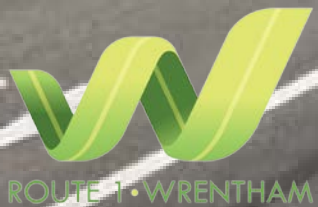


Wrentham Route 1

Public Meeting, February 15, 2018



Pare Corporation & McCabe Enterprises

Agenda

Topic	Presenter
Goals/Brief Recap of Open House	Amy Archer
Existing Conditions/Constraints	Jen Mecca/Amy Archer
Market Analysis	Kathy McCabe
Potential Build-Out	Kathy McCabe
Transportation Analysis	Amy Archer
Public Input	Open Discussion



Route 1 Study Goals

Analyze Existing Traffic Data

Complete Land Use Assessment and Build-out Analysis Using Current Zoning

Analyze Potential Traffic Condition

General Recommendations for Zoning to Enhance Route 1 Development Potential

Recommendations for Traffic to Enhance Circulation & Safety





ROUTE 1 OPEN HOUSE



ROUTE 1 · WRENTHAM

Pare Corporation & McCabe Enterprises: Public Meeting, February 15, 2018

Route 1 Open House

Special & Favorite Places

- **Conservation Lands; Forest; Nature**
 - Crocker Pond
- **Outdoor Recreation**
 - Hiking

Points of Improvement

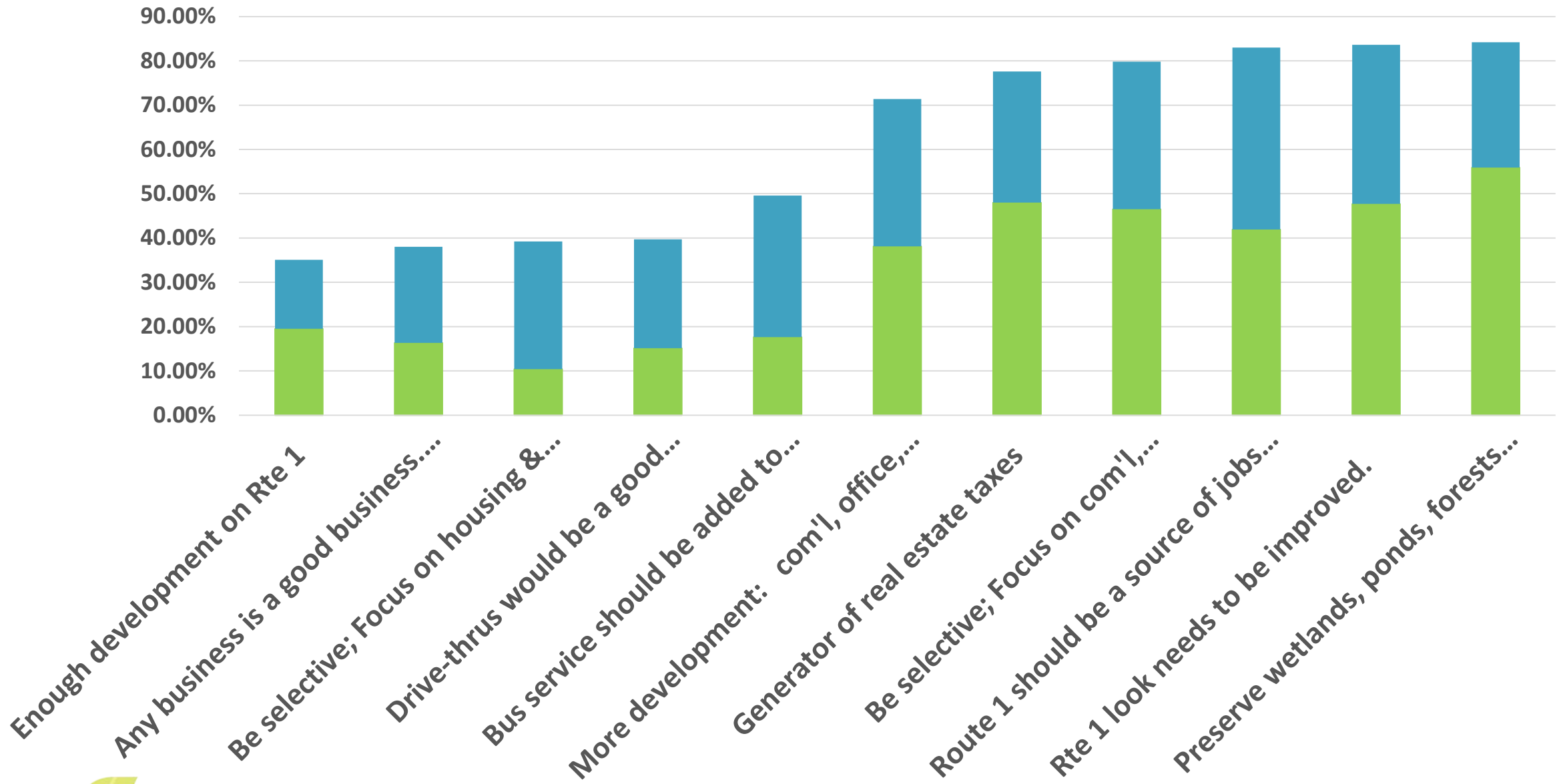
- **Transport**
 - Traffic light at Madison
 - Safety -- A centerline barrier
- **Aesthetics / Clean-up Area**
 - Lots of junk & forgotten properties

Vision for Change

1. **Transportation Issues**
 - Divided Hwy; Jersey Barriers; Median
 - Complete Streets
 - Transit
2. **Retail / Shopping / Grocery Store**
3. **Restaurants / Café / Wine Bar**
4. **Walking & Bicycling & Amenities**
4. **Entertainment Uses**
6. **Business/ Economic Development**
6. **Outdoor Recreation**

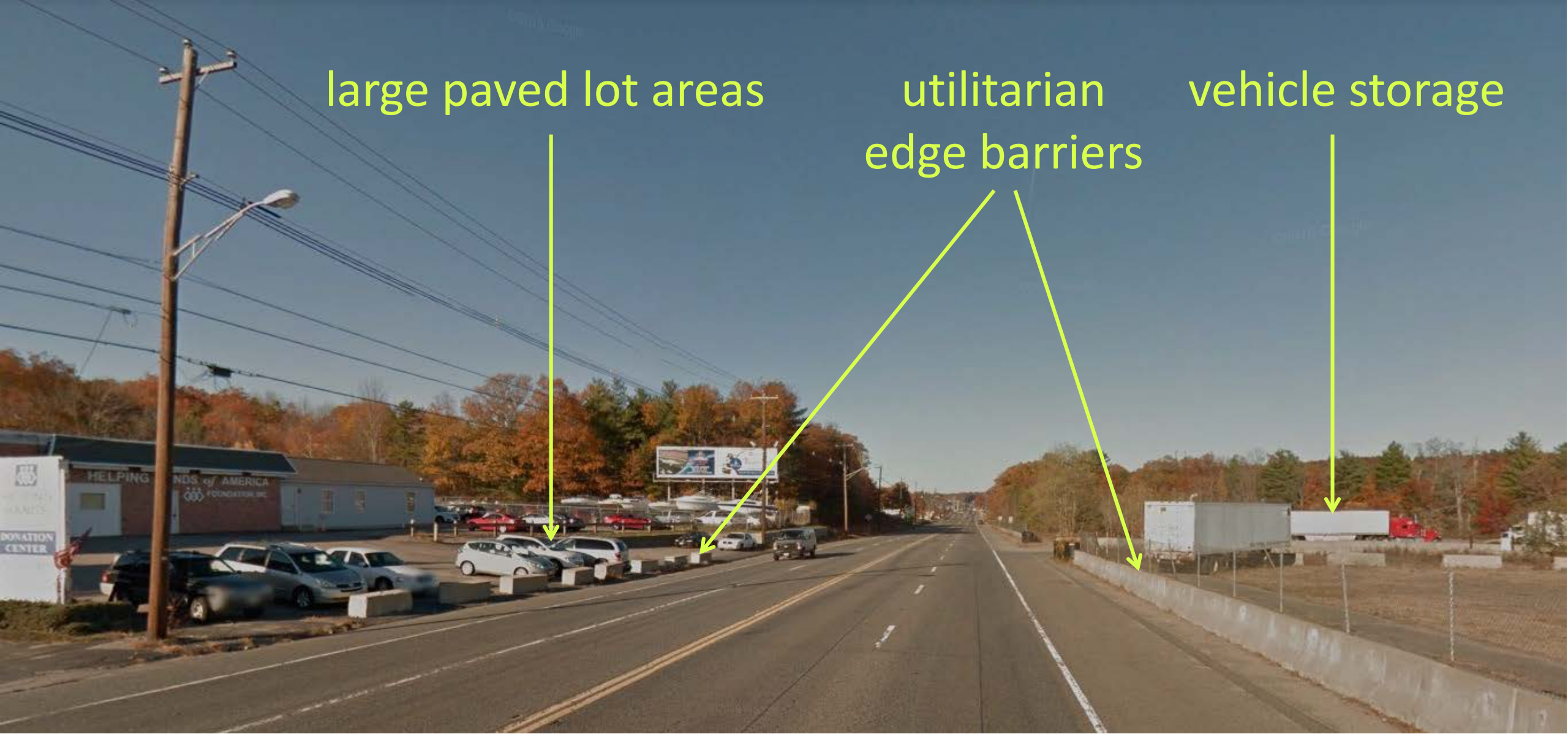


Development Concerns



Route 1 Existing Conditions, Wrentham





large paved lot areas

utilitarian
edge barriers

vehicle storage



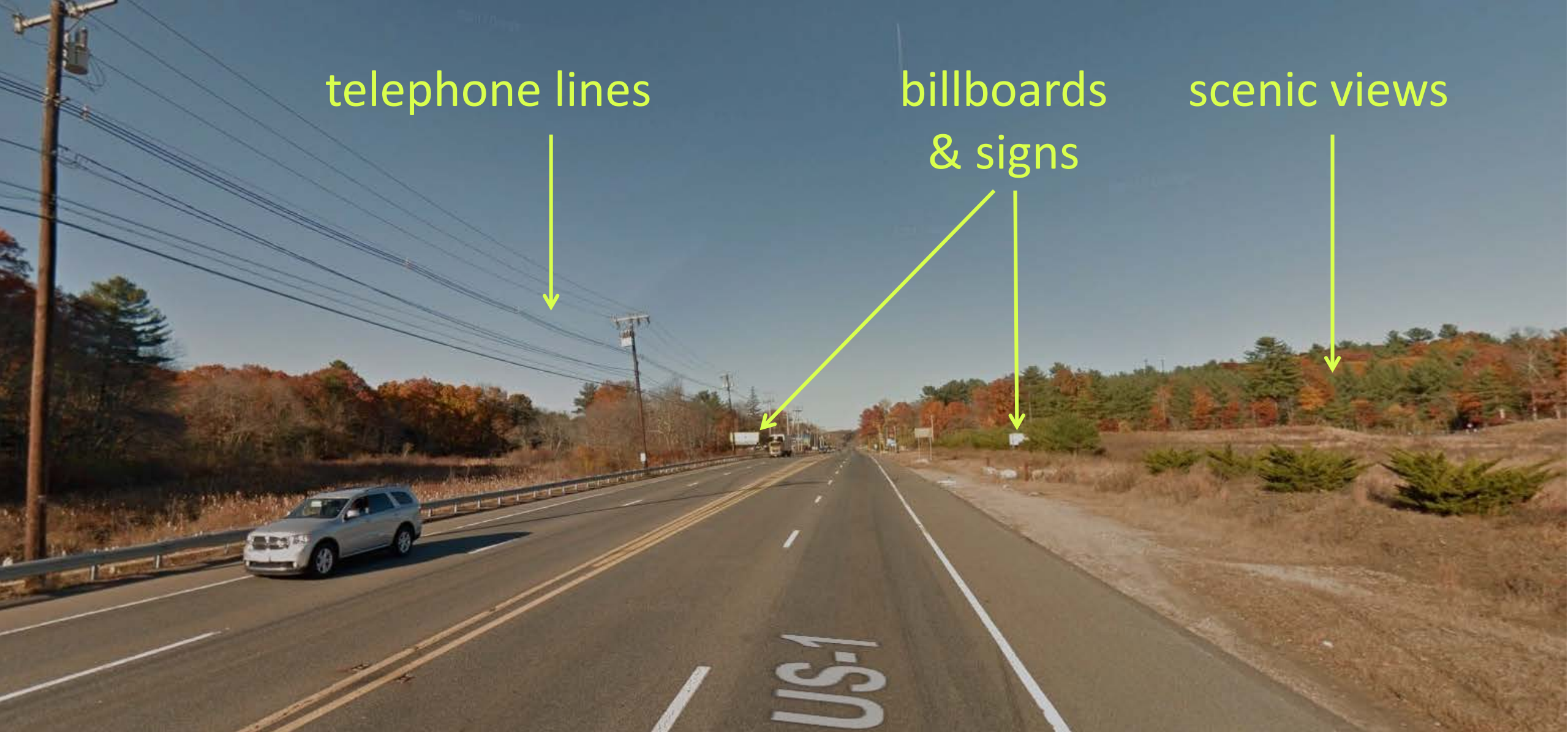
observations

need to create place

wetland areas



observations



telephone lines

billboards
& signs

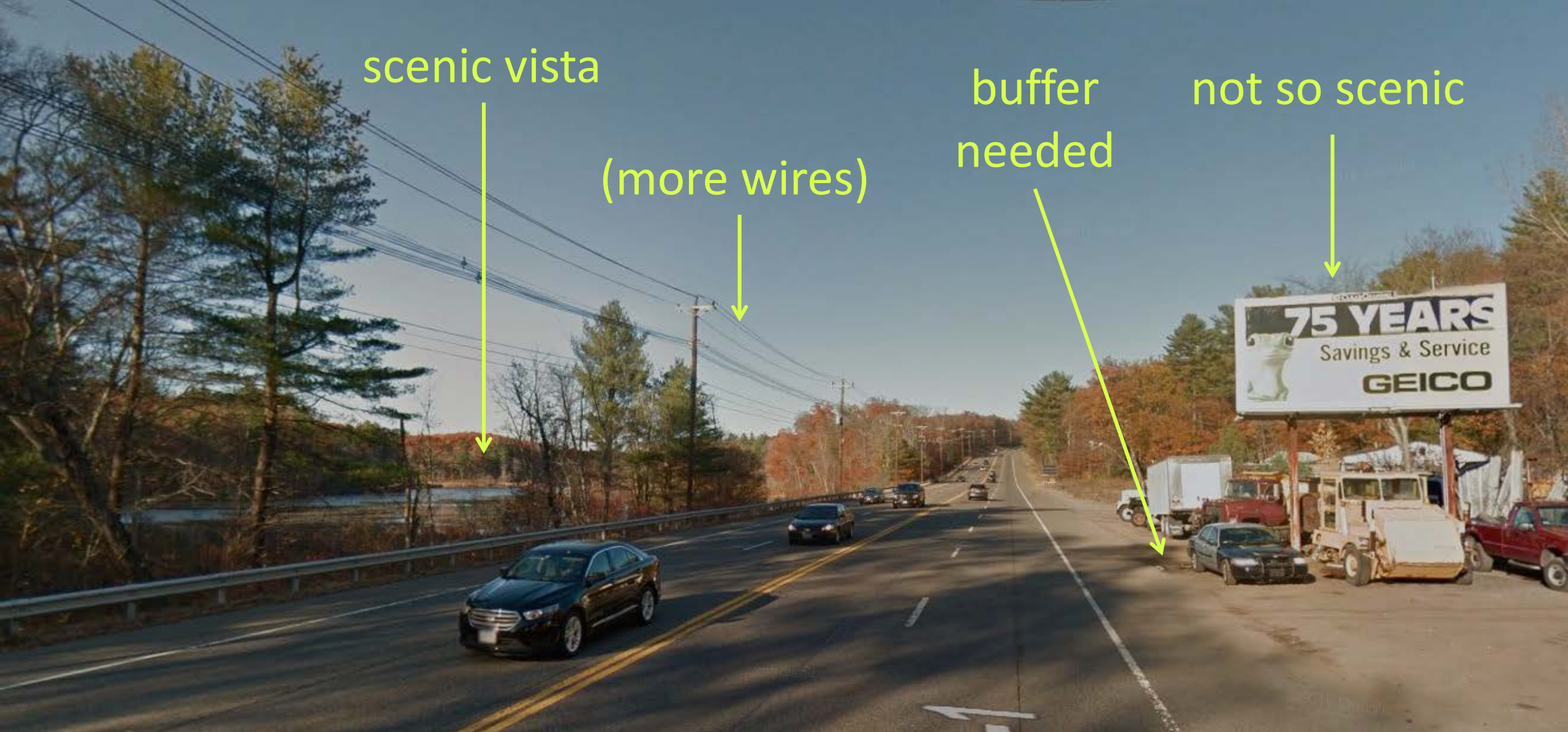
scenic views



ROUTE 1 • WRENTHAM

observations

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scenic vista

(more wires)

buffer needed

not so scenic



observations



wetlands



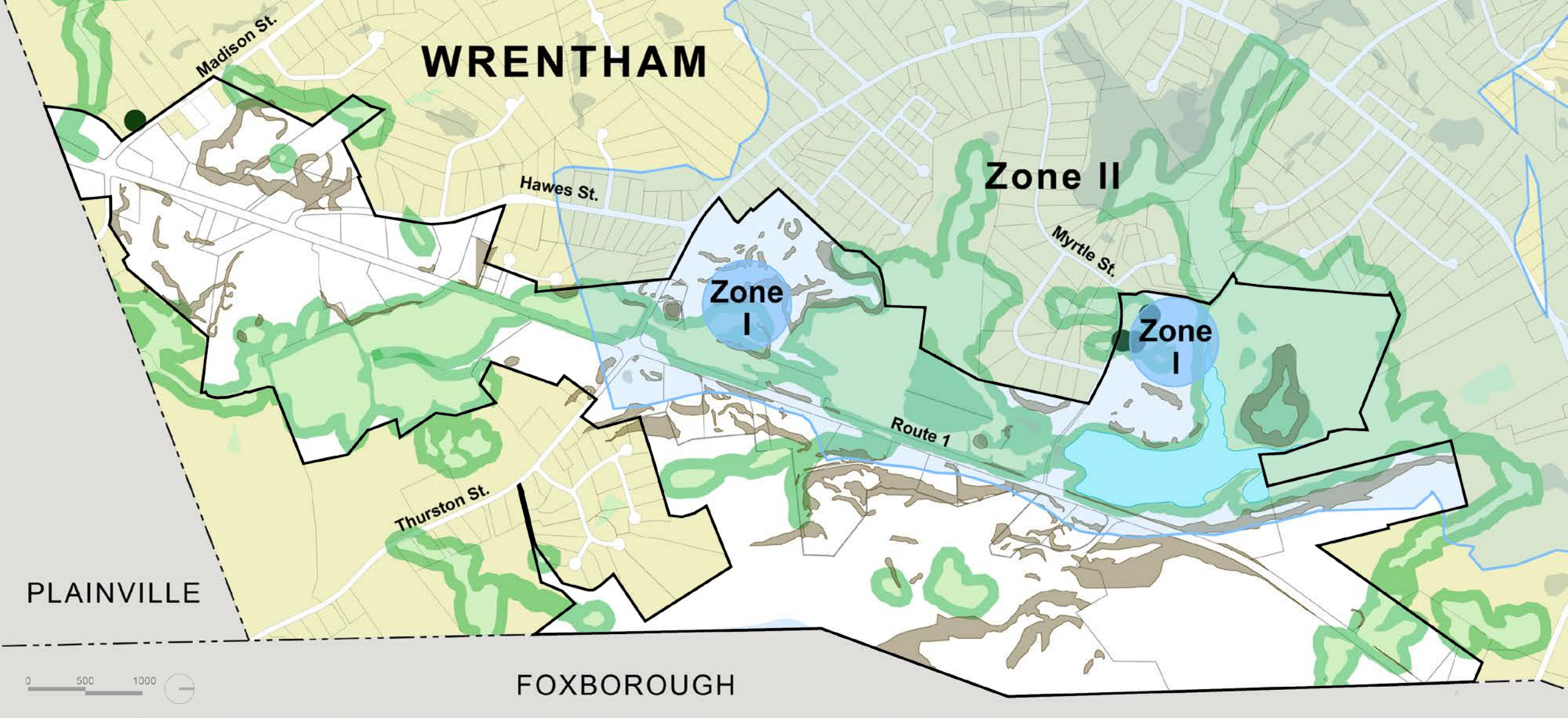
landscape/
buffer needed



stadium traffic
control



observations



ROUTE 1 • WRENTHAM

Natural Areas & Wellheads

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Existing Conditions

Topographic Constraints



Existing Conditions

Transportation – Traffic/Cross Section

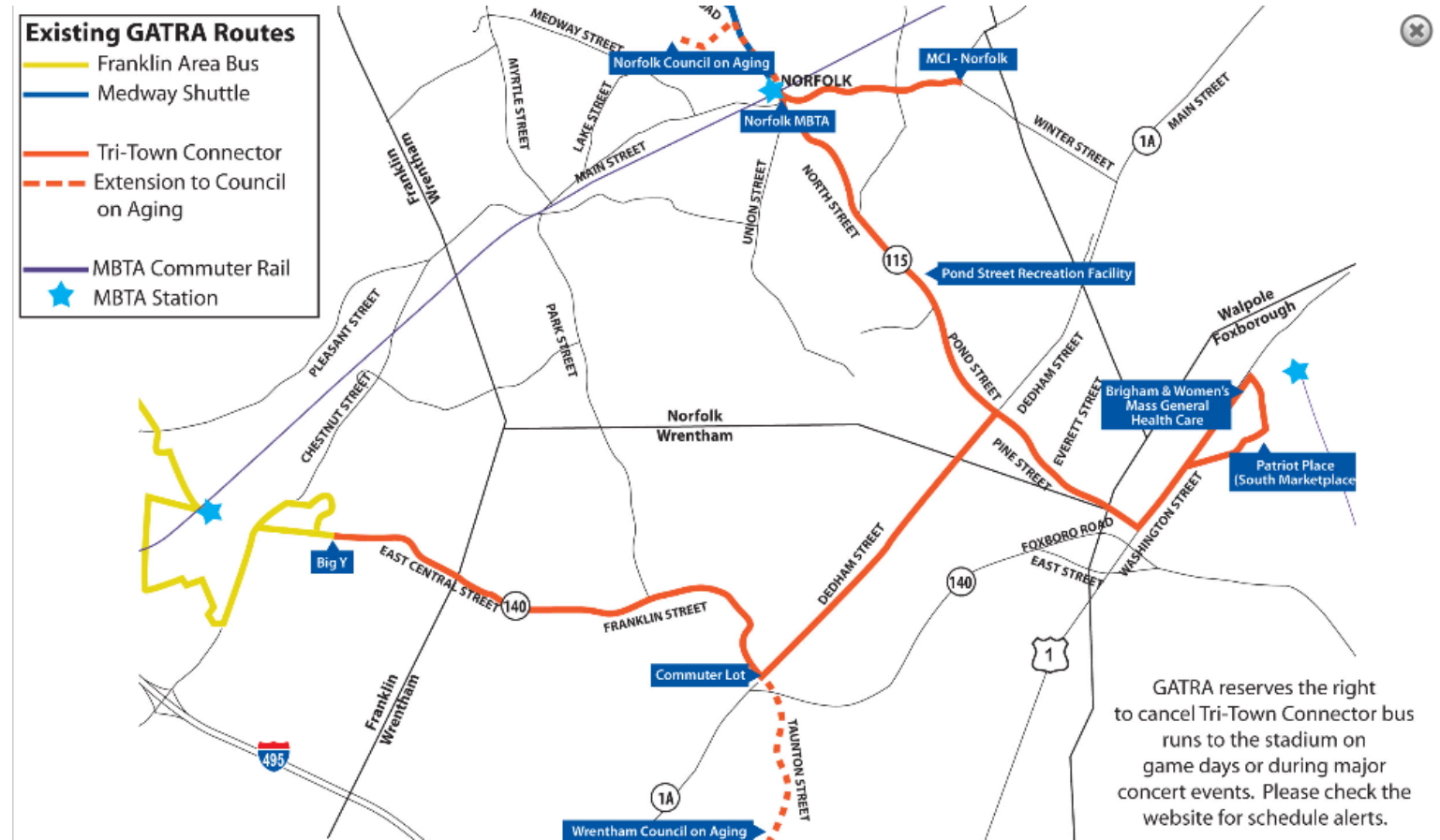
- Current (2016) ADT of 33,150 recorded near Foxborough line – higher on event days
- Current roadway typical accommodates vehicles only
- ROW varies – 88' avg



Existing Conditions

Transportation – Intermodal?

- Infrequent bicycle/pedestrian activity - general
- Increased pedestrian use during Gillette games/event – not lit
- No GATRA along Rte. 1



Route 1 Market Overview, Wrentham

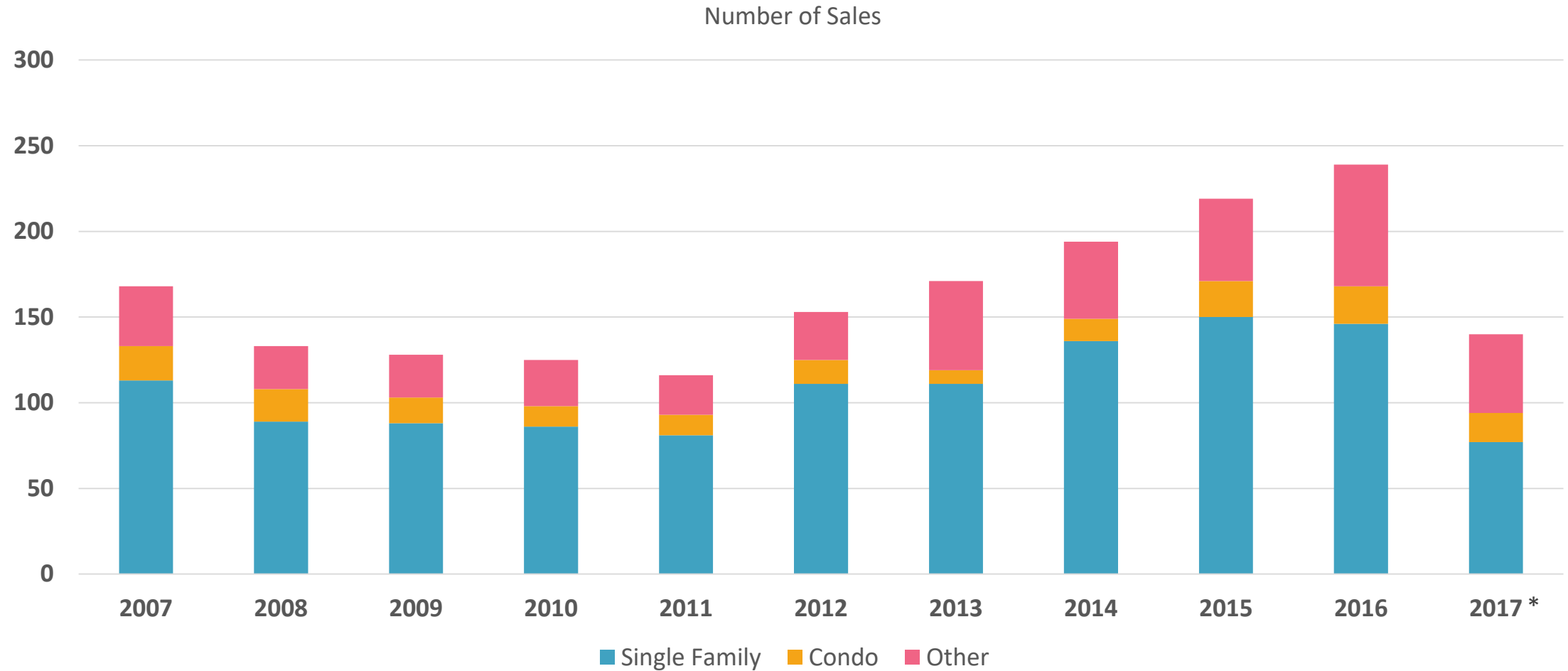


Route 1: Just the Facts

- Just over 2.4 miles from Plainville to Foxborough in Wrentham
- **7 Zoning Districts**
- **33 Property Owners**
- **21 Businesses** (estimated)
- **9 Residential Units**
- **27 Buildings – 147,254 SF**
- **52 Land Parcels Encompassing 675.69 Acres**
- **\$20,763,910 of Assessed Valuation**
- **7 Tax Exempt Properties**
- **2017 Real Estate Taxes: \$379,118**
 - 91.5% from Commercial
 - 8.5% from Residential



Real Estate Sales in Wrentham



Data Source: The Warren Group
* Half-year data for 2017.



Office Market Snapshot – South Suburban 495 & RI

South 495 Class A

- **Availability:** 6.5%
- **Vacancy:** 20% to 24.8%
- **Asking Rents:** \$19 to \$22.25/ SF
- **Market Size:** ±3 Million SF

South 495 Class B

- **Vacancy:** 22% to 23%
- **Asking Rents:** \$19/ SF
- **Market Size:** 1.1 Million SF

Rhode Island

- **Vacancy:** 12.5%
- **Asking Rents:** \$18 - \$19/ SF
- **Market:**
 - Positive Absorption;



Commercial:
Industrial Market Snapshot

**South 495
Industrial**

- **Vacancy:** 9.1% to 10.4%
- **Asking Rents:** \$5.90 to \$6.10/SF

**South 495
Flex/ R & D**

- **Vacancy:** 10.1 to 12/3%
- **Asking Rents:** \$7.90 to \$8.15/SF

Rhode Island

- **Vacancy:** 0.2 %
- **Asking Rents:** \$4.50 to \$6.50/SF



Commercial:
Hospitality Uses

Wrentham Today

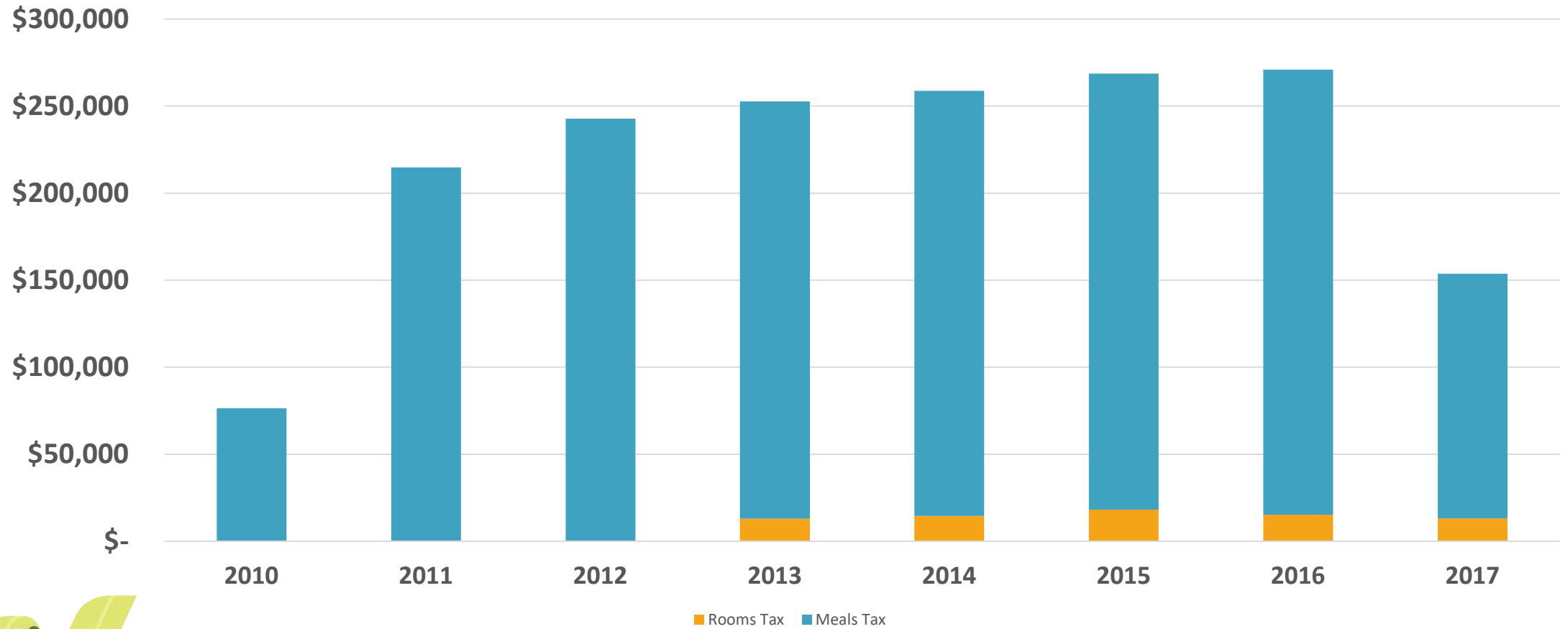
- **1 Motel**
- **1 Guest House**
- **25 establishments in the Food & Accommodations Sector**

Hospitality Outlook

- **Occupancy rates slightly down due to new hotel rooms opening both in Boston & US**
- **Boston market strong**
 - **Avg Daily Rm Rate: \$267**
 - **RevPar: \$213**
- **Hotels sited near demand drivers**
 - **Offices drawing business travelers**
 - **Destinations for leisure travelers**



Local Hospitality Revenues: Rooms & Meals Taxes



Commercial: The Retail Market

Retail

- **Route 128 South Market**
 - 3% vacancy
 - Market absorbing existing spaces in shopping centers/districts
 - Average Asking Rents: \$18-\$19/sf
- **Mixed-use: Retail with office or housing attracting investors**

Retail Trends

- **Smaller stores**
- **Retailers as Showrooms**
- **Experience Economy**
- **Convenience is Key**
- **Drive-thru/ fast food sales are down nationally**



Wrentham & Its Regional Competition



Major Entertainment Center



Local Shopping Area



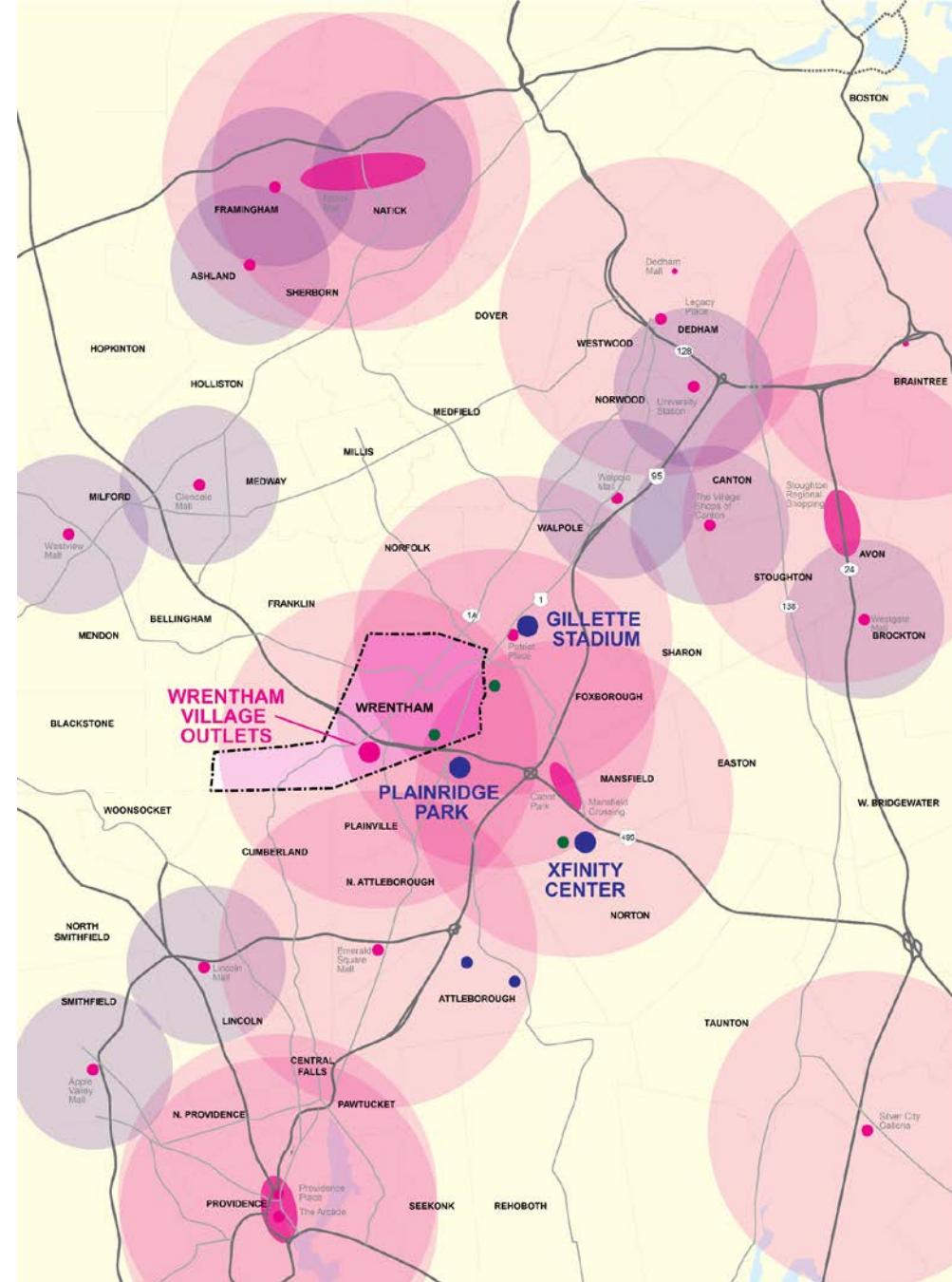
Regional Shopping Area



State Forest/ Outdoor Recreation

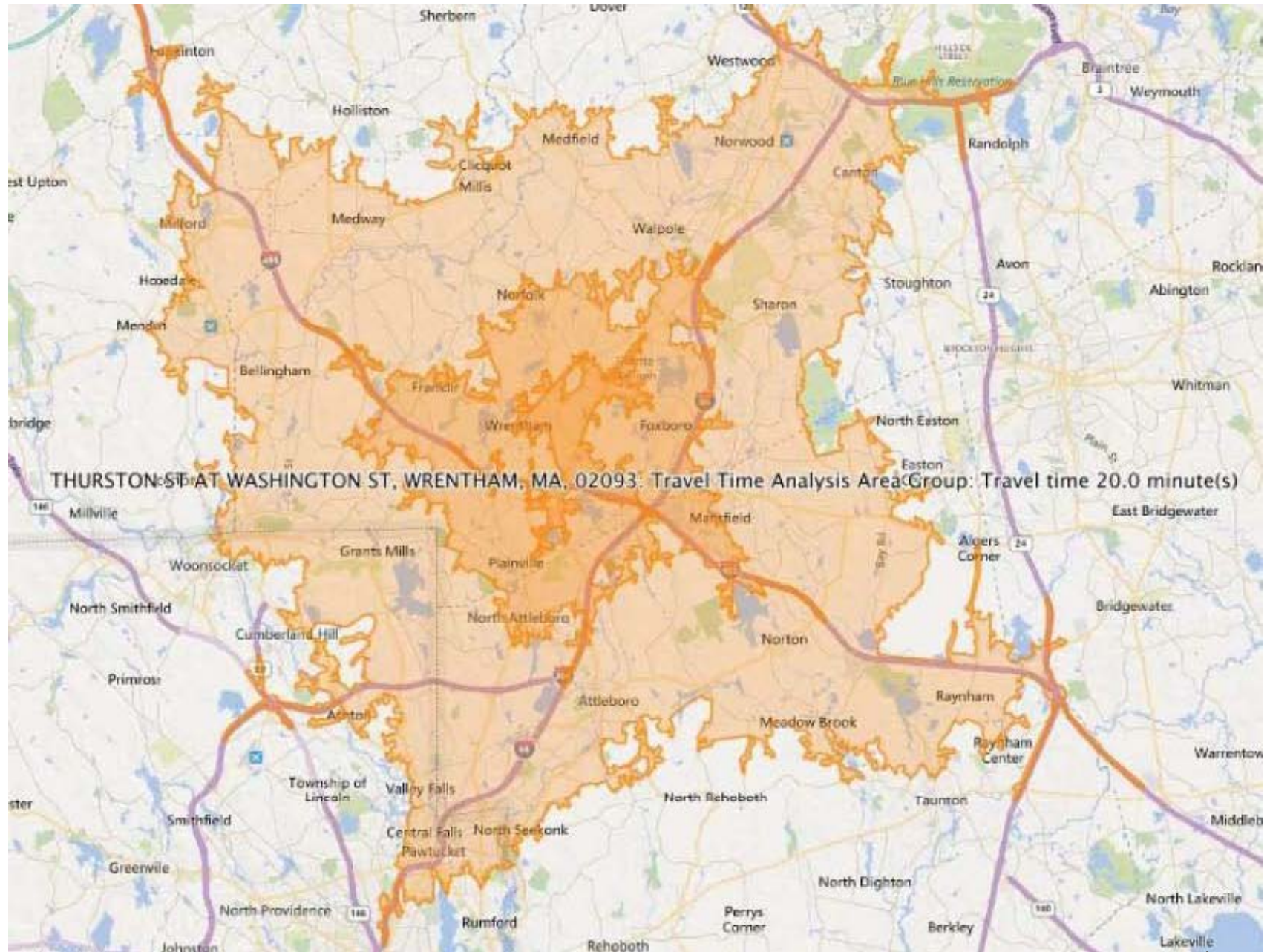


ROUTE 1 • WRENTHAM



Retail Trade Area for Route 1

- 5 minute drive-time
- 10 minute drive-time
- 20 minute drive-time



Source: Claritas



Retail and Route 1, Wrentham

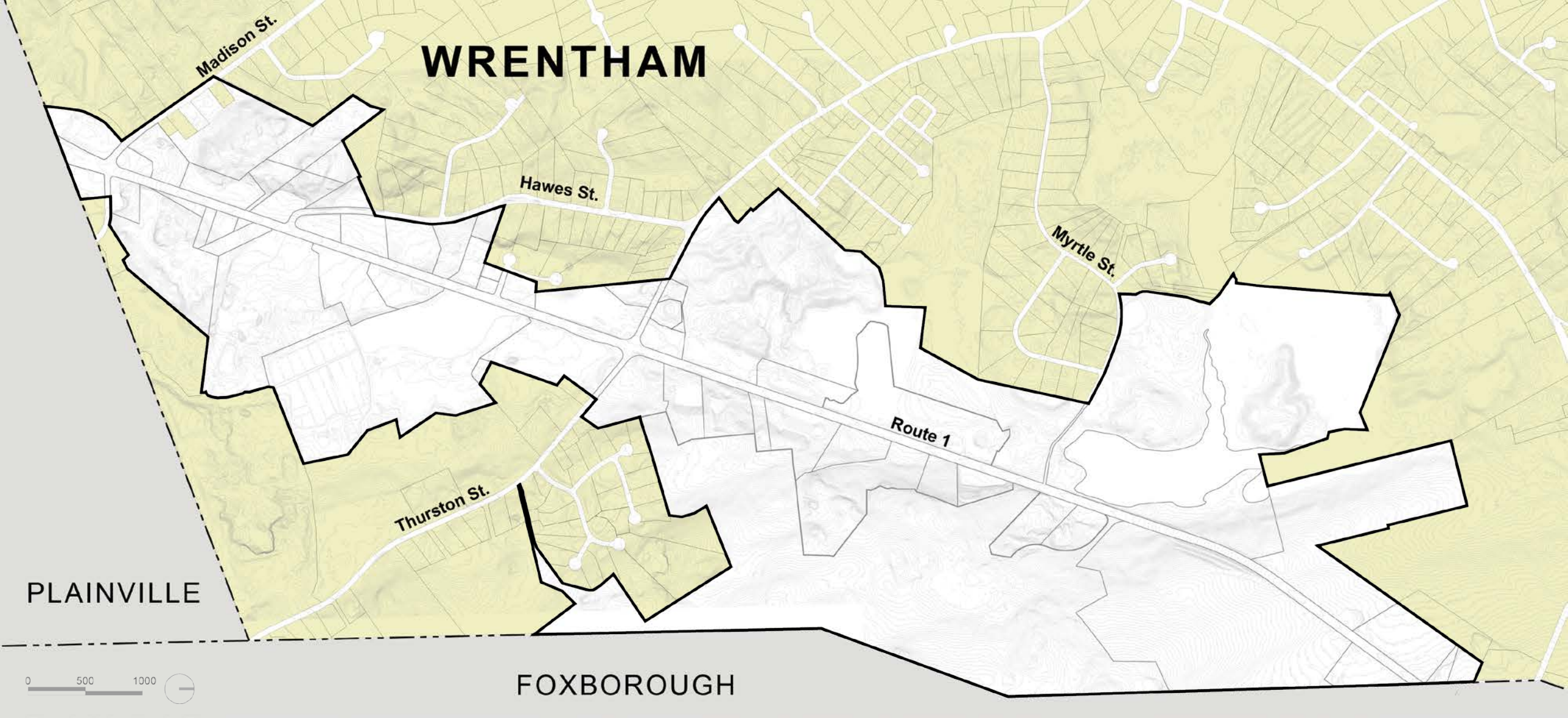
- Retail Uses are desired by residents, particularly grocery
- **One-third of Existing Business, numbering 177 are Retail in Town**
 - Retail concentrated at Premium Outlets area and Town Center

Route 1 Retail Demand	Trade Area Distance from Route 1	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales & Eating, Drinking Places	5 Minute Drive-Time	\$84,230,770	\$129,240,029	(\$45,009,259)
	10 Minute Drive-Time	\$1,398,185,781	\$1,722,217,620	(\$324,031,839)



Route 1 and How Existing Zoning Guides Future Development





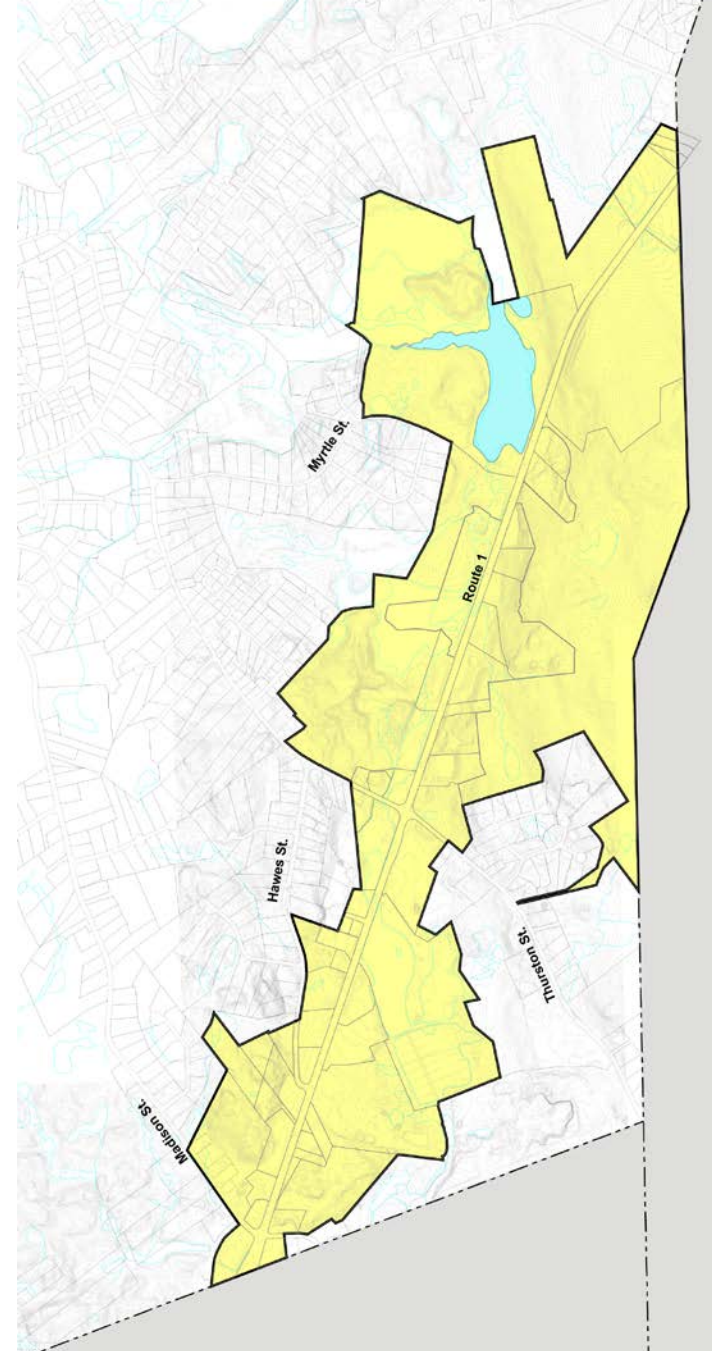
ROUTE 1 • WRENTHAM

Route 1 Corridor

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Build-Out Analysis

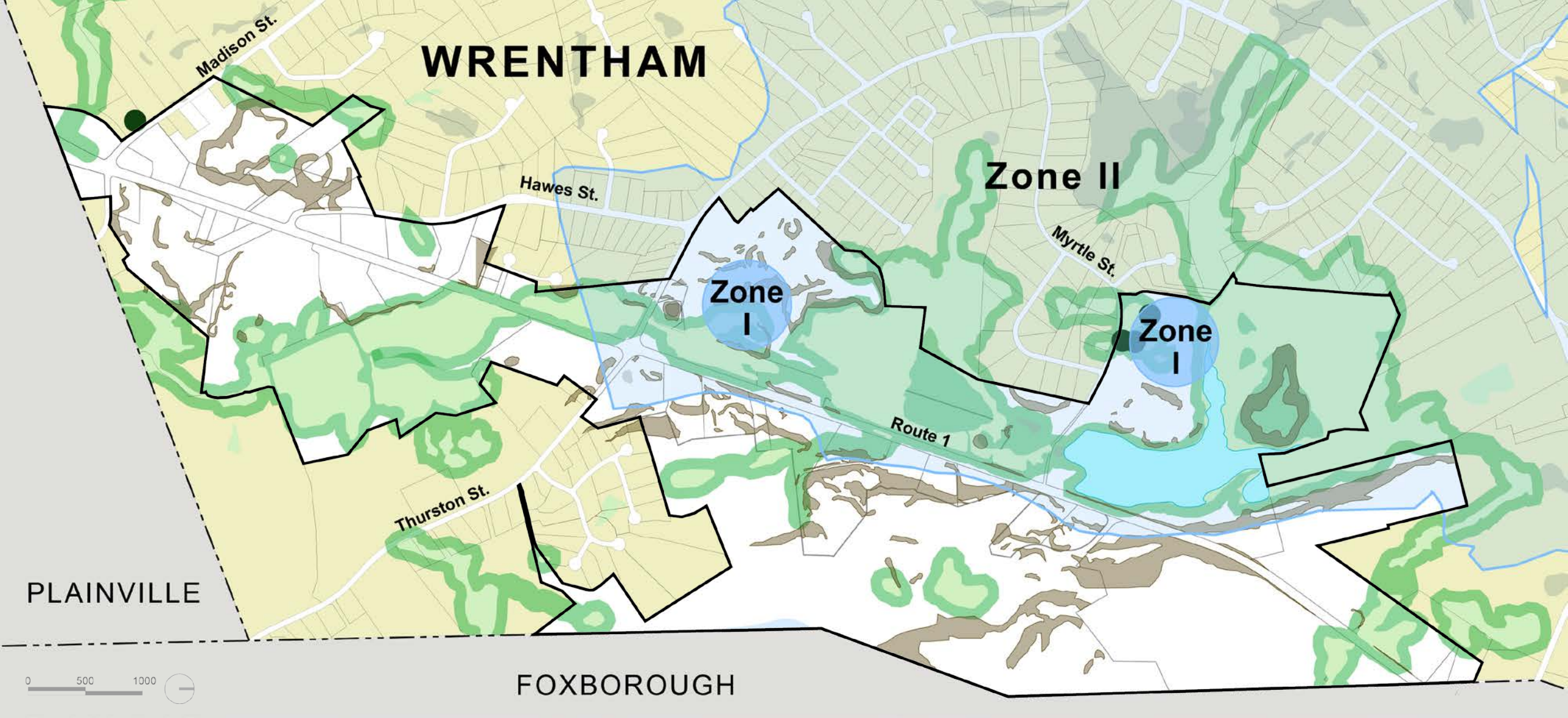
- **Current Land Area in Route 1 Corridor:**
 - **675.69** acres in 52 parcels
- **Maximum Buildable Land Area after Setbacks per Existing Zoning:**
 - **501.04** acres
- **Maximum Build-out Area less wetlands and steep slopes area:**
 - **272.1** acres
- **Less Lot Coverage Area**
 - **249.21** acres



Wrentham's Dimensional Regulations

	Highway Com'l	Com'l – 1	Com'l – 2	Com'l- 3	B-1	CRSP	R-43
Minimum Lot Size	80,000	80,000	80,000	80,000	10,000	25,000	43,560
Frontage	200 ft	200 ft	200 ft	200 ft	200 ft	150 ft	150 ft
Lot Coverage	75%	50%	50%	75%	50%	25%	25%
Set-Backs	50-30-20	75-40-40	100-100-50 50-25-10	50-25-25	Per Approval	40-25-40	40-25-25
Building Height	4 stories; 40 ft	2.5 stories; 35 ft	4 stories; 60 ft	3 st ; 35 ft If 600' from resl: 4 st; 60 ft	2.5 stories; 35 ft	2.5 stories; 35 ft	2.5 stories; 35 ft

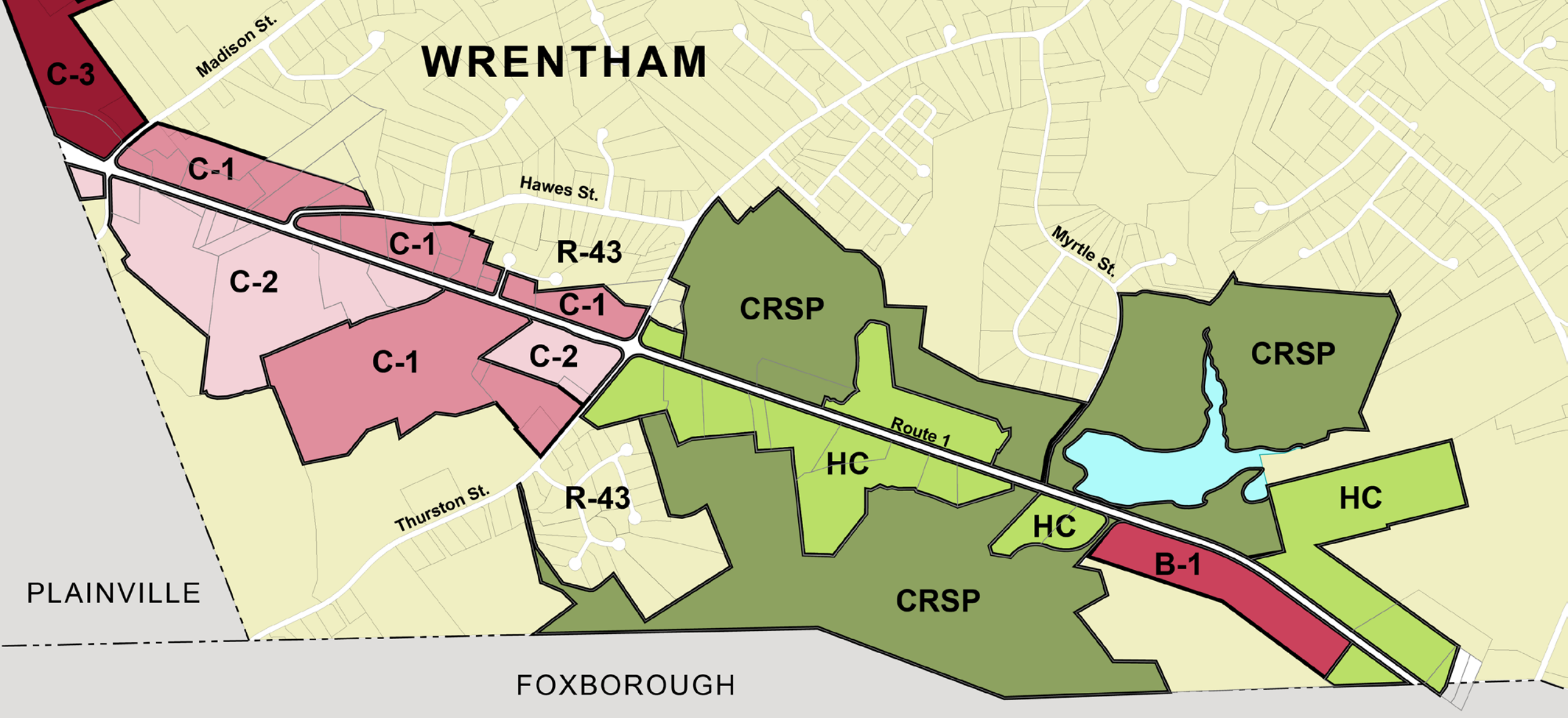




ROUTE 1 • WRENTHAM

Natural Areas & Wellheads

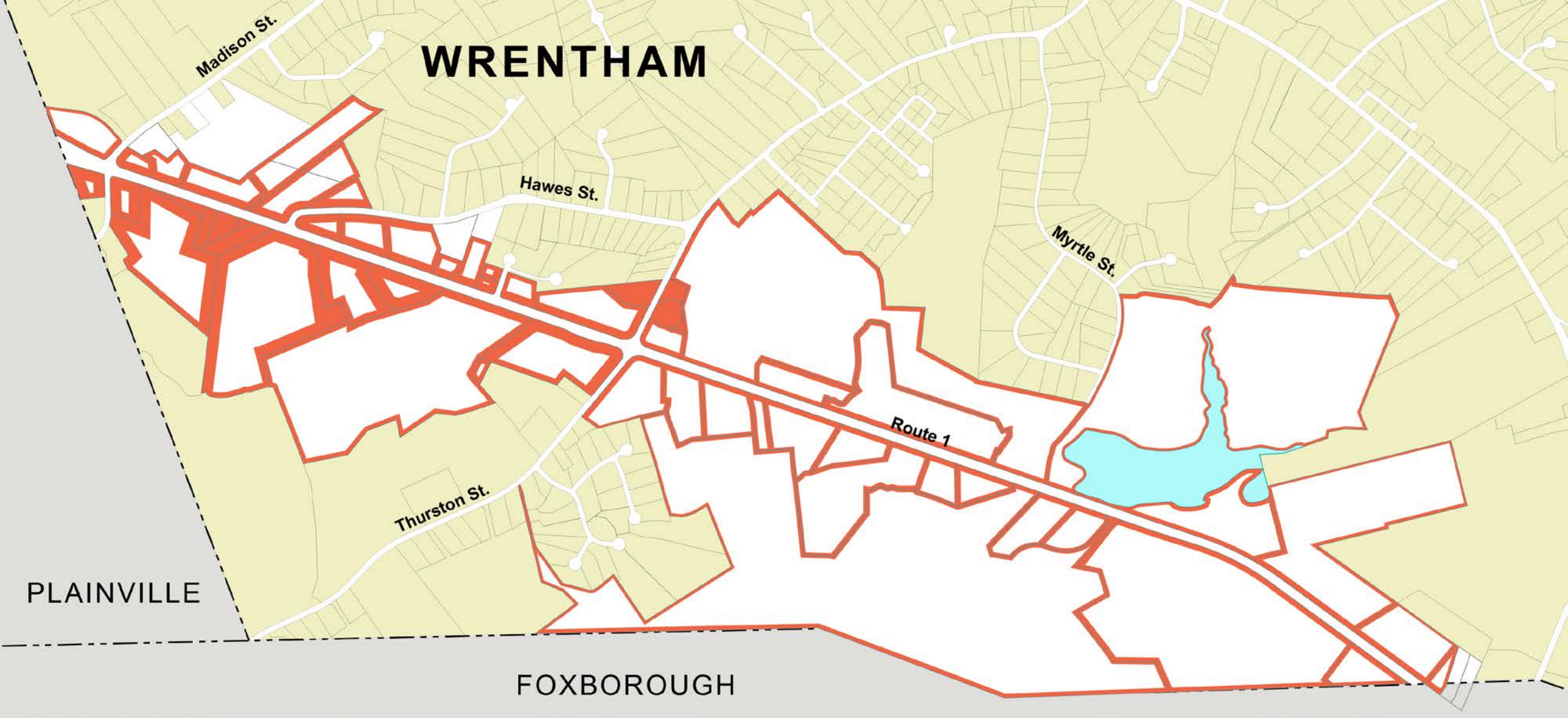
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ROUTE 1 • WRENTHAM

Zoning

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ROUTE 1 • WRENTHAM

Setbacks

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Lot Coverage Requirements

Wrentham's Standards

- **C-1 and C-2: 50%**
- **C-3 and Hwy Coml: 75%**
- **CRSP and R-43: 25%**

Nearby Towns on Rte 1

- **Foxborough: 70%**
- **Plainville: 80%**
- **Norwood: 50% to 80%**
- **Attleboro: 50% with 30' setback**
- **North Attleborough: 60% to 75%**



A Lot in the Highway Commercial District

- **80,000 SF**
- **Min Frontage: 200'**
- **75% max coverage = 60,000**
- **Setbacks: 50-30-20**
 - **Front Setback: 50'**
 - **Side Setback: 30'**
 - **Rear Setback: 20'**
- **Perfect Square Lot Most Efficient**
 - **280' x 286' = 80,080 sf**
 - **Setbacks require 32,680 SF – 40.8% of land area**
 - **Net area after setbacks = 47,400 SF**
- **200' (min frontage) by 400' Parcel**
 - **80,000 SF**
 - **Setbacks require 37,800 SF – 47.3% of land area**
 - **Net area = 42,200 SF**



A Lot in the Commercial-1 District

- **80,000 SF**
- **Min Frontage: 200'**
- **50% max coverage = 40,000**
- **Setbacks: 75-40-40**
 - **Front Setback: 50'**
 - **Side Setback: 30'**
 - **Rear Setback: 20'**
- **Perfect Square Lot Most Efficient**
 - **280' x 286' = 80,090 sf**
 - **Setbacks require 46,120 SF – 57.6% of land area**
 - **Net area after setbacks = 33,960 SF**
- **200' (min frontage) by 400' Parcel**
 - **80,000 SF**
 - **Setbacks require 53,800 SF – 67.3% of land area**
 - **Net Area = 26,200 SF**



A Lot in the Commercial-2 District

- 80,000 SF
- Min Frontage: 200'
- 50% max coverage = 40,000
- Setbacks: 100-100-50
 - Front Setback: 100'
 - Side Setback: 100'
 - Rear Setback: 50'
- Special Permit can reduce setbacks

C-2 As-of-Right Regulations

- Square: 280' x 286' = 80,080 sf
 - Setbacks require 69,500 SF – 86.8% of land area
 - Net area after setbacks = **10,580 SF**
- 200' (min frontage) by 400' Parcel
 - 80,000 SF
 - Setbacks require 80,000 SF – 100% of land area
 - Net Area = **0 SF**

Special Permit: 50-25-10

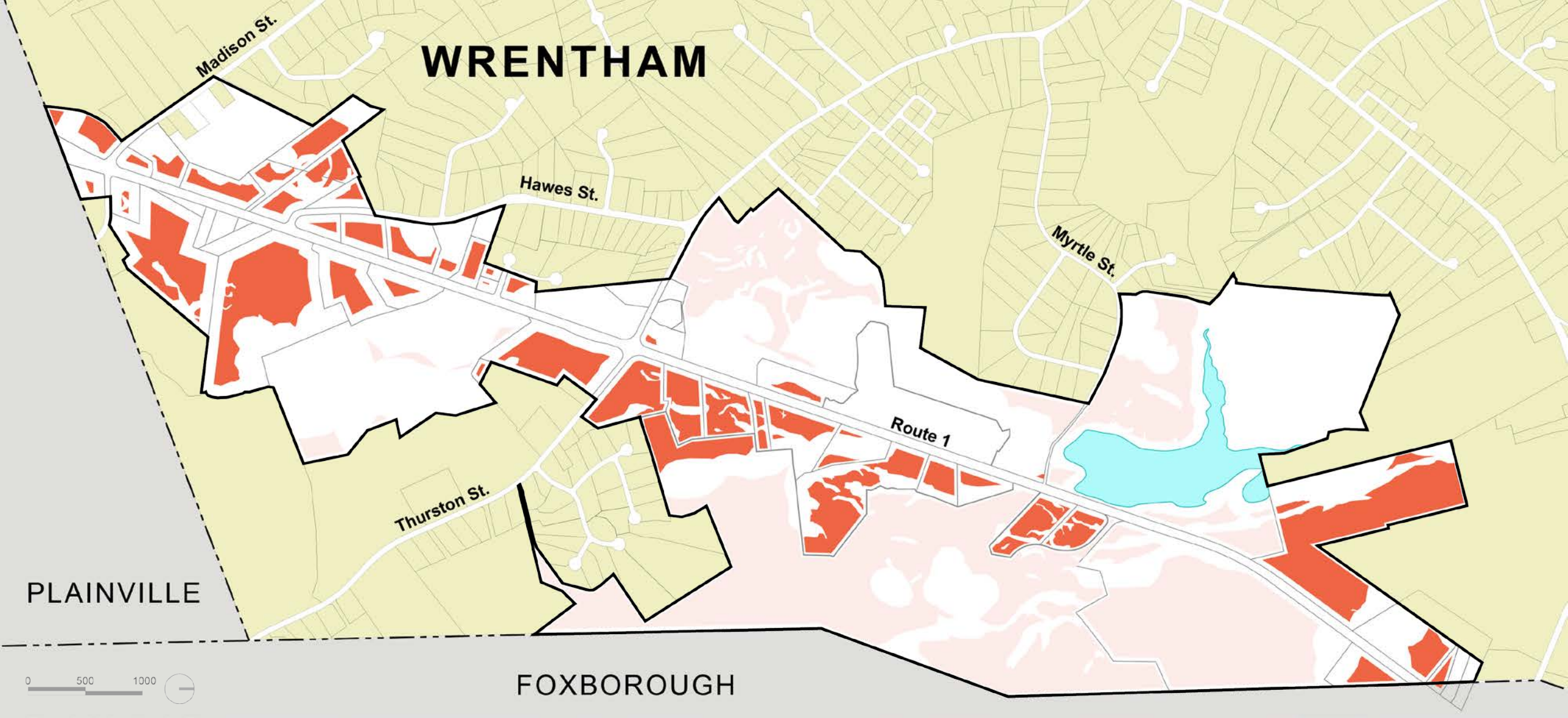
- Square 280' x 286' = 80,080 sf
 - Setbacks require 28,160 SF – 35.2% of land area
 - Net area after setbacks = 51,920 SF
- 200' (min frontage) by 400' Parcel
 - 80,000 SF
 - Setbacks require 31,000 SF – 38.8% of land area
 - Net Area = 49,000 sf



A Lot in the CRSP – Conservation, Recreation, Schools, & Parks Zoning District

- **43,560 SF**
- **Min Frontage: 150'**
- **35% max coverage = 40,000**
- **Setbacks: 75-40-40**
 - **Front Setback: 50'**
 - **Side Setback: 30'**
 - **Rear Setback: 20'**
- **Perfect Square Lot Most Efficient**
 - **280' x 286' = 80,080 sf**
 - **Setbacks require 32,780 SF – 41% of land area**
 - **Net area after setbacks = 47,140 SF**
- **200' (min frontage) by 400' Parcel**
 - **80,000 SF**
 - **Setbacks require 40,000 SF – 50% of land area**
 - **Net Area = 40,000 SF**





ROUTE 1 • WRENTHAM

Buildable Area – Less Public & Restricted Areas

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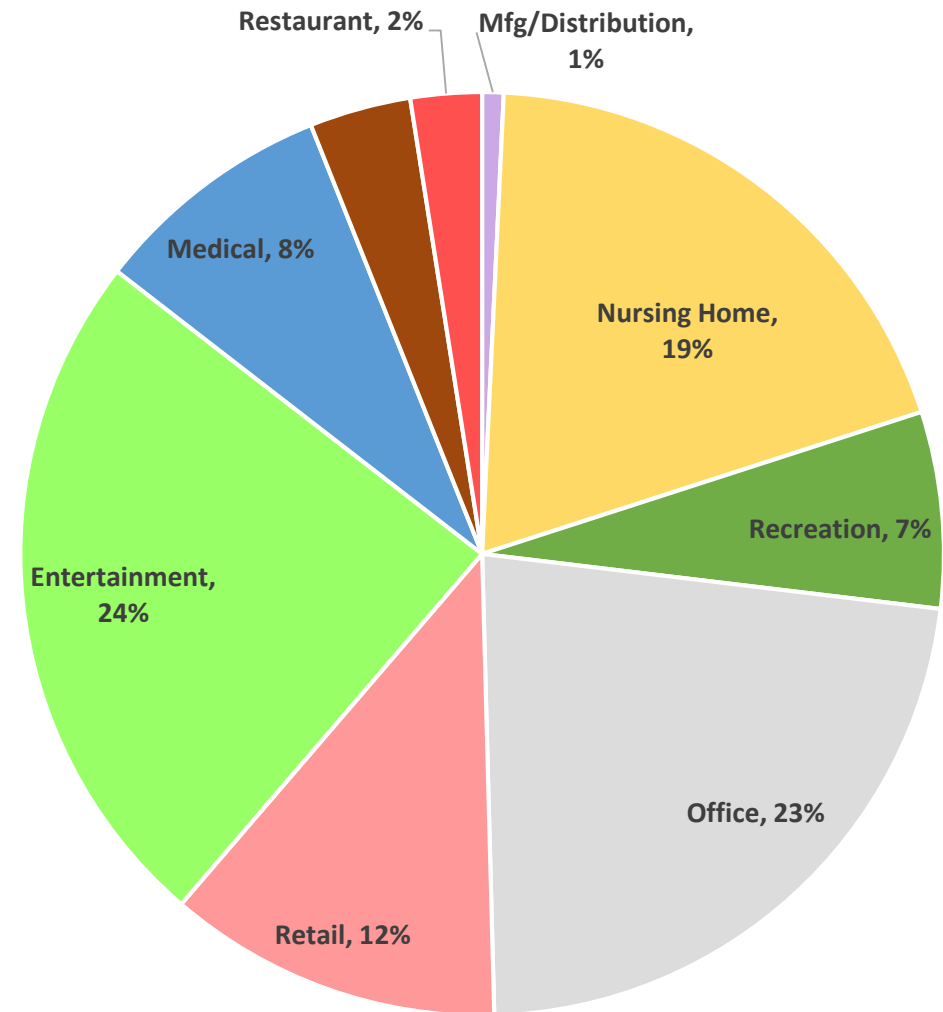
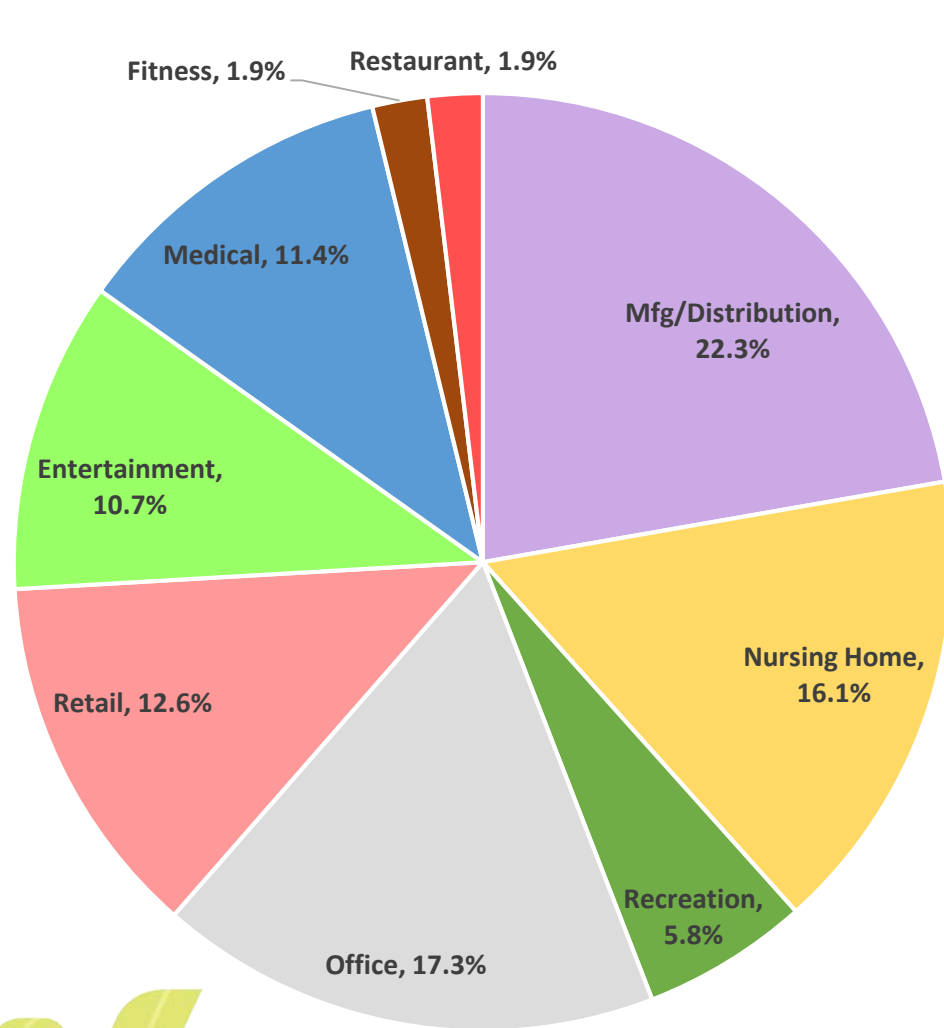
Potential Maximum Build-out

- Depends upon use and parking requirements

USE	MAXIMUM BUILD-OUT IF ALL A SINGLE USE
Manufacturing/ Warehouse/ Distribution	2.4 million SF
Nursing Home	1.4 million SF
Recreation Comm. Center	1.7 million SF
Office	1.5 million SF
Retail	1.5 million SF
Entertainment (bowling)	1.5 million SF
Medical Office	1.3 million SF
Fitness/ Health	1.1 million SF
Restaurant	0.5 million SF



Two Alternative Potential Build-out Approaches



Route 1 and Capacity to Handle More Traffic Based on Future Development



Trip Generation – Scenario 1

	Trip	AM Peak	PM Peak	Weekend Peak
Warehouse	Entering	148	94	37
	Exiting	39	282	21
	Total	188	376	58
Restaurant: Sit-down	Entering	119	118	149
	Exiting	97	79	132
	Total	216	197	281
Restaurant: Fast Food	Entering	116	85	150
	Exiting	111	78	145
	Total	227	163	295
Retail	Entering	68	195	312
	Exiting	42	211	288
	Total	109	406	600
Office	Entering	168	26	23
	Exiting	23	129	20
	Total	191	155	43
Medical: Office	Entering	113	60	124
	Exiting	30	154	94
	Total	143	214	218
Medical: Urgent Care	Entering	18	26	6
	Exiting	18	26	6
	Total	36	52	12
Entertainment	Entering	0	73	60
	Exiting	0	47	60
	Total	0	120	120
Gym	Entering	26	39	47
	Exiting	26	25	57
	Total	53	64	104
Community Center	Entering	20	20	9
	Exiting	10	21	7
	Total	31	41	16



Trip Generation – Scenario 2

	Trip	AM Peak	PM Peak	Weekend Peak
Warehouse	Entering	0	0	0
	Exiting	0	0	0
	Total	0	0	0
Restaurant: Sit-down	Entering	149	148	186
	Exiting	122	99	165
	Total	270	246	352
Restaurant: Fast Food	Entering	116	85	150
	Exiting	111	78	145
	Total	227	163	295
Retail	Entering	44	123	199
	Exiting	27	133	183
	Total	72	255	382
Office	Entering	409	79	70
	Exiting	56	386	59
	Total	465	465	129
Medical: Office	Entering	91	48	99
	Exiting	24	123	75
	Total	115	171	174
Medical: Urgent Care	Entering	18	26	6
	Exiting	18	26	6
	Total	36	52	12
Entertainment	Entering	0	235	192
	Exiting	0	150	192
	Total	0	385	385
Gym	Entering	9	29	16
	Exiting	9	19	20
	Total	18	48	36
Community Center	Entering	51	51	22
	Exiting	26	53	19
	Total	78	104	41
Nursing Home	Entering	45	44	51
	Exiting	18	41	51
	Total	63	85	103



Trip Generation – Reductions

Trips that do not add to the overall volume along the corridor:

- 1) Pass-By Trips – “pit-stop” along the way to another destination
 - Typically apply to retail uses
 - For the potential build-out, includes retail and restaurant

- 2) Combination Trips – travel to more than one use in the same zone within one trip
 - Similar to internal capture
 - For the potential build-out, can apply to various combinations of two uses, such as retail to retail, retail to restaurant, office to retail, etc.



Trip Generation – Scenario 1 Reduced

TOTAL	Entering	797	737	917
	Exiting	398	1052	830
	Total	1195	1789	1747
Restaurant/Retail Pass-by = 25% Reduction		76	100	153
		63	92	141
		138	192	294
Internal Capture = 20% Reduction		144	127	153
		67	192	138
		211	319	291
FINAL	Reduced Entering	577	510	612
	Reduced Exiting	268	768	551
	Reduced Total	845	1278	1162

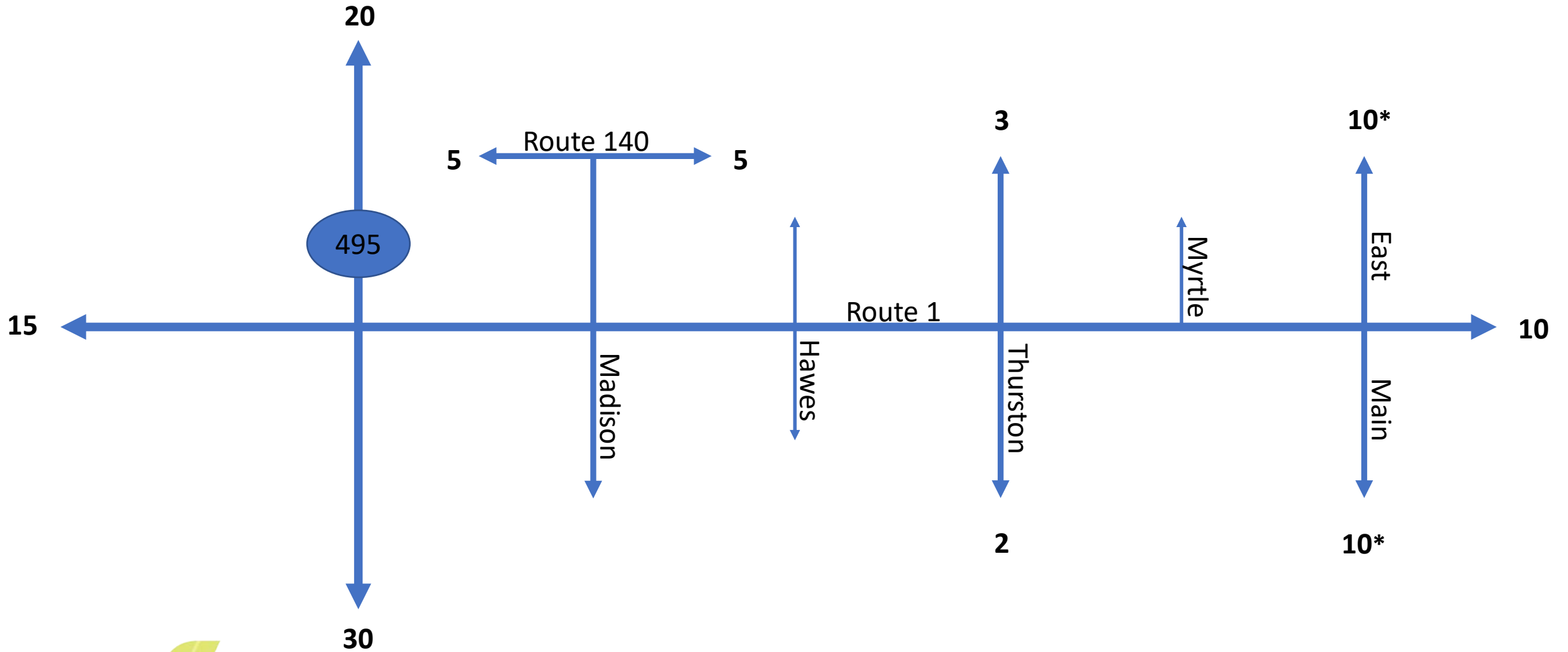


Trip Generation – Scenario 2 Reduced

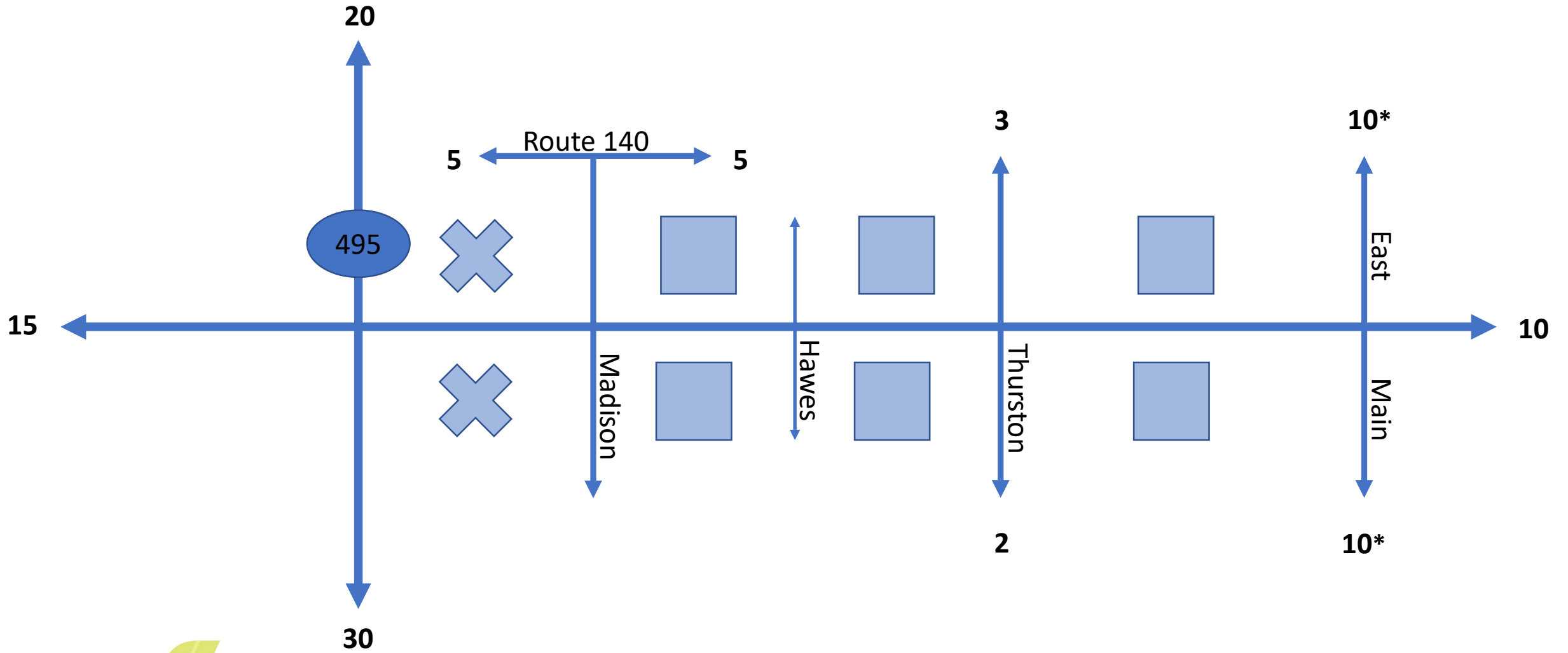
TOTAL	Entering	932	867	993
	Exiting	412	1108	916
	Total	1344	1975	1909
Restaurant/Retail Pass-by = 25% Reduction		77	89	134
		65	77	123
		142	166	257
Internal Capture = 20% Reduction		171	156	172
		69	206	159
		240	362	330
FINAL	Reduced Entering	684	623	687
	Reduced Exiting	278	824	634
	Reduced Total	962	1447	1321



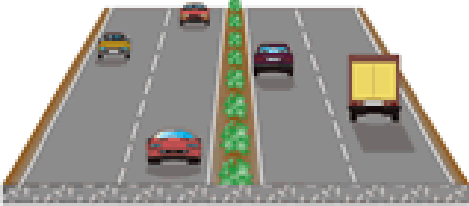

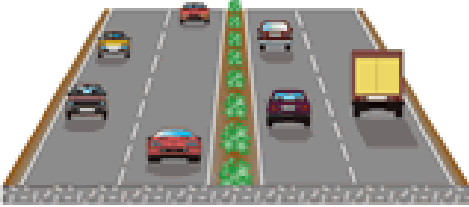

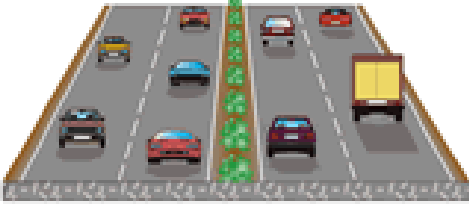
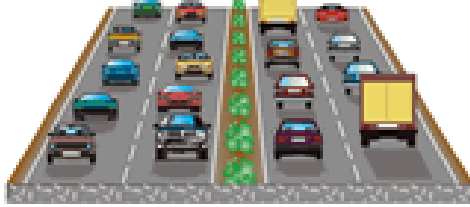
Trip Distribution – Regional



Trip Distribution – Potential Build-Out

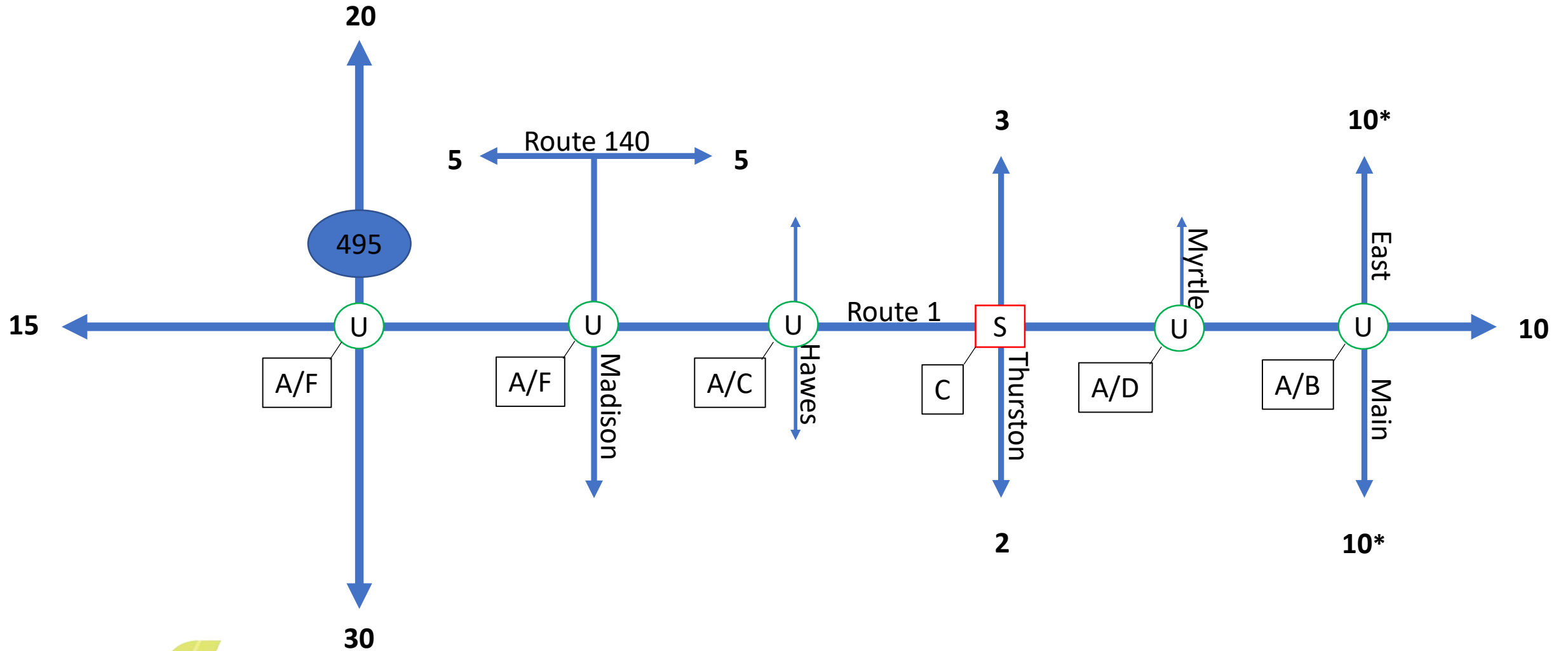


Level of Service

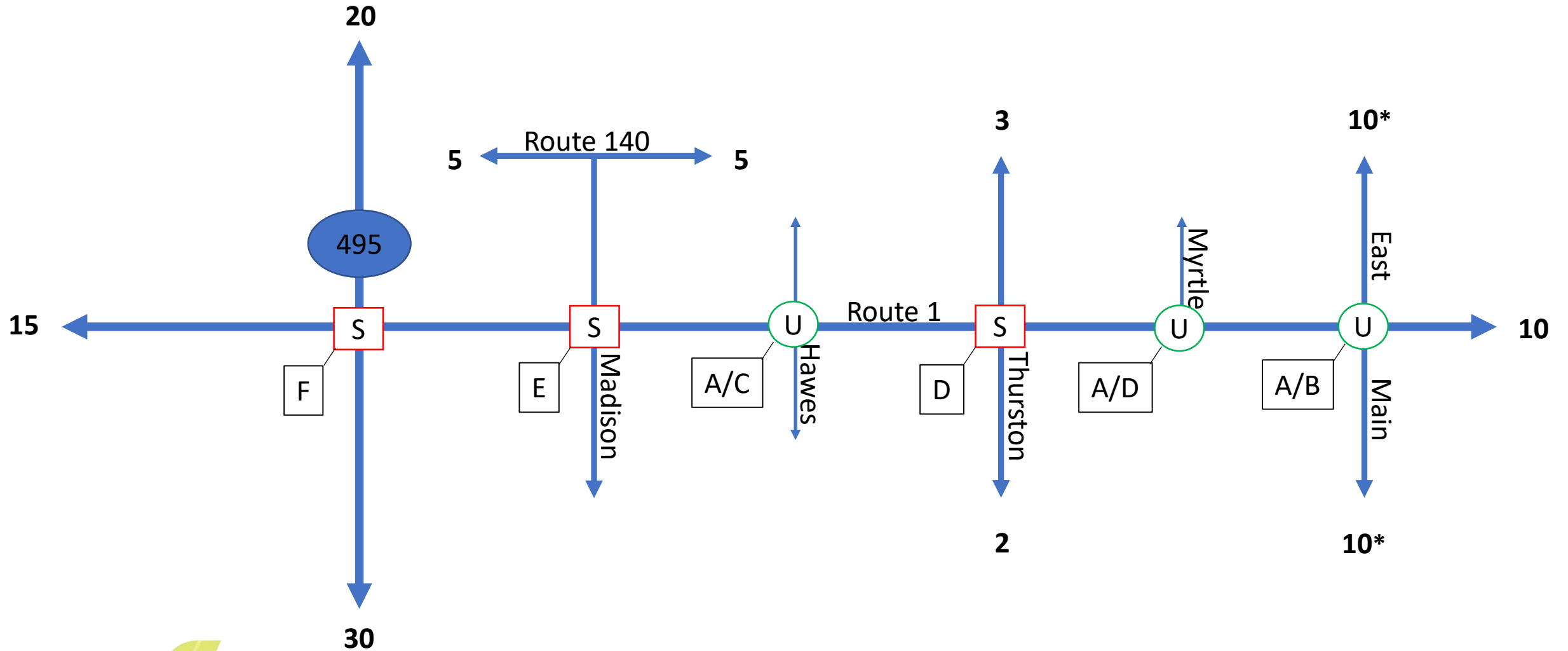
A		<p>Highest quality of service. Traffic flows freely with little or no restrictions on speed or maneuverability.</p> <p>No delays</p>	D		<p>Speeds decline slightly and density increases. Freedom to maneuver is noticeably limited.</p> <p>Minimal delays</p>
B		<p>Traffic is stable and flows freely. The ability to maneuver in traffic is only slightly restricted.</p> <p>No delays</p>	E		<p>Vehicles are closely spaced, with little room to maneuver. Driver comfort is poor.</p> <p>Significant delays</p>
C		<p>Few restrictions on speed. Freedom to maneuver is restricted. Drivers must be more careful making lane changes.</p> <p>Minimal delays</p>	F		<p>Very congested traffic with traffic jams, especially in areas where vehicles have to merge.</p> <p>Considerable delays</p>



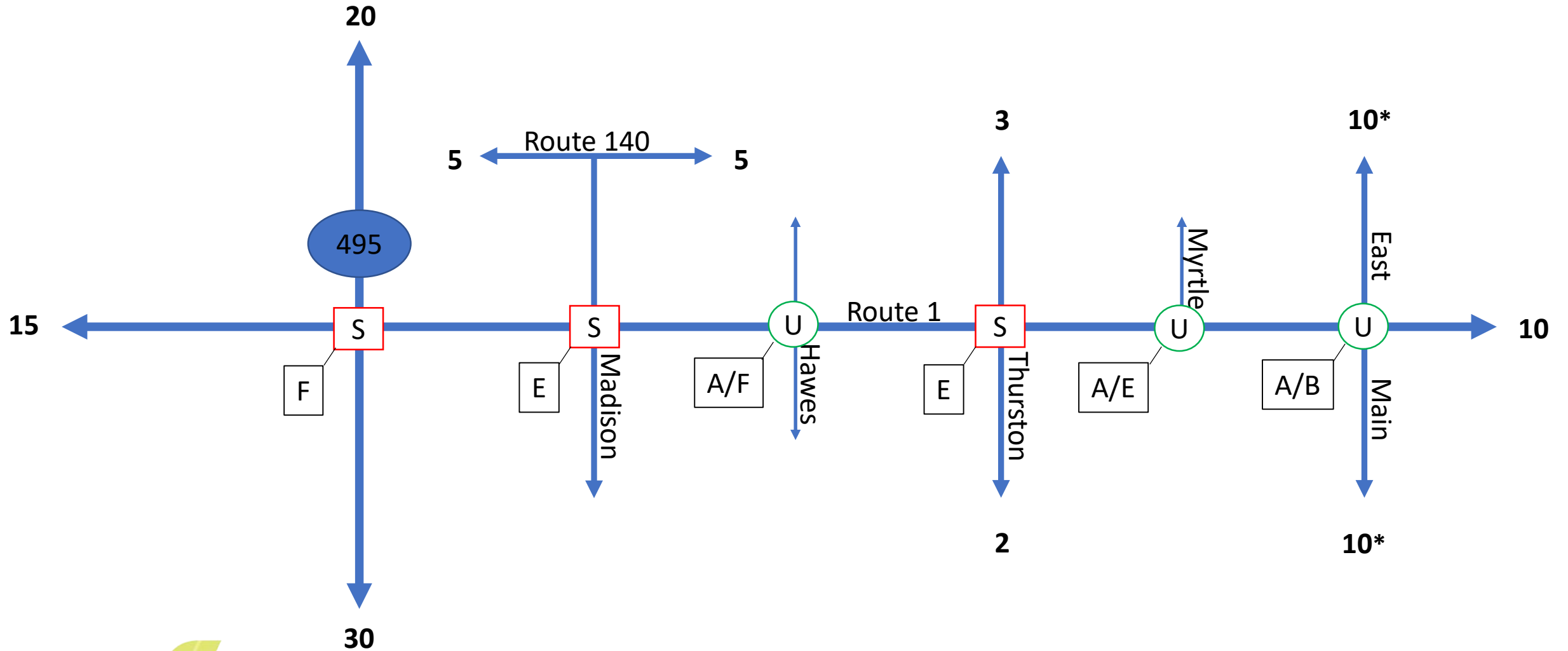
Level of Service – Existing



Level of Service – No-Build



Level of Service – Build



Roadway – Signal Warrants

Condition B—Interruption of Continuous Traffic

Number of lanes for moving traffic on each approach		Vehicles per hour on major street (total of both approaches)				Vehicles per hour on higher-volume minor-street approach (one direction only)			
Major Street	Minor Street	100% ^a	80% ^b	70% ^c	56% ^d	100% ^a	80% ^b	70% ^c	56% ^d
1	1	750	600	525	420	75	60	53	42
2 or more	1	900	720	630	504	75	60	53	42
2 or more	2 or more	900	720	630	504	100	80	70	56
1	2 or more	750	600	525	420	100	80	70	56

Figure 4C-1. Warrant 2, Four-Hour Vehicular Volume

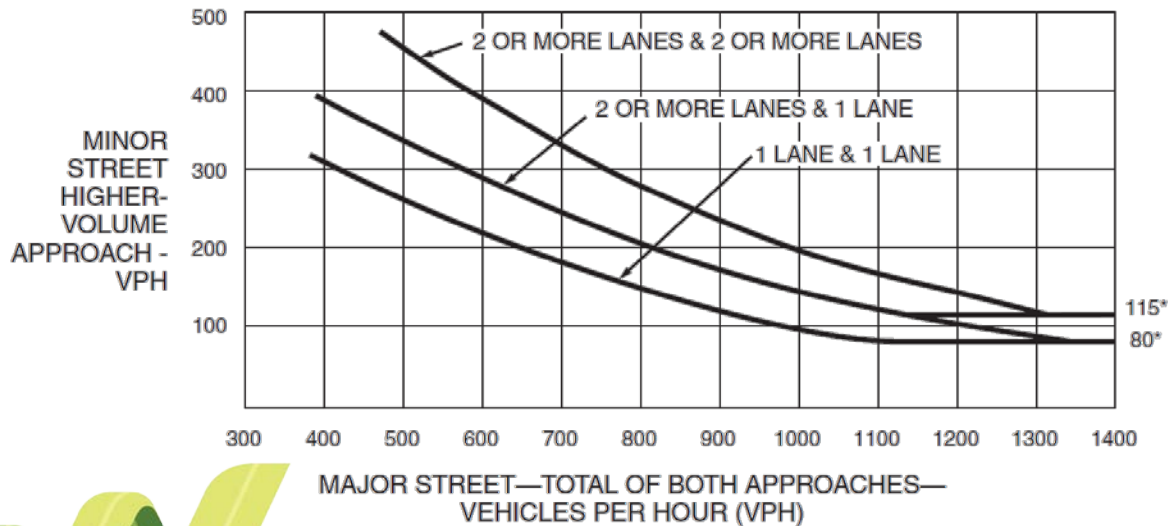
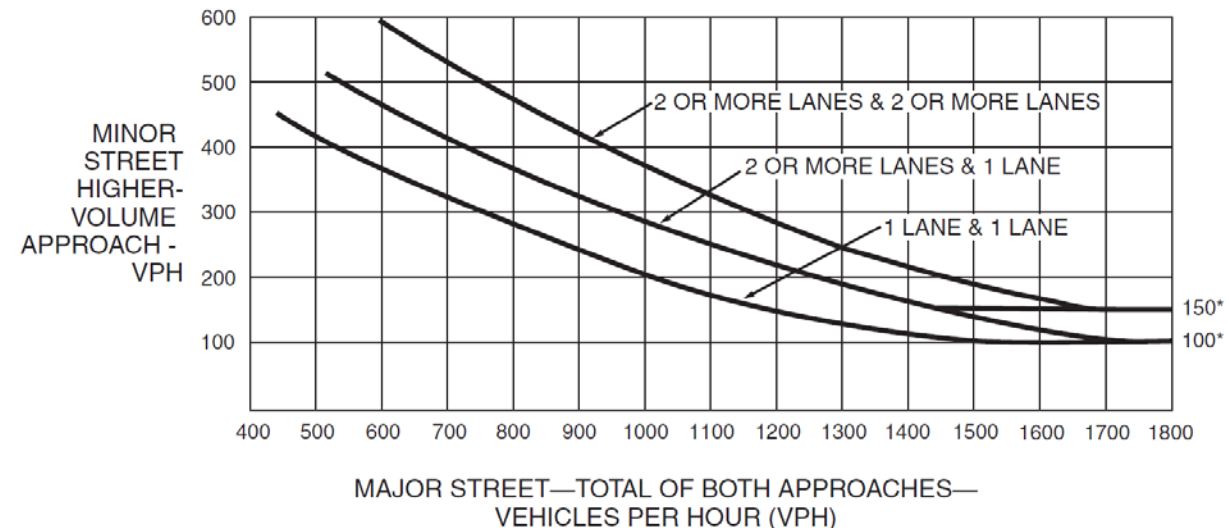
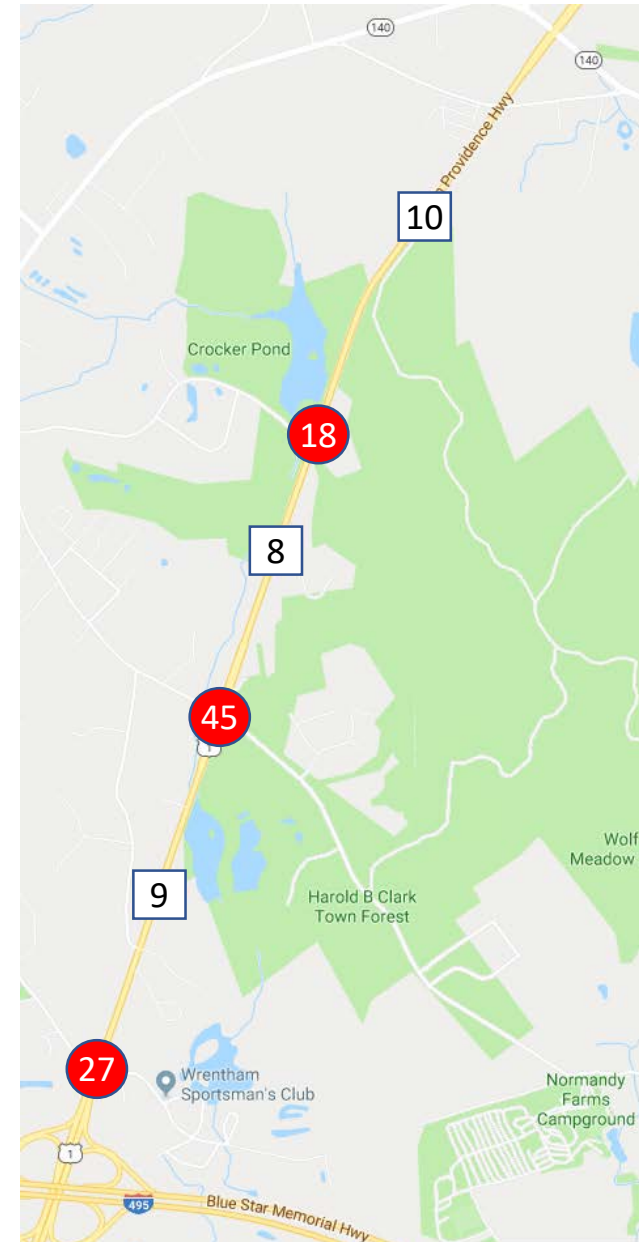


Figure 4C-3. Warrant 3, Peak Hour



Safety

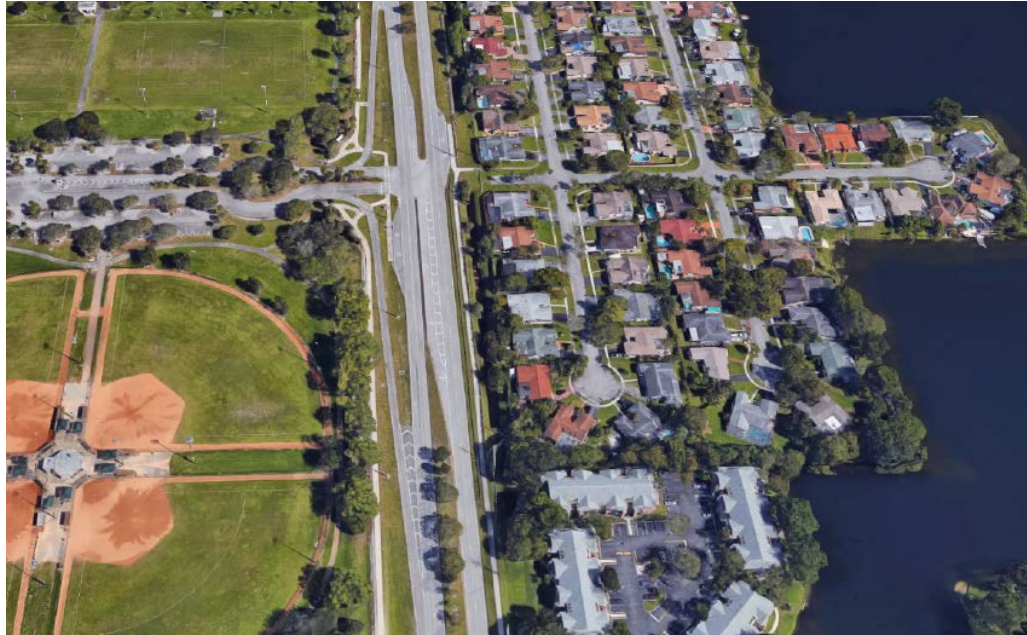
- Review of latest 3-year period
 - No Fatal Injuries
 - 117 Total Incidents
- 53 Rear-end
 - **Reduced with turn-lanes**
- 28 Angle
 - **Reduced with protected turns**
- 16 Object
 - **Reduced with curbing**
- Large volume at Madison and Thurston
 - RSA completed by third party at Thurston



Roadway – Potential



Roadway – Potential



Bicycle Accommodations

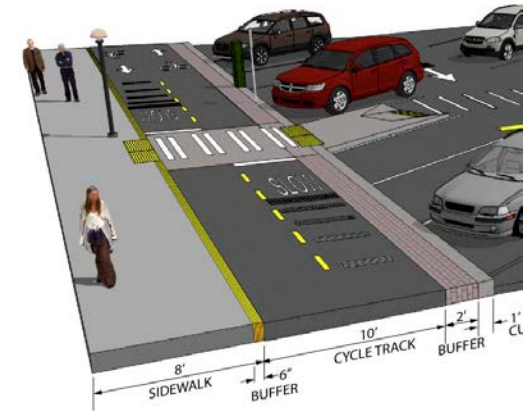
On-Street:

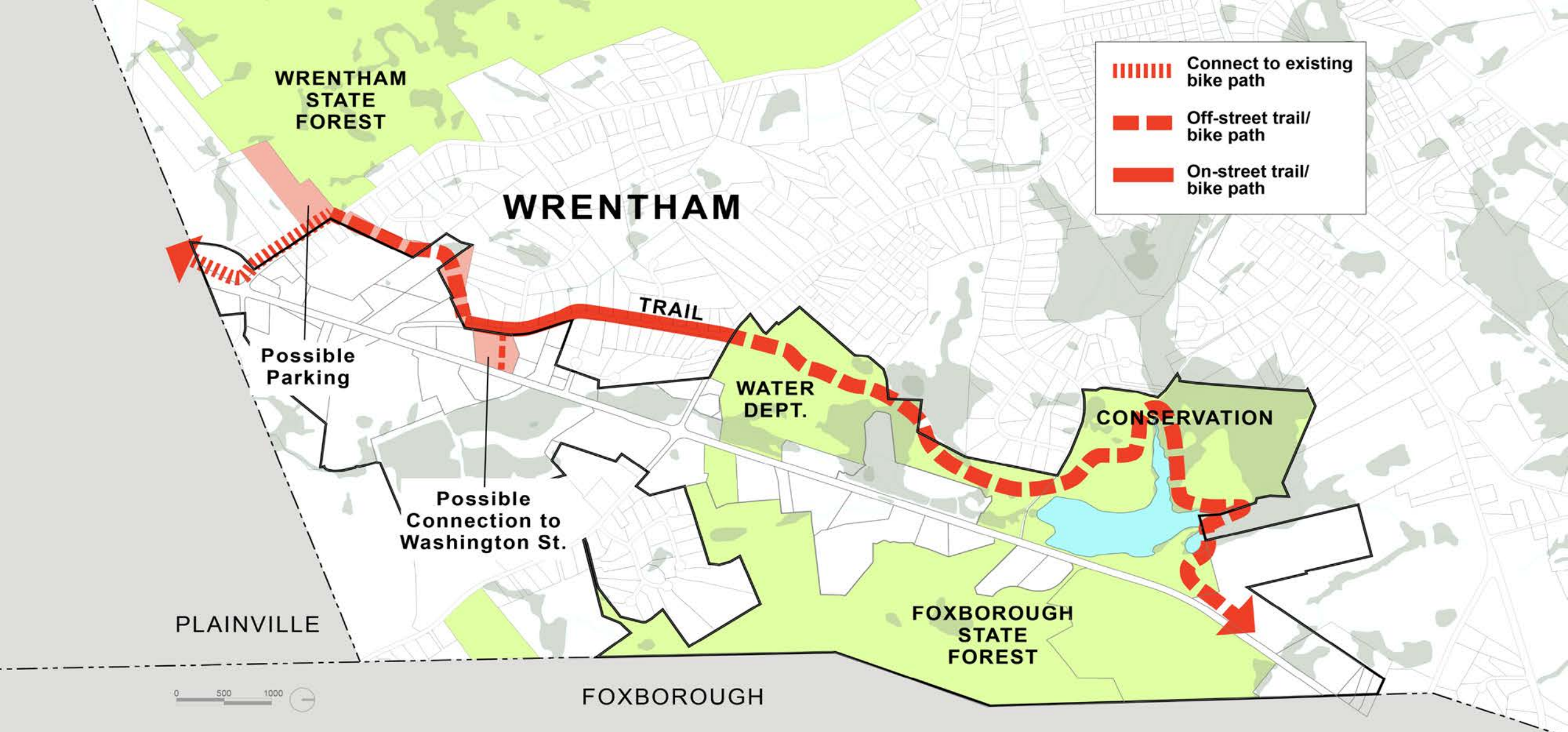
- Suggested per MassDOT standards
- Fits within existing ROW
- Not ideal for this corridor – speed/volume



Off-Street:

- Ideally look for alternate corridor:
 - 1) Railroad – None
 - 2) Utility – West Side of Route 1
 - 3) Natural – East and West of Route 1





-  Connect to existing bike path
-  Off-street trail/ bike path
-  On-street trail/ bike path

Potential Bike/ Multi-Use Path



Recommended Improvements & Policies

- **Dedicated Turning Lanes**
- **Landscaped Center Median**
- **Outside Curbing**
- **Signalization – phased implementation**
- **Update Zoning – additional study needed**
- **Concentrate development closer to Madison**
- **Create Design & Signage Development standards for Route 1**



Open Discussion

- Please share your thoughts and reactions to the study findings and recommendations
- Contact John Charbonneau for any additional follow-up after the meeting - jcharbonneau@wrentham.ma.us



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