parking lot	30
Historical Area—(Respect existing historical fabric of the Downtown)	14
Recreation for Youth, YMCA/Gym, etc.	20

Uses sorted by highest number of votes to lowest number of votes

<b>Downtown</b>	
Indoor farmer's market	35
Cultural facilities	30
Drugstore	30
Bakery, restaurant, deli (small)	30
Galleries and workspaces for artists	30
Parking-additional	30
Spa	20
Ability to work out of home	20
Workspaces for home businesses (sharing conference space, amenities)/Office sharing	20
Medical Facilities	20
YMCA/Health club	15
Entertainment for children	5
Bus stop	1
Flea market	1
Golf Course	0

<b>Tyco/FMC Site</b>	
Mix of Uses	35
Offices	30
Adequate, accessible parking lot	30
Multi-family residential	25
Recreation for Youth, YMCA/Gym, etc.	20
Lifestyle Center, including supermarket, boutiques, restaurants, medical facilities	19
Historical Area—(Respect existing historical fabric of the Downtown)	14
Physical rehabilitation facility	13
Manufacturing	10



Participants at the November 27, 2012 Wrentham Downtown Visioning Workshop

## Design Preference Scores Top 3 Most Desirable Designs



83 %	18 %
1. Yes	2. No

Yes 33 votes No 7 votes Total Votes 40

34

*What do you like about this design?*

Colonial style	Mixed use	Landscaping
Parking behind building	Scale	Setback from Street



81 %	19 %
1. Yes	2. No

Yes 30 Votes No 7 Total Votes 37

30

*What do you like about this design?*

Particularly appropriate for Tyco property	Mixed use
Building materials	Architecture, particularly the roof line
Good pedestrian amenities	Parking in rear

Top Desirable Designs, cont.



79	21
%	%
<b>1. Yes    2. No</b>	

Yes 30 Votes	No 8 Votes	Total Votes 38
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31

*What do you like about this design?*

Scale

Underground utilities

Sidewalks

Least Desirable Designs



No 27 Votes Yes 8 Votes Total Votes 35

23	77
%	%
<hr/>	
1. Yes	2. No

35

What don't you like about this design?

- |                   |                              |
|-------------------|------------------------------|
| Looks like Boston | Looks like a housing project |
| Too dense         | Too urban                    |



Source: Horsley Witten Inc.

No 30 Votes Yes 10 Votes Total Votes 40

25	75
%	%
<hr/>	
1. Yes	2. No

43

What don't you like about this design?

- |           |          |
|-----------|----------|
| Too dense | Roofline |
|-----------|----------|



Least Desirable Designs, cont.



<http://oakdev.com>

No 29 Votes Yes 11 Votes Total Votes 40

27	73
%	%
<hr/>	
1. Yes	2. No

29

What don't you like about this design?

Dormitory-like

## PROJECT DELIVERABLE: RECOMMENDATIONS FOR SOUTH ST. /ROUTE 1A

MAPC completed build-out analyses and resulting trip generation for South St. /Rte. 1A as currently zoned and for three selected development alternatives. These alternatives were confirmed by the Wrentham Planning Board and Town Planner. A fourth scenario was suggested by the Town's Economic Development Commission (EDC), after reviewing the analyses for the three selected alternatives. MAPC also calculated trip generation rates for the existing development in the area, as a base line for comparison.

### **Option 1 – Retail Dense Scenario as Currently Zoned**

This scenario assumes that most of the future development is retail, with a modest amount of restaurants, and offices limited only to the areas farthest away from Route 1A.

### **Option 2 – Office/Retail Mix as Currently Zoned**

This scenario examines the future growth if uses are assumed to be predominantly offices, with some restaurants, and assumes a significant hotel/restaurant/retail complex south of the existing outlet mall.

### **Option 3 – Mixed Use**

This option assumes the same hotel/restaurant/retail complex as in Option 2, assumes lower intensity (lower traffic generating) warehouse uses in the areas farthest from Route 1A, retains offices in some areas, and includes mixed use (residential – retail) in some areas east of Route 1A.

### **Option 4 – Wrentham Economic Development Commission (EDC) Mixed Use:**

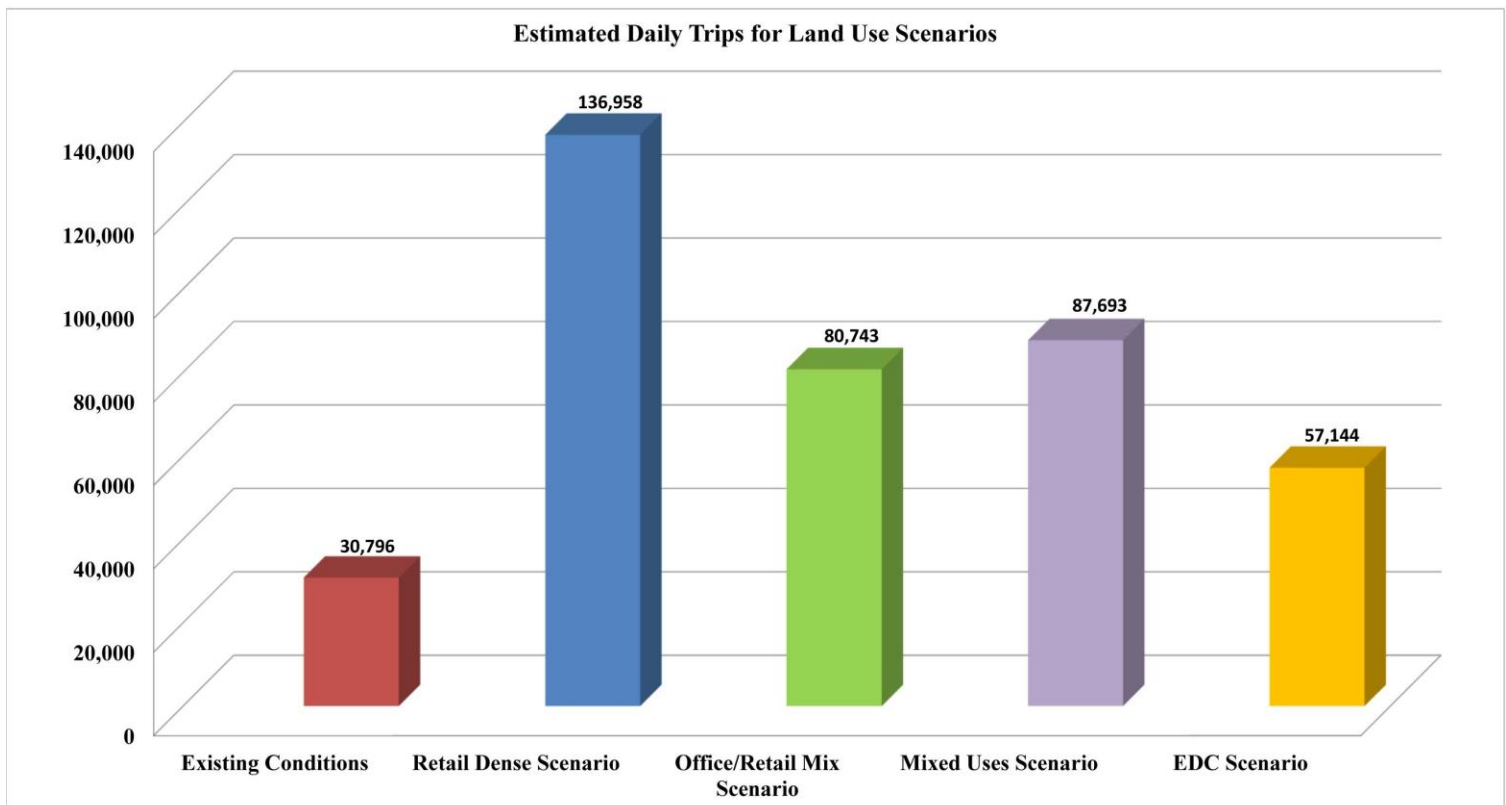
This scenario was suggested by the EDC and it assumes a mix of uses, some of which have significantly lower trip generation rates. This option includes significant retail and restaurant uses along Route 1A, along with offices and a hotel.

## **KEY FINDINGS FROM THE BUILD-OUT ANALYSES**

- While the total amount of square footage for Options 1-4 is generally comparable, there is a wide range in number of trips generated.
- The Retail Dense Scenario (Option 1) results in trip generation more than 3 times the current number of trips. In addition, Saturday daily trips are approximately 23% higher than weekday daily trips.
- Trip generation can be significantly reduced by shifting to other land uses, as demonstrated by both the Office/Retail Mix and Mixed Uses Scenario (Options 2 and 3).
- Build-out scenarios 2 and 3 generate more commercial and industrial space, but less traffic, than build-out scenario 1, because retail uses in Option 1 have a much higher trip generation rate per 1,000 square feet of built space.
- Option 4 results in fewer trips because of the housing and warehouses uses included in the Scenario.

- Even the lowest trip generation figures for future development are approximately double the current number of trips. This data inform the discussion about project mitigation, which could include a change of land uses; and/or support for pedestrian, bike or transit measures; or roadway improvements.
- The lack of wastewater treatment tends to push development towards low-flow uses such as retail. These types of uses tend to generate more traffic.

The following bar chart includes the three development scenarios initially evaluated by MAPC, and Option # 4, identified by the Wrentham Economic Development Committee (EDC)



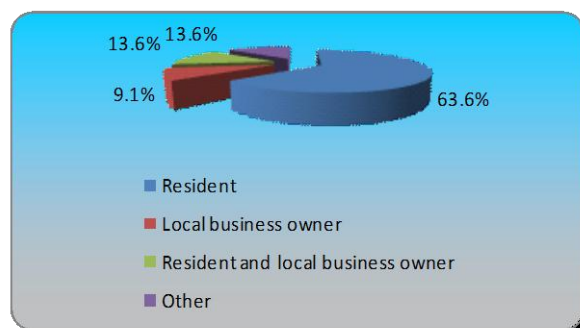
	Estimated Number of Daily Trips	Percent Increase from Existing Conditions (%)	Total Building Area (SF)
Existing Conditions	30,796		867,228
Retail Dense Scenario	136,958	345	2,169,468
Office/Retail Mix Scenario	80,743	162	2,574,984
Mixed Uses Scenario	87,693	185	2,357,477
EDC Scenario	57,144	86	2,419,855

## RECOMMENDATIONS

- The Planning Board, Economic Development Commission and Board of Selectmen should continue to review and evaluate the appropriate mix of uses in the South Street/Route 1A area.
- Changes to the existing zoning will be required to reduce the amount of retail development. With the current zoning (C-2) many uses are available only through grant of a special permit. While this process provides flexibility, it does not provide a clear vision of what the Town actually wants to see developed.
- Some buildout alternatives would likely need wastewater treatment facilities to achieve the mixed use/residential options. Under the existing zoning, the treatment facilities are not allowed.

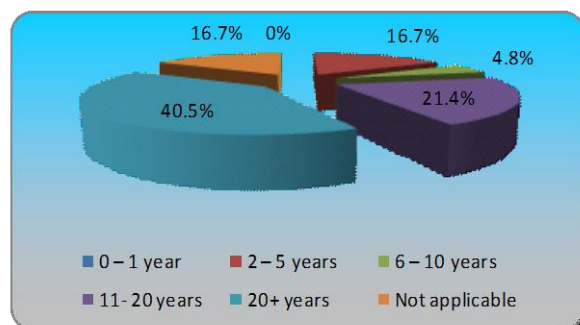
**2.) Which category below best describes you? (multiple choice)**

	Responses	
Resident	28	63.64%
Local business owner	4	9.09%
Resident and local business owner	6	13.64%
Other	6	13.64%
<b>Totals</b>	<b>44</b>	<b>100%</b>



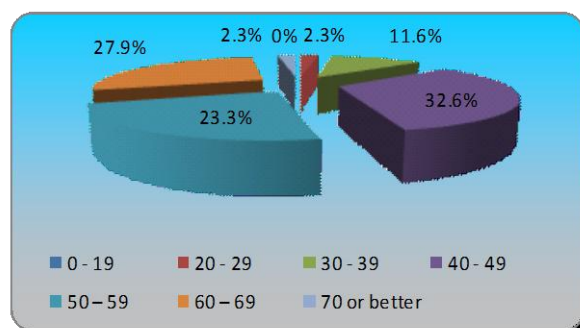
**3.) How long have you lived or owned a business in Wrentham? (multiple choice)**

	Responses	
0 – 1 year	0	0%
2 – 5 years	7	16.67%
6 – 10 years	2	4.76%
11- 20 years	9	21.43%
20+ years	17	40.48%
Not applicable	7	16.67%
<b>Totals</b>	<b>42</b>	<b>100%</b>



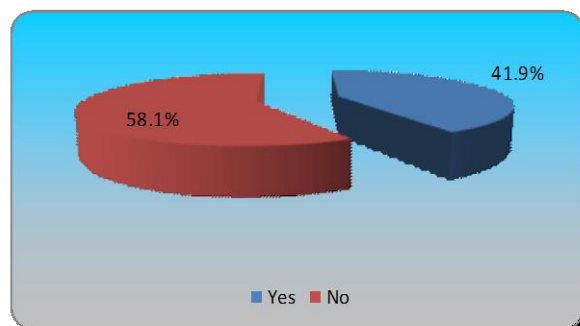
**4.) What is your age? (multiple choice)**

	Responses	
0 - 19	0	0%
20 - 29	1	2.33%
30 - 39	5	11.63%
40 - 49	14	32.56%
50 - 59	10	23.26%
60 - 69	12	27.91%
70 or better	1	2.33%
<b>Totals</b>	<b>43</b>	<b>100%</b>



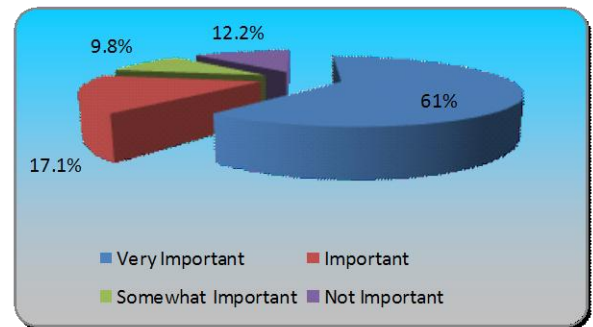
**5.) Did you participate in the 2004 Planning Process? (multiple choice)**

	Responses	
Yes	18	41.86%
No	25	58.14%
<b>Totals</b>	<b>43</b>	<b>100%</b>



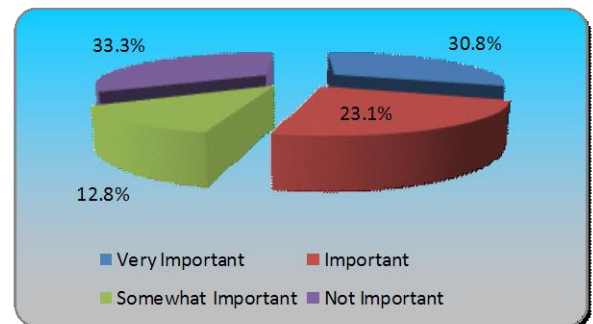
**24.) How important is it to connect downtown to the Outlet area via the Warner Trail/former RR Right of Way? (multiple choice)**

	Responses	
Very Important	25	60.98%
Important	7	17.07%
Somewhat Important	4	9.76%
Not Important	5	12.20%
<b>Totals</b>	<b>41</b>	<b>100%</b>



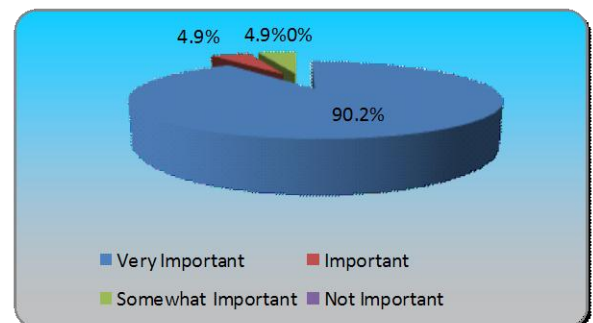
**25.) How important is it to provide access to Lake Archer? (multiple choice)**

	Responses	
Very Important	12	30.77%
Important	9	23.08%
Somewhat Important	5	12.82%
Not Important	13	33.33%
<b>Totals</b>	<b>39</b>	<b>100%</b>



**26.) How important is it to provide additional sidewalks? (multiple choice)**

	Responses	
Very Important	37	90.24%
Important	2	4.88%
Somewhat Important	2	4.88%
Not Important	0	0%
<b>Totals</b>	<b>41</b>	<b>100%</b>



**27.) How important is it to make traffic improvements downtown? (multiple choice)**

	Responses	
Very Important	30	75%
Important	6	15%
Somewhat Important	3	7.50%
Not Important	1	2.50%
<b>Totals</b>	<b>40</b>	<b>100%</b>

