

# Article 17

## Studies and Initiatives

### MOTION

John Sonner moves to see if the Town will raise and appropriate, transfer and/or appropriate from available funds a sum of money, to be expended by the Town Manager for the implementation of the programs listed below, including related incidental costs, or take any other action relative thereto.



# Article 17 - Studies and Initiatives

Kelley's Corner Improvement Initiative	\$277,000
Acton Center Traffic Study	\$45,000
<b>Total</b>	<b>\$322,000</b>



# Acton Center Traffic Study



- Main Street and Newtown Road identified with high accident rate – Town Master Plans
- Leverage the 2001 Main Street Corridor Study
- Enhance/Improve Public Safety
- Minimize impacts to nearby roads, intersections & neighborhoods
- Preserve the character of the Town Center





# Kelley's Corner Improvement Initiative

*"Kelley's Corner - The Corner that Connects Us"*

[www.Acton2020.info](http://www.Acton2020.info)

Key priority action item in the  
Acton 2020 Comprehensive Community Plan:

**"Transform Kelley's Corner into a  
mixed-use town center."**





# Kelley's Corner Improvement Initiative

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# Creating Opportunities for Change

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- Design Guidelines
- Zoning Bylaws
- Preliminary Engineering Plans





# A Vision for Kelley's Corner

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## Unrealized potential:

- **Community**
- **Character**
- **Connections**





Today, Tomorrow, Together.

# Planning Process

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**Market and Economic Analysis**



**Existing Infrastructure Conditions/Analysis**



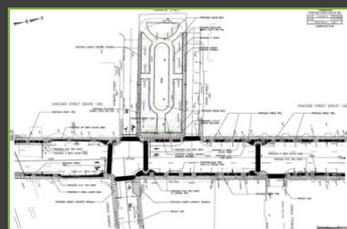
**Land Use Analysis**



**Define the Town's vision through informed public outreach**



**Design Guidelines and Zoning Bylaws**



**Preliminary Engineer Plans**



# What happens then?

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Zoning Articles and Design Guidelines go to Town Meeting



Developers build to Town's guidelines and requirements



Town receives funding



Engineering plans are completed



Construction company is chosen through public RFP process



Construction of public infrastructure is completed





# Timeline

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- Design guidelines & zoning framework
- Public infrastructure engineering plans (25%)

- Zoning & design regulations at Town Meeting
- MassWorks grant

- Public infrastructure engineering plans (100%)

- Public infrastructure construction

- Property owners make investments

- Private developers attract restaurants and retailers

2013

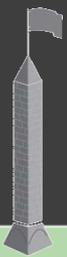
2014

2015

2016

2017

2018+





# Kelley's Corner Improvement Initiative

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## 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>





# Potential Challenges and Unknowns

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- Grant funding
- 40B
- Private investment
- Traffic





# Public Outreach

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- Acton Residents
  - Property owners
  - Business owners
  - Neighbors
  - Schools





# Why now?

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- Start now before more development begins
- Influence direction of change



# Kelley's Corner Improvement Initiative

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***The best time to plant a tree  
is 20 years ago.***

***The second best time is TODAY.***



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# Additional Slides:

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# Town's Investment Grows

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Acton  
invests  
\$277,000





# A Vision for Kelley's Corner

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## Community:

*"We want more places to gather as a community, both indoor and outdoor."*

## Character:

*"Unlike other towns that usher visitors through a front door with curb appeal, Acton invites visitors to arrive through the garage door—past parking lots, blacktop and concrete."*

## Connections:

*"We have a start: The shops in the strip mall are all walkable destinations, and the high schoolers are our primary walkers right now. We have the bones in place, we just need the vision and creativity (and political will)."*



# Why not fund the project in phases?

## Efficiency –

- Each component informs the other; all existing conditions should be evaluated at once to reduce cost
- One RFP process to reduce time and cost (RFP process can take at least 3 months)

## Quality –

- Public input should be well informed by ALL existing conditions and analysis to create a feasible design vision

## Relevancy –

- State grants require relevancy with comprehensive plans; the Acton 2020 Plan is relevant now



# What is a preliminary engineering plan?

- Existing conditions
  - Location of rights of ways
  - Traffic study
  - Location of drainage structures and utilities (electric, telephone, gas, cable TV, sewer & water)
  - Environmental impacts
- Preliminary design
  - Cross sections
  - Signal timing plan
  - Cost estimate
  - Location of road, sidewalks and bike lane and markings



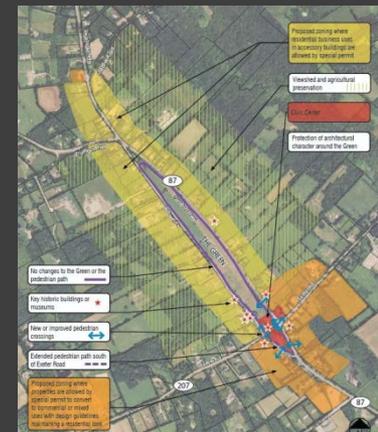
# What is a design concept plan?

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## A design concept plan helps shape zoning and design guidelines in relation to:

Types of uses, density, scale, height, orientation of parking, windows and doors, building setbacks and streetscape design





# Who will manage this process?

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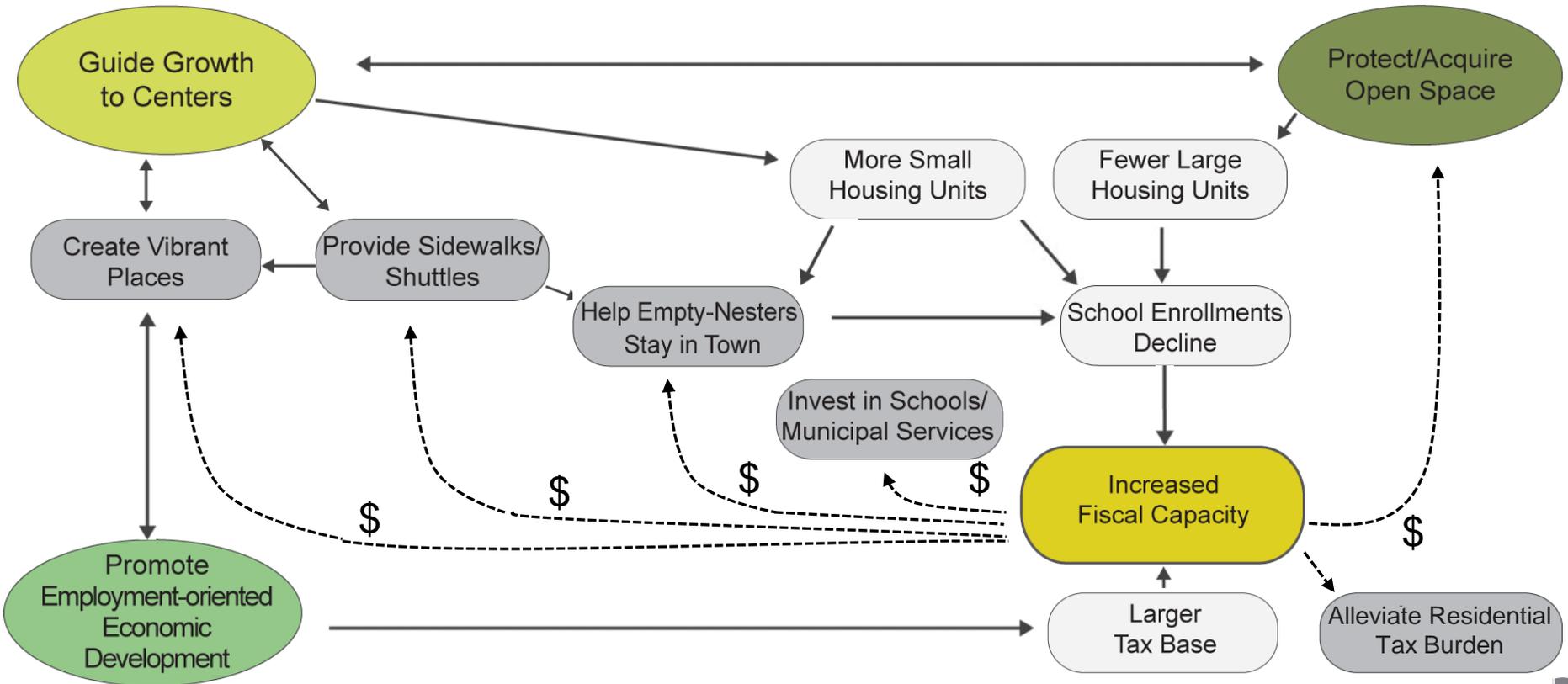
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- **The Acton 2020 Committee:** *Oversees outreach, public support, public oversight etc.*
- **The Planning Department:** *Manages day-to-day operations, oversight, consultant communication, deliverables, performance, time lines, processes payments/compensation to lead consultant, etc.*
- **Planning, engineering and design team:** *Team leader delivers project and products, coordinates sub-consultants, passes on payments etc.*





# Relationships Among Roadmap Components



# Roadmap for Guiding Growth

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- TDR allows an owner of land in a "sending area" to sell his/her development rights to an owner in a "receiving area."
- Sending and receiving areas defined by zoning bylaw in Phase III.
- Zoning can provide an incentive to use TDR.

