

# COMMERCIAL TOURIST DISTRICT IMPROVEMENT PLAN STURBRIDGE, MA

COMMUNITY MEETING ONE

MAY 8TH 2013

# INTRODUCTIONS

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## **Pare Corporation**

JOHN P. SHEVLIN, P.E.

## **Shadley Associates**

PAM SHADLEY, ASLA

## **Paul Lukez Architecture**

CHRIS ZAREK, ASSOC. AIA, LEED GA

## **McCabe Enterprises**

KATHLEEN MCCABE, AICP, EDP



# STURBRIDGE PLANNING

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## Sturbridge Planning Department

Jean Bubon, AICP – *Town Planner*

Diane Trapasso – *Administrative Assistant*

## Sturbridge Planning Board

Sandra Gibson – Quigley – *Chair*

Penny Dumas – *Vice Chair/Clerk*

Charles Blanchard

Russell Chamberland

James Cunniff

Heather Hart

Sue Waters



# COMMERCIAL TOURISM DISTRICT WORKING GROUP MEMBERS

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**Jayne Bernhard-Armington** - *Citizen-at-Large*

**Penny Dumas** – *Planning Board Member*

**Heather Hart** – *Planning Board Member*

**Frances O’Connell** – *Citizen-at-Large*

**Fidelis Onwubueke** - *Citizen-at-Large*



# COMMUNITY MEETING ONE

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Project Introduction

Recap of Previous Work

Planning & Design Improvements Overview

Needs & Opportunities

*Group Exercise*

*Group Reporting*

*Summary of Issues*

Next Steps



# PROJECT VISION

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*For the Commercial Tourist District to be an attractive neighborhood and commercial center that:*

- Is pedestrian friendly
- Caters to tourists and local residents alike
- Offers a variety of shopping opportunities, restaurants, and inns, as well as establishments offering family entertainment during the day & night
- Provides adequate parking within short walking distances to these facilities
- Protects and takes advantage of the River



# ROLE OF PARE TEAM

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**Facilitate Public Outreach Efforts**

**Develop Conceptual Ideas Based On Public Input**

**Build Off Previous Work**

- *Commercial Tourist District Revitalization Study*
- *Town of Sturbridge Master Plan*

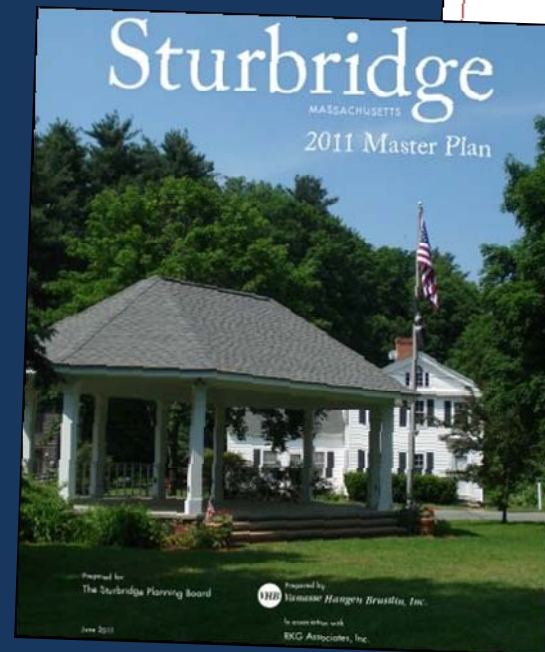
**Prepare Conceptual Plan For Future Improvements**



# PREVIOUS STUDIES

- Town Master Plan (2011)
- Commercial Tourist District Revitalization Study (2009)
- Blackstone Valley / Quinebaug-Shetucket Landscape Inventory (2007)

See at Project Website:  
[www.sturbridgedtd.com](http://www.sturbridgedtd.com)





# STURBRIDGE MASTER PLAN

## Land Use

### *Eastern Gateway*

- Focus efforts on landscape improvements
- Utilize large traffic islands for plantings

### *Western Gateway*

- Build on proximity to Quinebaug River
- Create walkable, pedestrian friendly environment
- Creation of nodes to enhance pedestrian scale
- Move parking to rear of commercial buildings



Sturbridge Master Plan



# TRANSPORTATION & MASTER PLAN



- Develop sense of arrival through “Gateways”
- Balance vehicular use with walking & biking on Rte 20
- Reduce sign clutter
- Access management
- Safety and compliance with ADA requirements



# COMMERCIAL TOURIST DISTRICT REVITALIZATION STUDY



- Traffic signal at Arnold Road
- Narrowing existing travel lanes
  - On street parking, center turn lane, landscaped median*
- Street vegetation and trees
- Expanded sidewalks and pedestrian improvements



- Wider sidewalks, benches, way finding signage
- Relocate utilities underground
- Decorative street lighting
- Sign and façade program
- Integrate Quinebaug River with Rte 20





# POTENTIAL TRANSPORTATION IMPROVEMENTS

*Traffic Calming*

*Pedestrian Safety*

*Bicycle Facilities*

*Parking*

*ADA Compliance*

*Public Transportation*

*Signage*



# TRAFFIC CALMING



- *Roundabouts*
- *Bike Lanes*
- *Parking*
- *Reduced Lane Widths*

- *Textured Pavements*
- *Center Islands*
- *Neckdowns, Chokers*
- *Access Management*





# PEDESTRIAN FACILITIES & SAFETY

- *Wider Sidewalks*
- *Neckdowns*
- *Crosswalks*
- *Landscaped Buffers*



# BICYCLE FACILITIES



- *Bike Lanes*
- *Sharrows*
- *Multi-use Path*





# PARKING

- *On-Street Opportunities*
- *Off-Street, Behind Buildings*
- *Shared Parking*





# ADA COMPLIANCE

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- *Pedestrian Clearance*
- *Accessible Curb Ramps*



# LANDSCAPING



- *Street Trees in Grates*
- *Street Trees with Planting*





# LANDSCAPING



- *Buffer & Median Planting*
- *Seasonal Planting*



# COMMERCIAL TOURIST DISTRICT

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## A District For Both Residents And Visitors

### Visitor Generators :

- *263,000 at Old Sturbridge Village in 2011*
- *6,000 Dealers at Brimfield Antique Fair & Flea Market – 3 times/year*
- *124,000 annual visitors to East Brimfield Lake*
- *55,000 annual visitors to Westville Lake*



# RESIDENTIAL MARKET

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## Sturbridge

- *9,311 Residents*
- *2,084 Households*
- *\$79,044 Median Household Income*

## Sturbridge & Surrounding Towns

- *51,715 Residents*
- *17,603 Households*



# ECONOMIC DEVELOPMENT APPROACH

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## Market Based Assessment

### ➤ Residents

*Size of Residential Trade Area*

### ➤ Visitor Markets

*Are visitors spending?*

## Intercept Survey

➤ *Where do business patrons come from?*

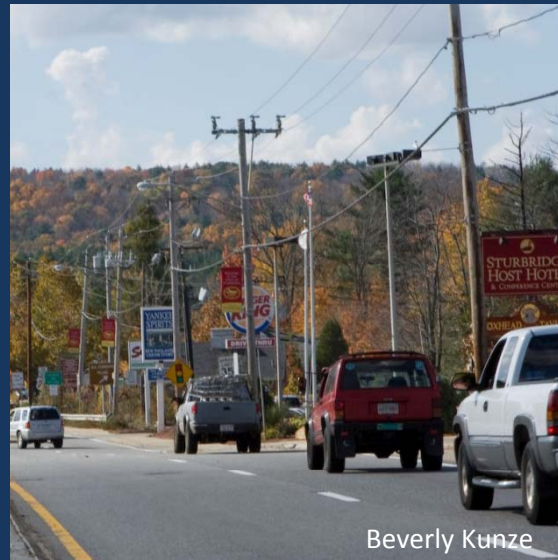
## Examine Current Business Mix

## Opportunities for New Services & Products

## Redevelopment Opportunities



# ARCHITECTURE / URBAN DESIGN



- *Reduce visual clutter / Improve legibility*
- *Create street enclosure*





# ARCHITECTURE / URBAN DESIGN



*Improving Linkages To Public  
And Commercial Spaces*





# ARCHITECTURE / URBAN DESIGN



*Encourage Transparency  
Leverage Opportunities*



# NEEDS AND OPPORTUNITIES EXERCISE

Each Table Selects:

1. A Reporter

2. A Recorder

**Sturbridge Community Forum Group Exercise: Needs & Opportunities**

	Opportunities	Problem Areas	Walkability	Pedestrian Access to the River	Traffic	Parking	Safety	Gateways	Overall Enhancements	Other
<b>Western Half</b> of Route 20 Cedar to Brookfield Road										
<b>Eastern Half</b> of Route 20, New Boston Road to Cedar										





# STURBRIDGE COMMERCIAL TOURIST DISTRICT

