

PATRIOT PLACE

CHESTNUT GREEN

SCHNEIDER ELECTRIC

DOWNTOWN

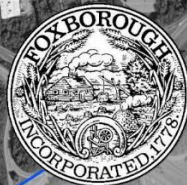
FOXBOROUGH PLAZA

FOXFIELD PLAZA


a **VISION** *for* **DOWNTOWN FOXBOROUGH**

by local business owners

April 2017



1 mi



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ACKNOWLEDGEMENTS

A business owners' vision for the downtown Foxborough Business District was developed based on feedback from downtown Foxborough business workshop participants, and feedback from pertinent Town departments. Thank you to all who participated throughout the process. The planning process and staff analyses were conducted with funding from the MAPC District Local and Planning for MetroFuture Technical Assistance (DLTA and PMTA) programs. Such funding enables MAPC to achieve its mission in providing towns and cities with assistance in achieving equitable local smart growth that also benefits the greater Boston region. MAPC is grateful to the Governor and the Legislature for their support and funding of this program, and grateful for the opportunity to work with the Town of Foxborough on enhancing its downtown business environment.

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Carlos Javier Montañez, Senior Regional Planner and Project Manager
Steve Winter, Principal Economic Development Planner
Emily Torres-Cullinane, Community Engagement Manager
Joshua Weissman LaFrance, Administrative Intern

Acknowledgements for the generous assistance of the following individuals:

Town of Foxborough

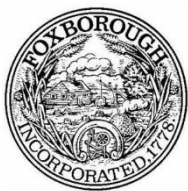
William G. Keegan, Jr, Town Manager
Paige Duncan, Planning Director

Tri-Town Chamber of Commerce

Kara Griffin, Executive Director

Workshop Participants and Community Stakeholders

Special thanks to the workshop and other participants who provided feedback.



a LETTER *from* MAPC

April 2017

To the Foxborough Community,

The Town of Foxborough requested the Metropolitan Area Planning Council (MAPC) to ask owners and operators of Downtown Foxborough businesses what the area might look like in a future where we have all worked hard to make the changes necessary to grow and sustain small business in Foxborough.

We state with confidence that this document reflects the thoughts and perspectives of the business community in Downtown Foxborough, as told to MAPC. This workshop is a follow-up to the Town's 2014 Downtown Master Plan and Strategy.

The methodology we used to collect information will become clear as one reads through this report. In the Community Room at the Boyden Library, we arranged a series of 12 large wall-sized posters around the perimeter of the room. The posters reflected different views and perspectives, as seen from above, of the downtown. We went from poster to poster together, and MAPC staff explained the issues that each poster characterized. Participants had an opportunity to ask questions about the issues seen in the poster. The posters were printed to represent traffic issues, tourism, parking, streetscape, online marketing and social media, development, density, and public transit.

Each person received a handout filled with images and surveys corresponding to each poster. In this way the group could comment on the issues brought forward by each poster as we stood together and discussed the topic.

As you will find in the following pages, the business community has told us that there are many fine community assets in the downtown, and now is the right time to look into making improvements in Downtown Foxborough that bring those assets into a clear and memorable focus for all to see and enjoy. We heard the business community say that they want the Downtown to celebrate the history of Foxborough, that pedestrians of all ages feel welcomed, and add more street furniture, such as public seating, public art, or bike racks, to create a sense of place. The business community feels that the time is right to create manageable density in the form of apartments, condominiums, and additional retail space.

Sincerely,

Carlos Javier Montañez

Steve Winter

This vision is a follow-up to the Town's 2014 Downtown Master Plan and Strategy.



a VISION *for* DOWNTOWN FOXBOROUGH

by and for business owners and operators

what is a vision?

A vision for the future of a community can be created through a thoughtful process whereby a community evaluates its historic and present-day assets, and imagines how and where it should grow in order to leave a legacy for the next generation. Visioning helps residents and business owners identify overarching priorities for the preservation, enhancement, and growth of different areas, and sets the tone for a wider array of more specific goals. The vision and goals can, in turn, inform decision on policies, by-laws and zoning regulations, and provide mutual certainty and predictability for residents and businesses alike. In essence, it is an opportunity to help shape the future. This vision is a follow-up to the Town's 2014 Downtown Master Plan and Strategy.

vision statement

*We are business owners and operators in Downtown Foxborough.
This is our vision for the future of Downtown Foxborough:*

The Downtown Foxborough will be a bustling business district with current endeavors thriving next to new ones.

The unique and historic setting of Downtown Foxborough will drive small business growth. Downtown architecture will reflect and celebrate the historic New England character of the town. A clearly defined and memorable sense of place will expand a customer base that will support a healthy small business community.

Downtown services, such as public seating, public art, pedestrian and bicycle amenities, and safe, clean public restrooms will make families and bicyclists feel welcome. A coordinated marketing infrastructure will encourage tourists and day-trippers to stroll, shop, and dine. Creative transit links to Patriot Place and other locations will connect the downtown with nearby tourist attractions. Downtown community events will continue to attract foot traffic.

a VISION *for* DOWNTOWN FOXBOROUGH

by and for business owners and operators

Attainable apartment and condominium housing in Downtown Foxborough, possibly leveraged by public/private partnerships, will create a base of residents to support local businesses.

Traffic conditions surrounding the Town Common will no longer present public safety issues that impair small business development. Customer and visitor parking in Downtown Foxborough will be available thanks to careful coordination of parking resources. Public advocacy will maintain the character and quality of Downtown Foxborough as a quintessential New England town center, and the heart of the Foxborough community.



“ Back to Wendell Berry, and his belief that if you don't know where you are you don't know who you are. He is not talking about the kind of location that can be determined by looking at a map or a street sign. He is talking about the kind of knowing that involves the senses, the memory, the history of a family or a tribe. He is talking about the knowledge of place that comes from working in it in all weathers, making a living from it, suffering from its catastrophes, loving its mornings or evenings or hot noons, valuing it for the profound investment of labor and feeling that you, your parents and grandparents, your all-but-unknown ancestors have put into it. He is talking about the knowing that poets specialize in. ”

Wallace Stegner (1909 – 1993)

The Sense of Place by Wallace Stegner copyright © 1992.

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a VISION for DOWNTOWN FOXBOROUGH



MAPC REGIONAL PLANNER SOLICITING INPUT FROM BUSINESS FOCUS GROUP PARTICIPANTS AT JANUARY 25, 2017 WORKSHOP

PHOTO CREDIT: JOSHUA WEISSMAN LAFRANCE



MASSACHUSETTS STATE REPRESENTATIVE F. JAY BARROWS ATTENDING MAPC-LED BUSINESS FOCUS GROUP ON JANUARY 25, 2017

PHOTO CREDIT: JOSHUA WEISSMAN LAFRANCE



a VISION for DOWNTOWN FOXBOROUGH - at-a-glance



Google Earth
NOAA, U.S. Navy, NGA



at-a-glance summary map



from **VISION** to **ACTION** recommendations

safer to walk, shop, visit & live



from VISION to ACTION recommendations

safer to walk, shop, visit & live

The following recommendations are based on local feedback from business workshop participants. They are intended to slow down the speed of traffic travelling around the Foxborough Town Common, and encourage visitors to park and walk to shops and places without being discouraged by speeding traffic.



change Route 140 design

Based on local feedback, the Town of Foxborough should work with the State of Massachusetts Department of Transportation and the Foxborough Department of Public Works to implement a temporary street intersection redesign installation at the two intersections located at Main, Bird and Rocky Hill streets, and the intersection of Cocasset Street with Mechanic and South. A temporary street intersection installation is a best practice in the transportation urban planning profession that allows communities a chance to test potential new multimodal (vehicular, pedestrian and bicycle) circulation patterns without making a permanent and costly commitment upfront. These test interventions can occur over the course of a few days or weeks in order to allow the general public and traffic engineers a level of confidence to make a decision as to whether to proceed with a permanent change. MAPC has worked with communities in the region, such as the Town of Maynard, to execute these tests, and recommends that the Town of Foxborough do so in order to take an initial step to making the downtown a safe and pleasant environment for shopping and leisure.

It is worth noting that the business Vision for Downtown Foxborough polled participants on whether to petition the Town and State to reduce the speed limit along the Town's segment of Route 140; as well as whether to install traffic lights at its various intersections around the Town Common. Local feedback did not provide strong support for these two types of interventions.

For more information on the Town of Maynard example, please refer to the following resources.

BOSTON GLOBE 2016 NEWS ARTICLE ON THE TEST INTERSECTION IN MAYNARD, MASSACHUSETTS

<https://www.bostonglobe.com/metro/regionals/west/2016/09/22/you-don-like-that-new-intersection-just-wait-minute/AXN09IROhYNqs71Jnl2c6O/story.html>

MAPC STUDY REPORT FOR THE TOWN OF MAYNARD

<http://www.townofmaynard-ma.gov/documents/cs-pilot-final-report-mapc-20160901.pdf>



from **VISION** to **ACTION** recommendations

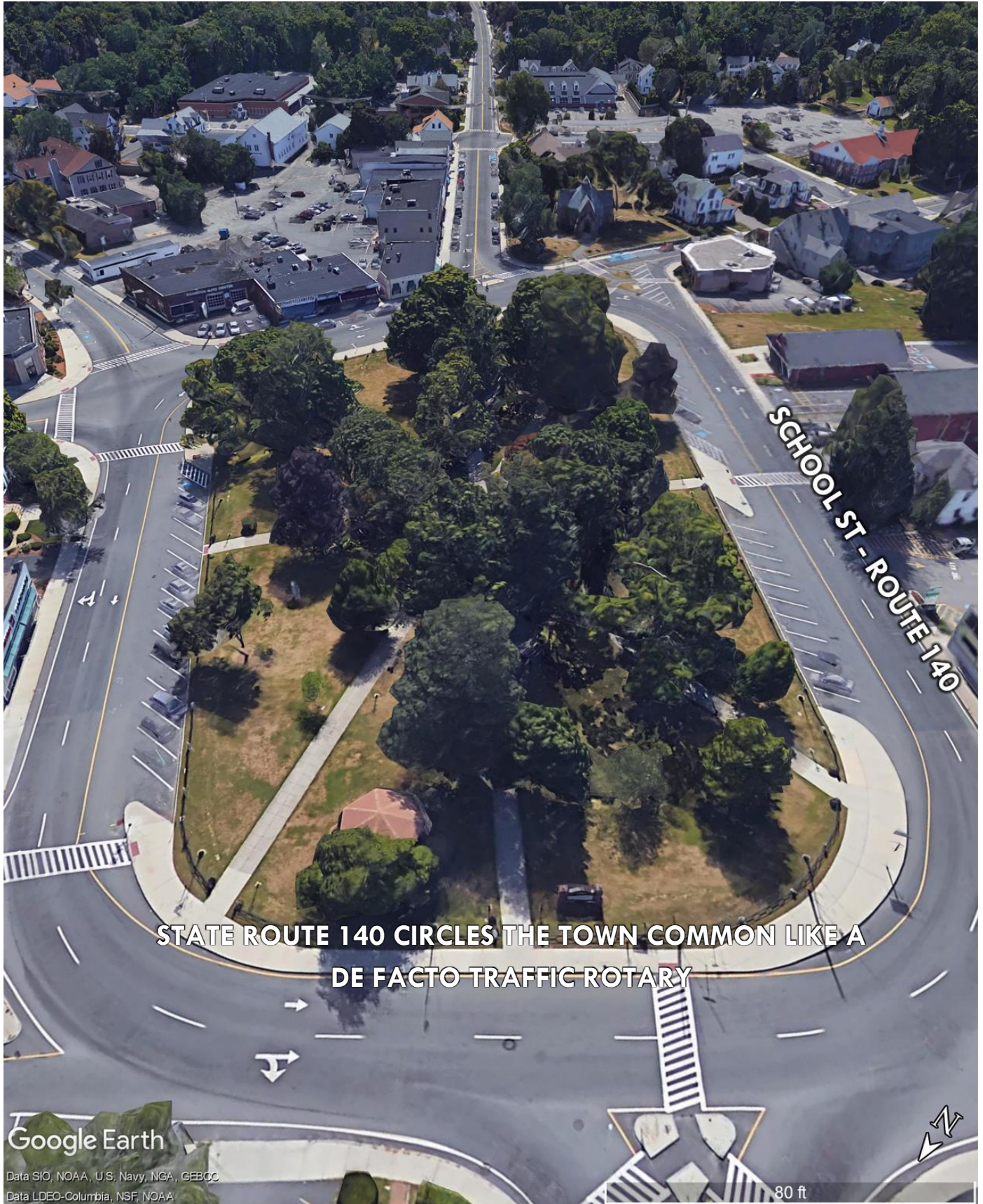
safer to walk, shop, visit & live

EXAMPLE OF A TEMPORARY STREET INSTALLATION AND “PLACEMAKING” EXERCISE IN MAYNARD, MA IN 2016 TO CALM AND REORGANIZE TRAFFIC



EXAMPLE OF A “ROAD DIET” FOR NARROWER CAR TRAVEL LANE

from **VISION** to **ACTION** recommendations



STATE ROUTE 140 CIRCLES THE TOWN COMMON LIKE A DE FACTO TRAFFIC ROTARY

Google Earth

Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Data LDEO-Columbia, NSF, NOAA

80 ft



from VISION to ACTION recommendations

safer to walk, shop, visit & live

reconfigure angled parking spaces

Based on local feedback, the Town of Foxborough should work with the State of Massachusetts Department of Transportation and the Foxborough Department of Public Works to explore how the approximately forty-angled parking spaces that flank the Town Common can be changed or improved in order to make them more usable. Anecdotal evidence suggest visitors and shoppers avoid parking in these spaces if they are not headed solely to the Town Common. While there is a separate lane for pulling out of the angled parking spaces without conflicting with the traffic flow, this additional lane adds to the distance drivers who have just parked must cross to reach establishments on the opposite side of the street.

Solutions could include converting from angled-parking to reverse angled-parking. MAPC has worked with other communities to find similar solutions including the Town of Cohasset. Reverse angled parking works so that drivers pull ahead of the available space and then back in. Exiting the space becomes easier since the driver is facing the circulating traffic and can clearly see when pulling into it. The MAPC study cites an example of reverse angled parking in the City of Somerville. Please see refer to a photo example courtesy of the Boston Herald.

For more information on the Town of Cohasset example, please refer to the following resource.

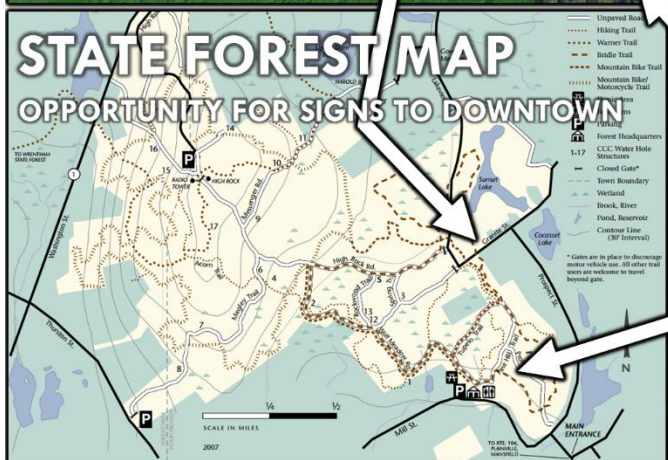
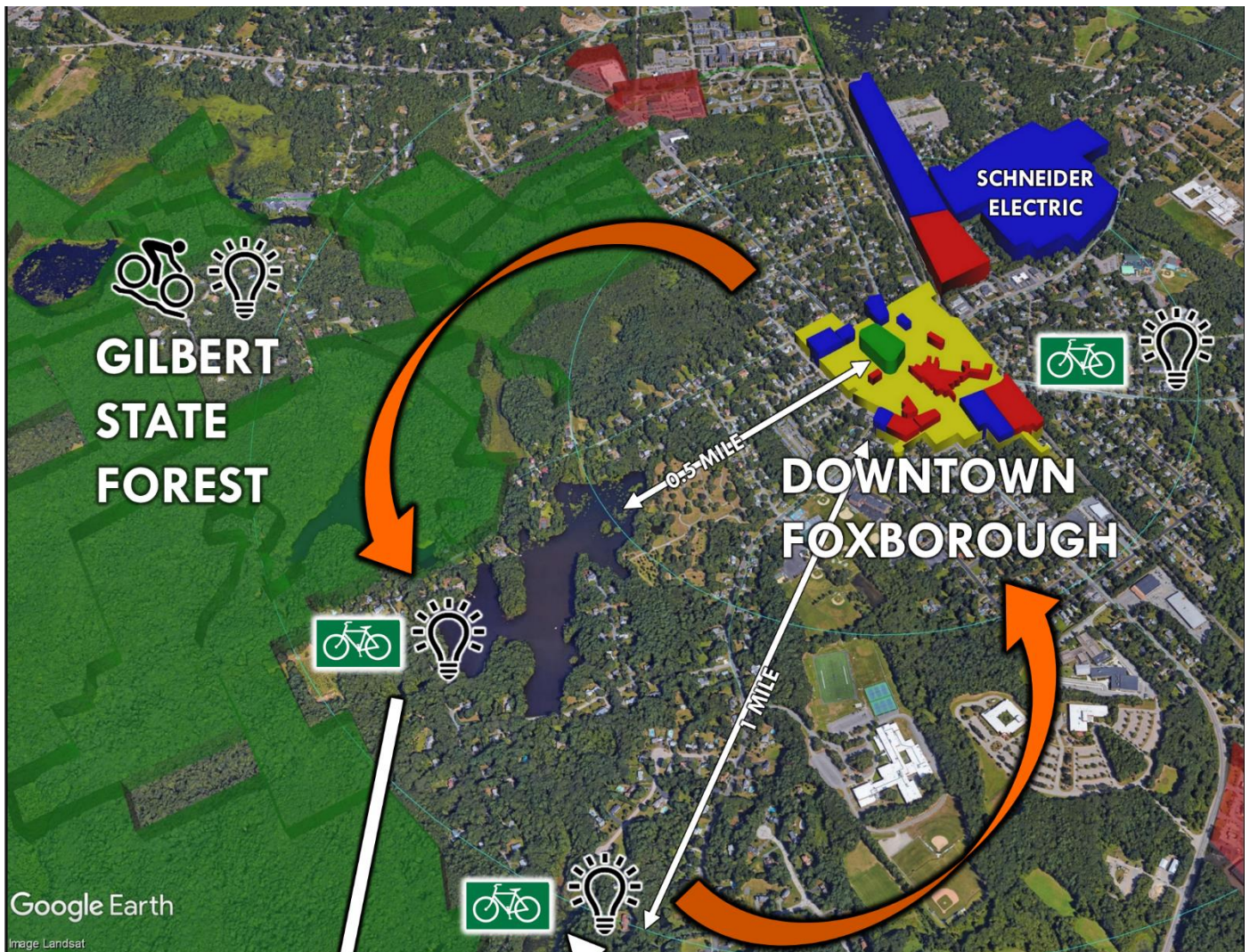
MAPC STUDY REPORT FOR THE TOWN OF COHASSET

<http://www.mapc.org/sites/default/files/Cohasset%20Parking%20Study%20FINAL.pdf>



from **VISION** to **ACTION** recommendations

bring mountain-bikers to shop & visit



from VISION to ACTION recommendations

bring mountain-bikers to shop & visit

According to the Town of Foxborough's 2013 Master Plan and Downtown Strategy, nearby F. Gilbert Hills State Forest is a top mountain biking destination in the New England region and attracts approximately 38,000 annual visitors. The New England Mountain Association (NEMBA) is a 5,000-member non-profit association with a website that provides trip advice to its members. NEMBA's website singles out the 810 acres of the Foxborough section of the F. Gilbert Hills State Forest as "one of the best riding experiences in eastern Massachusetts." The website also points its members to local bicycle shops and local establishments for eating.

Downtown Foxborough is located approximately a mile away from two of the entrances to the state forest. There is an opportunity for the downtown businesses and the Town to attract some of these tourists to a side excursion to the Town's quaint and historic Town Common. In order to do so, bikers must be made aware through strategically-placed signage at and near the forest, as well as bikers must have a safe and inviting place to safely store their mountain bikes while they explore, shop and eat within the downtown.

Local feedback showed strong support for the Town investing in bicycle storage facilities within the downtown as well as signage at two of the state forest's entrances. In addition to signage at the Mill Street entrance near Prospect Street and South Street (Route 106), and signage at the entrance off Granite Street between Prospect Street and Lakeview Road, local feedback indicated that the Town Common should accommodate signage along the perimeter showing where there are storage facilities. The two locations that were identified as ideal for bike storage facilities were the Town parking lot located within the quasi-triangular block formed by Cocasset, Central and Wall streets.



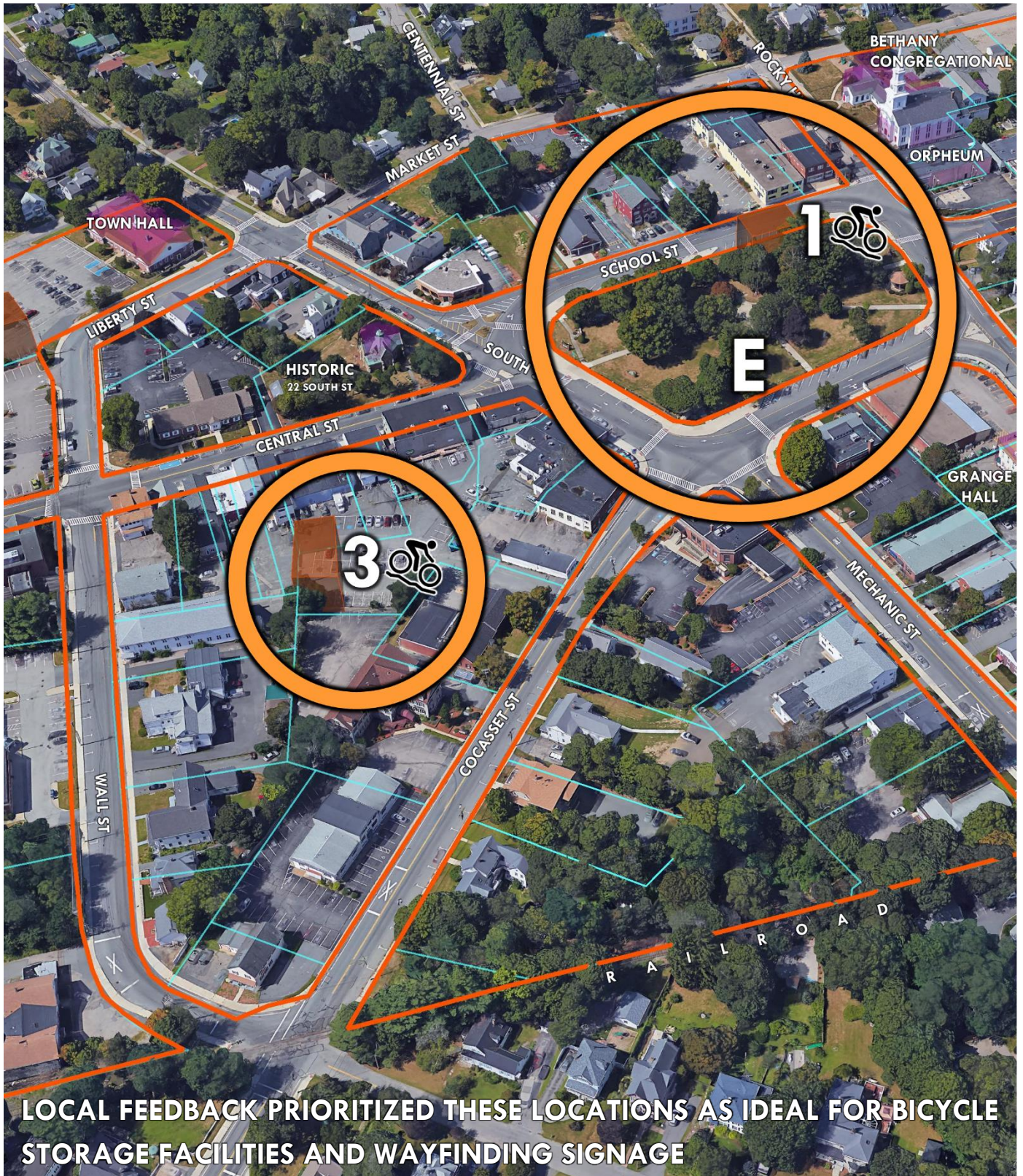
EXAMPLES OF BICYCLE
WAYFINDING SIGNAGE



EXAMPLES OF BICYCLE
STORAGE FACILITIES

from **VISION** to **ACTION** recommendations

 bring mountain-bikers to shop & visit



LOCAL FEEDBACK PRIORITIZED THESE LOCATIONS AS IDEAL FOR BICYCLE STORAGE FACILITIES AND WAYFINDING SIGNAGE



from VISION to ACTION recommendations

P easier parking for visitors & residents

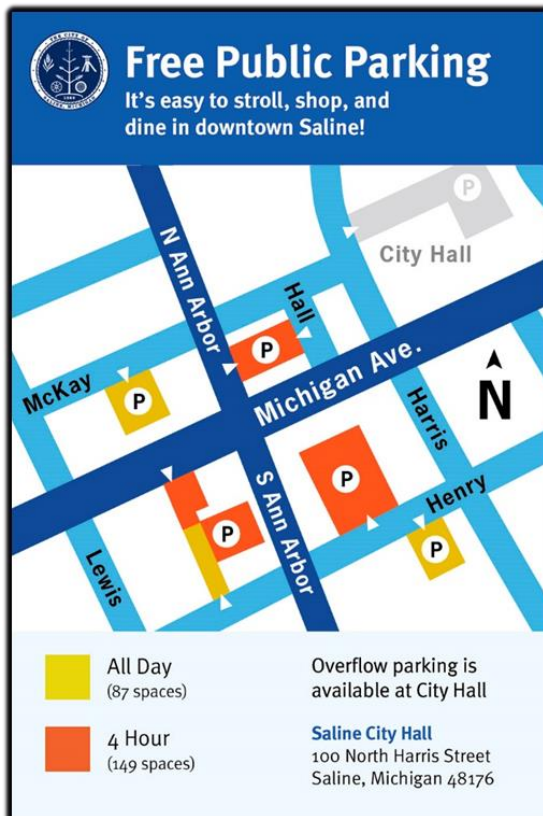
i clearer regulations

Based on local feedback, there was strong support for the having the Town of Foxborough provide more parking signs throughout the downtown to make it clear where employees, visitors, residents and delivery/loading trucks can park. As a follow-up to the 2013 downtown Foxborough parking analysis and inventory that was done, the Town should invest in a downtown parking directory map similar to the ones in the following photo examples. In addition to providing useful information, this type of signage can also serve a second purpose in helping to brand the downtown business district as a distinct part of Town.

It is worth noting that the Vision for Downtown Foxborough polled participants on whether to: (a) limit the time periods in which parking was available for free with the goal of promoting turnover, and (b) pursue a 'Parking Benefits District' that would establish an area to channel parking-meter revenue back into the area for beautification projects. Local feedback did not provide support for these two types of interventions. While there was no support for charging for parking as a way of promoting turnover, there was some level of support for providing time limits. For more information on the 2013 MAPC downtown Foxborough parking analysis, please refer to the following resource.

MAPC STUDY REPORT FOR THE TOWN OF FOXBOROUGH

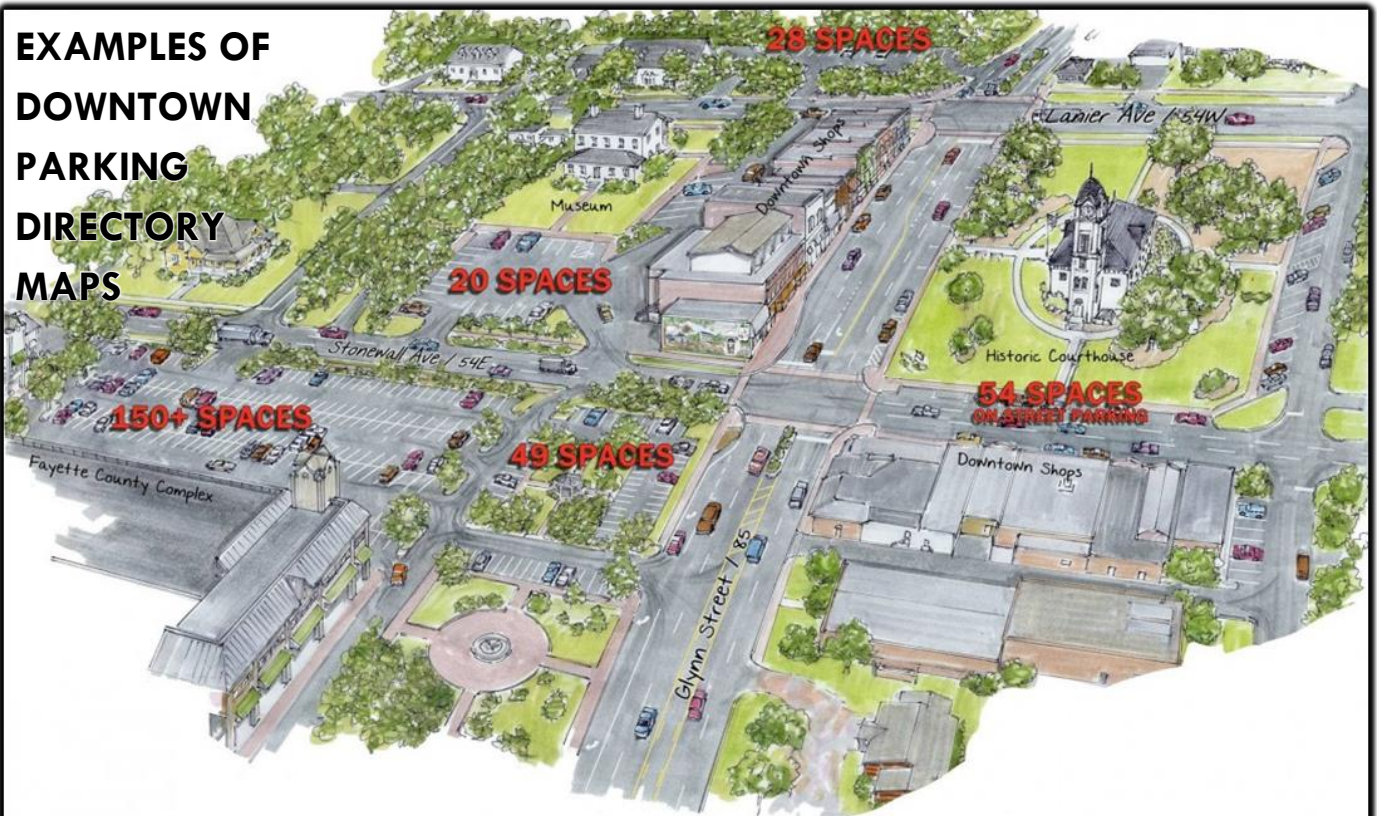
<http://www.mapc.org/sites/default/files/2013-02FoxboroughParking.pdf>



EXAMPLES OF DOWNTOWN PARKING WAYFINDING SIGNAGE

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EXAMPLES OF DOWNTOWN PARKING DIRECTORY MAPS



DOWNTOWN FAYETTEVILLE PUBLIC PARKING 300+ SPACES

DOWNTOWN PARKING MAP

LOTS of LOTS!

- 010 Broadway Plaza Lot
- 020 Grove Street Garage
- 030 Audubon Court Garage
- 040 Granite Square Garage
- 050 Century Garage
- 060 State/Olive/Audubon Lot
- 070 Ballard Lot
- 080 Broadway/Elm Lot
- 090 Financial Center Garage
- 100 Orange/Elm Lot
- 110 State/Grand Lot
- 120 Shartenberg Lot
- 130 Chapel/York Garage
- 140 Schiavone Lot
- 150 Crown Street Garage
- 160 Chapel Square Garage
- 170 First Union Bank Lot
- 180 Horowitz Lot
- 190 Ninth Square/State Garage
- 200 State/Chapel Lot
- 210 Neon Garage
- 220 College/George Lot
- 230 College/Crown Lot
- 240 Kirk's Lot
- 250 Temple Street Garage
- 260 Ninth Square/George Garage
- 270 George/Orange Lot
- 280 State/Fair Lot
- 290 Temple/George Garage
- 300 Air Rights Garage
- 310 Gateway Garage
- 320 Union Station Garage
- 330 Frontage Road Lots
- 340 Yale Lot 51

A Welcome to New Haven is extended by New Haven Parking Authority Executive Director William E. Kilpatrick.



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PLACES TO VISIT

- A Payne Whitney Gym (Yale)
- B Sterling Memorial Library (Yale)
- C Beinecke Rare Book Library (Yale)
- D Woolsey Hall (Yale)
- E State of Connecticut Courts
- F Holiday Inn
- G New Haven Public Library
- H Amistad Memorial
- I Government Center (City Hall)
- J U.S. Federal Offices
- K The Colony Inn and Hotel Duncan
- L Yale University Art Gallery
- M Yale Repertory Theater
- N Yale Center for British Art
- O Shubert and Palace Theaters
- P Chapel Square Mall / Omni Hotel / Chapel Office Tower
- Q New Haven Hotel
- R Temple Medical Center
- S Veteran's Memorial Coliseum
- T Yale-New Haven Medical Center
- U New Haven Police Headquarters
- V Union Station Transportation Center
- W Yale Visitor Information

TWEED
NEW HAVEN
Regional Airport
I-95 North to Exit 50
I-95 South to Exit 50
When traveling to or from the New Haven area for business or pleasure, we urge you to consider flying in and out of New Haven's affiliated regional airport.
Call (203) 466-8833

Union Station Transportation Hub (Train and Bus Terminals)

MAP KEY

- P Parking Lot
- A Parking Entrance
- Attractions
- Government
- Hotels
- Medical



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P easier parking for visitors & residents

share parking where it makes sense

Based on local feedback, there was strong support for promoting shared parking agreements between both nearby public and private properties as well as between private property owners. Shared parking is a transportation planning best practice in which a property owner agrees to make available existing parking spaces to other nearby users when those spaces are not being used due to low demand. Shared parking makes sense when two neighboring uses have different peak parking demand times. For example, office parking spaces are typically in demand during the work week daytime hours, and go largely unused during the evenings and weekends. Conversely, entertainment uses usually have lower workweek daytime parking demands, and have a higher weekend and evening parking demand.

The Town of Foxborough should allow or incentivize shared parking solutions through its zoning regulations, as well as facilitate shared parking solutions between property owners in order to minimize the amount of redundant parking spaces and the prominence of asphalted parking lots in the downtown. This in turn can unlock certain parking lots for more development and activities that cater to serving people and pedestrians.

ADDITIONAL INFORMATION ON SHARED PARKING

Victoria Transport Policy Institute – <http://www.vtpi.org/tdm/tdm89.htm>

Metropolitan Area Planning Council – <http://www.mapc.org/resources/parking-toolkit/strategies-topic/shared-parking>

Portland, Oregon Metro Shared Parking Study –

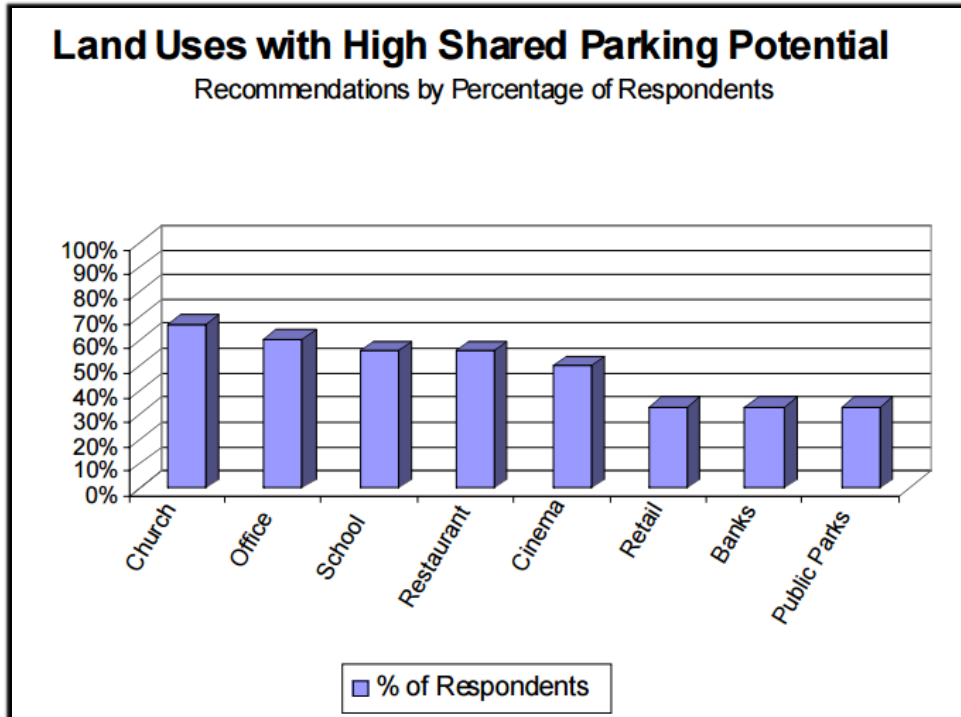
http://www.mapc.org/sites/default/files/PortlandMetro_sharedparkingreport.pdf

LAND USES BY TIME OF PEAK PARKING AND DEMAND

WEEKDAY	EVENING	WEEKEND
BANKS AND PUBLIC SERVICES	AUDITORIUMS	RELIGIOUS INSTITUTIONS
OFFICES AND OTHER EMPLOYMENT CENTERS	BARS AND DANCE HALLS	PARKS
PARK & RIDE FACILITIES	MEETING HALLS	SHOPS AND MALLS
SCHOOLS, DAYCARE CENTERS AND COLLEGES	RESTAURANTS	
FACTORIES AND DISTRIBUTION CENTERS	THEATERS	
MEDICAL CLINICS	HOTELS	
PROFESSIONAL SERVICES		

Source: Todd Litman, *Parking Management: Strategies, Evaluation, and Planning*, Victoria Transport Policy Institute, April 2006; p. 12.

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Source: Stein Engineering / Portland Metro Shared Parking Study



EXAMPLE OF SHARED PARKING SIGN

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a more usable Town Common

Based on local feedback, the Town of Foxborough should make the Town Common more usable for residents and visitors by providing more amenities and increasing programmed events and activities on it. Providing more reasons for people to use the Town Common can in turn bring more foot traffic to support existing businesses and potentially attract more investment and development interest. From an amenities standpoint, among business focus group participants, there was strong support for: attractive public toilets, informational kiosks, festive nighttime lighting, and interactive or informative public sculptures and art. With regards to programmed events and activities, participants expressed strong support for a farmers market on or adjacent to the Town Common as well as outdoor plays and theatrical performances. The Town should explore partnering with local organizations who are already involved in the operation of farmers markets and theater performances to discuss whether the Town Common could host such activities. Perhaps the potential reuse of the historic Orpheum Theater for cultural and artistic purposes could showcase its offerings during the summertime on the nearby Town Common as a way to increase awareness. This could be further bolstered by including a small permanent amphitheater in the Town Common as an amenity. Dean College is located in nearby Franklin and has a College of the Arts that confers degrees in theatre, communications, and arts and entertainment management. The Town and Chamber of Commerce could potentially explore whether Dean College would be interested in a satellite campus anchored around the adaptive reuse of the Orpheum Theater. The following photos illustrate ways in which the Common can be improved to attract more visitors.

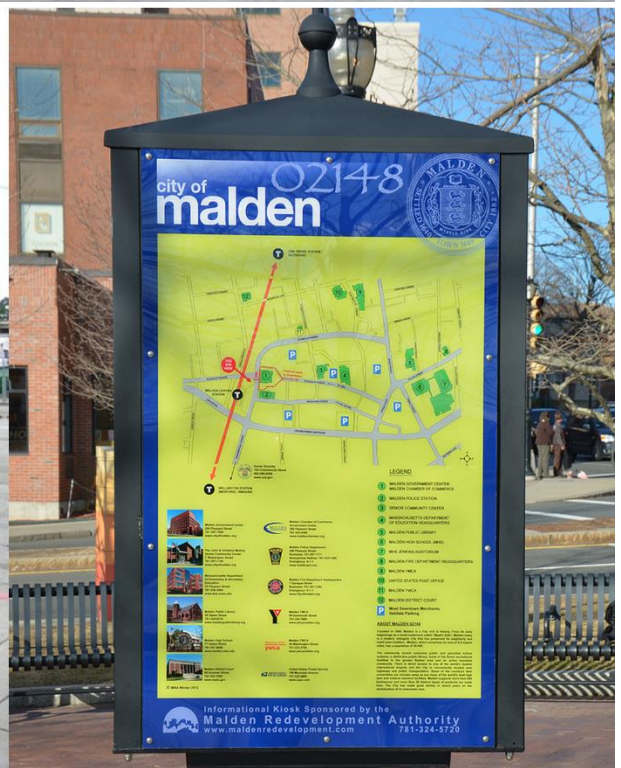


from VISION to ACTION recommendations

PUBLIC SCULPTURE TO BRING VISUAL INTEREST TO PASSERSBY



INFORMATIONAL KIOSKS



grow businesses by connecting to Patriot Place & other daytrippers

Based on local feedback, business focus group participants expressed strong support for growing their businesses by marketing themselves to both businesses and patrons at Patriot Place. There was strong interest a variety of solutions including: (a) physical signage and brochure kiosks at Patriot Place, (b) cross-promotions with Patriot Place businesses, (c) learning how to provide support service to other businesses, and (d) organizing and promoting a bicycle festival to attract F. Gilbert Hills State forest mountain bikers on a more critical scale that could “brand” Foxborough’s downtown.

According to the Town’s 2013 Foxborough Downtown Strategy completed by McCabe Enterprises, between the mountain cyclists, and Route 1 conference, event and concert attendees, there are tens of thousands of annual visitors within a 2.5 mile radius of downtown. That study indicates that there is a spending potential of at least a half of a million annual dollars, which is enough to support several restaurants, specialty food shops and book stores. If the Town were to set the right conditions by investing in the downtown and easing its business regulations, the Town could make the downtown attractive and competitive enough to bring some of these visitors to visit and spend locally.

It is worth noting that business focus group participants were polled on their use and interest in social media business webpages and customer loyalty reward mobile phone applications. Their feedback indicated that these mobile applications were not particularly relevant to their businesses, and there was minimal interest in pursuing them. There was however strong interest in learning about marketing tips and working with the chamber of commerce.

a downtown bicycle festival

Given the proximity of the F. Gilbert Hills State Forest regional mountain-biking destination, there is an opportunity to “brand” Foxborough’s downtown through the creation of an annual bicycle festival that could put the downtown “on the map”. The New England Mountain Bike Association (NEMBA) holds an annual bicycle festival in southern Vermont called the NEMBA Fest in conjunction with a local chamber of commerce. The Town of Foxborough in partnership with local NEMBA members and the chamber of commerce, could explore whether Foxborough could do the same. Such a festival could include events such as: (a) a ride connecting the Town Common to the State Forest and Patriot Place, (b) a car-free block party along a downtown roadway segment, and (c) an outdoor stage on the Common with live music.

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connect to nearby daytrippers

EXAMPLE OF A BICYCLE FESTIVAL



NEW ENGLAND
MOUNTAIN BIKE
ASSOCIATION



This is the logo for the NEMBA Fest followed by the logo for the NEMBA organization.
For more information including a promotional YouTube video, visit <http://www.nembafest.com/>.
NEMBA has 27 chapters throughout New England and has approximately 5,000 members.

from VISION to ACTION recommendations



connect to nearby daytrippers



crosstown marketing

The following are examples of physical signage and brochure kiosks that could be placed in highly visible places at Patriot Place such as hotel and building lobbies and near information directories. A local example of how a regional developer and business has partnered with the local merchants of its host community can be found in Dedham, Massachusetts. Legacy Place is a regional shopping and entertainment destination that has partnered with the local merchants of Dedham Center in order to provide awareness, visibility and support to the local merchants by hosting informational kiosks and signage within the regional center.



cross promotions

The local merchants, the Town and the chamber of commerce could work together with Patriot Place to develop cross promotion ideas between businesses that make sense and can help support downtown Foxborough businesses. A local example of a mutually-beneficial cross promotion can be found in the partnership formed between the North Shore Community College in Danvers, Massachusetts, and the Über ride-sharing company. In this example, students who travel to the campus by MBTA commuter rail, can complete their rides from the commuter rail station by taking an advantage of discounted Uber travel rate. Given the downtown's proximity to Patriot Place, one can imagine how such an idea (or similar ones) could be feasible.

from VISION to ACTION recommendations

connect to nearby daytrippers



Innovation makes it easier for students to get to class!

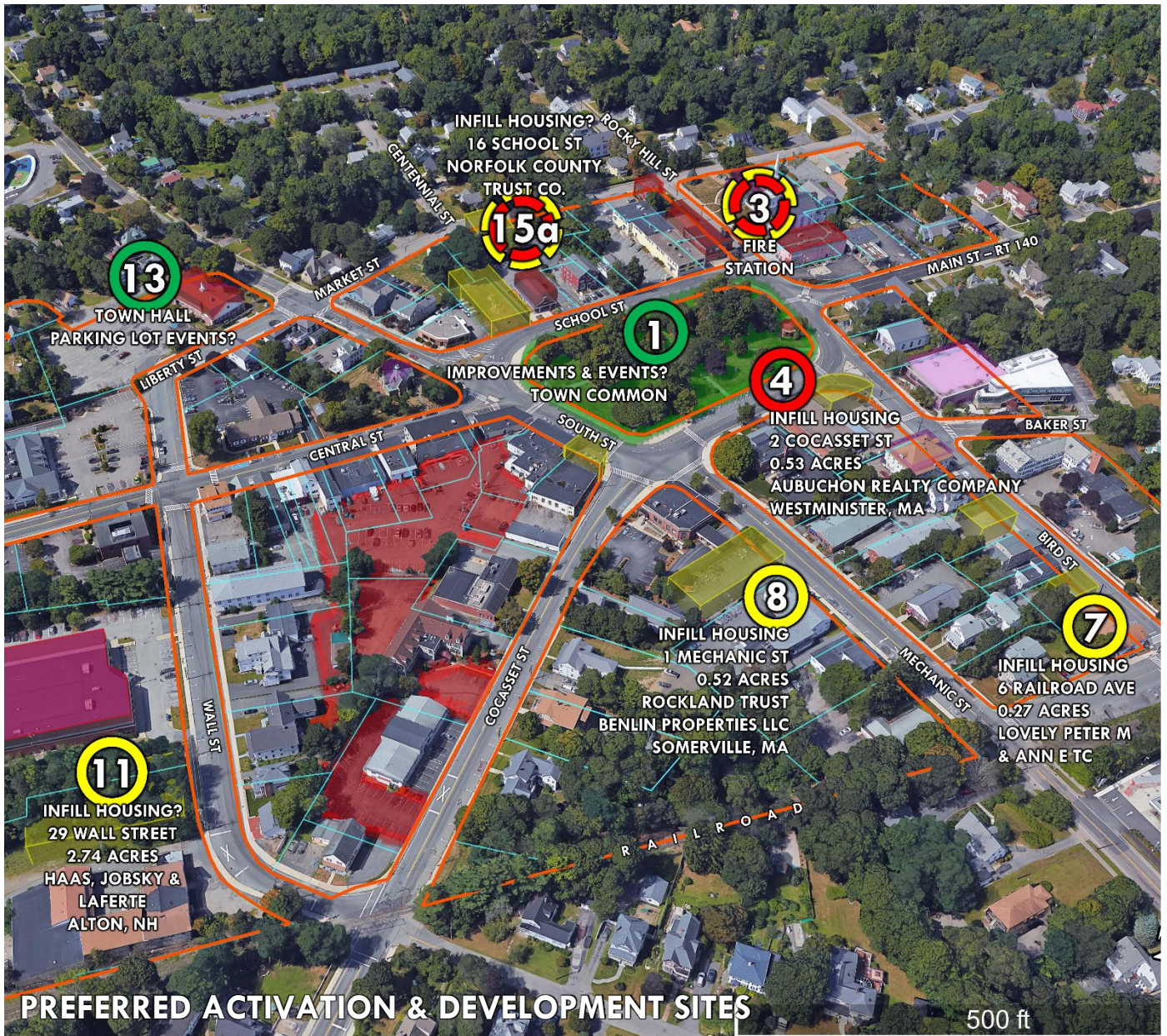
North Shore Community College has partnered with Uber to help meet the transportation needs of students who have difficulty getting to the Danvers Campus.

NSCC-Uber Ride offers students safe and reliable reduced-fare rides to NSCC's suburban campus. This innovative one-year pilot program, one of a few offered nationally, helps to connect NSCC's Danvers Campus with North Shore transportation hubs. NSCC students will be able to ride to and from the Danvers Campus from the North Shore Mall or Beverly Depot with a \$10 discount on all rides.

This an excerpt from the North Shore Community College's webpage featuring the cross-promotion partnership.

from VISION to ACTION recommendations

 activate & leverage underutilized sites



from VISION to ACTION recommendations

activate & leverage underutilized sites

Based on local feedback, there was support for activating and developing certain underutilized sites within the downtown Foxborough study area. Business focus group participants were polled on how to better utilize a variety of specific sites within the downtown in order to help existing businesses, provide services to residents, increase revenue, and create a pedestrian-friendly smart growth environment. Many of these sites had been originally identified as opportunity sites in the 2014 Town Master Plan and Downtown Strategy. Participants were asked about which sites were ideal for: (a) upper-story, infill housing in order to bolster existing retail establishments with local patrons, (b) temporary outdoor activities such as pop-up shops and fairs on parking lots to bring more visitors, and (c) potential new stores or offices to bring revenue to the Town and services to residents.

Business focus group participants provided strong support for residential condominium and apartment developments at the five sites highlighted in yellow on the map. These sites are labeled according to the site identification numbering in the workshop visual boards and polling ballots. The following are examples of modest residential and mixed-use/residential developments that are in character with smart growth planning principles.



from VISION to ACTION recommendations

activate & leverage underutilized sites

Regarding the temporary use and activation of sites for outdoor activities and events to bring excitement and visitors, participants provided strong support for holding events on the Town Common and at the Town Hall parking lot. These two sites are highlighted in green on the map. Business focus group participants were polled on a variety of ideas, some of which were included in the 2014 Town Master Plan and Downtown Strategy. There was strong interest for the following: (a) a science festival with a local partner such as Schneider Electric and/or Worcester Polytechnic Institute, (b) a summer movie night, (c) an art festival, (d) partner with a neighboring college performing arts department, (e) a farmers' market, and (f) a cycle festival.

Among these uses, there has been on-going interest for bringing a farmers' market to a more central and visible location within the downtown as a way to bring more activity to other establishments. Participants were polled on various locations and there was strong support for a market on the Town Common, at the Town Hall parking lot, and on a parking lot next to 16 School Street. These three areas are highlighted in green on the map. It is also worth mentioning that there was strong opposition to holding such a market within the angled-parking spaces around the Common, as well as on the Town lot within the Cocasset, Central and Wall streets.



from VISION to ACTION recommendations

Lastly, there was strong support for retail and office uses at the three sites highlighted in red on the map. Current smart-growth, mixed-use projects in many downtown areas of Massachusetts feature ground-level retail and office uses. The following examples provide detail of welcoming ground-level retail façades.

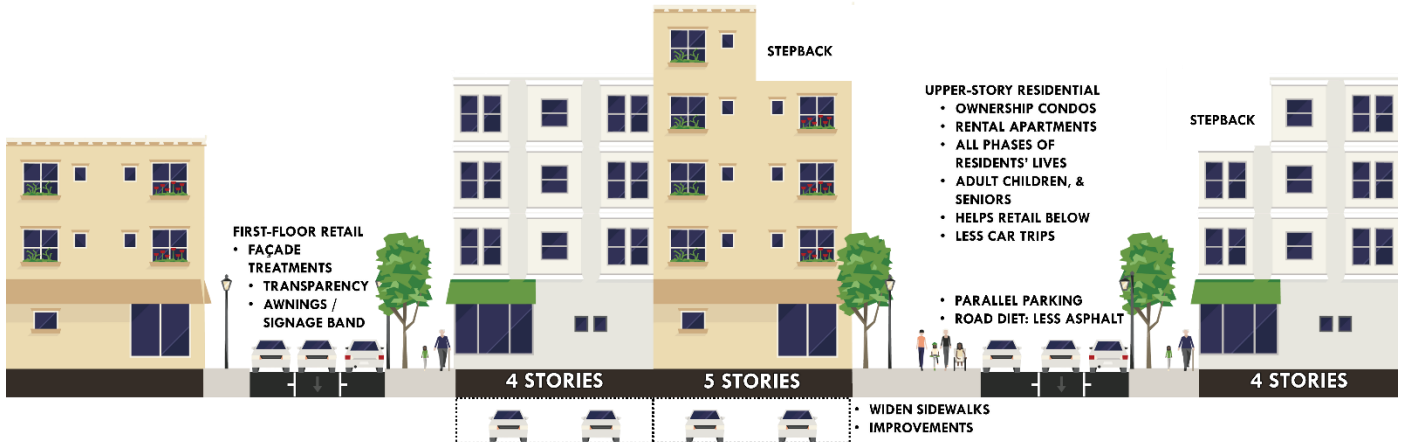


The Town and the Tri-Town Chamber of Commerce could work together with the property owners to see if there is interest in the use and/or redevelopment of these various sites. This visioning piece could be used as a promotional to seek the interest of prospective developers and/or community organizations interested in using sites for outdoor events.

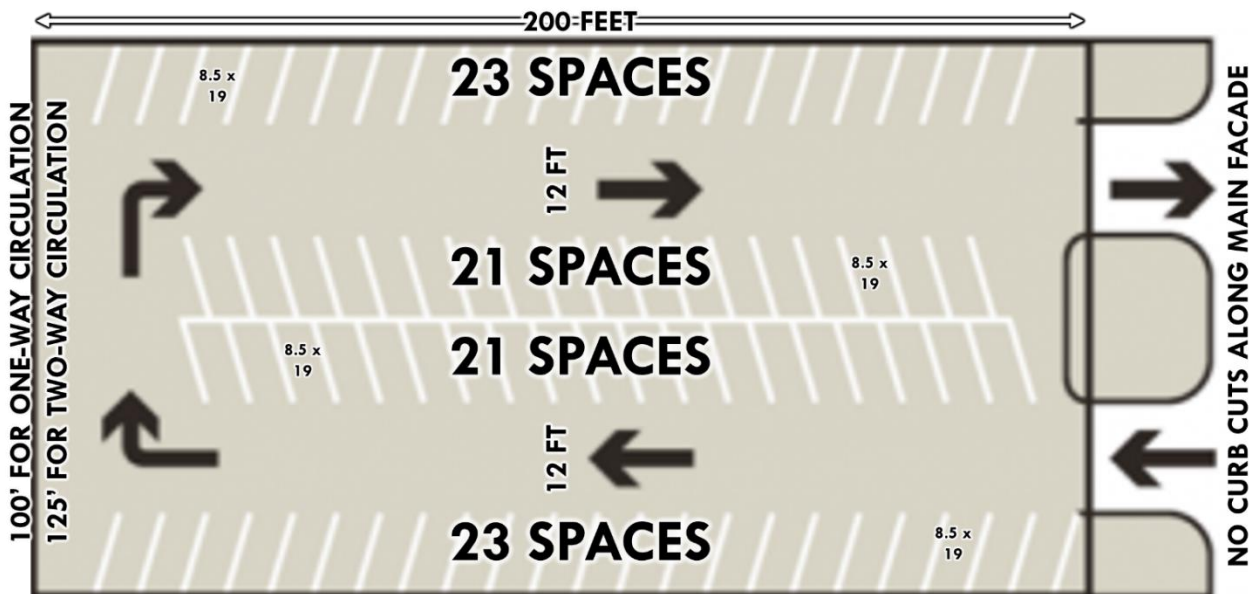
from VISION to ACTION recommendations

activate & leverage underutilized sites

what is smart growth?



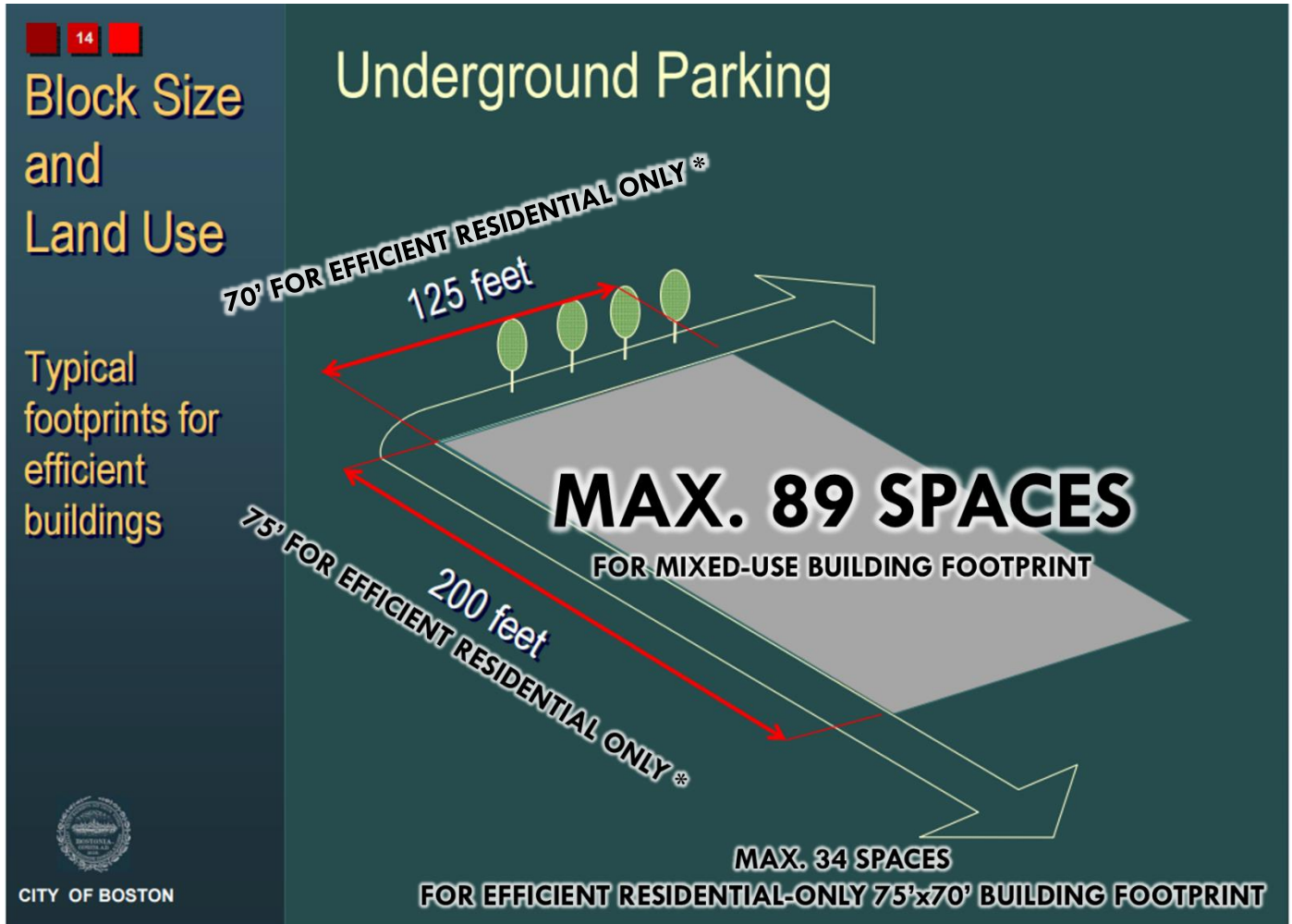
Smart growth is an urban planning concept and overarching goal that strives to promote and allow the types of uses and developments that can create a compact, walkable, mixed-use environment. Dedicating more of the land in downtown areas to people by making parking less prominent in the rear of and below buildings. By doing so, one can preserve and create environments with characteristics that are typical of pleasant and traditional New England pedestrian-friendly neighborhood business districts. Modest low-to-mid-scale, compact development of downtown sites with upper-story residential and/or office uses and active retail/office ground floor uses can be accomplished by placing parking to the rear of buildings as well as below ground. While surface parking is less expensive than below grade parking, less restrictive zoning regulations can potentially make the creation of a single-level of below-grade parking financially viable.



Assumptions for below-grade parking spaces, circulation lane widths, and the maximum number of parking spaces that can be accommodated in a single level of below grade parking for a 100' or 125' by 200' mixed-use building footprint above.

 activate & leverage underutilized sites

A SINGLE LEVEL OF BELOW GRADE PARKING CAN BE FEASIBLE FOR MODEST POTENTIAL RESIDENTIAL (75'x70') AND MIXED-USED (100'-125'x200') BUILDING FOOTPRINTS IN DOWNTOWN AREAS



* Source: City of Boston Transportation Department and the Cecil Group.

The MAPC annotations relate to the following assumptions: (a) a double-loaded residential corridor of 60' requires a below-grade parking tray depth of 70', (b) the minimum depth for two rows of parking with one circulation lane is $(19' \times 2) + 12' = 70'$, (c) assuming 925-SF, 37'x25' dwelling units with a 6'-wide hallway, and (d) a hypothetical residential-only building footprint with six units per floor could accommodate a 75'x70' below-grade parking tray with 34 spaces.

In the future, it is possible that a very strong market could support the development of a single-level of below grade parking. The costs of such can be approximately 15% more per square foot than a single level of above-grade parking¹. However, the reallocation of 34 to 89 potential parking spaces underneath the

¹ <https://watrydesign.com/insights/top-10-issues-affecting-cost-of-building-a-parking-space>

from **VISION** *to* **ACTION** *recommendations*

building can allow better use of the parcel for usable building square footage to serve people, and add to the character of quintessential New England main street town centers instead of development reminiscent of strip malls dominated by parking lots.

According to two studies reported by the Victoria Transport Policy Institute, which is an independent research organization, the construction cost of below-grade parking in Boston can range from \$66.97 to \$95 per square foot. These costs are cited for the Boston urban core area, and may be less in suburban areas due to lower land values. Please refer to the following URL for more information on these studies:

<http://www.vtpi.org/tca/tca0504.pdf>.

ADDITIONAL INFORMATION ON THE COST OF STRUCTURED PARKING

Watry Design, Inc. is an architecture, engineering and parking planning firm servicing the western United States. The firm has created a proprietary “garage calculator” known as the Garagenator, which allows for project and site specific variables including seismic zones and the span of buildings in order to estimate the cost for below grade parking. It can be found at the following URL source:

<http://garagenator.watrydesign.com/garagenator/SelectState.jsp>



opportunity sites for growth

Foxborough's population has on the whole steadily grown with each passing decade since 1870, and is expected to grow by 3.83% from the US Census Bureau's count of 16,865 residents to 17,511 people by the year 2030 according to MAPC Stronger Region 2030 Projections. Keeping this in mind, the Town can address present housing needs and prepare for the future in order to leave a legacy for the children of existing residents and future generations. The growth of the downtown including housing for employees such as those of an expanding Schneider Electric company can help bring vitality to the downtown.

Focus group participants were asked whether they envisioned the downtown growing with more shops, restaurants, condos, apartments and offices. Participants were informed of the order of magnitude of needed Foxborough residents and households in order to support retail establishments with their disposable income. There was strong consensus that the downtown would continue to grow, and that housing, retail/office, and restaurant uses depend on each other in order to thrive.

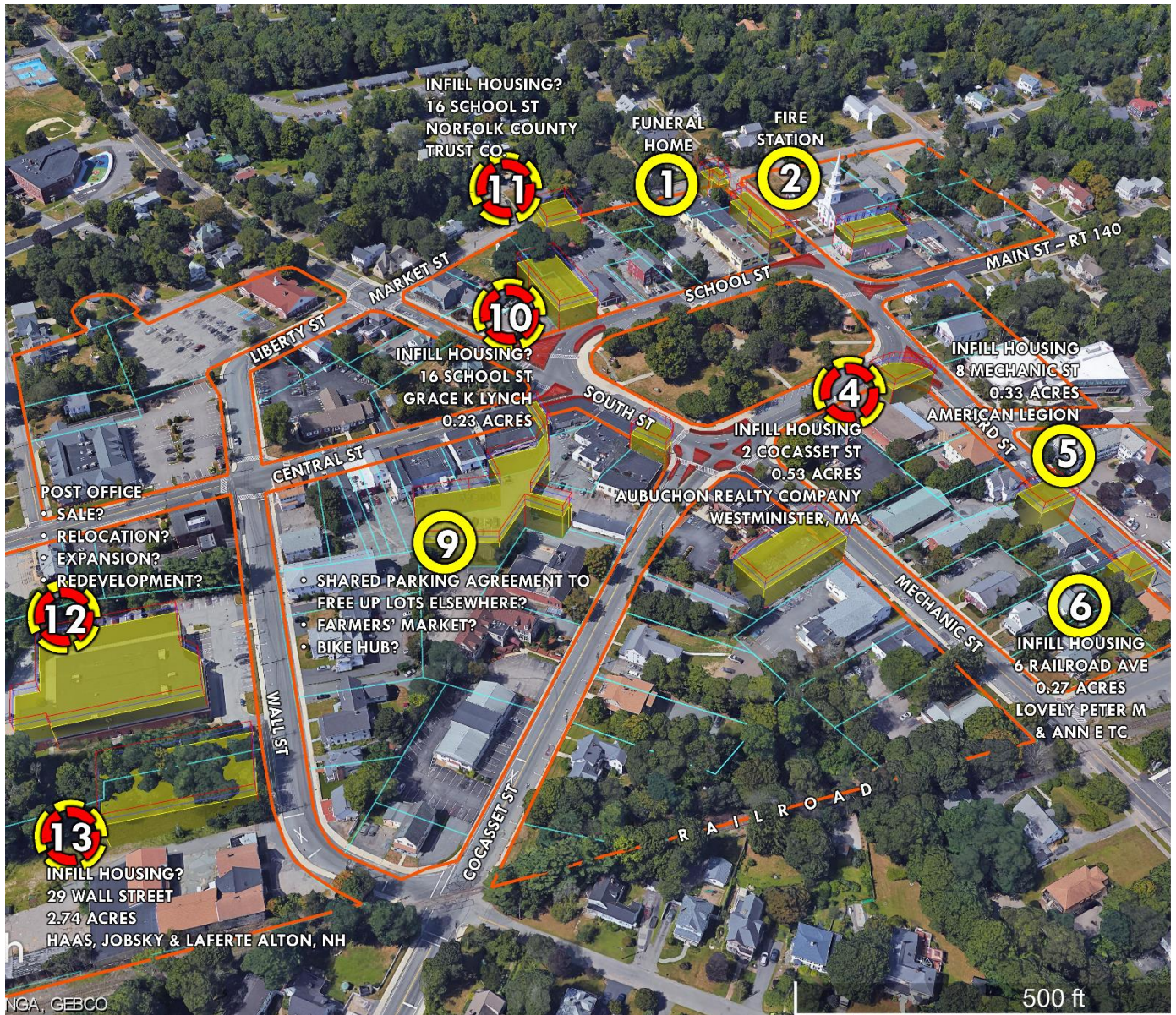
Local feedback from the focus group participants indicated strong support for the (re)development of the specific sites located on the map. Participants were also polled on which sites were better suited for more compact, taller development to accommodate desired uses. The sites solely in yellow received strong support for full four-story developments. The sites in the double red/yellow circles received strong support for a range of height between four stories up to six stories in height.

Presently the zoning limits development to 3.5 stories with a maximum of 3 upper-story dwelling units by-right, and any additional dwelling units are reviewed by a special permit review process. It is recommended that in order for the Town to attract the amenities, development, housing and tax revenues it desires, that the zoning regulations provide greater certainty and predictability to potential investors. Lastly, participants were polled as to whether they regarded the citizens of Foxborough as being business-friendly, and there was strong consensus that the citizens were only somewhat so.

from VISION to ACTION recommendations

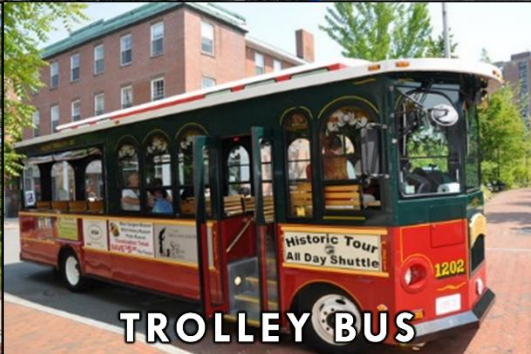
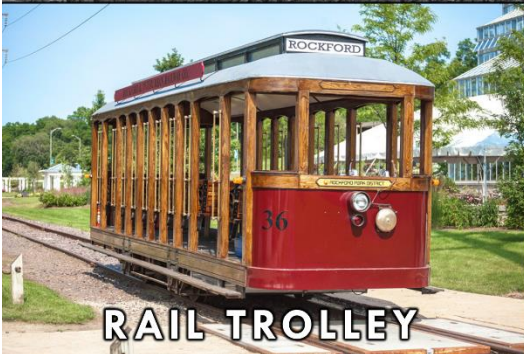
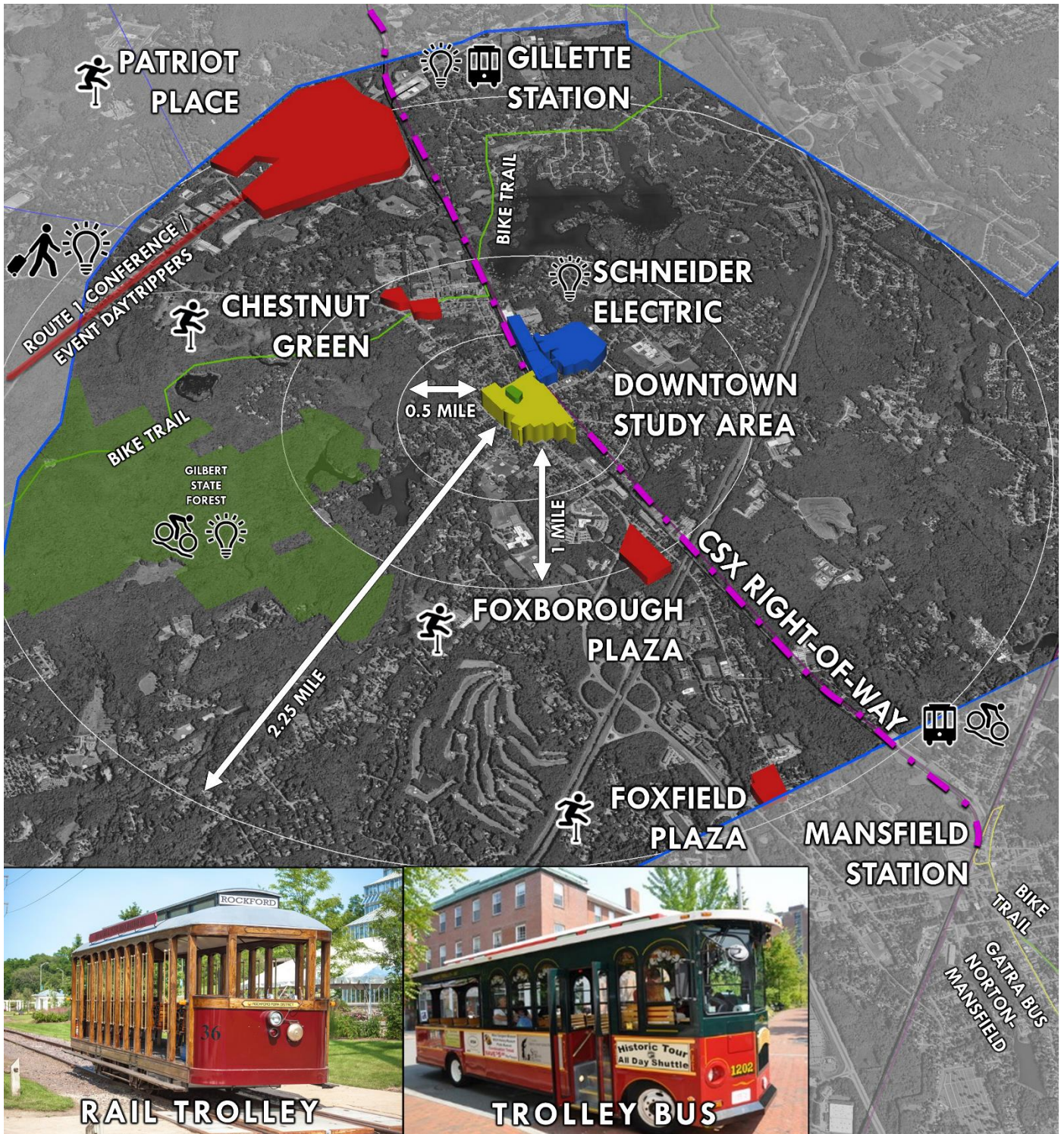


opportunity sites for growth



from **VISION** to **ACTION** recommendations

 *trolley for customers without traffic*





trolley-shuttle & bike path for interest & customers without traffic from Patriot Place & Mansfield

Business focus group participants were polled on whether a potential trolley-shuttle bus service and multi-use bicycle/pedestrian path connecting Patriot Place and possibly downtown Mansfield could bring excitement and customers to downtown Foxborough without the traffic. There is an underutilized CSX rail right-of-way (not to be confused with the MassDOT commercial property) that goes through downtown that could be used to connect Patriot Place to downtown Foxborough and Mansfield. It has the potential to be used as a multi-use bicycle path, a walking trail, and a trolley-shuttle-bus, and has been under unofficial consideration by various parties including the Kraft Group.

There was strong support for pursuing this transit option in order to bring customers and visitors to downtown Foxborough without traffic congestion from personal vehicles. There seemed to be uniform interest in exploring the multi-use bicycle and pedestrian path as well as trolley service using the rail track itself or trackless trolleys operating alongside the track. In keeping with smart growth planning and economic development principles, pursuing and securing a public transit option would help support existing businesses, potentially attract new investment, and mitigate traffic congestion. This transit approach, in tandem with providing more downtown housing options in order to have residents and their disposable income within walking distance, is highly recommended as part of a multi-pronged solution to supporting and growing the downtown.

foxborough AT A GLANCE

context

The following information is a summary of key findings from the Town of Foxborough's 2013 Downtown Strategy, Retail Market Analysis, and Master Plan. The information was presented during the planning process in order to provide context for potential decision-making related to regulations, taxation, and transportation and sewer infrastructure issues.



business context²

- The downtown has approximately 126 businesses, which represents approximately 19% of the Town's businesses. At the time of that study, there were 11 food & spirits establishments, which represents 23% of the Town's licenses.
- There are 960 employees in the downtown area, which represents 8% of the Town's 12,801 employees.
- The Town residents have strong incomes with an approximate \$90,000 median income per household.
- The Town has a strong daytime worker population with approximately 10,000 commuters.
- There are many nearby daytrippers coming for concerts, sporting events and conferences along Route 1 and at Patriot Place and Gillette Stadium.



challenges



Lack of sewer



Liquor licenses for restaurants



Desired: cafés, bakeries, restaurants



High number of professional offices



Low number of shoppers' goods and convenience establishments



Lack of transit



Minimize auto-oriented uses



Downtown parking capacity exceeds usage according to two studies

40 angled parking spaces flanking Town Common have maneuverability and convenience issues



Walkability, sidewalks, speeding traffic



Character: need to enhance the streetwall for pedestrians

² According the Town's 2013 Master Plan and Downtown Strategy.

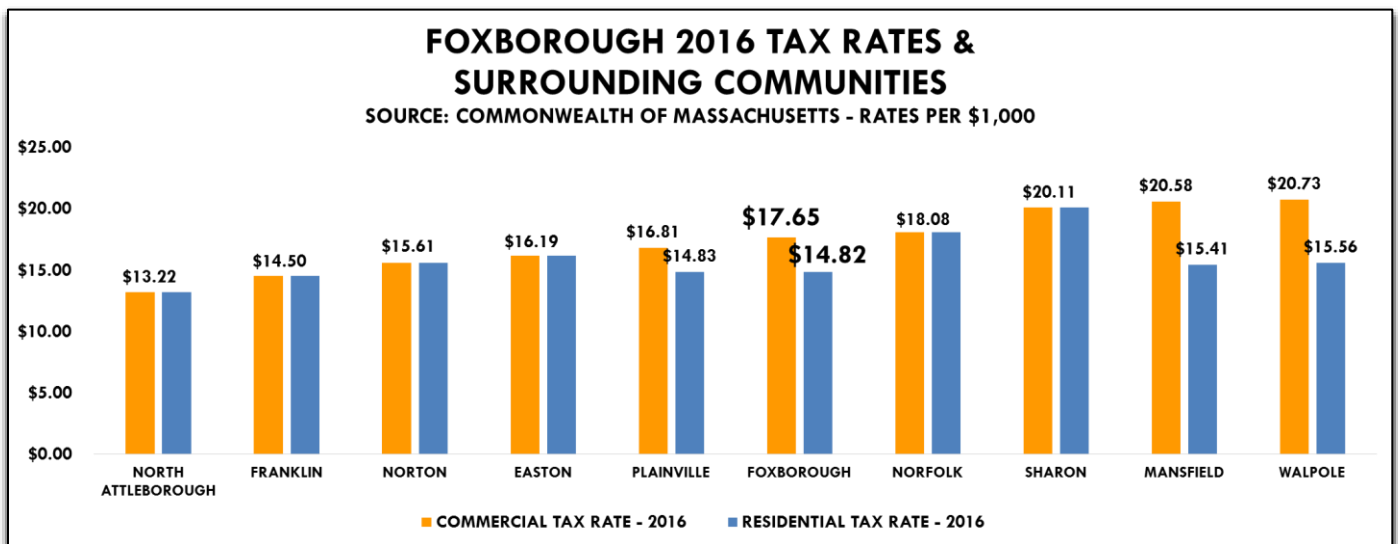
foxborough AT A GLANCE

\$ competition

- Overlapping comparative goods market
- 83% of residents shop outside of the Town seeking “better prices”

% tax rates

- Foxborough’s 2016 commercial tax rate is 9% to 34% higher than that of 5 surrounding towns and is 2% to 15% lower than 4 surrounding towns according State of Massachusetts data. This could be an opportunity to reconsider this tax rate in order to have a competitive advantage.
- Foxborough’s 2016 residential tax rate is 2% to 12% higher than that of 4 surrounding towns and is 4% to 26% lower than 4 surrounding towns according to State of Massachusetts data.



regional sewer treatment plant

- The Town of Foxborough has recently made progress in overcoming a long-standing challenge of limited wastewater treatment capacity in order to support Town growth and physical development.
- The Board of Water and Sewer Commissioners has entered in a regional agreement between the towns of Foxborough, Mansfield, and Norton in order to unlock additional capacity (835,000 additional gallons per day for Foxborough), and pay an estimated \$5.25 million contribution toward the total \$30 million cost.
- There had been a history in the Town of lacking public support due to past concerns regarding: (a) putting the small town character at risk, (b) non-sewer users refusing to contribute, and (c) fear of forced connections.
- These obstacles have been overcome as there will be no forced connections, and the Town is pursuing financing options for its share.

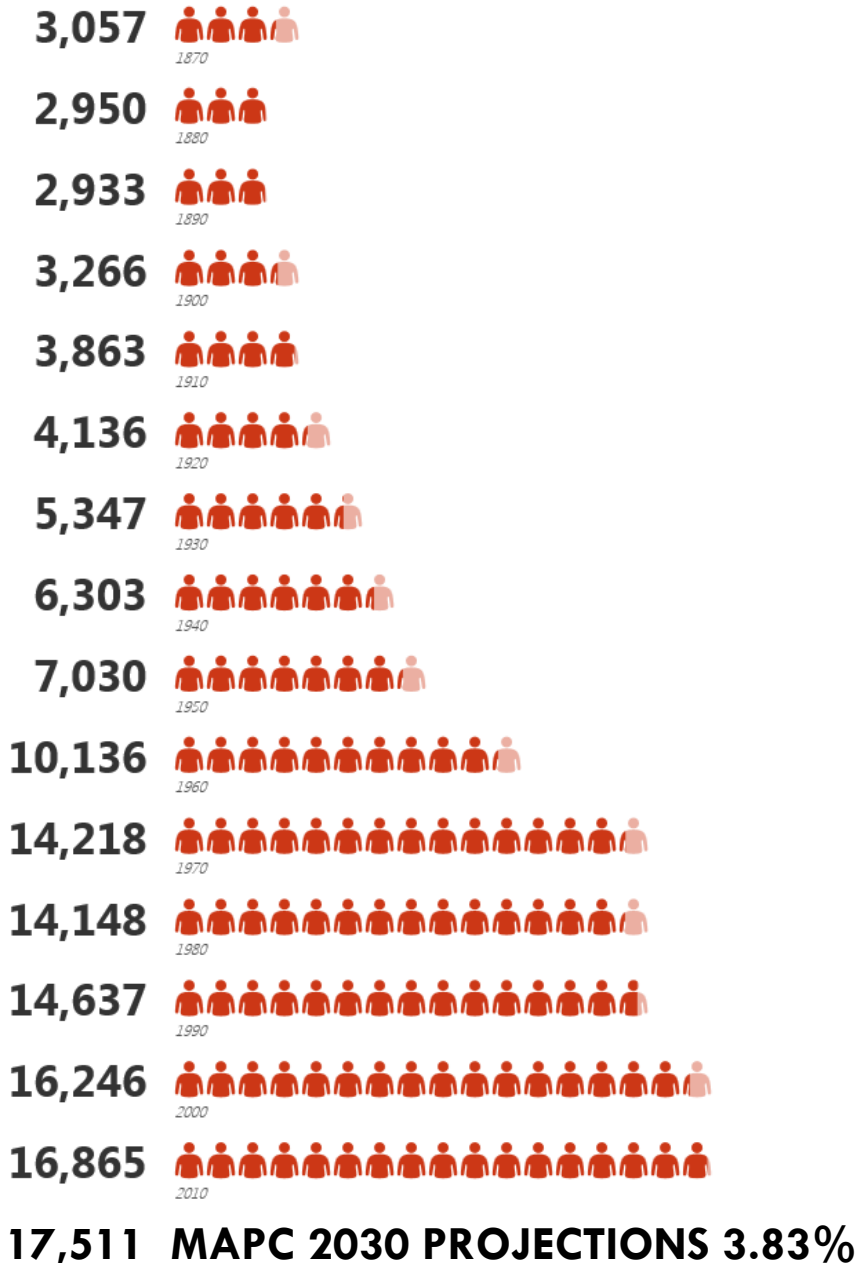
foxborough AT A GLANCE



population growth

- Foxborough's population is expected to grow by 3.83% from the US Census Bureau's count of 16,865 residents to 17,511 people by the year 2030 according to MAPC Stronger Region 2030 Projections.
- As shown by historical US Census population data below, Foxborough has on the whole steadily grown with each passing decade since 1870.
- Keeping these data in mind can help the Town prepare for the future in order to leave a legacy for the children of existing residents and future generations.

FOXBOROUGH'S GROWTH





2013 retail gap analysis

- The retail market analysis conducted in 2013 for the Town by McCabe Enterprises concluded that there were limited opportunities for additional retail establishments in the downtown due to very strong competition within the Town from three nearby shopping centers and the shops at Patriot Place.
- The analysis estimated that there was little additional household and worker disposable income within the a 2.25-mile radius of the downtown in order to support additional retail. The supply for the retail opportunity gap analysis was estimated to be a negative figure of \$199 million dollars, which indicates very strong competition and that all of the residents' household disposable income is being spent outside of the trade area.
- This indicates that the Town will have to make very concerted, proactive decisions and investments in order to change existing conditions, and make the downtown attractive to potential businesses and investors.

NUMBER OF RESIDENTS & HOUSEHOLDS WITHIN MARKET TRADE AREAS TO SUPPORT RETAIL ESTABLISHMENTS



5,874
35% TOWN

CORE TRADE AREA
1 MILE RADIUS



2,276

13,869
82% TOWN

PRIMARY TRADE AREA
2.25 MILE RADIUS

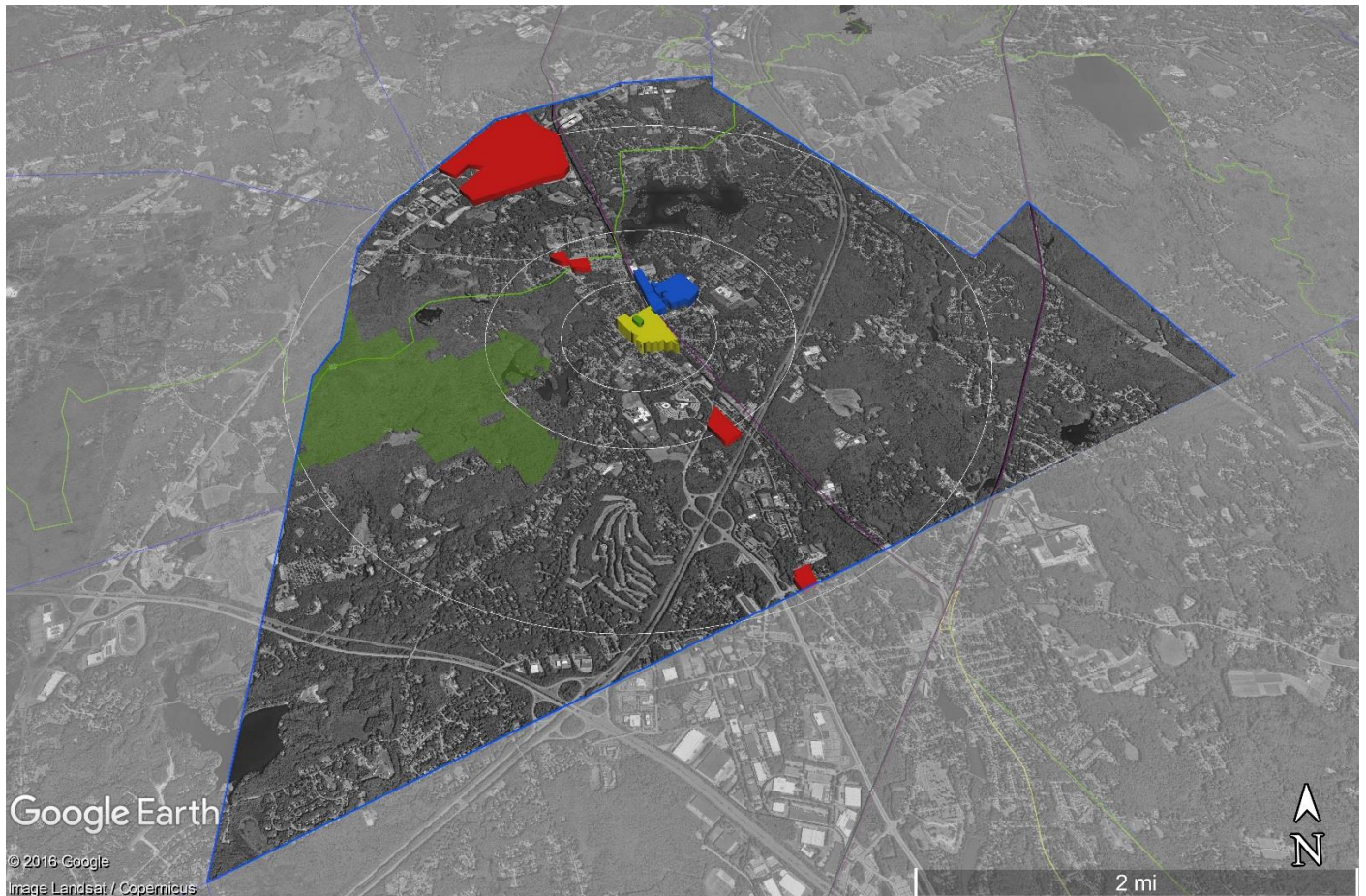
13,869

67,383
4X TOWN

SECONDARY TRADE AREA
5 MILE RADIUS

67,383

STAY IN TOUCH!



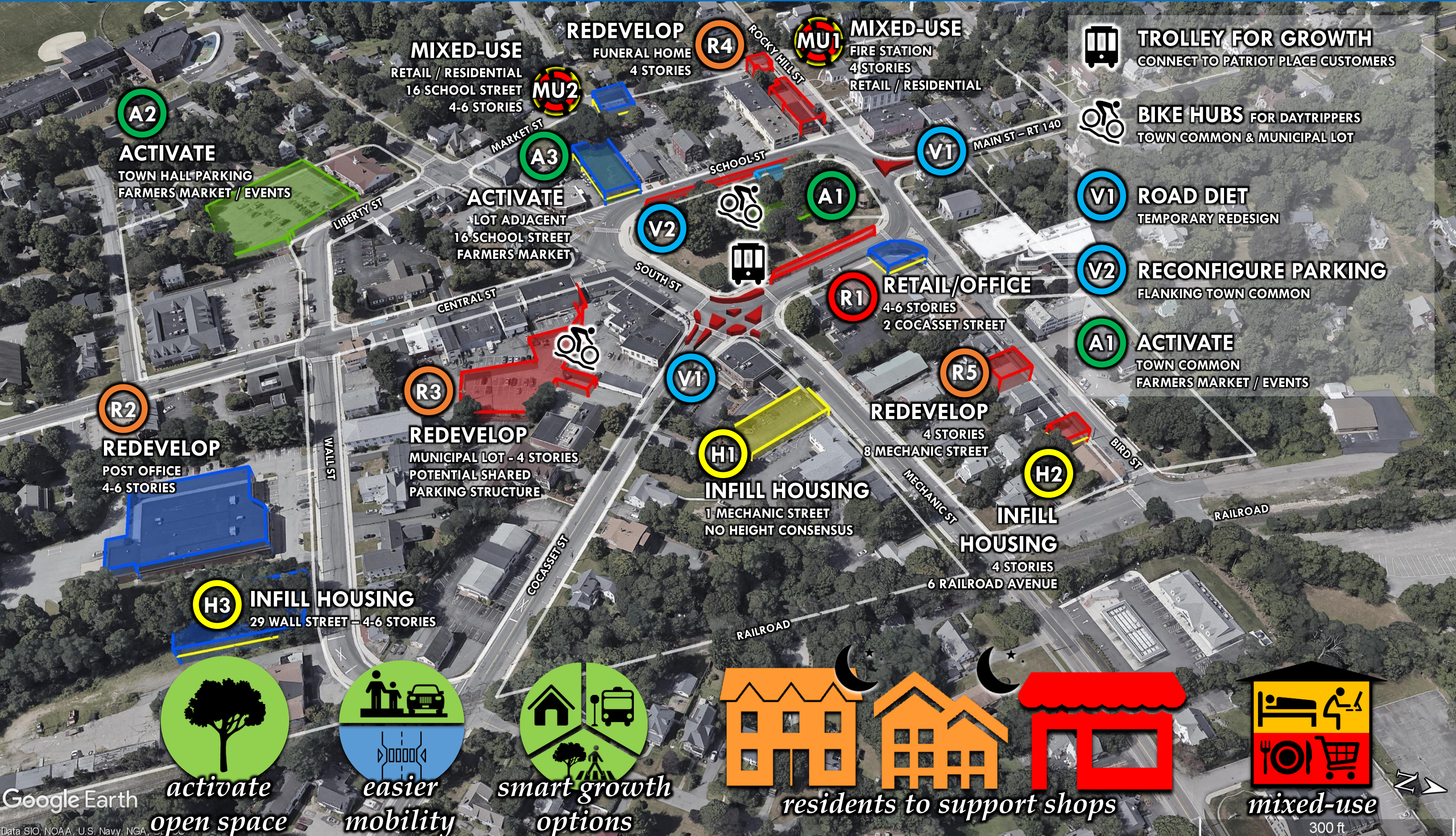
This vision is a follow-up to the Town's 2014 Downtown Master Plan and Strategy. We hope you can assist or support efforts in the downtown to make it a safe, interesting and pleasant place to shop, work, live and visit. A clear roadmap for the future of the Downtown Foxborough business district starts with Foxborough business owners and operators!

For more information on how to assist with making these ideas a reality, please contact Paige Duncan, Planning Director at pduncan@foxboroughma.gov.

Please also visit the Town website at http://www.foxboroughma.gov/Pages/FoxboroughMA_Planning/index



a VISION for DOWNTOWN FOXBOROUGH - at-a-glance summary map



- TROLLEY FOR GROWTH**
CONNECT TO PATRIOT PLACE CUSTOMERS
- BIKE HUBS** FOR DAYTRIPPERS
TOWN COMMON & MUNICIPAL LOT
- V1 ROAD DIET**
TEMPORARY REDESIGN
- V2 RECONFIGURE PARKING**
FLANKING TOWN COMMON
- A1 ACTIVATE**
TOWN COMMON
FARMERS MARKET / EVENTS

activate
open space

easier
mobility

smart growth
options

residents to support shops

mixed-use

Google Earth

Data SIO, NOAA, U.S. Navy, NGA

300 ft