TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR
KEVIN FILCHAK, M.P.A

Date: 29 May 2019

To: Planning Board

CC: Jeff Bridges, Town Administrator; Jean Bubon, Town Planner

Subject: Feedback from Route 15 Charrette

Attachments: 1) Sign In Sheets
2) Verbal Comments from Presented Answers
3) Written Comments

OVERVIEW

On 29 April the town hosted a charrette to discuss possible zoning updates to the Route 15 corridor. The charrette drew over fifty-five participants[1] who actively took part in the exercises. In general, staff found the consensus amongst the participants that the zoning should remain as is for the time being was due to the limited and non-contiguous developable land in the corridor. While this did draw consensus, the group differed on whether the corridor should or should not have development. One group felt that the corridor should remain generally as is and maintained as a green corridor. The other believed that there is potential economic value in developing that land given its proximity to Route 84. Regardless of which group the participants belong to, it was recognized by most that the corridor's geography, hampered further by the lack of infrastructure, limits the opportunities for growth at this time.

PARTICIPANT RESPONSES

Following summaries of the corridor's zoning and of the most recent study of it, participants were asked to respond to a series of questions and present those findings to the group. Five questions were prepared but ultimately due to time and the participants responses, only two were asked. Staff felt confident that they had received the answers necessary for further actions. A complete record of the groups responses are attached for reference.

QUESTION 1: Focusing on Recreation and Entertainment types of uses...What current zoning uses should continue to be allowed in the corridor? What new uses, or categories of land uses, should be added to the zoning bylaw for this corridor?

[1] Staff believes this number is higher as it was noted a few participants did not sign in. All those who did sign in are listed in Attachment 1.

Participants, in general, fell into one of the two aforementioned visions for the corridor. Those that wish to maintain the green space support the concept of maintaining the existing zoning. The others who wish to see more development had suggested uses that ranged from small dog parks and athletic fields to expanded retail (such as Bass Pro shops) and entertainment venues (such as the Great Wolf Lodge). The key takeaway from this was that the group was divided as far as the question of whether or not to encourage development.

QUESTION 3: Based upon the list of potential new uses you developed in the last exercise consider this. If you could decide how to draw the corridor to show which areas would be affected by these changes, how would you draw it? What areas would/would not be affected and why did you choose them? Using a bold marker, draw on your maps the area you would like to be covered by the uses your group has developed.

For this question, the participants almost universally recognize the challenges with this corridor as there is little land on which development could occur. It was shown that there is approximately 153 acres of undeveloped land, some of which contains wetlands, and it is spread out throughout the corridor. There is little developable land that is left in the corridor. For this reason, the group almost universally acknowledged that given current circumstances it is difficult to develop this area and therefore offered little to no changes to the zoning in the corridor.

SUMMARY:

Given the opinions of the participants and the current corridor challenges, it is the opinion of staff that the zoning remain generally unchanged and that certain uses should be clarified. To that end, recommended updates to the zoning in Route 15 have been drafted and are being presented to the Board along with this charrette summary document.

Attachment 1: Sign In Sheets

Town of STURBRIDGE

ROUTE 15 CHARRETTE

29 APRIL 2019 – 6:30PM – 8:30PM – PUBLICK HOUSE

Sign In Sheet

1.	Jean Bubon, Town Planner
2.	Kevin Filchak, EDTC.
3.	PAUL ALOIA
4.	Bryan Cook Pilot travelcenters
5.	ALAN SHEPHERD
6.	SHOEBY SHEPHERD
7.	Paul Rosenbloom
8.	DIANE TRAPASSO
9.	Russell Chamberland
10.	David Barnicle
11.	MARGE COONEY
12.	Priscilla Cyrnias
13.	Susan Walters
14.	SUSAN LANGO
15.	Heather Hart

If no more room, please start a new page.

Town of STURBRIDGE

ROUTE 15 CHARRETTE

29 APRIL 2019 – 6:30PM – 8:30PM – PUBLICK HOUSE

Sign In Sheet

1. Charles Battersby
2. Marguerite Battersby
3. Chris Wilson
4. Jaini Cook
5. Arnold Wilson
6. Neil Richards
7. Mark Richards
8. Julie Morris
9. Steve Morris
10. Jim Cunnell
11. Carol Goodwin
12. Ed Goodwin
13. Mike Hager
14. Pam Maher
15. Dave Maher

If no more room, please start a new page.

Town of STURBRIDGE

ROUTE 15 CHARRETTE

29 APRIL 2019 – 6:30PM – 8:30PM – PUBLICK HOUSE

Sign In Sheet

1.	Michael Chalsh
2.	Chase Kalfogiski
3.	Kathleen Chaden
4.	Susan Muenzberg
5.	BOB MUENZBERG
6.	Hannah Darling
7.	Robin Briere
8.	Pargesa Charmelu Goodwin
9.	Barbara A Sharch
10.	Don Miller
11.	Michelle Buck
12.	Michael Glick
13.	Michael Harrington
14.	Karen LE Cuyer & Greg Matera
15.	Ed GAUDET

If no more room, please start a new page.

Town of STURBRIDGE

ROUTE 15 CHARRETTE

29 APRIL 2019 -- 6:30PM -- 8:30PM -- PUBLICK HOUSE

Sign In Sheet

1. Mary Dowling
2. [illegible]
3. Cheryl Ward Creed
4. [illegible]
5. Michael Supernant
6. Fred Tide
7. Heather Hendriac
8. Anthony Belmonte
9. Anne Bowner-Monroe
10. David Monroe
11.
12.
13.
14.
15.

If no more room, please start a new page.

ATTACHMENT 2: VERBAL COMMENTS

These are the comments that were recorded by the Town Planner and the Economic Development and Tourism Coordinator during the periods where participants were asked to provide their answers aloud to the group.

Please note, given circumstances that became apparent shortly after beginning the program, it was determined that only questions one and three would be asked. All others would be passed over.

QUESTION 1: Focusing on Recreation and Entertainment types of uses...What current zoning uses should continue to be allowed in the corridor? What new uses, or categories of land uses, should be added to the zoning bylaw for this corridor?

Continued	New
- All zoning continued - Less residential	- Warehouse - Distribution - Sports - Expand entertainment - Commercial recreation - Bring in developers - Expand town common - Expand retail (Bass Pro) - Sports Center - Family water park - Dog parks - Narrowly defined

QUESTION 3: Based upon the list of potential new uses you developed in the last exercise consider this. If you could decide how to draw the corridor to show which areas would be affected by these changes, how would you draw it? What areas would/would not be affected and why did you choose them? Using a bold marker, draw on your maps the area you would like to be covered by the uses your group has developed.

- Keep [Historic Commercial] the same – residential
- Village, Roy Roger, Campground
- Same – Limited parcels – don't fit
- Same – Avoid negative impact residential
- HC stay same
- PUBD – access only route 15 better defined
- HC fabricated
- Keep as is
- Leave as is – not a lot of developable area

  From Days Inn property -> prior to Sturbridge Crossing respectful of Condo owners

ATTACHMENT 3: WRITTEN RESPONSES

These are the written responses of the participants turned in after the close of the charrette. These comments are transcribed to the best of our ability; words that were unclear or transcriber comments are bracketed. Each page is further identified as 1 through 9.

PAGE 1 OF 9

Q1 Chamberland / Hager Table

Current:

- General retail
- Outdoor/sports related [crossed out]
- All of except [de-emphasized] residential unless affordable related

New

- Expand town common area
- Retail – outdoor sports (Bass)
- 4 season indoor sports (o-su)
- Bike shop
- Great Wolf Lodge (water park family [related])
- Ballfields / park area
- Dog park
- Light recreation / playground
- Walking / biking

PAGE 2 OF 9

Q2 / see Q/1

Q2/ How would've draw re corridor? See notes on zoning map

PAGE 3 OF 9

Would like to see:

- Retail (small box)
- Support RV park
- Mini-golf / ice cream
- Indoor rec/entertainment
    - Axe throwing
    - Children's museum
    - Soccer
    - Etc.
- Zoning start at Days Inn and stop at Sturbridge Crossing

PAGE 4 OF 9

There should be no changes to the zoning of Route 15 corridor

- Limited space
- Unappealing and chips away at the beauty and charm of the town
- Eye sores
- Traffic
- Encroaching on residents in the area

PAGE 5 OF 9

(1) Becky – Allen Rd [gume] detention basin
(2) St Anne's cemetery [??] pile into stream [??}

Rec tent preferred

PAGE 6 OF 9

Question 1

- Campground
- Small
- Nursery
- Keep all in that is already
- Similar condos
- Light recreation

New:

- Ball fields
- Parks and ball fields
- Nursery
- Sidewalks come down the road for walking from 131 to the river road people are walking this area

PAGE 7 OF 9

[See attached page as answers are typed].

PAGE 8 OF 9

Recreation: Yes (but no $)

- Baseball/fields
- Event space???
- Indoor sports

YES:

- Nursery
- Dog park
- Sanctuary [?]
- Solar

Retail [Answer crossed out with NO]

- Trader's
- Sports – Bars, REI
- Amusement park
- Water park
- Affordable housing

- Office space – Yes (not open weekends)
- More solar (yes)
- Expanded Sturbridge crossing condors – yes

PAGE 9 OF 9

- Campground use continue to be permitted
- We don't feel any use should be removed
- Permitted use commercial recreation
- Expand entertainment definition (concert venue)

Q1

Publick House

Historic Inn & Country Lodge

Chamberland/ Hager Table

Current	New
- General retail - ~~outdoor/sport related~~	- Expanded Town Common area
	- Retail - outdoor sports (bass)
	- 4 season indoor sports (o-30)
all ok except emphasize residential unless affordable related.	- Bike shop
	- Great Wolf lodge (water park family oriented)
	- Ballfields / park area
	- Dog park
	- Light recreation / playground
	- walking / biking

Please join us in the Historic Tap Room or Ebenezer's Tavern for Lunch and Dinner Daily.

1 of 9

Q2

see Q1

Q3

How would we draw the corridor?

See notes on ZMHS map

WOULD LIKE TO SEE:

- RETAIL (SMALL BOX)
- SUPPORT RV PARK
- MINI-GOLF / ICE CREAM
- INDOOR REC / ENTERTAINMENT
  - AXE THROWING
  - CHILDREN'S MUSEUM
  - SOCCER
  - ETC
- ZONING START AT PAYS INN AND STOP AT STURBRIDGE CROSSING

Publick House
Historic Inn & Country Lodge

There should be no changes to the zoning of Rote 15 corridor

- limited space
- unappealing and chips away at the beauty and charm of the town
- eye sores
- traffic
- encroaching on residents in the area

Please join us in the Historic Tap Room or Ebenezer's Tavern for Lunch and Dinner Daily.

4 of 9

Publick House

Historic Inn & Country Lodge

(1) Berry - Allen Rd deten
gene
lpm
barn

(1) St Anne's complex
gravel pit with stream

REC + ENT preferred

Please join us in the Historic Tap Room or Ebenezer's Tavern
for Lunch and Dinner Daily.

5 of 9

Question 1 -

campground - ~~Single family homes~~ -

small -

Nursery -

. Keep all in that is already -

Similar condos -

light recreation -

~~Ball fields~~

New: Ball fields -

Parks & Ball fields -

Nursery -

Side walks come down the road for walking - from 131 to ~~the~~ river road people are walking this area.

6 of 9

The New York Road

The correct name for Old Route 15 is the New York Road. State designation was State Route 15.

When a new westbound I-84, (formerly I-86), was built, the westbound became the eastbound and the eastbound became a "Local access Road". This is the New York Road.

Haynes Street goes from Route 131 aka Main Street to just past the Publick House parking lot where it insects with State Route 15. This intersection is well defined.

Road name changes always went before a town meeting to vote the change.

The southbound lane is fenced from public access wherever it is bounded by I-84. That would be in the right hand side of the New York Road to the bridge by the truck stop where it crosses underneath, then on the left hand side to the end of the New York Road just before the Connecticut State Line.

From the Publick House rear access road Mr. Patel owns where his former motel was. Then the next 7 acres belongs to the Town of Sturbridge aka the Shepard property. Private property thence to River Road. From River Road to Kelly Road is the Yogi Bear campground with the gas pipeline access.

From Kelly Road the next is or was Galonek property to the property of the private condominiums. Thence to the former Roy Rogers property.

The west side from the bridge by the truck stop are I-84 ramps then private property to the junction with I-84 West.

So, we are being asked to re-zone very little private property for a POSSIBILITY someone wants to build a business on it. They have had that chance since the last rezoning of it.

My final point is, it is a distinct pleasure to travel that pristine road without the clutter of driveways and traffic as we do on Routes 20 and 131. I have traveled that road for the past 82 years and it has not really changed from being a quiet, peaceful road. Why do we need ruin a good thing on the possibility to have fast food restaurants, motels and the like on it? We have enough of both to serve us and tourists now.

And this new designation almost qualifies to be spot zoning. Last I knew spot zoning is frowned upon by the Commonwealth.

Recreation: YES (but no $)
Baseball/fields
Event Space ???
Indoor Sports

YES:
nursery
Dog Park
Sandway
Solar

~~Retail~~
~~Traders~~ NO
~~Sports - Bass, REI~~

~~No!~~
~~- amusement park~~
~~- water park~~
~~- affordable housing~~

* Office Space - YES (not open weekends)
* More Solar - YES
* Expand Shur. Crossing Condos - YES

- Campground use Continue to be permited
- ~~Continue that the use not be~~
- we dont feel Any use Should be Removed.

- permited use Commercial Recreation
- expand entertainment Definition (Conbert venue)
-

9 of 9