

**Stantec Planning and  
Landscape Architecture, P.C.**

**West Concord Village  
MASTER PLAN**



**April 30, 2009**

**One Team. Infinite Solutions**



# West Concord Village Master Plan Project Team

## Core Team

- ✓ **Theo Kindermans, RLA, LEED-AP, Principal In Charge, Design**
- ✓ **Ted Brovitz, AICP, Project Manager & Planning/Regulations Leader**
- ✓ **Jeffrey Faulkner, PE, Infrastructure**
- ✓ **Bill Mertz, PE, Transportation and Circulation**

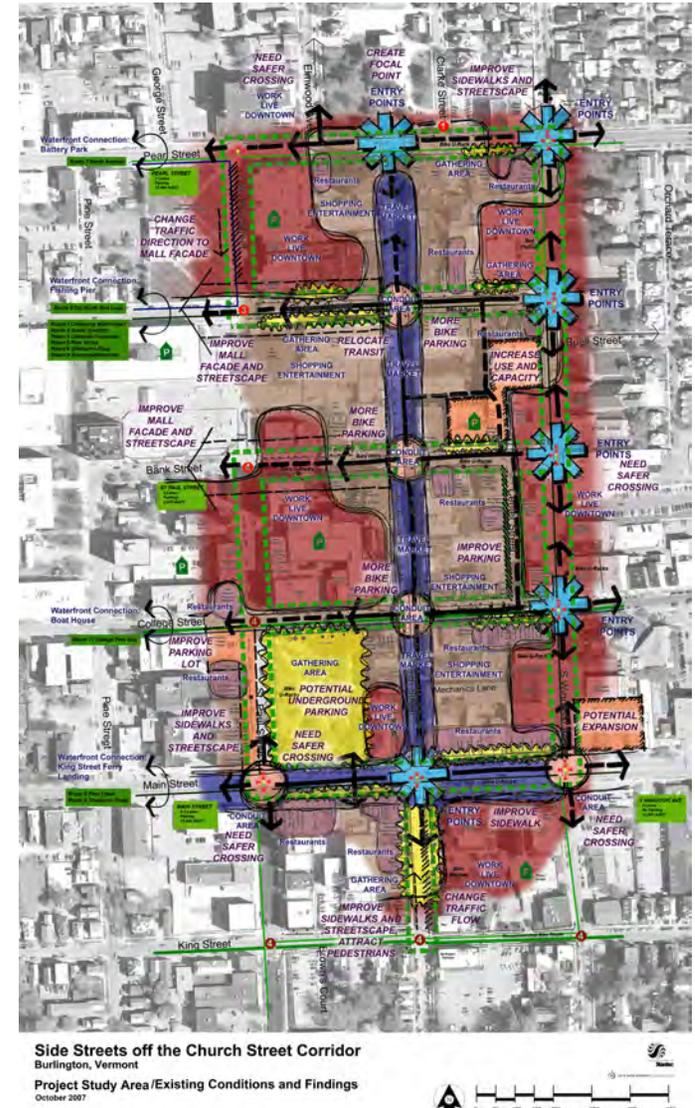
## Support

- ✓ **Stephen Plunkard, FASLA, NCI, Village Design**
- ✓ **Ronald Headrick, RLA, Trails and Parks**
- ✓ **Lauren Dutra, Infrastructure/Utilities Support**
- ✓ **Zhong Ye, GIS Mapping**
- ✓ **Scott Collard, Conceptual Design Support**
- ✓ **Charles Lounsberry, Visualization**

# Recent and Similar Experience

## Stantec Planning & Landscape Architecture

- ✓ Buzzards Bay MA Downtown Vision Plan, Form Based Zoning, Design Guidelines (Mass. APA Outstanding Plan Award, 2008)
- ✓ Barrington NH Village Center Plan (NNE APA Outstanding Plan Award, 2007)
- ✓ North Eastham, MA Village Center Plan
- ✓ Lyons, NY Village Redevelopment Plan
- ✓ Rochester, NH Zoning Rewrite (CBD focus)
- ✓ Englewood, FL Village Redevelopment Plan
- ✓ Burlington, VT Church St./Side St. Master Plan
- ✓ DHCD Business Improvement District Workshops
- ✓ BID/Downtown Management in Hyannis & Fitchburg



# West Concord Village

## Existing Conditions, Challenges & Opportunities



### EXISTING CONDITIONS, CHALLENGES & OPPORTUNITIES

- Preserve character and feel of West Concord Village.
- Plan for possible expansion and redevelopment of mixed-use sites (sites where a variety of uses are located that may include appropriate industrial, office, retail and/or residential use) in the older industrial areas that will continue the scale, massing and other relevant urban design features of the village connecting to Main Street/Commonwealth Avenue.
- Define future demand and strategic ideas for wastewater management.
- Integrate applications of sustainability principals, renewable energy technologies and green building, site and systems designs.
- Alleviate traffic congestion by exploring opportunities to reconfigure circulation through the town (for example traffic loops or circles, extending streets or using one-way directions, improving non-motor-vehicle access, or other techniques).
- Address location of parking and delivery spaces to discourage "strip-mall" look and encourage a traditional storefront commercial district look and feel.
- Improve the efficiency and effectiveness of the existing parking supply with proposed re-design and/or management strategies.
- Improve aesthetics by evaluating existing design guidelines and providing for a formal design review/control set of criteria and process.
- Utilize zoning bylaw amendments and new zoning tools to facilitate design elements and address other site development concerns identified during the planning process.
- Increase and facilitate pedestrian movement throughout West Concord Village considering appropriate lighting and clarity.
- Promote open space enhancements and networks/connectivity, particularly along the river, brooks and ponds.
- Enhance links to nearby business areas and natural resources.
- Establish effective graphic identity and way-finding signage while limiting the amount of new signage.
- Support, enhance and help preserve independent locally owned businesses (through mechanisms such as formula business restrictions, space restrictions or setbacks for local retail).
- Recognize and provide protection and/or opportunity for start-up and studio-type small businesses, including artists' space and potentially live/work space.
- Increase housing options within the immediate village area utilizing smart growth principals and appropriate affordable ratios.
- Integrate and accommodate the Bruce Freeman Rail Trail as it passes through the village.

# West Concord Village Existing Conditions, Challenges & Opportunities

## Village Mix of Uses

- ✓ Preserve **character and feel** of West Concord Village.
- ✓ Plan for possible **expansion and redevelopment of mixed-use sites** in the older industrial areas that will continue urban design features of the village.
- ✓ Support, enhance and help preserve independent **locally owned businesses**.
- ✓ Recognize and provide protection and/or opportunity for **start-up and studio-type small businesses**, including artists' space and potentially live/work space.
- ✓ **Increase housing options** within the immediate village area utilizing smart growth principals and appropriate affordable ratios.



# West Concord Village Existing Conditions, Challenges & Opportunities

## Land Use & Design Standards

- ✓ Improve aesthetics by evaluating **existing design guidelines** and providing for a formal design review/control set of criteria and process.
- ✓ Utilize zoning bylaw amendments and **new zoning tools** to facilitate design elements and address other site development concerns identified during the planning process.
- ✓ Integrate applications of **sustainability principals**, renewable energy technologies and green building, site and systems designs.



# West Concord Village Existing Conditions, Challenges & Opportunities

## Infrastructure Support Systems

- ✓ Define future demand and **strategic ideas for wastewater management**.
- ✓ Alleviate **traffic congestion** by exploring opportunities to reconfigure circulation through the town.
- ✓ Address location of **parking and delivery spaces** to discourage “strip-mall” look and encourage a traditional storefront commercial district look and feel.
- ✓ Improve the efficiency and effectiveness of the **existing parking supply** with proposed re-design and/or management strategies.
- ✓ Establish effective graphic identity and **way-finding signage** while limiting the amount of new signage.



# West Concord Village Existing Conditions, Challenges & Opportunities

## Open Space Enhancements & Links

- ✓ Increase and **facilitate pedestrian movement** throughout West Concord Village considering appropriate lighting and clarity.
- ✓ Promote **open space enhancements** and networks/connectivity, particularly along the river, brooks and ponds.
- ✓ **Enhance links** to nearby business areas and natural resources.
- ✓ Integrate and accommodate the **Bruce Freeman Rail Trail** as it passes through the village.



# Proposed Scope of Services – Phase 1 (Base Bid)

## 1.1 Project Kick-Off Meeting

## 1.2 Assessment of Relevant Planning Initiatives

## 1.3 Public Participation Program

- ✓ *WCTF Meetings*
- ✓ *Public Workshop #1- Scenario Building*
- ✓ *Public Workshop # 2- Design Charrette*
- ✓ *Preparation & Presentation of Alternative Concepts Development*
- ✓ *Supplemental Public Outreach Methods*

## 1.4 Prepare Preliminary Conceptual Master Plans

- ✓ *Existing Conditions, Issues & Opportunities Base Map*
- ✓ *Preferred Conceptual Master Plan*

## 1.5 Prepare Preliminary Implementation Strategies

### ***Deliverables For Phase 1***

- ✓ Strategic Assessment Summary Report
- ✓ Existing Conditions, Issues & Opportunities Base Map
- ✓ Preferred Conceptual Master Plan
- ✓ Preliminary Implementation Strategies



# Existing Conditions, Issues & Opportunities for Village Business District

## Example Downtown St. Cloud, Florida Walking Assessment

### Downtown District-- Photographic Essay and Existing Conditions Transect

City of St. Cloud, Florida



#### New and Existing Development



New City Hall  
(Civic Use)



GAR Hall and Museum  
(Civic Use)



St. Cloud Hotel  
(Historic and Mixed Use)



1st United Methodist Church  
(Institutional Use)



Hunter Arms Block  
(Historic and Mixed Use)



Jammer's Music  
(New Facade Improvements)



St. Cloud Chamber of  
Commerce



Ken Fraiser Gifts  
(Conversion of Historic  
Home)



People's Bank Building  
(Historic and Mixed Use)



VFW (Historic Train Station)

#### Issues and Opportunities



New York Avenue

- Main Gateway to Downtown
- Attractive Historic Building
- On-street Parking
- Limited Streetscape Improvements
- 2 and 3 Story Mixed-Use Buildings
- Locally Owned Businesses
- Attractive Visual Terminus @ City Hall
- Limited Private Signage to Draw Vehicle & Pedestrian Interest



10th Street

- Building Setback off Sidewalk and Off-street Parking at Property Line Creates Gap in Urban Fabric
- Curb cuts Break Up Streetscape and Conflict with Pedestrian Movements
- One-story Buildings Limit Mixed-Use Opportunities
- Blank Walls Provide No Visual Interest
- Low Shrubs Block Views of Buildings
- New Street Trees Would Complement Buildings and Buffer Pedestrians from Vehicles



11th Street Blocks

- Deteriorated Conditions
- Building Facade and Sign Improvements Needed
- Poor Window Treatments
- No Street Trees, Furniture, or Amenities



Alley Between NY Ave. and Penn. Ave.

- No Landscaping and Overhead Wires
- Exposed Dumpsters and Open Storage
- Unattractive Rear Building facades
- Open Curb-cuts and Uncontrolled Access
- Parking Disorganized and Unpaved

#### Existing Streetscape



- Sidewalks are Narrow with Few Street Trees, Furniture, or other Amenities



- Low and Unpruned Landscaping Blocks Views of Businesses
- Unattractive Connections to Off-street Parking Lot

#### Parking and Access



- Private Parking Lot Unorganized and Unsurfaced



- St. Cloud Hotel Parking Lot

#### Redevelopment and Enhancement



Attractive Projecting Business Signs and Awnings Would Lead Customers Down Side Streets



Facade and Sign Improvement Opportunity



Opportunity to Rehabilitate Old Buildings and Redevelop Lot Fronting Street



Redevelopment Opportunity at 10th Street and Connecticut Ave.



Facade and Sign Improvement Opportunity



Restore Historic Billboard Sign on Building



Create Gateway from Downtown to Lake Toho on Florida Avenue



Moose Lodge-- Potential Redevelopment Opportunity for Entertainment and Public Parking

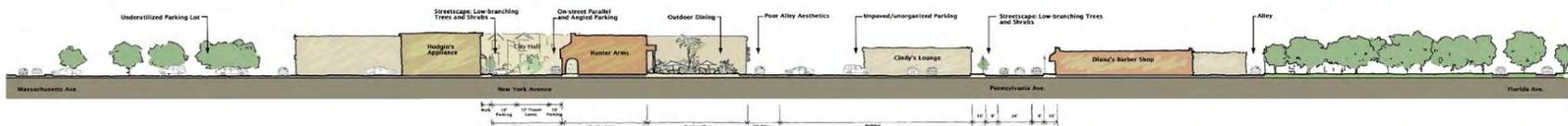


St. Cloud Hotel-- Potential Parking Expansion and Infill Development Opportunity



St. Cloud Theater-- Rehabilitate and Expand as Live Entertainment Venue

#### Downtown Existing Conditions Transect



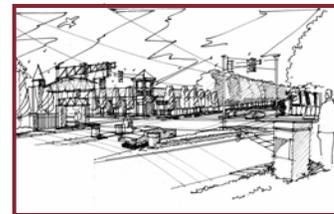
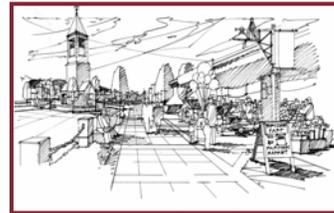
# Design Visualization Services In Action

*better solutions through effective outreach*

## **Charrettes and Workshops**

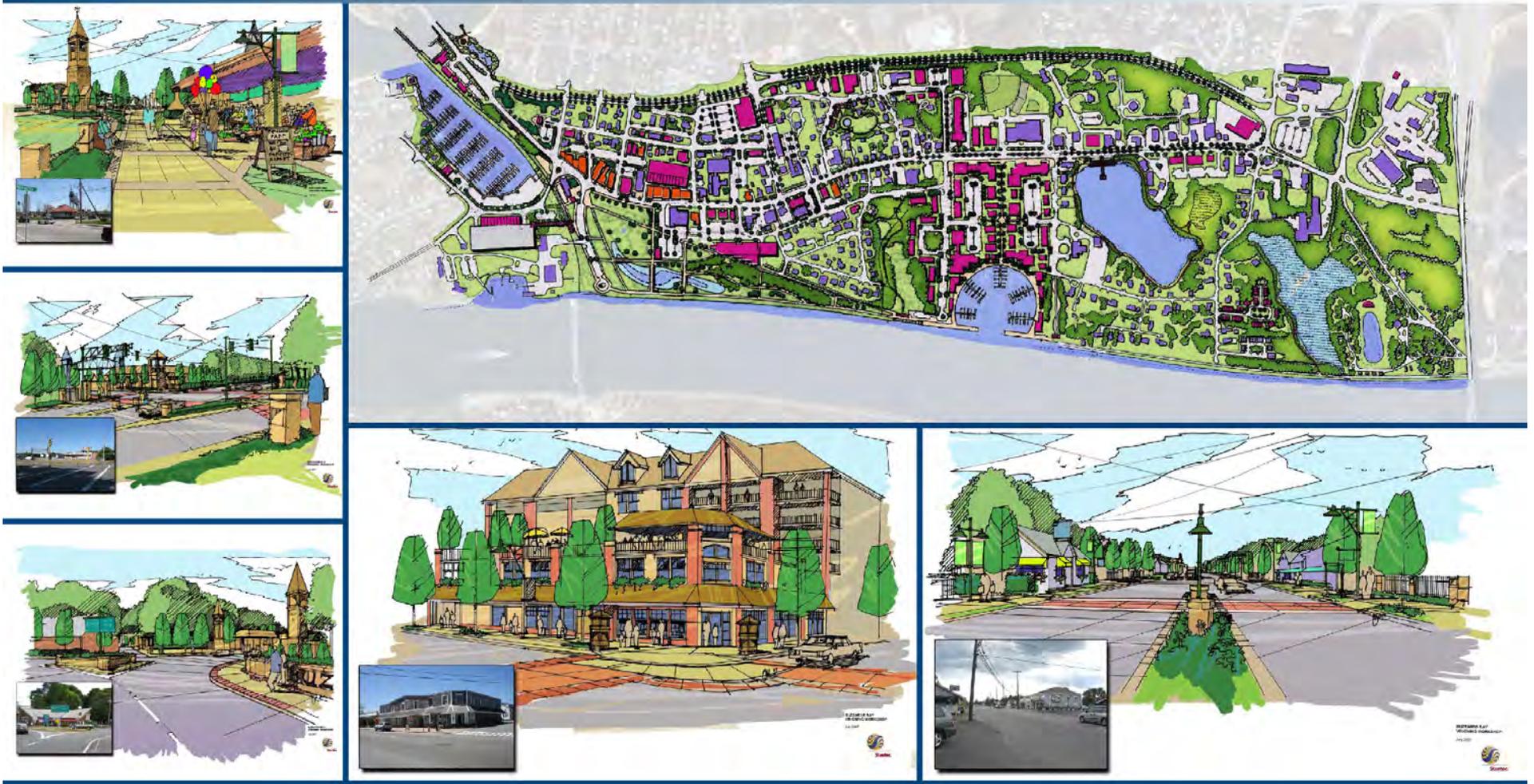


**Buzzards Bay  
Downtown  
Revitalization  
Workshop**  
Bourne, MA



# Conceptual Planning & Strategic Visualization

## *Example – Downtown Buzzards Bay Master Planning Process*



# Proposed Scope of Services – Phase 2 (Alternate 1)

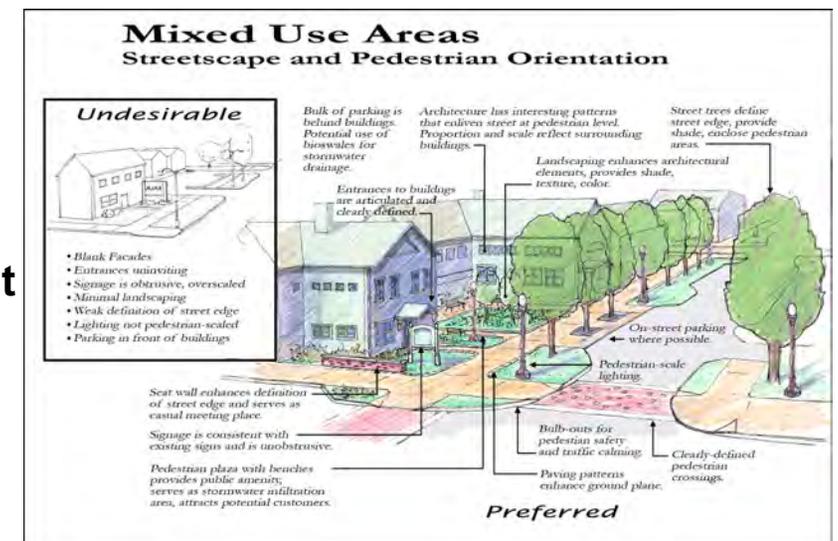
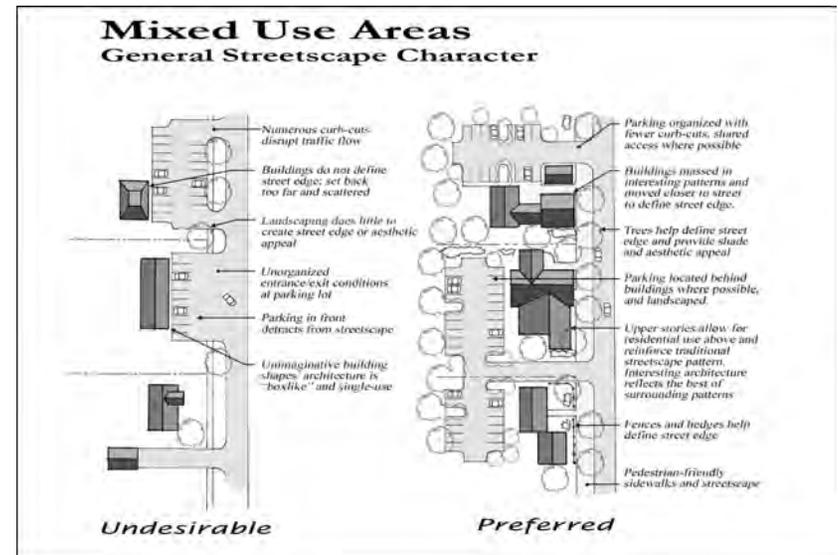
## 2.1 Comparison of Existing Land Uses and Regulations to the Preferred Concept Plan

## 2.2 Prepare Typological Land Use Regulations & Standards

- ✓ Zoning District Map Revisions
- ✓ Use and Dimensional Standards
- ✓ Performance Standards
- ✓ Traditional Neighborhood Development (TND)
- ✓ Street Types and Streetscape Design
- ✓ Open Spaces & Recreational Elements
- ✓ Parking System Regulations and Management
- ✓ Landscaping Guidelines
- ✓ Architectural Design Guidelines
- ✓ Public Infrastructure and Low Impact Design (LID) Applications

## 2.3 Prepare Business Retention and Development Strategy

- ✓ Existing Business Assessment
- ✓ General Economic Profile
- ✓ Market Constraints and Opportunities Assessment



# Existing Zoning Requirements vs. Future Development Vision

## Example – Bridgewater MA Zoning Typology

	CENTRAL BUSINESS DISTRICT		SOUTH BUSINESS DISTRICT		INDUSTRIAL - A		RESIDENTIAL - A / B		DESIGN GUIDELINES	DEFINITIONS
	EXISTING	PROPOSED	EXISTING	PROPOSED	EXISTING	PROPOSED	EXISTING	PROPOSED		
<b>LOT SIZE &amp; BUILDING PLACEMENT</b>										
<b>BUILDING HEIGHT</b>										
<b>BUILDING USES</b>	MIX OF OFFICE, OFFICE, AND RESIDENTIAL	*ADD STANDARDS FOR VERTICAL MIX OF USES (SEE DIAGRAM ABOVE)	*COMMERCIAL AND INDUSTRIAL USES	*HIGHER DENSITY OF RESIDENTIAL TND*	*MIX OF RESIDENTIAL, COMMERCIAL, AND INDUSTRIAL	*ELIMINATE RESIDENTIAL TRUCK TERMINALS AND RETAIL EXPAND OFFICE PARK USES	*SINGLE FAMILY HOMES, RELIGIOUS, AND CIVIC USES	*ALLOWABLE BY SPECIAL PERMIT, MULTI-FAMILY RESIDENTIAL TND, Q21, CONDOMINIUMS, AND COOPERATIVE HOUSING		
<b>PARKING</b>	TYPICAL COMMERCIAL REQUIREMENTS		TYPICAL COMMERCIAL REQUIREMENTS		TYPICAL INDUSTRIAL REQUIREMENTS		TYPICAL RESIDENTIAL REQUIREMENTS			
<b>ARCHITECTURAL STANDARDS</b>	USE NEW ENGLAND ARCHITECTURAL STYLE	TO BE DETERMINED	NO CURRENT REQUIREMENTS	TO BE DETERMINED	NO CURRENT REQUIREMENTS	TO BE DETERMINED	NO CURRENT REQUIREMENTS	TO BE DETERMINED		
<b>STREET TYPES I MINOR STREETS</b>										
<b>STREETS TYPE II MAJOR COLLECTORS</b>										
<b>STREETS SECTIONS</b>										
<b>LANDSCAPING</b>	NO CURRENT REQUIREMENTS		NO CURRENT REQUIREMENTS		NO CURRENT REQUIREMENTS		NO CURRENT REQUIREMENTS			

# Existing Zoning Requirements vs. Future Development Vision

*Example – Rochester, NH Traditional Development Characteristics Model*

## Model for Proposed Neighborhood Commercial (NC) District

N. Main Street-Between River Street and Walnut Street



**Characteristics**

- Total No. of Parcels: 26
- Total Parcel Acreage: 6.03
- Avg. Parcel Size (S.F.): 10,098
- Median Parcel Size (S.F.): 7,704
- Avg. Parcel Perimeter (ft): 453
- Median Parcel Perimeter (ft): 416
- Avg. Frontage (ft): 69
- Avg. Lot Coverage: 28%
- Total No. of Primary Bldgs.: 30
- Avg. Building Size (S.F.): 1,987
- Median Building Size (S.F.): 2,033
- Avg. Building Perimeter (ft): 209
- Median Building Perimeter (ft): 216
- Avg. Front Setback (ft): 13
- Avg. Property Value: \$223,567
- Total Dwelling Units: 94
- Avg. D.U./Acre: 15.6

**Legend**

- Parcel - Highlight
- F
- T
- Roadclshp
- Text Roadname
- Parcel - Lines
- BUILDING
- BUILDING
- BUILDING
- COMMON
- DISPUTE
- PROPERTYLINE
- PROPERTYLINE
- PVTRD
- PWATER
- RAILROAD
- ROAD
- TOWNLINE
- Build
- Roadways
- Mhpsrdnm
- Parcel

**Rochester N.H. Land Use Regulations Template**

**Existing Zoning District Analysis**



**Proposed TND Zoning Amendment**

# Design Themes & Transect Plan

## Example - Downtown St. Cloud, Florida Planning & Design Themes

### Downtown District-- Design Theme Board and Transect Plan

City of St. Cloud, Florida



**Purpose** The Design Theme Board and Transect Plan should be used as a tool to communicate key ideas directly relating to the St. Cloud CRA Plan and Design Guidelines for the Downtown District. It is intended to assist the City in helping Downtown realize it's potential. The aim of the Theme Board is to encourage quality design and rehabilitation of commercial development within a workable framework, rather than to lay out detailed and rigid standards. Through application of these design themes and guidelines, Downtown will yield a high-quality visual environment that benefits both users and owners.

#### Community Character Elements

Street R.O.W.	Street Furniture	Public Space	25 M.P.H. Speed Limit	Land Use/Intensity	Outdoor Dining Opportunities	Parking
Vegetative Treatments	Setbacks	Surface Materials	Drainage/Infrastructure	Building Height	Large Display Windows	Facade Treatment
Access/Curb Cuts	Wayfinding (Public Signage)	Lighting/Intensity	Key Vertical Features	Roofline Articulation	Private Signage	
Pedestrian Improvements	Fences/Walls	Traffic Calming	Details	Preserve Historic Features and Elements	Gateway Treatment	

#### Architectural Features

Rather than focus on guiding architectural styles, attention should be paid to features such as materials, character-defining elements and other amenities which create a unique and vibrant downtown atmosphere. The use of the following features are encouraged in future development and redevelopment along Downtown's Design Transect, and to compliment the Proposed Historic District Guidelines.

Detailed Rooflines or Cornice	Smaller Windows (on 2nd floor)
Awning	Pier
Lighting	Permanent Materials
Bulkhead	Recessed or Covered Entry
Substantial Window Openings	

#### Building Intensity/Form

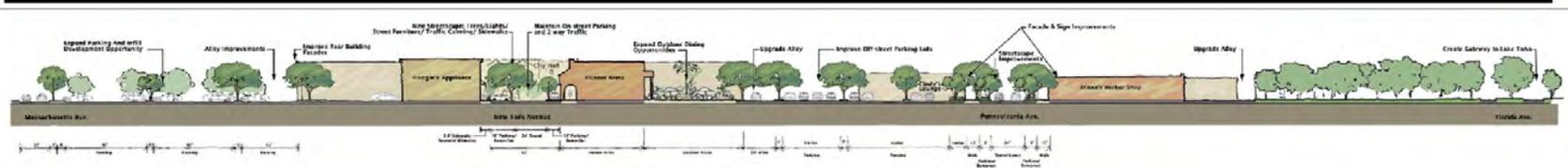
3 Story Building Appropriate Maximum Height	Traditional Color and Materials
Appropriate Commercial Signs	Flat Roofline with Parapet Wall
Identify Model Signs	Conversion of Residential Structures

#### Site Planning

**Streetscape**  
Pedestrian amenities are an essential element in creating an Urban environment. These include benches, trash receptacles, interesting paving patterns, bike racks, street lighting, bollards, and landscaping.

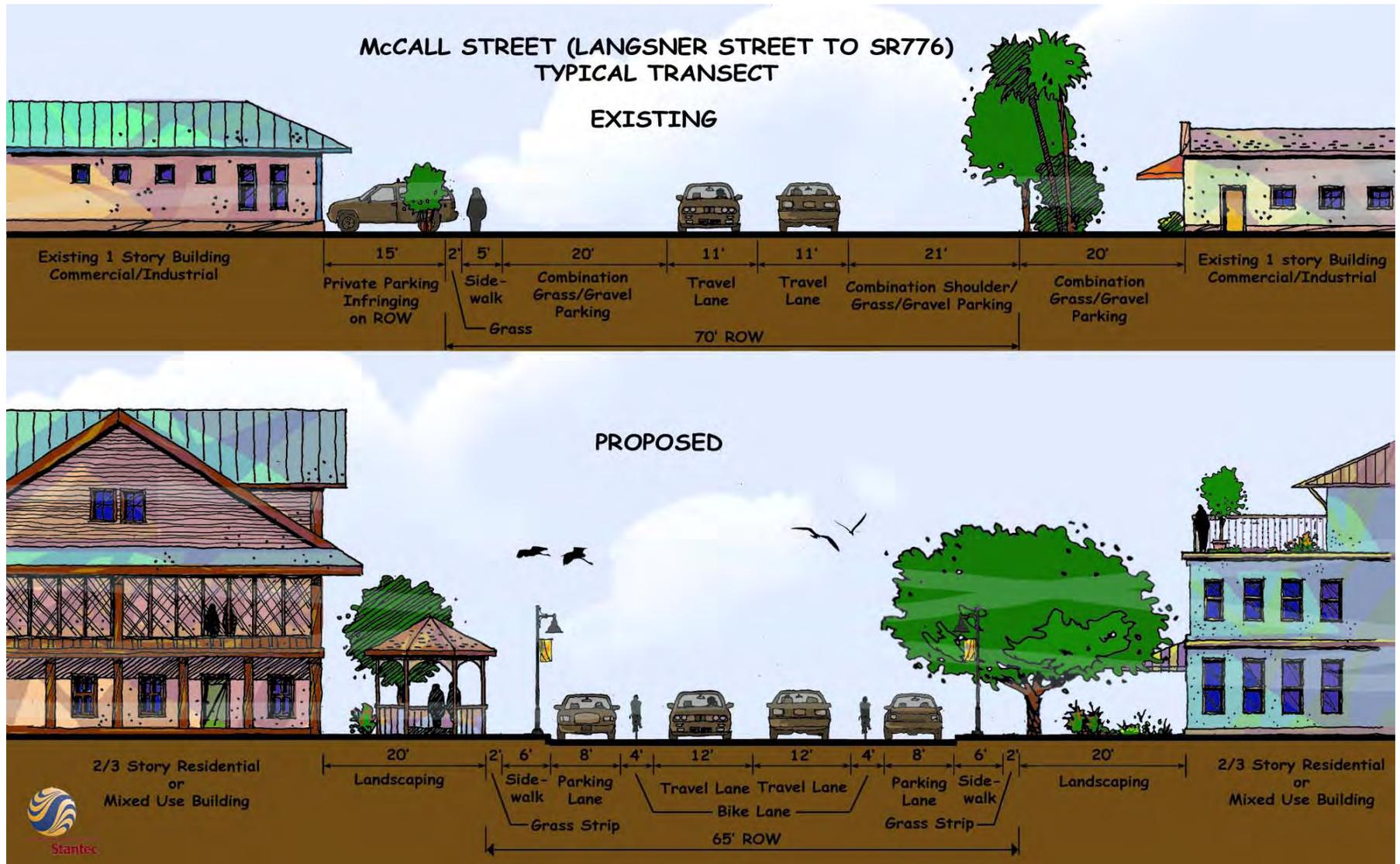
**Space**  
Buildings and sites along the Downtown transect should integrate design features that provide pedestrians with points of conversation, rest, information, and visual interest. Site buildings close to sidewalks, outdoor eating areas, public art, fountains, and other amenities.

**Streets**  
Facing setbacks and "build-to" lines are important for establishing an appropriate relationship among buildings - an essential ingredient to creating a pleasant pedestrian environment. Buildings placed along the Downtown Transect should be linked by landscaped sidewalks, plazas, and pedestrian courtyards.



# Street Design Standards – Existing & Proposed

## *Coordinated Development, Circulation, Streetscape & Parking*



# Photo Simulations of New and Infill Development

*Existing Conditions*



# Photo Simulations of New and Infill Development *Proposed*

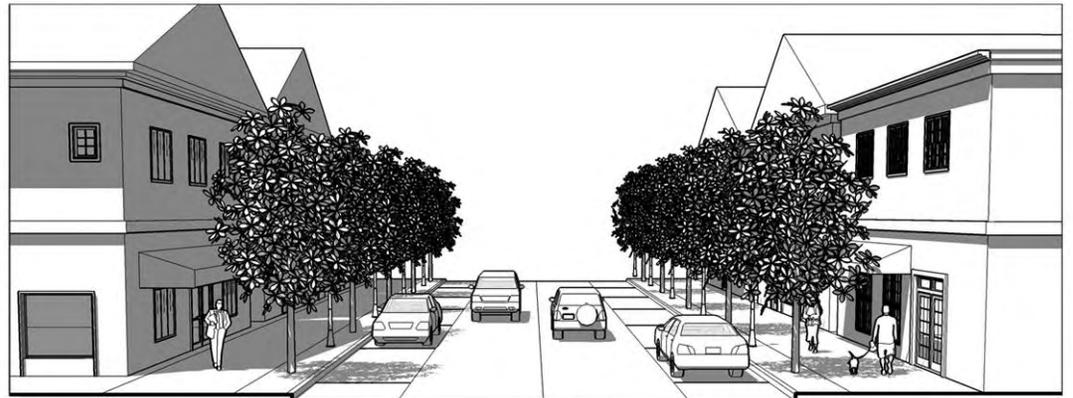


# Visioning to Strategic Implementation Plan

*Coordinated Development, Circulation, Streetscape & Parking*



**Cohasset Avenue**



**St. Margarets Street**

# Proposed Scope of Services – Phase 2 (Alternate 1)

## 2.4 Prepare Implementation Plan

- ✓ Preferred Conceptual Master Plan Refinement
- ✓ Infrastructure Needs Assessment
- ✓ Housing Development Strategy
- ✓ Business Retention and Development Strategies
- ✓ Public Wayfinding and Gateway Enhancements
- ✓ Action Plan Schedule and Matrix
- ✓ Financial Strategy

## 2.5 Public Involvement and Presentations

### *Deliverables For Phase 2 (Alternate 1)*

- ✓ Typological Land Use Regulations and Standards
- ✓ Business Retention and Development Report
- ✓ Implementation and Financing Plan



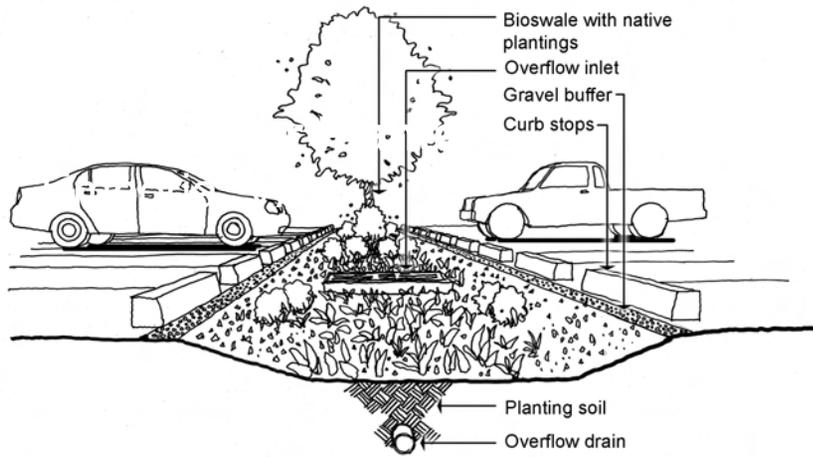
# Form-Based Development & “Complete Streets” Design Code

## Example – Buzzards Bay Street Design Transects & Standards

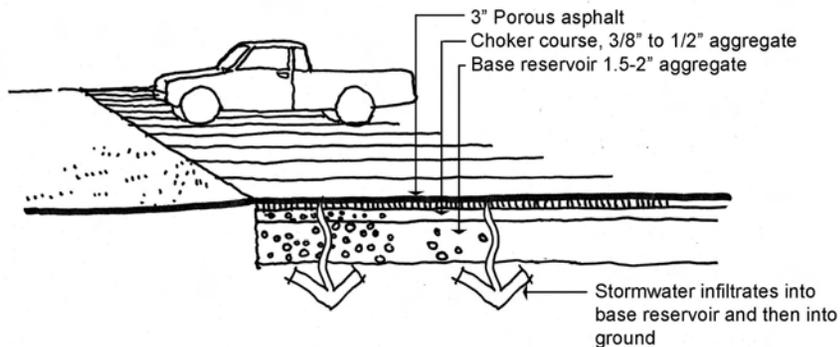
**FIGURE DTD-8: RECOMMENDED PUBLIC THOROUGHFARE HIERARCHY & STREETScape TYPES FOR THE DOWNTOWN DISTRICT - PART 1**

CLASSIFICATION	BOULEVARD	DOWNTOWN AVENUE	DOWNTOWN STREETS			
<b>DEFINITION</b>	<b>Boulevard:</b> A long-distance, speed movement thoroughfare traversing an urbanized area. This thoroughfare-type should be designed to include two or more travel lanes with the potential for designated parallel parking along one or both sides of the street. A landscaped median separates the two travel lanes. A separated sidewalk should be placed on one or both sides of the street along with designated bicycle lanes. Continuous plantings should be placed on both sides. This design treatment should be applied to the Buzzards Bay Bypass.	<b>Downtown Avenue:</b> A short, axial, local speed-movement thoroughfare suitable for downtown center and core zones, providing frontage for higher density mixed-use buildings such as storefronts, shops, and offices. It is urban in character with raised curbs, storm-drain inlets, and striped on street parking. A single species of tree is planted in opportunistic alignment and confined by individual planters to create a sidewalk of maximum width, with areas accommodating street furniture. Clear trunks and high canopies are necessary to avoid blocking views of storefronts, signage, and awnings. An avenue may be conceived as an	<b>Downtown Street:</b> A local slow-movement thoroughfare suitable for primary downtown streets, providing frontage for higher density mixed-use buildings such as houses, shops, and offices. It is urban in character with raised curbs, storm-drain inlets, and striped on street parking. A single species of tree is planted in opportunistic alignment and confined by individual planters creating a sidewalk of maximum width, with areas accommodating street furniture. Clear trunks and high canopies are necessary to avoid blocking views of storefronts, signage, and awnings.			
<b>CROSS SECTION/ PERSPECTIVE VIEW</b>						
<b>PLAN VIEW</b>						
<b>CHARACTERISTICS</b>	<b>BUZZARDS BAY BLVD (BV-108-64-BL)</b>	<b>MAIN STREET GATEWAY (DA-70-46-BL)</b>	<b>CBD STREET (CBD-40-20)</b>	<b>CBD STREET (CBD-50-40)</b>	<b>VILLAGE CONNECTOR (CBD-70-56)</b>	<b>MAIN STREET CORE (CBD-65-34-BL)</b>
Type	Speed Movement	Free Movement	Free Movement	Free Movement	Free Movement	Free Movement
Movement	Speed Movement	Free Movement	Free Movement	Free Movement	Free Movement	Free Movement
Traffic Lanes	4 11-foot (2 in each direction); partial left turn lane	Two- 11 foot	Two- 11 foot	Two- 11 foot	Two- 11 foot	Two- 11 foot
Parking Lanes	One side - south side only/Or no parking either side	Both Sides @ 8 Feet Marked	One Side @ 8 Feet Marked	Both Sides Parallel @ 8 Feet Marked	Both Sides Angled @ 8 Feet Marked	Both Sides @ 8 ft. Marked
R.O.W. Width	108 feet	70 feet	40 feet	50 Feet	70 feet	60 feet
Pavement Width	64 ft. to 76 ft. (intermittent turn lane)	46 feet	20 feet	40 Feet	56 ft.	34 feet
Traffic Flow	Two Ways	Two Ways	Two Ways	Two Ways	Two Ways	Two Ways
Curb Type	Raised	Raised	Raised	Raised	Raised	Raised
Curb Radius	30 feet	15 feet	15 Feet	15 Feet	15 ft. max	25 feet if swale, 15 feet if curb
Vehicular Design Speed	40 MPH	30 MPH	25 MPH	25 MPH	25 MPH	25 MPH
Pedestrian Crossing Time	8 seconds	4.5 Seconds	4.5 Seconds	4.5 Seconds	4.5 Seconds	4.5 Seconds
Road Edge Treatment	Curb	Curb	Curb	Curb	Curb	Curb
Planter Width	4 feet	3x3 Planters	4 feet	4 feet	4x4 Planters	4x4 Planters
Planter Type	Continuous	Individual	Continuous	Continuous	Individual	Individual
Planting Pattern	Trees at 30 Feet O.C. Average	Trees at 30 Feet O.C. Average	Trees at 30 Feet O.C. Average	Trees at 30 Feet O.C. Average	Trees at 30 Feet O.C. Average	Trees at 30 Feet O.C. Average
Tree Type	Selected Street Trees	Selected Street Trees	Selected Street Trees	Selected Street Trees	Selected Street Trees	Selected Street Trees
Street Light Type	Street Light Ornamental	Pedestrian Scale Ornamental	Pedestrian Scale Ornamental	Pedestrian Scale Ornamental	Pedestrian Scale Ornamental	Pedestrian Scale Ornamental
Street Light Spacing	30 ft. intervals	30 ft. intervals	30 ft. intervals	30 ft. intervals	30 ft. intervals	30 ft. intervals
Bike Way Type	Bike Route	Bike Route	Bike Route, Optional Bike Path	Bike Route, Optional Bike Path	Bike Route, Optional Bike Path	Bike Route, Optional Bike Path
Bike Way Width	6 feet	None	None	None	None	One Side
Sidewalks	Both Sides	Both Sides	Both Sides	Both Sides	Both Sides	Both Sides
Sidewalk Width	12 feet	9 feet	8-12 feet	10 Feet	12 ft.	9-15 feet
<b>LOCAL APPLICATIONS</b>	Bypass - Option 1	Main Street between Harrison and Belmont Cr.	Washington Avenue, Speranza Ave.	Wallace Ave	St. Margarets St and Cohasset Avenue	Main Street (Academy Dr to Harrison Ave)

# Sustainable Design (LID and LEED) Applications

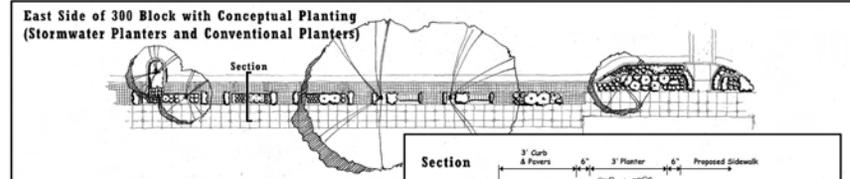
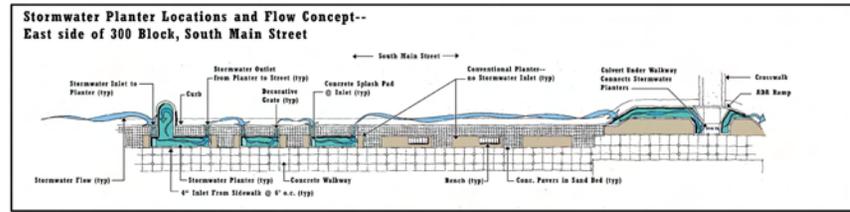


Bioswale at Parking Lot



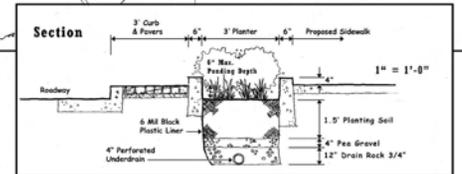
Porous Asphalt Parking

## Stormwater Planter Concept, Emporia Streetscape Emporia, Virginia



Stormwater planters improve water quality by filtering stormwater through the soil layers and plants, thereby removing contaminants. Typical street contaminants include total suspended solid (TSS), organic pollutants and oils, and heavy metals.

Maintenance: In addition to typical planter maintenance, remove sediment from planters as needed.



# Village Gateways, Wayfinding & Streetscape Enhancements

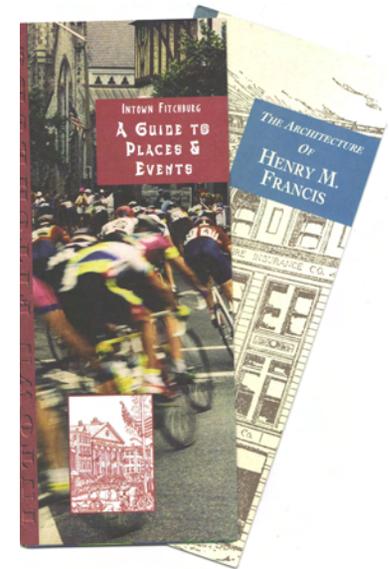
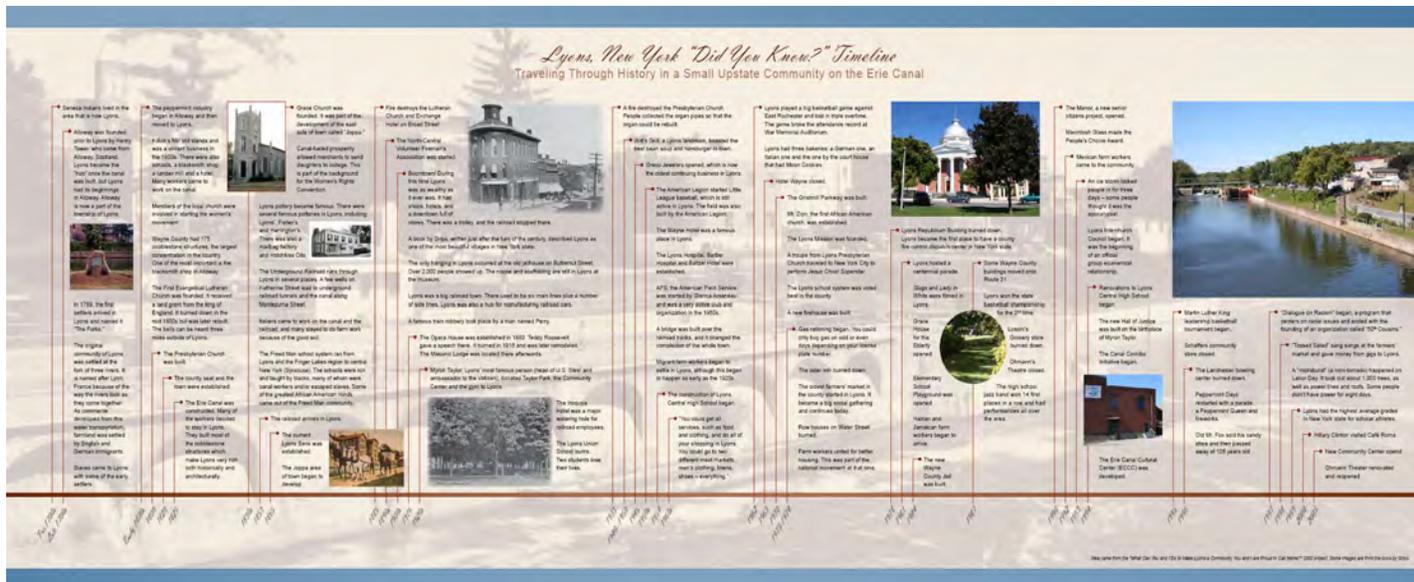
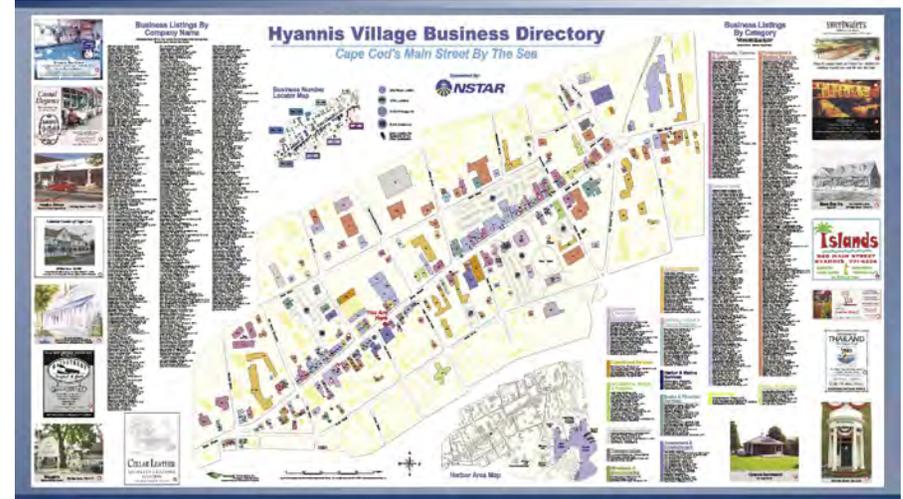
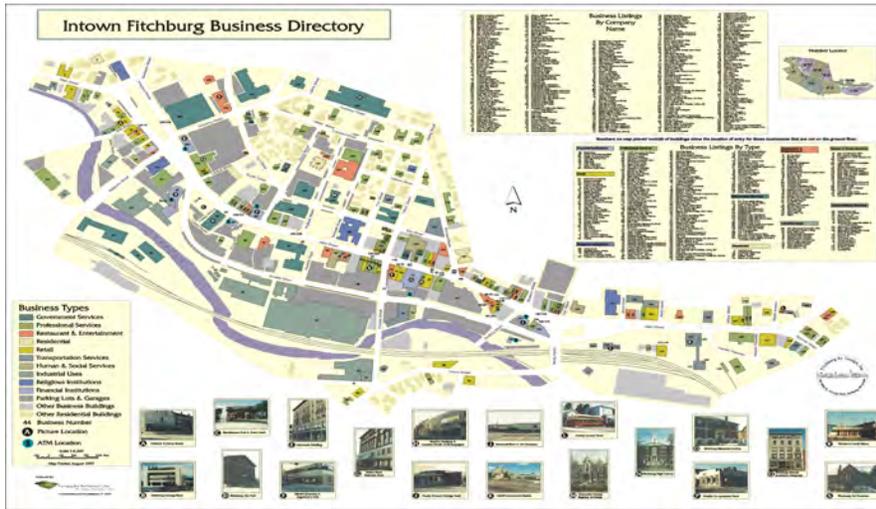


## Gramercy Farms Residential Entrance Sign Options

February 2006



# Village Marketing & Branding Concepts



# Project Schedule

WEST CONCORD MASTER PLAN PROJECT TIMETABLE									
Stantec Planning & Landscape Architecture, P.C.		MONTH							
13-Apr-09		1	2	3	4	5	6	7	8
<b>PHASE 1</b>	<b>Base Bid</b>								
Task 1.1	Project Kick-Off Meeting	X							
Task 1.2	Assessment of Relative Planning Initiatives	X	X						
Task 1.3	Public Participation Program								
	WCTF Meetings (4)	X	X	X	X				
	Public Workshop #1 - Scenario Building		X						
	Public Workshop #2 - Design Charrette			X					
	Preparation & Presentation of Alternative Concepts		X	X	X				
	Supplemental Public Involvement Programs	X	X	X	X				
Task 1.4	Preliminary Conceptual Master Plans		X	X	X				
Task 1.5	Preliminary Implementation Strategies		X	X	X				
	<b>Deliverables for Phase 1</b>				X				
<b>PHASE 2</b>	<b>Alternative 1</b>								
Task 2.1	Comparison of LU Regs to Preferred Plan					X			
Task 2.2	Typological Land Use Regulations & Standards					X	X	X	X
Task 2.3	Business Retention and Development Strategy					X	X		
Task 2.4	Implementation Plan					X	X	X	X
Task 2.5	Public Involvement and Presentations					X	X	X	X
	<b>Deliverables for Phase 2*</b>								X

\* Project Completion Anticipated by December 1, 2009

- Meetings, Workshops and Presentations
- Research and Preparation
- Deliverable Reports and Materials

# Key Success Factors

- ✓ **SMART Plan – Specific, Measurable, Attainable, Responsive, & Time Sensitive**
- ✓ **Quality Mixed Uses**
- ✓ **Maintain & Enhance Historic Context**
- ✓ **Intermodal Enhancements to Parking, Vehicle, Transit, Bike, & Pedestrian Circulation**
- ✓ **Specific Reuse, Infill and Redevelopment Strategies**
- ✓ **Create Opportunities for Private Investment**
- ✓ **Small Business Development**
- ✓ **Attractive Streetscapes & Gateways**
- ✓ **Quality Design and Development**
- ✓ **Community Involvement/Ownership in the Village Planning Process**



**Example Existing Condition**



**Example SMART Plan**



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# Streetscape Options

Emporia, Virginia



## Issues

- Lack of street planting
- Large-scale street lighting
- Unattractive intersection, pedestrians crossing full width of road
- Potentially underutilized stormwater

## Possible Solutions

- Plant street trees
- Provide pedestrian-scale lighting
- Add bulb-outs
  - + Less pedestrian crossing distance
  - + Bollards for pedestrian safety
- Add brick paving or stamped asphalt in crosswalk
- Add decorative pattern in intersection
- By adding curb cuts adjacent to planters, "rain garden" planters can be used to capture and infiltrate stormwater

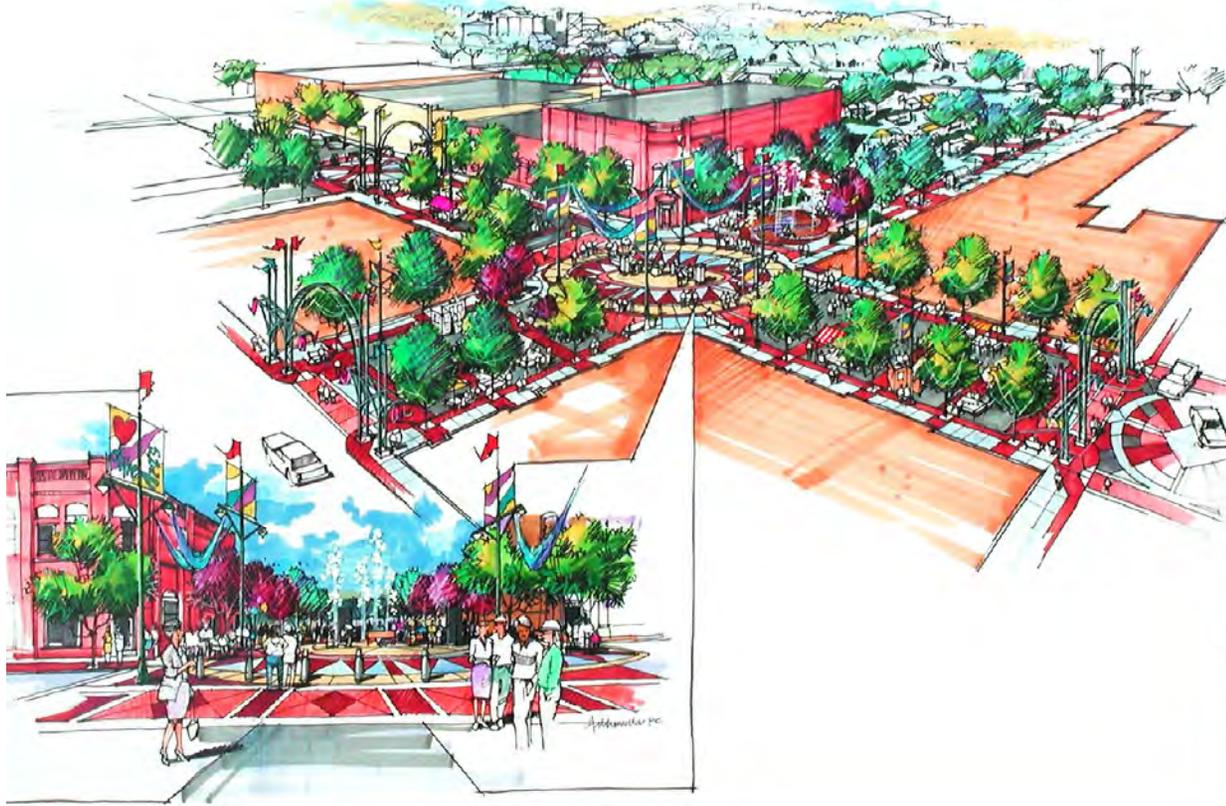


# Moscow, Idaho



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## MOSCOW DOWNTOWN REVITALIZATION Main Street / Fourth Street Development Concept

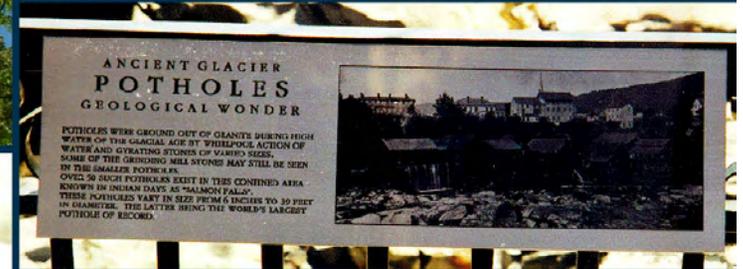


# Shelburne Falls, Massachusetts

Wayfinding Signs



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# Plymouth, Massachusetts

Improvements to Brewster Gardens



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# Winooski, Vermont

Champlain Mill Riverwalk



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