



# **Kelley's Corner:** *"The Corner that Connects Us"*

## Public Forum

The Cecil Group  
Acton 2020  
Town of Acton

March 7, 2013

# AGENDA

Purpose of Forum

Kelley's Corner Project

Examples of the Planning Processes

Next Steps

Dialogue: Questions and Answers



# PURPOSE

April 1 Town Meeting Capital Request for  
**Kelley's Corner Project**

**Inform:** Kelley's Corner Project

**Explain:** Example of Planning Process

**Listen:** Questions, Concerns and Feedback

## Acton 2020



**Today. Tomorrow. Together.**

# KELLEY'S CORNER PROJECT: Capital Request

## \$277,000 Capital Request

- Provides funding to begin transforming Kelley's Corner
- Included in the Town Manager's FY2014 budget
- Requires approval at Town Meeting on April 1, 2013

### Breakdown of 2013 Capital Request

Existing Conditions Analysis	\$50,000
Zoning and Design Framework	\$40,000
Preliminary Engineering Plan (25%)	\$162,000
Contingencies ~10%	\$25,000
<b>TOTAL TOWN COST</b>	<b>\$277,000</b>

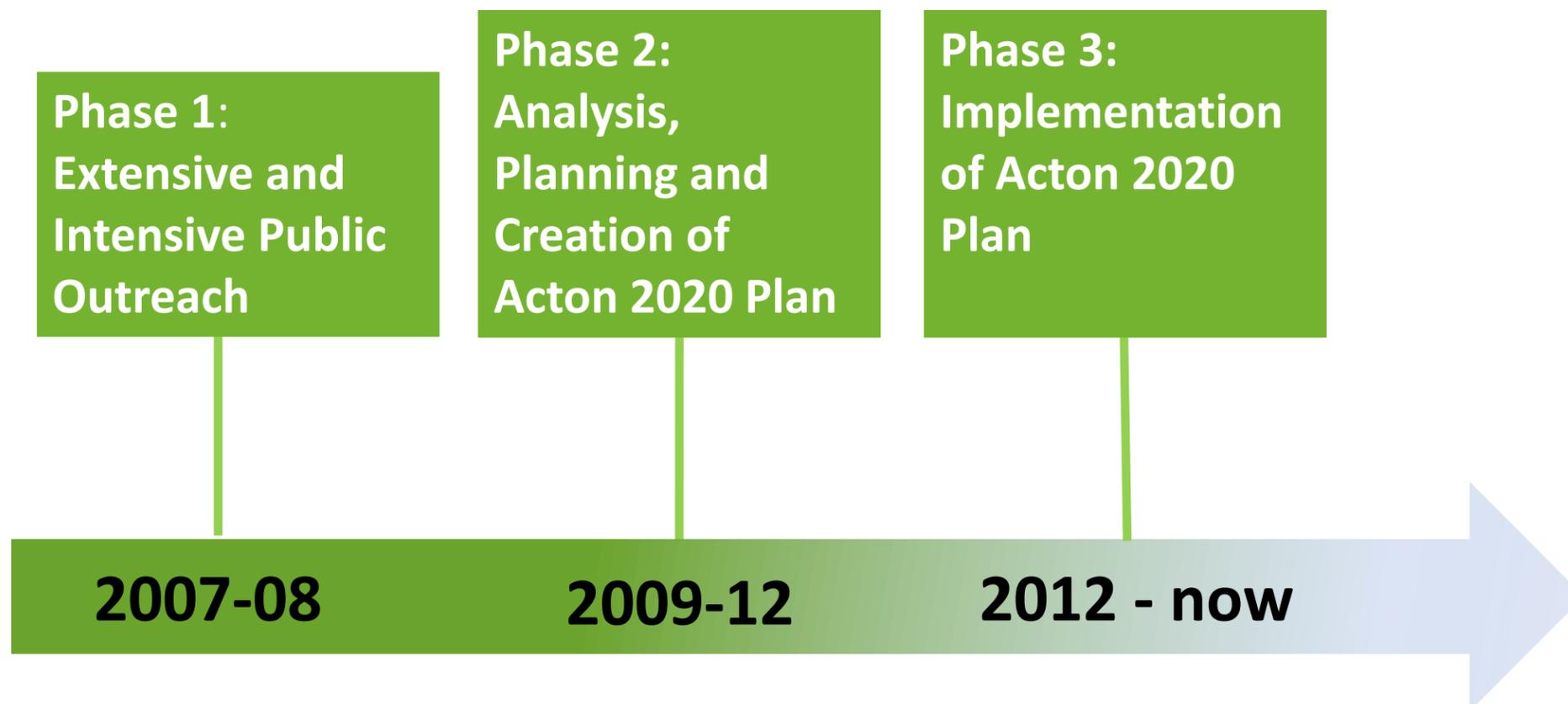
# KELLEY'S CORNER PROJECT: Context

## Previous Planning

- 1995 Kelley's Corner Specific Area Plan
- 1997 Kelley's Corner Circulation Plan
- 2010 Revisioning Kelley's Corner/Open Neighborhood project
- 2012 Acton 2020 Comprehensive Community Plan

## Acton 2020 Committee

- Formed to work with Town committees, boards and departments to implement action items in Acton 2020 Plan



# KELLEY'S CORNER PROJECT: Context

## Kelley's Corner

- Long-term priority of Board of Selectmen
- Acton 2020 Plan high priority action item:

**Develop Kelley's Corner into a mixed-use  
Town center with ease of transportation**



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# KELLEY'S CORNER PROJECT: Context

## Benefits of Creating a Walkable, Vibrant Town Center

### Tap into unrealized potential of Kelley's Corner

- Underutilized properties such as the Kmart and Verizon properties



<http://www.flickr.com/photos/10073060@N00/2380065351/sizes/m/in/photostream/>

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# KELLEY'S CORNER PROJECT: Context

## Benefits of a Creating a Walkable, Vibrant Town Center

- Promote town identity
- Improve traffic and pedestrian safety
- Improve ADA accessibility
- Improve connectivity
- Foster community
- Provide local shopping/dining and employment
- Provide housing options near town center
- Increase fiscal capacity through larger tax base

# KELLEY'S CORNER PROJECT: Project Area

**Growth and Redevelopment Opportunities**  
(e.g. KMart)

**Gateway to the Town**

**Geographic Center of Town**

**Transportation Access**  
(Route 2 and commuter rail)

**Support for Focused Investments**



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# KELLEY'S CORNER PROJECT: Project Details

## Follows Acton 2020 Plan's Recommendations to Focus on 3 Specific Tools

- Zoning
- Design guidelines
- Public infrastructure

## Enables Competitive Application for MassWorks Grant

- Leverage as much as \$3 million of public investments

### Action Item Sorter

Sort by  Order  Items per page

		Priority	Timing
1.1.1.1	<a href="#">Concentrate growth</a>	Highest	New Sustained Action (start by 2015 and continue through 2030)
1.1.2.1	<a href="#">Review zoning in light of plan goals and buildout potential</a>	Highest	Short-Term (complete by 2015)
1.1.2.5	<a href="#">Planning staff</a>	Highest	Short-Term (complete by 2015)
1.1.3.2	<a href="#">Improve design review process</a>	Highest	Short-Term (complete by 2015)
1.2.1.1	<a href="#">Key Centers Plan</a>	Highest	Short-Term (complete by 2015)
1.2.1.2	<a href="#">Zoning to support Key Centers Plan</a>	Highest	Short-Term (complete by 2015)
1.2.2.1	<a href="#">Redevelop Kelley's Corner</a>	Highest	Short-Term (complete by 2015)
1.2.2.2	<a href="#">Concentrate town investments in Kelley's Corner</a>	Highest	Medium-Term (complete by 2020)
1.2.2.4	<a href="#">Kelley's Corner Association</a>	Highest	Short-Term (complete by 2015)
1.3.2.1	<a href="#">Implement OSRP (Open Space portion)</a>	Highest	Short-Term (complete by 2015)
1.3.2.2	<a href="#">Zoning to protect open space</a>	Highest	Short-Term (complete by 2015)
1.3.2.3	<a href="#">Funding of open space protection</a>	Highest	Ongoing (existing actions or efforts to be continued and expanded)

# KELLEY'S CORNER PROJECT: Project Details

## Existing Conditions Analysis

- Land use, real estate market, transportation and mobility, infrastructure, parking and other conditions

## Zoning and Design Framework

- Recommendations for zoning changes and design guidelines

## Preliminary Engineering Plans for Infrastructure Improvements

- Traffic signals, underground utilities, drainage, sidewalks, crosswalks, public transit support and bike lanes



# EXAMPLE PLANNING PROCESS: Elements

Process

Existing Conditions Analysis

Alternatives

Preferred Alternative: Vision

Recommendations

- Zoning regulations
- Design guidelines
- Design parameters for engineering work (infrastructure improvements)

Preliminary Engineering Plans

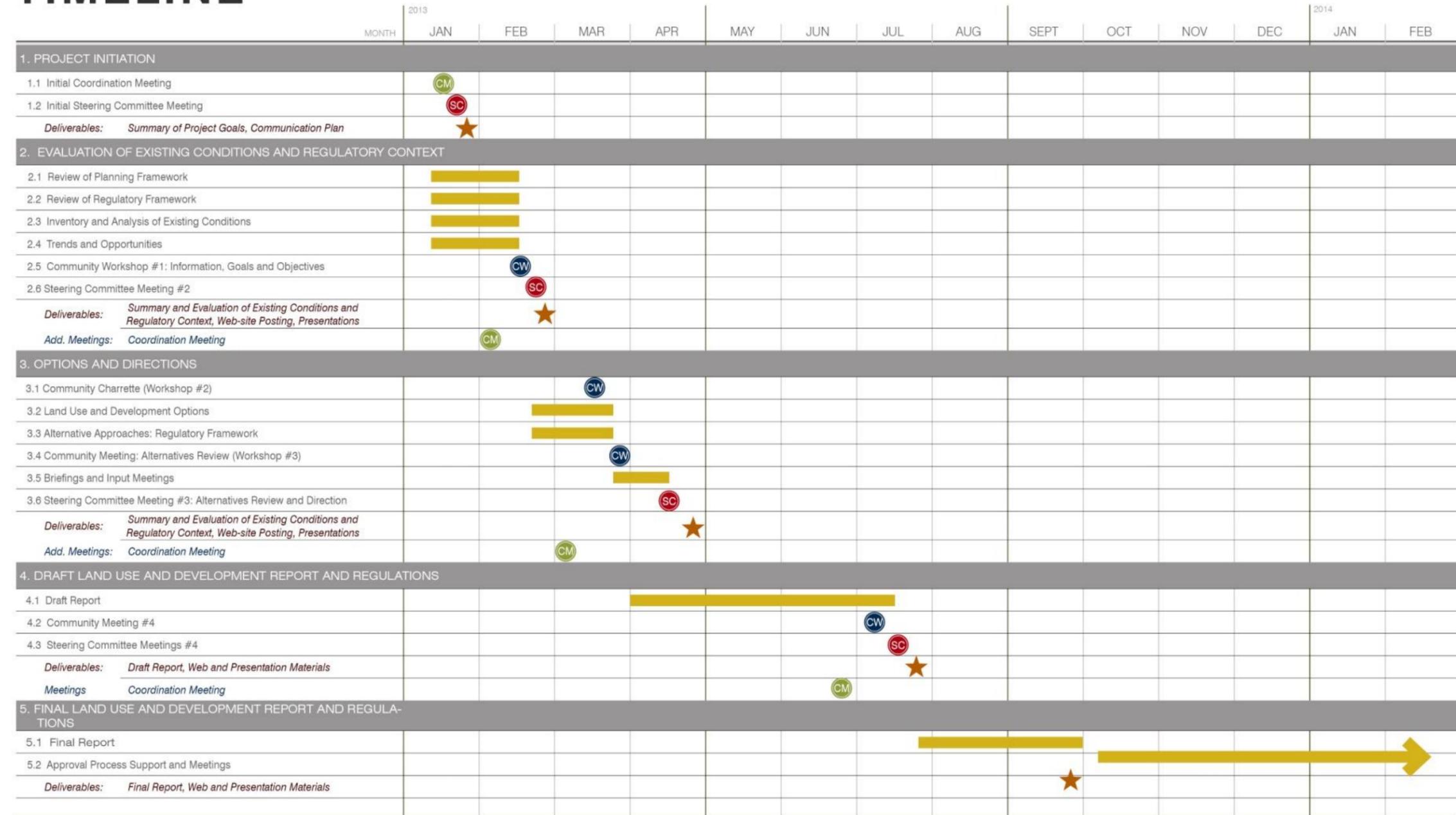


**Public Outreach**

# EXAMPLE PLANNING PROCESS: Process

## Clear Schedule

### TIMELINE



# EXAMPLE PLANNING PROCESS: Public Outreach

## Interviews, Focus Groups and Publicity



// NOTICE OF PUBLIC WORKSHOP //

### Thompsonville's Future

You are invited to a Public Workshop to discuss the future Thompsonville.

THE VILLAGE CENTER  
100 High Street

**SATURDAY • FEBRUARY 23, 2013**

9:00 - 9:45 A.M. BUS TOURS OF THOMPSONVILLE  
(EVERY 15 MINUTES)

10:00 A.M. PUBLIC WORKSHOP

For more information contact José Giner, Town of Enfield Director of Planning  
jginer@enfield.org or 860-253-6356

### Windsor Center TOD Program

Shaping the Future of Windsor Center

[HOME](#) [ABOUT](#) [MAPS](#) [PHOTOS](#) [QUICK FACTS](#)



### Visual Preference Survey Results

[Leave a reply](#)

Here are the results from the [Visual Preference Survey](#) that was given at last week's public workshop! The images that people liked the most have been outlined in black. (People were instructed to rank each image 1 through 5, with 1 being the most desirable.)

This entry was posted in [Uncategorized](#) on [January 15, 2013](#).

### Jan. 10 Workshop Presentation

[Leave a reply](#)

Thank you to everyone who participated in last night's public workshop in Town Hall! Roughly 70 people attended and partook in our interactive workshop exercises. We will be posting the results of the exercises here as soon as they are available.

SEARCH

RECENT POSTS

[Visual Preference Survey Results](#)  
[Jan. 10 Workshop Presentation](#)  
[Jan. 10 Public Workshop!](#)  
[November Public Workshop Results](#)  
[Thank you!](#)

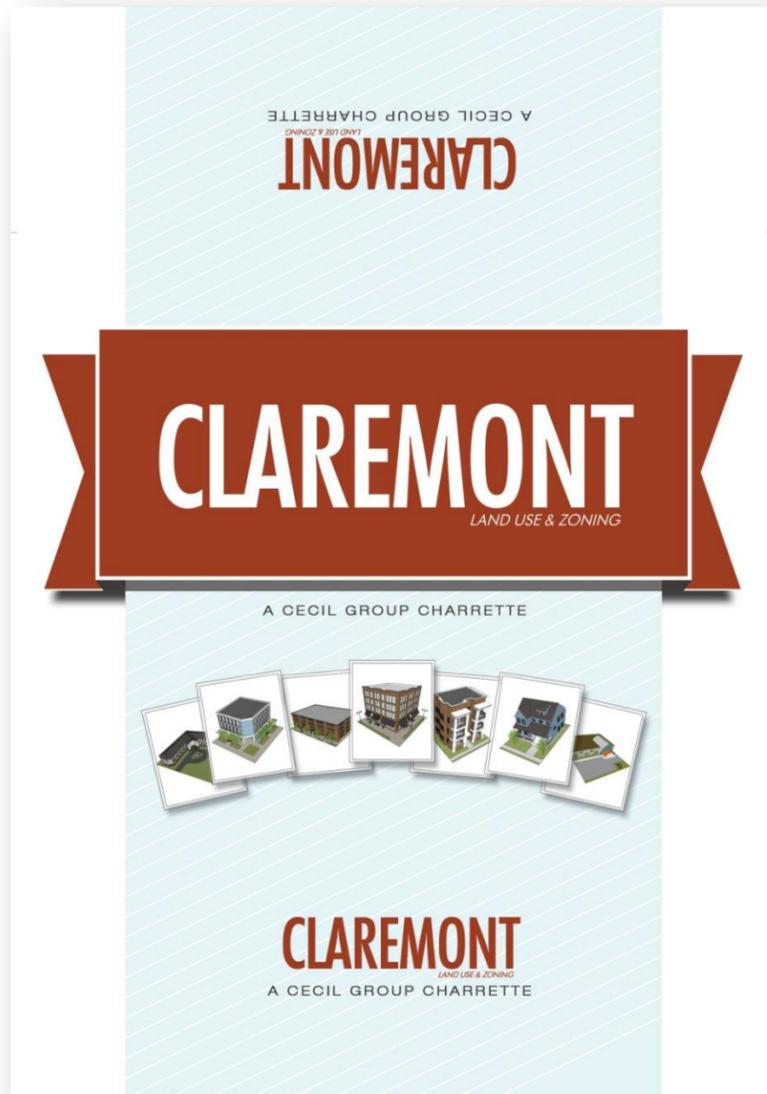
ARCHIVES

Select Month

# EXAMPLE PLANNING PROCESS: Public Outreach

## Public Workshops

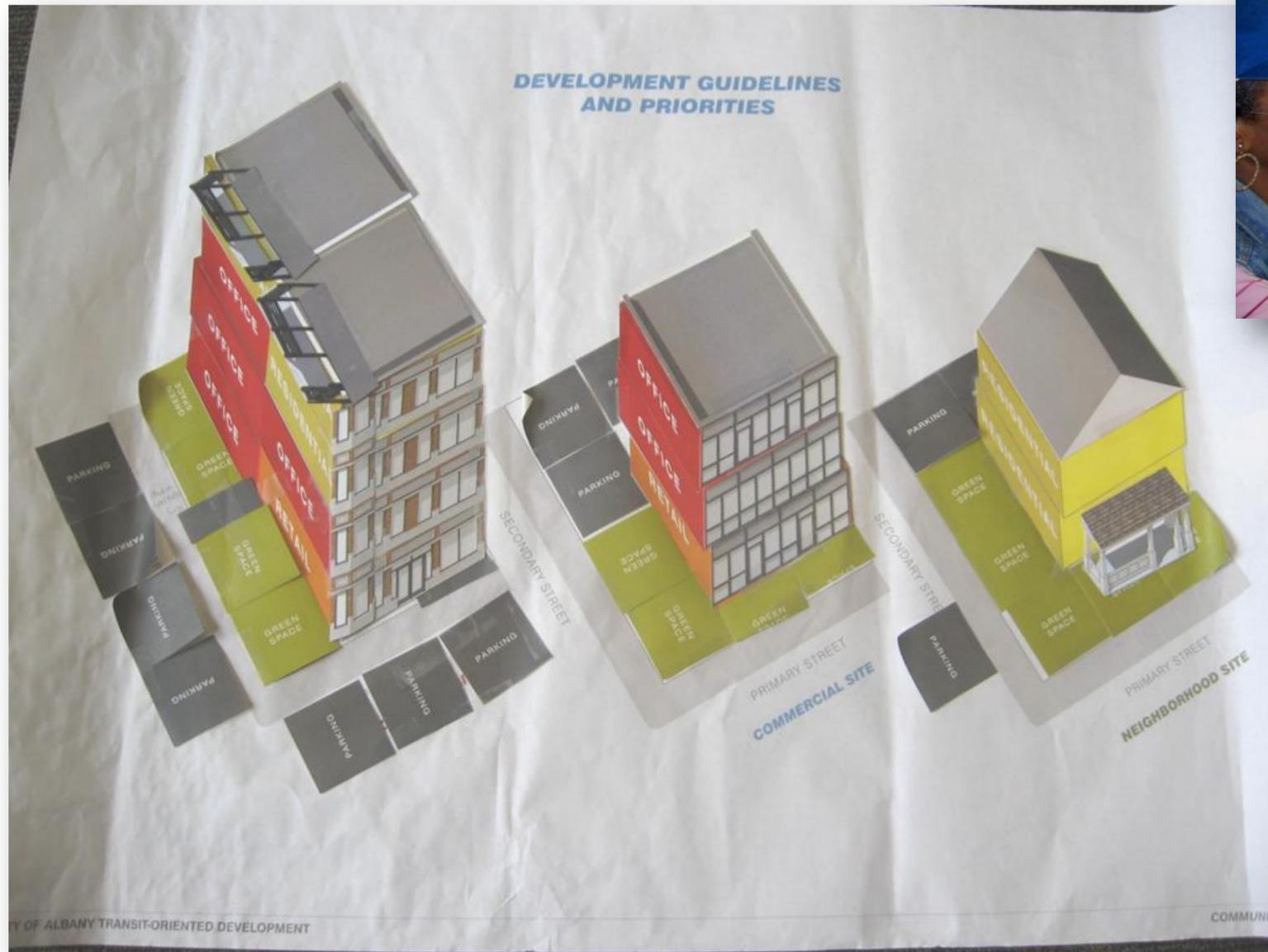
- Interactive, hands-on exercises



# EXAMPLE PLANNING PROCESS: Public Outreach

## Public Workshops

- Interactive, hands-on exercises

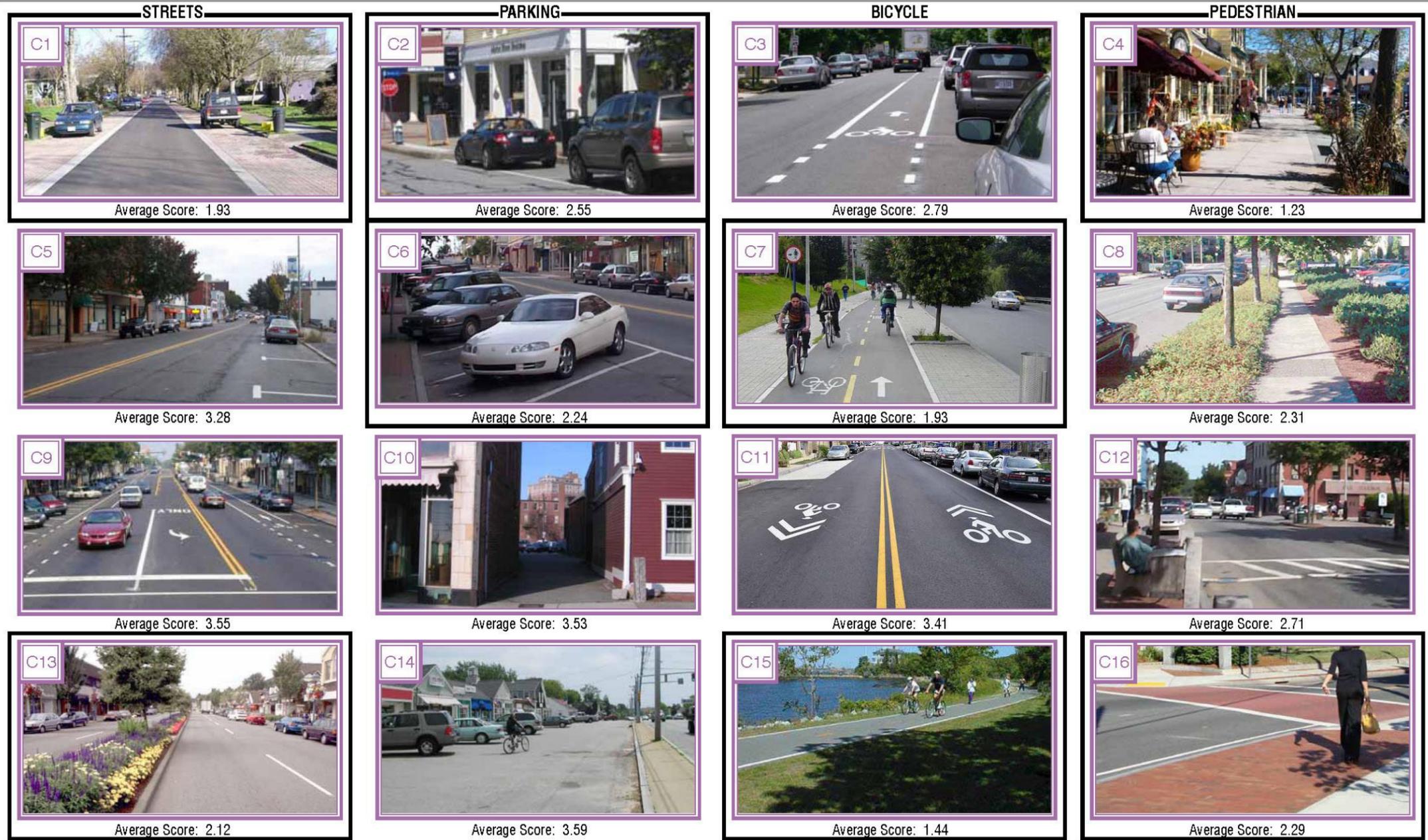


# EXAMPLE PLANNING PROCESS: Public Outreach

## Visual Preference Surveys

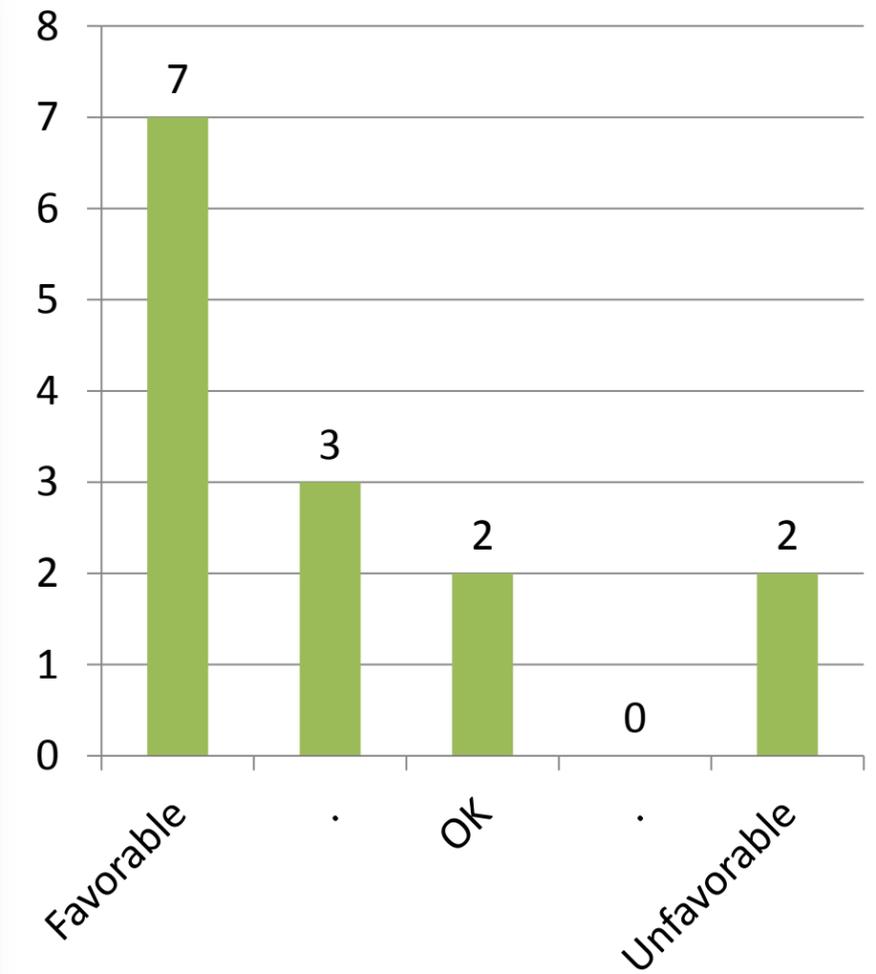
WINDSOR CENTER TRANSIT-ORIENTED DEVELOPMENT:

### Streetscape and Transportation



# EXAMPLE PLANNING PROCESS: Public Outreach

## Visual Preference Surveys



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# EXAMPLE PLANNING PROCESS: Existing Conditions

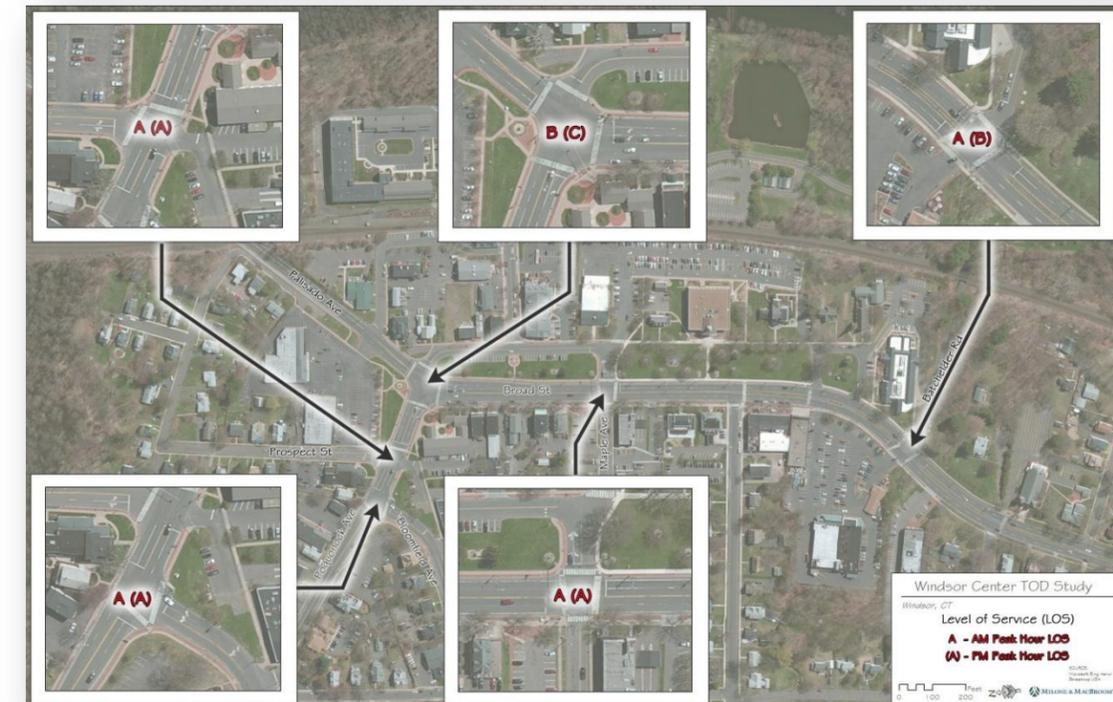
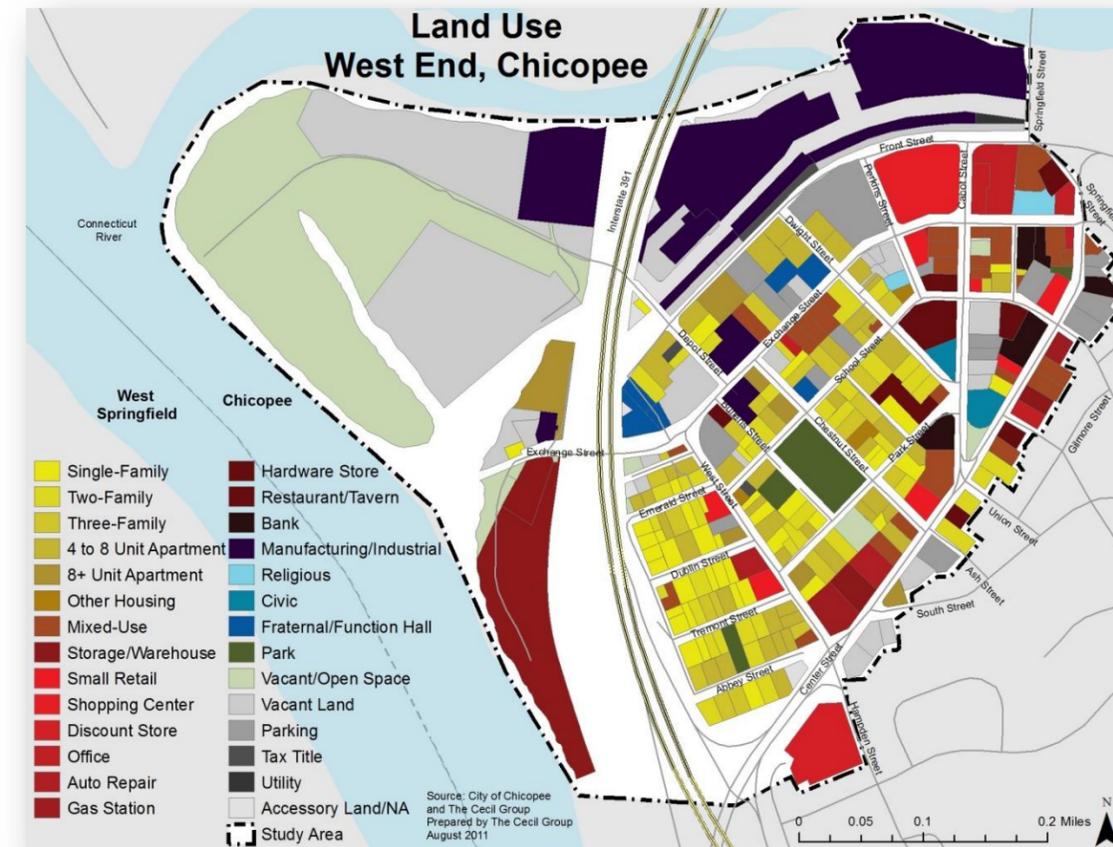
Land Use and Urban Design

Transportation and Mobility

Infrastructure

Parking

Housing/Commercial Real Estate Market



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# EXAMPLE PLANNING PROCESS: Market and Economic Analysis

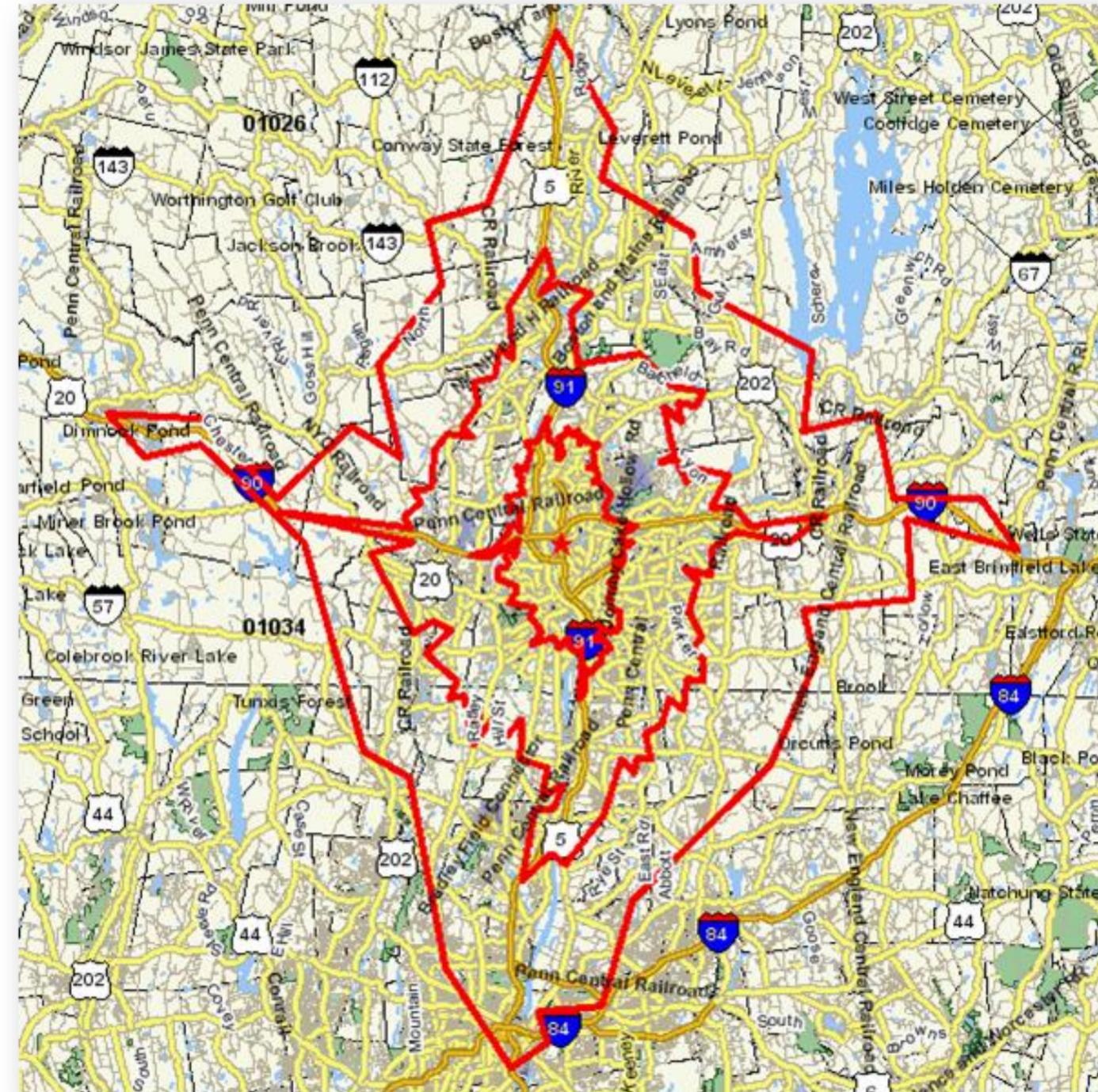
Retail Gap Analysis

Office Rents and Demand

Special Use: Theatre,  
Community Center, etc.

Housing Demand Models

Economic Impact Assessment



# EXAMPLE PLANNING PROCESS: Case Studies



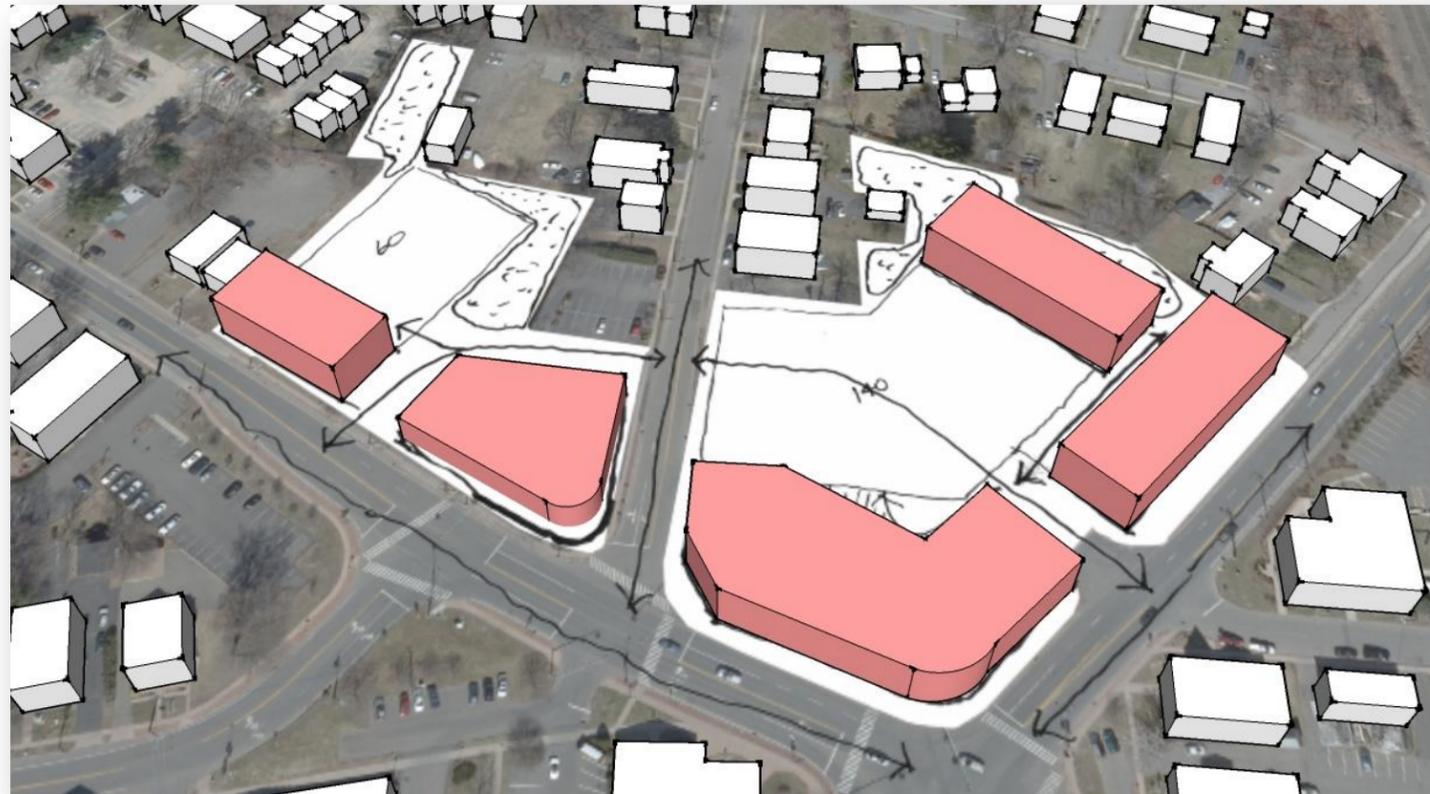
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# EXAMPLE PLANNING PROCESS: Alternatives

## Conceptual Alternatives

- Clear options
- Feedback from public and steering committee
- Provide direction



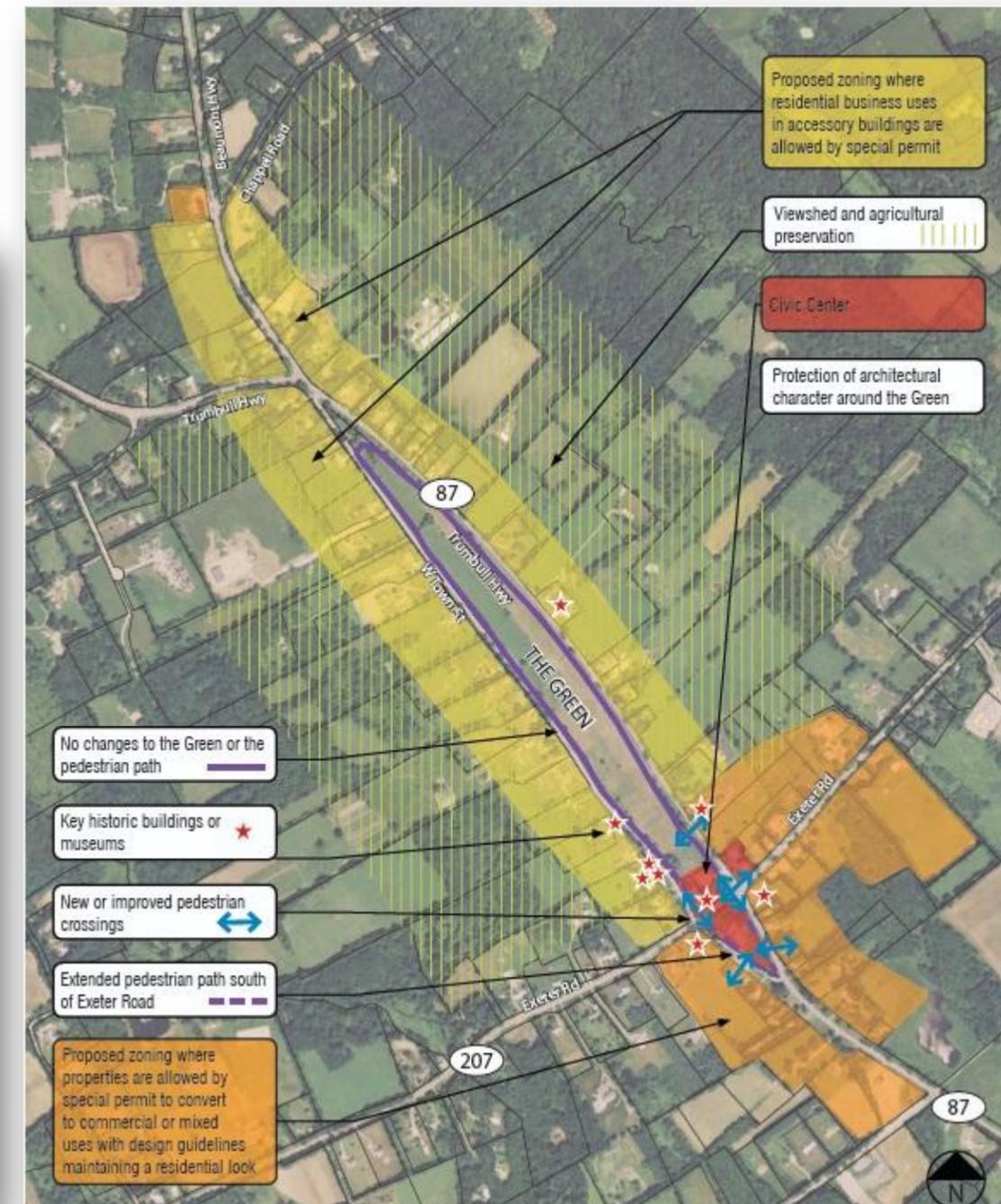
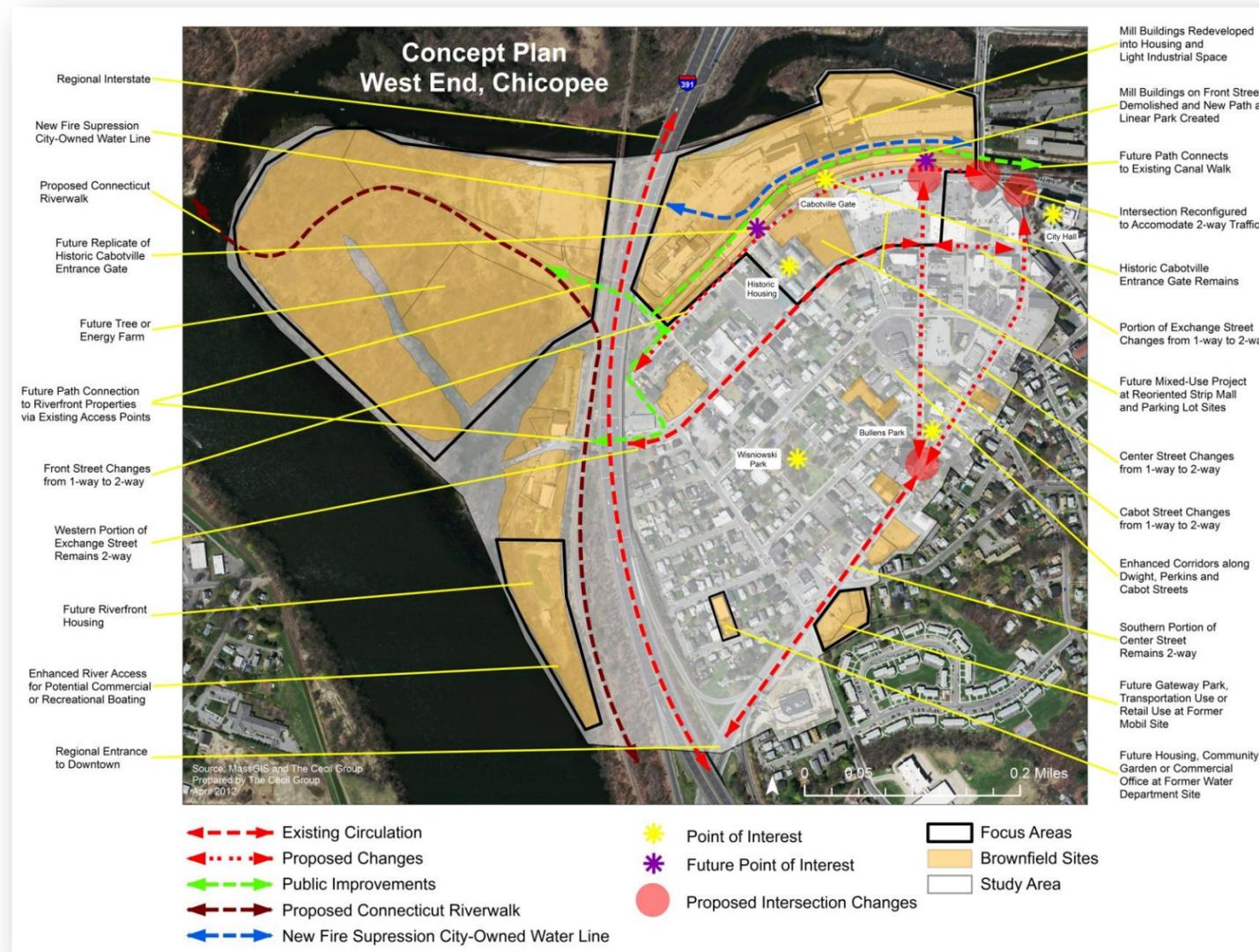
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# EXAMPLE PLANNING PROCESS: Vision

## Preferred Alternative



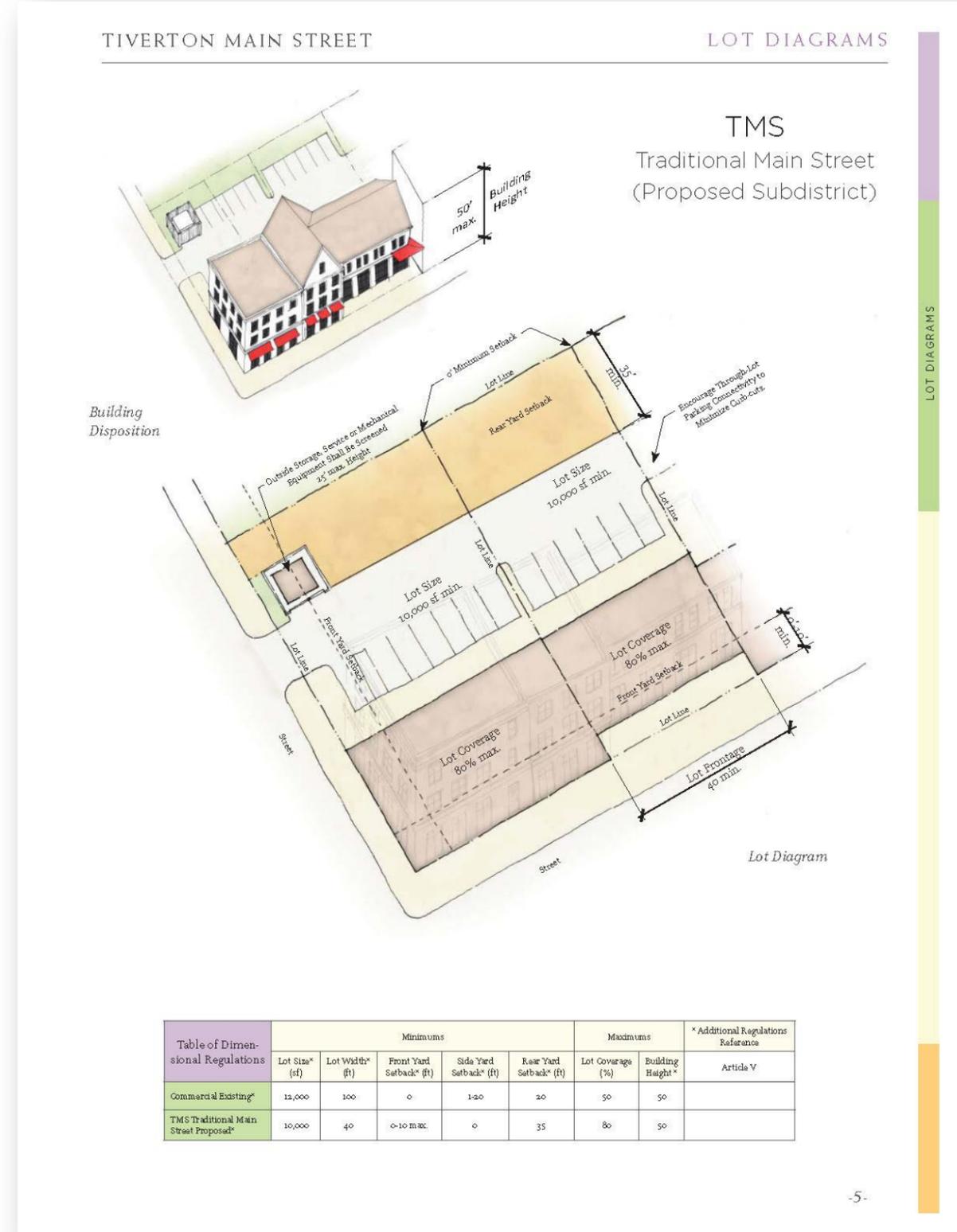
# EXAMPLE PLANNING PROCESS: Recommendations

Zoning Regulations 

Design Guidelines

Design and Engineering

- Infrastructure Improvements



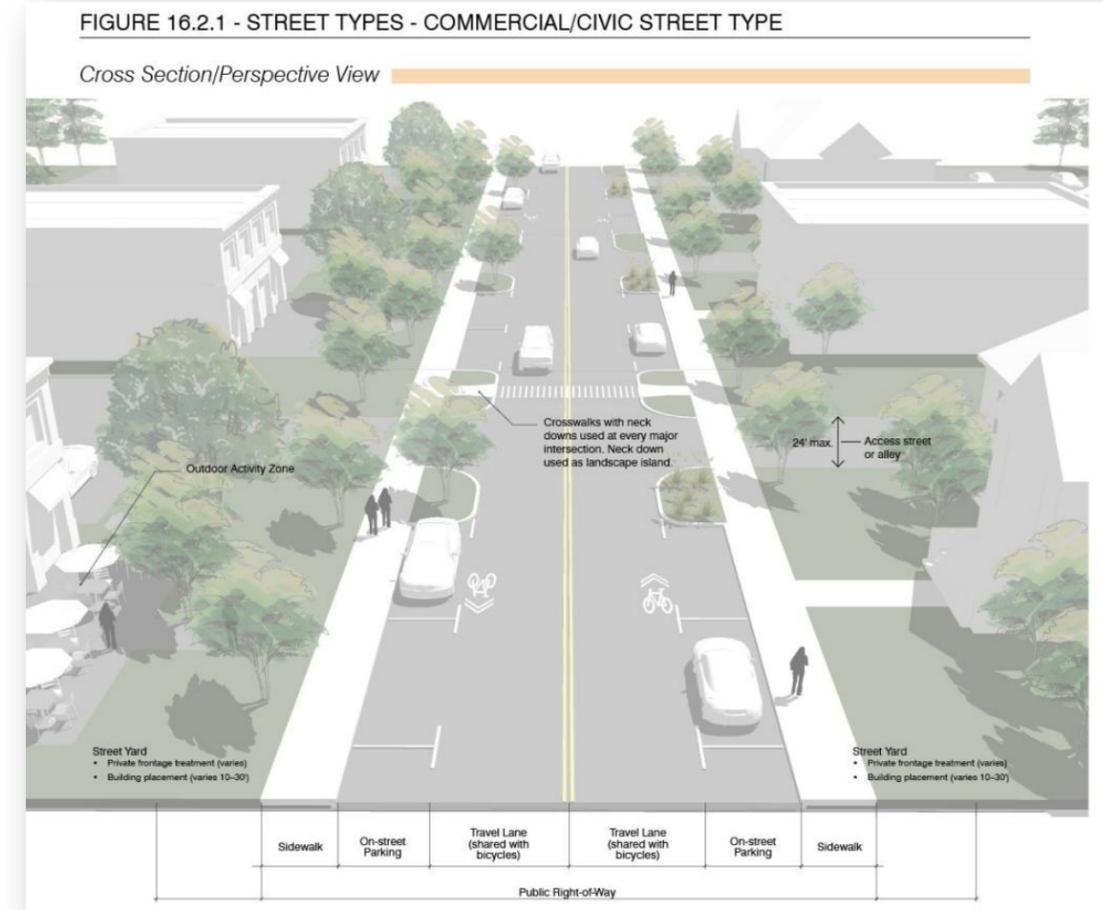
# EXAMPLE PLANNING PROCESS: Recommendations

Zoning Regulations

Design Guidelines 

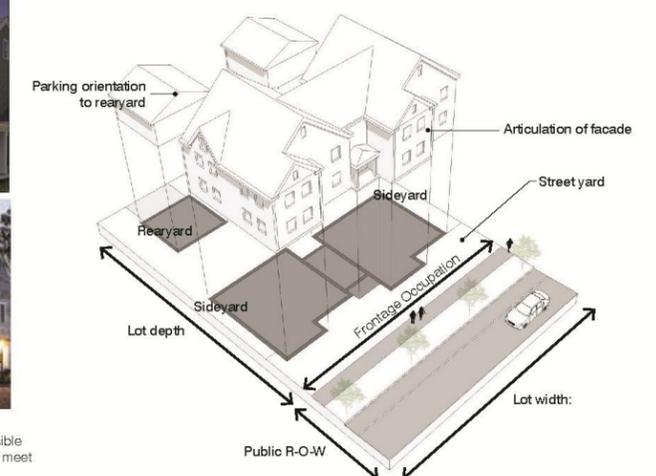
Design and Engineering

- Infrastructure Improvements



Multi-Family Residential Building and Site Type

Character Examples:



The illustrations of Figure 16.3.1 represent one possible solution, exact conditions may vary; proposals shall meet the intent shown.

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# EXAMPLE PLANNING PROCESS: Recommendations

Zoning Regulations

Design Guidelines

**Design and Engineering**

- Infrastructure improvements 



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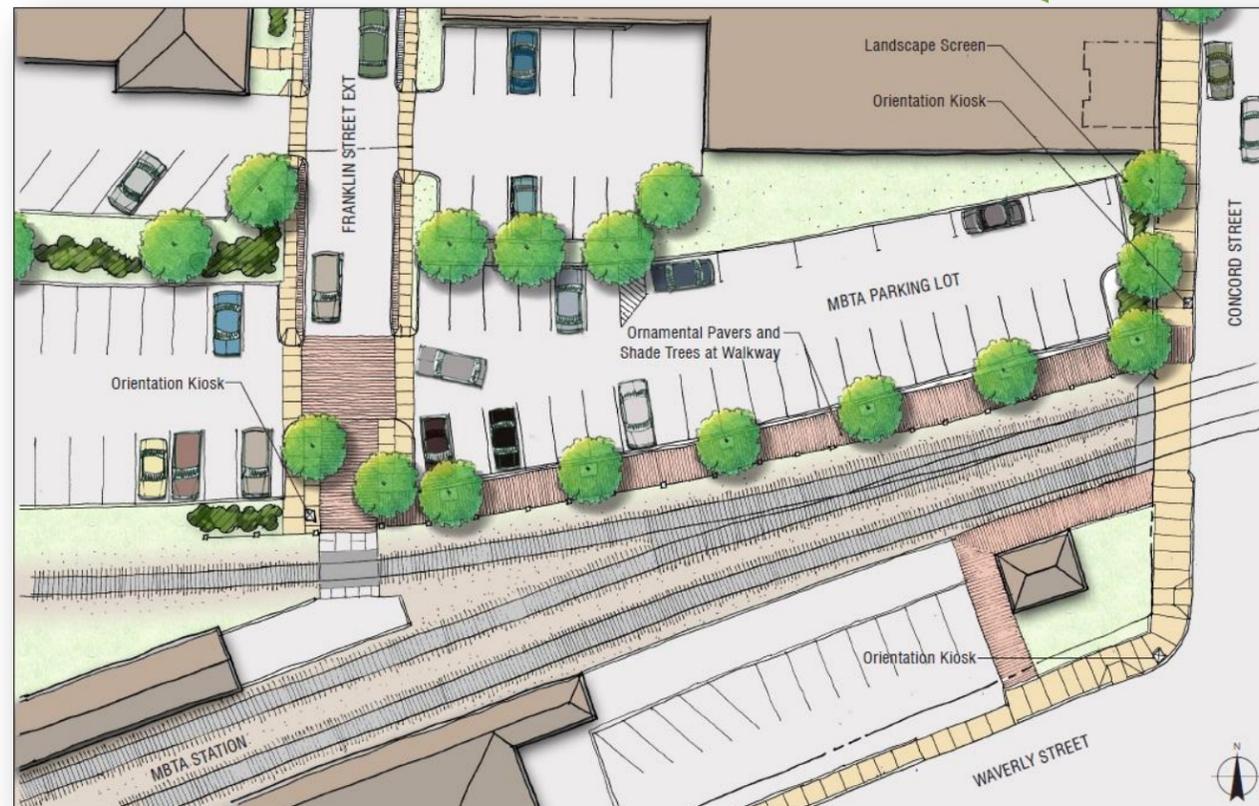
# EXAMPLE PLANNING PROCESS: Recommendations

Zoning Regulations

Design Guidelines

**Design and Engineering**

- Infrastructure improvements



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# EXAMPLE PLANNING PROCESS: Case Studies

**Blue Back Square**  
*West Hartford, CT*

**BEFORE**

**AFTER**



<http://www.stamfordwrecking.com/commercia-blueback.html>

<http://www.kwaree.com/blog/2009/03/31/blue-back-square-in-west-hartford-ct/dsc01520/>

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# EXAMPLE PLANNING PROCESS: Case Studies

**Blue Back Square**  
*West Hartford, CT*

**AFTER**



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# EXAMPLE PLANNING PROCESS: Case Studies

## Mashpee Commons *Mashpee, MA*

**BEFORE**

**AFTER**



<http://rickgellerforcc.blogspot.com/2012/01/mayor-jacobs-vision-complete-streets.html>

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# EXAMPLE PLANNING PROCESS: Case Studies

## Linden Street (Linden Square) Wellesley, MA

**BEFORE**



**AFTER**



[http://www.wellesleyma.gov/pages/WellesleyMA\\_Planning/Projects/00774523-000F8513.2/12132005\\_51405\\_2.jpg](http://www.wellesleyma.gov/pages/WellesleyMA_Planning/Projects/00774523-000F8513.2/12132005_51405_2.jpg)

<http://www.flickr.com/photos/42552051@N05/3925109448/sizes/m/in/photostream/>  
<http://www.dmassociates.com/projects/linden-square>

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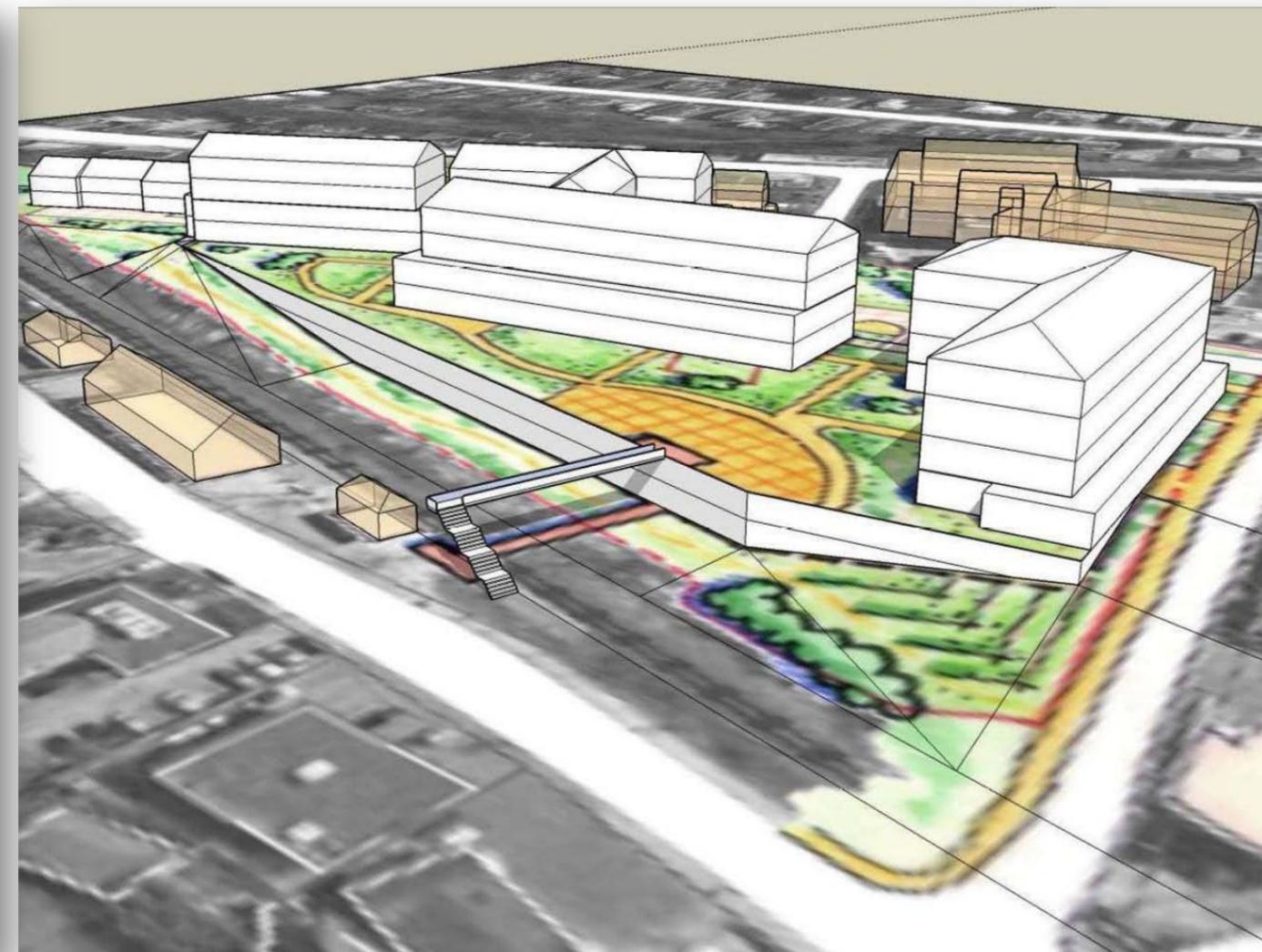
# EXAMPLE PLANNING PROCESS: Case Studies

## Town Yard Redevelopment *Andover, MA*

**BEFORE**



**VISION**



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# EXAMPLE PLANNING PROCESS: Case Studies

South Orange Avenue  
South Orange, NJ

BEFORE/TODAY



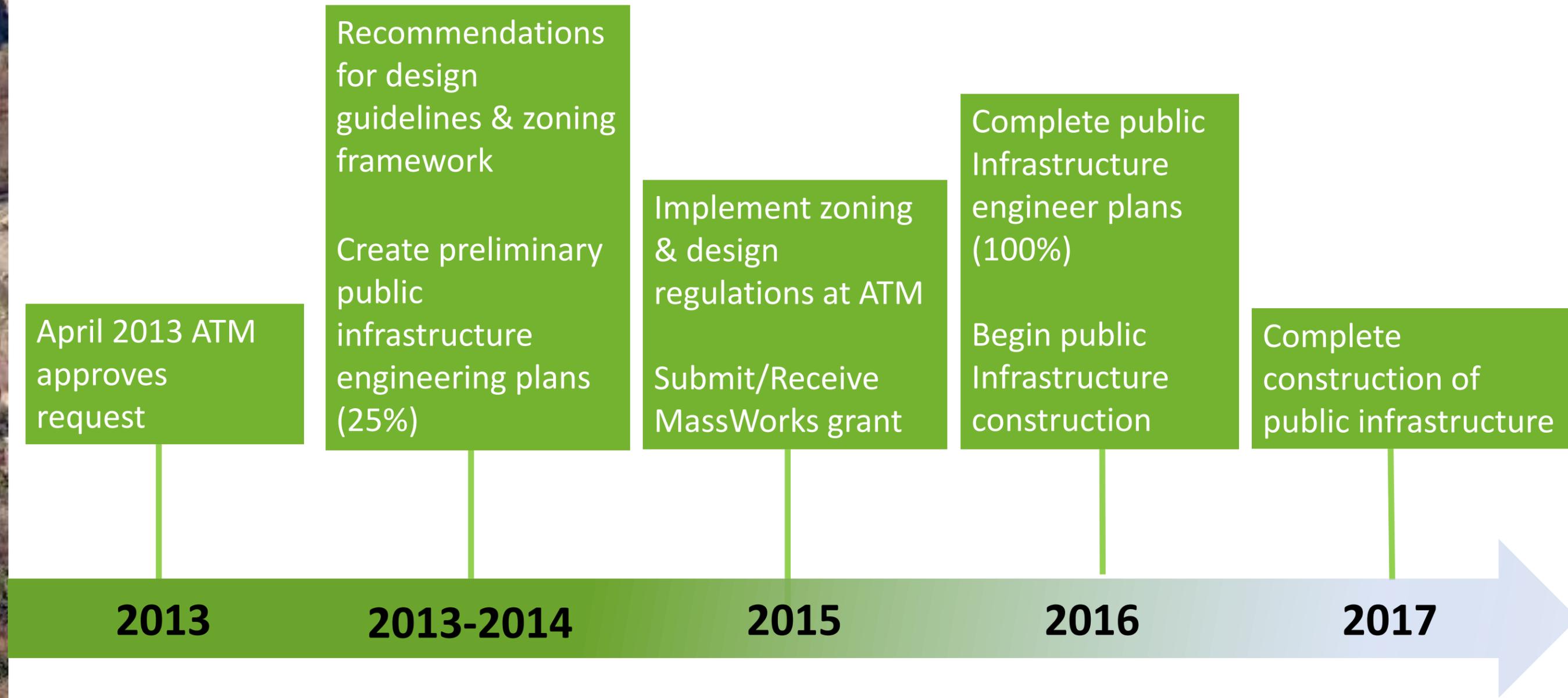
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# NEXT STEPS

April 1 Town Meeting

**Vote on \$277,000 Capital Request**



# DIALOGUE

## Questions and Comments





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