

Norfolk Town Center

Working Committee Meeting #3

Town of Norfolk B-1 District Zoning Study

May 6, 2019

Photo: www.visitingnewengland.com

Town of Norfolk B-1 District Zoning Study



Meeting Agenda

1. Community Survey Final Results
2. Community Workshop Results
3. Zoning Recommendations Discussion
4. Design Guideline Recommendations Discussion
5. Other Discussion – Stormwater, wastewater
6. Next Meeting and Next Steps
7. Review and Approval of Minutes

Photo: www.visitingnewengland.com



Norfolk Town Center

Community Survey Results



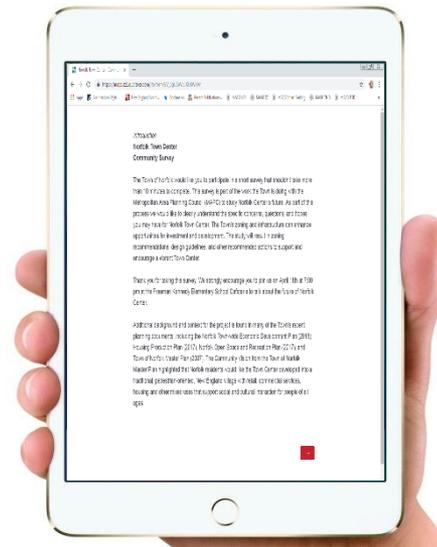
Photo: www.visitingnewengland.com

Town of Norfolk B-1 District Zoning Study



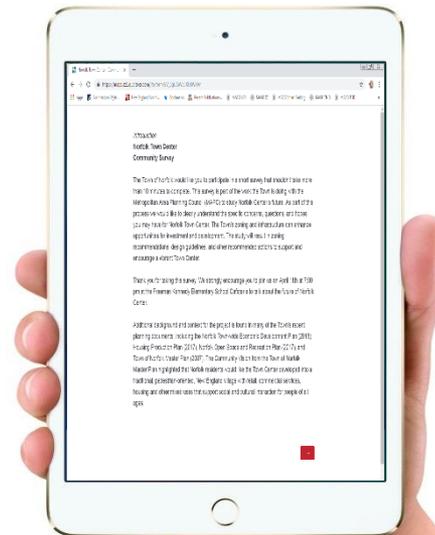
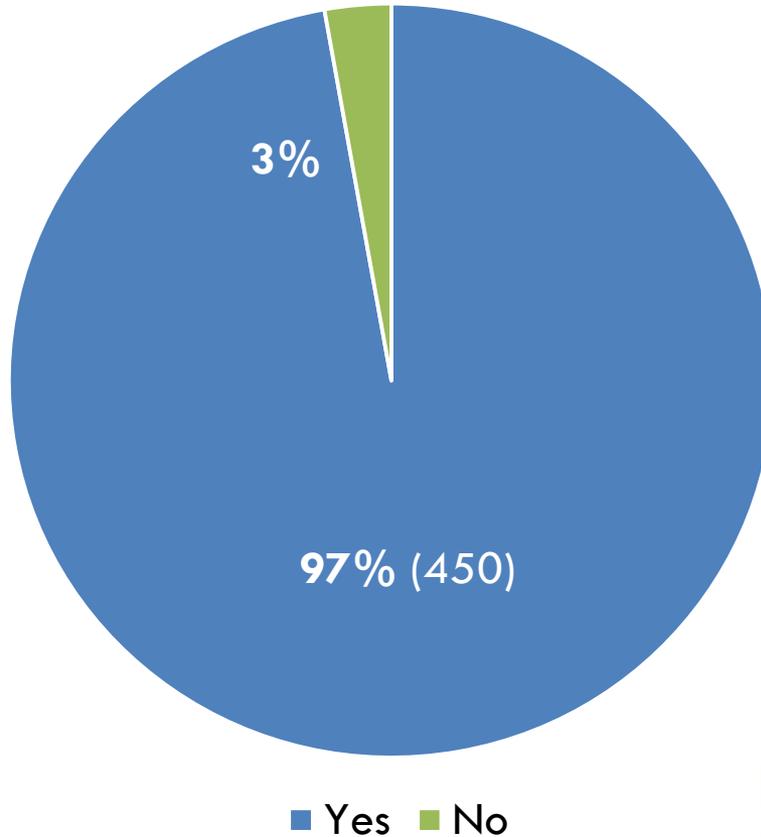
Community Survey Final Results

- Available from March 20th to May 1st, 2019
- (17) questions about Town Center
- About 10 minutes to respond
- Shared experience, vision, and support for changes in Town Center
- **540 responses**



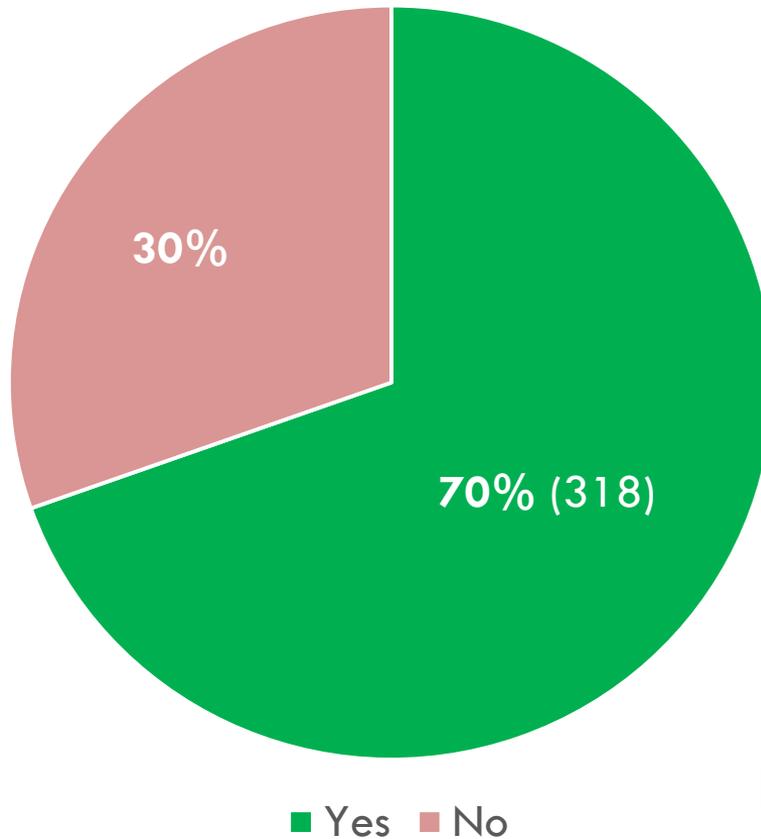
Online Community Survey

- **Q1: Are you a resident of the Town of Norfolk?**



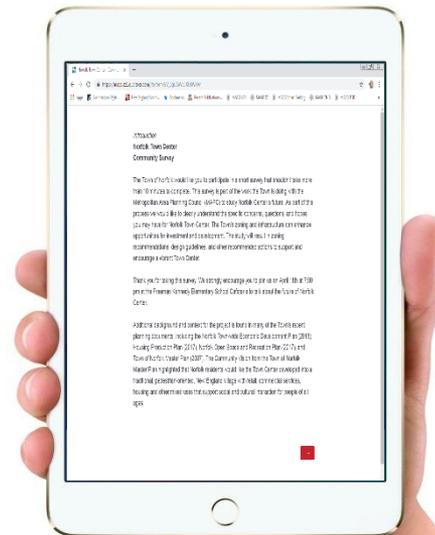
Online Community Survey

- **Q2: Would you be willing to walk or bike from your house to Town Center?**



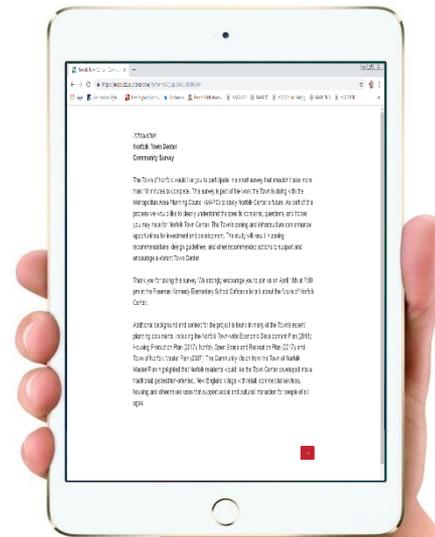
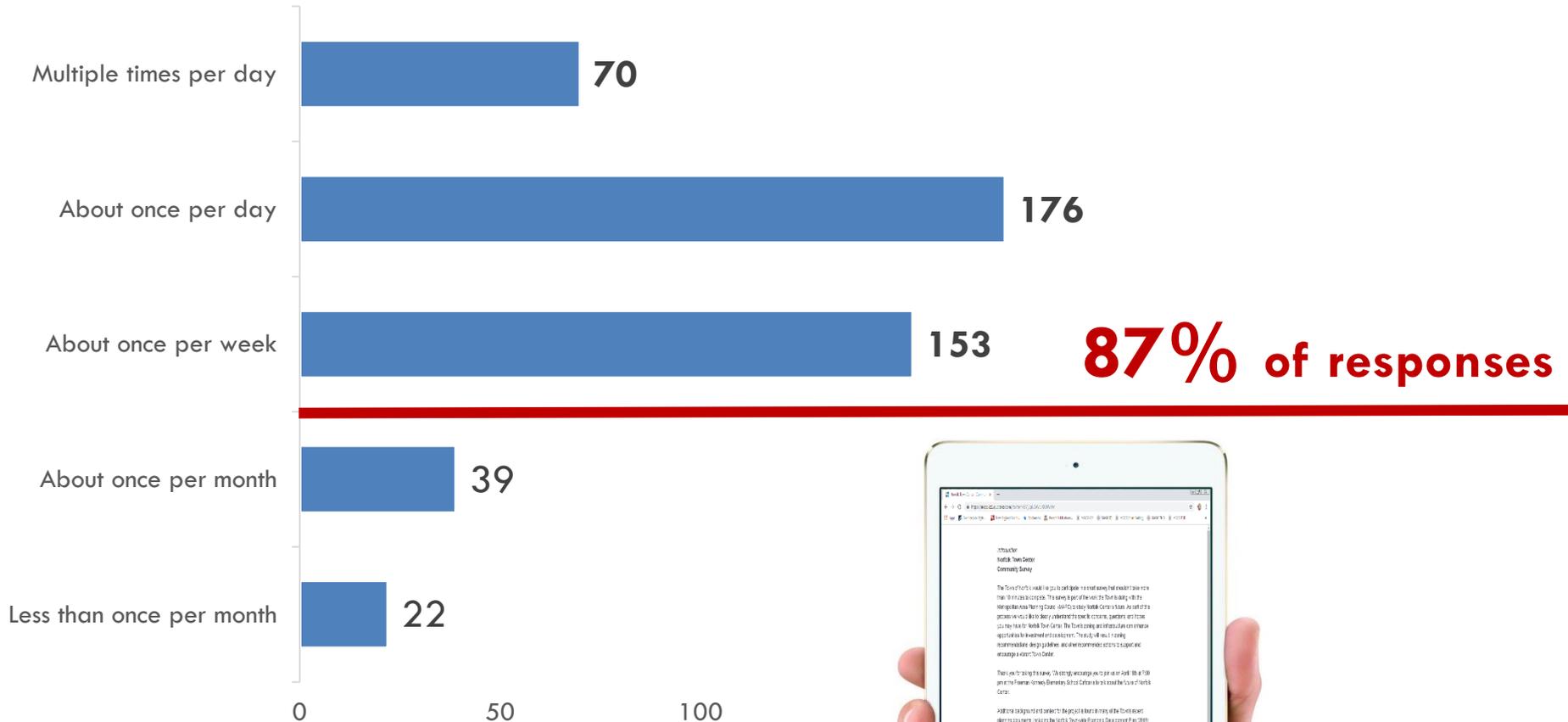
Most frequent reasons:

- Distance (too far)
- Safety (no sidewalks)
- Streets mentioned – Union Street, Route 115, Main Street, Holbrook Street, Cleveland Street, Boardman Street, Park Street, Needham Street, Noon Hill Avenue, Marshall Street, Everett Street, Seekonk Street



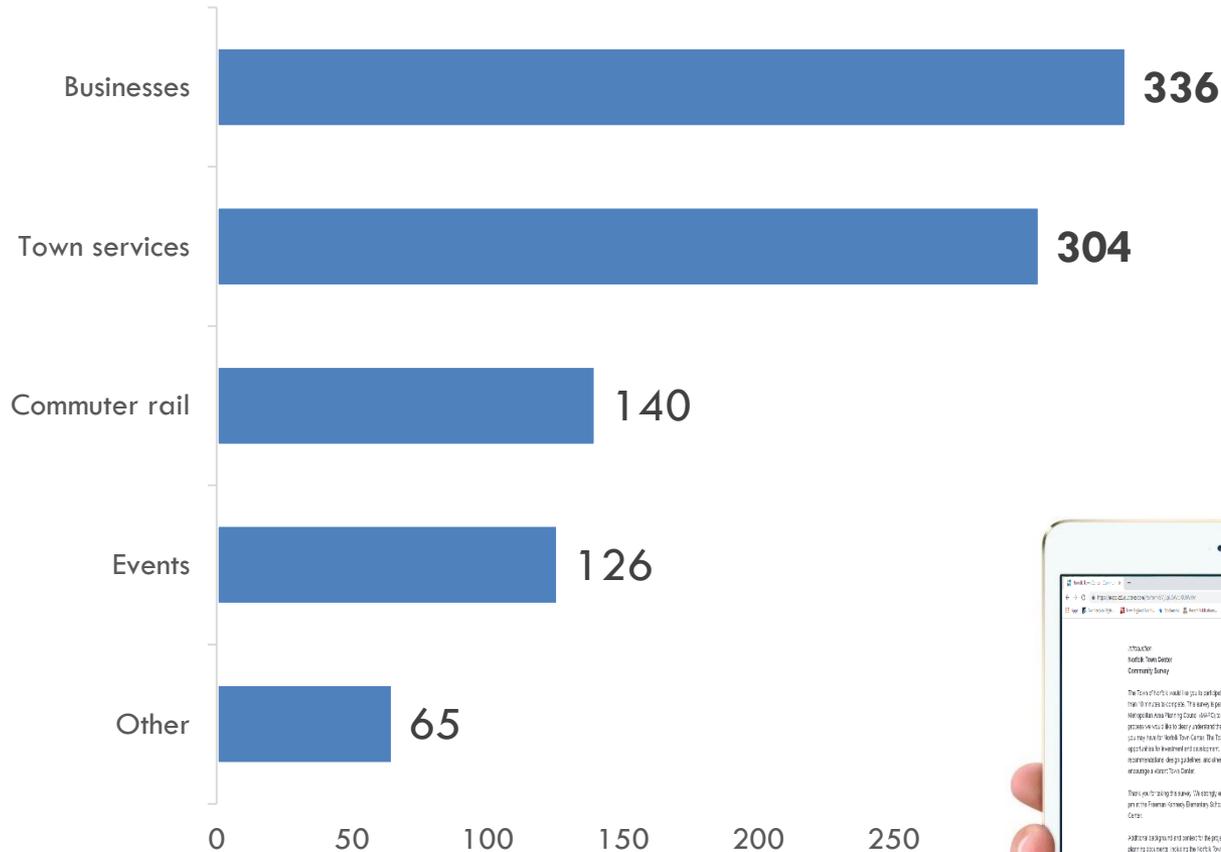
Online Community Survey

- **Q3: How often do you visit Town Center?**



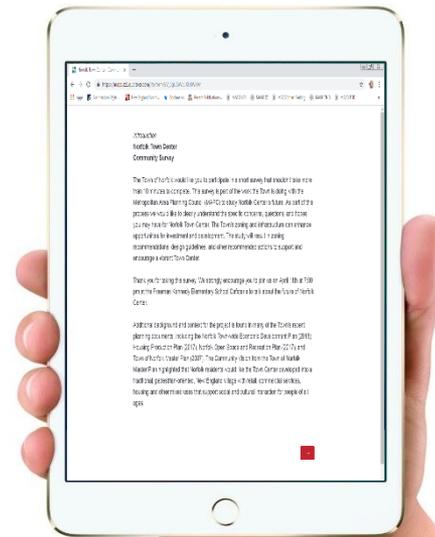
Online Community Survey

- **Q4: Why do you visit Town Center?**



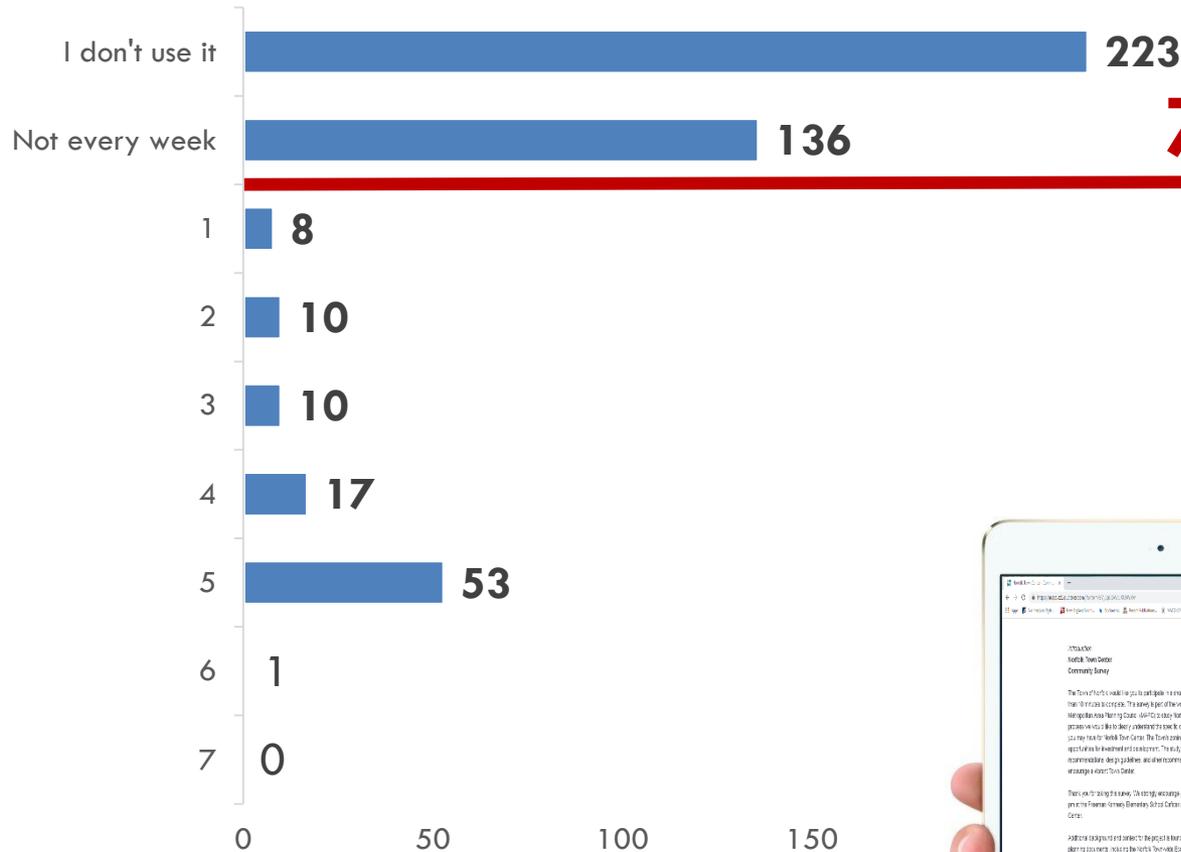
Most frequent "other" responses:

- Work
- Pharmacy/Walgreens
- Walking/exercise
- Coffee/Dunkin/Cillas
- Preschool
- Library
- Passing through to other places



Online Community Survey

- **Q5:** How many days per week do you use the commuter rail?

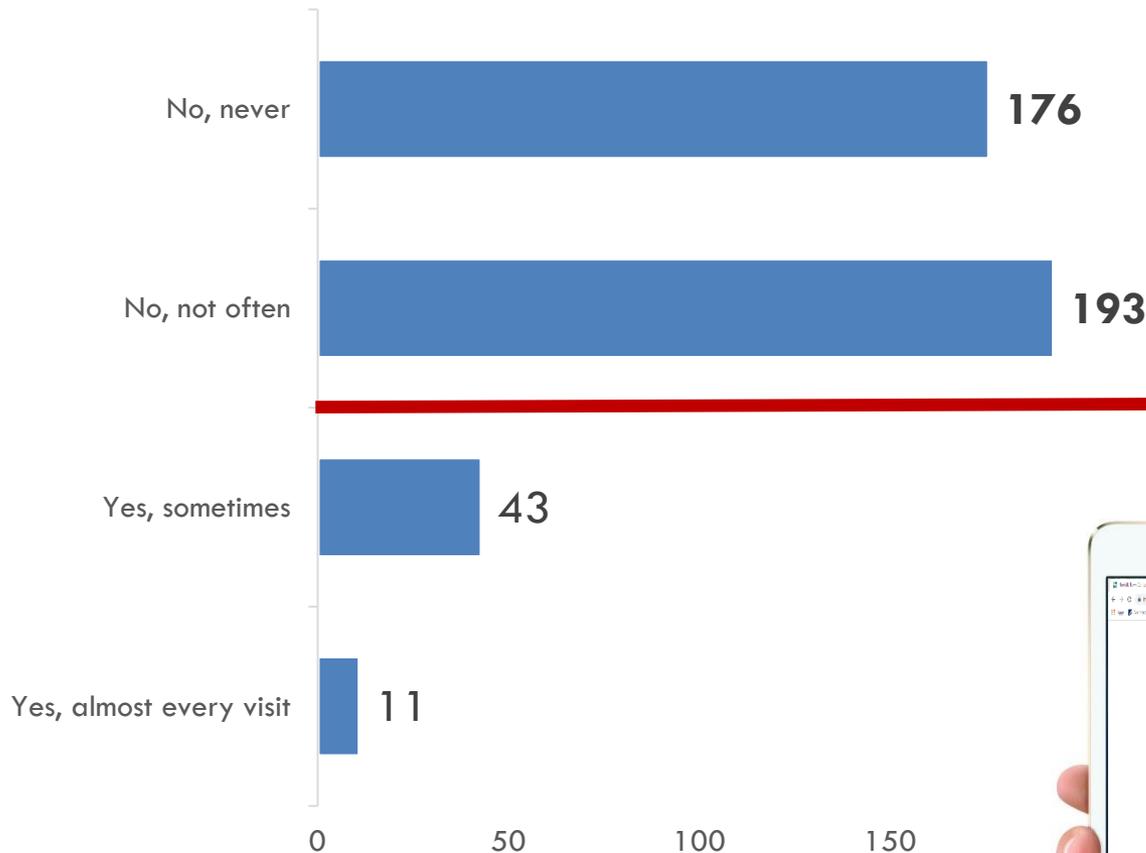


78% of responses



Online Community Survey

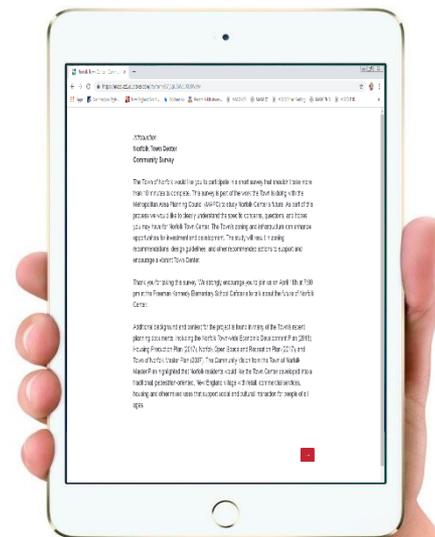
- **Q6: Do you have difficulty parking in Town Center?**



Most frequent "location" responses:

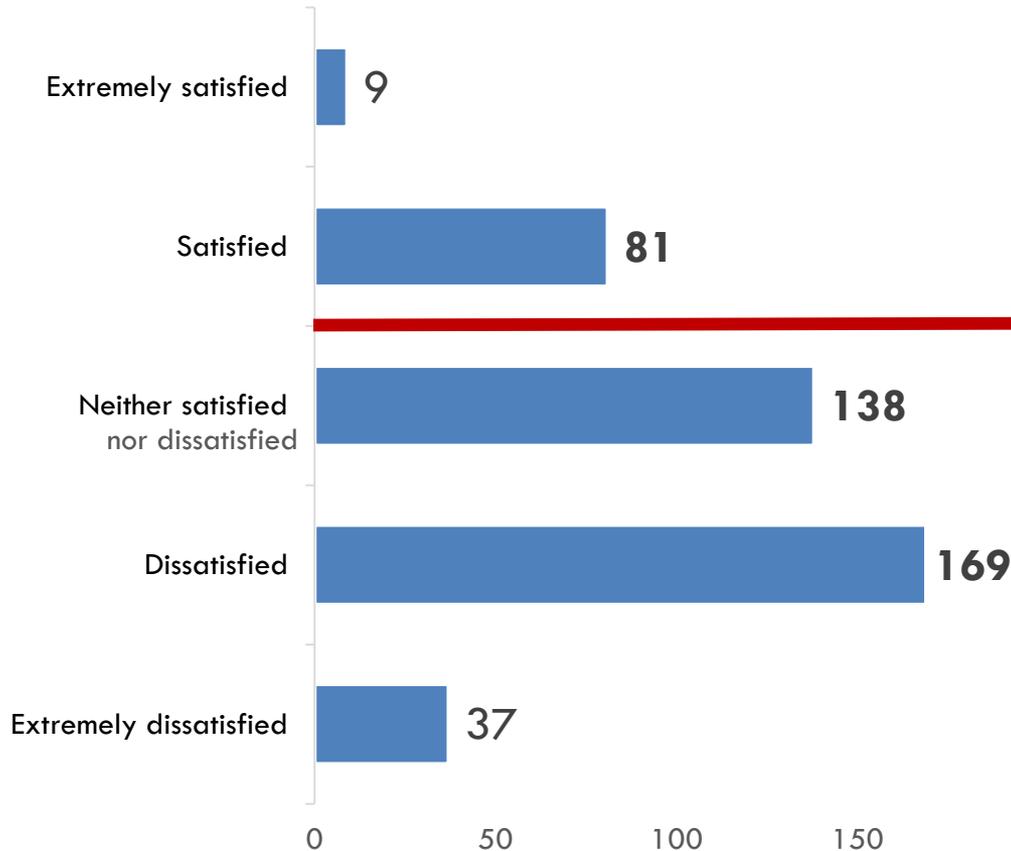
- Commuter rail (no drop-off area)
- During events (Santa parade, summer concerts)
- Nick's parking lot
- Library
- Designate MBTA location for commuter buses from other towns

87% of responses

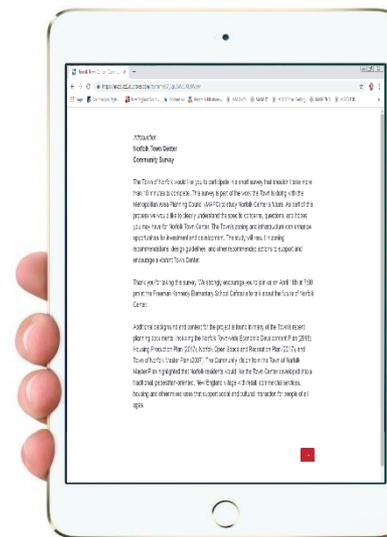


Online Community Survey

- **Q7: How satisfied are you with Town Center today?**

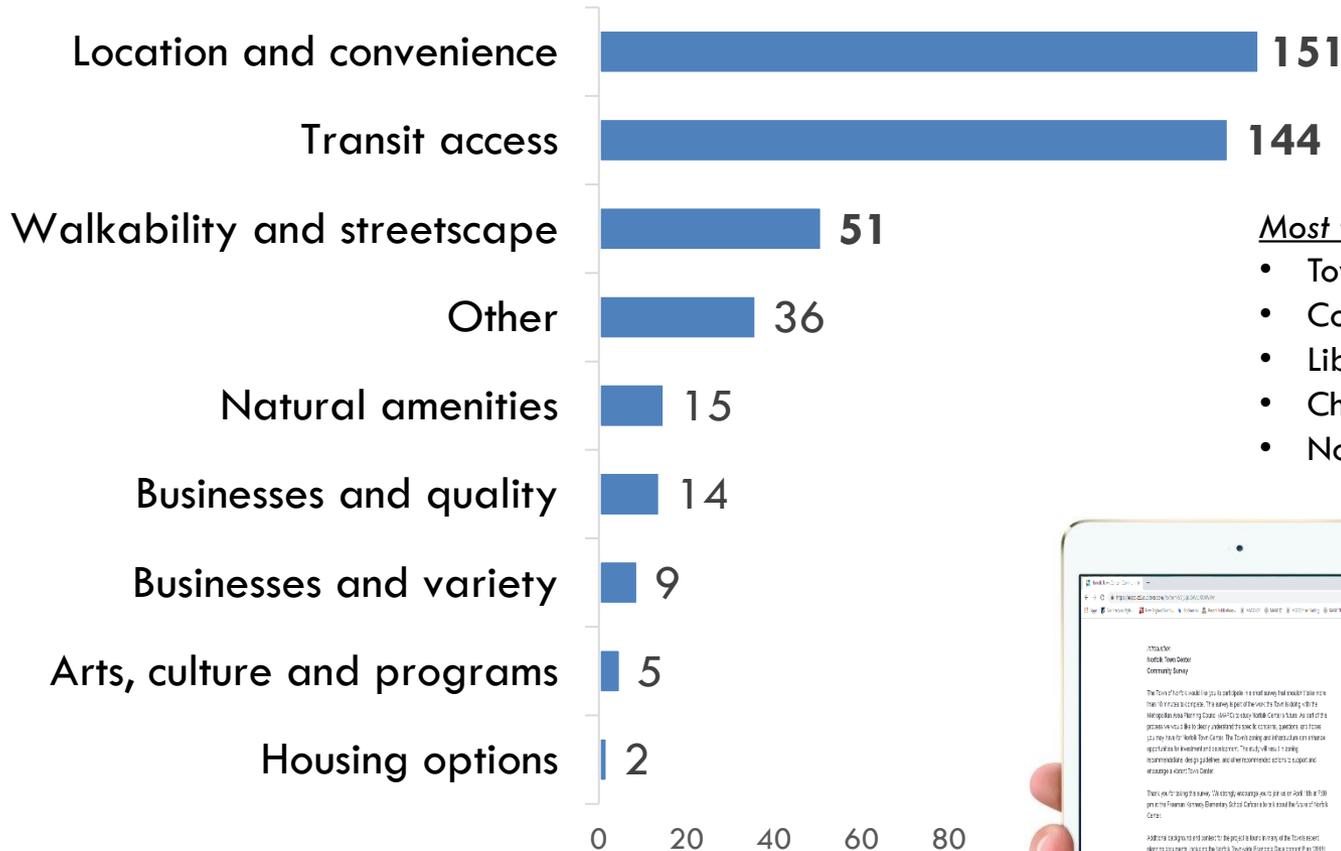


79% of responses



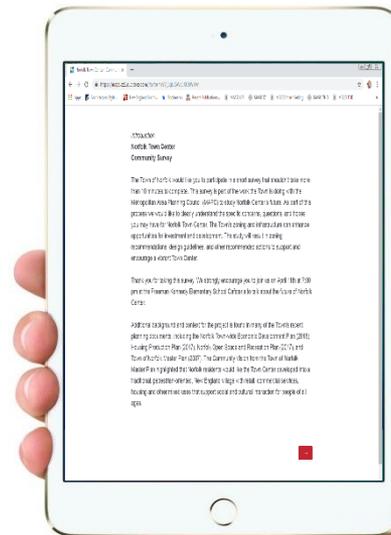
Online Community Survey

- **Q8: What is Town Center's greatest asset?**



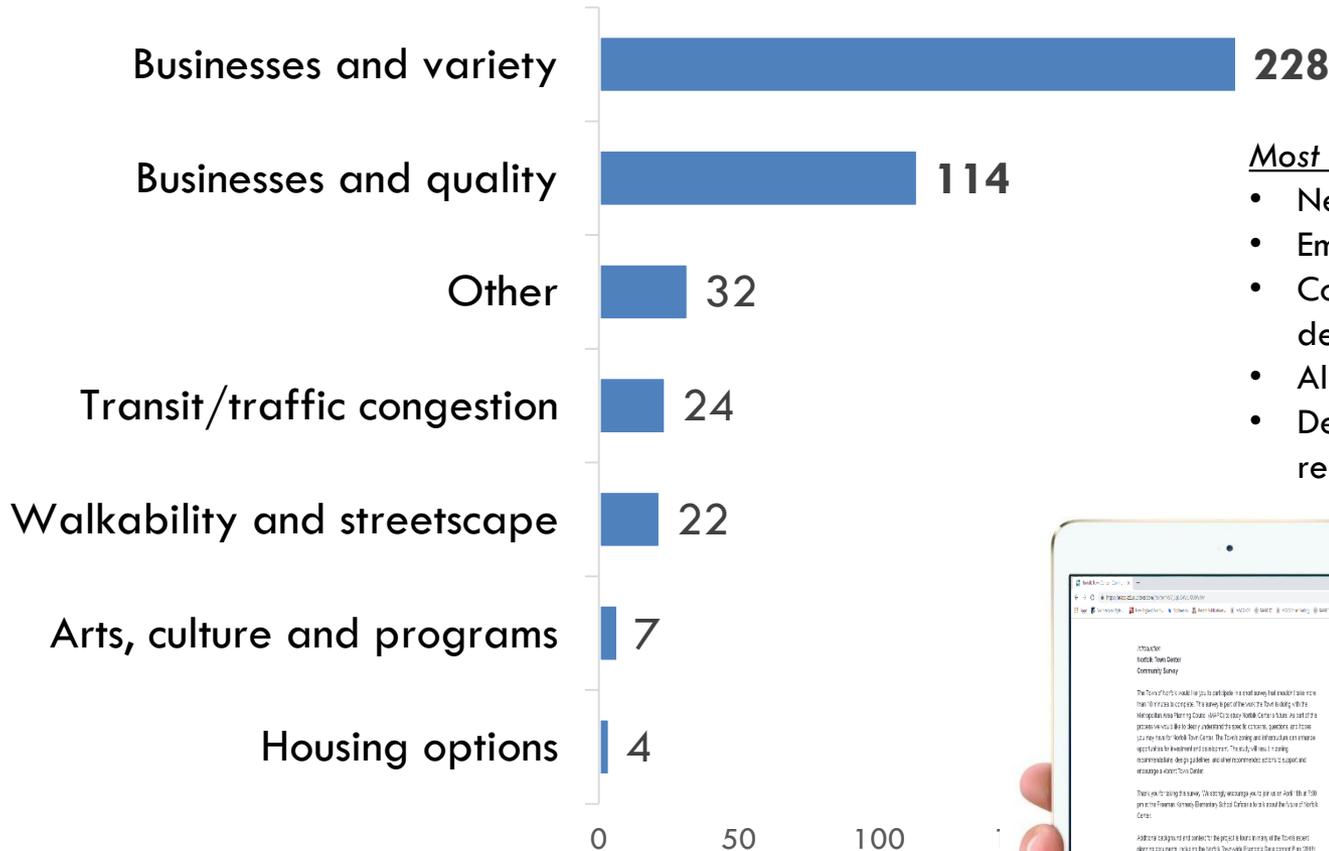
Most frequent "other" responses:

- Town Center's potential
- Common/community gathering
- Library
- Character/quality of buildings
- Not much currently



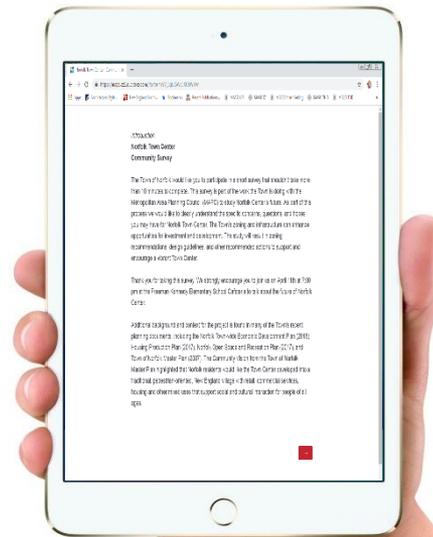
Online Community Survey

- **Q9: What is Town Center's greatest challenge?**



Most frequent "other" responses:

- Need more restaurants
- Empty lots/vacant buildings
- Concerns about speed of growth, development, and paying for it
- All of the above
- Development restrictions/resistance



Online Community Survey

- **Q10:** What do you think is missing from Norfolk Town Center?



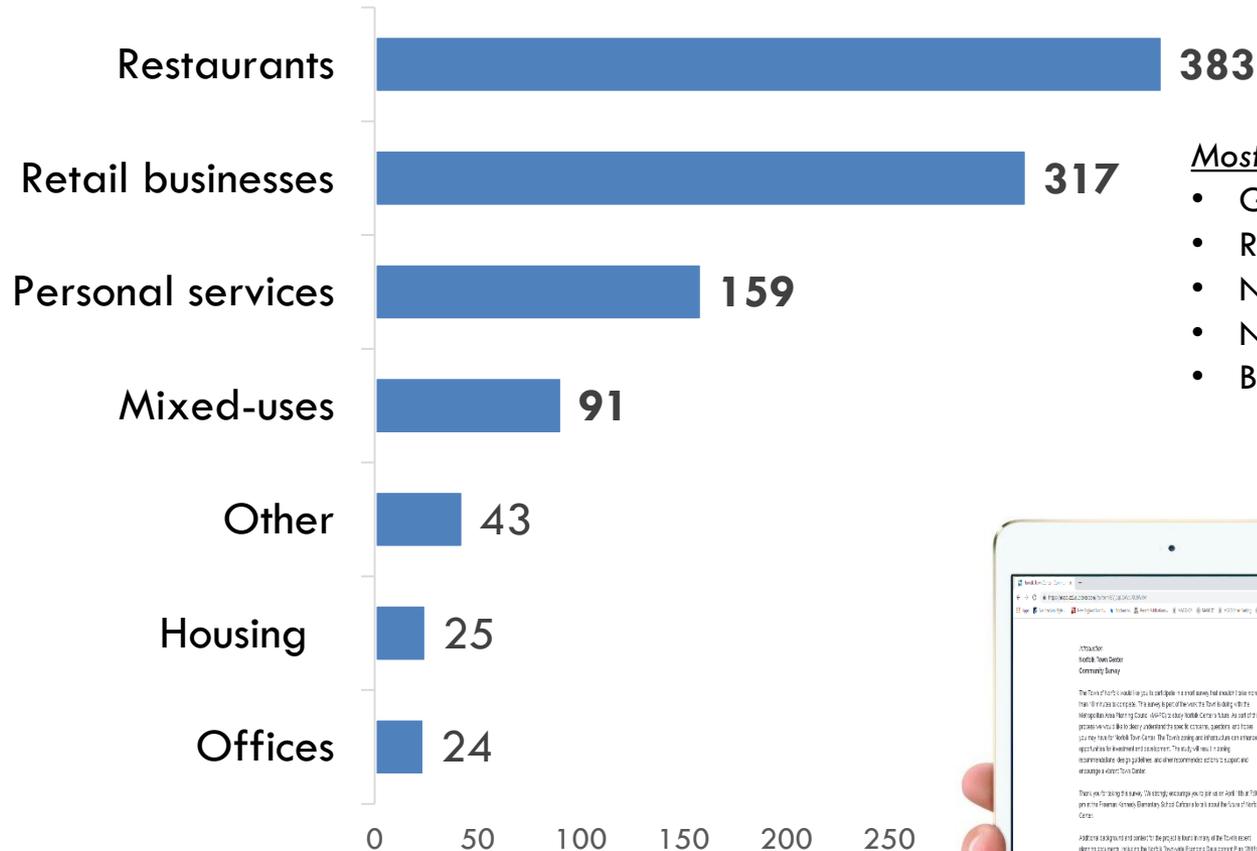
Online Community Survey

- **Q11:** What would make your visits to Norfolk Town Center more enjoyable and more frequent?



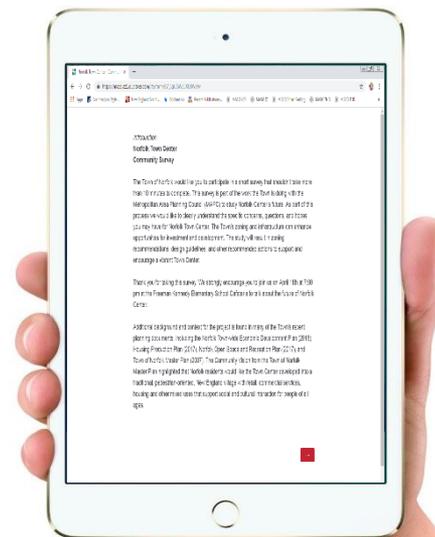
Online Community Survey

- **Q12: What types of development do you want to see in Town Center?**



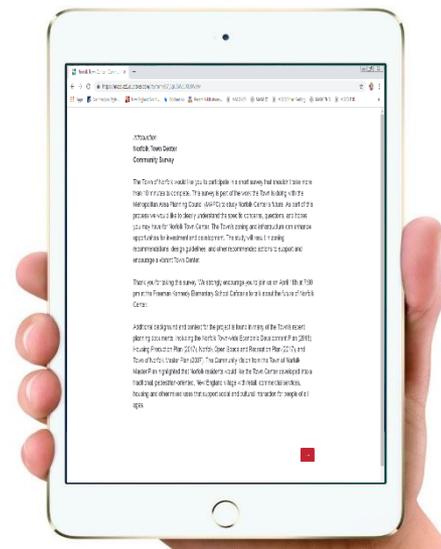
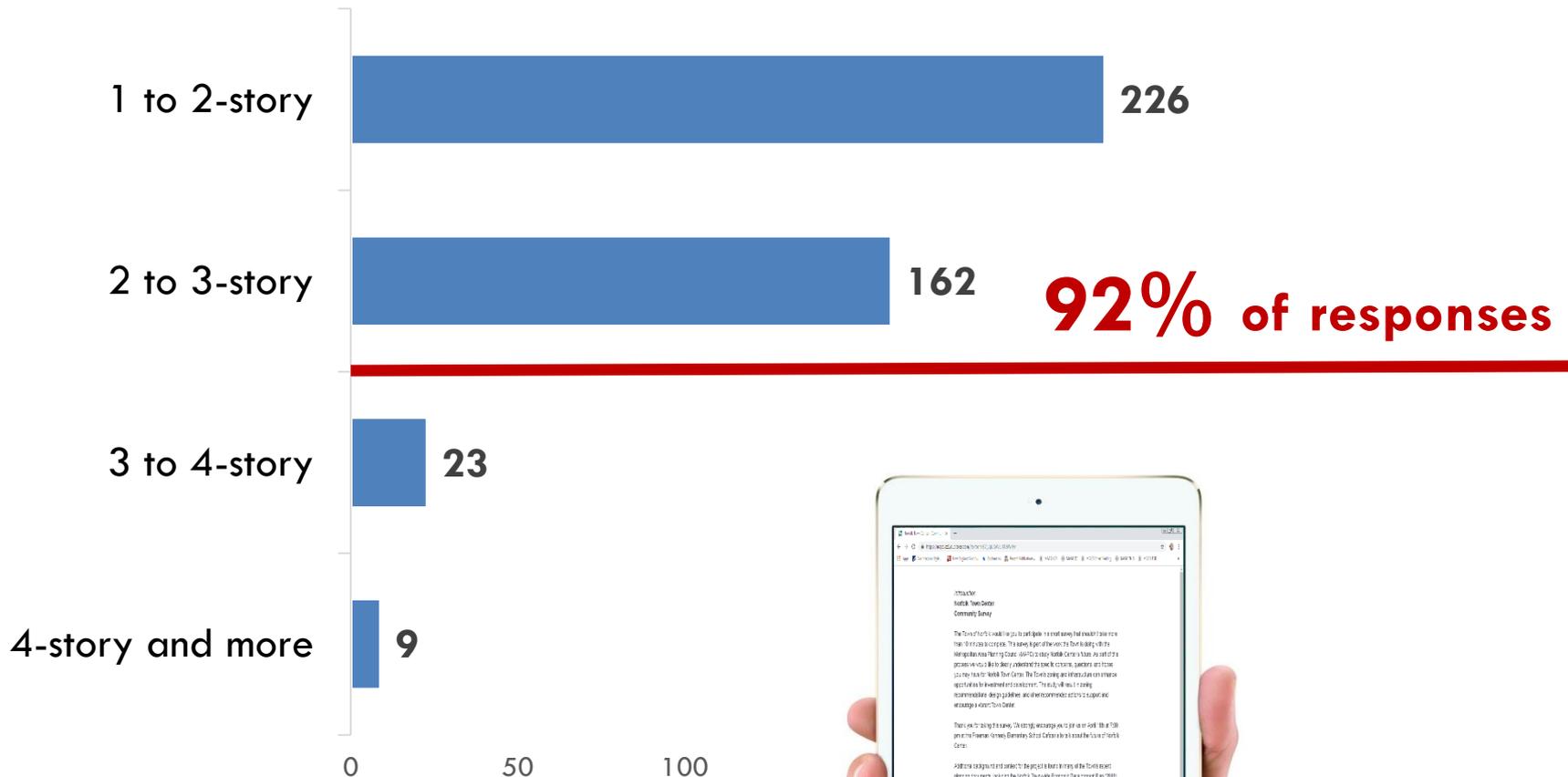
Most frequent "other" responses:

- Grocery store
- Restaurant
- No housing
- No more development
- Bar or brewery



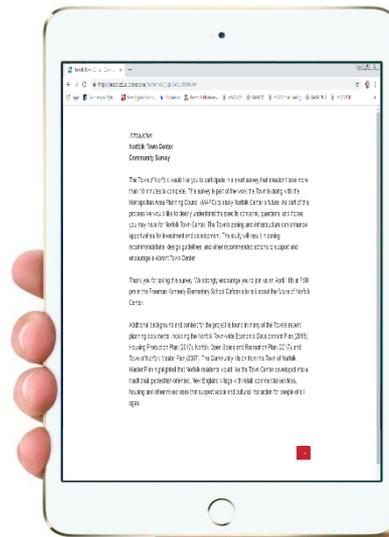
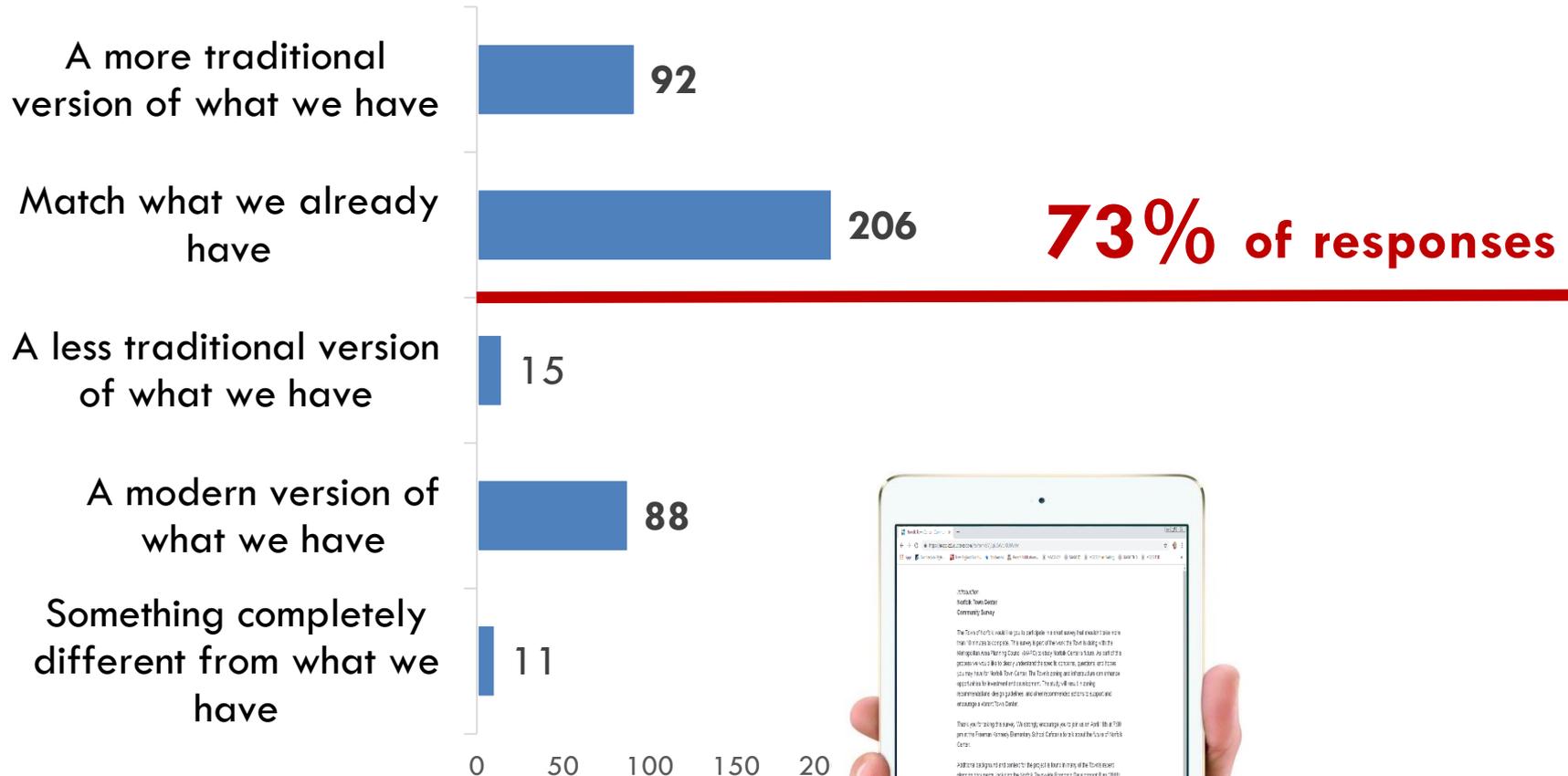
Online Community Survey

- **Q13: What height of buildings do you feel is a good fit for Town Center?**



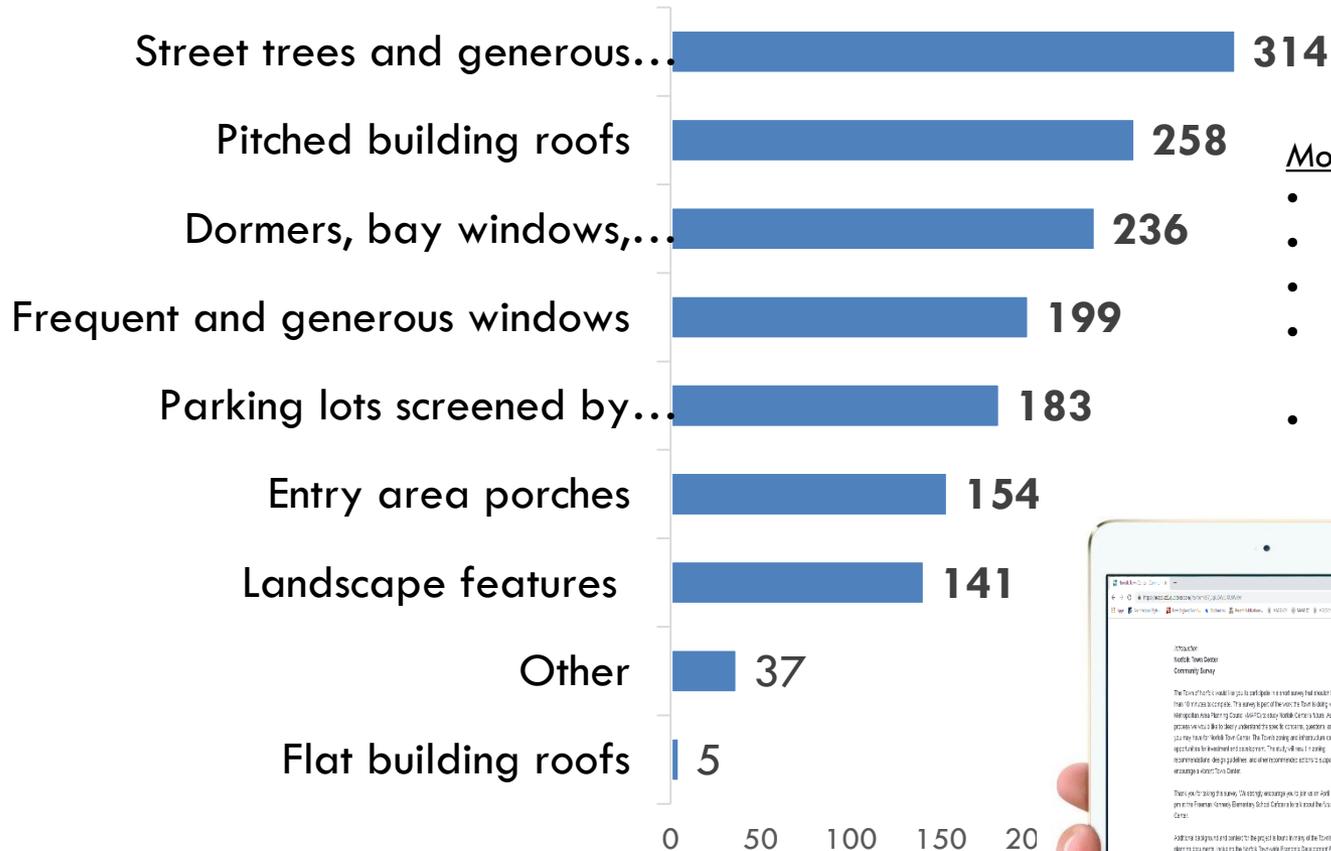
Online Community Survey

- **Q14: Which approach to architectural style is most appropriate for Town Center?**



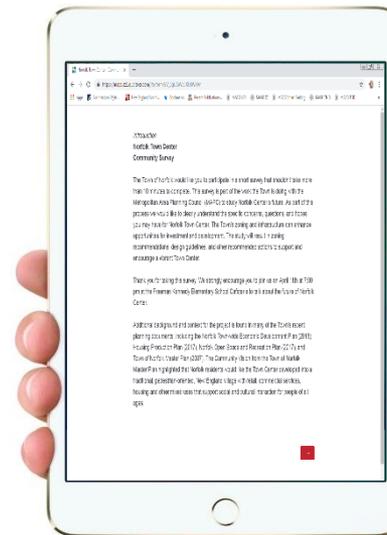
Online Community Survey

- **Q15: What types of design features are important for Town Center?**



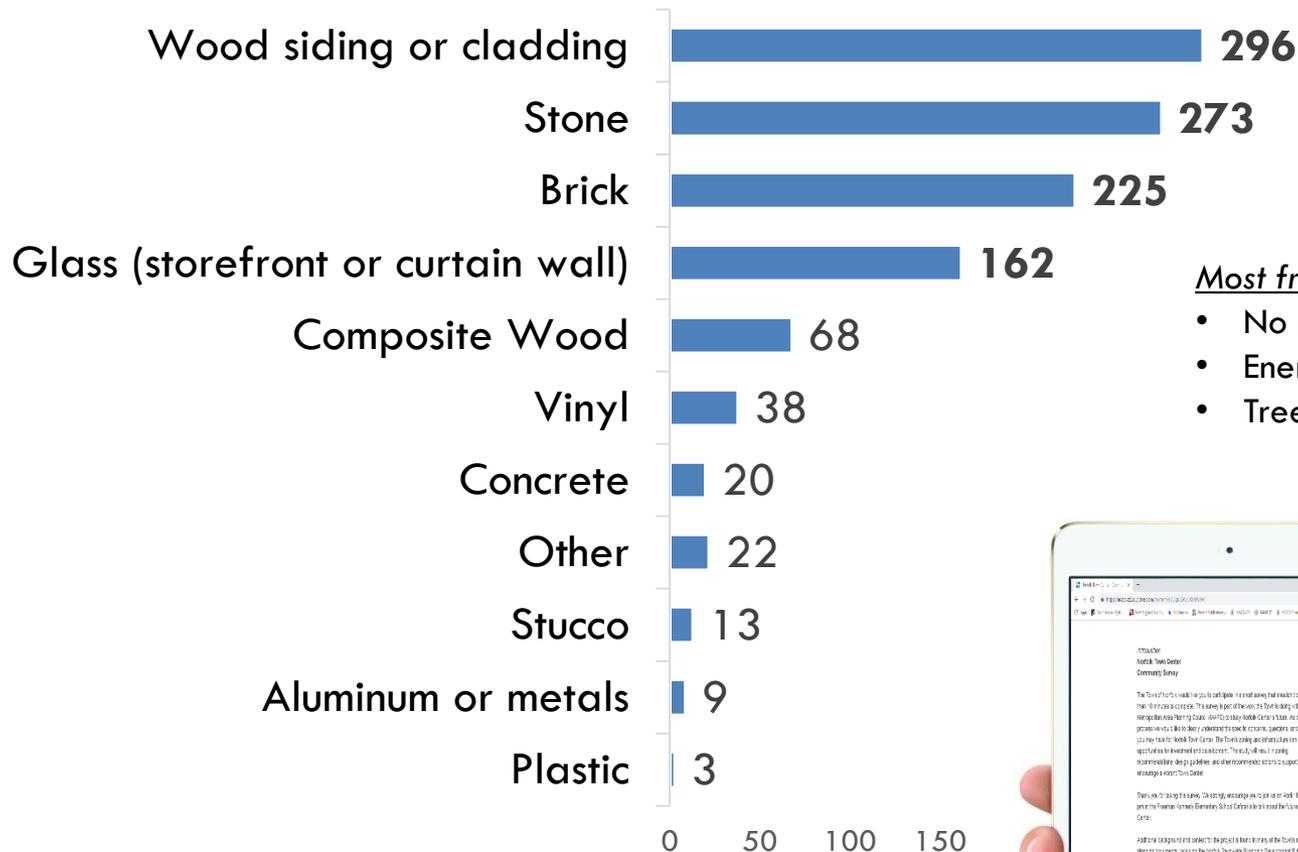
Most frequent “other” responses:

- Traditional New England style
- Fit with Town Hall and Library
- Outside seating areas
- Traditional storefronts rather than strip mall buildings
- No opinion/don't care



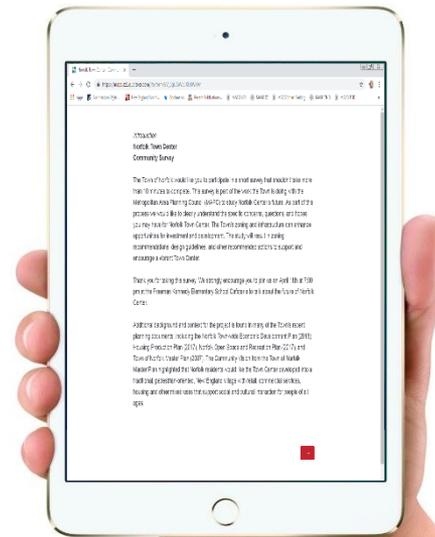
Online Community Survey

- **Q16: What types of building materials are most appropriate for Town Center?**



Most frequent "other" responses:

- No opinion, not important, don't care
- Energy efficient/sustainable
- Trees, grass, natural habitat



Online Community Survey

- **Q17:** Please let us know any other thoughts or comments you have about Norfolk Town Center?

"Do something quintessential New England. Make the town functional, but beautifully quaint. It could be a gem instead of a dud. We have lived here 34 years, come on!!!"

"I really hope Norfolk Town Center can be foster a small-town/village walkable, vibrant vibe. A place to do business during the day but then meet up with friends and have a beer or ice cream or listen to music in the evening."

"Leave the center alone repair all roads so the tax paying public can enjoy there vehicle without damage caused by poor planning of the government as well as all tax payers town owned vehicles, not sure the government here thinks they need all this extra b/s, when the tax payers should decide where (our) the money is spent"

"The center has come alive a bit with the addition of Walgreens and Cillas but we need more shops and places to eat. It doesn't have to be overdeveloped but definitely needs more than it currently has. Take a look at Medfield center or Natick center or Dedham center. Just some cute shops(ice cream) anything that caters to kids"

"Special little town. Grateful for this community!"

"Begging for a grocery store and a couple of good sitdown restaurants. Keep the small town New England feel. It's a close knit community and we all have vested interest and pay A LOT of TAXES!"



Norfolk Town Center

Community Workshop Results



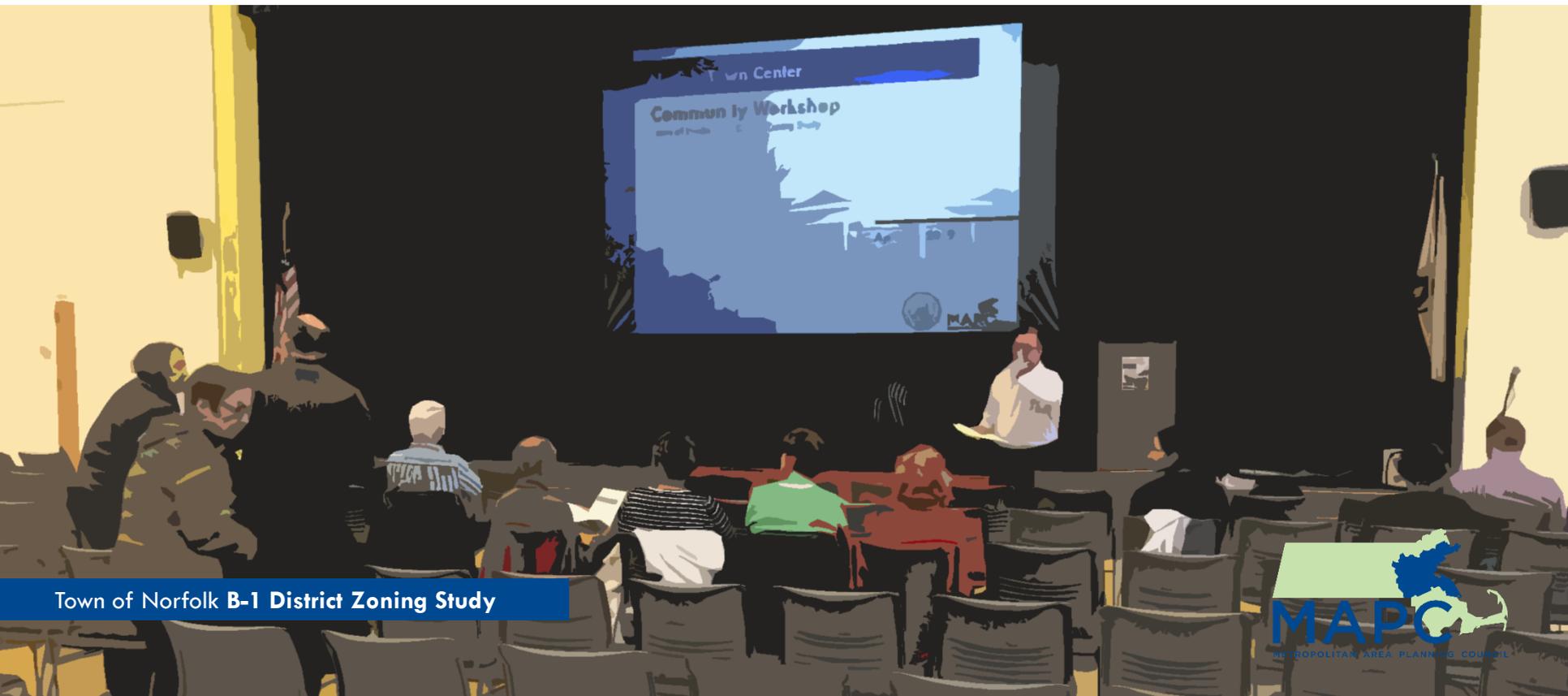
Photo: www.visitingnewengland.com

Town of Norfolk B-1 District Zoning Study



Community Workshop Results

- April 11th, 2019
- About 25 attendees
- **What did you think? Comments or feedback?**

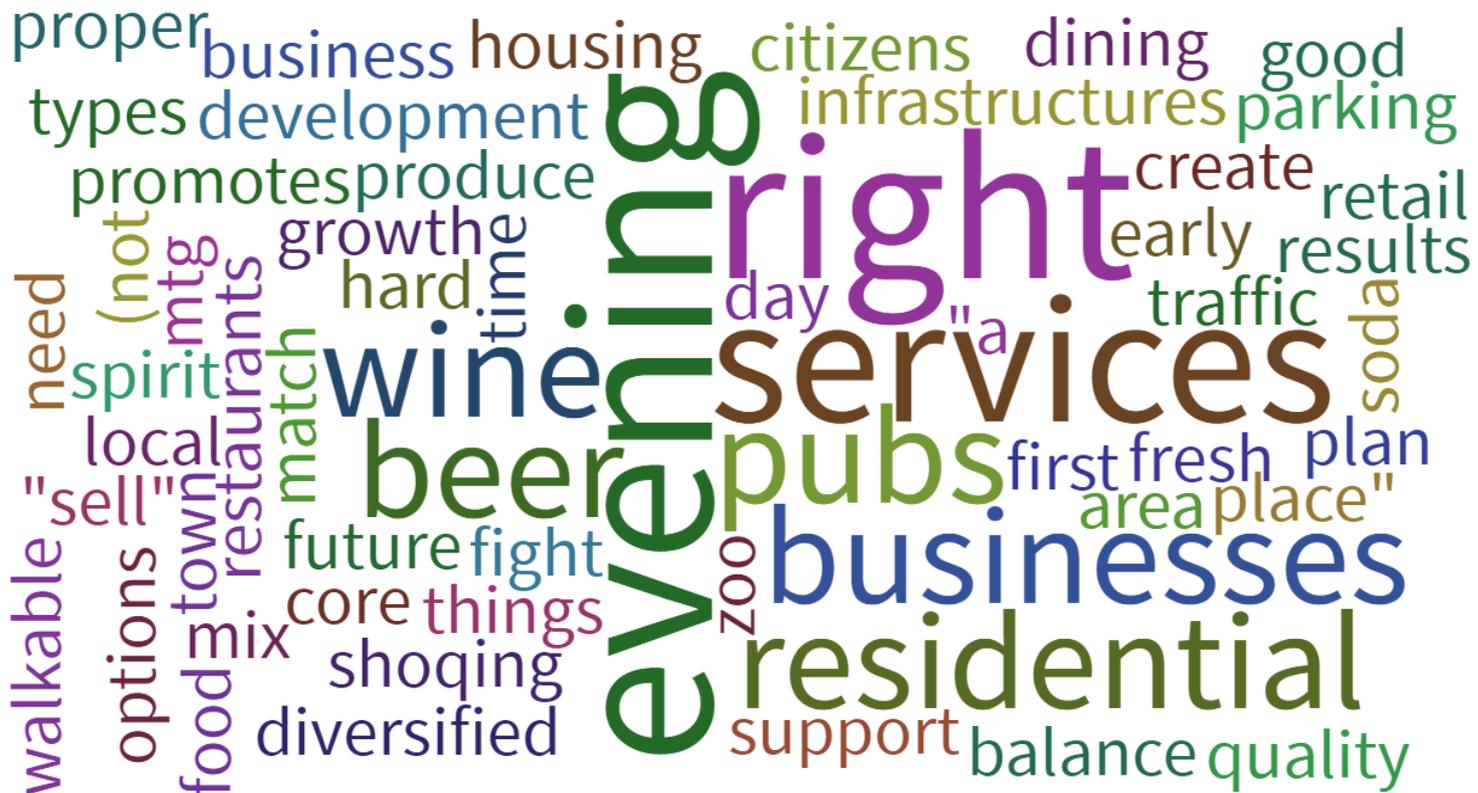




YOUR INPUT: Top Priorities

What is the most important aspect of Norfolk Town Center to get right?

Poll locked. Responses not accepted.

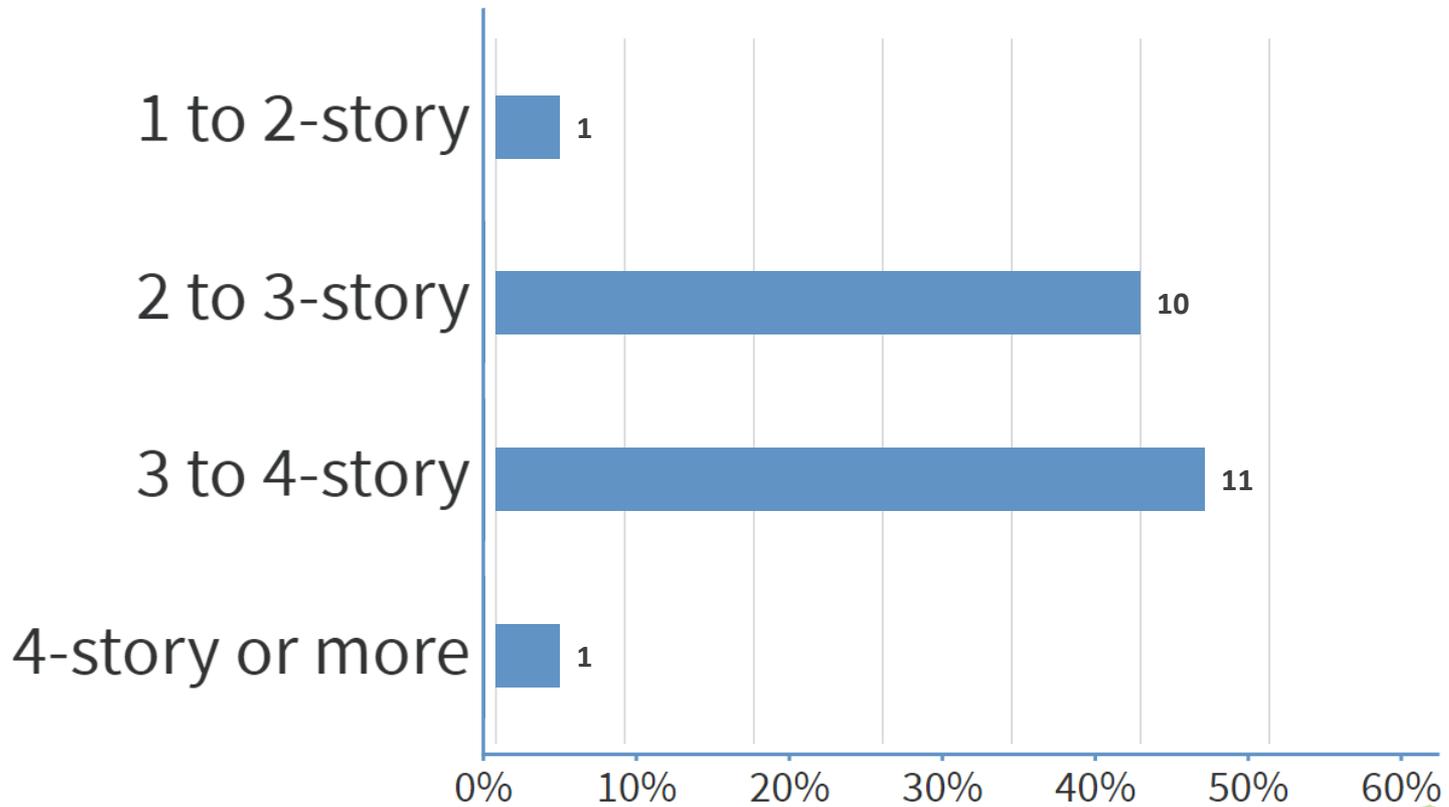
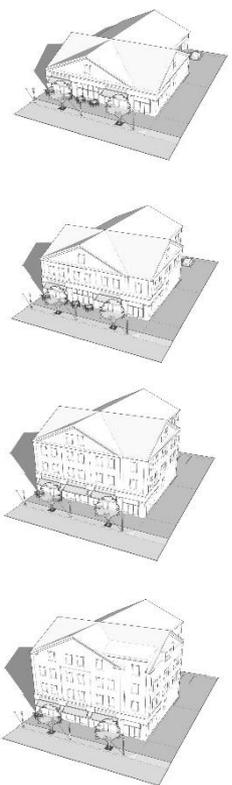




YOUR INPUT: Zoning Characteristics

How tall should future buildings be in Town Center?

 **Poll locked.** Responses not accepted.



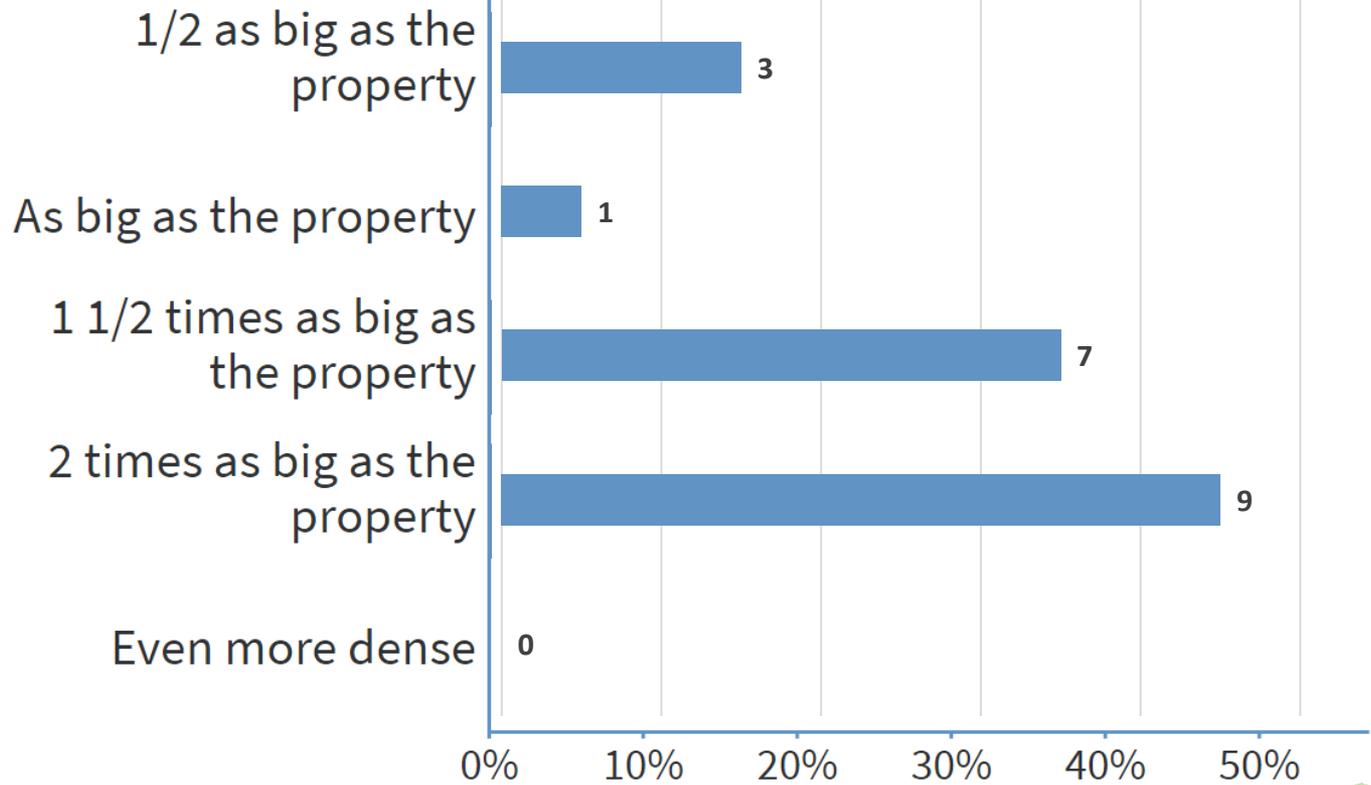
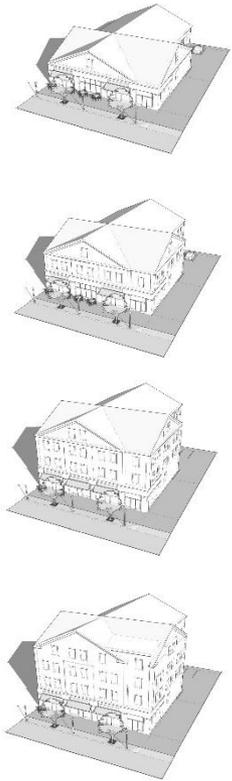
 Poll Everywhere



YOUR INPUT: Zoning Characteristics

How dense should future buildings be in Town Center?

 **Poll locked.** Responses not accepted.



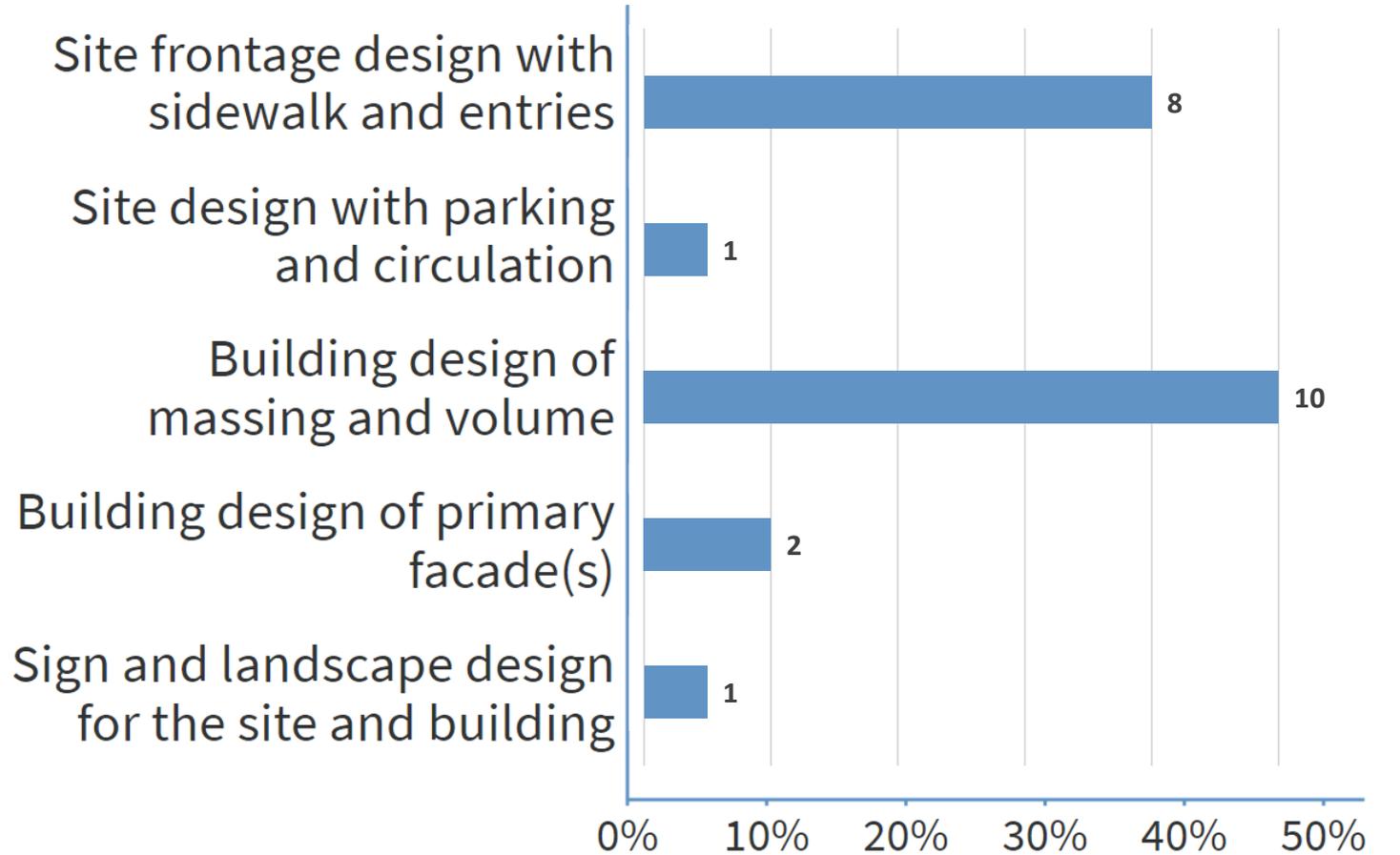
 Poll Everywhere



YOUR INPUT: Design Components

What design component should be the focus?

 **Poll locked.** Responses not accepted.





YOUR INPUT: Design Preferences

What is your reaction to this site frontage photo?



Average score: 0.05





YOUR INPUT: Design Preferences

What is your reaction to this site frontage photo?



Average score: 1.41





YOUR INPUT: Design Preferences

What is your reaction to this site frontage photo?



Average score: 0.42



0

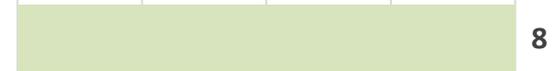


YOUR INPUT: Design Preferences

What is your reaction to this site frontage photo?



Average score: 0.54



0



0

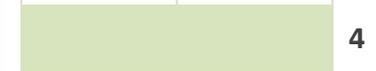


YOUR INPUT: Design Preferences

What is your reaction to this site frontage photo?



Average score: 1.00





YOUR INPUT: Design Preferences

What is your reaction to this building design photo?



Average score: 0.33





YOUR INPUT: Design Preferences

What is your reaction to this building design photo?



Average score: 0.06



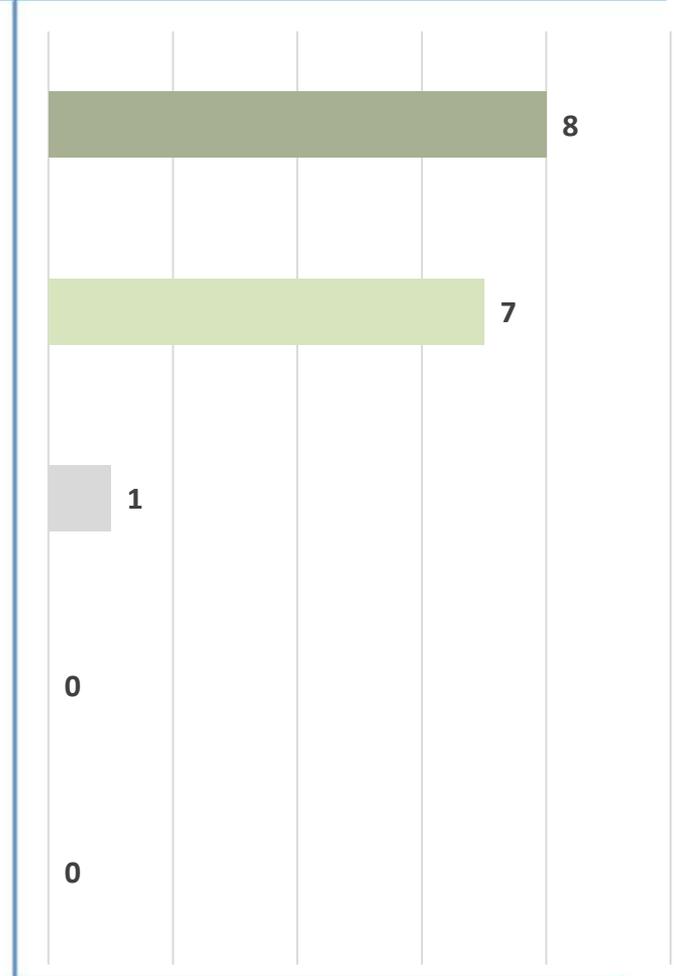


YOUR INPUT: Design Preferences

What is your reaction to this building design photo?



Average score: 1.44





YOUR INPUT: Design Preferences

What is your reaction to this building design photo?



Average score: 0.13



1



7



2



3



2



YOUR INPUT: Design Preferences

What is your reaction to this building design photo?



Average score: 0.88



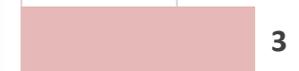


YOUR INPUT: Design Preferences

What is your reaction to this landscape/sign photo?



Average score: 0.88



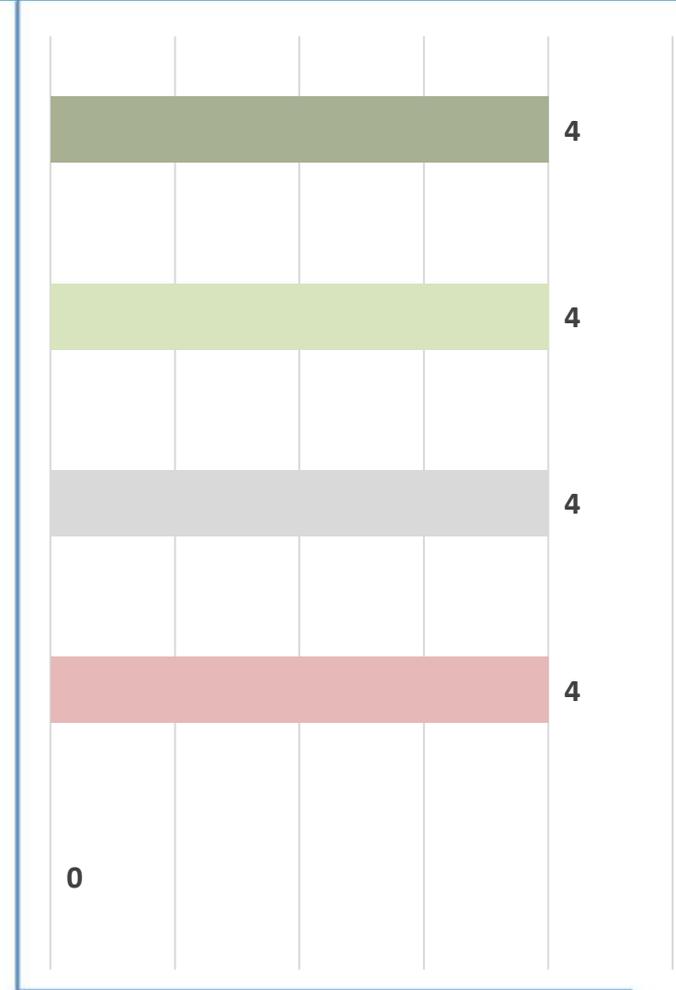


YOUR INPUT: Design Preferences

What is your reaction to this landscape/sign photo?



Average score: 0.50





YOUR INPUT: Design Preferences

What is your reaction to this landscape/sign photo?



Average score: 0.50



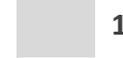


YOUR INPUT: Design Preferences

What is your reaction to this landscape/sign photo?



Average score: 0.41





YOUR INPUT: Design Preferences

What is your reaction to this landscape/sign photo?



Average score: 0.75





YOUR INPUT: Design Preferences

Most preferred site frontage photo:



Most preferred building design photo:



Most preferred landscape/sign photo:



Norfolk Town Center

Zoning Recommendations



Photo: www.visitingnewengland.com

Town of Norfolk B-1 District Zoning Study



Your Vision for Town Center

- Established through previous studies, for example the Town Master Plan states:

Norfolk's citizens would like its Town Center developed into a traditional, pedestrian oriented, New England village with retail, commercial services and mixed uses, including housing, that provides for social and cultural interaction for all age groups.

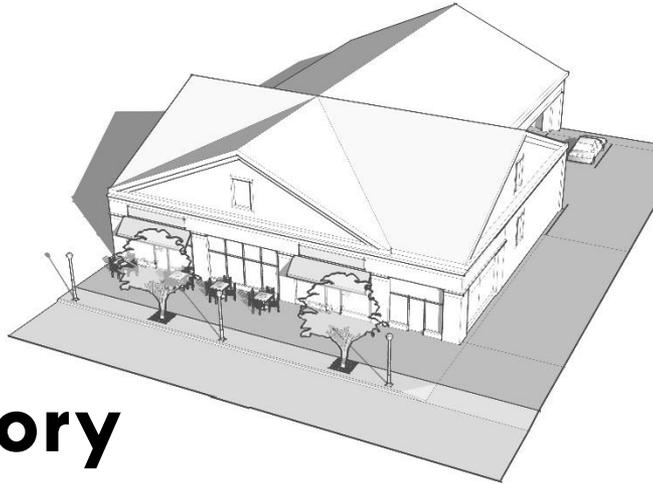
- Previous studies also offer specific guidance on improving the likelihood of those outcomes:

Allow more uses "as of right", reduce uses by "special permit", simplify approvals, provide infrastructure, allow higher density of uses, develop guidelines, resolve commuter rail crossing issues, lower parking required

Zoning Analysis

- **May not encourage investment:**
 - Currently requires Special Permit
- **May not provide enough flexibility:**
 - Maximum of 3-story height/40 feet to peak
 - Residential shall not have more than 2 bedrooms per unit
 - Residential shall not exceed 16 bedrooms/lot
 - Maximum lot coverage of 60%
 - Shared parking reduction (up to 30%), but must still reserve lot area
 - 50' buffer to residential zone

Zoning Characteristics – Building Height



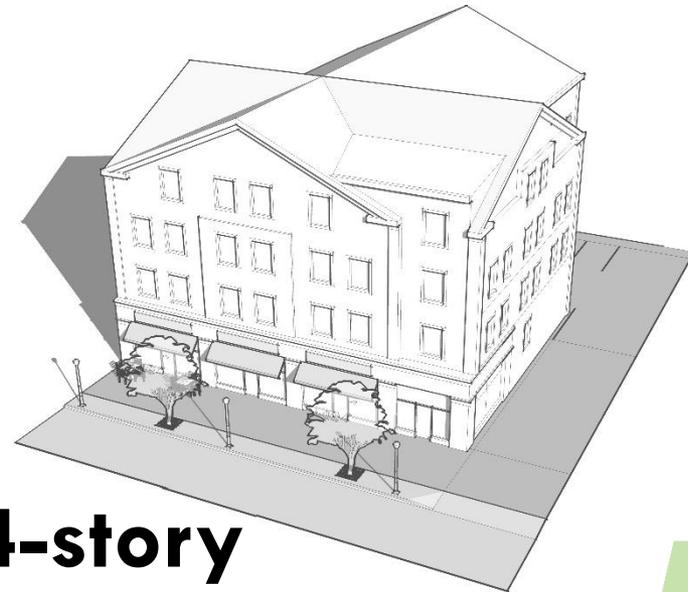
1-story



2-story



3-story



4-story

Zoning Outline

- **Zoning modifications focus on “Section I B-1 District (Town Center)”**
- **Some complementary clarifications or modifications may be proposed for:**
 - Section B. Definitions
 - Section D. Use Regulations
 - Section F. Parking Regulations

Zoning Outline

- **Outline of “Section I B-1 District (Town Center)” would remain:**
 - 1.1 Purpose
 - 1.2 Local Standards
 - 1.3 District Boundaries
 - 1.4 Lot and Yard Requirements and Standards
 - 1.5 Sign Regulations
 - 1.6 Parking
 - 1.7 Uses Permitted and Regulated in the B-1 District
 - Add 1.8 Reference to Design Guidelines or integrate design standards

B-1 District Diagram

-  (52) full parcels at 4,653,282 SF or 108.6 acres
-  (3) partial parcels at 597,023 SF or 13.7 acres
-  (20) potential parcels at 1,375,219 SF or 31.6 acres



B-1 District Diagram

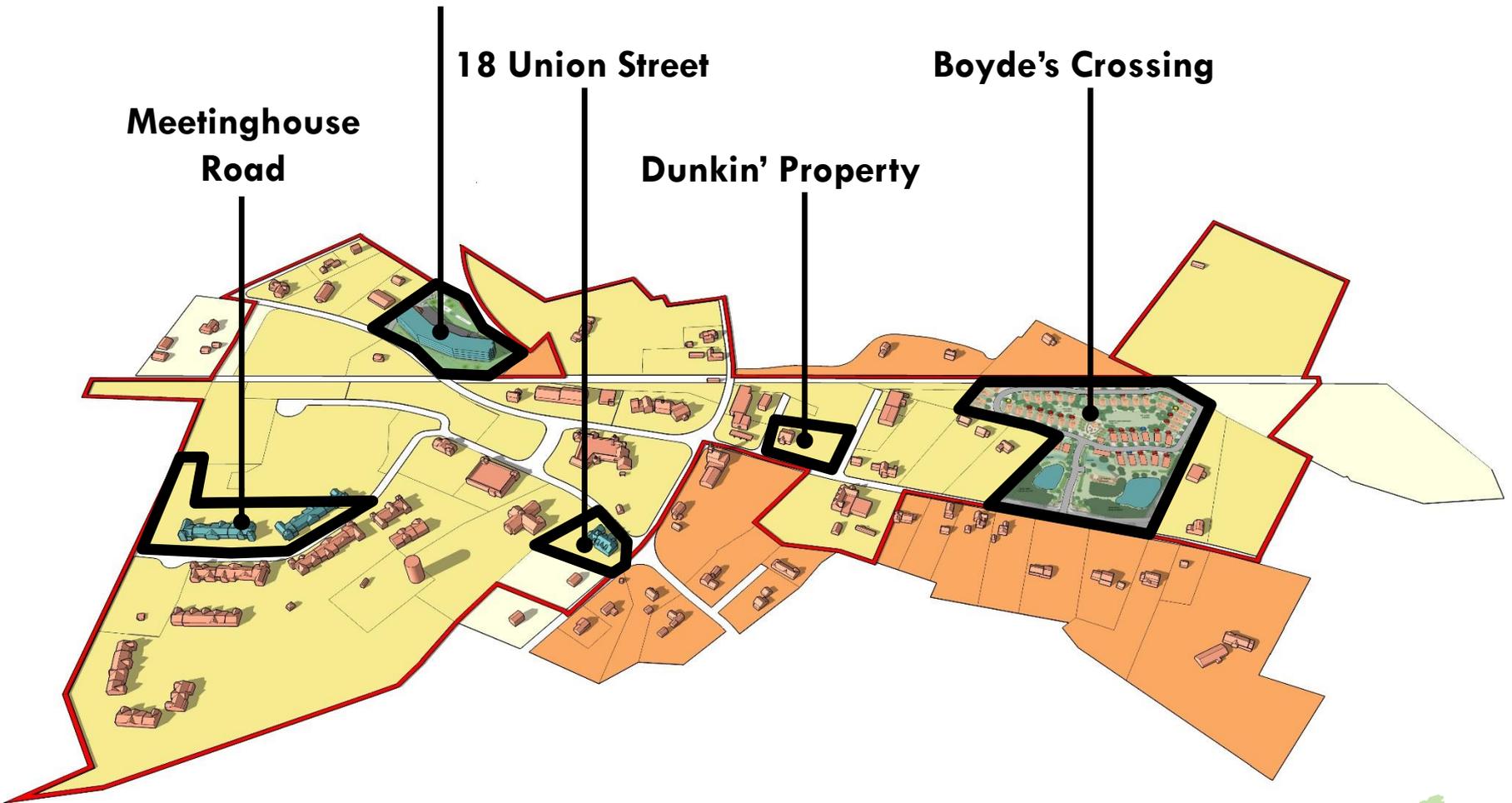
Residences at
Norfolk Station

18 Union Street

Boyde's Crossing

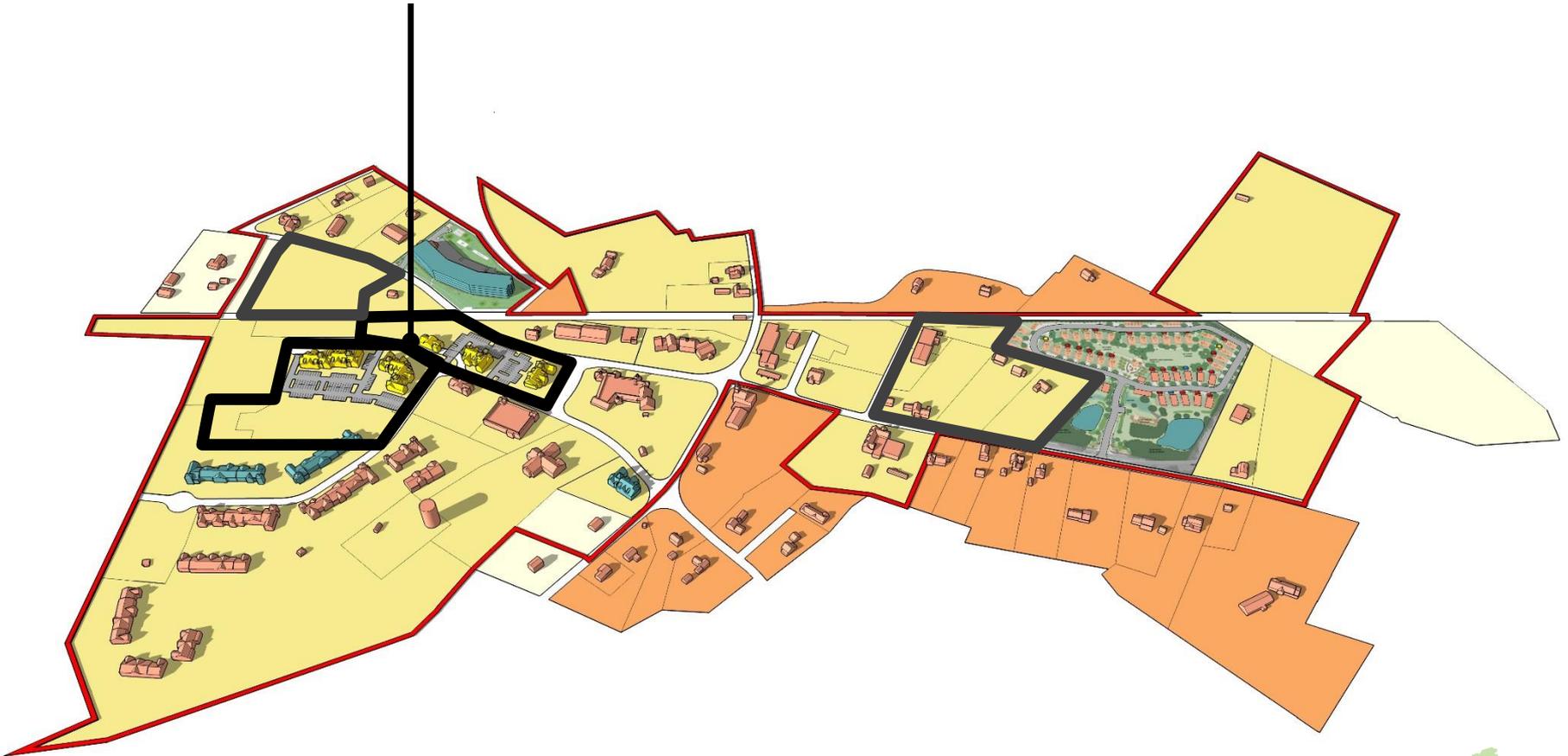
Meetinghouse
Road

Dunkin' Property



B-1 District Diagram

27,000 SF retail and 48 residential units



Norfolk Town Center

Design Guidelines Recommendations



Photo: www.visitingnewengland.com

Town of Norfolk B-1 District Zoning Study



Design Components

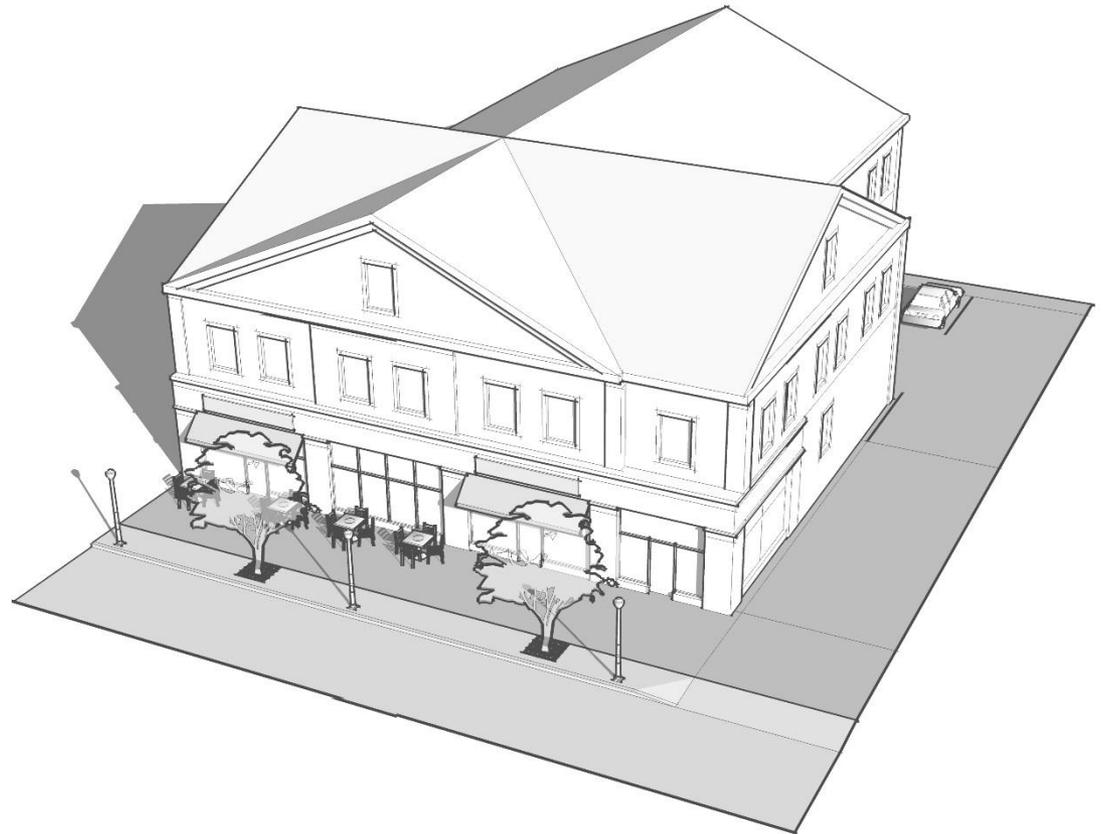
SITE FRONTAGE

SITE DESIGN

BUILDING DESIGN

FACADE DESIGN

LANDSCAPE/SIGNS



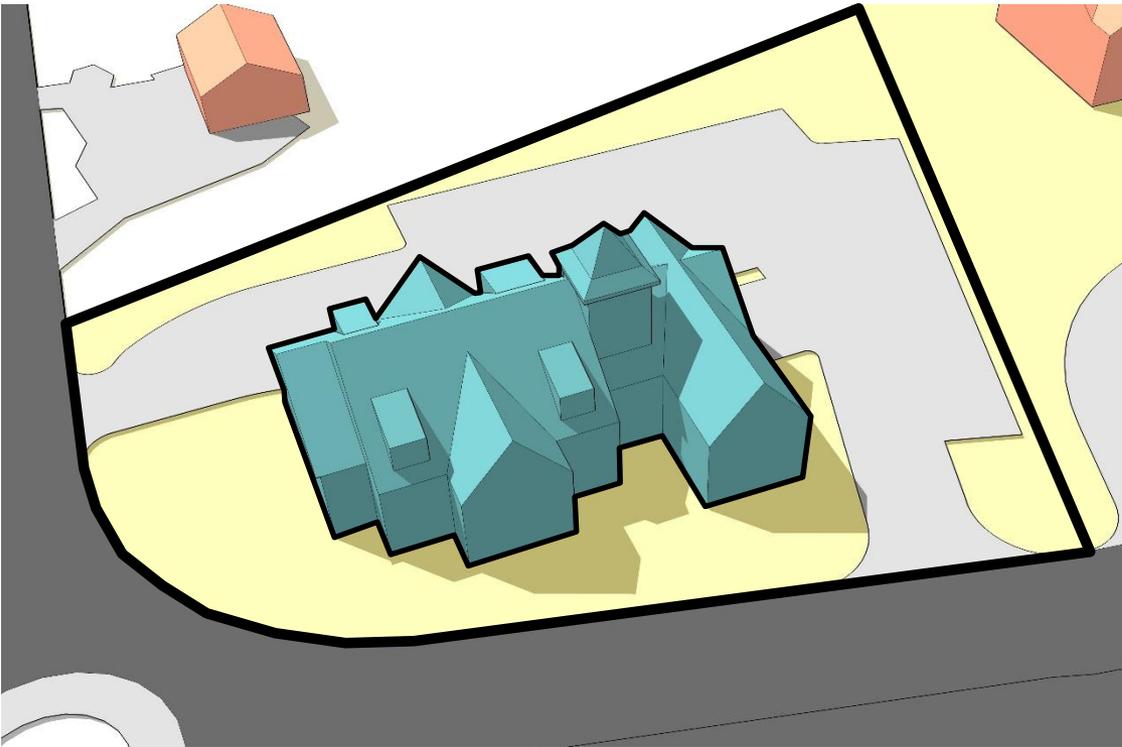
Design Guidelines Core Features

- **Strengthen what Norfolk Center already has:**
 - Building shall not be set back behind a front parking lot
 - Building should not be so close to the street that it looks like a cityscape, but retains the village character
 - Front yard should provide well-designed landscape with pedestrian features and seating
 - Building design based on existing and historical properties in Norfolk Center

Design Guidelines Outline

- **Introduction**
 - Applicability and administration
 - Norfolk Town Center context
 - Norfolk Town Center vision
- **Building design**
 - Massing, scale, proportions and roof forms
- **Site frontage design**
 - Sidewalk, treatment of setbacks, streetscape, and circulation
- **Building facade and details**
 - Storefront, windows, doors, materials, signs
- **Site design and details**
 - Parking, circulation, site signs, landscape

Design Guidelines Diagram



Norfolk Town Center

Other Recommendations



Photo: www.visitingnewengland.com

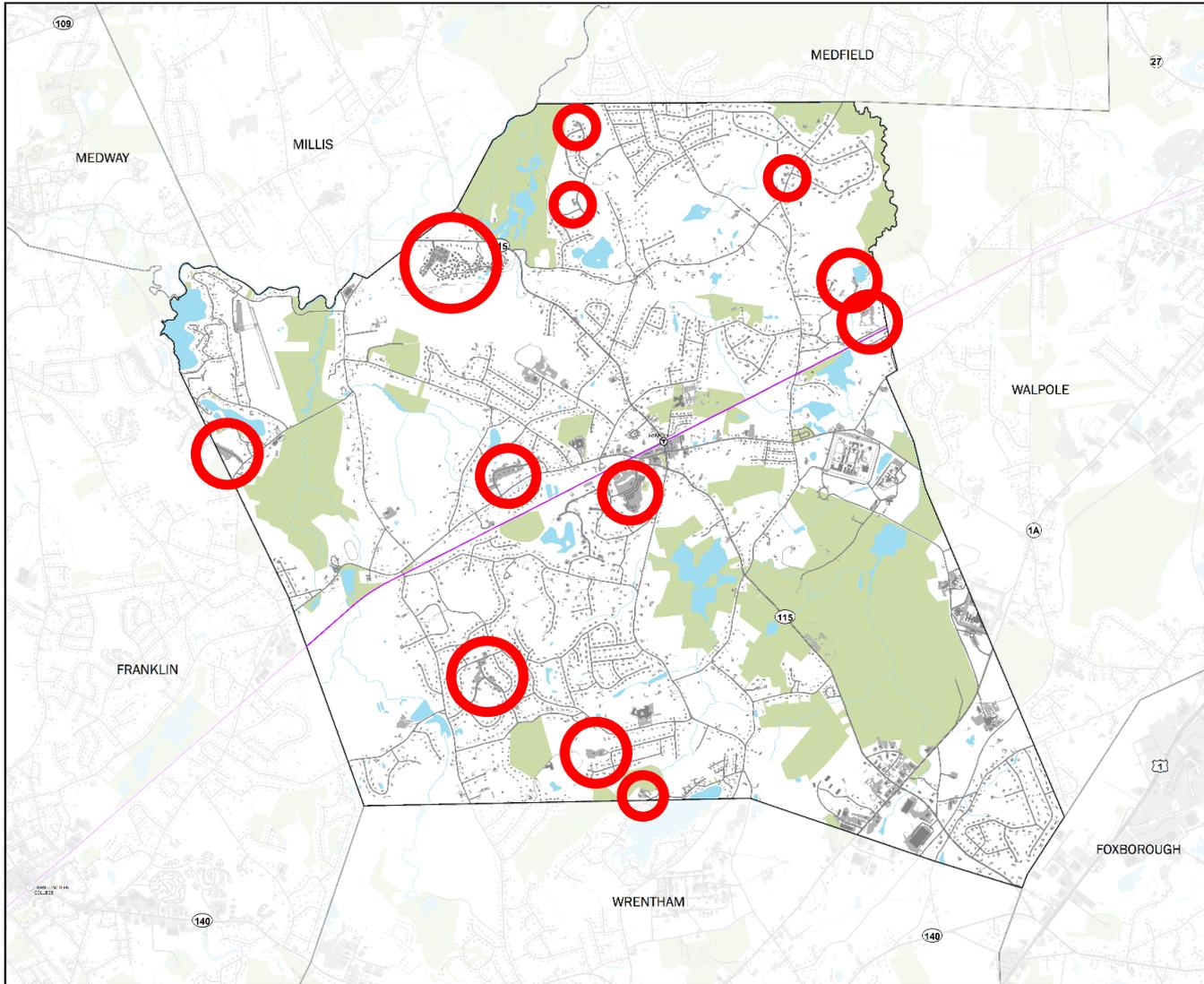
Town of Norfolk B-1 District Zoning Study



Other Considerations

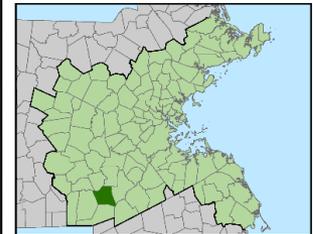
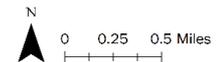
- **Analysis in support of wastewater options**
 - Potential build-out analysis and capacity
 - Concepts to increase capacity
- **Analysis in support of stormwater options**
 - Impervious surface analysis in district with and without potential build-out
 - Analysis of potential stormwater utility fee by district compared to town-wide
- **Broaden utilities (water, gas, etc.), walkability and bikability improvements, town center management options and events**

Stormwater Utility Analysis



Stormwater Utility Fee Determination Norfolk, MA

- | All Roads | Land Cover |
|-----------------------|------------------------------|
| — Interstate | ■ Building Footprints (2011) |
| — U.S. Highway | ■ Impervious Surface (2005) |
| — State Route | — Perennial Stream |
| — Street | — Water Bodies |
| 🚂 Train Stations | ■ Open Space |
| — Commuter Rail Lines | |
| — Trains | |



The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analysis.

Produced by MAPC Data Services
60 Temple Place, Boston, MA 02111 (617) 451 2770

Data Sources:
Metropolitan Area Planning Council (MAPC)
Massachusetts Geographic Information System (MassGIS)

Norfolk, MA
Task: B-1 District Zoning Study
Date: 4/8/2019



Next Meeting and Next Steps

<i>Task</i>	<i>Deliverable</i>	March	April	May	June	July
TASK 1 - Initial Zoning Concepts and Recommendations						
Subtask 1A	Review of existing information	■	■	■		
Subtask 1B	Preparation of initial zoning Working Committee Meeting					
Subtask 1C	Refine initial concepts		■			
TASK 2 - Community Engagement and Feedback						
Subtask 2A	Design of public event Working Committee Meeting	■				
Subtask 2B	Public Event		■			
Subtask 2C	Web-based feedback - Community Survey	■				
Subtask 2D	Analysis of feedback Working Committee Meeting		■			
TASK 3 - Preparation of Draft Zoning and Design Guidelines						
Subtask 3A	Draft zoning language			■		
Subtask 3B	Draft design guidelines					
Subtask 3C	Concept buildout estimate					
Subtask 3D	Stormwater district initial analysis Working Committee Meeting					
TASK 4 - Final documents						
Subtask 4A	Zoning language				■	
Subtask 4B	Design Guidelines					
Subtask 4C	Stormwater district recommendations					
	Working Committee Meeting					

Norfolk Town Center

Working Committee Meeting #3

Town of Norfolk B-1 District Zoning Study

May 6, 2019

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Town of Norfolk B-1 District Zoning Study

