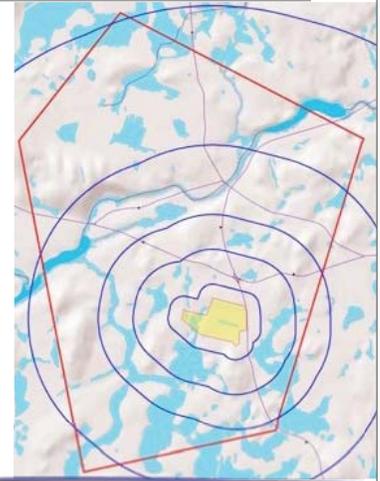


# Town of Maynard, 129 Parker Street

Public Workshop #2  
Angus Jennings, AICP, Planner and Facilitator

September 26, 2013



A.G. JENNINGS, LLC

Friday, September 27, 13

1

## Goals for Tonight

- Project updates since August 29 workshop
- Interactive group questions
- Presentation of design concepts
- Interactive table exercise – site and area design
- Discussion of public policy considerations; recommendations
- Conclusion and next steps



Friday, September 27, 13

2

# Project Updates

---

Use Mix / Scale of Development Program

Infrastructure

Fiscal Impact

Project Design

## “Made for Walking” the 5 Ds (and a P)

---

- Diversity
- Density
- Design
- Distance to transit
- Destination accessibility
- (Parking)



### **Made for Walking**



*Density and Neighborhood Form*



**Julie Campoli**

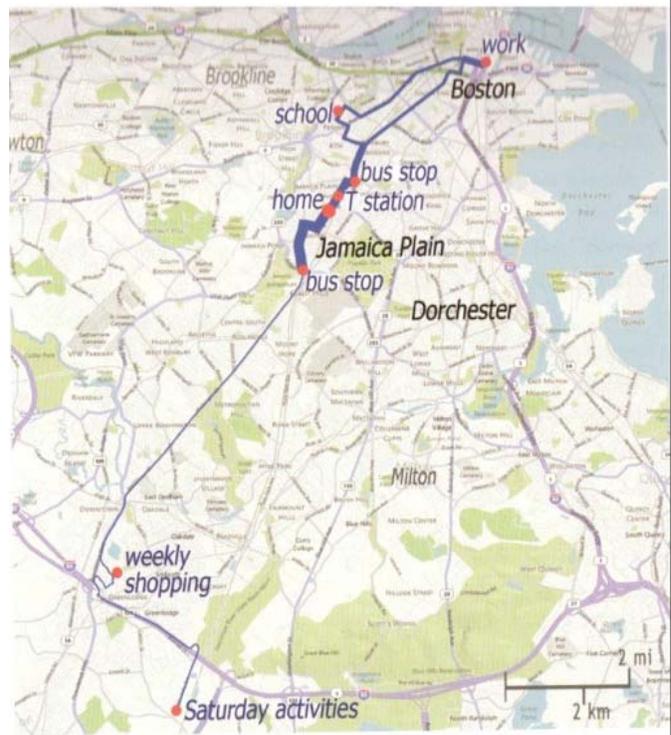


*Source: Julie Campoli,  
Made for Walking, Lincoln  
Institute for Land Policy, 2012*

## “Made for Walking”

- Book begins with a close look at the typical weekly travel patterns of three households across the country
- Core of book examines, in detail, twelve locations that are “made for walking” - and draws lessons that can be applied
- Tonight, focus on site design

*Source: Julie Campoli, Made for Walking, Lincoln Institute for Land Policy, 2012*



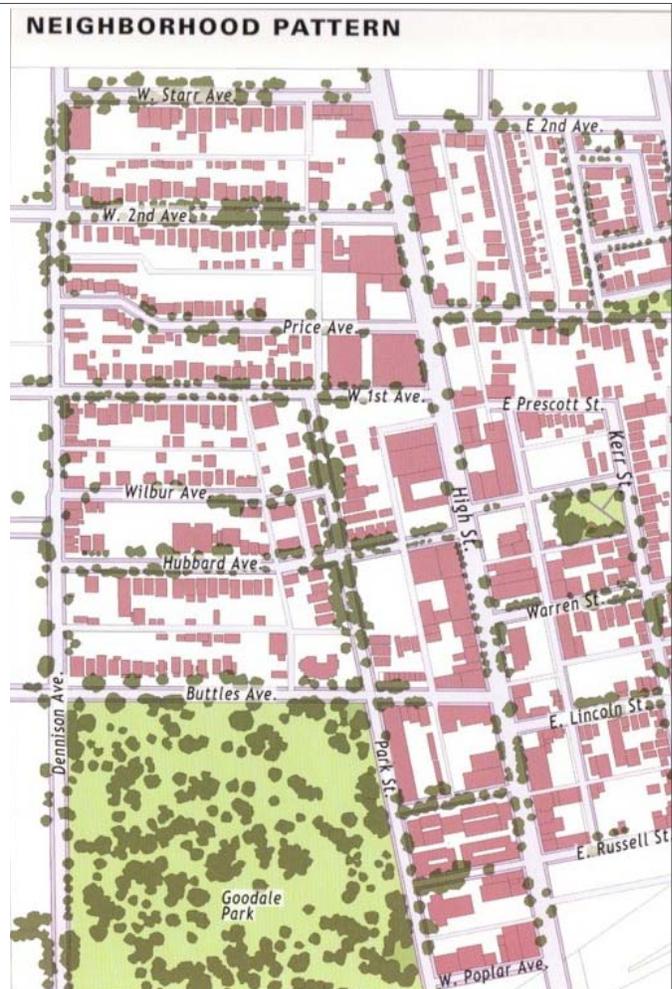
**Figure 1.3 Commute Pattern of the Padmodipoetro-Allegro Family.** Despite their busy schedules (two working parents and four children living at home), this family drives many fewer miles daily than the other two. They use school buses, the T, and walking to get to their daily destinations, all of which lie within two and a half miles of their home.

*Source: Map data © OpenStreetMap contributors, CC-BY-SA.*

## A Planning Method

- Neighborhood Patterns
  - Figure / Ground
  - Open Space / Paths
  - Intersection Frequency
  - Regional Context

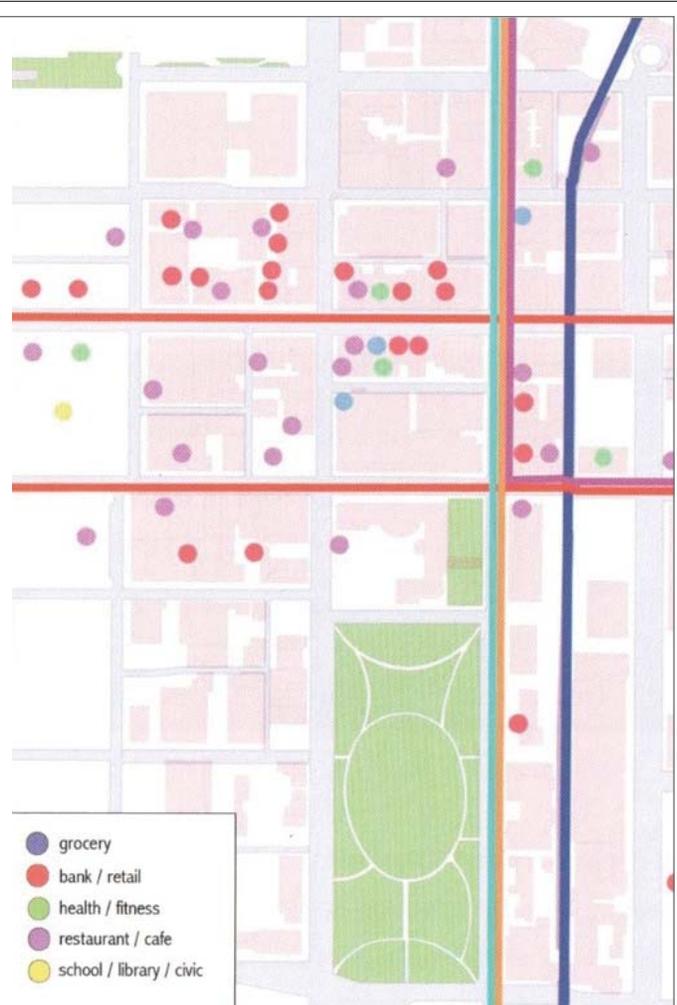
*Source: Julie Campoli, Made for Walking, Lincoln Institute for Land Policy, 2012*



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Source: Julie Campoli,  
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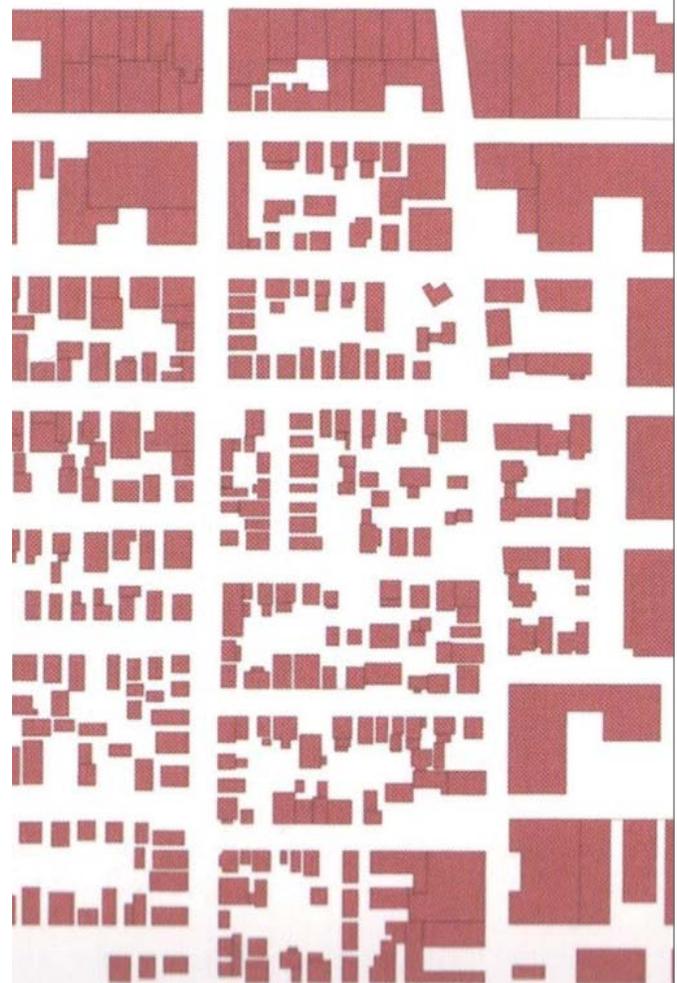
Friday, September 27, 13

7

# “Made for Walking” the 5 Ds (and a P)

- Diversity
- Density
- Design
- Distance to transit
- Destination accessibility
- (Parking)

Source: Julie Campoli,  
*Made for Walking*, Lincoln  
Institute for Land Policy, 2012



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8

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Source: Julie Campoli,  
*Made for Walking*, Lincoln  
Institute for Land Policy, 2012

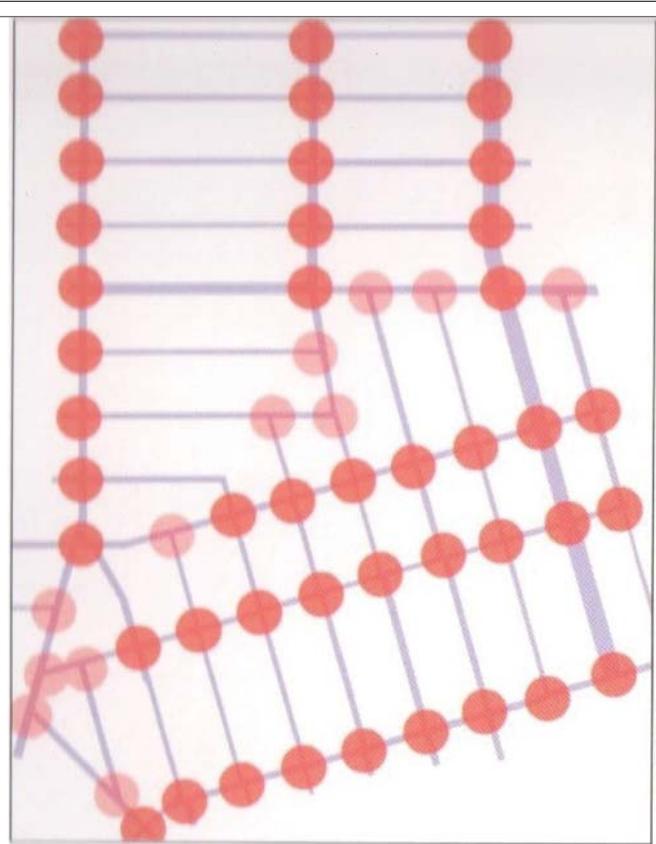
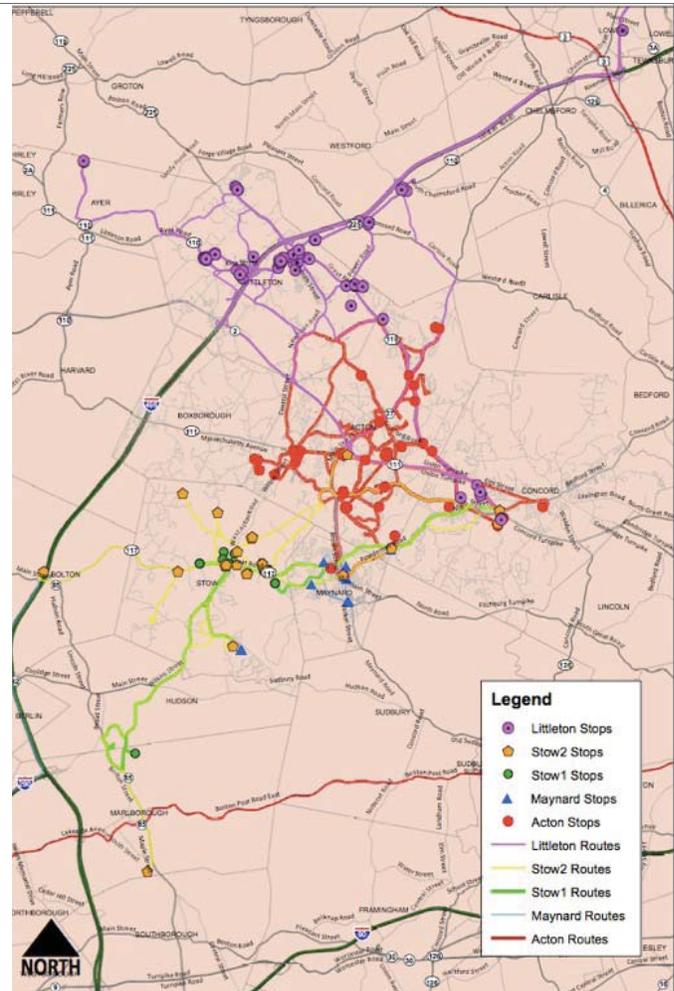


Figure 3.1 **Sample Intersection  
Density Map.**

# “Made for Walking” the 5 Ds (and a P)

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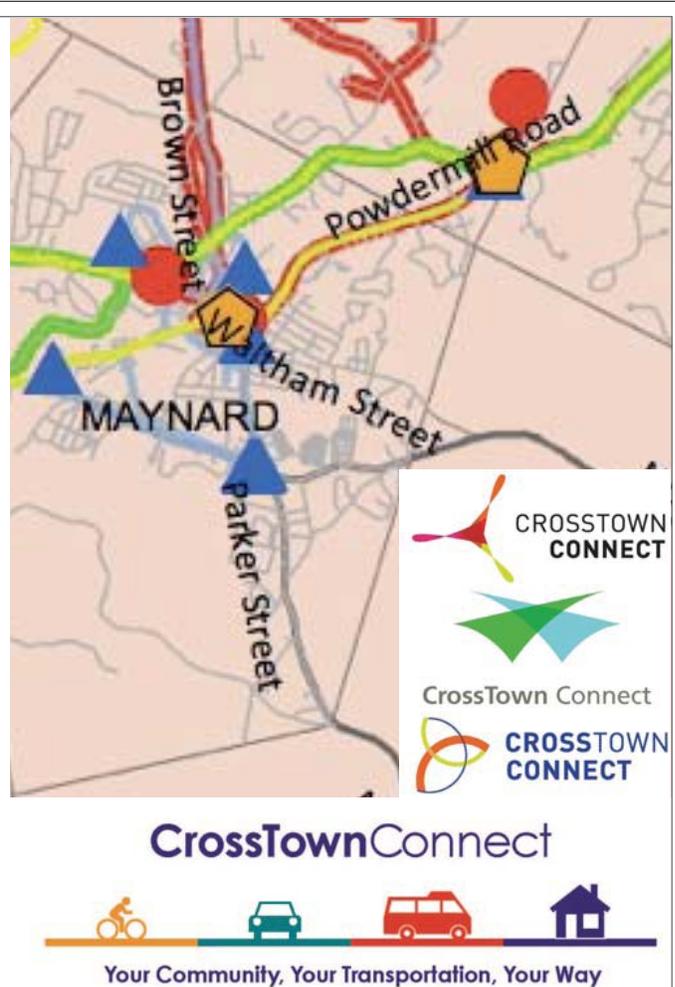
Source: Julie Campoli,  
*Made for Walking*, Lincoln  
Institute for Land Policy, 2012



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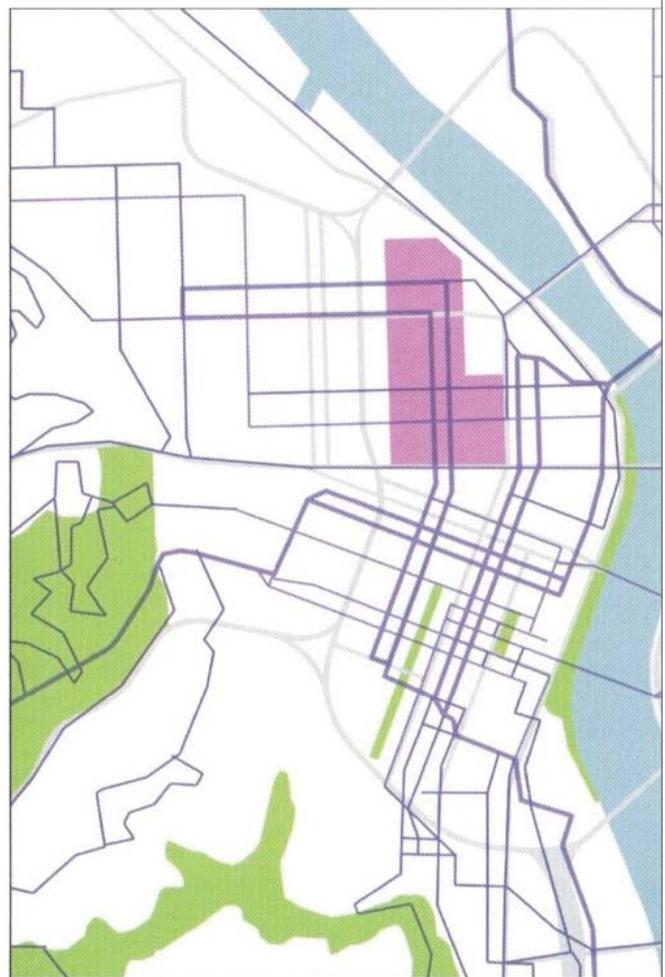
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Made for Walking, Lincoln  
Institute for Land Policy, 2012*



**Which leaves... Design**

# Site Design: the Five Minute Walk

- Site design and adjacencies
- Origins and Destinations
  - Retail
  - Residential
  - Office/Industrial
  - Public amenity
- Where are connections called for, and where is screening or buffering appropriate?



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15

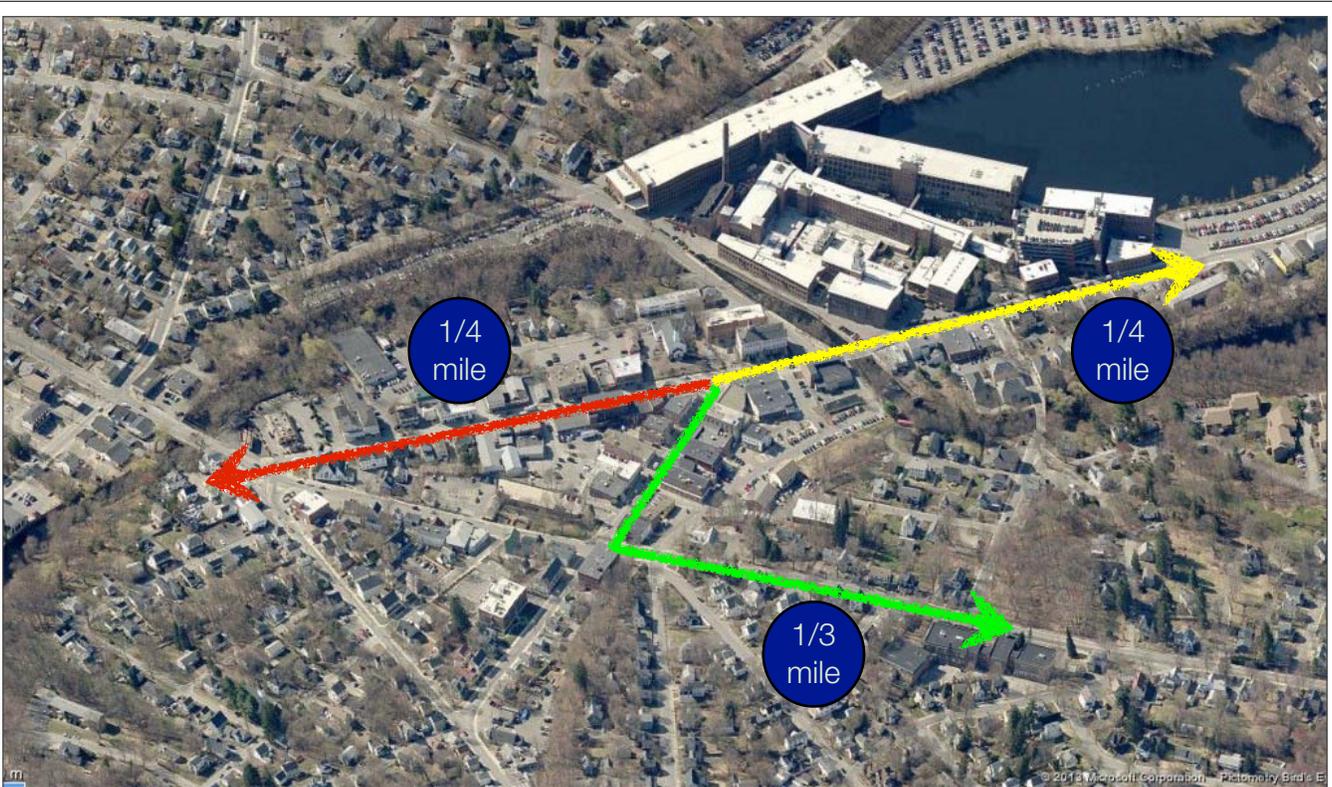


Walkable Precedent

Downtown Maynard

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16



## Downtown Maynard

A “walkable” destination

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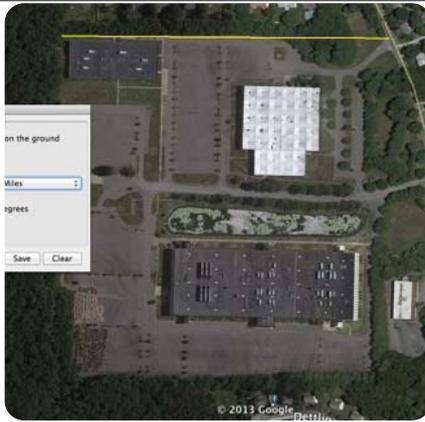
17



It's not just geography - it's also pedestrian *amenity*

Friday, September 27, 13

18



How does that relate to  
129 Parker Street?

Amazingly (to a planner anyway)  
the site is roughly 1/4 mile square

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19



Unique site attributes

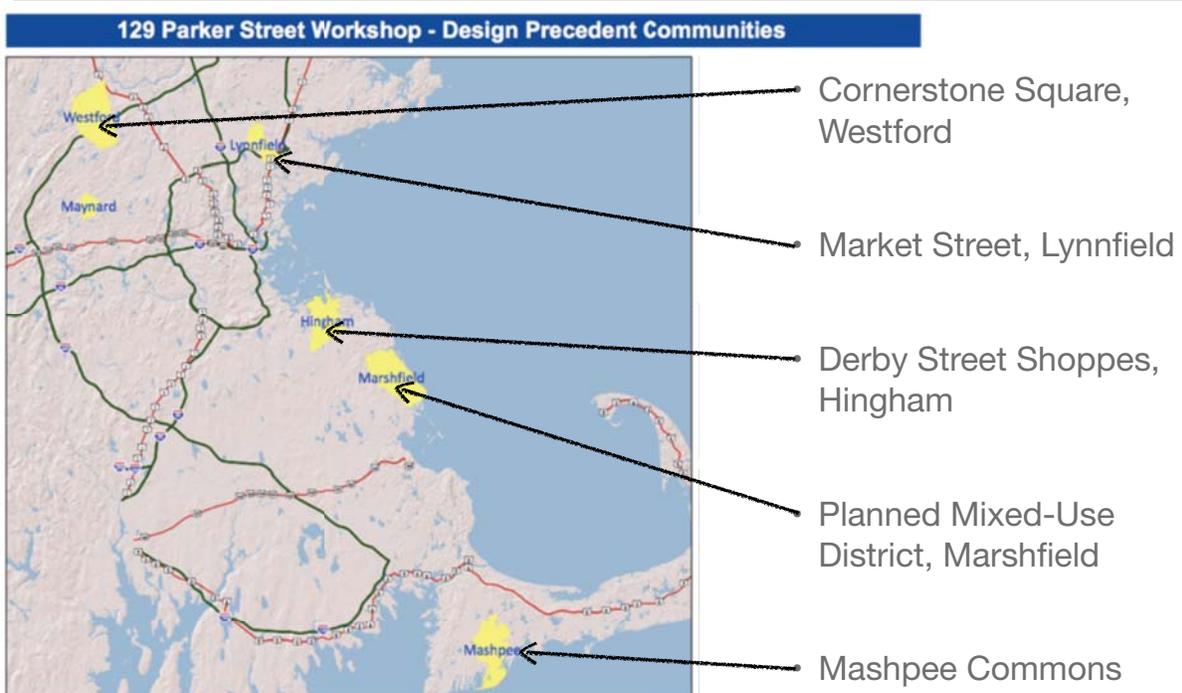
Adjacent to public land, facilities

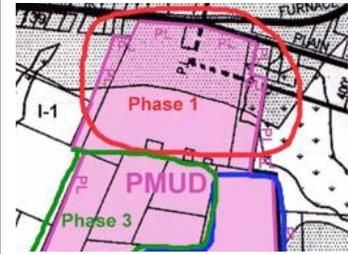
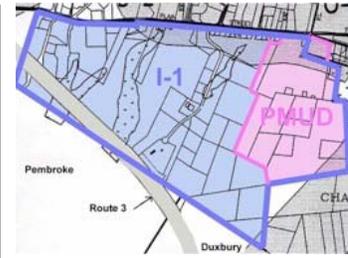
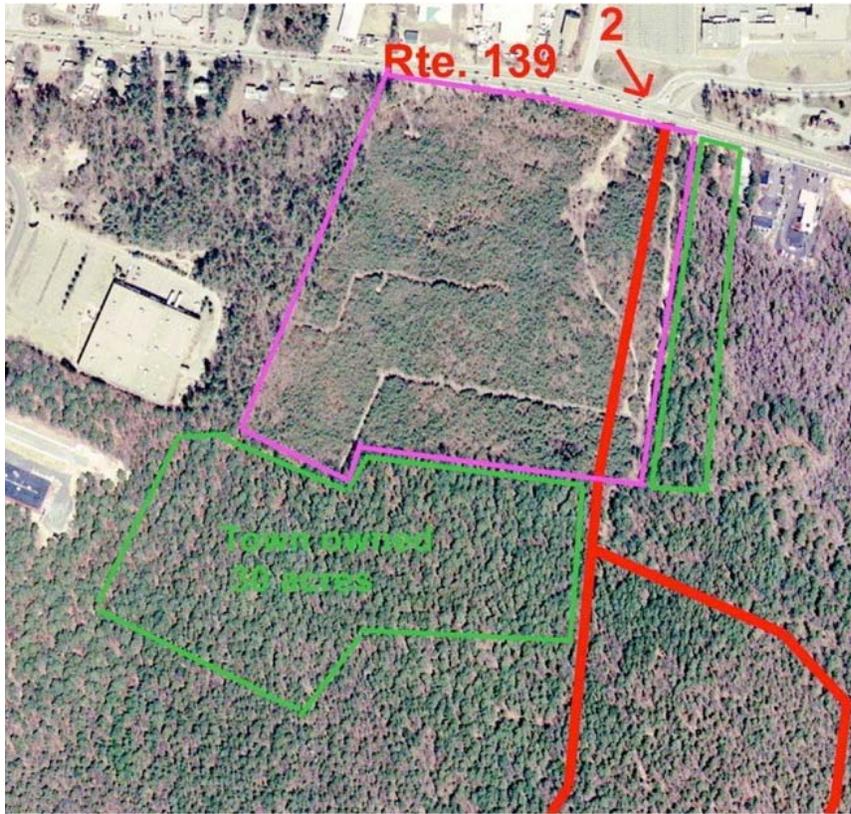
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20

For design consideration - how will you experience the property *as a pedestrian*? If you get that right, chances are you've gotten a lot of other things right

## Five Examples - of Design, Process and Policy





## Marshfield Planned Mixed-Use District

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23



## Marshfield Planned Mixed-Use District

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24





Actually, it was constructed in 2005, and **reconstructed** in 2010



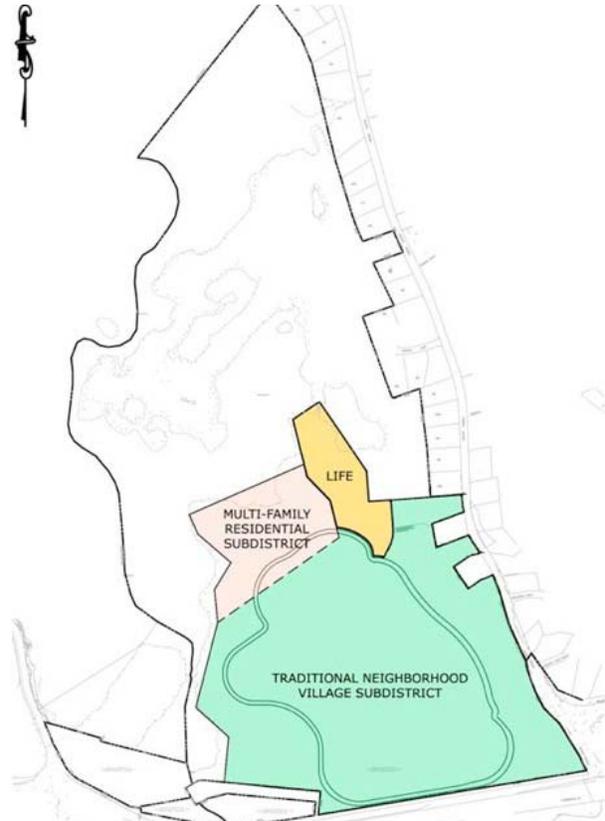
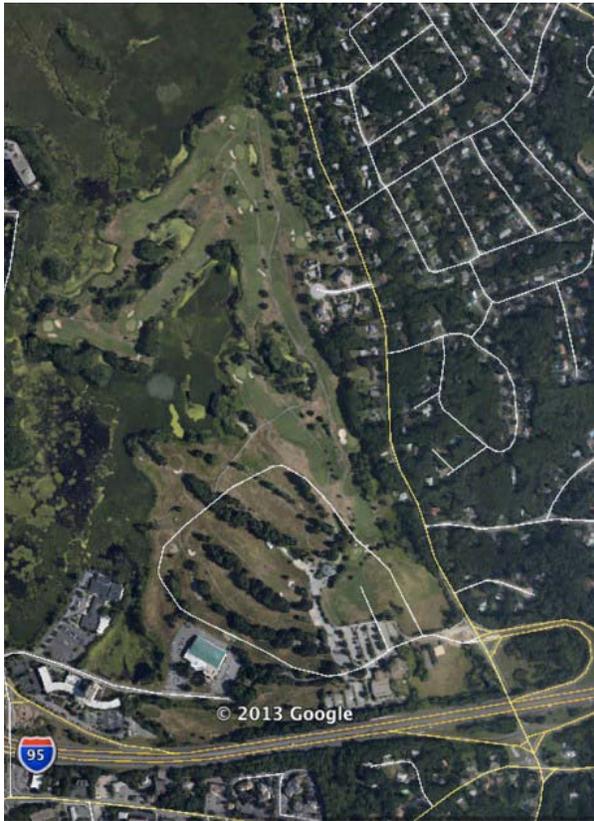
Planned Mixed-Use District

Oriented around public green



# Marshfield Boys and Girls Club

New, within PMUD



# Meadow Walk / Market Street, Lynnfield

Friday, September 27, 13

31



# Meadow Walk / Market Street, Lynnfield

Friday, September 27, 13

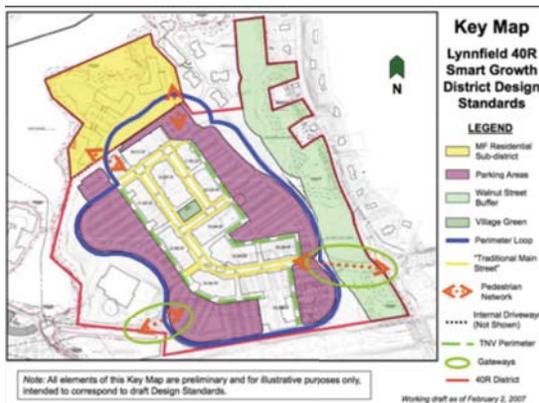
32



## Changes from concept - to permitting - to construction

Friday, September 27, 13

33



### Lynnfield 40R Planned Village Development District Design Standards and Procedures

5.b. Scale, proportion, and exterior appearance of buildings

**Guiding Principle:** Overall site design should strive to create a vibrant District that is an attractive place to live, work, shop, and recreate. Design should be inspired by the advantages of a traditional New England village center which was designed and built by many different architects and builders over a period of years, and incorporates a varied mix of building styles, materials and colors but complementary massing and setbacks. Architectural and building design within the District should maintain the architectural scale and substance,

including attention to building style, building shapes and variety of materials. Building and site design should take into account low the scale, proportion and exterior appearance of buildings will be perceived at the pedestrian level, and should incorporate a level of architectural detail appropriate for pedestrian rather than driver viewing perspectives. Building and garage entrances should be sited to minimize the impact of vehicular turning movements on safe and efficient movement of vehicles, pedestrians and cyclists within Traditional Ways.



16 of 33

### Lynnfield 40R Planned Village Development District Design Standards and Procedures

SG.2.f. Incorporate both natural and designed landscape features into the overall design of stormwater management.

SG.2.g. Prepare a stormwater management and erosion control plan for construction activities to assure that construction complies with EPA NPDES Phase II requirements.

SG.3. The use of permeable paving is encouraged to reduce the amount of stormwater runoff.

SG.4. Retention areas, rain gardens, filter strips, reefs, and constructed wetlands may be permitted to be located in the Walnut Street buffer.

SG.5. Use of Low Impact Development (LID) stormwater management techniques such as permeation cells, drainage reefs and filter strips is encouraged.

SG.6. Landscaping within parking areas should include vegetated islands with permeation functions.

SG.7. "Open Section" Travelled Ways with curbside reefs are permitted. The use of conventional curbs for the full length of all streets in residential neighborhoods is not required. Where curbs are deemed necessary to protect the edge of the Travelled Way, the use of perforated curbs that allow runoff to flow into reefs) or reefs that are flush with the surface of the Travelled Way are allowed.

SG.8. Where used, drainage reefs should be designed to receive adequate stormwater treatment and permeation capacity.

The illustration above shows a permeation basin within a parking area. The upper design elements highlighted in the illustration result in movement of stormwater runoff before it reaches the curb, and improved water quality.

44 of 53

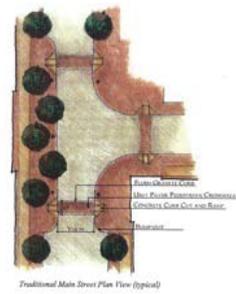
### Lynnfield 40R Planned Village Development District Design Standards and Procedures

SA.3. Traditional Main Streets

SA.3.a. A Traditional Main Street is subject to the dimensional and design requirements as specified in Table 3.

SA.3.b. Overall site design shall include Traditional Main Streets including sidewalks on both sides and on-street parking.

SA.3.c. Pedestrian crossings shall be installed on the Traditional Main Streets at intersections and immediate locations. Different paving systems, materials or striping shall be used to delineate the pedestrian crossings on Traditional Main Streets provided, however, that alternate paving materials such as masonry pavers, brick, cobblestones or similar natural material shall be used for crosswalks adjoining access points to the Village Green.



Traditional Main Street Plan View (typical)

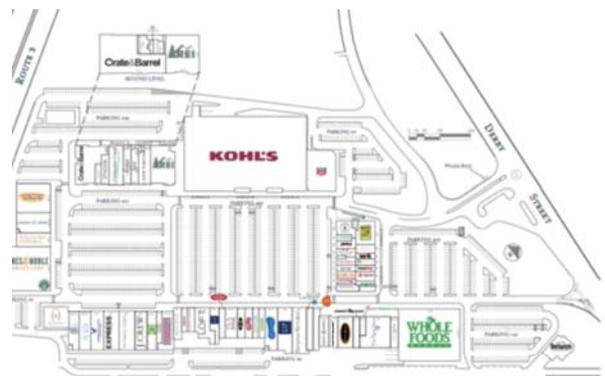
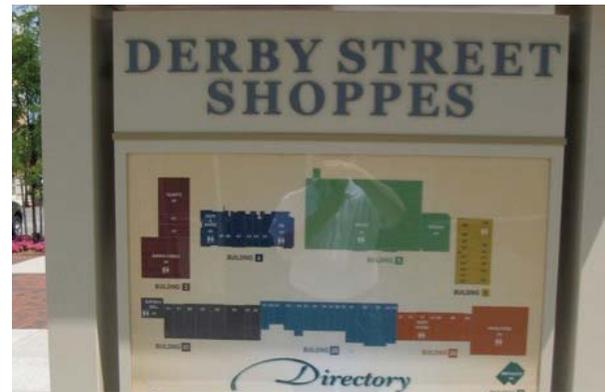
9 of 33

## Design Standards

Flexible, but lock in key elements

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34





## Derby Street Shoppes

Friday, September 27, 13

37



## Derby Street built on existing framework

Friday, September 27, 13

38

1995



2010



## Selective demolition and redevelopment



## Mashpee Commons

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41



**1991**



**2012**

Mashpee Commons built on existing framework

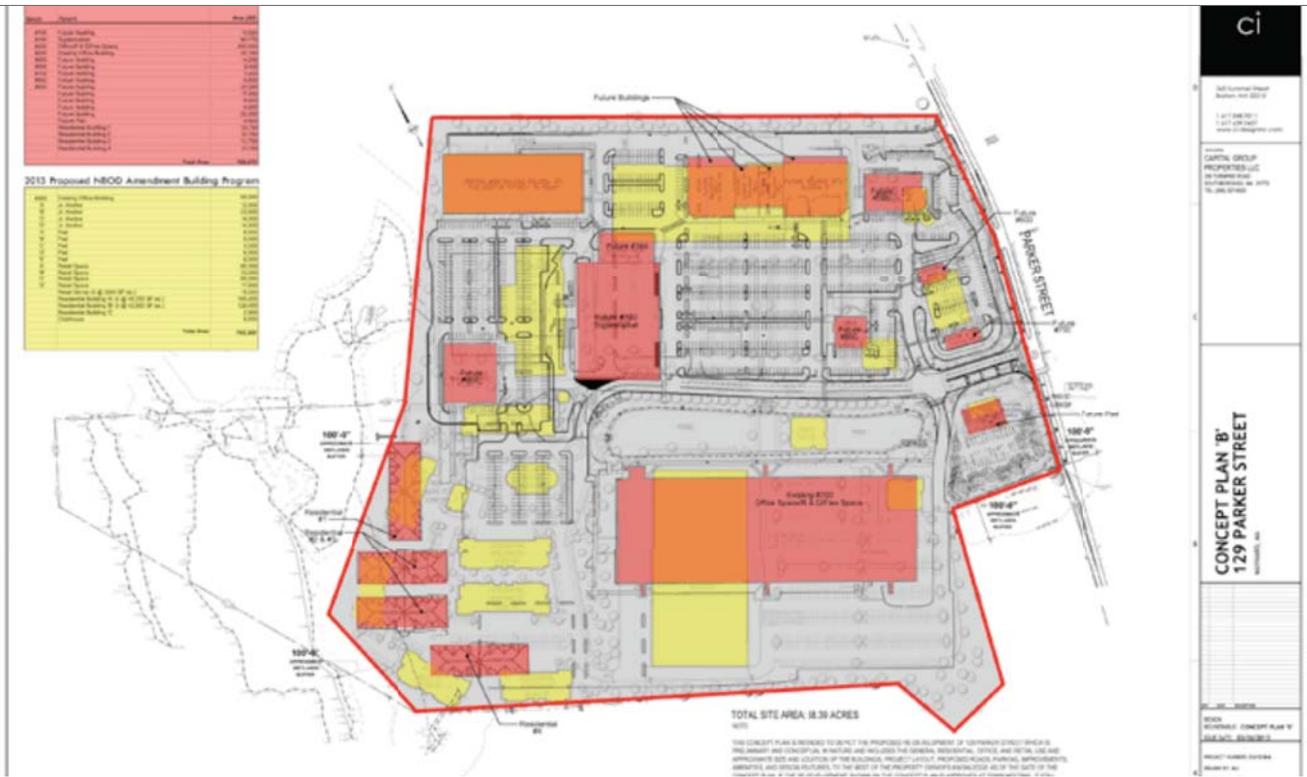
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42



# Cornerstone Square, Westford

For reference, what is already permitted on site?



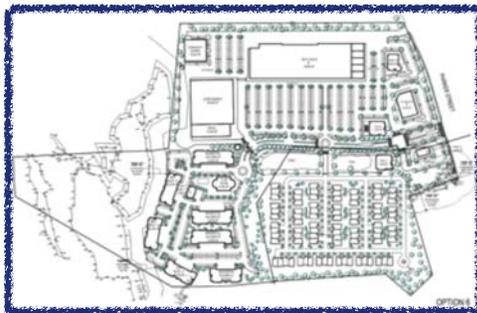
Already Permitted Development Program in Red

Source: Site Plan Approval and Special Permit issued on Sept. 8, 2009, as extended by the Permit Extension Acts until Sept. 4, 2013.

But this



But this



isn't how you  
experience  
life



Friday, September 27, 13

49



Friday, September 27, 13

50







Friday, September 27, 13



Friday, September 27, 13



Friday, September 27, 13



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*New buildings with quasi-public open space, above.*



*Alternative paving materials distinguish pedestrian routes from outdoor seating areas.*

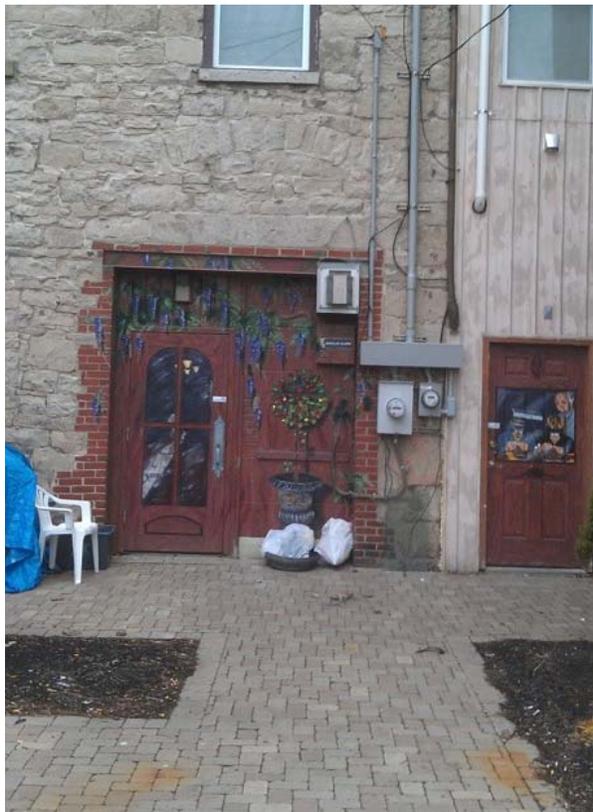


*Facades with architectural detail facing streets edged with wrought iron fencing create a transition with an adjacent building.*





Friday, September 27, 13



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Friday, September 27, 13



Friday, September 27, 13



Friday, September 27, 13

65



Friday, September 27, 13

66

Of the examples reviewed in detail, what do they share in common? What are key differences?

And, how can this inform process in Maynard?

## Earlier Examples - of Design, Process and Policy

---

### Supermarket Anchor

Strong Access

Proximity to Boston

Includes Residential

Redevelopment

- Cornerstone Square, Westford
- Market Street, Lynnfield
- Derby Street Shoppes, Hingham
- Planned Mixed-Use District, Marshfield
- Mashpee Commons
- 129 Parker Street

## Earlier Examples - of Design, Process and Policy

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Supermarket Anchor

Strong Highway Access

Proximity to Boston

Includes Residential

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## Earlier Examples - of Design, Process and Policy

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40R Smart Growth Zoning

Special District Zoning

40B and Special  
District Zoning

Town Hall  
Working Group

- Cornerstone Square, Westford
- Market Street, Lynnfield
- Derby Street Shoppes, Hingham
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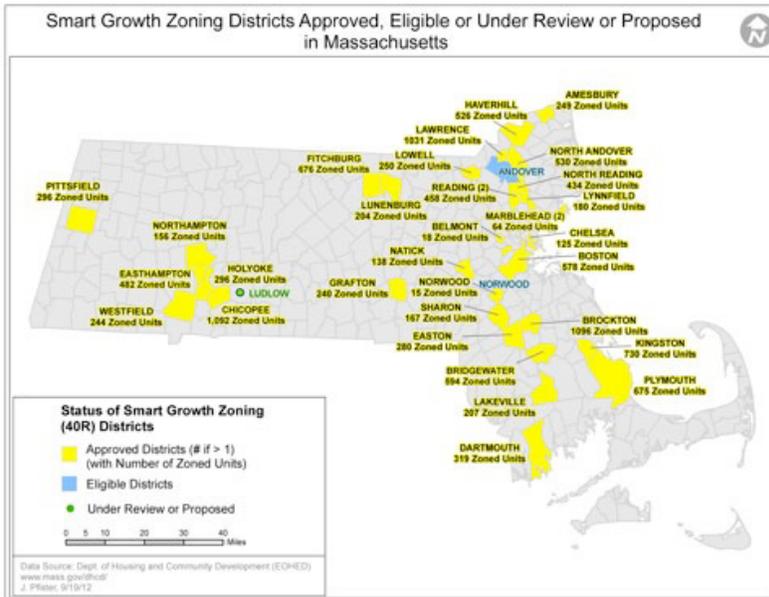
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- 129 Parker Street

# What is 40R Smart Growth Zoning?



- State incentives for adoption of as-of-right zoning for housing and mixed-use development in “smart growth locations”
- Adopted in 2004
- 31 communities have adopted 40R
- Incentive Payment; Density Bonus Payment; consideration in State discretionary grants

# Smart Growth Zoning: A Policy Option



## Smart Growth Location

- As-of-right permitting, subject to Design Standards
- Infrastructure Certification (may be conditioned on agreed improvements)
- State (DHCD) approval required before Town Meeting vote

# Smart Growth Zoning: A Policy Option

## 9. Off-Street Parking + 10. Exterior Lighting

Site Design Standards



- 9.1. Residential parking lots shall be located on the side or rear of new buildings and such lot buildings or buildings, spaces, and parking shall be set back a minimum of 10 feet from property lines along public rights of way. Minimum standards of off-street parking lot setbacks apply to all new buildings. However, parking lot setbacks for existing buildings may be based on setbacks in a zoning ordinance.
  - 9.2. Surface parking lots shall be screened from view from public ways with a combination of planting and fencing such as of least three feet high. Chain-link fencing is not acceptable for screening purposes.
  - 9.3. Where parking is proposed to be located adjacent to the building, either on public or semi-public ways, it shall be screened from view from public ways, and the exterior building facade shall be required to comply with the performance standards herein including, without limitation, requirements for facade articulation and design.
  - 9.4. Parking terraces shall maintain the same level as the building that they are considered building through the use of raised screening by use of planting or fencing.
- ### 10. Exterior Lighting
- 10.1. Lighting, for reasons of safety and the reduction of light trespass, glare and light pollution, all outdoor lighting in the lot shall comply with the following provision. Direct light emitted by exterior luminaires shall be shielded to a full cutoff and shall not emit directly by a lamp, off a reflector, or through a reflector above a plane of 75 degrees measured from the luminaire's lowest emitting part. From-street lighting fixtures shall not exceed fourteen feet in height.
  - 10.2. All outdoor public and semi-public shall be shielded and every area in buildings should provide protection from adverse weather through the use of awnings, overhangs or screens.
  - 10.3. Lighting shall be used to enhance the use of exterior spaces, low pressure sodium, high pressure sodium and high voltage quartz halogen over 100 watts is prohibited.

## 6.1. General + 6.2. Building Height, Massing and Organization

6. Building Scale, Proportion, Exterior Appearance



- ### 6.1. General
- 6.1.1. Proposed Development Projects should address human scale by including architectural details in massing.
  - 6.1.2. Provision of public safety. Site design shall include adequate water supply distribution and storage for fire protection. Vehicular circulation shall meet the access needs of emergency and public safety vehicles. The adequacy of the fireproofing, public safety measures will be based on the responsible requirements of the Massachusetts Chief of Police and Fire Chief, in their respective fields.
  - 6.1.3. To the maximum extent feasible, new architectural features, new architectural details shall be located underground.
  - 6.1.4. Building design shall be adequate to be eligible for Silver or better certification pursuant to the Leadership in Energy and Environmental Design (LEED) criteria, as promulgated by the U.S. Green Building Council.
  - 6.1.5. A Development Project in the Transit Square District including more than one building shall include visual environmental effects along the building to avoid a uniform appearance. This may include but is not limited to variations in building height, massing, building materials and color, and variations in unit mass per
- ### 6.2. Building Height, Massing and Organization
- 6.2.1. When designing the facade, neighboring windows all lines and edge lines should be extended over the facade of the new building.
  - 6.2.2. Upper floors of buildings facing Pleasant Street shall have a front setback that is a minimum of 7' greater than the front setback of the first floor in order to minimize shade impacts on the adjacent 'Transit' and 'Park'.

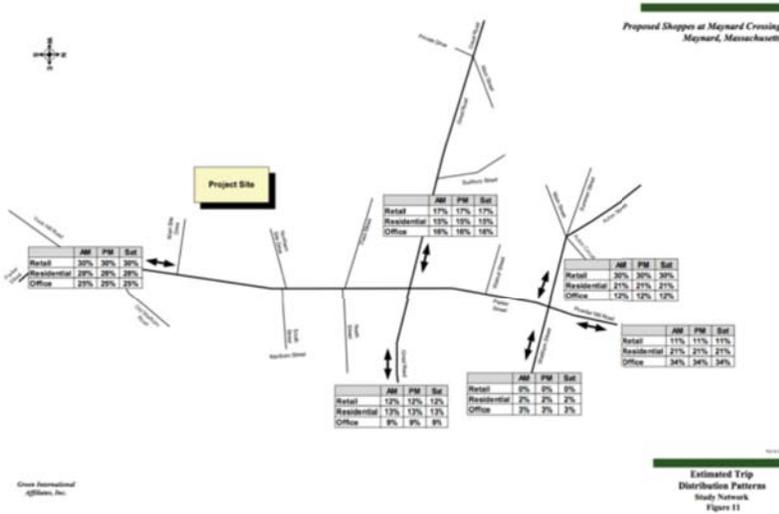
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- Infrastructure Certification (may be conditioned on agreed improvements)

- State (DHCD) approval required before Town Meeting vote

# Smart Growth Zoning: A Policy Option



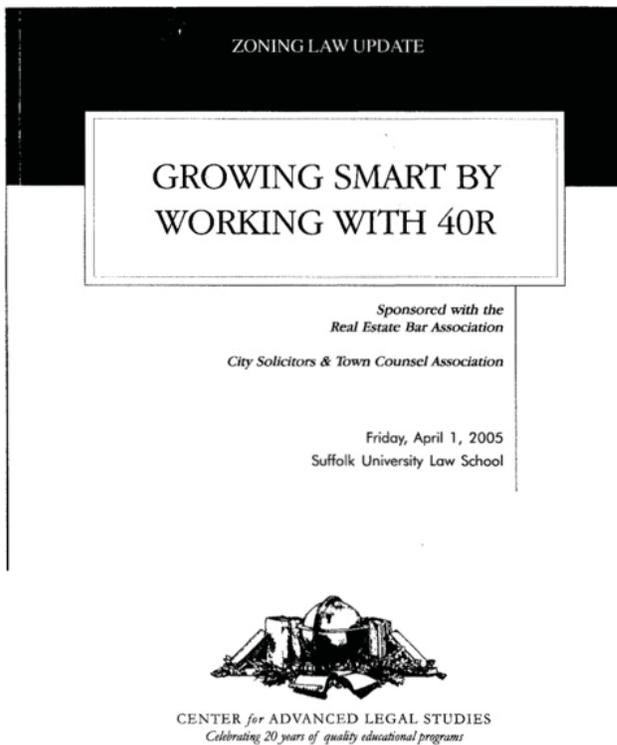
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# Smart Growth Zoning: A Policy Option



- Smart Growth Location
- As-of-right permitting, subject to Design Standards
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• State (DHCD) approval required before Town Meeting vote

Friday, September 27, 13

81

## Facilitator Recommendations for Next Steps

- Designate public sector lead entity
- Consider pursuing Smart Growth Zoning (G.L. c. 40R)
- What process would be involved?
  - Eligible Location Designation
  - Overlay Zoning; Sub-Districts
  - Design Standards
  - Infrastructure Certification
  - Concurrent State Approval (est. 3 - 5 months)
- And/or, consider NBOD amendments
- Recommended Working Group Charge
  - Review Smart Growth Zoning as an option and make recommendation to the Board of Selectmen
  - Lead preparations for at least two public workshops prior to Town Meeting
  - Consider
    - Key: determine analysis scope items
      - Legal
      - Infrastructure
      - Fiscal
- Recommended timeline: 5 months

Friday, September 27, 13

83

## Questions and discussion

## Closing

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- Many thanks to Eric R. Smith, AICP, Town Planner, and to **ALL OF YOU** who have continued to participate in the planning process for 129 Parker Street in recent months and over the years