

FOXBOROUGH

THE MASTER PLAN ROUTE ONE WORKSHOP

FOXBOROUGH PLANNING BOARD

January 29, 2015

McCabe Enterprises | PARE Corporation | J Mecca Design

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Completion of the Master Plan

- Route 1 Workshop
- Goals & Priorities – March 26th
- Draft Master Plan in May
- Public Hearing -- June 2015

Why a Master Plan?

PURPOSES

- Establishes a Vision for the future of Foxborough
- A guide for how to achieve the community's Vision
- Policy Foundation for Zoning and Land Use Decisions

BENEFITS

- Consistency in decision-making
- **Informed decisions**
- Achieve predictability
- **Wise use of resources**
- Anticipate major capital needs & investments
- **Preserve community character**
- Promote positive economic development

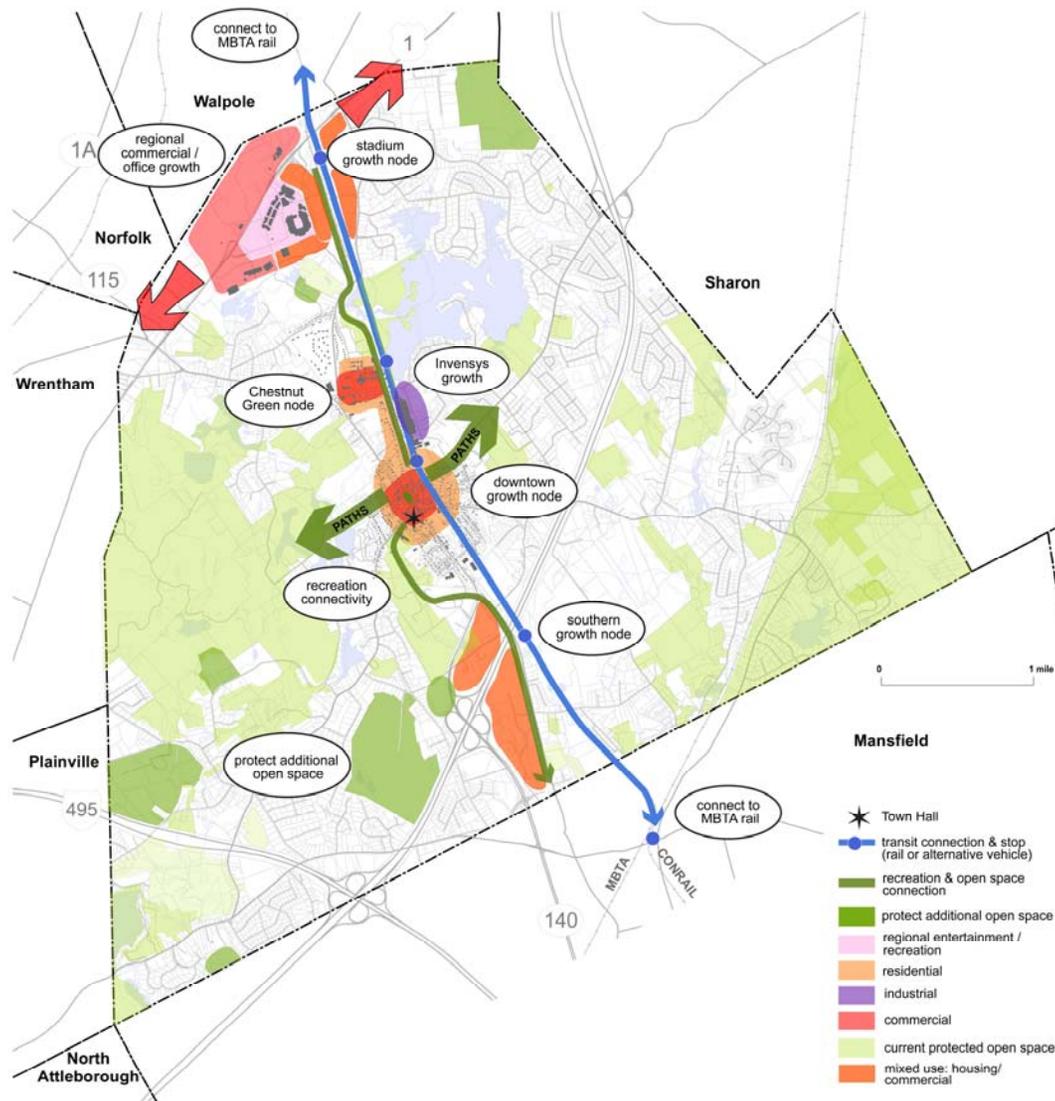
The Town of Foxborough is characterized by its rich history, small town traditions and family-centered neighborhoods located at the crossroads of southern Massachusetts. It has many natural resources including beautiful forests, lakes and rivers, a world-class athletic attraction and a picturesque town center. The Foxborough Master Plan seeks to protect this balance and provide for a dynamic local economy and an environmentally sustainable future.

VISION

Route 1 has many faces – Foxborough’s front door; a world-class athletic attraction with dining and entertainment; nationally and regionally recognized businesses and services; corporate offices and retail services; natural areas and open space. In addition, Route 1 is home to a variety of distribution-related businesses and services capitalizing on easy access to I-495, Providence and Boston.

The vision for the Route One Node reflects the Town’s self-image as a family-oriented community that values natural areas and open space, quality jobs and businesses. Route 1 should be a high-quality, front-door to Foxborough, that is well-designed, serves the region and Foxborough while maintaining the balance with nature and development with minimal intrusion into the day-to-day residential life of Foxborough, capitalizing on rail and highway access.

ROUTE 1 VISION



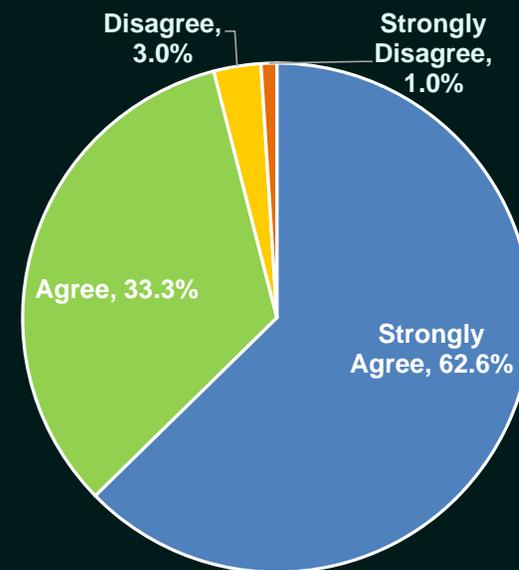
The Growth Nodes can foster an economically strong Rte. 1 while protecting/preserving Foxborough as a small town.

Weekly Poll Preferences

- **79.1% of Weekly Poll respondents preferred this image of a highway corridor**

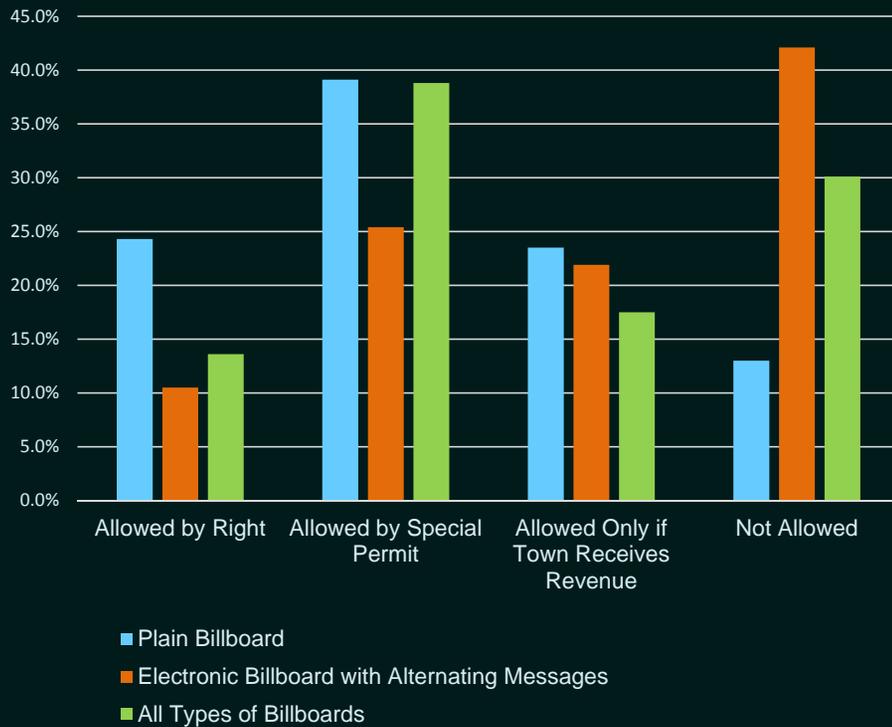


- **95.9% viewed Route 1 as an opportunity for Foxborough to increase its tax base.**

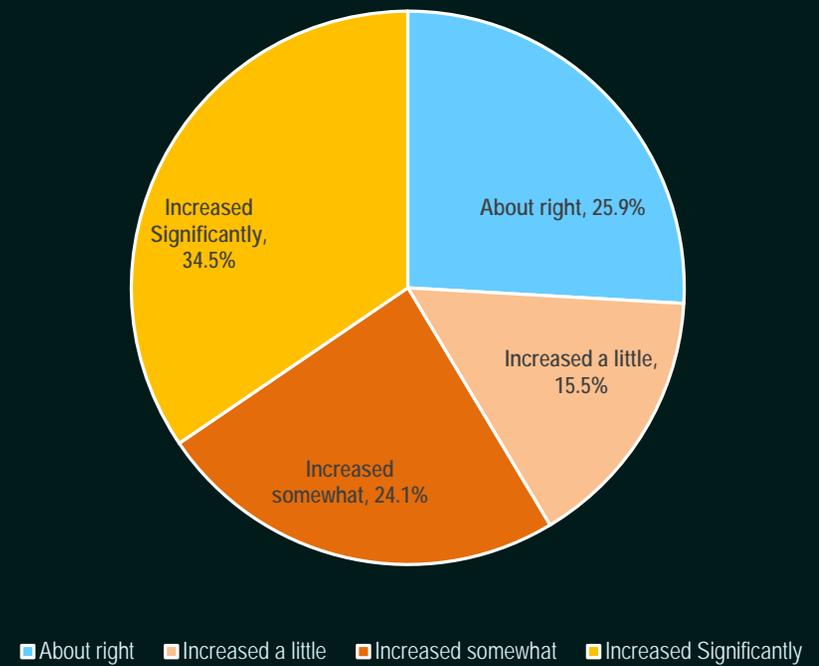


The Weekly Poll: Billboards

Permitting Billboards by Type



Interval Between Billboards



Route 1



WEST	EAST
North Route 1 (north of EDA Overlay and the railroad)	North Route 1 (north of EDA Overlay and the railroad)
The EDA Overlay	The EDA Overlay
South Route 1 (south of the EDA Overlay)	South Route 1 (south of the EDA Overlay)

Commercial / Industrial Areas in Foxborough

- **1,332 acres of commercially zoned land**
 - 45% of buildable land in Foxborough (not wetlands)
- **342 parcels**
- **242 owners**
- **5.7 million gross SF of commercial buildings**
- **\$1,042,206,000 of assessed valuation**
 - 22.4% of Overall Valuation in Foxborough

Route 1 Commercial & Industrial

- **840 acres of commercially zoned land**
 - 63% of com'l zoned land
- **153 parcels (45% of parcels)**
- **77 owners**
- **2.3 million SF of com'l bldgs.**
 - 40% of the com'l /Ind SF
- **\$ 756.4 million of assessed valuation**
 - 73% of commercial assessed values in Town along Rte 1

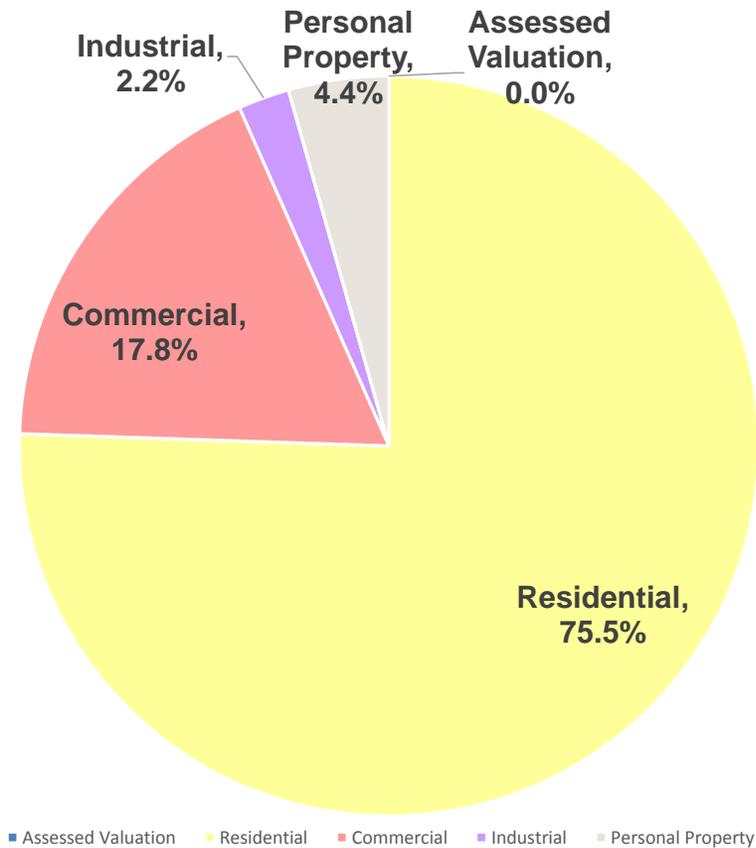
The Weekly Poll

Route 1 and the Foxborough Tax Base

	Strongly Agree	Agree	Disagree	Strongly Disagree
The balance between residential and commercial is about right.	14.0%	52.0%	20.0%	13.0%
Foxborough should rely more on commercial and industrial sectors for real estate taxes.	35.6%	41.74%	20.2%	3.0%
Route One is an opportunity for Foxborough to increase its property tax revenues.	62.6%	33.3%	3.0%	1.0%

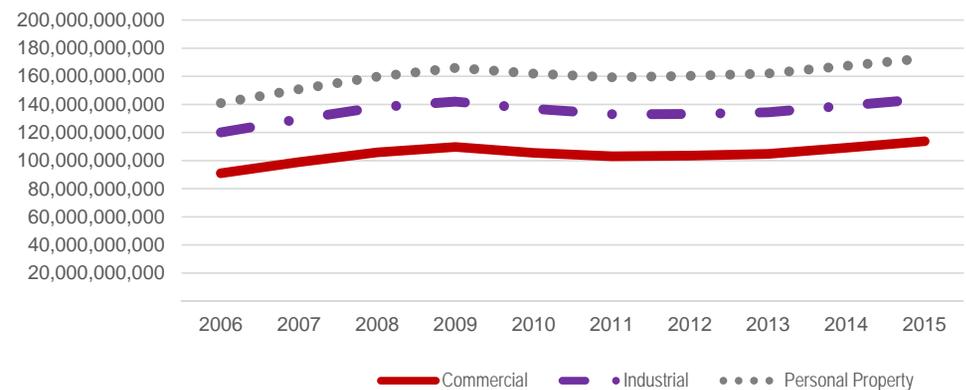
Tax Base

Assessed Values in FY 2015



- Commercial, Industrial & Personal Property sectors comprise 24.5% of tax base in FY 2015.
- Foxborough ranks 40th amongst 351 cities & towns as to percent of its tax base from CIP.
- State average CIP is 18.2%

CIP Tax Growth In Foxborough, FY2006-FY2015



Route 1 Development Considerations

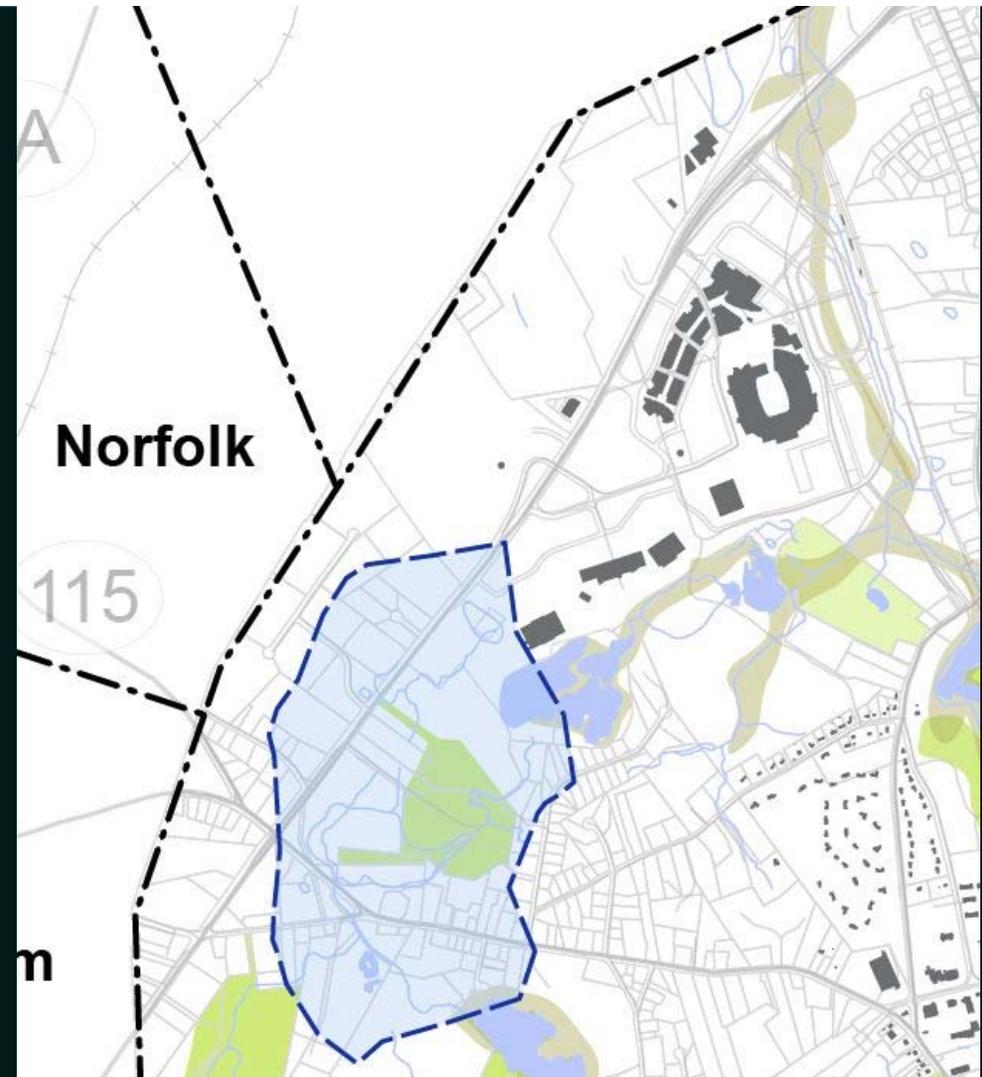
- Water
- Sewer
- Utilities
- Wetlands
- Ledge & Soils
- Access & Transportation
- Zoning
- Market Conditions
- Amenities; Quality of Life/Place

Water

- Zone 2 Water Resources Protection Overlay District encompasses portions of Route 1
- Impervious areas (parking and buildings) limited to 15% of lot area per Town's WRPOD.

Commercially-Zoned Parcels in the Zone 2

West	South Rte 1 Area	16 parcels	18 parcels
	EDA Area	2 parcels	
East	South Rte 1 Area	7 parcels	21 parcels
	EDA Area	14 parcels	



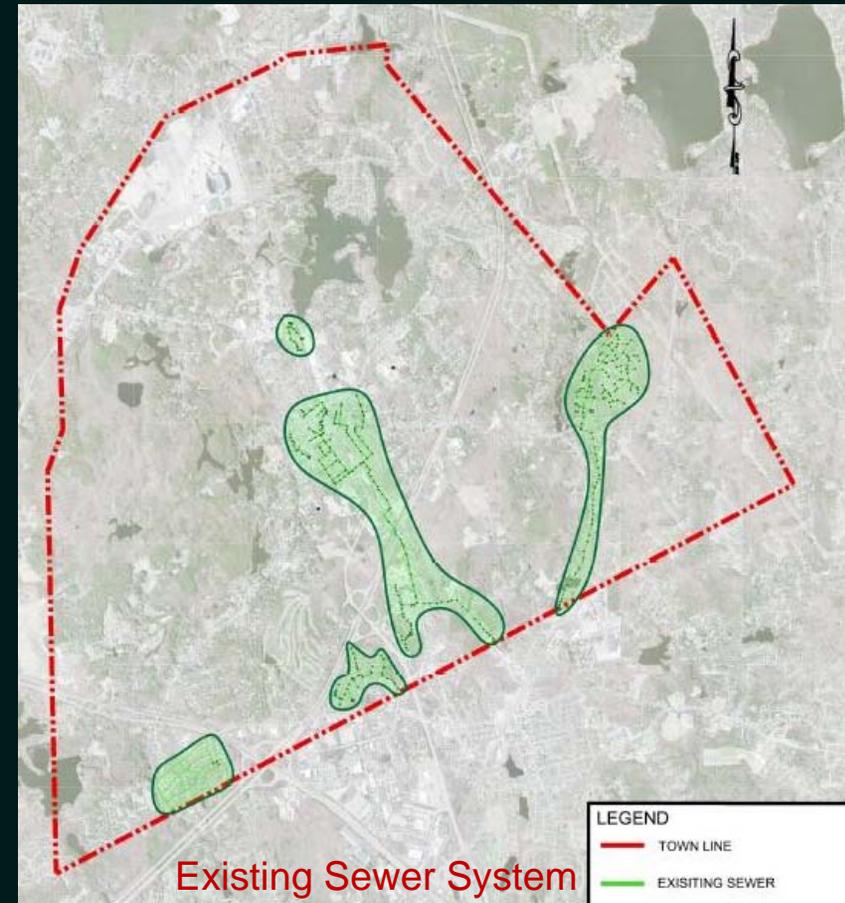
Sewer Along Route 1

TODAY

- Major Development Constraint
- Most rely primarily on on-site wastewater management (i.e., septic systems)
- Gillette & Patriot Place – private WW treatment plant

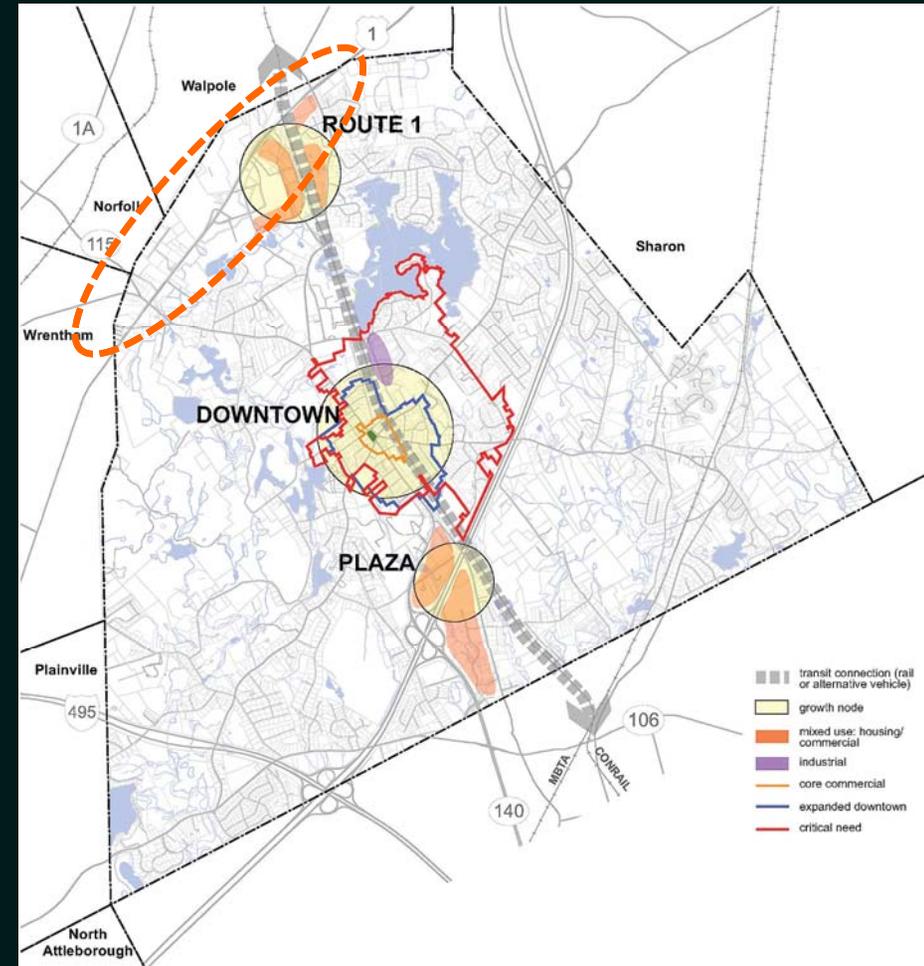
FUTURE APPROACHES

1. Work with Town as part of Foxborough's long term wastewater management strategy. *OR*
2. Go It Alone: Separate shared approach for commercial Waste Water Treatment amongst Route 1 sewer generators.



Sewer for Rte 1: The Municipal Approach

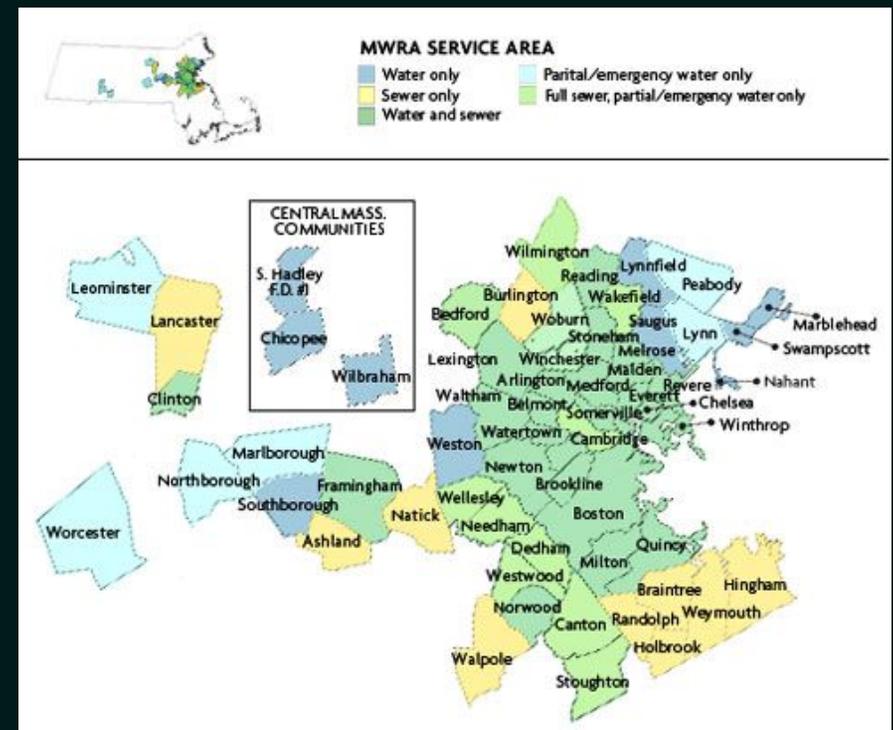
- Areas of Critical Need must be addressed first per DEP & town's Comprehensive Wastewater Management Plan
- Town will be primary for design, construction, operation of system
- Rte 1 is the farthest from Mansfield WWTP in Foxborough – may take time for collection system to reach Route 1



Sewer for Route 1 Go It Alone Approach

Treatment Options

- MWRA
- Separate Private WWTP
- Individual WW Treatment
 - septics
 - tight tanks
- New Sewer District for Rte. 1



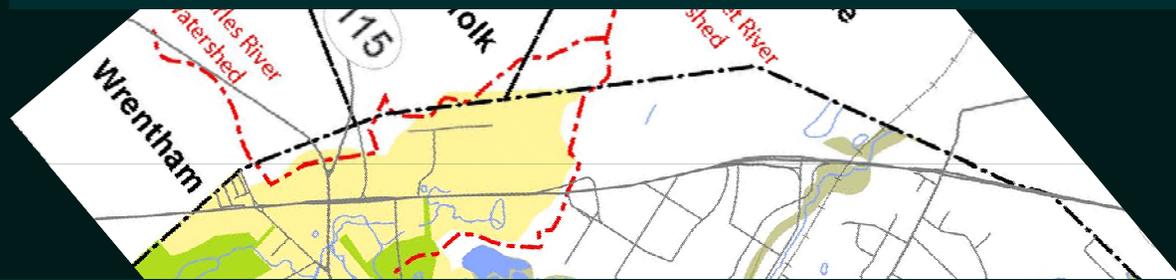
Electric & Power

- N-Grid's Union Loop serves Foxborough
- **2 Challenges with Union Loop**
 - Insufficient Capacity for Existing & Future Demand
 - High Vulnerability to Outages
- An additional feed for parts of Route 1 from Wrentham
- **National Grid has phased plans**
 - Strengthen Distribution System with larger wires (more capacity)
 - Add Substation in North Foxborough in future for redundancy and more capacity



Wetlands and Conservation Land

- Cranberry Bog
- Scattered Wetlands
- Flood Plain area
- Vernal Pools near Bog



Route 1 Transportation

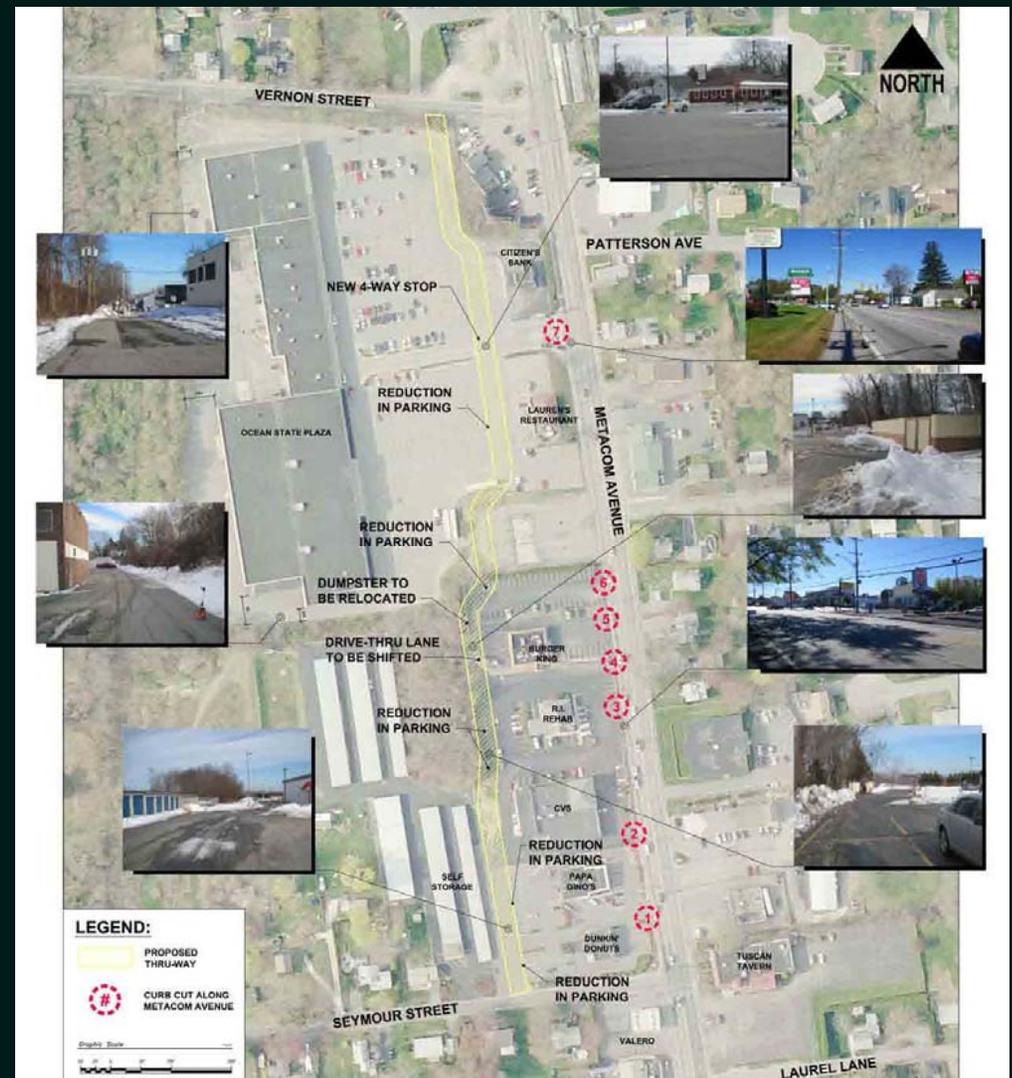
- **Traffic**
 - ADT of 27,900 vpd
- **Capacity**
 - Approximately 2,790 vph in peak
- **Connectivity**
 - Alternatives for Emergencies
- **Pedestrians**
- **Transit**
- **Everyday vs. Game Day/Special Events**

Managing Traffic

- **Transit and Alternative Modes**
- **Corridor-wide Approach vs. Site Specific**
- **Train**
- **Regional Bus Connections**
- **Inner Corridor Connections**
- **Pedestrian**
- **Transportation Management Association**

Access Management

- Reducing Curb-cuts
- Frontage Road
- Shared Driveways/Parking
- Consolidating entry points to Route 1
- Increase safety
- Shift traffic towards signalized intersections



Shared Use Path

- **Connections for Bicycles and Pedestrians**
- **Utilize Existing Rail Right-of Way**
- **Create links throughout corridor**
- **Access to:**
 - **Entire Corridor**
 - **Existing and future business/developments**
 - **Recreation trails**
 - **Green buffer**
 - **Other Neighborhoods / Communities**



Transit Access

- **By end of 2016**
 - 5 Trains Daily to Boston
- **Train/transit Service key factor in many office/ corporate location decisions**
- **Weekly Poll found:**
 - 66.9% of respondents favored frequent train service (6 + trains)
 - 64.9% favored daily train service (5 or fewer trains to Boston)



Route 1 looking north at Bass Pro Drive

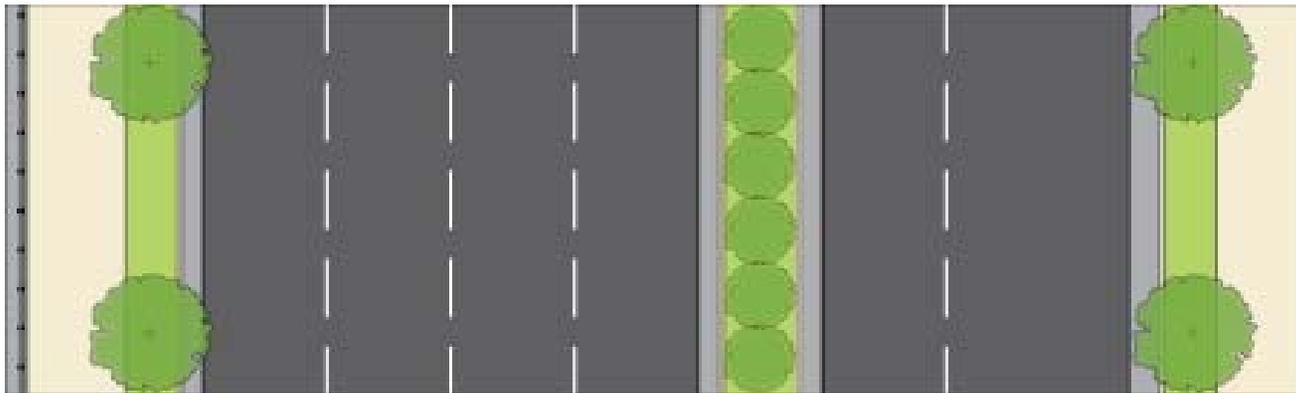
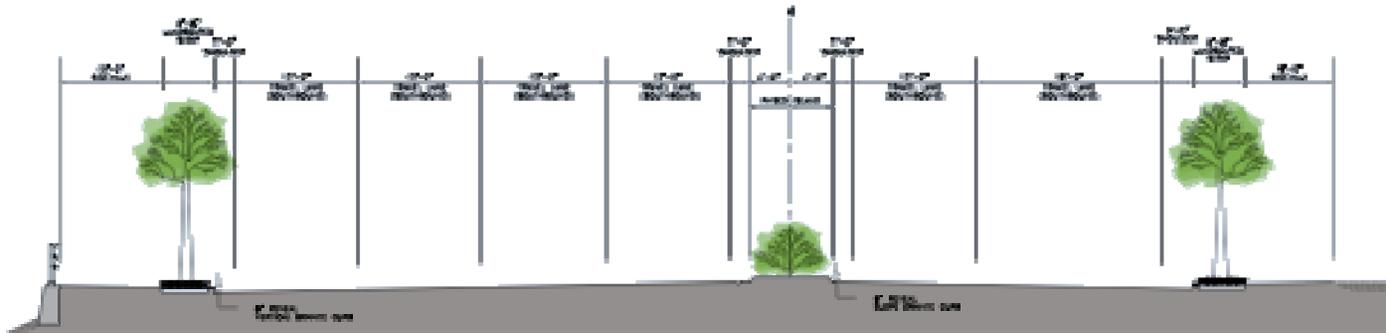


Existing
Conditions

Route 1 Workshop, January 29, 2015

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Proposed Section: North of Bass Pro Drive



View North of Bass Pro Drive



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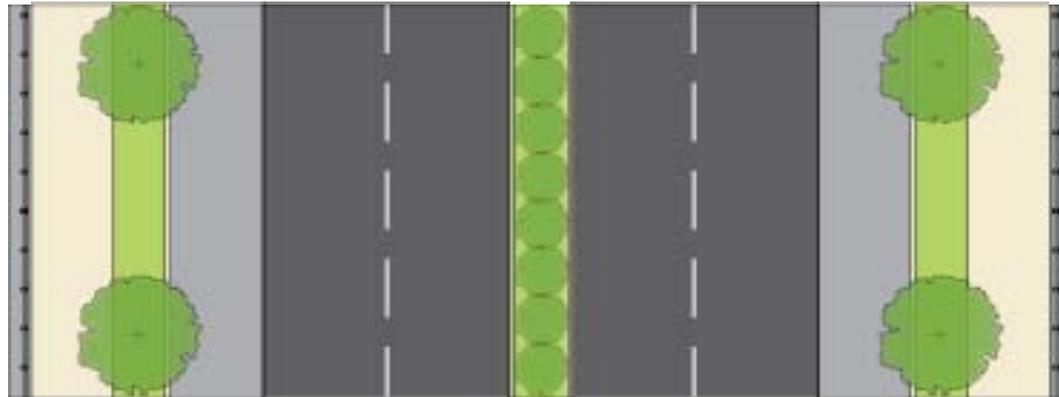
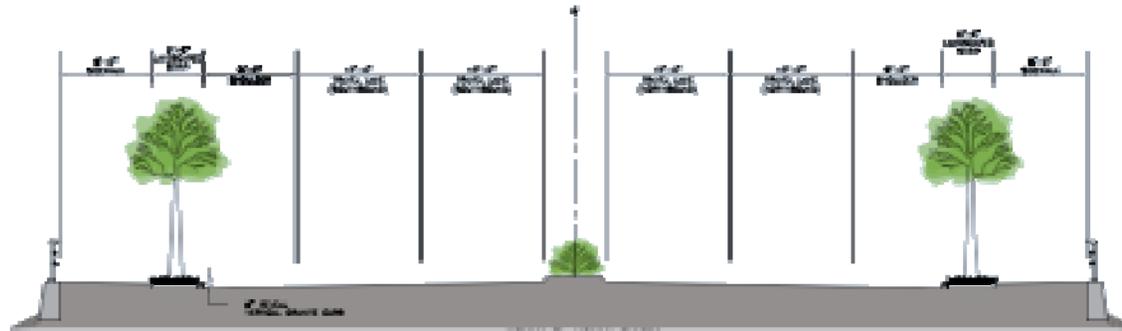
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Route 1: North of North Street



Existing
Conditions

Proposed Section: North of North Street



View North of North Street



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Market Conditions

- **South Suburban Office Market is soft today**
- **Little new construction in South Suburban market**
- **Office rents range from \$17.85 to \$20.00/SF, NNN**

- **Industrial market is strengthening**
 - **Some new construction**
 - **\$5.10 to \$5.60 SF average; Flex space is \$8.60 to \$10.50/ SF**

Redevelopment

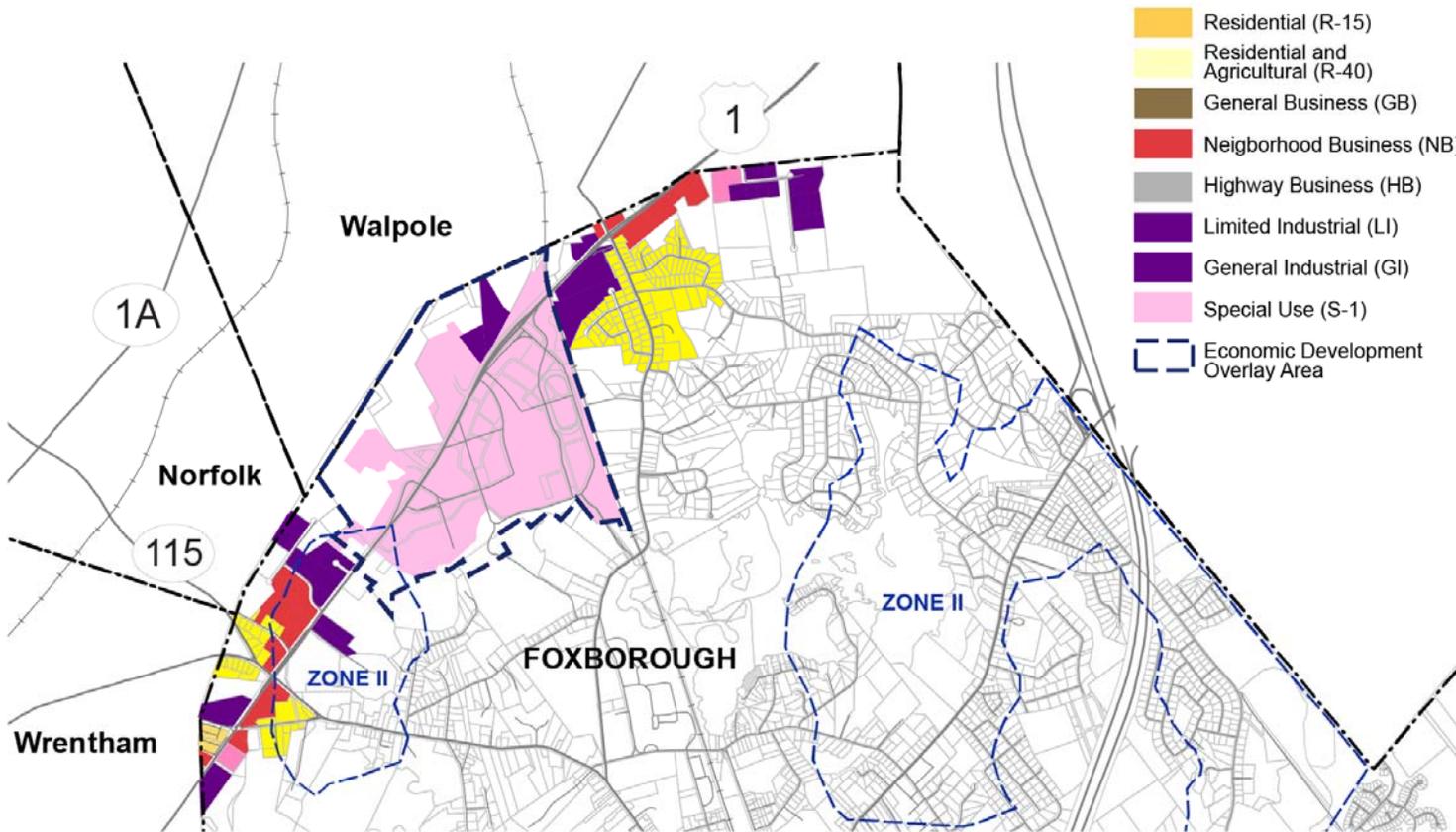


- **Many Route 1 sites are appropriate for redevelopment**
- **Cost of demolition & remediation are factors in redevelopment**

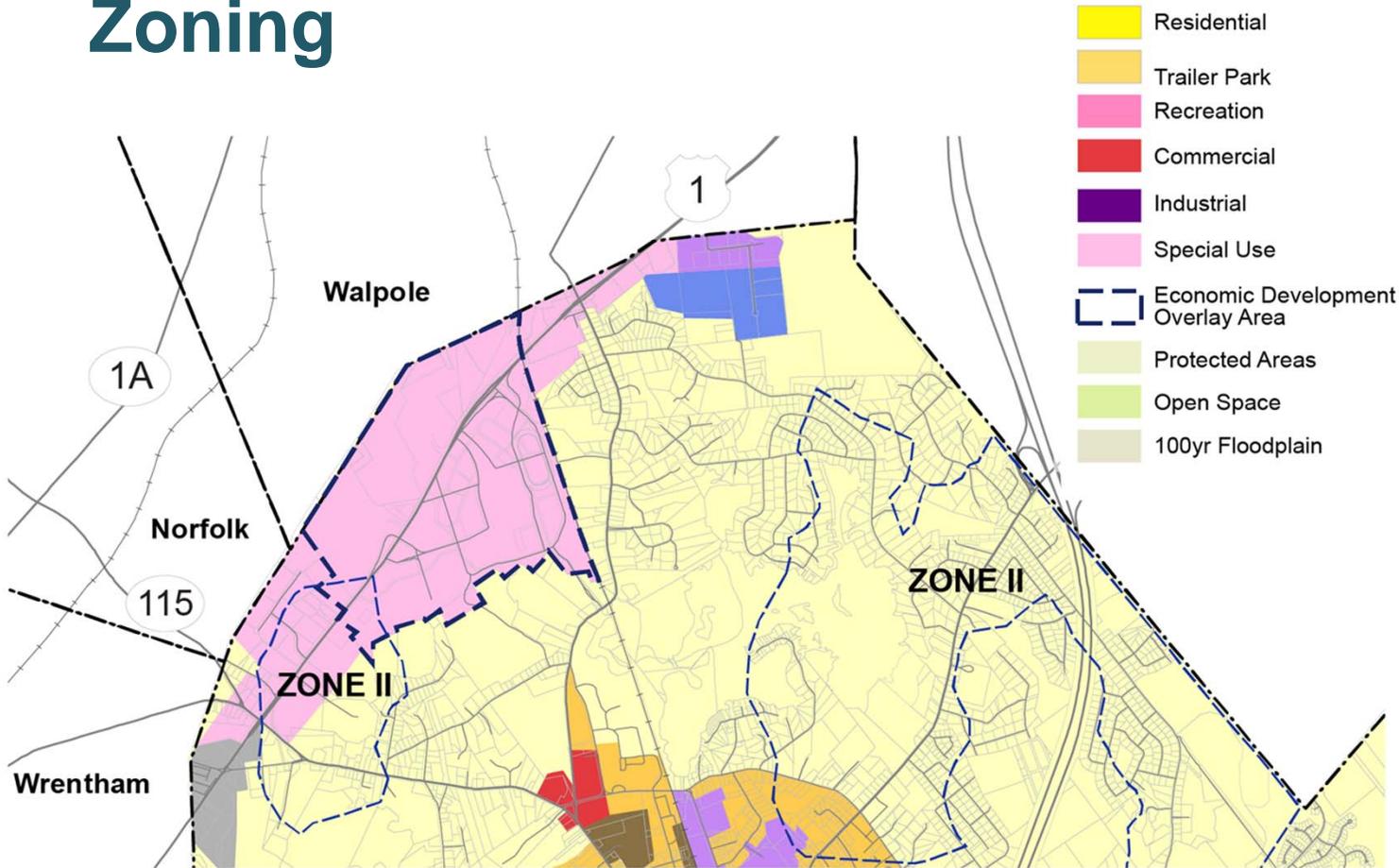
Current Zoning Along Route 1

- **S-1**
- **Highway Business**
- **General Industrial**
- **Limited Industrial**
- **EDA Overlay District**

Current Land Use



Zoning



Zoning Framework

Zone	Economic Development Overlay District	Special Use District	Highway Business	General Industrial	Limited Industrial
Minimum Lot Width	300 ft – lots along Rte. 1 200 ft on other streets	300 ft – lots along Rte. 1 200 ft on other streets	67 feet with 100 ft. from street	34 feet with 100 feet from street	34 feet with 100 feet from street
Yards – Front Setback	75' per Sec 9.1.2	75' setback	50 feet	50 feet	50 feet
Parking in Setback Area	Allowed with 15 ft. of landscape (trees + berm) and 75' bldg. setback	Allowed with 50 ft. of landscape and 75' bldg. setback			
Building Height	40 ft. within 375' of Rte. 1; 100 feet;	40 feet	40 feet	40 feet	40 feet
Retail	Max 50% of GFA, excluding restaurants	Max 25% of GFA, excluding restaurants (some pre-1988 uses have a 50% allowance)			
Max Lot Coverage	70%	70%	70%	70%	70%
Impervious Surfaces	Max 70% of lot area	Max 70% of lot area, except in Zone 2 (15% max impervious area)	If property in Zone 2, 15% maximum impervious area		

As of right zoning guidance per Foxborough Zoning Bylaw. See Bylaw for more details.

Balancing the Small town with Route 1

- Green Corridor
- Buffers
Foxborough – the small town with Route 1 development
- Could enable more intensive development



Balancing Commercial Growth with Residential Neighbors



Route 1 Workshop, January 29, 2015

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Consultant Team

- **McCabe Enterprises** – Team Lead
Planning & Economic Development
- **J Mecca Design**
Urban Design, Architecture & Placemaking
- **PARE Corporation**
Engineering – Transportation & Utilities

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For Further Information:

- www.FoxboroughMasterPlan.com
- www.FoxboroughMA.gov/Planning

McCabe Enterprises

*Specialists in strategic community planning, economic development
and public financing .*



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Your Plan-Do Professionals***

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