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

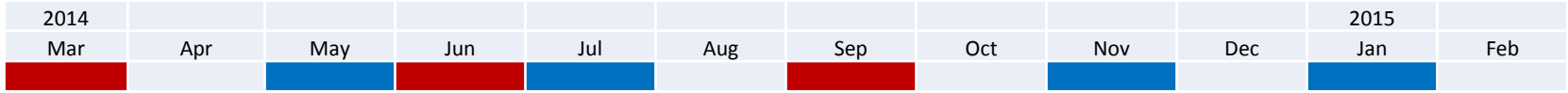
Planning Area

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



Built Environment

No Name Street

New Entrance to Roche Brothers Plaza

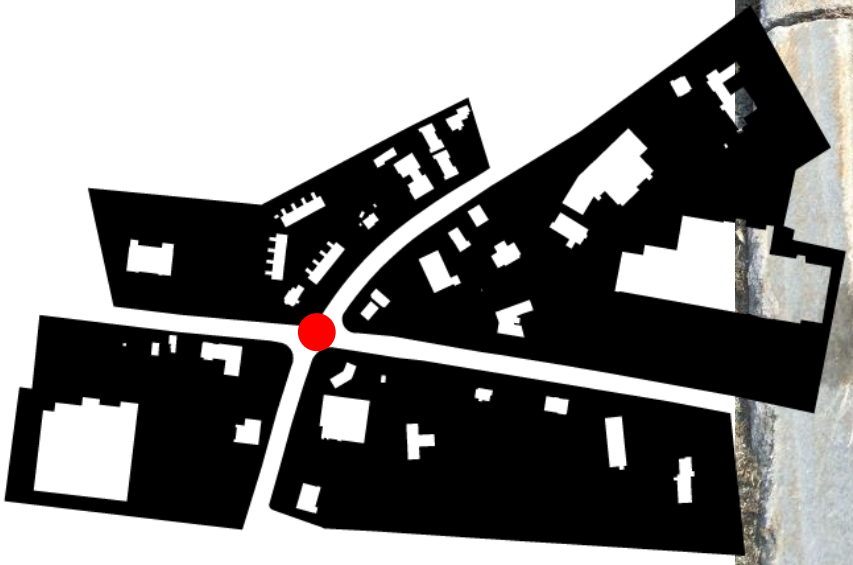
Kmart Store

Water Resources

Kelley's Corner Mass Ave and Main Street Intersection

Problems with Pedestrian and Bicycle Circulation

Sidewalk Conditions



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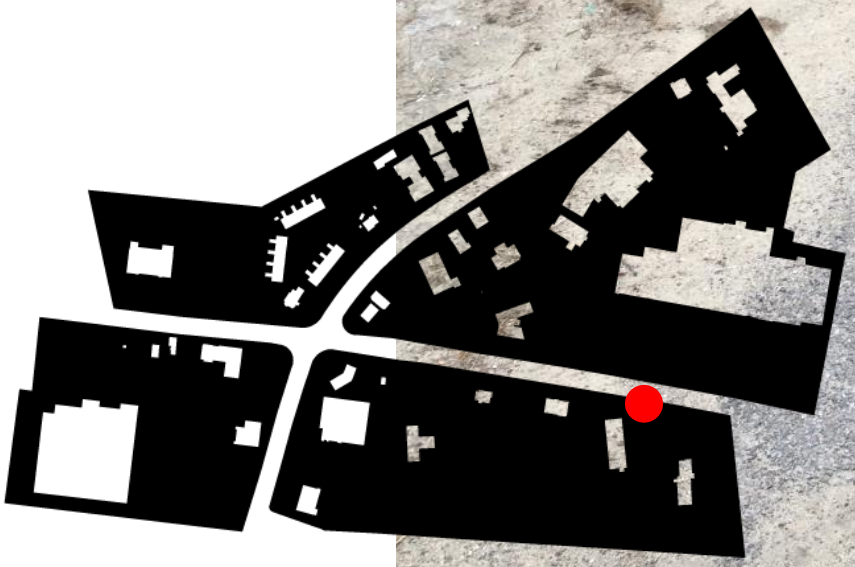

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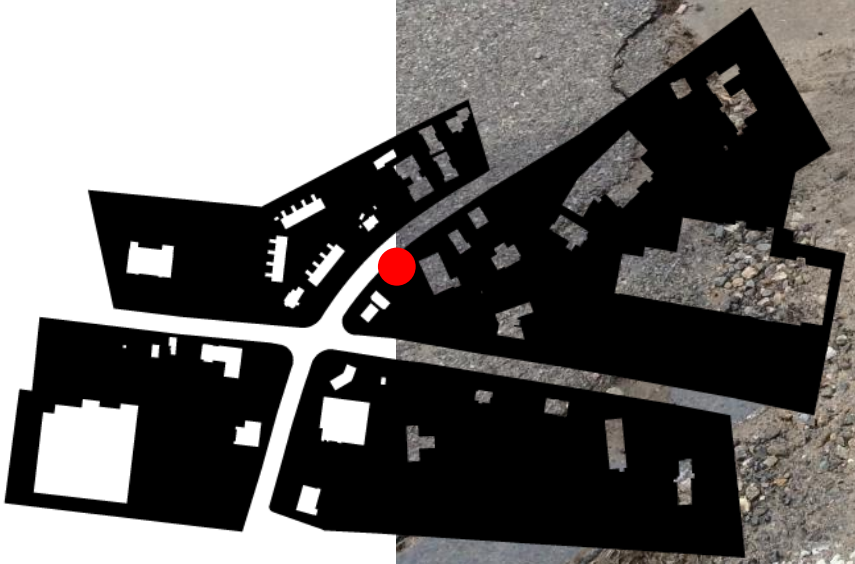
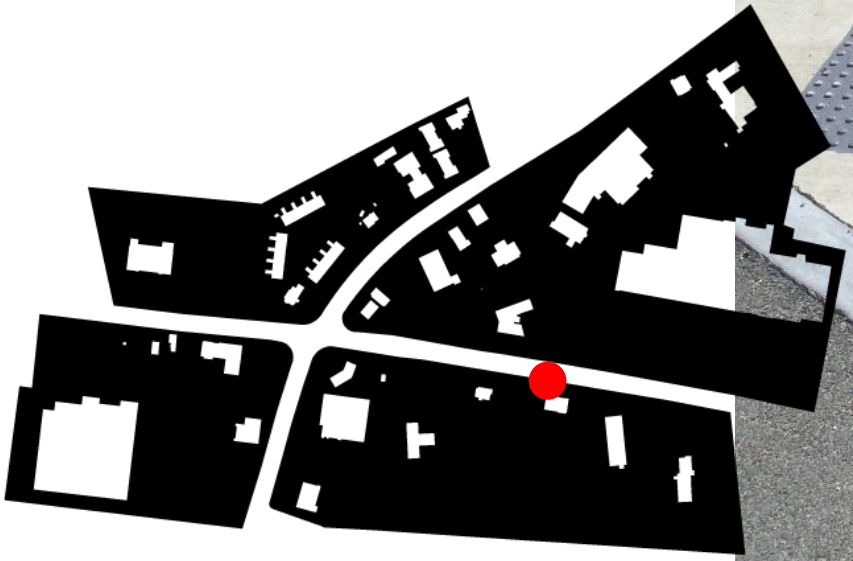
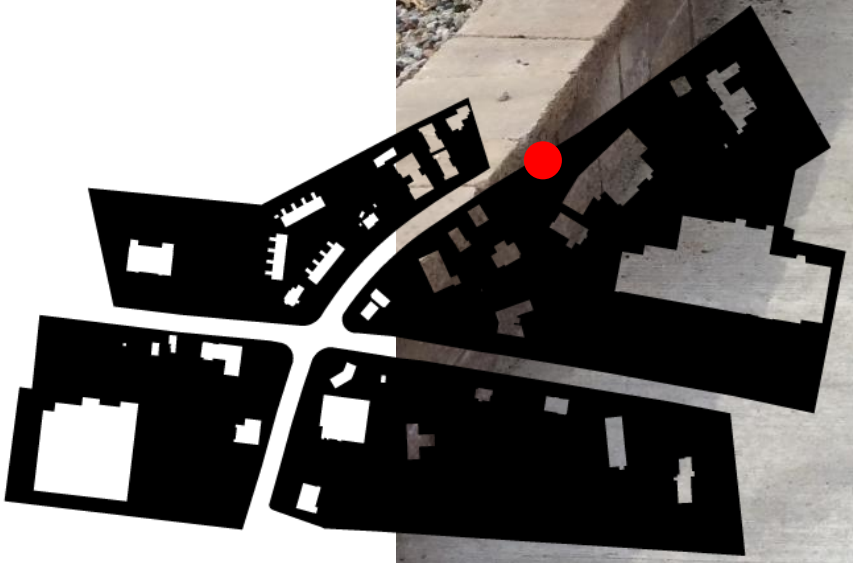


Road Edge Conditions

New Construction

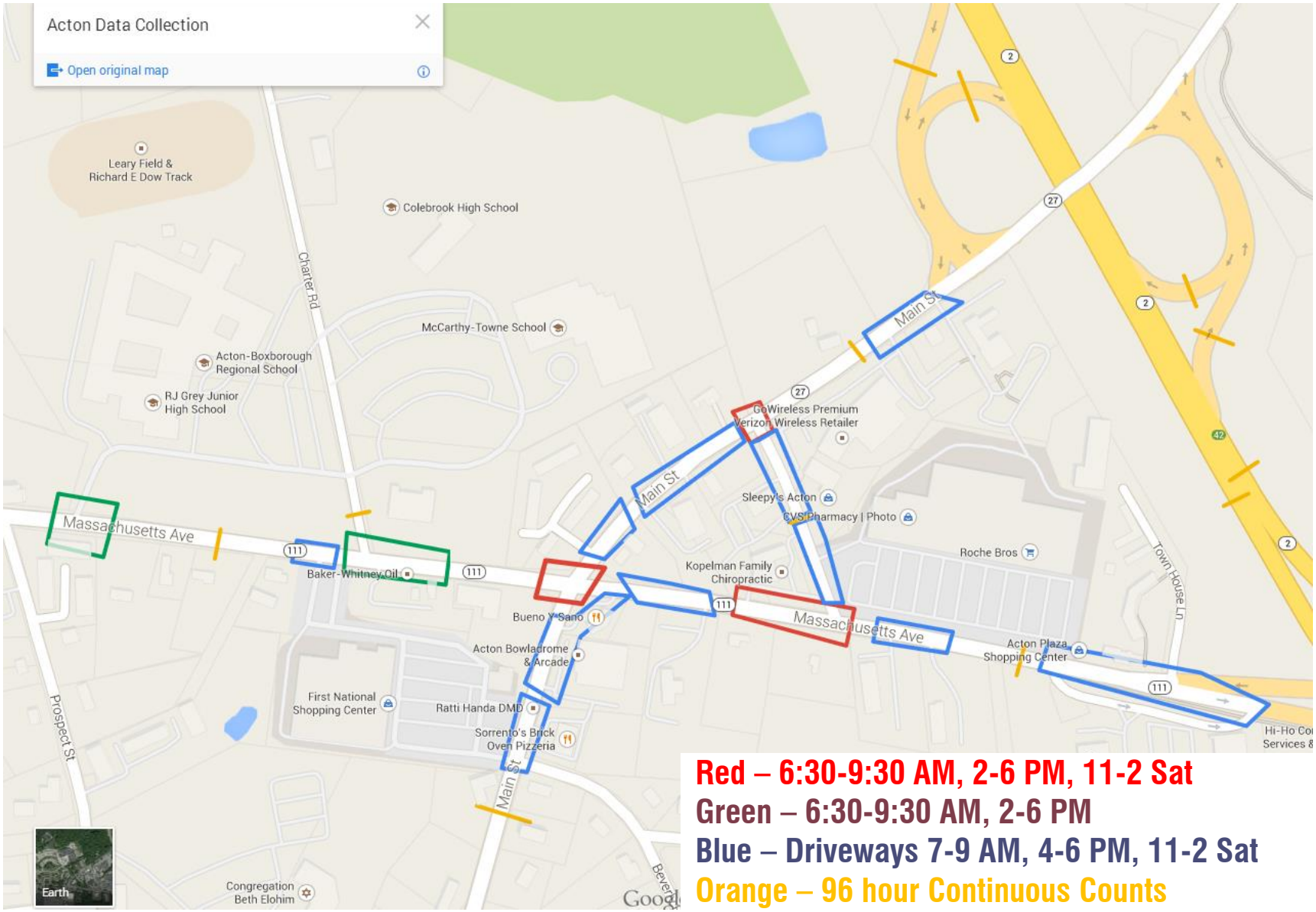


New Construction

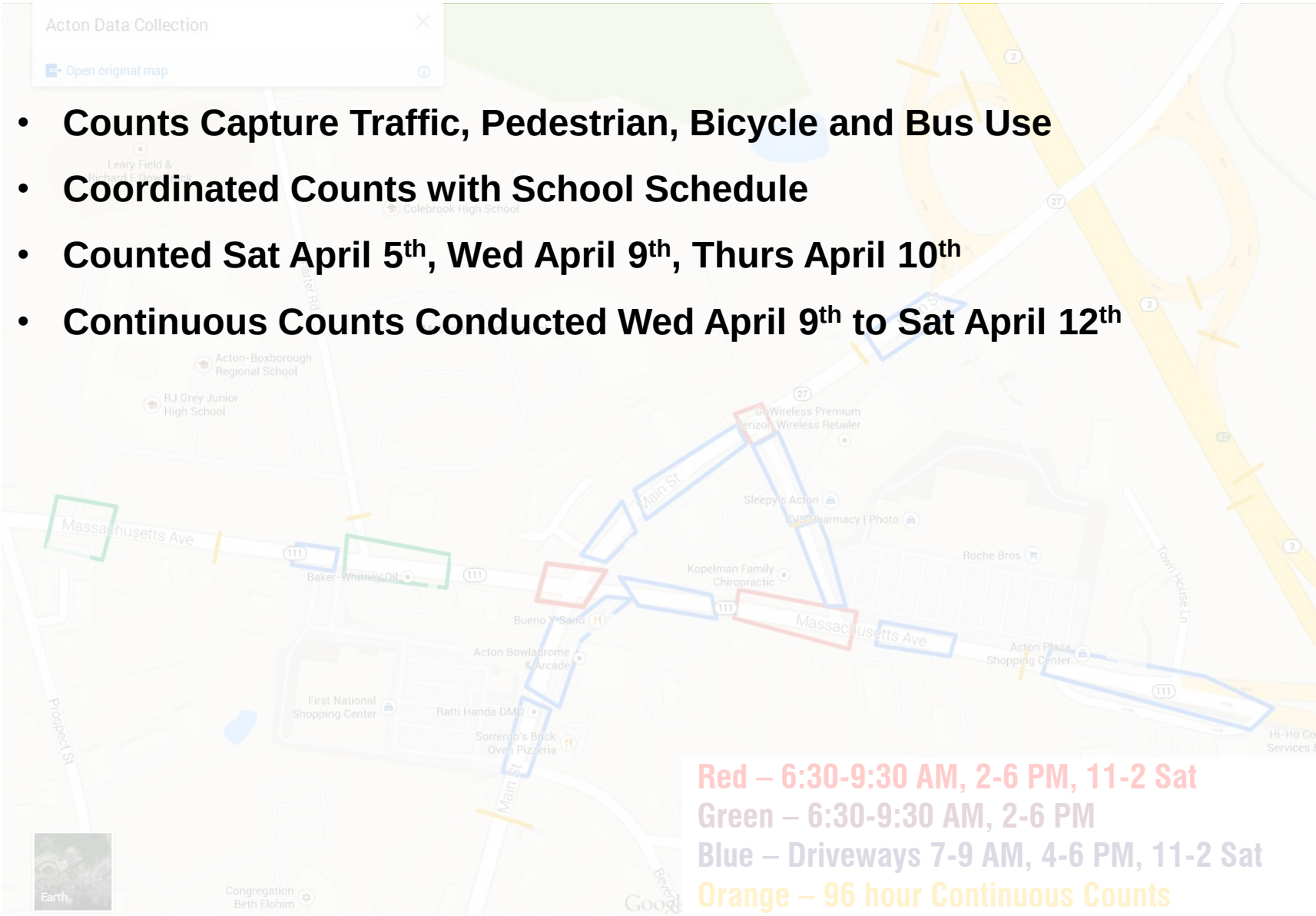


Walkways Between Properties

Infrastructure Conditions and Trends


Acton Data Collection
Open original map
Leary Field & Richard E Dow Track
Colebrook High School
Charter Rd
McCarthy-Towne School
Acton-Boxborough Regional School
RJ Grey Junior High School
Massachusetts Ave
Baker-Whitney Oil
Main St
GoWireless Premium Verizon Wireless Retailer
Sleepy's Acton
CVS Pharmacy | Photo
Roche Bros
Kopelman Family Chiropractic
Bueno Y Sano
Acton Bowladrome & Arcade
Acton Plaza Shopping Center
Town House Ln
First National Shopping Center
Ratti Handa DMD
Sorrento's Brick Oven Pizzeria
Prospect St
Congregation Beth Elohim
Earth
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**



Real Estate Market Assessment

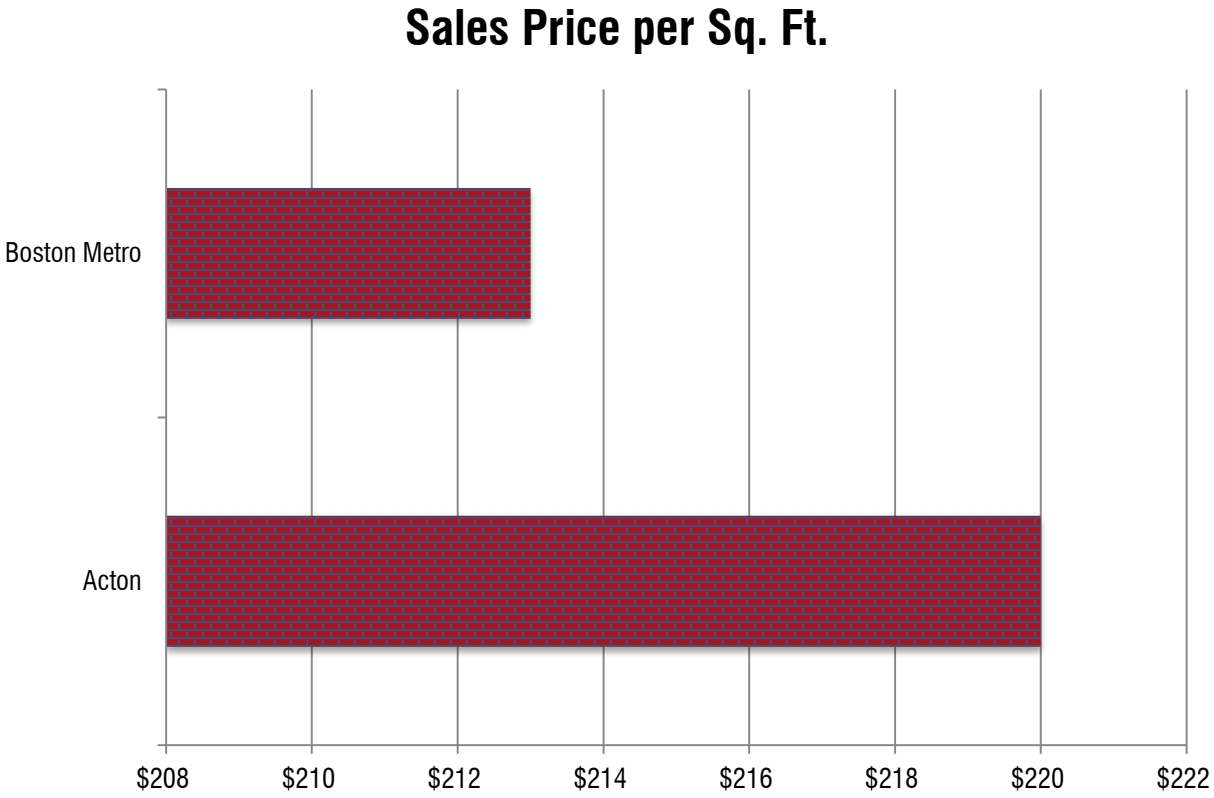
Office Market Considerations

- 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

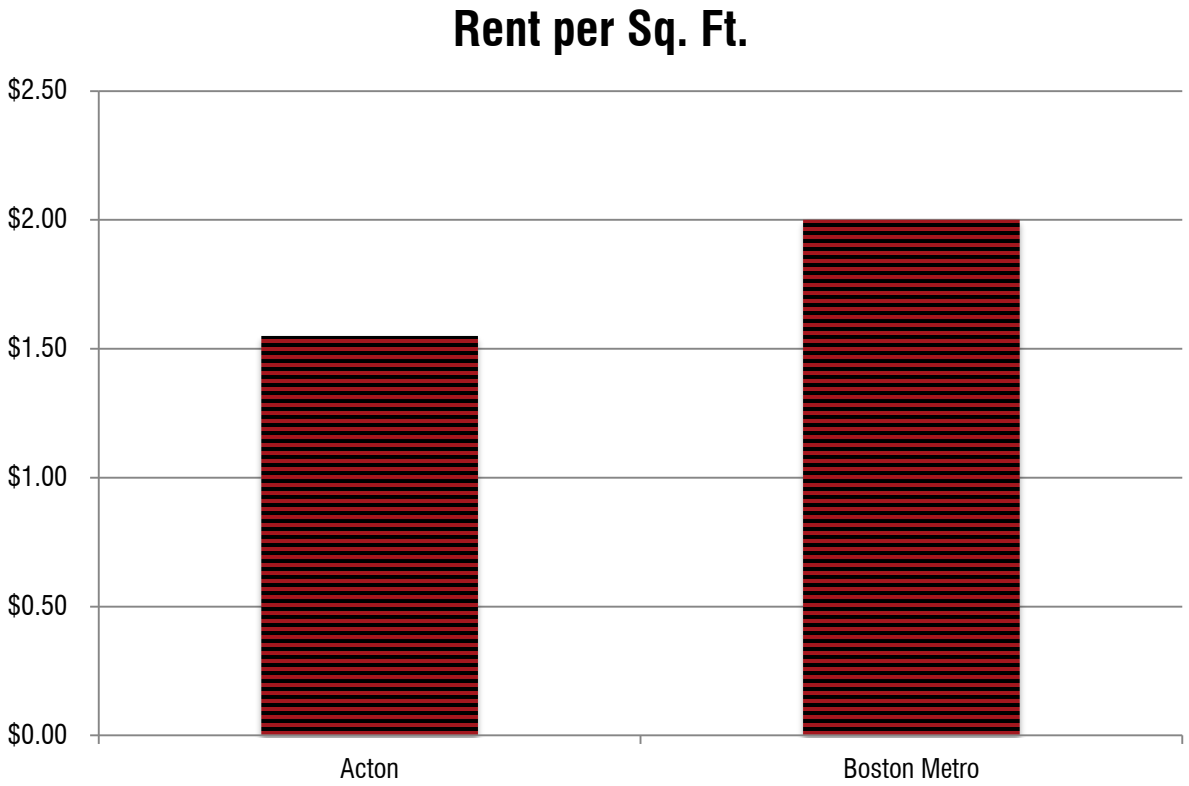
- Acton's conventional strip retail market is soft; 6-12 month vacancies
- Rents range from $10 to $24 / SF, with new space at upper $20's to $30 / SF
- Trend: Upcycling which is redevelopment of older retail sites with outlets tailored to contemporary tastes

Residential Market



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

Residential Market



- 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

cleaners
medical
Not Joe's
housing
retail
housing
Dunkin'
gas
bank
affordable housing
housing
Quill and Press
bank
CVS
TJ Maxx
Roche
gas
Starbucks and offices
oil
verizon
Bueno Y Sano
bank
bank
vacant
Bowla-drome
dental
vacant
Kmart
daycare
cafe

Planning Area

Many Places to Park

Difficult to Walk

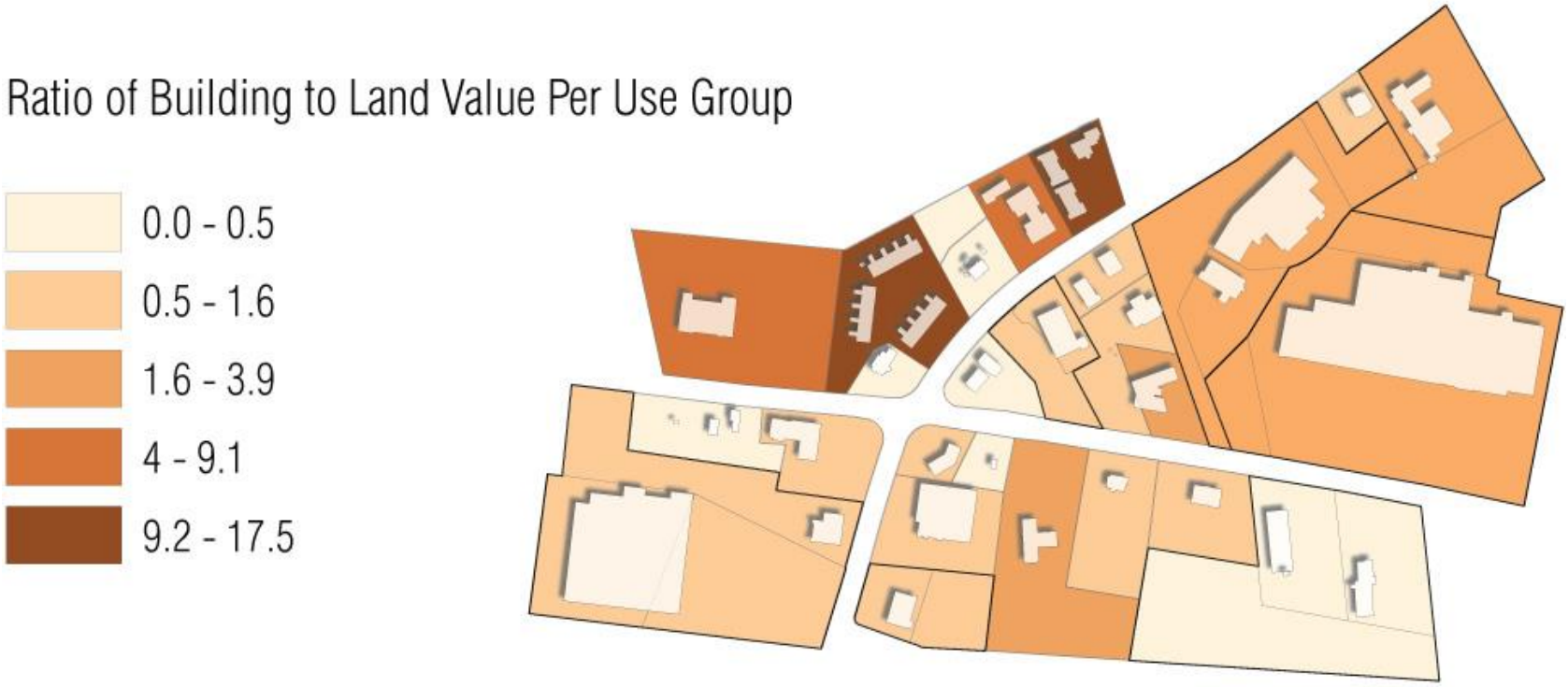
Planning Subareas and Adjacencies

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

- Total of Land and Building Values as Assessed



- Investment Ratios for Combined Parcels

Susceptibility to Change

- Low
- Medium
- High

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**

A

B

C

D

VISUAL PREFERENCE> **OFFICE**

A

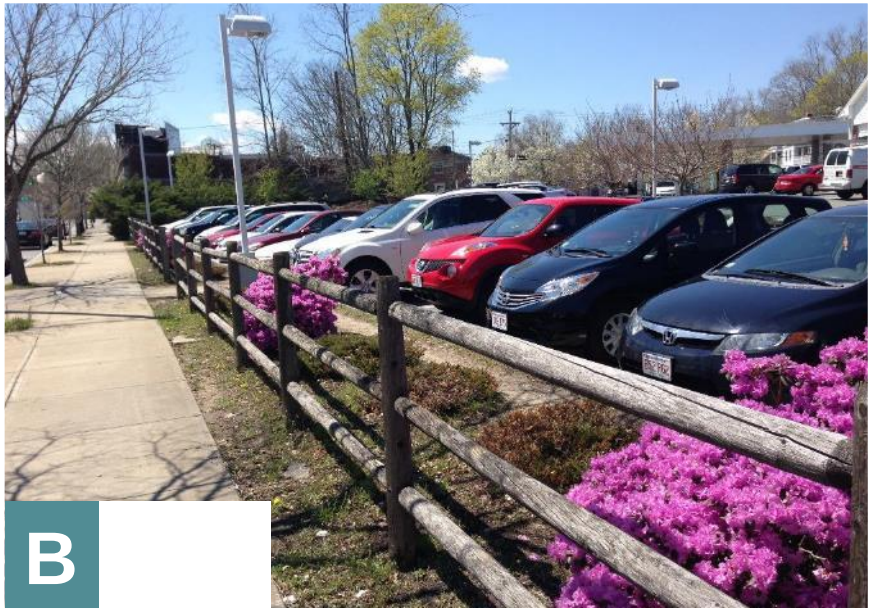
B

C

D

VISUAL PREFERENCE> **PARKING**

A



B

C

D

VISUAL PREFERENCE> **MULTIFAMILY RESIDENTIAL**

VISUAL PREFERENCE> **MIXED USE**

A

B

C

D

VISUAL PREFERENCE> **SIDEWALKS, BUFFERS AND STREET EDGE**

A

B

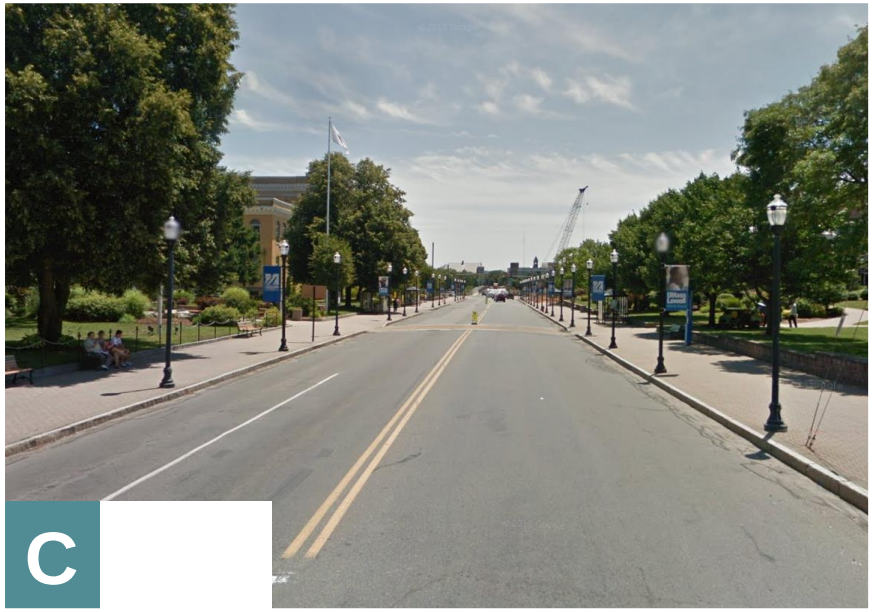
C

D

VISUAL PREFERENCE> **SETBACK AND STREET CORRIDOR**

A

B



C

D

VISUAL PREFERENCE> **CROSSWALK**

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

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