

PUBLIC WORKSHOP | May 7, 2014
FINDINGS AND ANALYSIS



Acton Town Center Planning

Kelley's Corner Improvement Initiative

Tonight's Events

- Introduction
- Consultant Team: Overview and Assessments
- Audience Participation: Visual Preference Survey
- Breakout Groups: How You Use Kelley's Corner
- Breakout Groups: An Image for Kelley's Corner
- Individual Exercise: Future Media Headline
- Reconvened: Reporting of Results

PROJECT >

Planning Area



Implementation Plan: Key Elements

- Infrastructure Improvement Plan – Traffic Management, Streetscape
- Regulatory Program - Zoning, Design Guidelines, Process

Public Sessions and Process

- Public Workshop: Findings and Analysis -Tonight
- Public Workshop: Vision and Alternatives – July
- Public Workshop: Implementation and Stewardship – November
- Public Roll-out: Action Plan - January

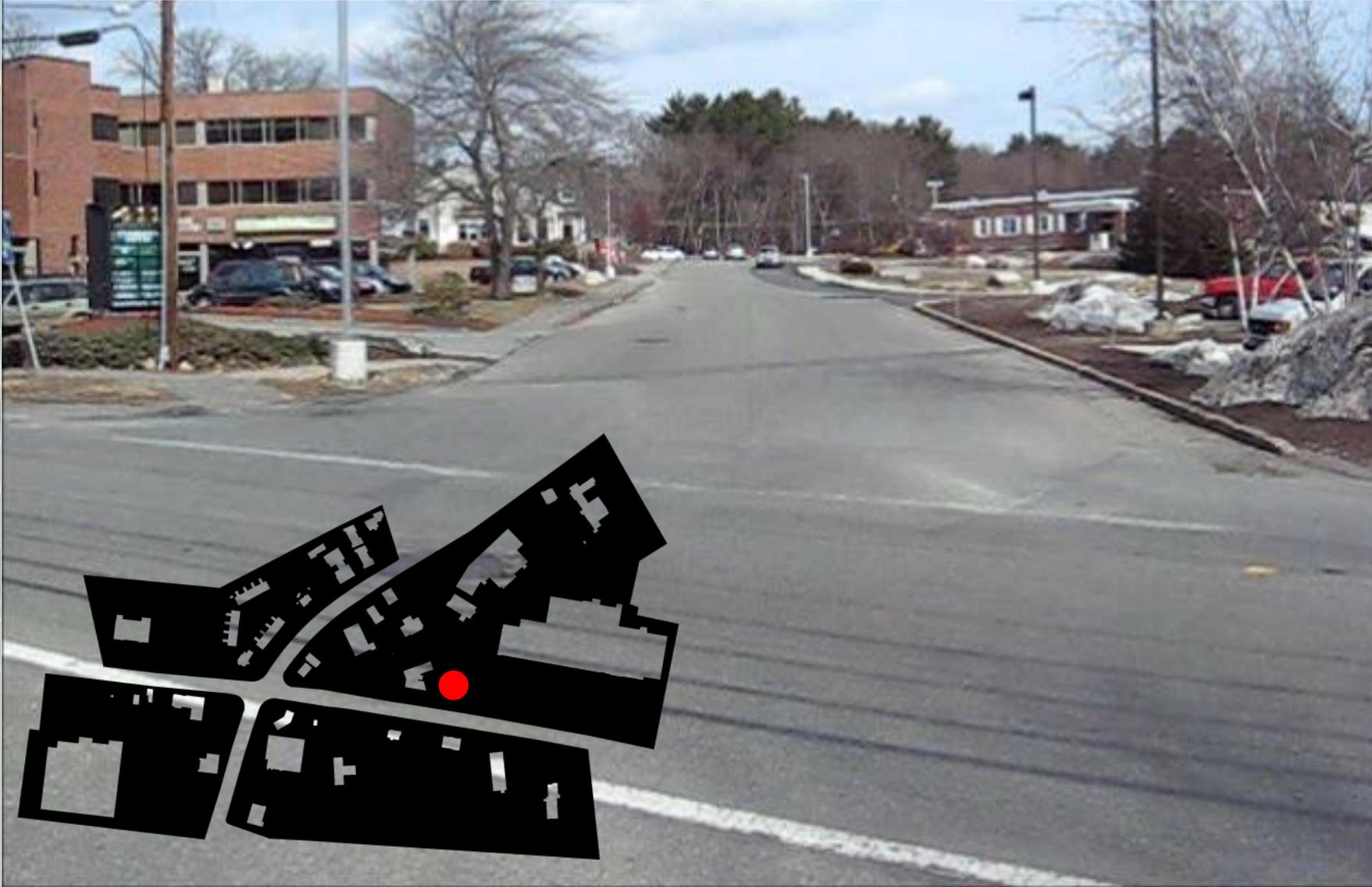
2014										2015	
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
■		■	■	■		■		■		■	



Built Environment

Built Environment >

No Name Street



New Entrance to Roche Brothers Plaza



Built Environment >

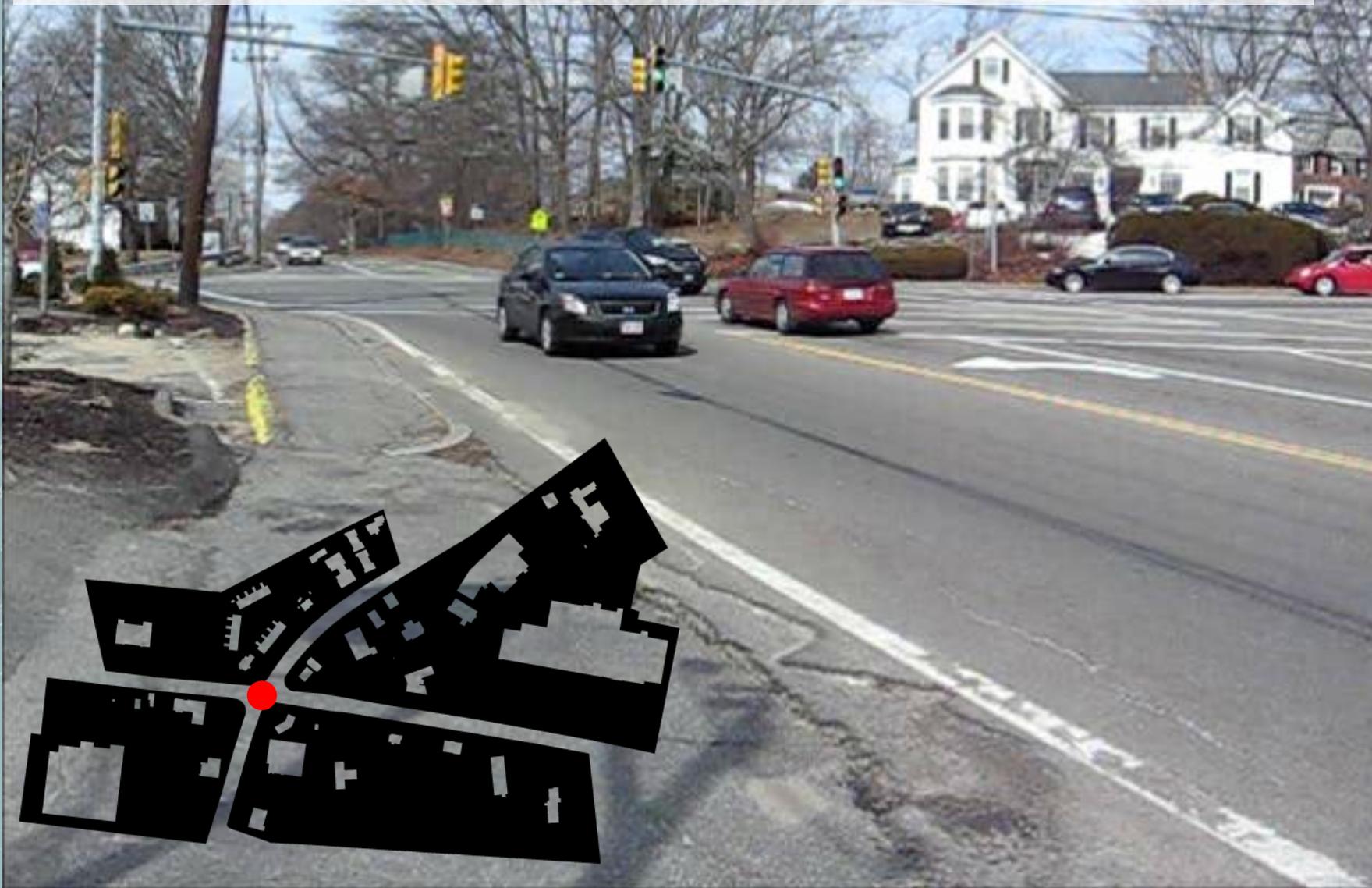
Kmart Store



Water Resources



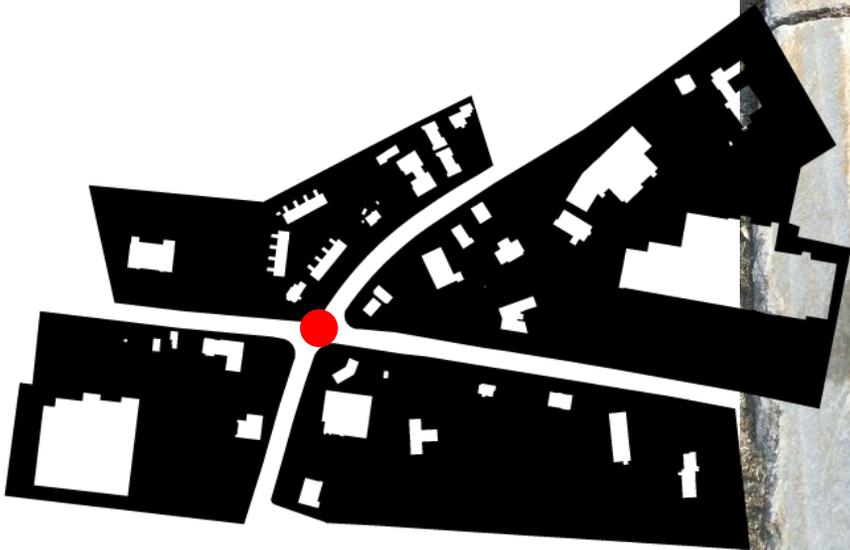
Kelley's Corner Mass Ave and Main Street Intersection



Problems with Pedestrian and Bicycle Circulation



Sidewalk Conditions



Built Environment >

Sidewalk Conditions



Sidewalk Conditions



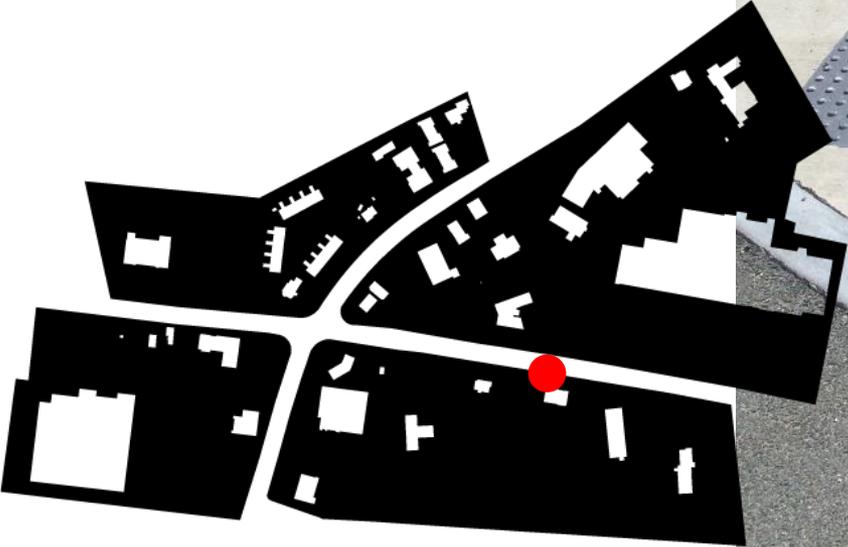
Built Environment >

Road Edge Conditions



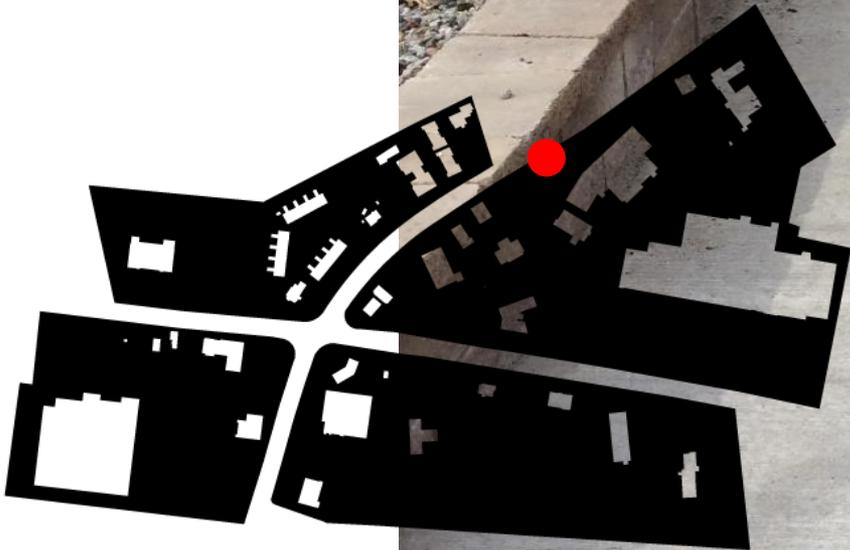
Built Environment >

New Construction



Built Environment >

New Construction



Walkways Between Properties

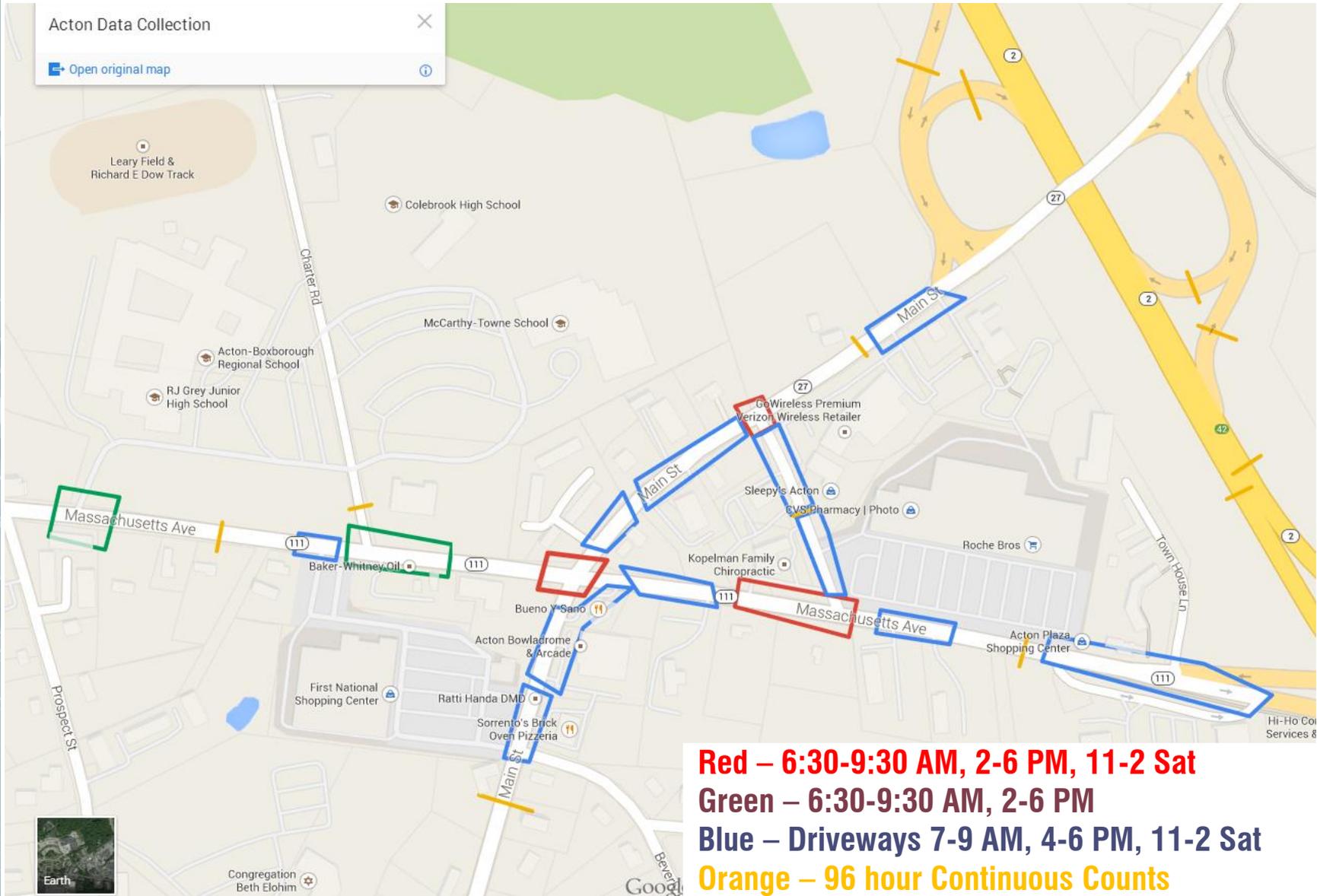




Infrastructure Conditions and Trends

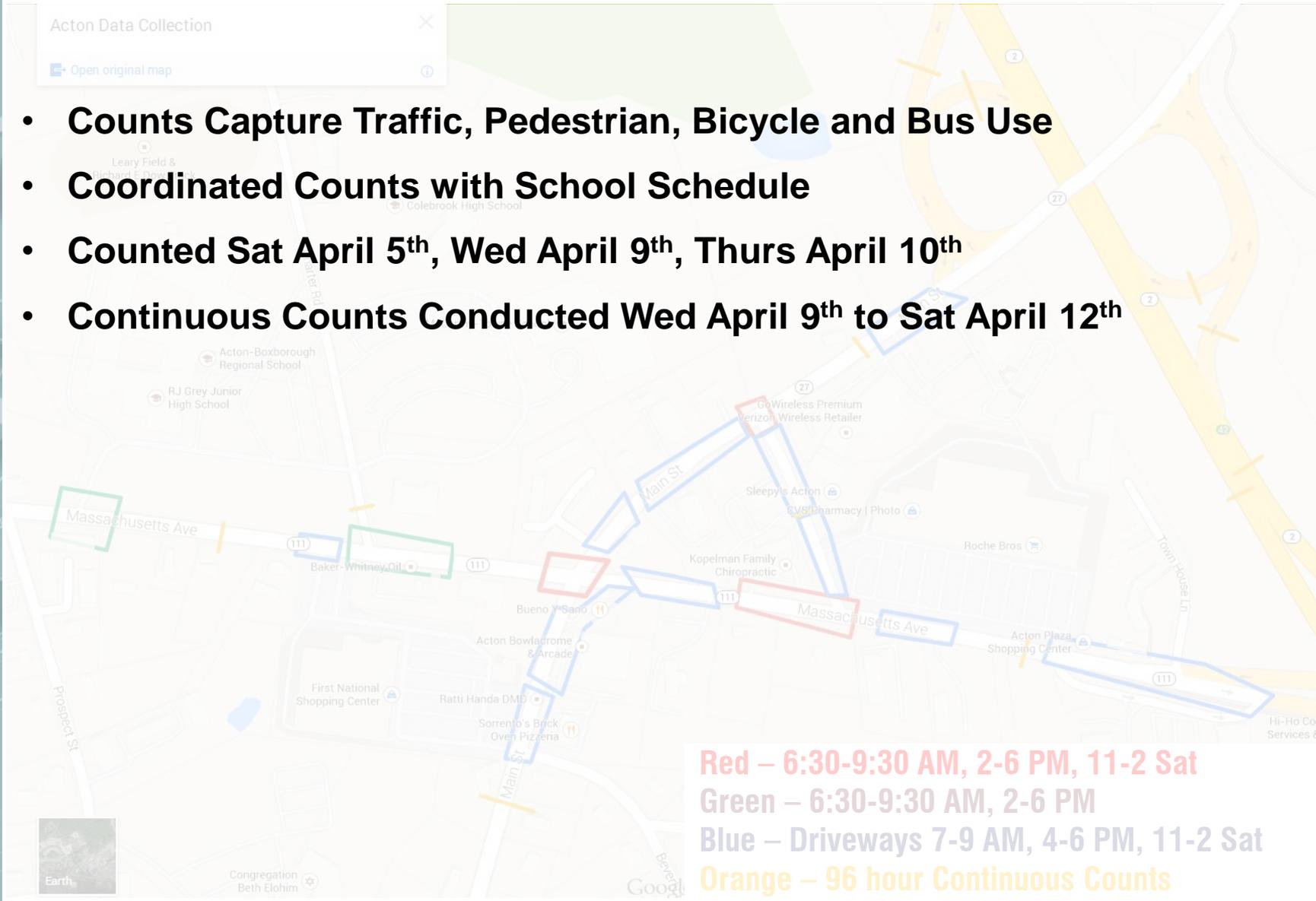
Acton Data Collection

Open original map



Red – 6:30-9:30 AM, 2-6 PM, 11-2 Sat
Green – 6:30-9:30 AM, 2-6 PM
Blue – Driveways 7-9 AM, 4-6 PM, 11-2 Sat
Orange – 96 hour Continuous Counts

- **Counts Capture Traffic, Pedestrian, Bicycle and Bus Use**
- **Coordinated Counts with School Schedule**
- **Counted Sat April 5th, Wed April 9th, Thurs April 10th**
- **Continuous Counts Conducted Wed April 9th to Sat April 12th**



Red – 6:30-9:30 AM, 2-6 PM, 11-2 Sat
Green – 6:30-9:30 AM, 2-6 PM
Blue – Driveways 7-9 AM, 4-6 PM, 11-2 Sat
Orange – 96 hour Continuous Counts



Real Estate Market Assessment

Office Market Considerations

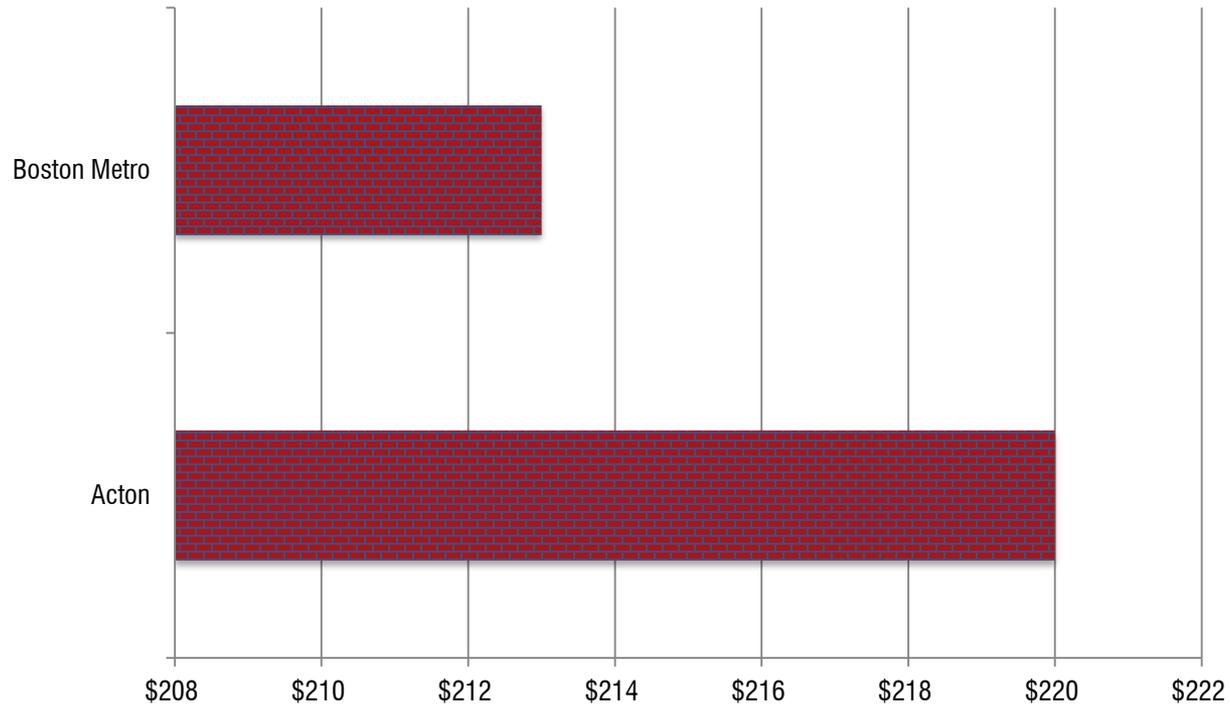
- Vacancy rate of about 25% for region
- Size of units in region is 200 to 4,000 SF
- Kelley's Corner office space is currently leasing for \$15 / SF
- Rents in West Acton in low to mid-\$20's, and range from 150 to 750 SF

Retail Market Considerations

- Acton's conventional strip retail market is soft; 6-12 month vacancies
- Rents range from \$10 to \$24 / SF, with new space at upper \$20's to \$30 / SF
- Trend: Upcycling which is redevelopment of older retail sites with outlets tailored to contemporary tastes

Residential Market

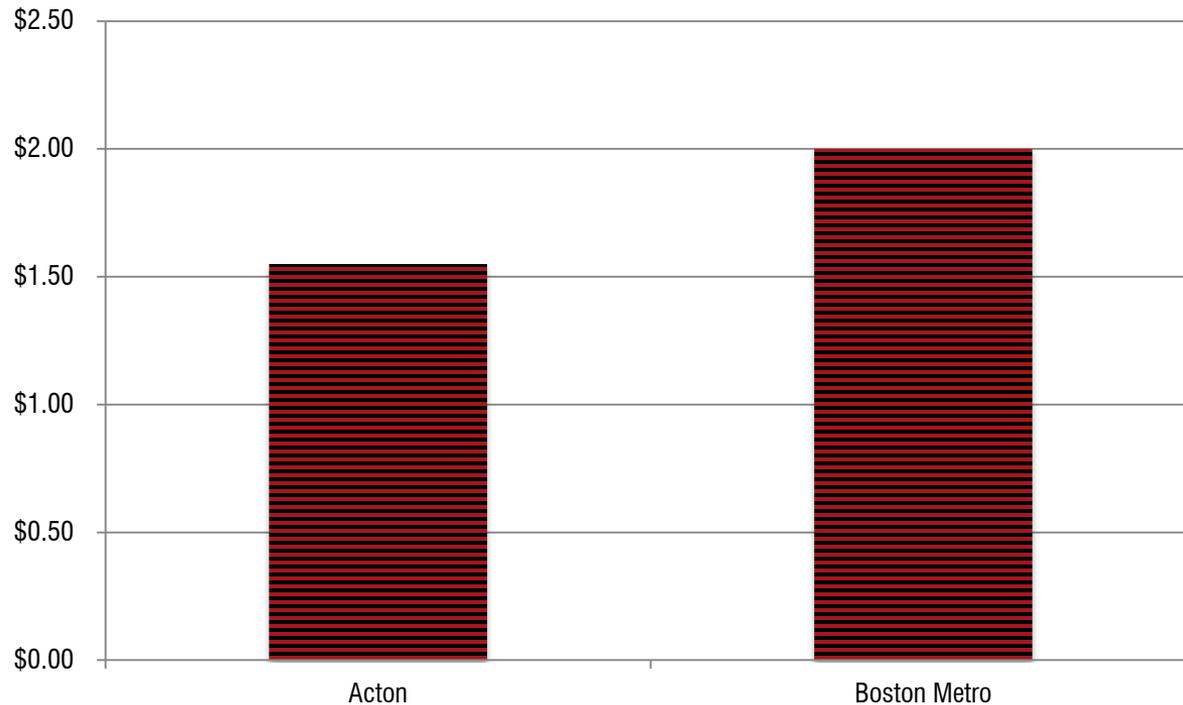
Sales Price per Sq. Ft.



- Values increased by 7% over last year
- Projected to increase by 1.5% over next year

Residential Market

Rent per Sq. Ft.



- Average Rent/Unit = \$1750
- 20% Below Metropolitan Region



Planning Assessment

Zoning

-  Kelley's Corner KC
-  Residential AA R-AA
-  Residential 2 R-2



Land Uses



Planning Area



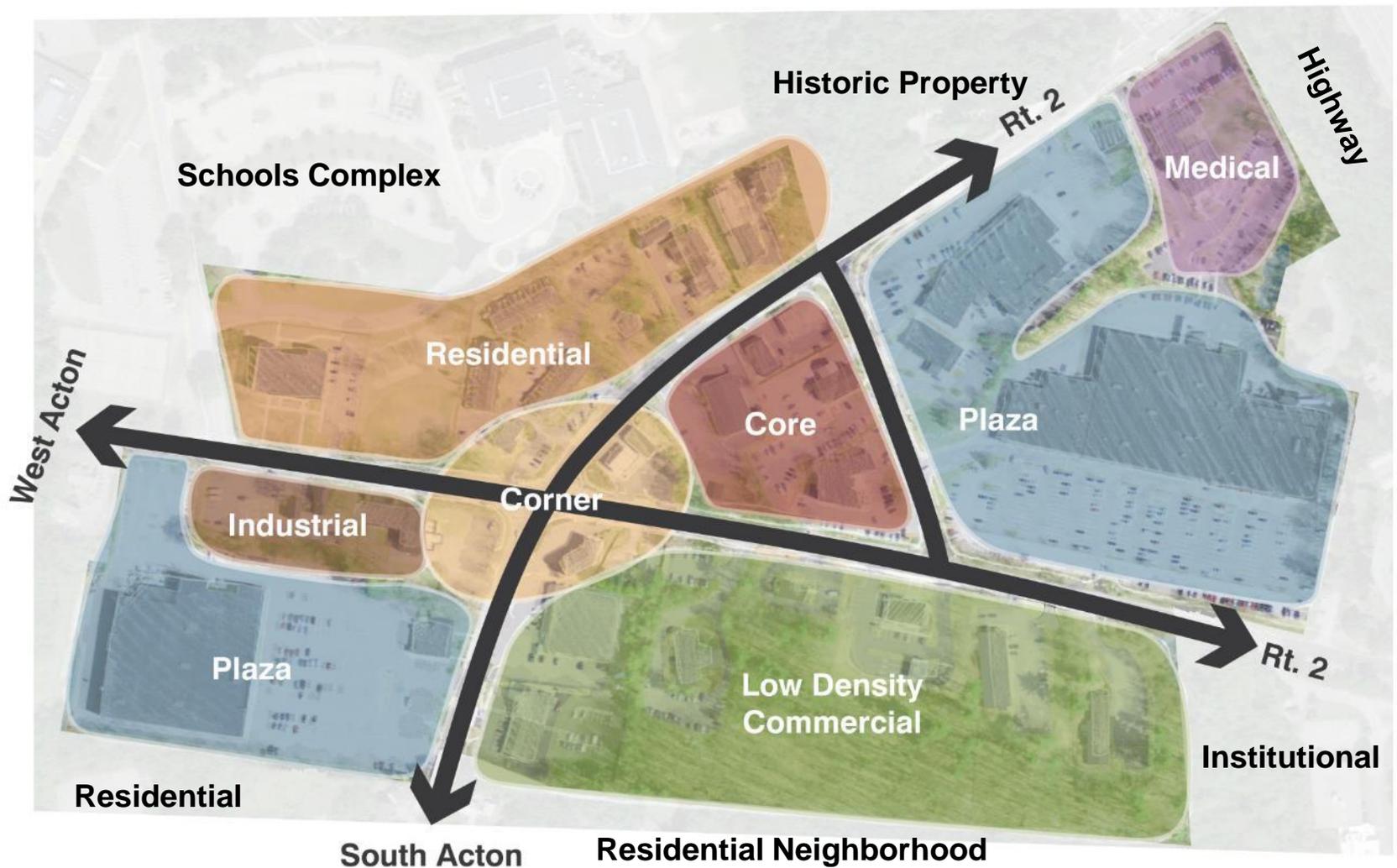
Many Places to Park



Difficult to Walk



Planning Subareas and Adjacencies





Susceptibility to Change Analysis

Criteria for Determining *Susceptibility to Change*

- Ownership and Aggregation: Based on Public Record
- Property Value: Based on Public Record
- Current Investment: Based on Ratio of Building to Land Value from Public Record
- Interest and Capability for Development: Based on Public Record and Interviews

Susceptibility to Change Analysis >

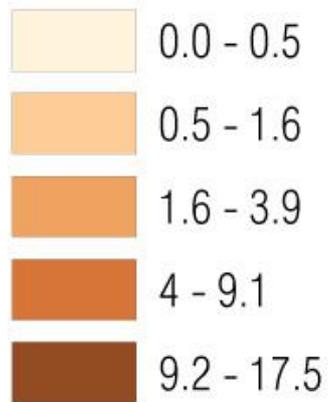
Total Assessed Parcel Value (\$)



- Total of Land and Building Values as Assessed

Susceptibility to Change Analysis >

Ratio of Building to Land Value Per Use Group



■ Investment Ratios for Combined Parcels

Susceptibility to Change Analysis >

Susceptibility to Change



Perceptions and Ideas



Visual Preferences

Image Ranking System

- Rank from 1 to 5
 - 1 – lowest rank, not acceptable
 - 3 – mid rank, acceptable
 - 5 – highest rank, desired
-
- Score images on the handout

VISUAL PREFERENCE > RETAIL



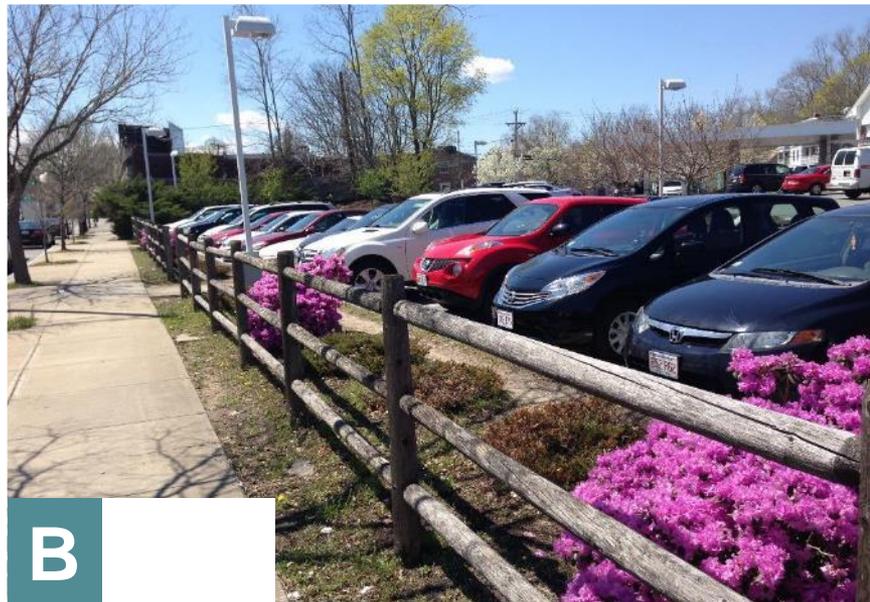
VISUAL PREFERENCE > OFFICE



VISUAL PREFERENCE > PARKING



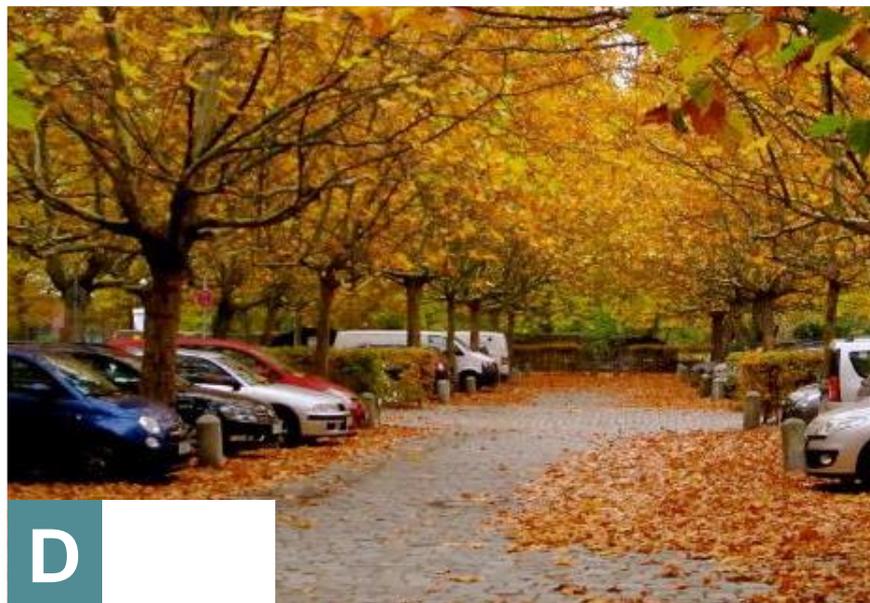
A



B



C



D

VISUAL PREFERENCE > MULTIFAMILY RESIDENTIAL



A



B



C



D

VISUAL PREFERENCE > MIXED USE



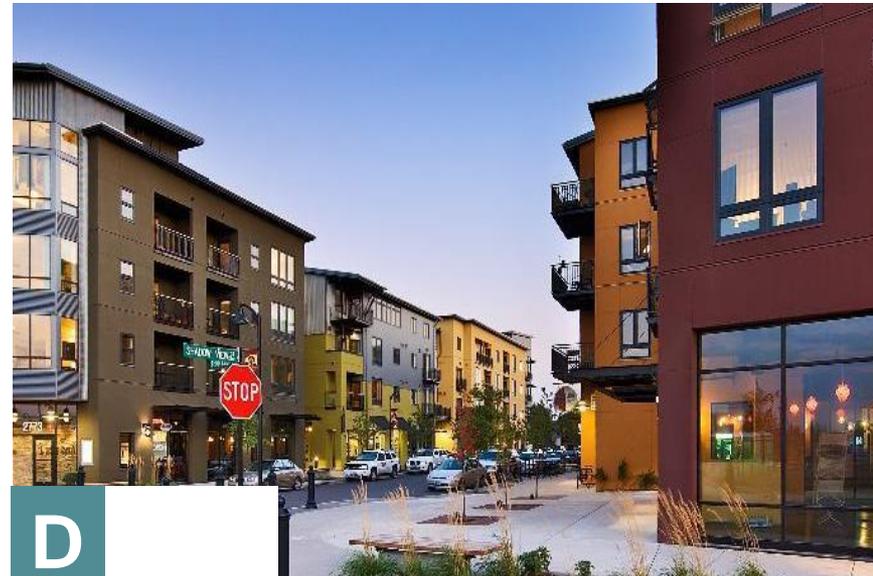
A



B



C



D

VISUAL PREFERENCE > SIDEWALKS, BUFFERS AND STREET EDGE



A



B



C



D

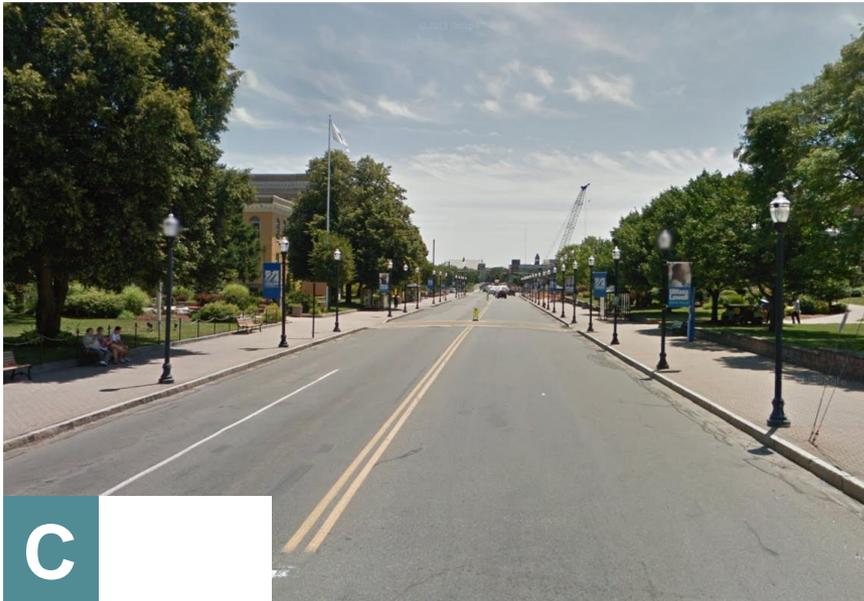
VISUAL PREFERENCE > SETBACK AND STREET CORRIDOR



A



B



C



D

VISUAL PREFERENCE > CROSSWALK



'TO DO LIST' EXERCISE >

You have put off your chores and have a list. What are your 'go to' businesses? What if you want to eat out as well? What is the most you do in Kelley's Corner in one visit?

- Driving Route In - Green
- Spot(s) for Parking – Orange Dot
- Walks/Bikes to Businesses – Black
- Driving Route Out - Red

Break Out Group Exercise

IMAGE EXERCISE >

What should be Kelley's Corner identity?

- Describe your desired image of Kelley's Corner
- Write a news media headline announcing the completion of Kelley's Corner improvements



Break Out Group Exercise