



Town Center Rezoning

Planning and Economic Development Department
October 22, 2019

Shrewsbury Town Center Today



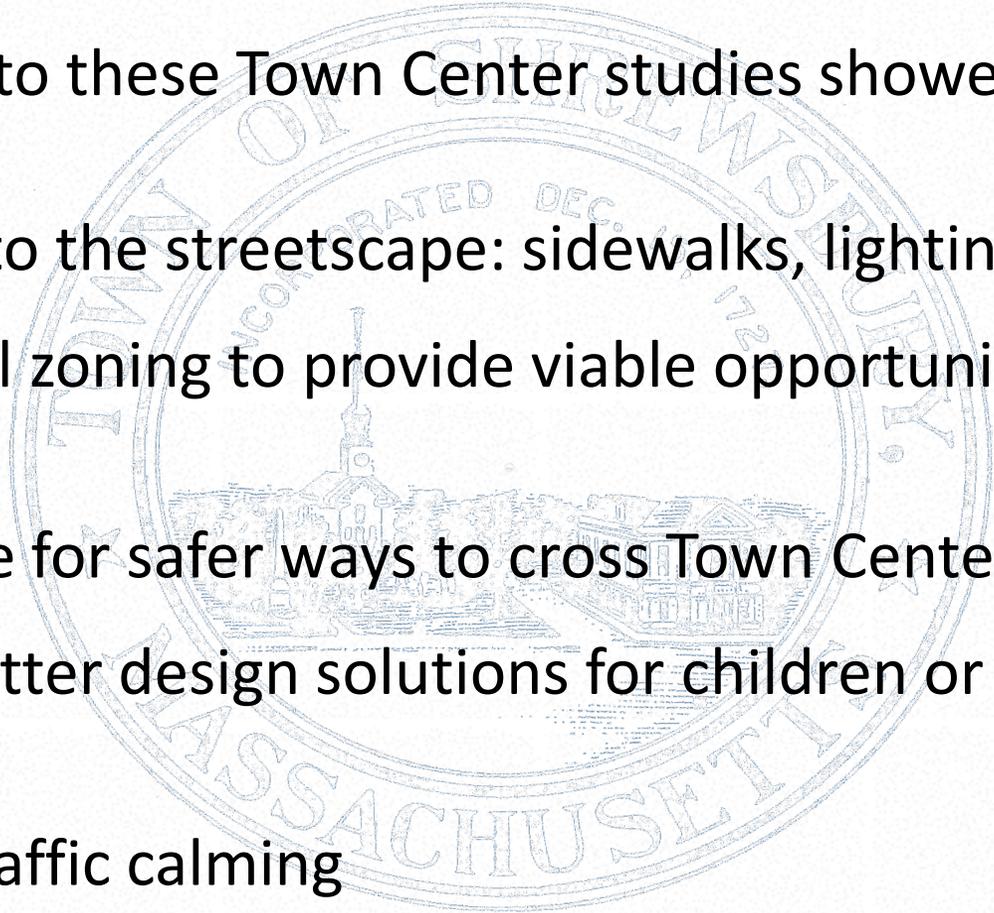
Shrewsbury Town Center Today



Shrewsbury Town Center Study Public Feedback

Public responses to these Town Center studies showed a general consensus for:

- Improvements to the streetscape: sidewalks, lighting, trees etc.
- Changes to local zoning to provide viable opportunities for redevelopment
- The need/desire for safer ways to cross Town Center streets
- The need for better design solutions for children or people with disabilities
- Strategies for traffic calming

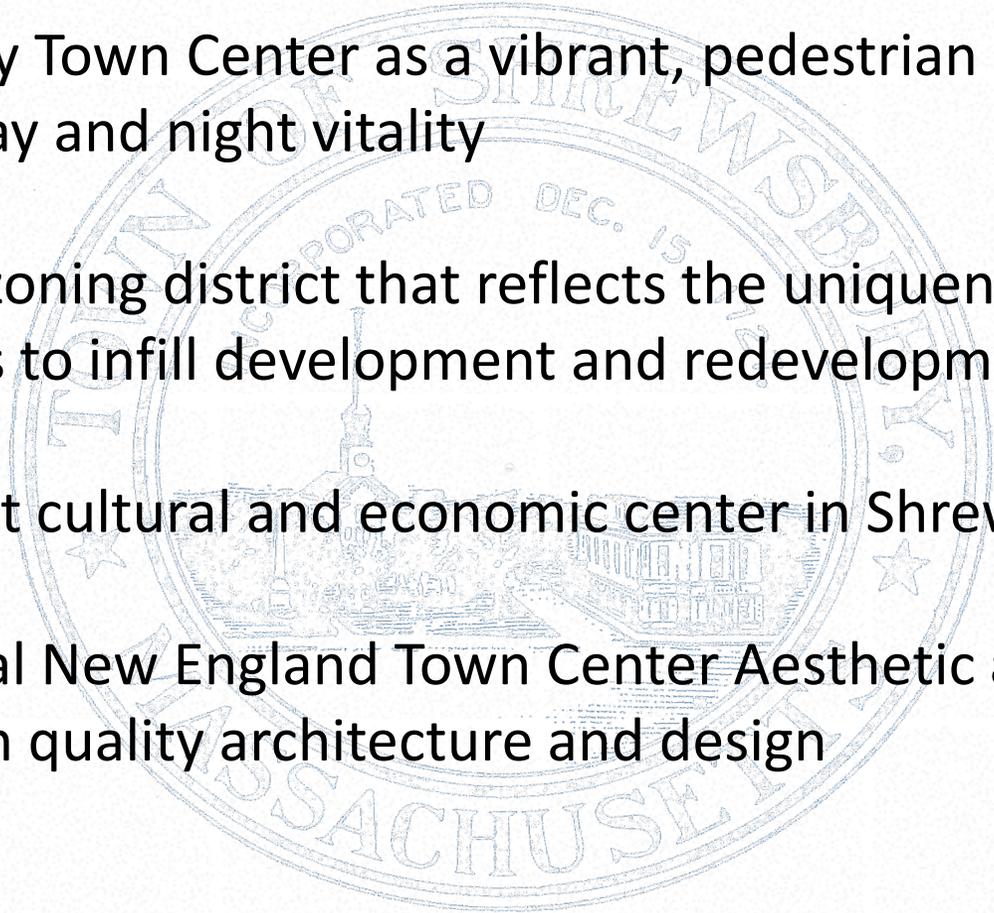


Aerial View of Shrewsbury Town Center



Town Center Goals

- Establish Shrewsbury Town Center as a vibrant, pedestrian oriented environment with day and night vitality
- Introduce a unified zoning district that reflects the uniqueness of the Town Center and reduces barriers to infill development and redevelopment
- Create a more robust cultural and economic center in Shrewsbury
- Promote a traditional New England Town Center Aesthetic and Character that encourages high quality architecture and design



The seal of the Town of Shrewsbury, Massachusetts, is a circular emblem. It features a central illustration of a town square with a church steeple on the left and a large building on the right. The text "TOWN OF SHREWSBURY" is arched across the top, and "INCORPORATED DEC. 1712" is written in a smaller arc above the central scene. "MASSACHUSETTS" is arched across the bottom. Two stars are positioned on the left and right sides of the seal.

How do we turn the vision and goals
for the Town Center into reality?

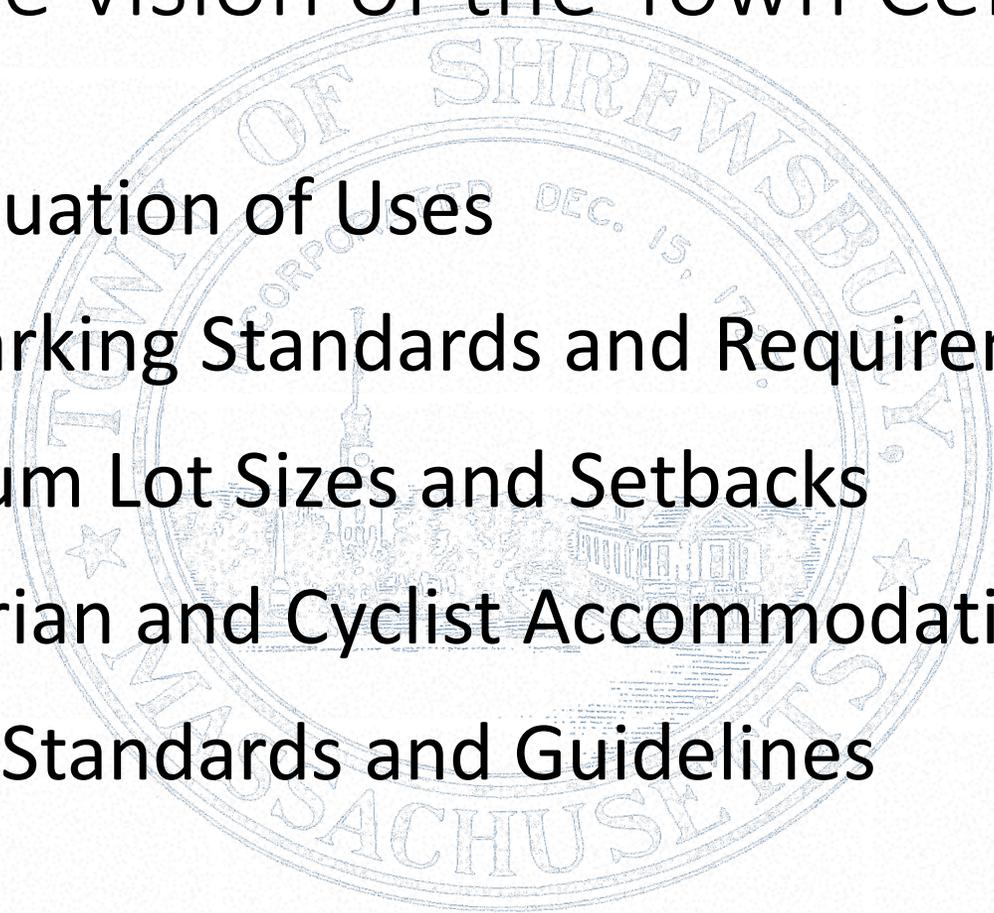
Shrewsbury Town Center Study Recommendations

Develop comprehensive zoning that **establishes a new Town Center District** and includes such changes as:

- Introducing **design standards and guidelines** for new development
- Creating a framework for designing the **space between a building's façade and the edge of pavement** on a street.
- Changing **parking requirements** to allow for greater flexibility, public lots, shared agreements and rear-of-building parking
- Establishing base requirements and design **standards for lighting & signage**
- Updating permitting processes to **create certainty and predictability for developers**
- Allowing a **mix of allowable “human-scale”** uses such as “top of the shop” mixed uses including as dwelling units.

How will updating the zoning set the stage for realizing the vision of the Town Center?

1. Re-evaluation of Uses
2. New Parking Standards and Requirements
3. Minimum Lot Sizes and Setbacks
4. Pedestrian and Cyclist Accommodation
5. Design Standards and Guidelines



Re-Evaluation of Uses

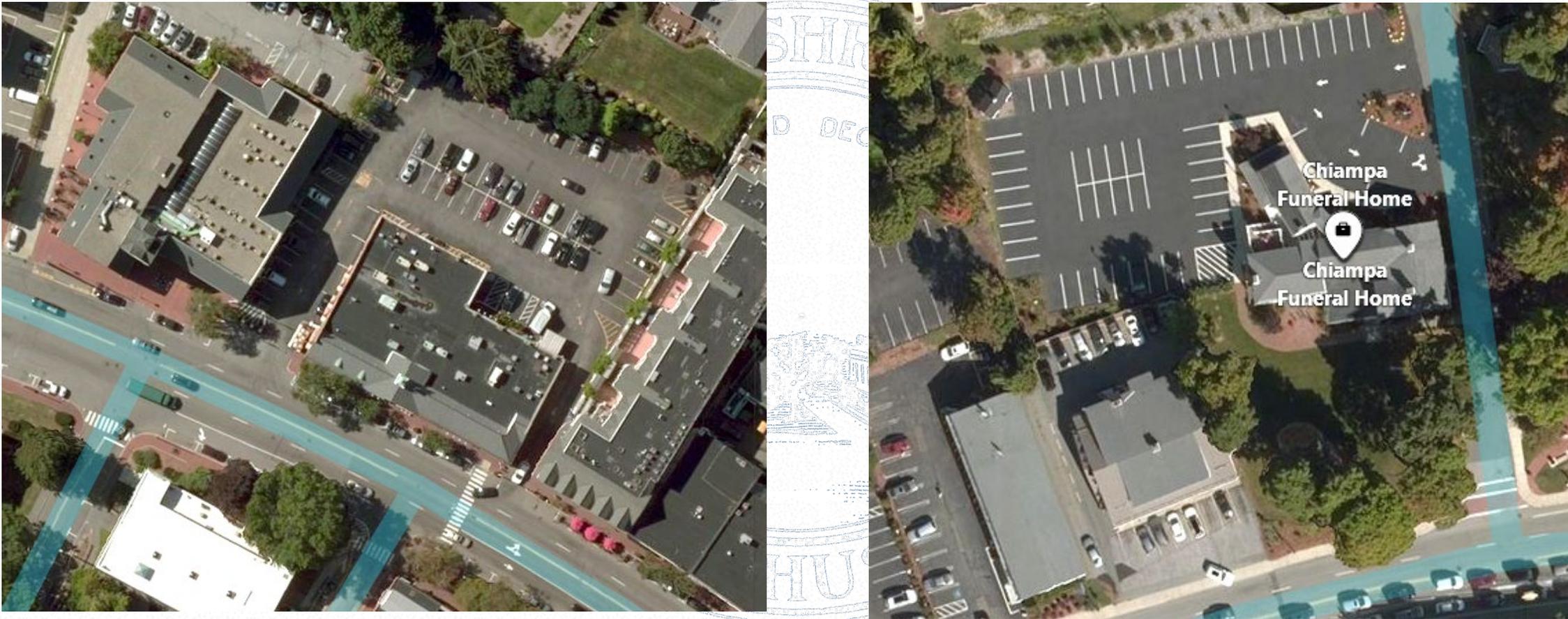


Outdoor Dining



Upper Story Mixed Uses

Parking Standards and Requirements



Parking Behind Buildings and Shared Parking

Minimum Lot Sizes and Maximum Setbacks



No Front Yard Setback Requirement

Pedestrian and Bicycle Accommodations



10+ Foot Wide Sidewalk



Bicycle Parking

Pedestrian Accommodations

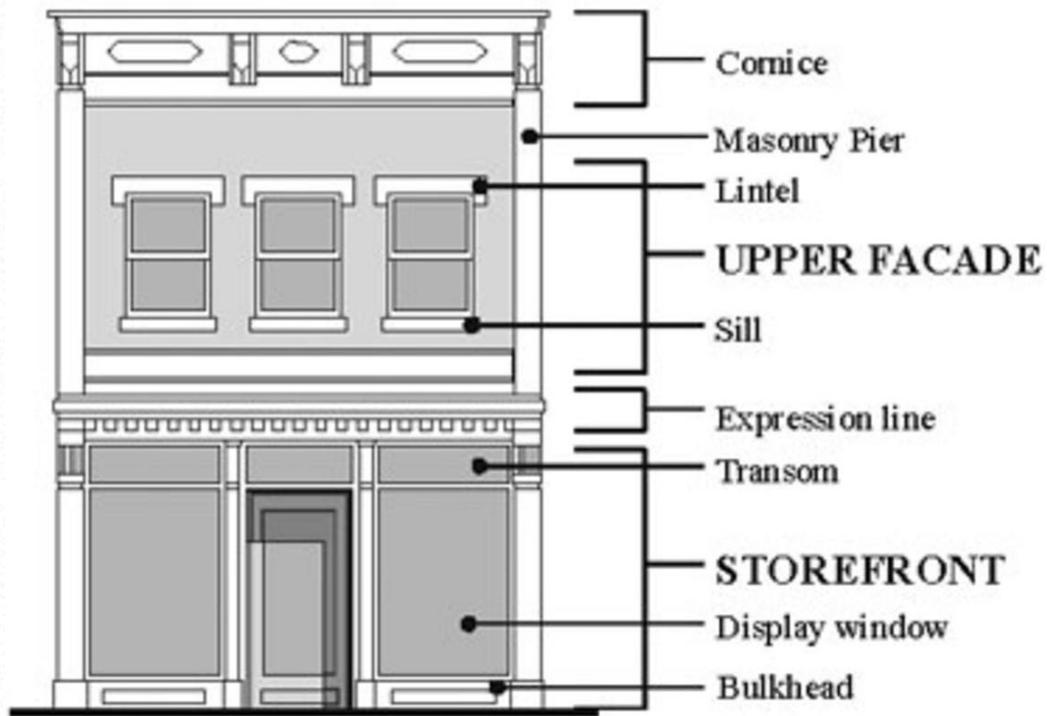


Contrasting Materials Across Curb Cuts and Driveways

Design Standards and Guidelines

Design standards = Required architectural styles and design elements

Design guidelines = Preferred but optional architectural styles and design elements

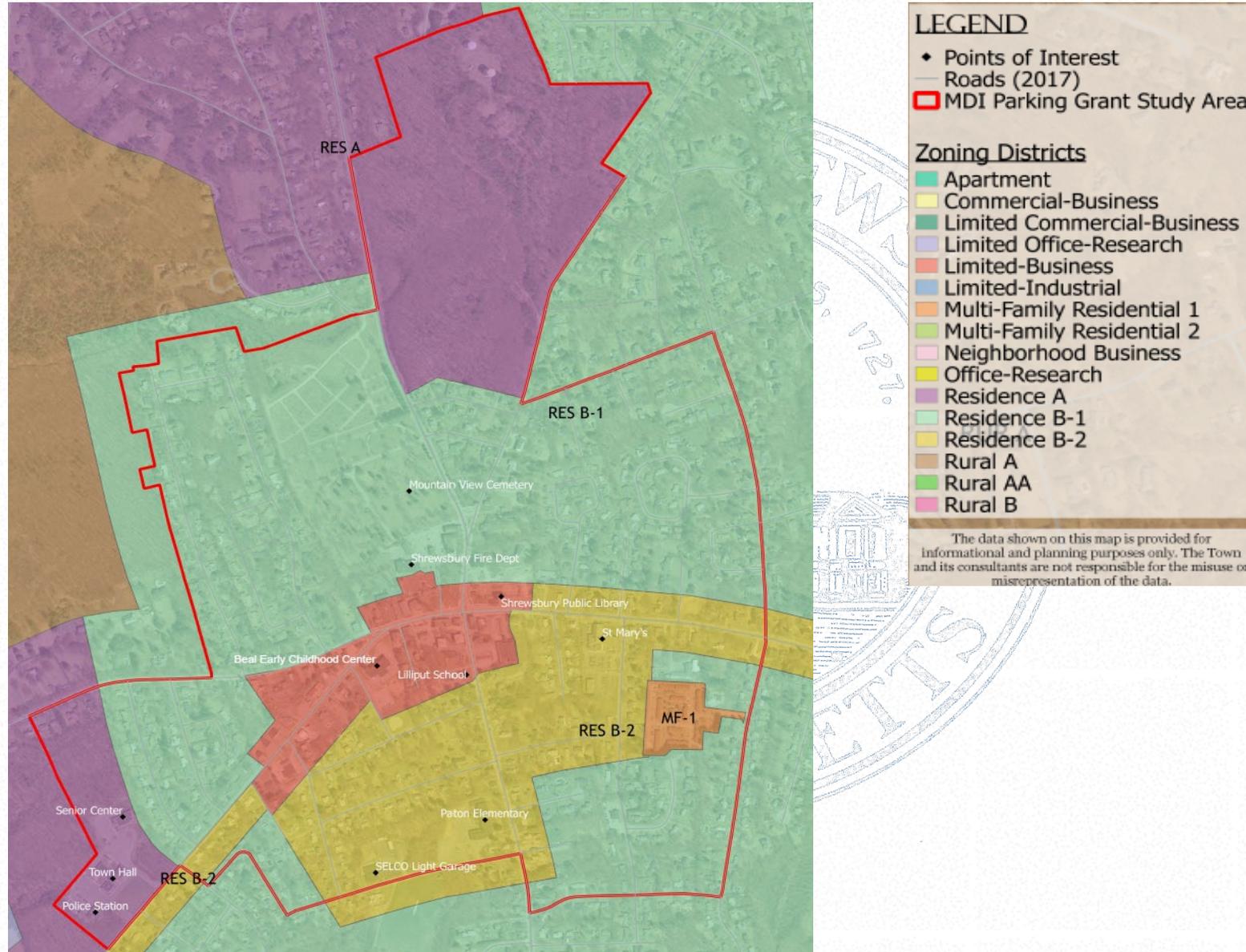


Architecture



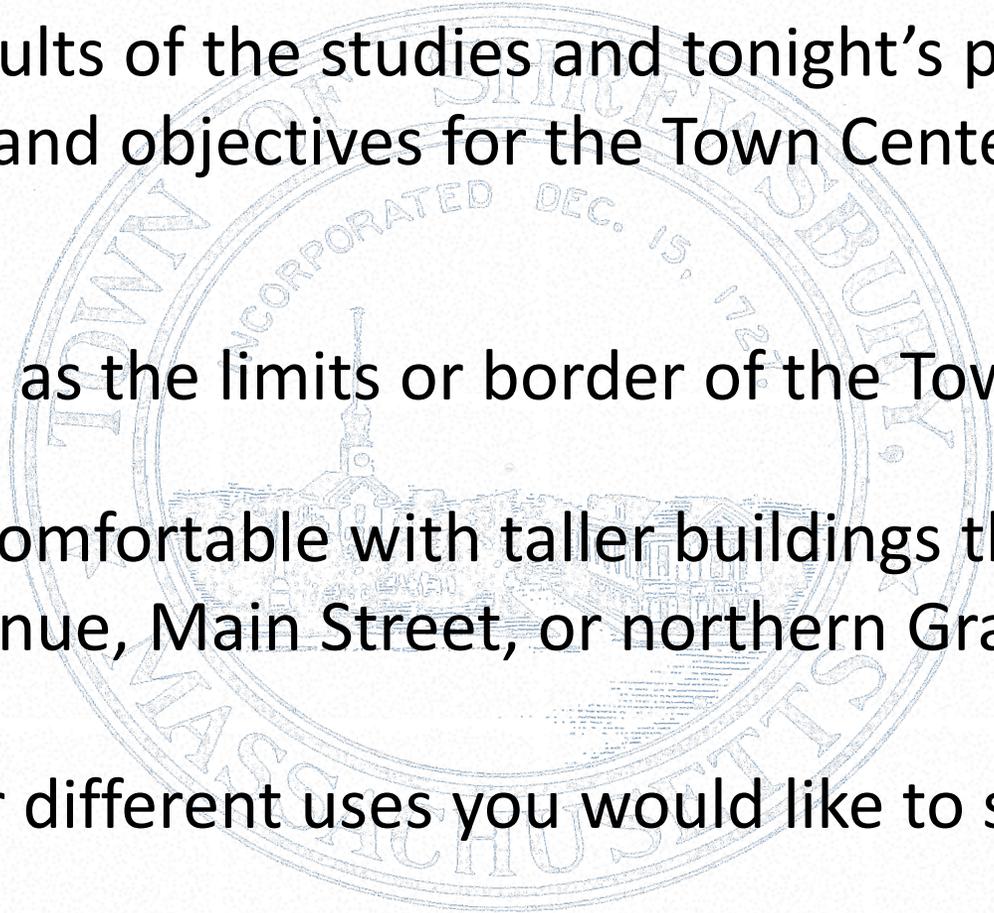
Signage

Existing Zoning Districts in the Town Center



Moving Forward

- Based on the results of the studies and tonight's presentation, are the presented goals and objectives for the Town Center still valid and relevant?
- What do you see as the limits or border of the Town Center?
- Would you feel comfortable with taller buildings than there are today along Maple Avenue, Main Street, or northern Grafton Street?
- Are there new or different uses you would like to see in the Town Center?



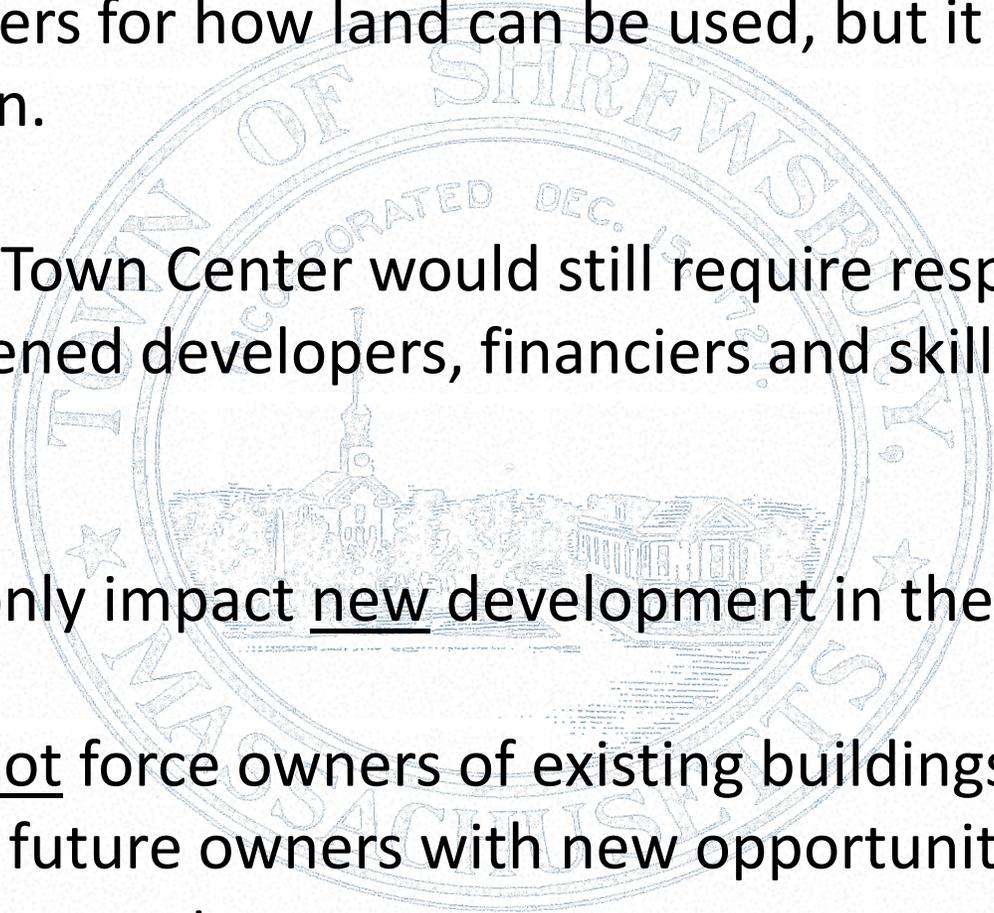
A Note Regarding Planning and Zoning

Zoning sets parameters for how land can be used, but it does not *make* development happen.

Development in the Town Center would still require responsible landowners, enlightened developers, financiers and skilled architects and builders.

New Zoning would only impact new development in the Town Center.

New Zoning would not force owners of existing buildings to comply. It does provide existing and future owners with new opportunities and possibilities for developing their property.



Moving Forward with the Town Center Re-Zoning Process

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|---|----------------------------------|
| 1. Initial Draft of Town Center Zoning District Bylaw | October – November 2019 |
| 2. Project Overview Presentation to Board of Selectmen | October 22, 2019 |
| 3. Public Forums | Nov. 19 and Dec. 11, 2019 |
| 4. Meetings with Town Center Stakeholders | January 2020 |
| 5. Presentation of Findings to Board of Selectmen | February 2020 |
| 6. Second Draft of Town Center Zoning District Bylaws | February 2020 |
| 6. Board of Selectmen and Finance Committee Public Hearings | April 2020 |
| 7. Planning Board Public Hearings | April 2 and May 7, 2020 |
| 8. Final Bylaw Language and Town Meeting | May, 2020 |

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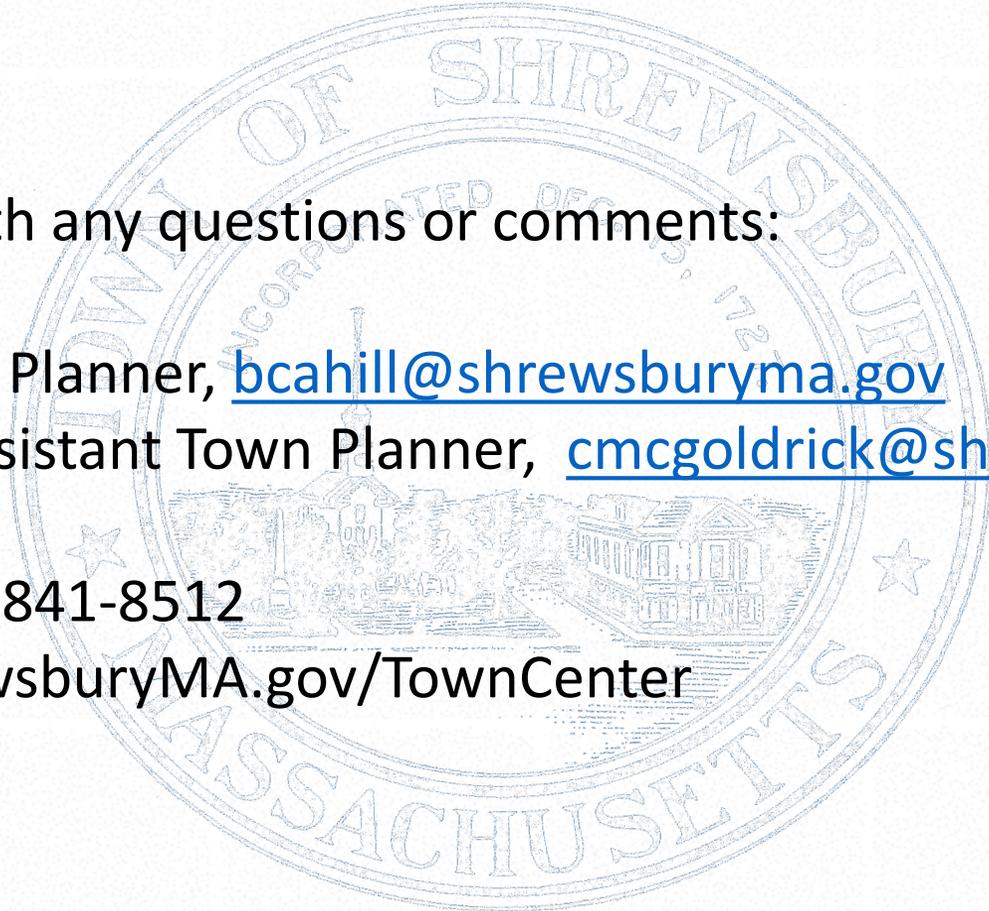
Please contact us with any questions or comments:

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Shrewsbury's 2016 Master Town Center Goals

- Goal LU4: Strengthen and preserve Shrewsbury's Town Center.
 - Policy LU4.1: Maintain and enhance the character of Shrewsbury's historic town center by promoting appropriate development and redevelopment.
- Review the existing zoning bylaw to ensure that the remaining traditional features of the town center remain intact and **future infill is complementary to the compact style of the area.**
- Policy LU4.2: Promote the Town Center as a **pedestrian-friendly shopping and service area and a neighborhood gathering place.**
 - LU4.2.a Conduct a design study of the town center to help focus ideas and develop a clear vision for the area. Through the study, **determine the limits of the town center and its sphere of influence.** Consider making recommendations for **managing parking, building design guidelines, connectivity to nearby uses (Town Hall or Prospect Park), streetscape improvements, wayfinding, and historic preservation.**
 - LU4.2.b Explore the interest in developing a business association and the feasibility of an independent organization that promotes the town center as a cultural center for Shrewsbury.

Shrewsbury Town Center Rezoning

Plans and Reports Recommending Zoning Changes in the Town Center

1. Shrewsbury Master Plan, Shrewsbury Master Plan Committee, 2016.
2. Shrewsbury Town Center Parking Management Plan, Stantec Inc., 2018.
3. Shrewsbury Town Center Study, Horsley Witten Group, 2019.
4. Recommendations for the Reuse of the Beal School Property, Beal Reuse Committee, 2019.
5. Wayfinding and Branding Study, Favermann Design, On-going.
6. WPI Student Intersection Design Study, On-going.