

# Wrentham Planning Project Town Center Study Area

DRAFT



 Study Area



# Wrentham Downtown Visioning Workshop

November 27, 2012

*Funded by MA District Local Technical Assistance Program*

# Tonight's Agenda

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## Project Background

Discussion: What is your vision for Downtown Wrentham?

1. What kinds of uses?

2. What should development look like?

## Next Steps

What is a vision?

Why do we want one?

Vision → Plan → Implement



# Identify Opportunities

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- Expand existing businesses
- Attract new businesses
- Upgrade commercial properties
- Include different types of development  
Mixed use; multi-family; affordable housing
- Improve site design  
Low Impact Development and “Green Streets”
- Increase pedestrian connections
- Develop and revitalize public spaces
- Increase the tax-base

## **How Can the Town Guide Development?**

### **What controls development?**

- **Regulations**

  - Zoning, for uses and dimensions, parking, signage

- **Site conditions**

  - Is the site built on, or is it vacant?

- **Environmental conditions**

  - Wetlands, aquifer and water protection

  - Wastewater disposal

# For Example

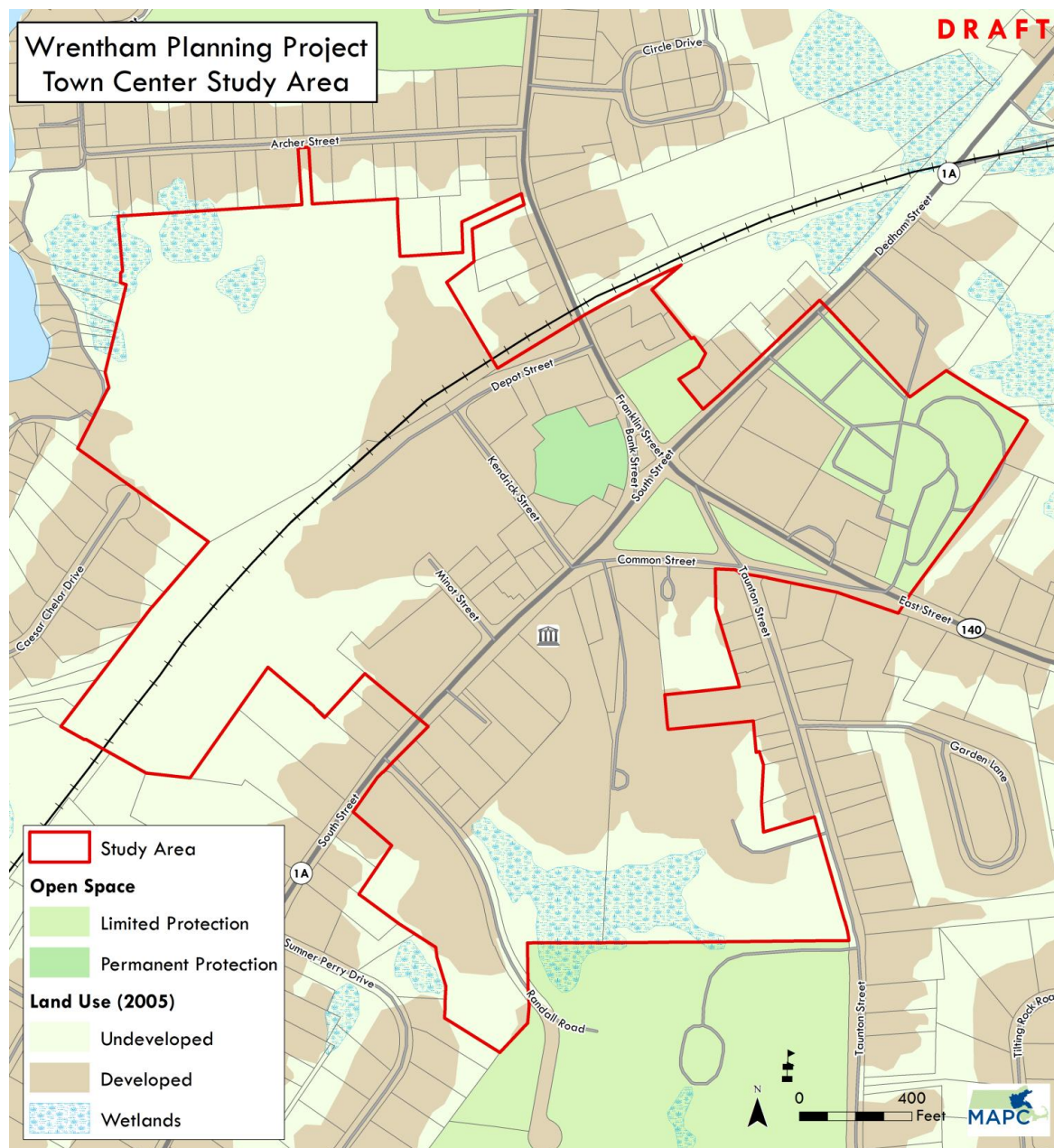
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Regulations can be written to:

1. Reduce setbacks from the street
2. Allow higher buildings
3. Provide for a mix of uses
4. Allow affordable and/or multi-family housing
5. Reduce parking requirements

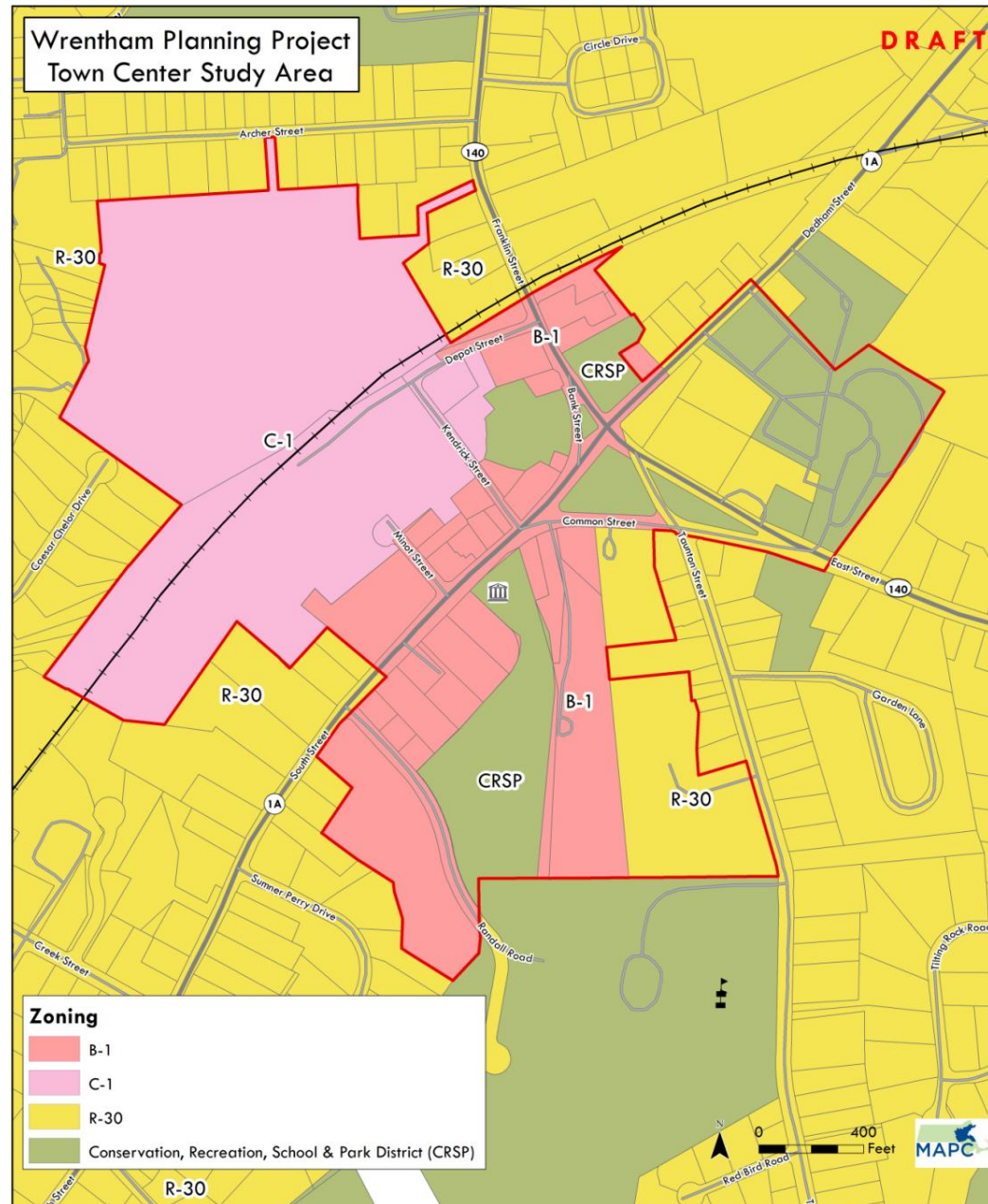
It's up to you!

# Downtown Study Area

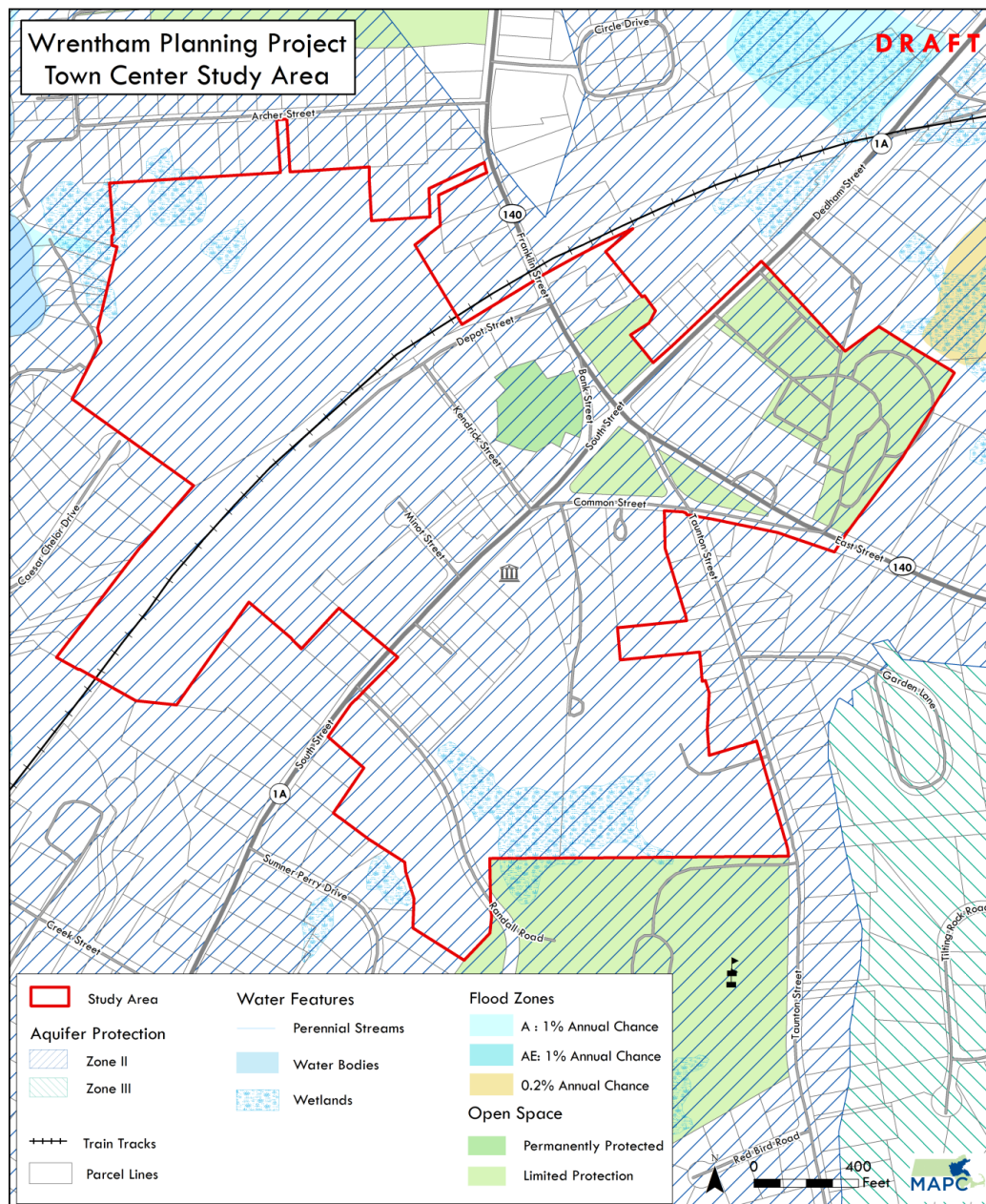




# Existing Zoning



# Environmental Issues



# Part 1: Uses

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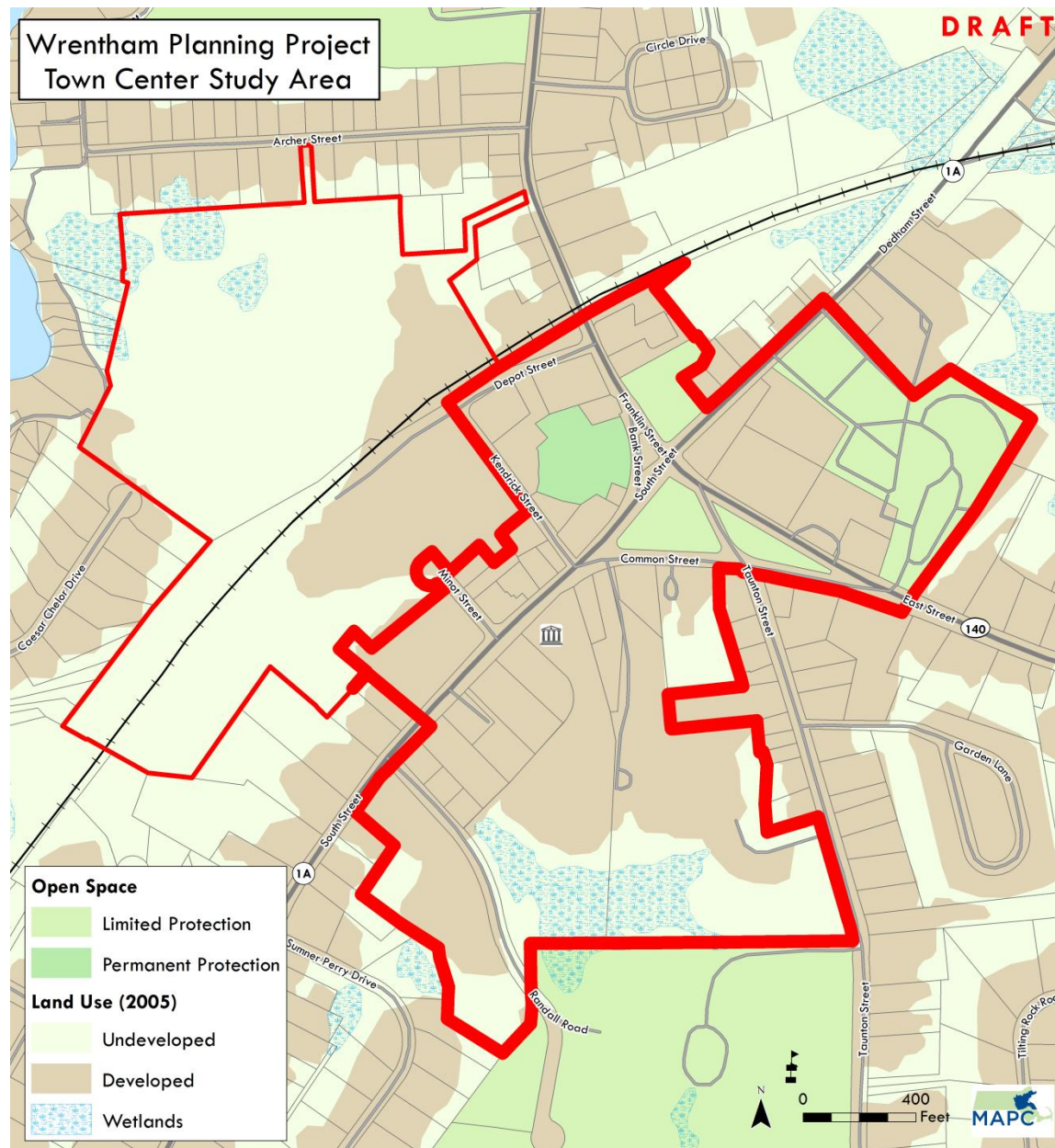
- Are the existing uses appropriate?
- Are there any existing uses that do not “fit in”?
- Future uses: What other uses could be added?

## What kinds of uses are desired?

1. Commercial/Retail:
  - Office
  - General Retail (Clothing, Shoe, Gifts)
  - Restaurant
  - Grocery Store
2. Lodging
  - Boutique Hotel
  - Continuing Care Facilities
3. Housing
  - Multi-Family
  - Live-Work
4. Mixed-Use
5. Agricultural/Agri-tourism
6. Industrial
7. Open Space



# Use Discussion by Area







# Straw Poll on Uses

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# Keypad Polling

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- Introduction to Keypads
  - Demographic Questions
  - Not Binding, Anonymous
- Discussion of Uses
- Design Preference

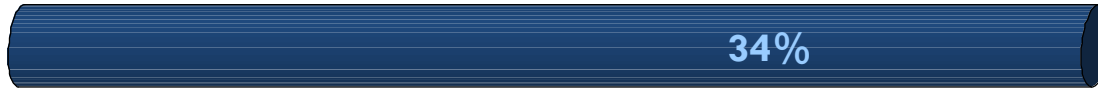


# What is your favorite Fall activity?

1. Apple picking



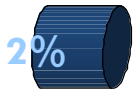
2. Attending children's sports games



3. Gardening



4. Cleaning the gutters



5. Other





# Which category below best describes you?

1. Resident



2. Local business owner



3. Resident and local business owner



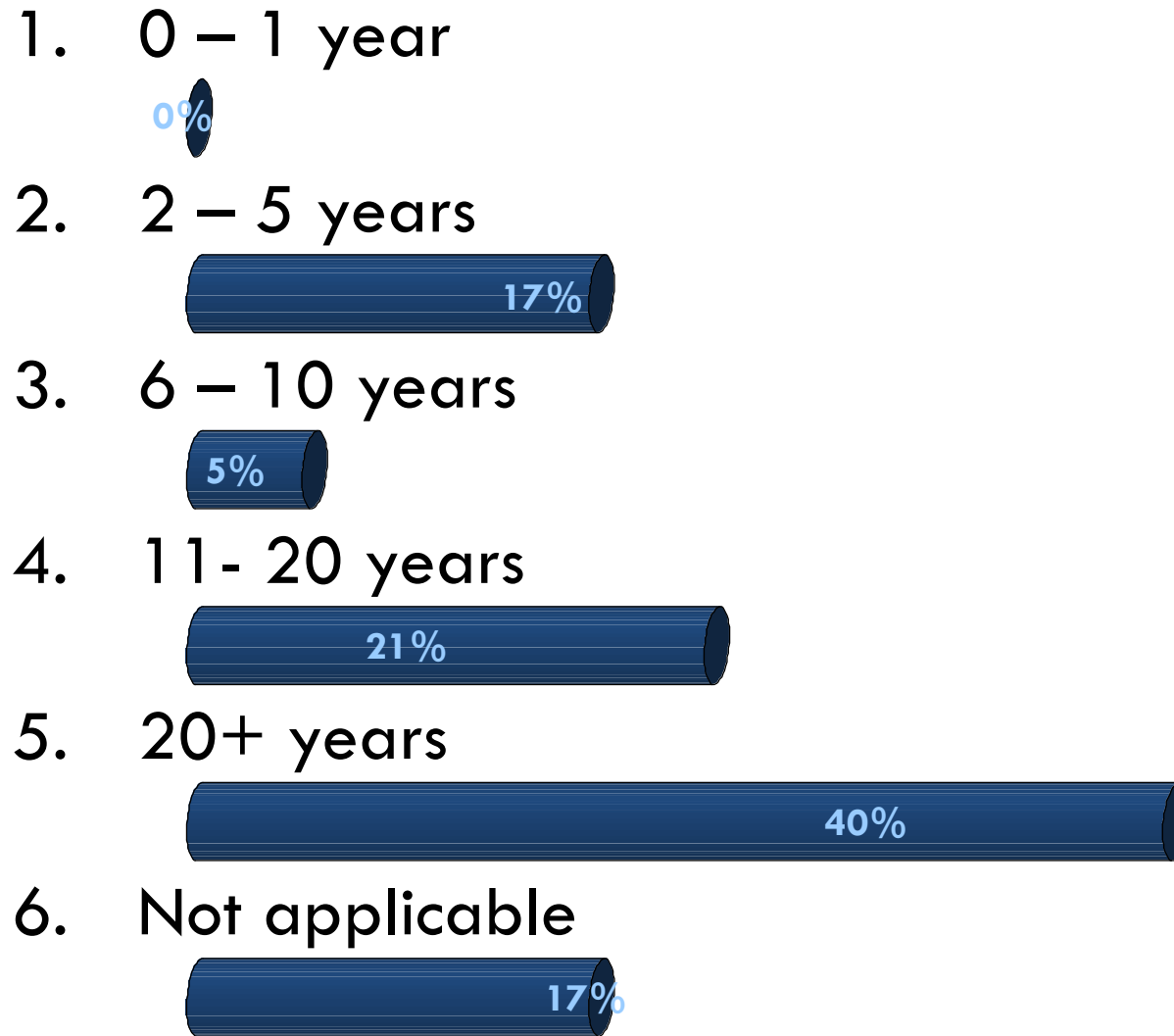
4. Other





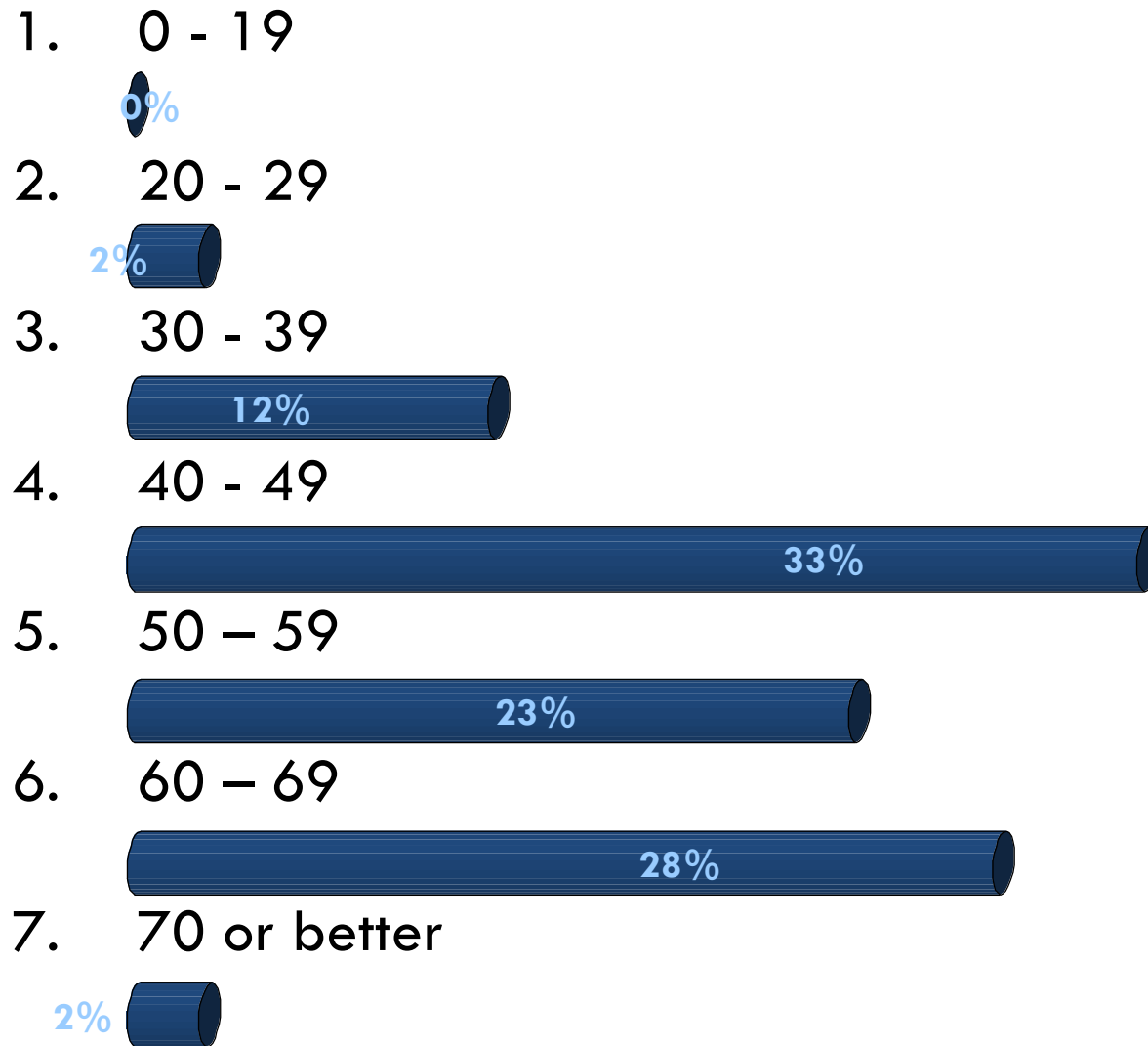


# How long have you lived or owned a business in Wrentham?





# What is your age?





## Did you participate in the 2004 Planning Process?

1. Yes



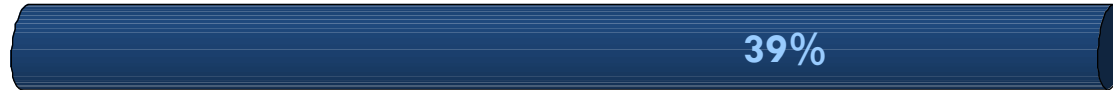
2. No



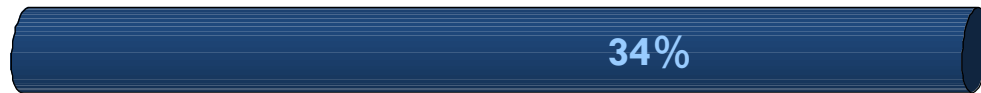


How important is it that existing businesses be able to expand?

1. Very Important



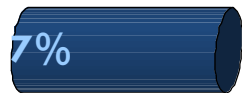
2. Important



3. Somewhat Important



4. Not Important



# Part 2: Design Preference

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# What do you want the development to look like?

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How much development would you want?

- Density
  - Units per acre
- Design
  - Buildings, including “Green Buildings”
  - Streetscape: trees, sidewalks, benches
  - Pedestrian connections and amenities
  - Low Impact Development (LID)

# Design Preference Poll

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## The Design Preference Poll:

Helps to determine how future development might look.

This information guides changes in the zoning to promote the type of development the Town wants to see.

For each photo, focus on:

- Building styles
  - Height
  - Massing
  - Materials
- Signage
- Landscaping
- Where the parking is located

# For Example



- Exterior Materials:
  - Wood or brick
  - Adequate first floor windows to enhance visibility of shop spaces
- Parking: at rear of building where possible
- Pedestrian amenities:
  - Use wide sidewalks/pathways
  - Outdoor seating
  - Appropriate landscaping
  - Locate structures to maximize ease of pedestrian access

# Is this design desirable?



**78**  
**%**



**23**  
**%**

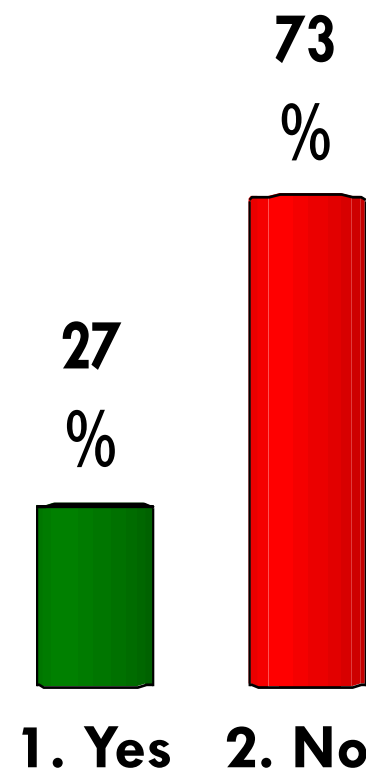


**1. Yes**

**2. No**



# Is this design desirable?



<http://oakdev.com>

# Is this design desirable?

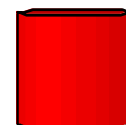


81  
%



1. Yes

19  
%



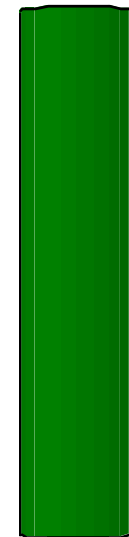
2. No



# Is this design desirable?

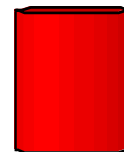


**79**  
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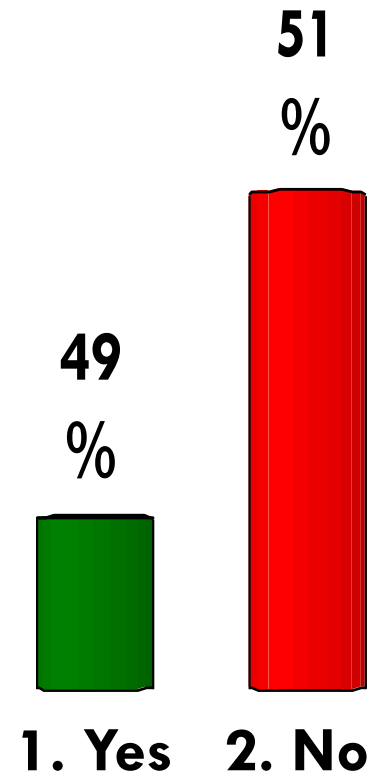
**1. Yes**

**21**  
%



**2. No**

# Is this design desirable?



<http://oakdev.com>



# Is this design desirable?

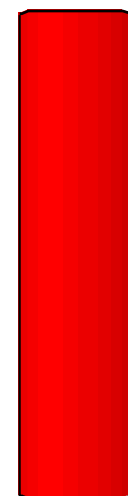


**63**  
%

**37**  
%



**1. Yes**



**2. No**

# Is this design desirable?

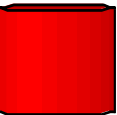


83  
%



1. Yes

18  
%

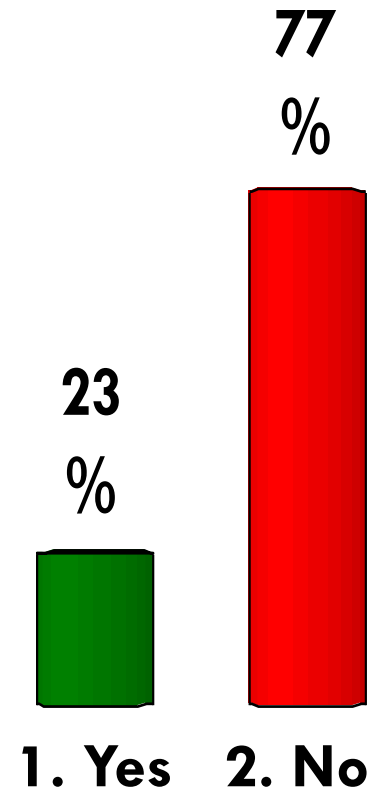


2. No

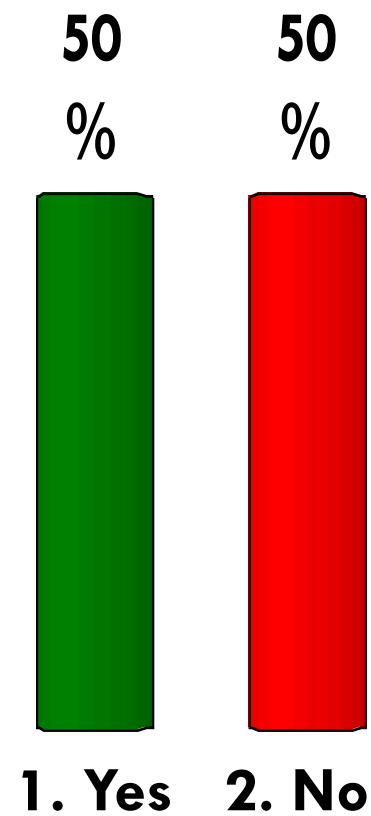
Source: Duany, Plater-Zyberk, and Co.



# Is this design desirable?



# Is this design desirable?

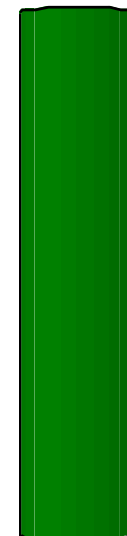




# Is this design desirable?



69  
%



1. Yes

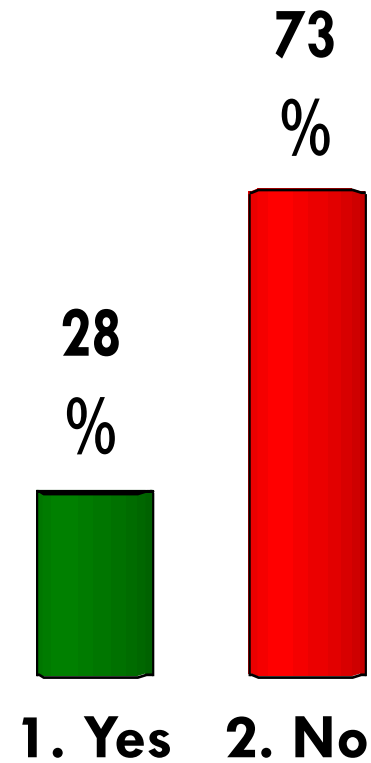
31  
%



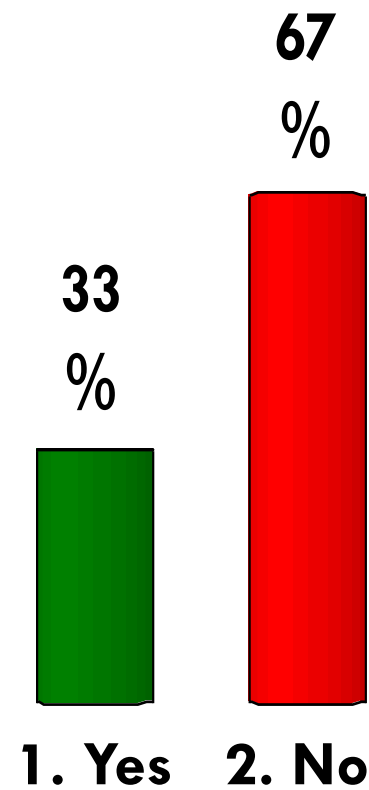
2. No



# Is this design desirable?



# Is this design desirable?





# Is this design desirable?

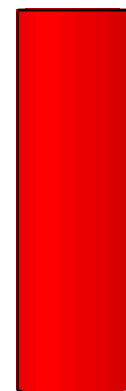


57  
%



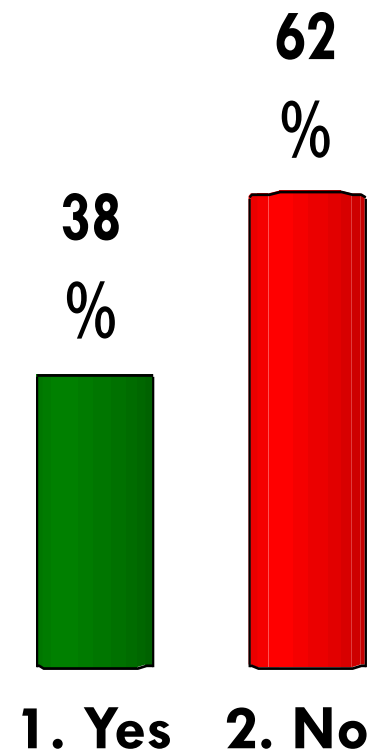
1. Yes

43  
%



2. No

# Is this design desirable?

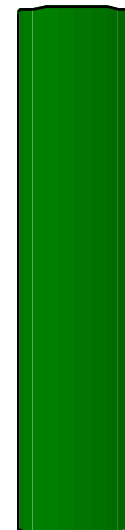




# Is this design desirable?



**78**  
%



**1. Yes**

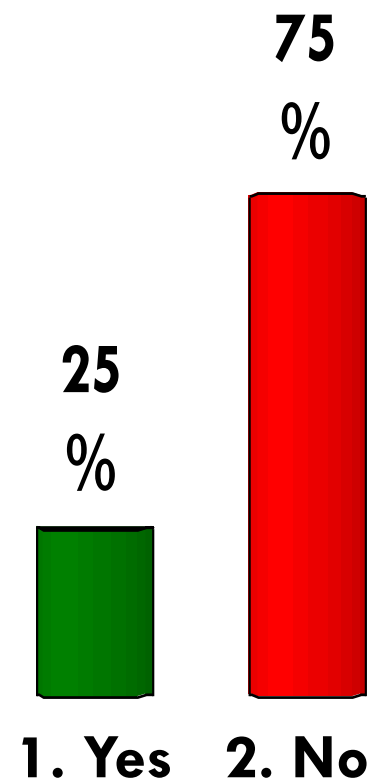
**22**  
%



**2. No**

Source: Horsley Witten Inc.

# Is this design desirable?



Source: Horsley Witten Inc.

# Design Preference Review

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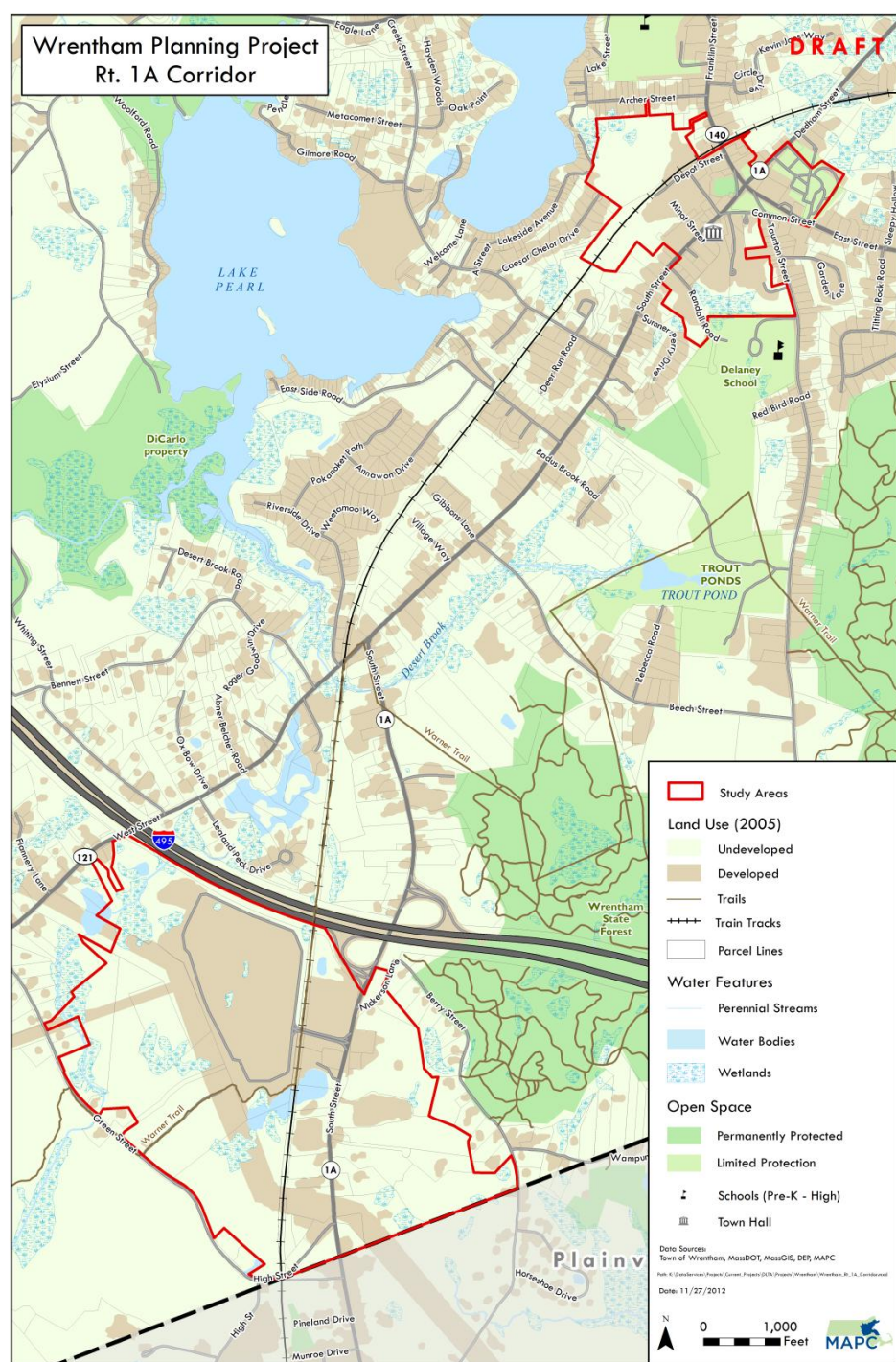
- What design elements do you like about the top 3 designs?
- What design elements don't you like about the bottom 3 designs?
- Other comments about design



# Preserve and Improve Public Open Space



# Wrentham Planning Project Rt. 1A Corridor





# Connectivity





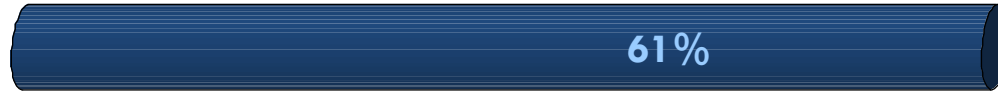
# New Public Spaces



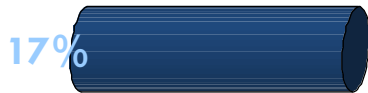


How important is it to connect downtown to the Outlet area via the Warner Trail/former RR Right of Way?

1. Very Important



2. Important



3. Somewhat Important



4. Not Important



# How important is it to provide access to Lake Archer?

1. Very Important



2. Important



3. Somewhat Important

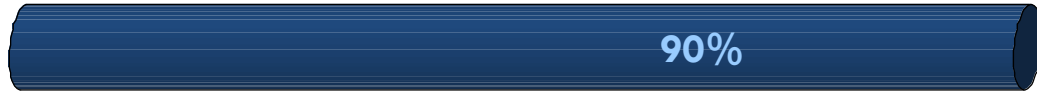


4. Not Important

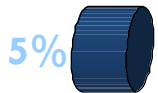


# How important is it to provide additional sidewalks?

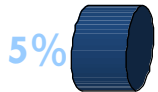
1. Very Important



2. Important



3. Somewhat Important



4. Not Important





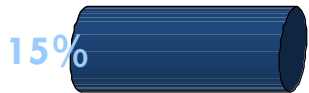


How important is it to make traffic improvements downtown?

1. Very Important



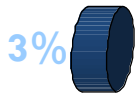
2. Important



3. Somewhat Important



4. Not Important



# Draft Vision Statement

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Vision → Plan → Implement

# Next Steps

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## Prepare recommendations for the Town

If you have further questions or comments  
please contact Town Planner Paige Duncan

[pduncan@wrentham.ma.us](mailto:pduncan@wrentham.ma.us).

or

Cynthia Wall at MAPC

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

## THANK YOU

