

Commonwealth Avenue,

CONCORD JUNCTION, Mass.

Town Meeting Articles Related to West Concord

WCTF Forum April 5, 2011



Courtesy of the Concord Public Library



Batting Order

- **WCTF Charge & Progress to Date**
- **Warrant Articles**
 - **\$50k Debt Exclusion**
 - **Business District Articles**
 - **Formula Business Articles**
- **Special Town Meeting Articles**
 - **\$450k for land acquisition**
 - **Industrial District**
 - **WCMUOD**
- **Next Steps/Questions/Comments**



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WARNER'S
POND



West Concord
Interim Planning
Overlay District
(WC-IPOD)

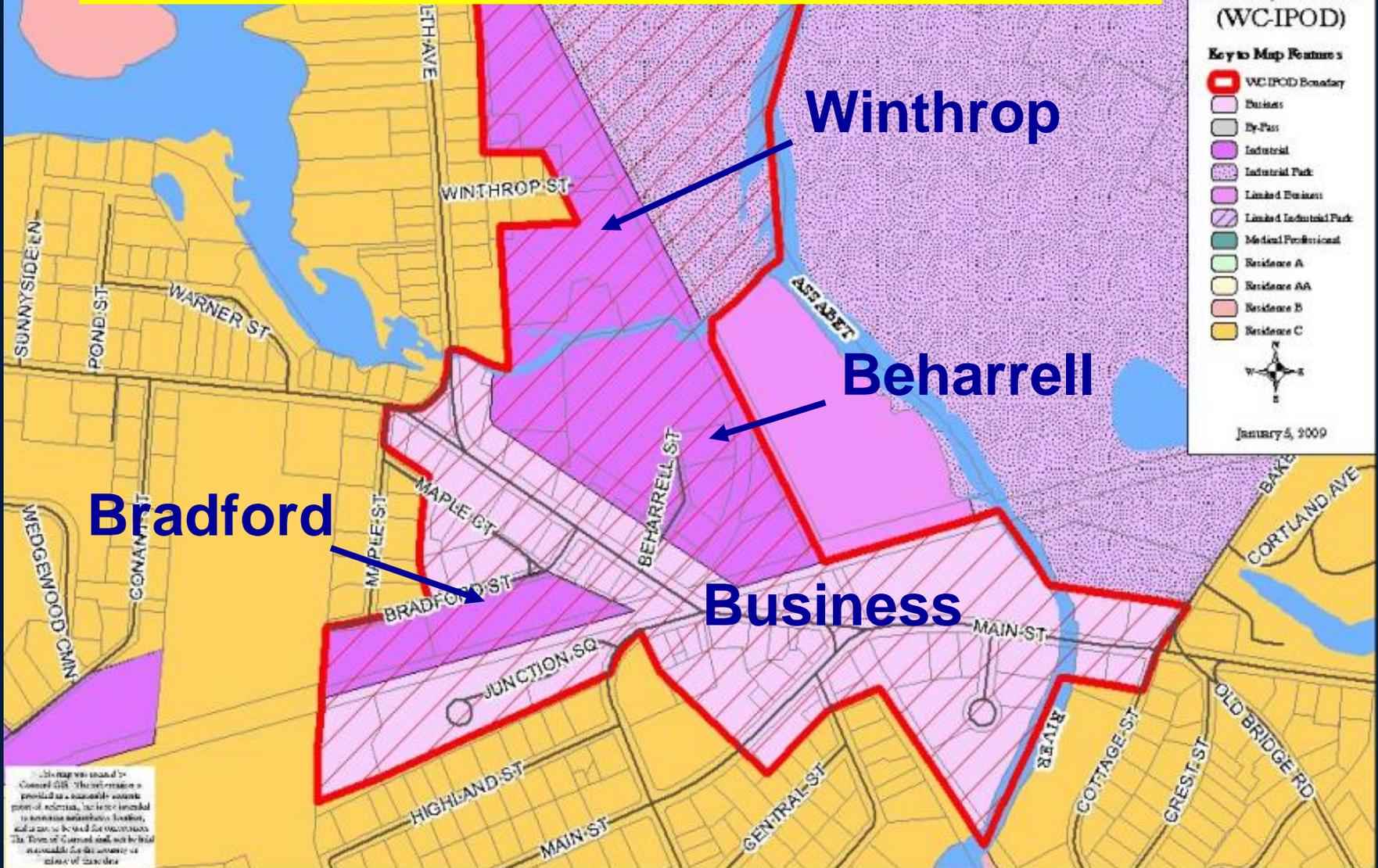
West Concord Village

Key to Map Features

- WC-IPOD Boundary
- Business
- By-Use
- Industrial
- Industrial Park
- Limited Business
- Limited Industrial Park
- Medical/Professional
- Residence A
- Residence AA
- Residence B
- Residence C



January 5, 2009



Winthrop

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Bradford

Business

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West Concord Character

- Old-fashioned village charm with train stop
- Practical retail services and goods
- Diverse small business & light industrial community
- “Funky”, artistic, aesthetic vibe
- Ideal place to live, work & play





West Concord Village Planning

- WC Task Force
- IPOD
- Master Plan
- Design Guidelines
- Zoning Revisions
- Implement Improvements





2008 West Concord Task Force

**Appointed by Board of Selectmen as result of
TM 2008 Article 37**

**“...to seek ways to maintain and enhance the
historic identity of West Concord village,
improve traffic circulation and public
transportation, and protect and promote the
enjoyment of natural resources...”**



WCTF Approach

- Engage the community
- Leverage past studies
- Understand current regulations
- Collaborative dialogue with property & business owners
- Work closely with the Planning Board and Planning Dept.
- Present recommendations as an advisory body to town boards



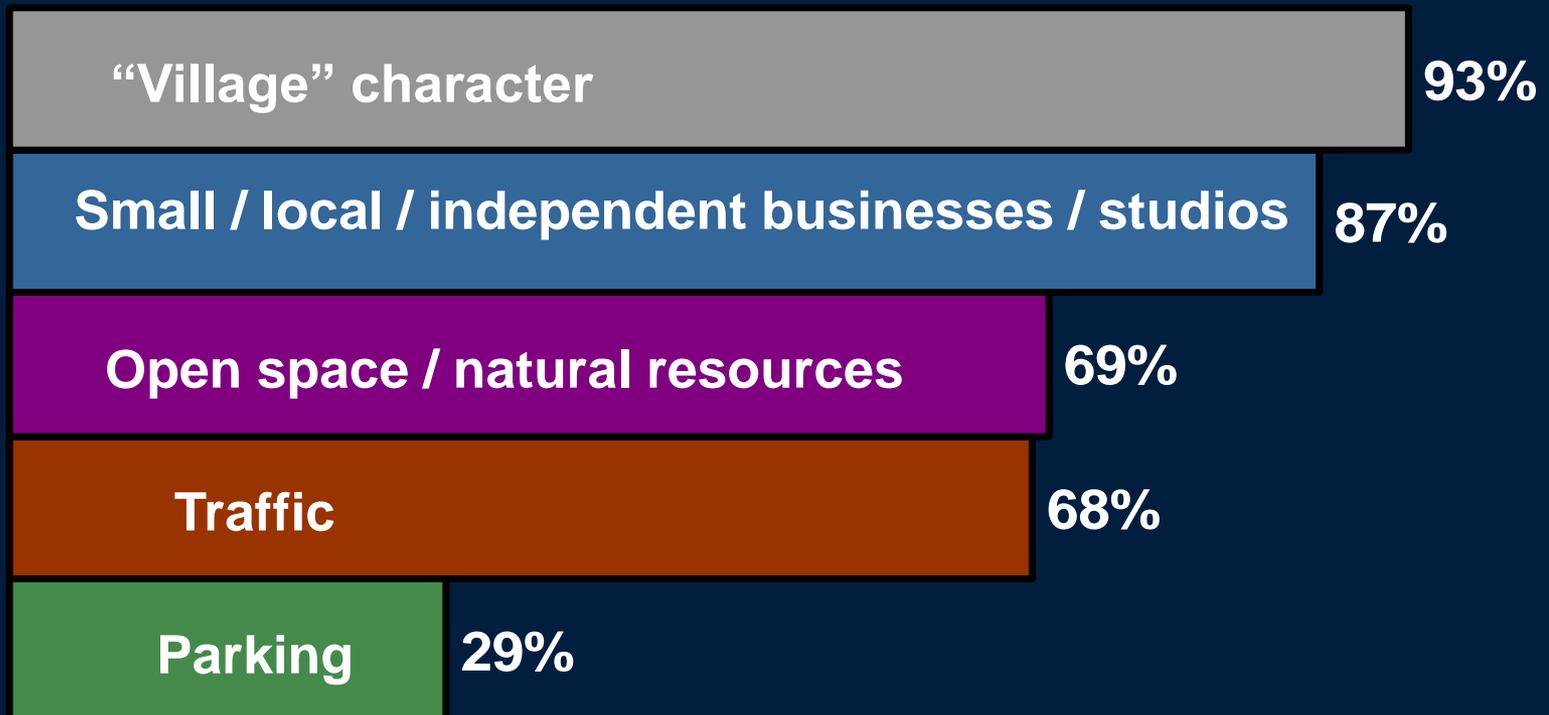
Public Input



- Survey
- Design Workshop
- Industrial Retreats
- Master Plan Forums
- Zoning Forum
- Outreach to property & business owners



Survey Sample: Areas of Concern





2009 TM Established West Concord IPOD

- **Temporary & partial brake on development while the Town develops a comprehensive plan**
- **Additional scrutiny for projects during planning**
- **Maximum of 2 years: expires with TM 2011**



2010 West Concord Village Master Plan

Created with Professional Consultant:

- Existing Conditions & Trends
- What People Think
- A Vision for the Future
- Implementation Program & Action Plan



West Concord Village Graphic Master Plan

- ✓ **Greater flow and connectivity for pedestrians, cars, bicycles**
- ✓ **Development attuned to Village scale & character**
- ✓ **Encourage and preserve small businesses**
 - ❖ **independent ownership, visual appeal**
 - ❖ **family friendly and practical offerings**



2011 Design Guidelines

Adopted by Planning Board

- Guidelines for future developments and landowner upgrades
- Part of the building permit and special permit processes for Town approvals
- Room for creativity & expression



West Concord Village Planning

- WC Task Force
- IPOD
- Master Plan
- Design Guidelines
- **Zoning Revisions**
- Implement Improvements





Synthesis of Feedback

Preserve

- Small scale retail, owner-operated w/ personal service
- Affordable light industrial space to incubate businesses

Improve

- Circulation, Traffic
- Parking
- Open Space, Access to Natural Resources



A Word about TM 2011

- Town Meeting
 - Articles 36, 50 – 56
 - Articles 36 and 52 will be amended on the floor of TM before a vote
- Special Town Meeting within TM
 - STM 2 – 6
 - STM 5 may not be moved
 - STM 6 may be sequenced differently

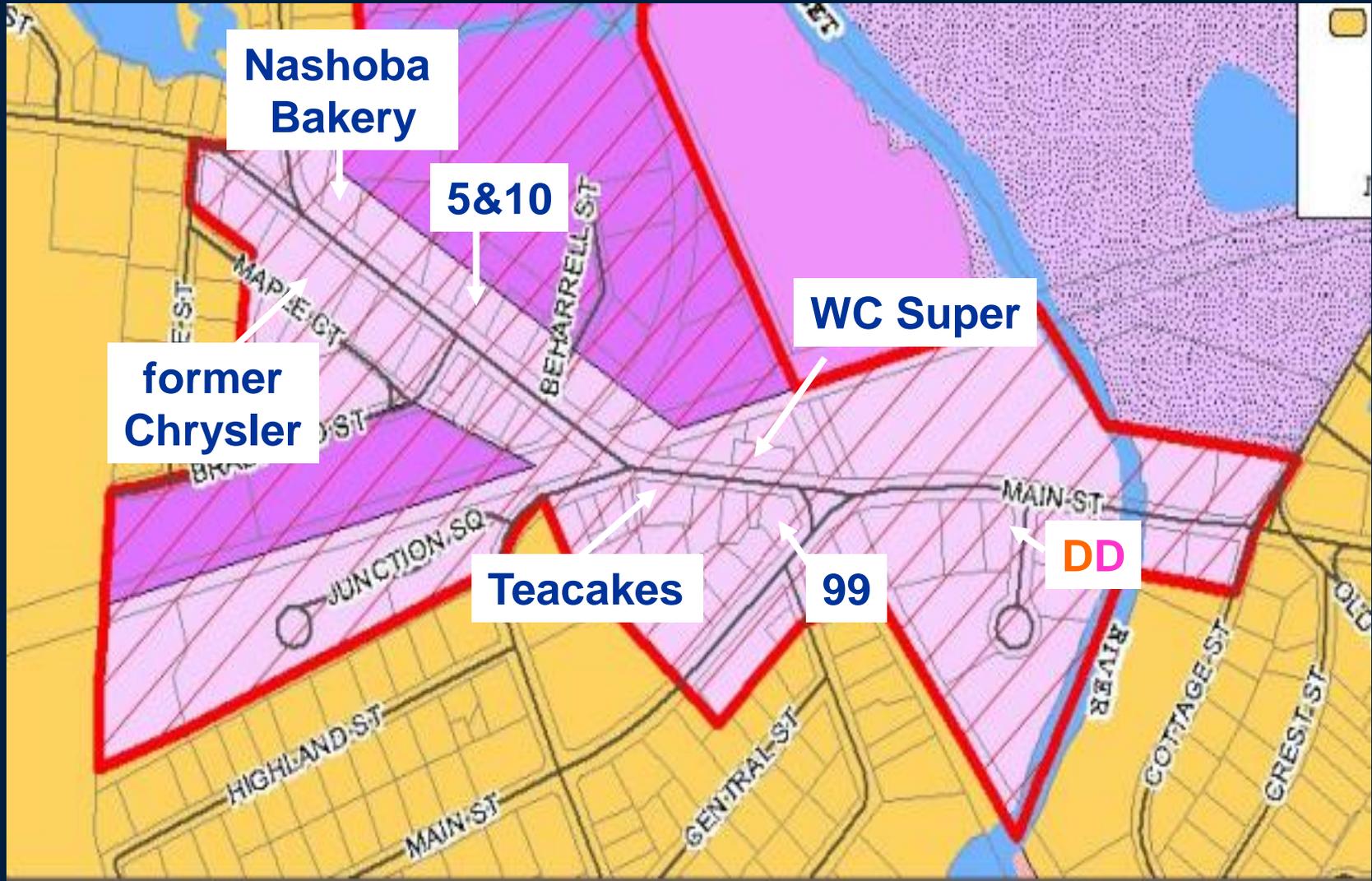


Batting Order

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Business District





Synthesis of Feedback

Preserve

Article 36: \$50k Debt Exclusion for Roadway-related improvements

- Affordable light industrial space to incubate businesses

Improve

- Circulation, Traffic
- Parking
- Open Space, Access to Natural Resources

Commonwealth Avenue,

CONCORD JUNCTION, Mass.

Article 36

\$50k Debt Exclusion for Roadway-related improvements (Phase III of Main St re-paving)



Courtesy of the Concord Public Library

Commonwealth Avenue,

CONCORD JUNCTION, Mass.

Article 36

\$50k Debt Exclusion for Roadway-related improvements (Phase III of Main St re-paving)

WCTF Position: 9-0 in favor

Courtesy of the Concord Public Library



Synthesis of Feedback

Preserve

- Small scale retail, owner-operated w/ personal service

Improve

- Circulation, Traffic
- Parking

Articles 50–53, STM 6: Allow multi-family residential in Bus. Dist.; Establish Village District; Establish Size Limits; Dimensional Changes

Commonwealth Avenue,

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Article 50

Allows for Two-family or additional dwelling unit in WC Business Dist by Special Permit (formerly NO)



Courtesy of the Concord Public Library

Commonwealth Avenue,

CONCORD JUNCTION, Mass.

Article 50

Allows for Two-family or additional dwelling unit in WC Business Dist by Special Permit (formerly NO)

WCTF Position: 9-0 in favor

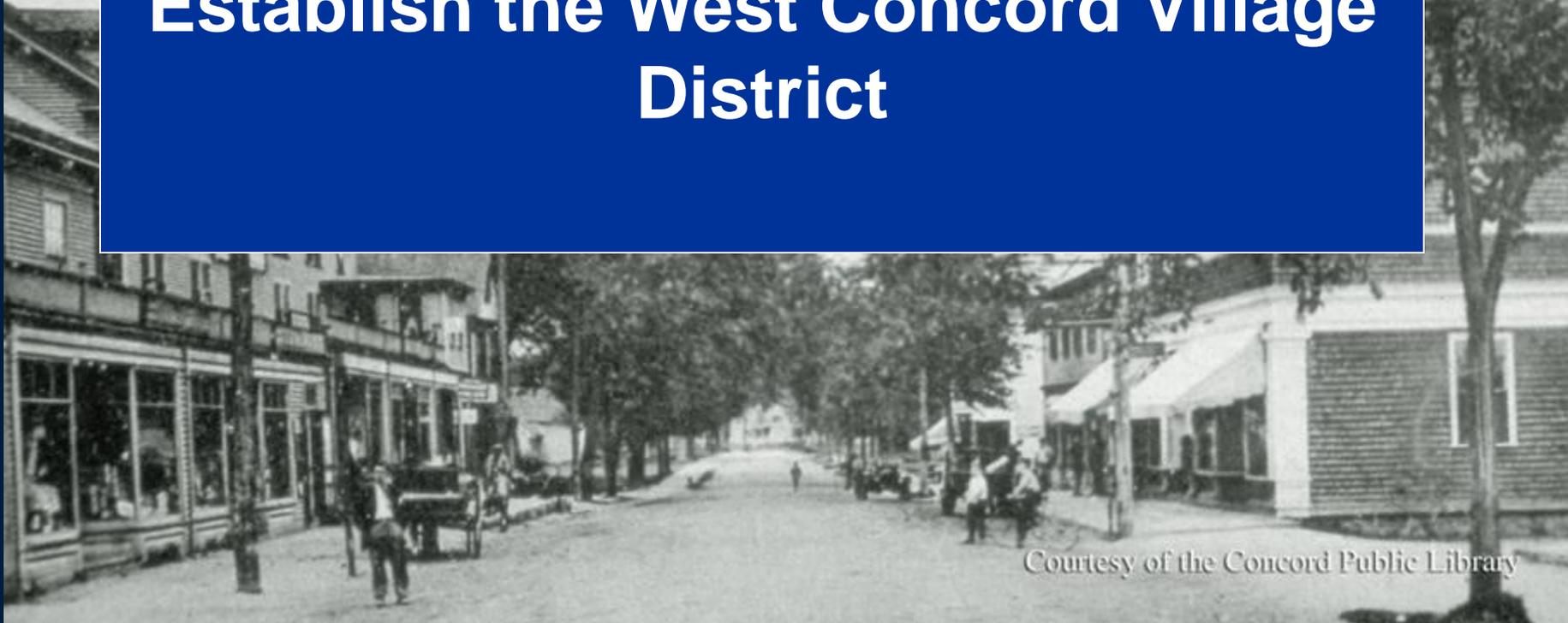
Courtesy of the Concord Public Library

Commonwealth Avenue,

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Article 51

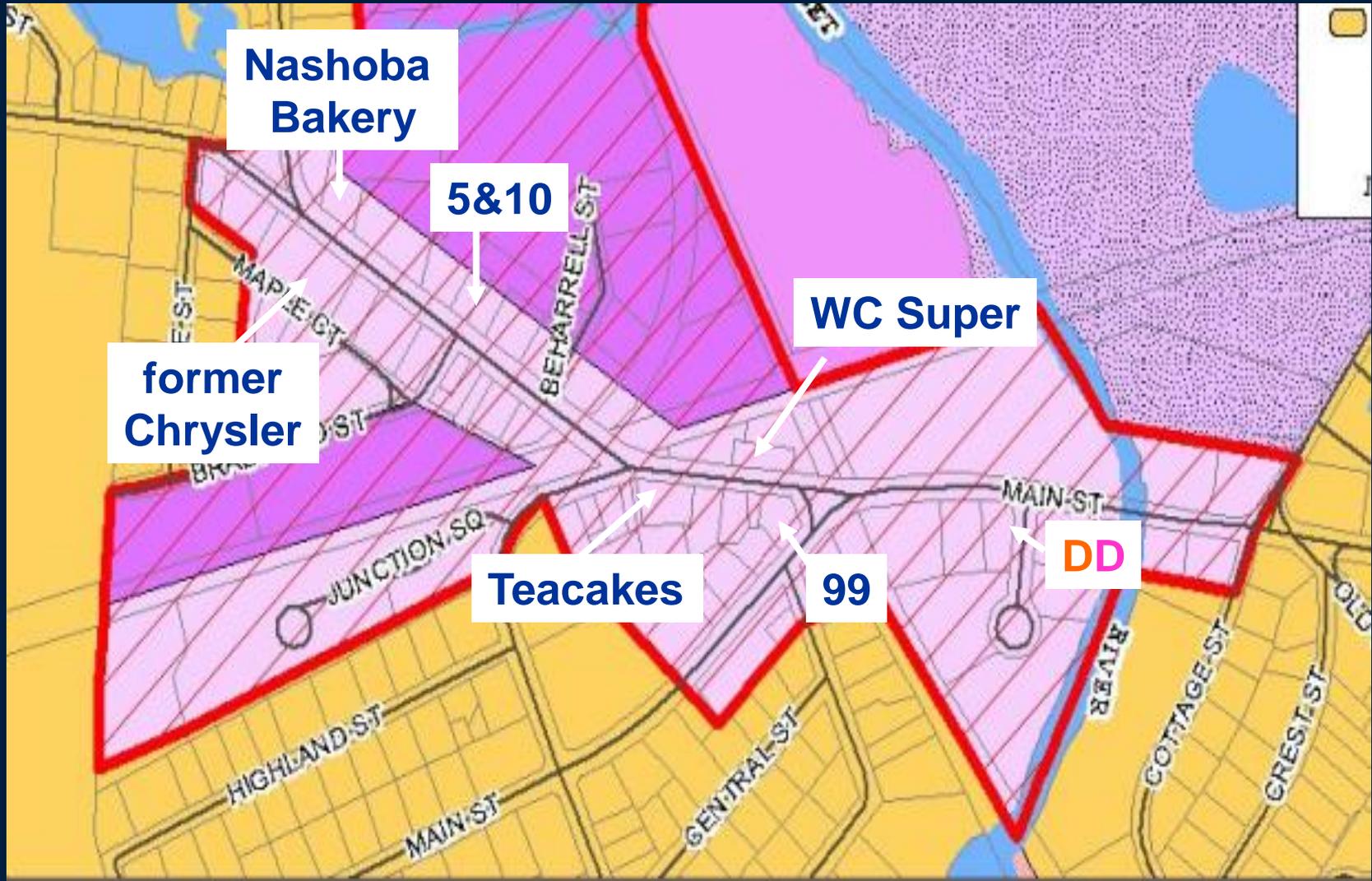
Establish the West Concord Village District



Courtesy of the Concord Public Library



Business District





Create a "Village" District within the Business District



Nashoba Bakery

5&10

WC Super

former Chrysler

Teacakes

99

DD

Encourage first floor Retail



Village District Zoning



No Residential on First Floor



Village District Zoning



Other Uses to NO

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STM 6 – Citizen's Petition

**Establish the West Concord Village
District and Include Former Chrysler
Dealership**



Courtesy of the Concord Public Library

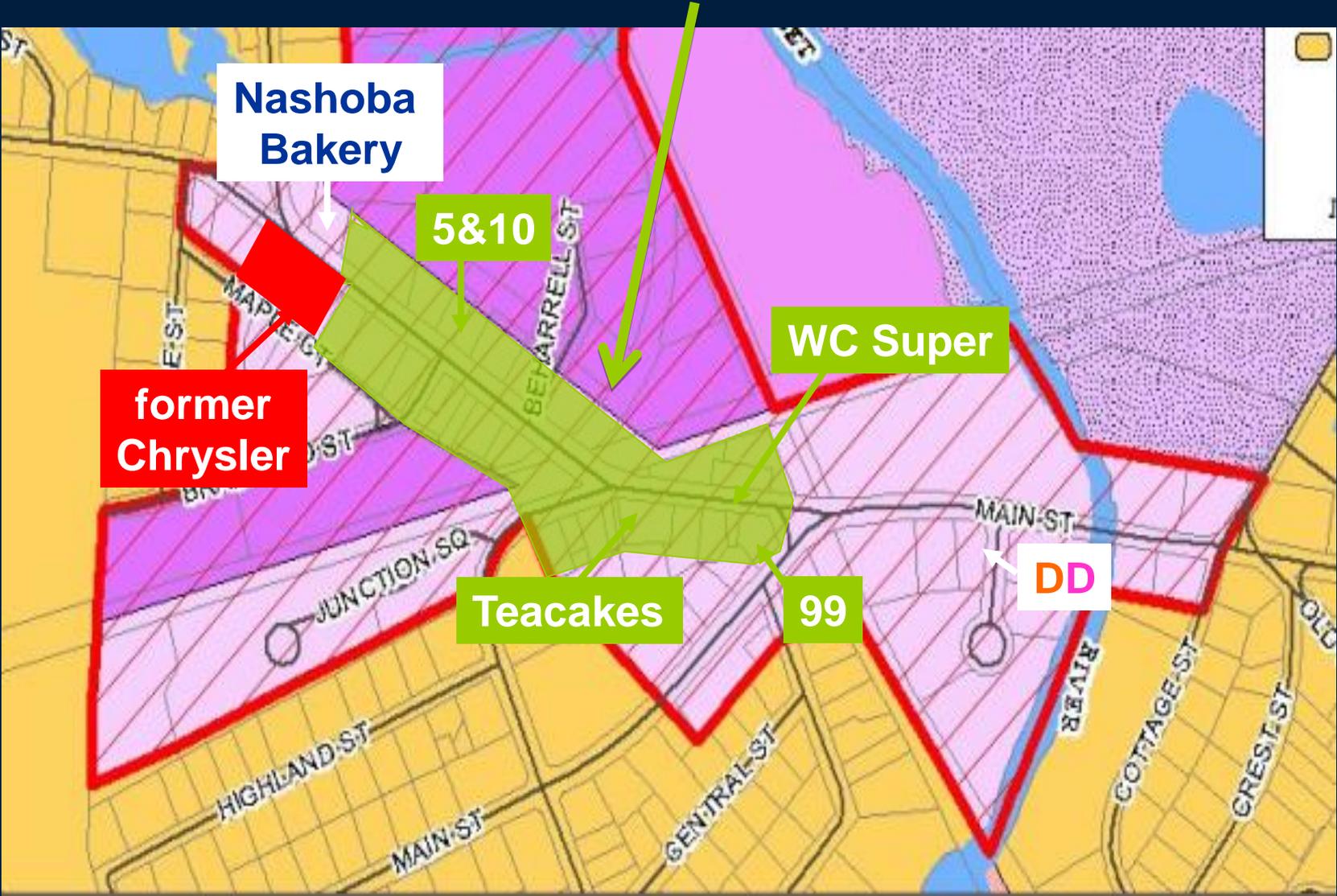


Create a "Village" District within the Business District





Add Former Chrysler Dealership





Include Chrysler?

51: NO - PB

- Can Village support that much retail?
- Good place for residential given adjacency to residential neighborhoods and train
- Still can have 1st floor retail, but isn't required

STM 6: YES - TF

- Potential residential re-development of this parcel heightened concern in the first place
- Location is gateway to WC, retail is appealing
- Residential OK on second floor, not on first

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WCTF Positions

51 Village No Chrysler: 6-3 in favor

STM 6 w/ Chrysler: 7-2 in favor

Courtesy of the Concord Public Library



Let's Not Throw the Baby out with the Bathwater



**WCTF Position: Let's make sure we
get the Village District with or without
the former Chrysler parcel**

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Article 52

Store Size Limits



Courtesy of the Concord Public Library



Business and Village District: Store Size Limits

- Article to be Amended on TM Floor
- Create Grocery Store Definition
- Grocery: 5,000 SF “public retail area”
- Retail: 4,000 SF “public retail area”
- Restaurant:
 - Village 4,000 Gr SF + 20% by SP
 - Business: 5,000 Gr SF
- No current business => non-conforming

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Article 52

Store Size Limits

WCTF Position: 9-0 in favor

Courtesy of the Concord Public Library

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Article 53 – Table III

Dimensional Changes to Implement Pedestrian-oriented Shopping Experience



Courtesy of the Concord Public Library



Article 53

Pedestrian-Friendly



Built to sidewalk: pedestrian-oriented



Articles 53 Pedestrian-Friendly



Not automobile-oriented

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Article 53 – Table III

Dimensional Changes to Implement
Pedestrian-oriented Shopping
Experience

WCTF Position: 9-0 in favor

Courtesy of the Concord Public Library



Synthesis of Feedback

Preserve

- Small scale retail, owner-operated w/ personal service

Improve

- Circulation, Traffic
- Parking

**Articles 54, 55: Formula Business Bylaw
– West Concord only (w/ and w/o a Cap)**

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Article 54 – FBB Cap

Formula Business by Special Permit
with a limit of 10 within the WC
Business District



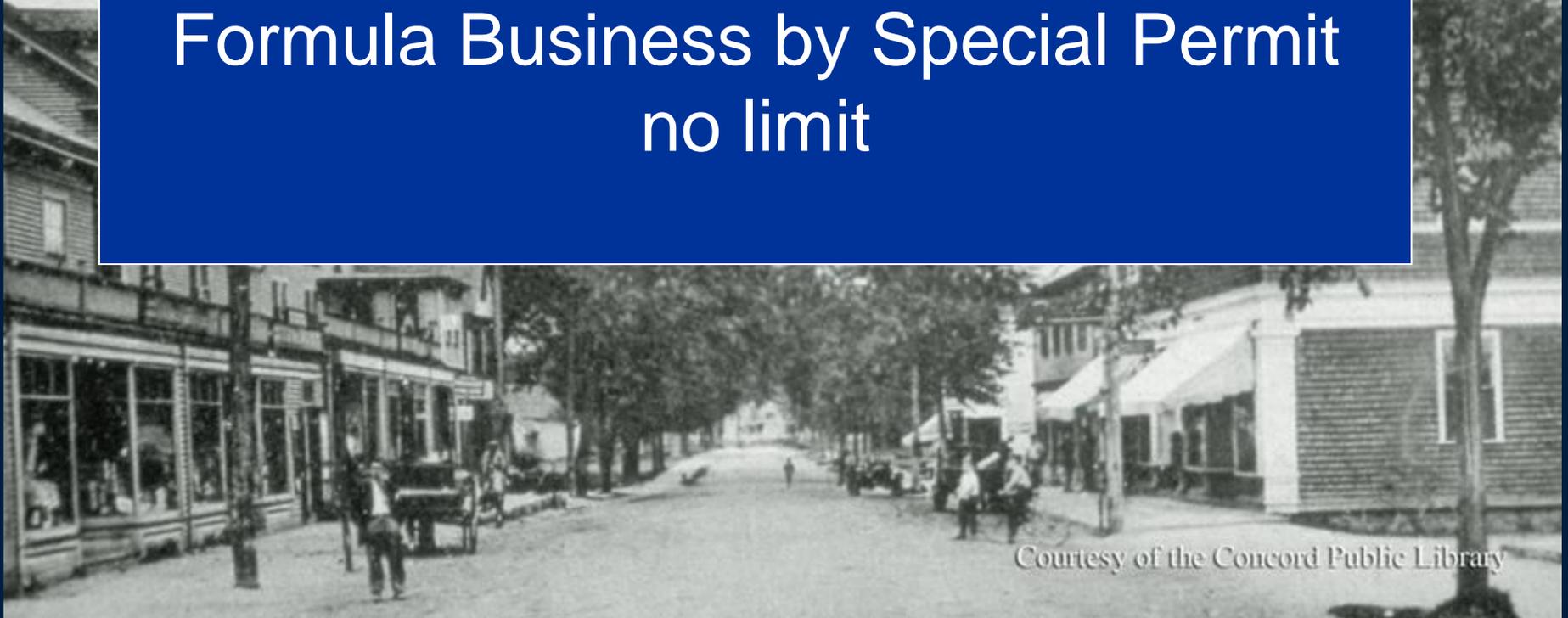
Courtesy of the Concord Public Library

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Article 55 – FBB No Cap

Formula Business by Special Permit
no limit



Courtesy of the Concord Public Library



Definition of Formula Business

FB defined as having at least 2 of:

1. Array of services and/or merchandise, or menu
2. Trademark, logo, service mark or symbol
3. Décor, architecture, layout or color scheme
4. Uniforms
5. Sign

...that are substantially the same as 15 or more such establishments



WC's Current Formula Businesses

1. Dunkin Donuts
2. 99
3. Bank of America
4. Citizen's Bank
5. Middlesex Savings Bank
6. 7-11 Convenience Store



FBB Positions

Cap

- WC Village is rare; worth preserving
- Love our owner operated businesses
- Cap will avoid bias for or against a FB

No Cap

- Sends a signal
- Town Boards can adjudicate with clear guidelines
- No immediate threat

No FBB

- It's Nimbyism
- Like FBs
- 2/3 vote at TM daunting to reverse if there's an issue in the future

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WCTF Positions

54 FBB Cap: 6-3 in favor

55 FBB No Cap: 3-5-1 against

Courtesy of the Concord Public Library



Business District Summary

Articles

- 35 – \$50k for roads
- 50 – Multi-unit res
- 51 – Village Dist
- STM 6 – + Chrysler
- 52 – Size limits
- 53 – Dimensions
- 54 – FBB Cap
- 55 – FBB No Cap

WCTF Positions

- 9-0 in favor
- 9-0 in favor
- 6-3 in favor
- 7-2 in favor
- 9-0 in favor
- 9-0 in favor
- 6-3 in favor
- 3-5-1 against

WARNER'S
POND



West Concord
Interim Planning
Overlay District
(WC-IPOD)

Industrial District

Key to Map Features

- WC-IPOD Boundary
- Business
- By-Use
- Industrial
- Industrial Park
- Limited Business
- Limited Industrial Park
- Medical/Professional
- Residence A
- Residence AA
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- Residence C

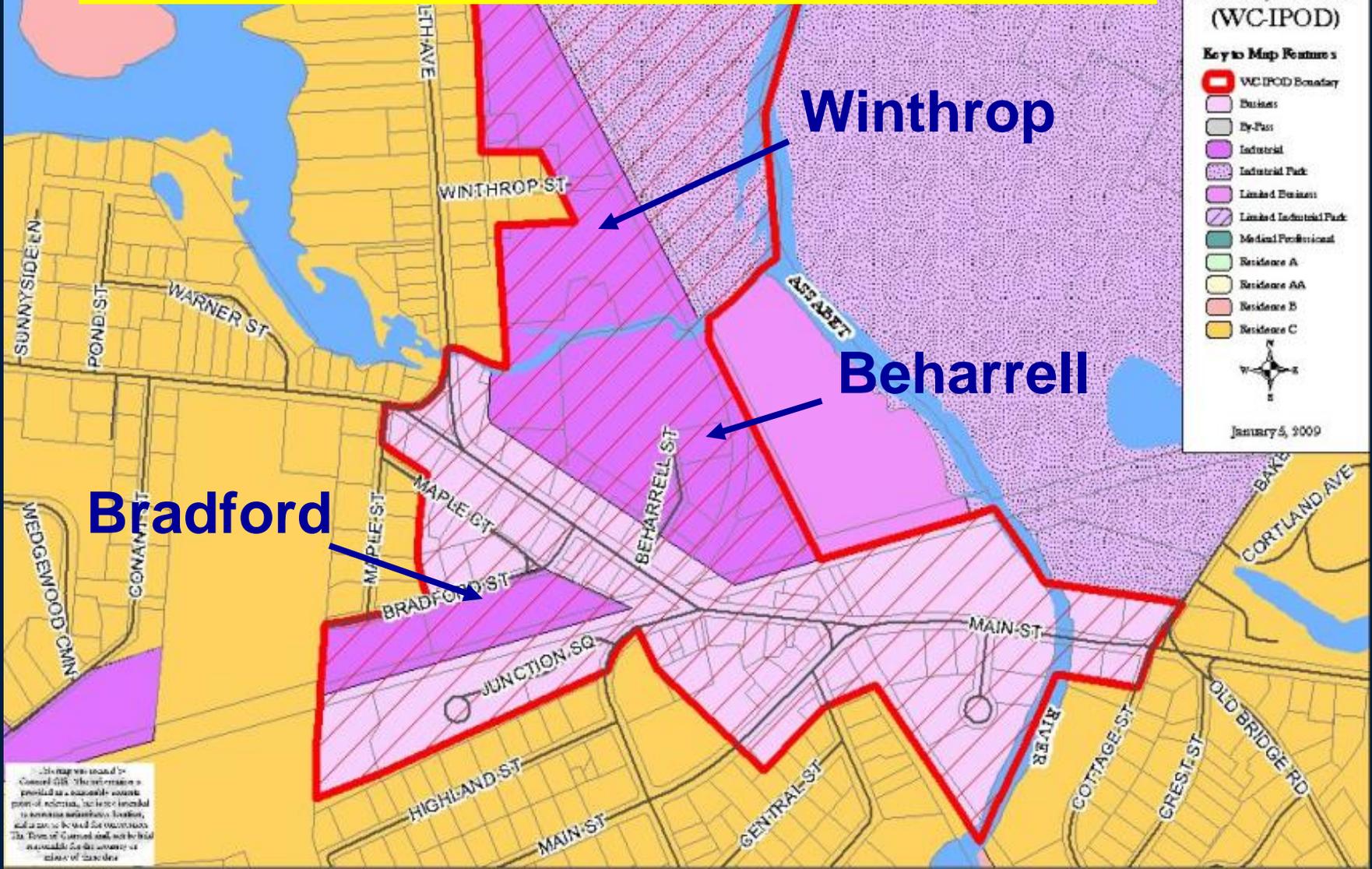


January 5, 2009

Winthrop

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Synthesis of Feedback

Preserve

- Small scale retail,

**STM Article 2: \$450k
debt exclusion for
land acquisition to
support the Master
Plan**

Improve

- Circulation,
Traffic
- Parking
- Open Space,
Access to
Natural
Resources

Commonwealth Avenue,

CONCORD JUNCTION, Mass.

STM Article 2 – Land Acquisition

Debt exclusion to support acquiring potentially two properties: Acadian or Used Car lot next to Nashoba Bakery

WCTF Position: 9-0 in favor

Courtesy of the Concord Public Library



Synthesis of Feedback

Preserve

Improve

STM Articles 3, 4: Limit Certain Industrial Dist Uses; Strengthen Mixed-use Ind/Bus/Res Special Permit language

- Affordable light industrial space to incubate businesses
- Open Space, Access to Natural Resources

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STM Article 3 – Industrial District

Misc. Use Table Changes

No to Auto Dealerships

SP for Lodge and club, personal service shop, funeral home, vet or kennel, auto service, and auto repair

WCTF Position: 9-0 in favor

Courtesy of the Concord Public Library

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STM Article 4 – Industrial District

Beef up Mixed use Ind/Bus/Res
Special Permit Requirements



Courtesy of the Concord Public Library



Mixed Use SP Changes

- Support and advance Master Plan
- Consistent with Design Guidelines
- Enable substitution of up to 10% “affordable” industrial for affordable residential
- No residential on first floor

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STM Article 4 – Industrial District

Beef up Mixed use Ind/Bus/Res
Special Permit Requirements

WCTF Position: 9-0 in favor

Courtesy of the Concord Public Library



Synthesis of Feedback

Preserve

STM Article 5: WC Mixed-use Overlay District (WCMUOD)

- Affordable light industrial space to incubate businesses

Improve

- Circulation, Traffic
- Parking
- Open Space, Access to Natural Resources

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STM Article 5 – WCMUOD

Create Overlay District to Enable
Redevelopment of 50 Beharrell St, and
extension of Beharrell to
Commonwealth



Courtesy of the Concord Public Library



WCMUOD

- Properties
 - 50 Beharrell St
 - Used car lot
- Uses
 - Combined Residential/Industrial
 - “Affordable” Light-Industrial
- Dimensions
 - Maximum Height: 48 Feet

Commonwealth Avenue,

CONCORD JUNCTION, Mass.

STM Article 5 – WCMUOD

Create Overlay District to Enable
Redevelopment of 50 Beharrell St, and
extension of Beharrell to
Commonwealth

WCTF Position: No Position Yet

Courtesy of the Concord Public Library



Industrial District Summary

Articles

- STM 2 – \$450k for land
- STM 3 – Use changes
- STM 4 – Mixed use SP
- STM 5 – WCMUOD

WCTF Positions

- 9-0 in favor
- 9-0 in favor
- 9-0 in favor
- No position pending more information



In other developments...

WHEELHOUSE
at the Bradford Mill





WCTF is

- Phil Adams
- Bobbie Brennan
- Nancy Carey
- Gary Clayton
- Sue Felshin
- Don Hawley
- David Holdorf
- Gary Kleiman
- Chris Sgarzi
- Jimi Two Feathers