



Town of Foxborough Route 1 Economic Development Analysis

December 17, 2015



Agenda

- Review of Project Background & Goal
- Highlights of Planning Process
- Key Data Points
- Recommendations
- Next Steps

Foxborough Master Plan

The Vision for Route 1

“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”



Source: McCabe Enterprises

Foxborough Master Plan



Source: McCabe Enterprises

Route 1 Study

- **Goal:** To determine the type of development that can be supported by the market, to identify key development opportunities and to develop strategies to attract desired development throughout the Route 1 Corridor.
 - Market Analysis
 - Build Out Analysis



Stakeholder Feedback

- S-1 Zoning needs to be updated.
- Shared Parking
- Lack of sewer and environmental constraints pose huge challenges
- Should be more flexibility for development within Zone III
- Not a lot of incentive to redevelop because market doesn't seem particularly strong and many owners are able to park cars on property and make money that way.
- Corridor should be made more attractive: enhanced landscape, lighting, signage

November Public Forum

- Priorities: Sewer Service Area, Zoning Changes, and working with the MBTA to ensure daily commuter rail service
- Visual Preference
 - Street trees, sidewalks, streetscaping, crosswalks all along corridor and pedestrian bridge over Route 1
 - In EDAOD, new development should include outdoor seating, parks, public space, and walking trails.
 - Office, particularly smaller scale office with ground floor retail in Highway Business Zone and S-1 North parcels.
 - Preference for larger scale, campus style office buildings within EDAOD and potentially some of S-1 South parcels. Life Sciences and R&D were brought up.
- Marketing
 - Coordinate with regional chambers of commerce
 - Promote location including being equidistant from Providence and Boston, and good access to Interstate 495 and Interstate 95.
 - Assemble a business district for branding and marketing such as they did in Newton and Needham.

QUESTIONS:
WHAT TYPE OF ZONING CHANGES WOULD YOU SUPPORT ALONG ROUTE 1?

Review all of the questions first. Then choose one or two by placing a dot next to your choice.

YES	NO	
		Should Zone III properties be allowed to utilize a larger amount of their lots for development in exchange for agreeing to clean and recharge water onsite?
		Should mixed-use (residential & commercial) and multi-family residential be allowed by right within a reasonable distance of the commuter rail station? <small>(Design and site plan review could be required)</small>
		Should parking requirements be more flexible in the S-1 district, particularly around the commuter rail station?
		Should setbacks in the S-1 zone be reduced to allow for development oriented more closely to the road?

Route 1 Economic Development Study



Market Analysis



Market Analysis Highlights

- Opportunities for additional retail are limited
- 495 South & South Office Submarkets are comparatively soft but improving.
- Professional & Technical Services, Real Estate and rental and Leasing, Health Care and Social Assistance industries have been doing well in Foxborough and have seen tremendous growth compared with both state and county
- Residential market is strong and can support additional units. May be a good opportunity to introduce residential to the East side of Route 1 near the commuter rail station.

Household Projections

	2010	2020	2030	Change (2010-2030)	% Change
15-29	510	551	489	-21	-4%
30-44	1558	1562	1876	318	20%
45-59	2386	2199	1782	-604	-25%
60 and over	2050	2695	3275	1225	60%

- HHs headed by those 60 and over will increase by 60% by 2030
 - Many older households prefer smaller units, often in townhouse or multifamily layouts.
- Young households (age 15-29) anticipated to decline by 4%
- Households most likely to have children residing at home projected to grow by about 20% (318 households).

Build Out Analysis

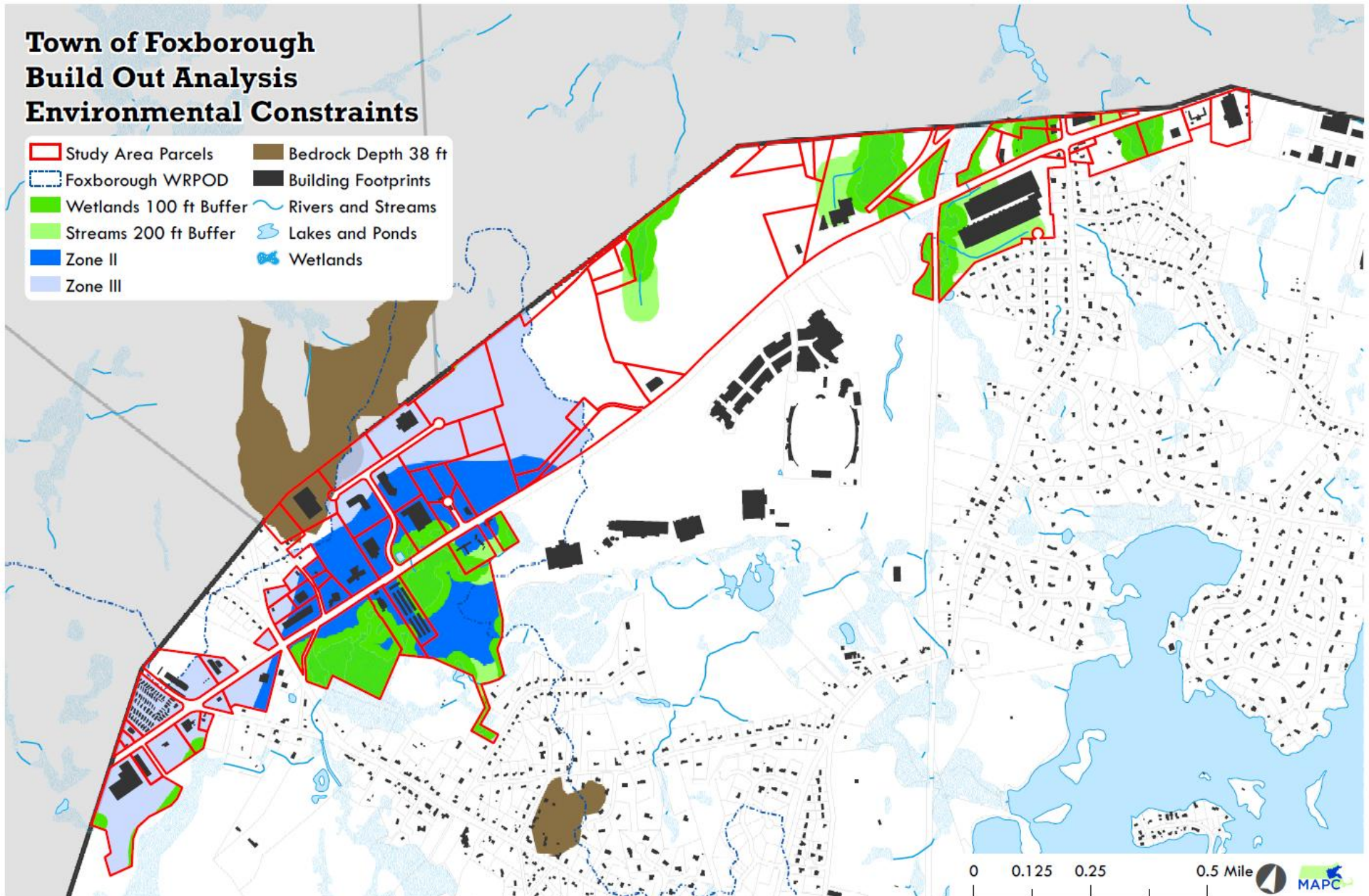


Physical Development Constraints

- Lack of sewer
- Zone II & Zone III of the Water Resources Protection Overlay District limiting the amount of impervious.
- Wetlands & Stream & River Buffers.
- Soils
- Traffic

Town of Foxborough Build Out Analysis Environmental Constraints

- Study Area Parcels
- Foxborough WRPOD
- Wetlands 100 ft Buffer
- Streams 200 ft Buffer
- Zone II
- Zone III
- Bedrock Depth 38 ft
- Building Footprints
- Rivers and Streams
- Lakes and Ponds
- Wetlands



Build Out

	15% WRPOD Restriction	50% WRPOD Restriction	Septic Limited Scenario
Total Build Out	5,016,557.28	6,197,136.55	5,503,406.14
Net Change from Existing Built Out Space	3,827,276.28	5,007,855.55	4,314,125.14
Estimated Septic Flow from Existing Space*	146,153.05	146,153.05	146,153.05
Estimated Future Commercial Space	4,519,326.92	5,699,906.19	5,006,175.78
Estimated Number of Potential 2 Bedroom Units	497.23	497.23	497.23
Estimated Septic Flow from potential buildout uses and built space*	382,257.92	462,556.66	415,364.99
Estimated Traffic generated from existing uses	29,141.63	29,141.63	29,141.63
Estimated Traffic Generated from Potential Build Out Uses**	67,827.46	91,534.55	77,718.12
Existing Tax Revenue (\$)	1,667,183.44	1,667,183.44	1,667,183.44
Projected Tax Revenue (\$)	5,115,855.94	5,958,372.16	5,463,853.29

Development Opportunities

- Route 1 built to accommodate game day traffic so would have excess capacity outside of game days
- Commuter rail station with potential for daily service
- Potential connections for sewer including Kraft Wastewater Treatment Plant and sewer connection in Walpole.
- Large parcels that are well suited to facilitating development.
- Presence of retail and restaurants that could serve future office workers or residents

Recommendations



Challenge: Lack of Sewer

- Revisit the Comprehensive Wastewater Management Plan & create a long term fiscal plan for implementing sewer on the corridor.
- Ensure a financing approach that is price sensitive and encourages users to hook up to the sewer system.



Challenge: Market for Office & Retail Not Particularly Strong

- Encourage public-private partnerships to facilitate new development.
- Utilize incentives to attract development to the corridor.
- Market the corridor



Challenge: Corridor currently lacks many amenities attractive to developers

- Enhance the public realm along Route 1
- Develop a green buffer between Route 1 and Foxborough's residential neighborhoods that will include recreation, open space, wetlands, conservation, and agricultural lands*
- Ensure crosswalks and well-maintained sidewalks throughout the corridor.
- Consider building a pedestrian bridge to connect areas on the east side of the corridor to the west side.
- Integrate amenities into any new developments that locate along Route 1.
- Work with the MBTA to ensure that daily commuter rail service is introduced
- Work with new commercial tenants to run a shuttle that frequently brings people from commuter rail to other places along Route 1.



*Master Plan Recommendation

Challenge: Lack of Incentive to Redevelop Properties

- Work with property owners and developers to develop incentives that may motivate them to redevelop.
- Continue to study incentives for parking lot owners in particular to redevelop their properties.
 - Tax abatements
 - Tax credits



Challenge: Zoning

Zone II and Zone III

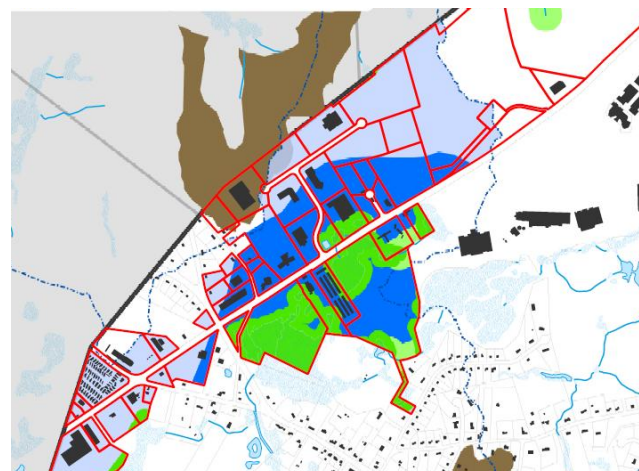
- Commission a hydro-geologic modeling study to determine the appropriate boundaries for both Zone II and Zone III
- Once the boundaries have been determined, allow Zone III parcels to utilize a larger percentage of their lots for development if they agree to clean and recharge water onsite.

S-1 & EDAOD

- Increase the amount of retail that is allowed by right within the S-1 district.

New TOD Overlay Near Commuter Rail Station

- Allow mixed use and multi-family residential by right within walking distance of commuter rail station.



Challenge: Parking & Traffic

- Shared parking extended into S-1
- Reduced parking for offices coupled with strategies to encourage more people to carpool.
- Encourage Route 1 Businesses to join TMA.
- Explore other innovative ways to reduce the amount of parking required along the corridor.
- Potential TOD residential uses should require less parking.

Questions?

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Next Steps

- Comments submitted by December 28th
- Final edits by year end
- Adoption of plan