



Pond Street Revitalization

"A Road to Ashland's Future"

June 3rd, 2014

Community Meeting
Town of Ashland

Consultants:
The Cecil Group
Green International
FXM Associates



ASHLAND

Meeting Agenda

1. Introductory Presentation

2. Community Vision –

What we Heard

3. Concept Alternatives

- “Corridor” Concept and Discussion
- “Districts and Nodes” Concept and Discussion

4. Conclusion and Next Steps

- Preferred Concept
- 25% Design
- Zoning Recommendations
- Market Analysis



Pond Street Revitalization

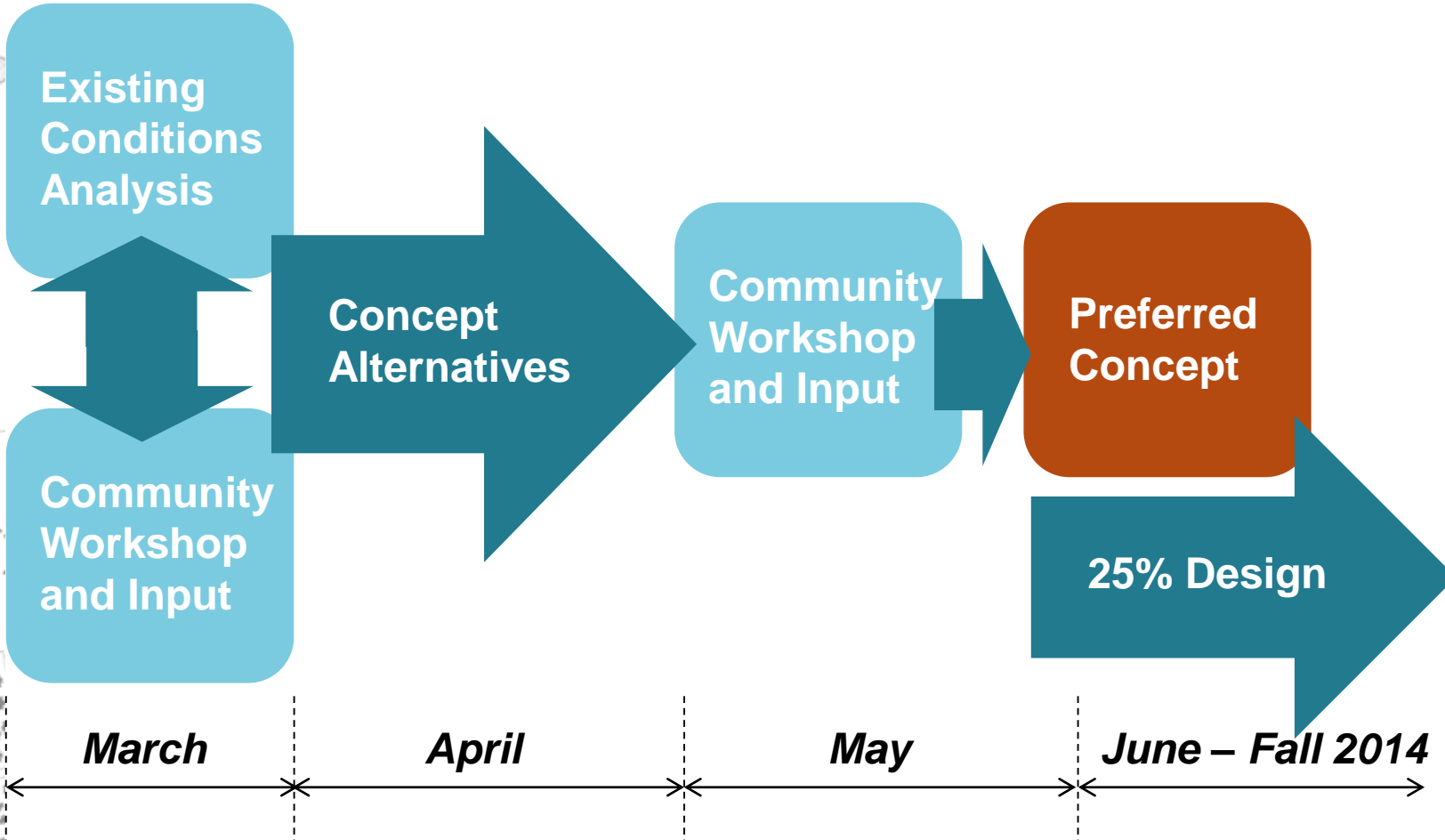
1. Welcome and Introduction

2. Project Team Members

- Town of Ashland
 - Project Working Group (PWG)
 - ARA
 - Planning
 - Public Works
- Consultant Team
 - The Cecil Group
 - Green International Affiliates
 - FXM Associates



Process and Schedule



Meeting Objectives

- Present two alternative solutions for the Pond Street Improvements
- Receive feedback on the alternatives
- Describe the next steps in the process



Community Vision and Corridor Context

Community Vision – Objectives

- Revitalize Pond Street with public realm improvements
- Enhance economic value of the corridor
- Create an environment that is friendly to pedestrians, bicyclists, and motorists
- Advance a shared community vision
Build upon past efforts and studies to advance implementation
- Leverage State funding with a *MassDOT 25% Design*



June 3, 2014



Project Boundary



● Pond Street Revitalization Corridor ■ Corridor Study Area

Existing Conditions Analysis

Corridor: *Districts and Nodes*

Small scale mixed-use frontage

Shopping Plaza
(Market Basket and other retailers)

Underdeveloped Frontage
(wetland)

Small scale mixed-use frontage
(south of Market Basket to north of Eliot Street)

Shopping Plaza
(Shaw's and other retailers)

Underdeveloped Frontage



Roadway: *Primary Intersections*

Pond Street at Market Basket

Pond Street at Market Basket

Pond Street at Butterfield Drive

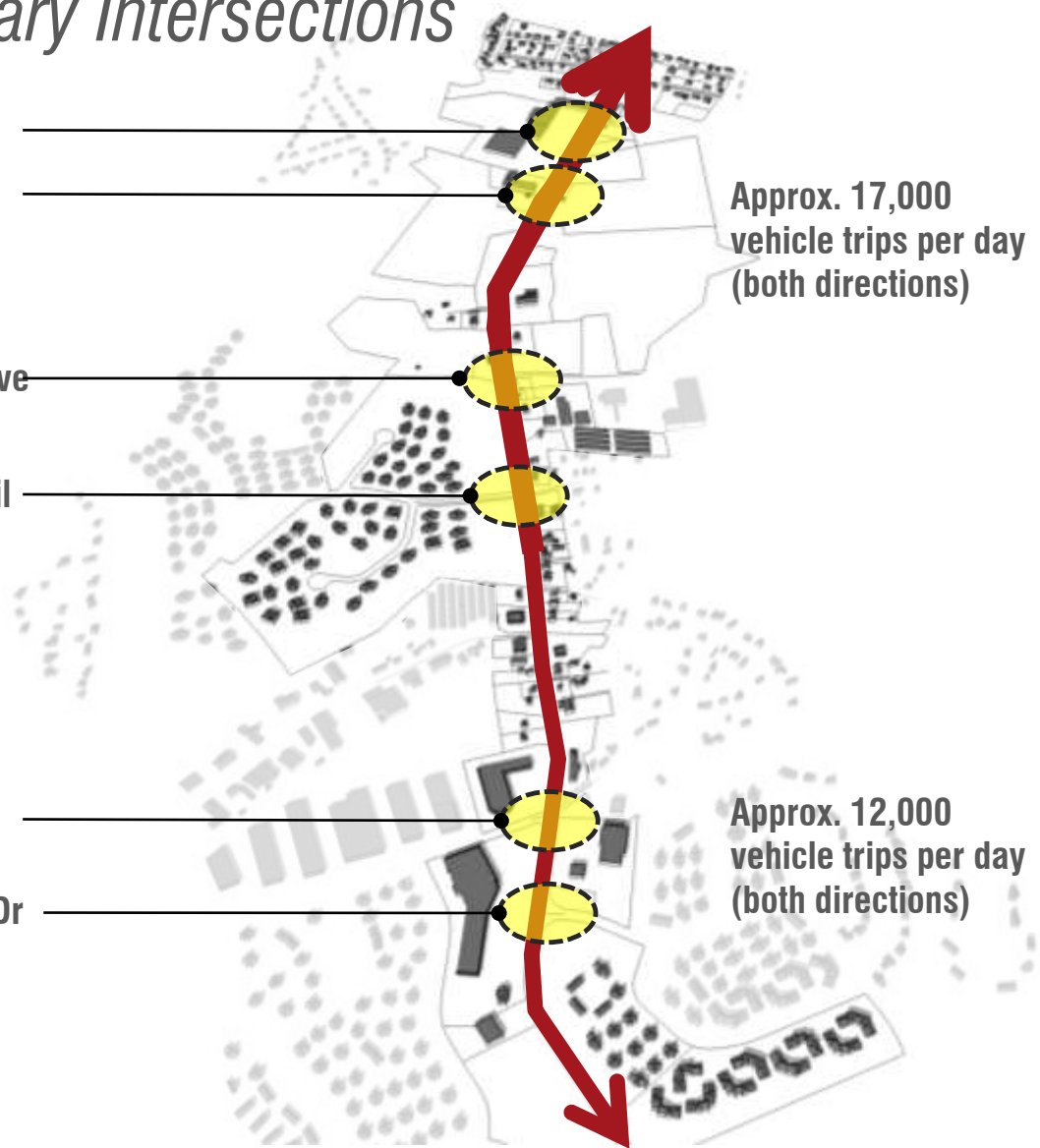
Pond Street at Algonquin Trail

Pond Street at Eliot Street

Pond Street at Spyglass Hill Dr

Approx. 17,000
vehicle trips per day
(both directions)

Approx. 12,000
vehicle trips per day
(both directions)



Community Vision and Corridor Context

Community Vision – Summary Issues

- Pedestrian safety of the corridor
- Lack of sidewalks and crosswalks
- Lack of visual appeal, aesthetics and continuity
- Lack of bike lanes and access
- Intersection and access road – traffic conflict issues
- Excessive curb cuts or lack of curbing
- No corridor identity or gateway aspect for Ashland
- Inconsistent business signage and lack of wayfinding



Community Vision and Corridor Context

Community Vision – Summary Opportunities

- Connection and activity at Bay Circuit Trail
- Improved small businesses/restaurants
- New community open space on the Corridor
- Places for Corridor residents to walk
- Streetscape enhancements
- Traffic calming and reduced travel speeds
- Improved access to and use of transit on Corridor
- Design guidelines and façade improvements



Community Vision and Corridor Context

Preferred Character Images



Community Vision and Corridor Context

Preferred Character Images

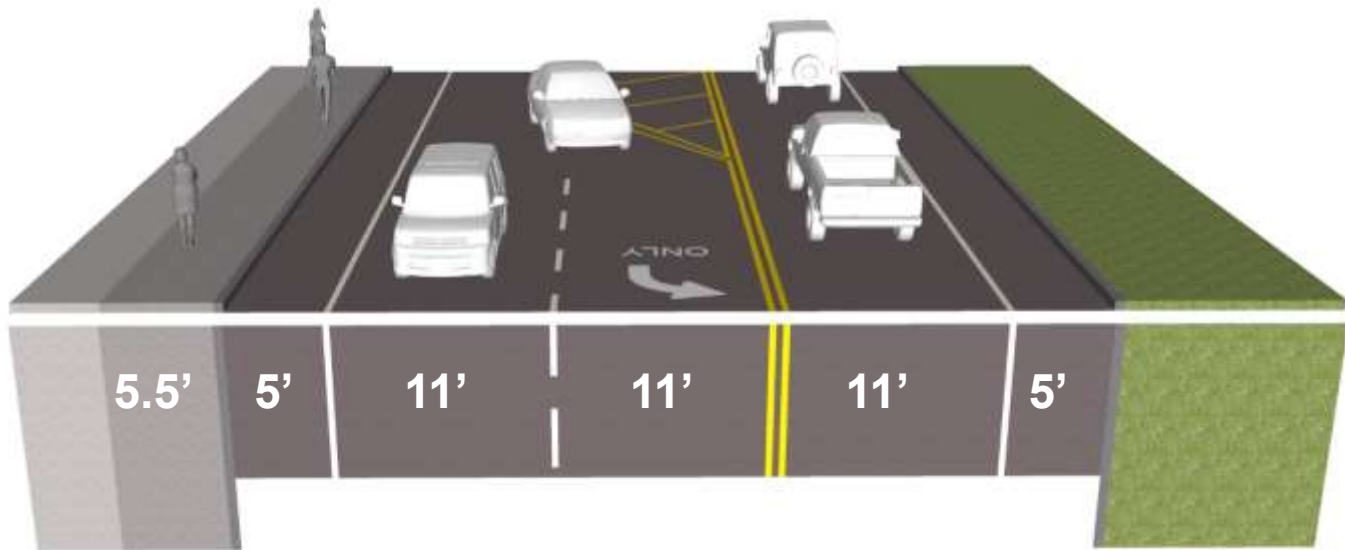


Community Vision – Problem to Solve

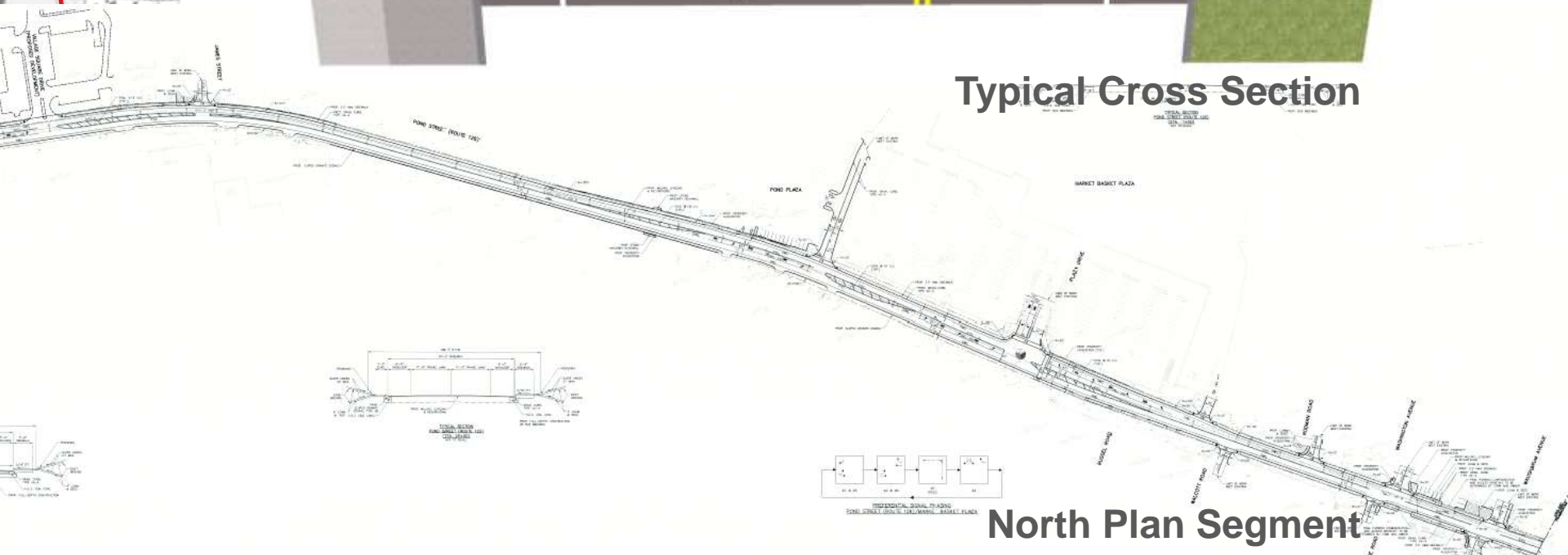
- Create an enhanced commercial corridor for all the people of Ashland including pedestrians and bicyclists. Focus on enhancing the character and improving business vitality by creating:
 - *An appealing Town gateway*
 - *A continuous sidewalk and/or multi-use path for the entire length of the corridor*
 - *Improved business access and turn lanes*
 - *Access and amenity to reinforce the Bay Circuit Trail*
- As part of the vision, a revitalized Pond Street should reinforce Ashland as a great place to live, work, shop and visit



10% Design



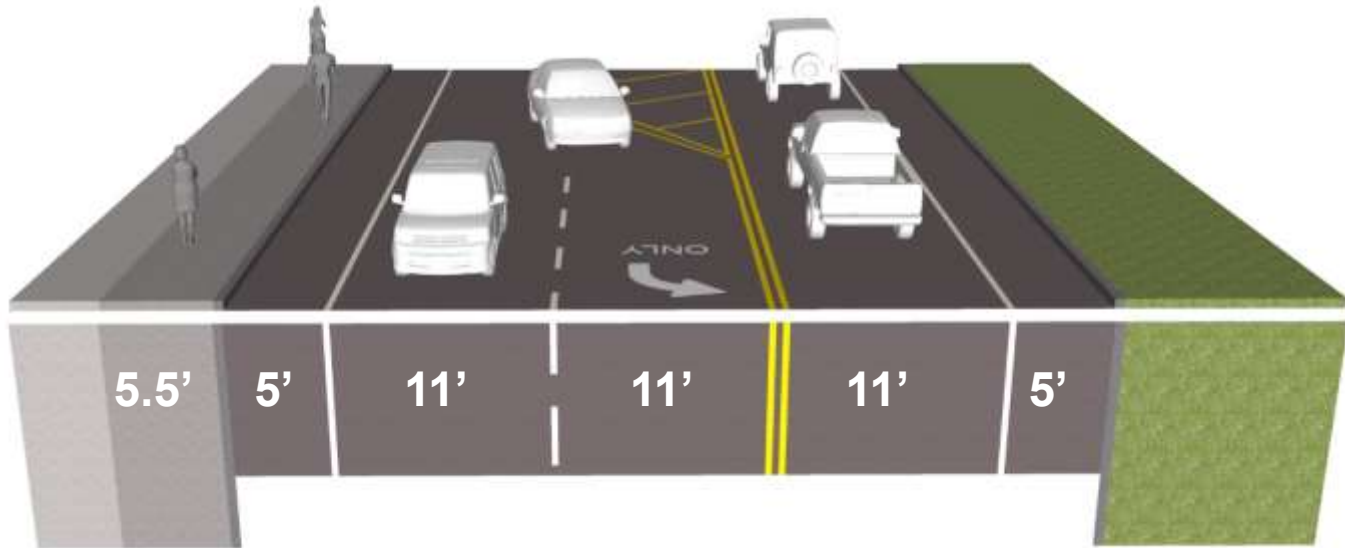
Typical Cross Section



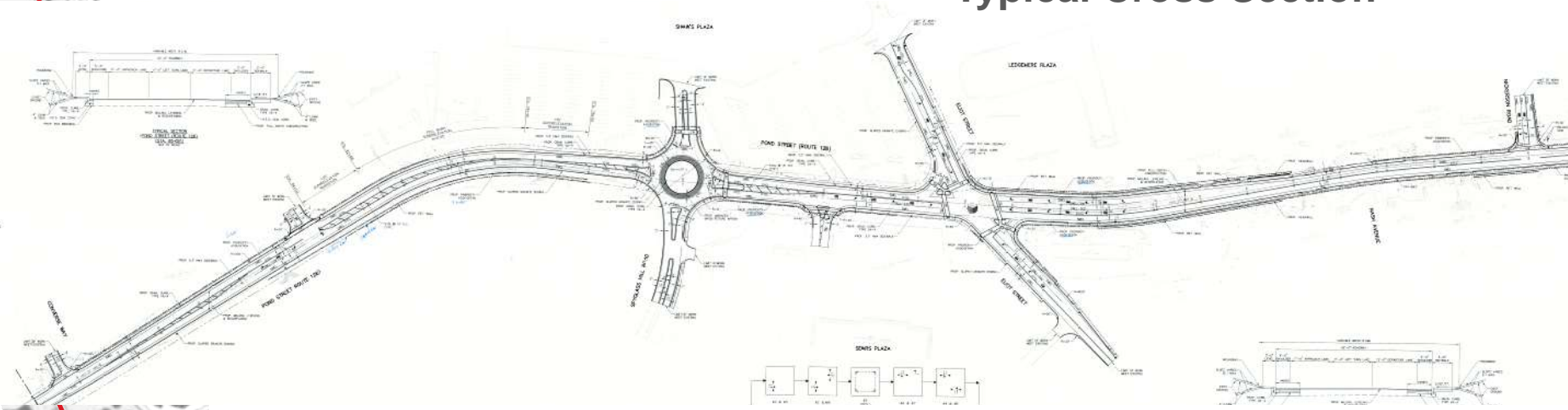
North Plan Segment

June 3, 2014

10% Design



Typical Cross Section



South Plan Segment

June 3, 2014

Corridor Concept Alternatives

Approach #1: "Corridor"



Approach #2: "Districts and Nodes"

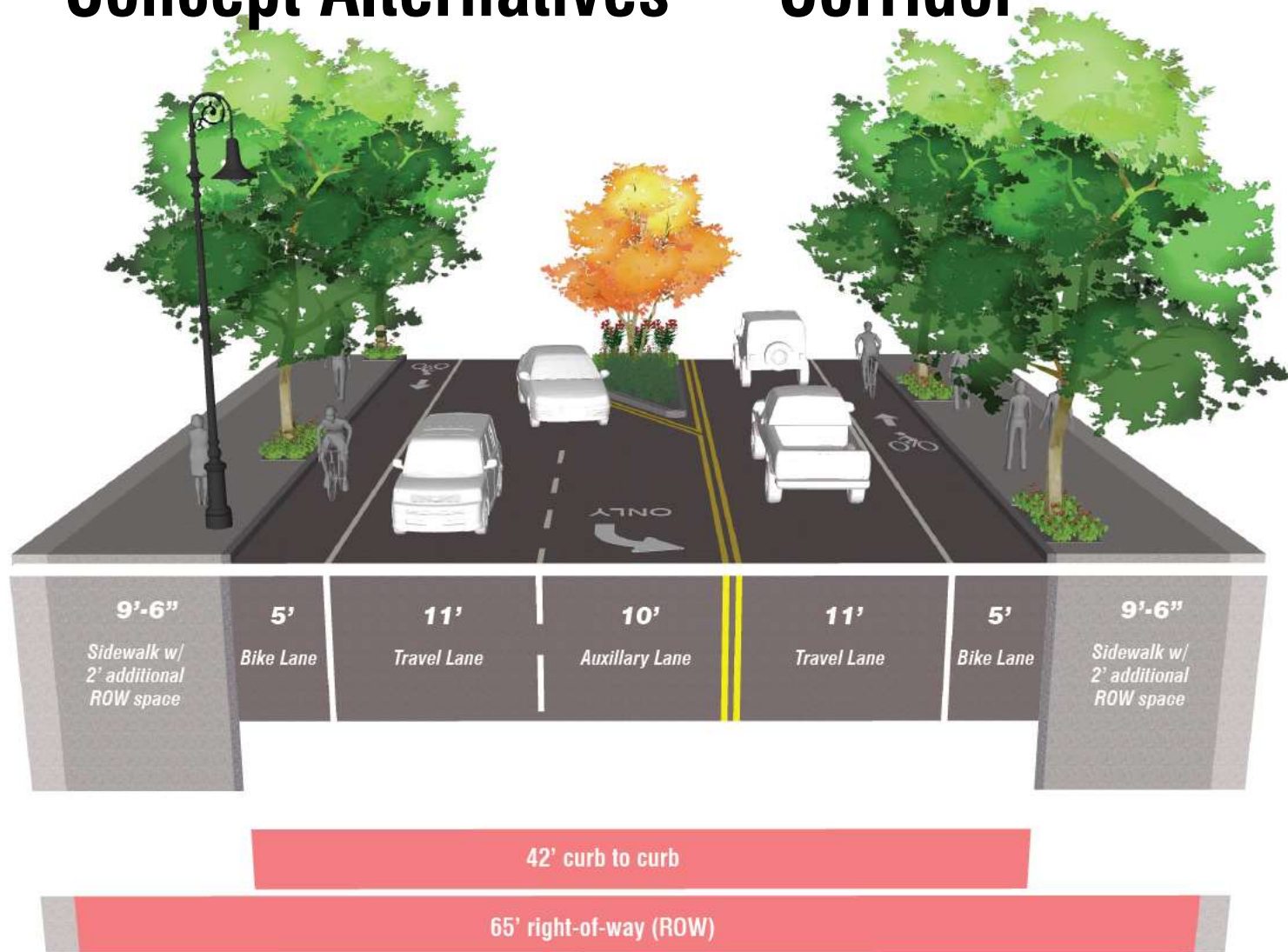


Concept Alternatives – “Corridor”

- Create a unifying and coherent treatment and landscape approach
- Consider the road as a consistent parkway
- Create median landscape opportunities with channelized left turn lanes
- Continuous shoulder bike lanes and curbed sidewalks for the entire length of the corridor
- Consistent and continuous lighting



Concept Alternatives – "Corridor"



A: CORRIDOR ALTERNATIVE (GENERAL)

Concept Alternatives – "Corridor"

Distribution of Typical Cross Sections

2,500 LF

3,600 LF

2,500 LF

Enhanced Intersection

Intersection Upgrade



Concept Alternatives – “*Districts and Nodes*”

- Create distinct and separate segments each with its own character
- Layered experience with depth and variety
- Focused on local conditions at each segment to reinforce and enhance
- Not focused on continuous sidewalks or bike paths both sides
- Creates opportunities for landscape and lighting emphasis and highlights



Concept Alternatives – "Districts/Nodes"



B: SUSTAINABLE DISTRICT

Concept Alternatives – "Districts/Nodes"



C2: VILLAGE DISTRICT

Concept Alternatives – "Districts/Nodes"



Distribution of Typical Cross Sections

950 LF

1,000 LF

3,250 LF

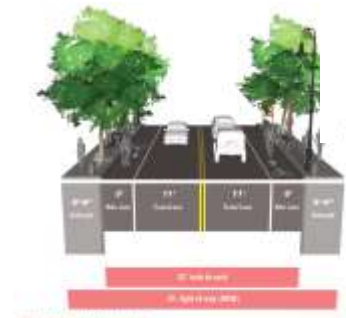
Enhanced Intersection

1,600 LF

Intersection Upgrade

Intersection Upgrade

2,600 LF



Concept Alternatives Comparison



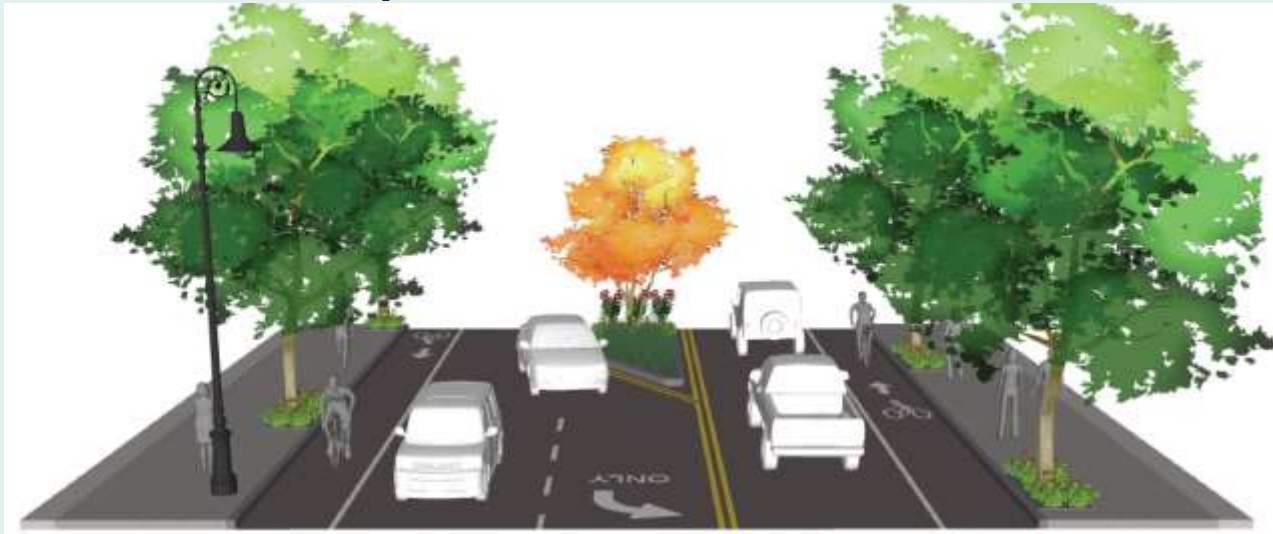
Category	Current	10% Design	"Corridor" ALT	"Districts/Nodes" ALT
<i>Sidewalks (LF)</i>	Minimal (2,000)	Partial two-side (13,000)	Full two-side (20,000)	Full two-side (20,000)
<i>Bicycle Lanes</i>	None	None	Two-side	Two-side
<i>Multi-use Path</i>	None	None	None	One-side
<i>Curb Cuts (LF)</i>	2,300	(unconfirmed)	+/-1,450	+/-1,450
<i>Travel, Shoulder (FT)</i>	12, 5	11, 5 or 6	11, 5	11, 5
<i>Left Turn Lanes</i>	Intersections Only	Intersections, Some business	Nearly Continuous	Intersections, Some business
<i>Right Turn Lanes</i>	Business Access	Intersections, Some business	Intersections	Intersections
<i>Landscape</i>	Intermittent	Undetermined	Consistent	Clustered

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"Corridor" Concept Alternative



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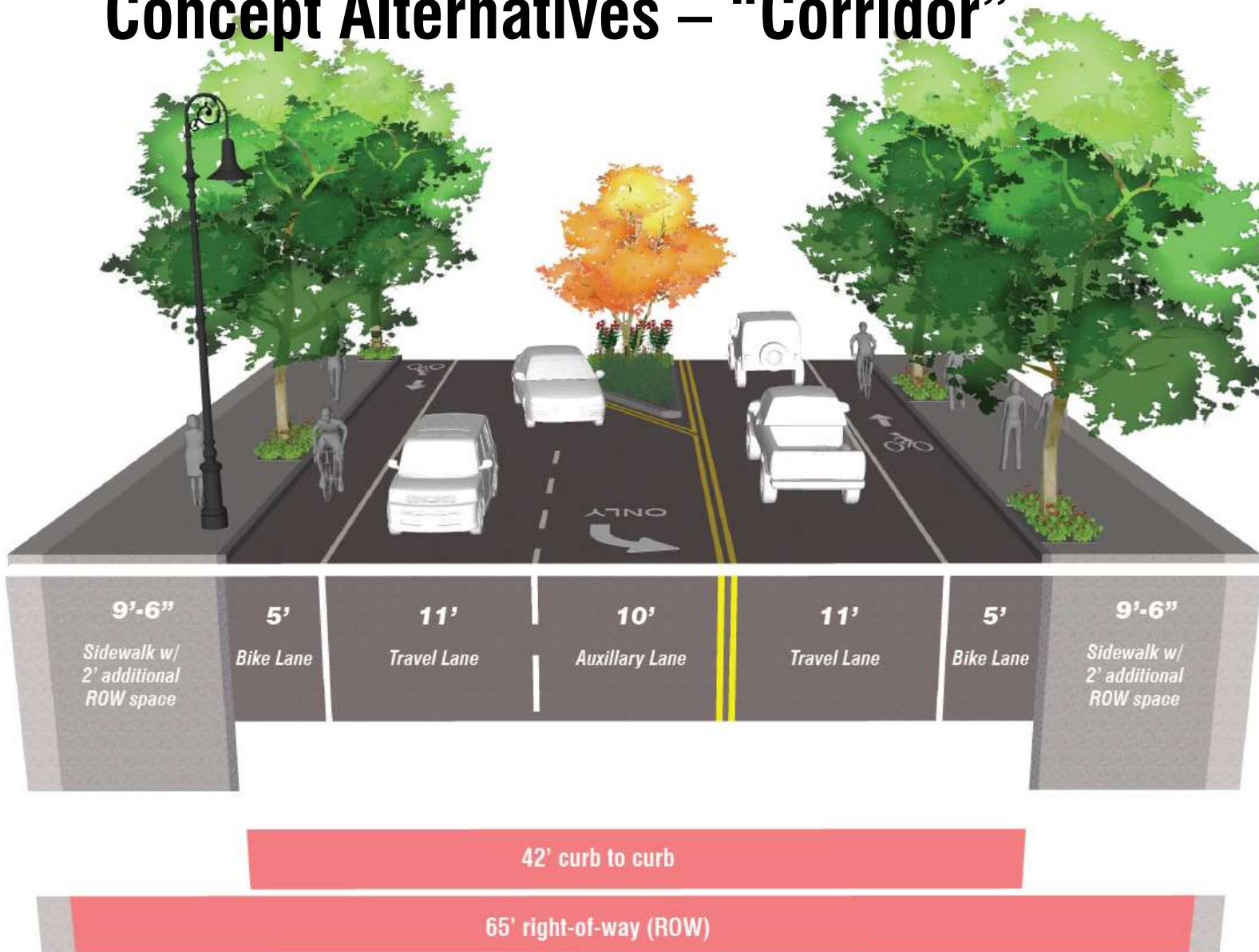
ASHLAND

Concept Alternatives – “Corridor”

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- Create median landscape opportunities with channelized left turn lanes
- Continuous shoulder bike lanes and curbed sidewalks for the entire length of the corridor
- Consistent and continuous lighting



Concept Alternatives – "Corridor"



A: CORRIDOR ALTERNATIVE (GENERAL)

Concept Alternatives – "Corridor"



32' curb to curb

44' right-of-way (ROW) / 50' additional ROW for street trees

B: CORRIDOR ALTERNATIVE (LIMITED ROW)

Concept Alternatives – "Corridor"

Distribution of Typical Cross Sections

2,500 LF

3,600 LF

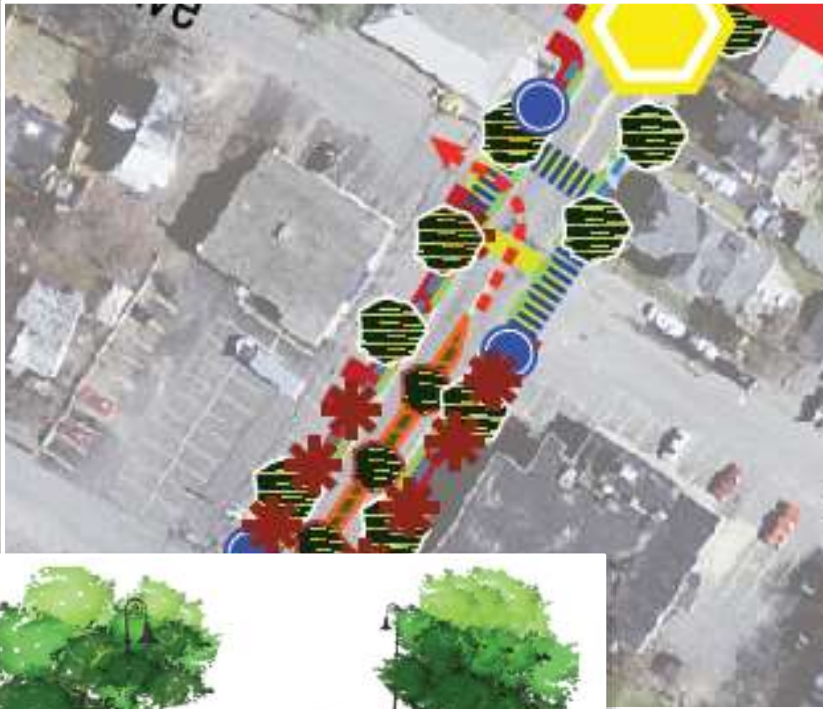
2,500 LF

Enhanced Intersection

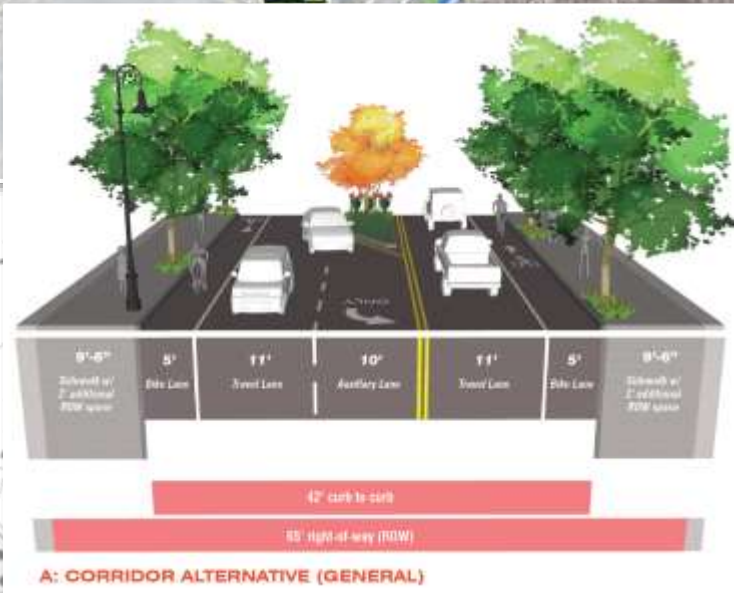
Intersection Upgrade



Concept Alternatives – "Corridor"

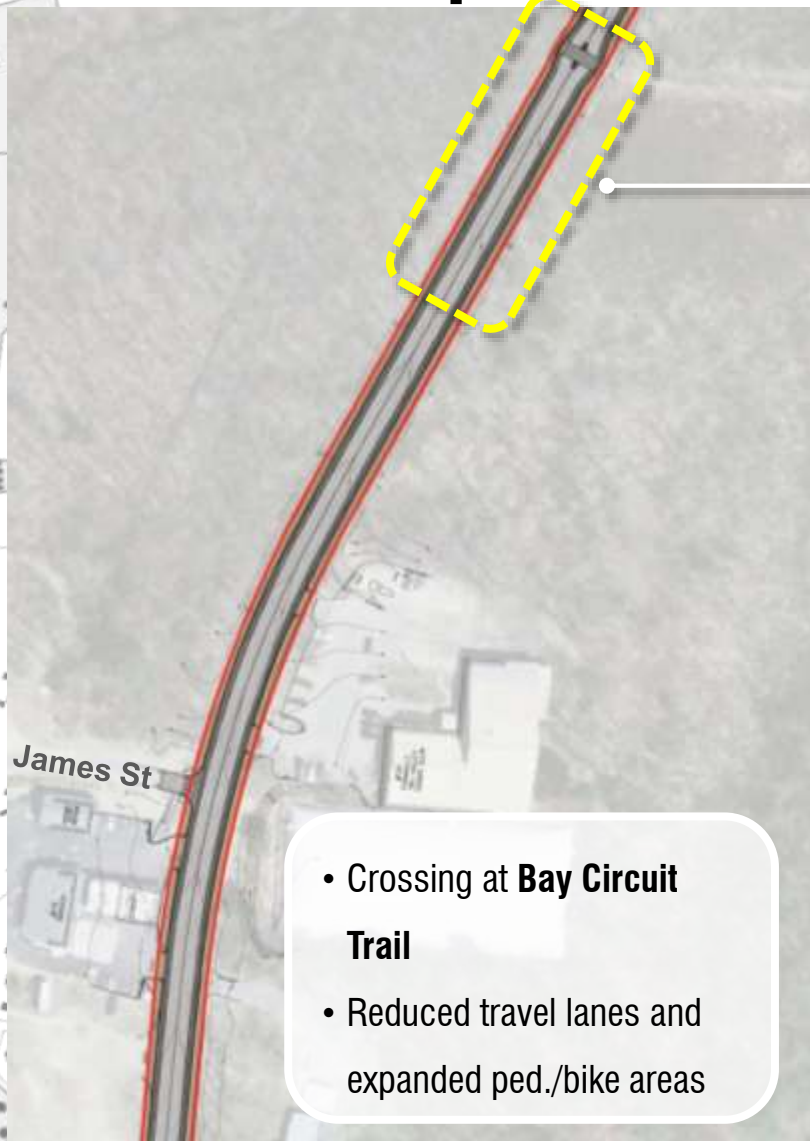


Concept Alternatives – "Corridor"

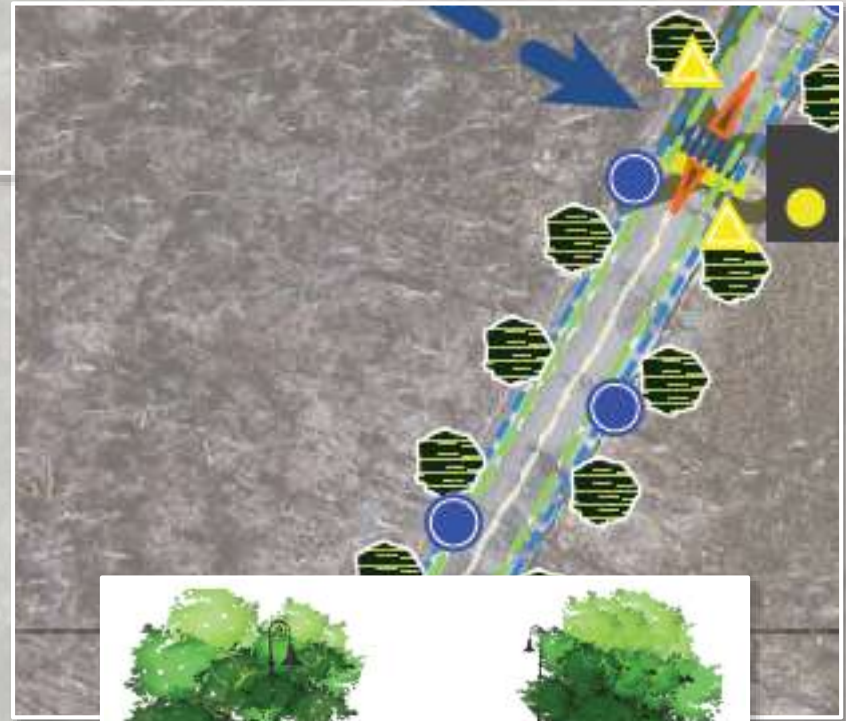


- Expanded **landscape median** at shopping plaza
- Crossing at **Bay Circuit Trail**

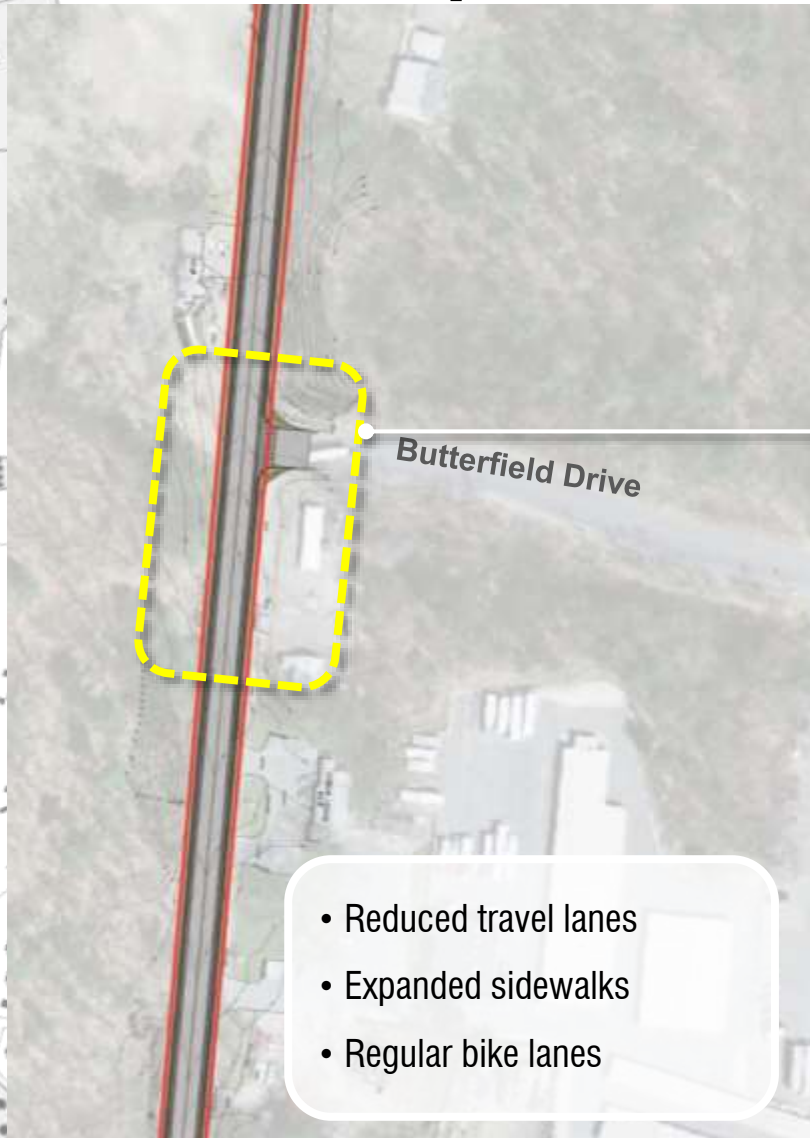
Concept Alternatives – "Corridor"



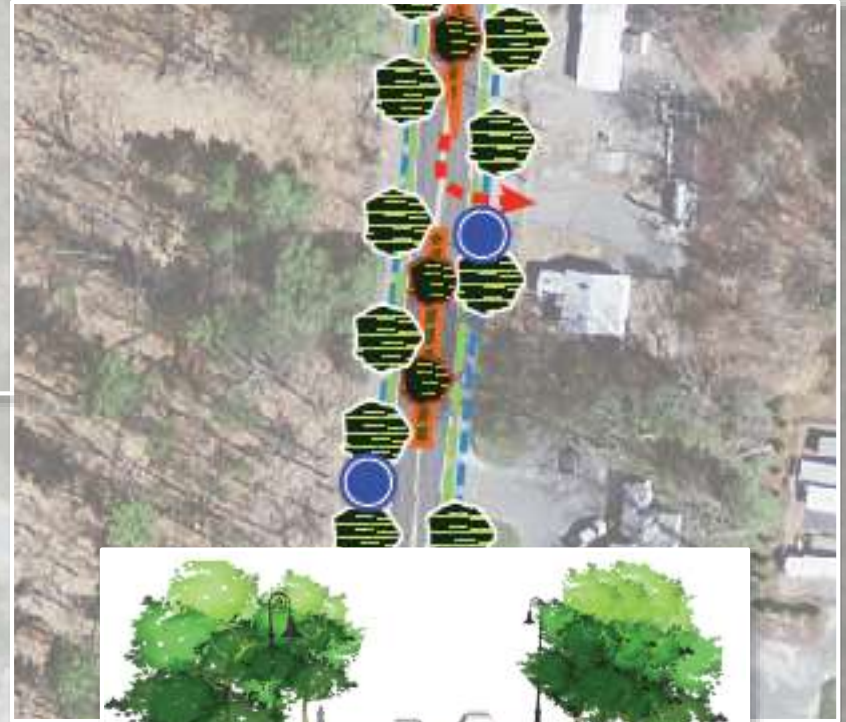
- Crossing at **Bay Circuit Trail**
- Reduced travel lanes and expanded ped./bike areas



Concept Alternatives – "Corridor"

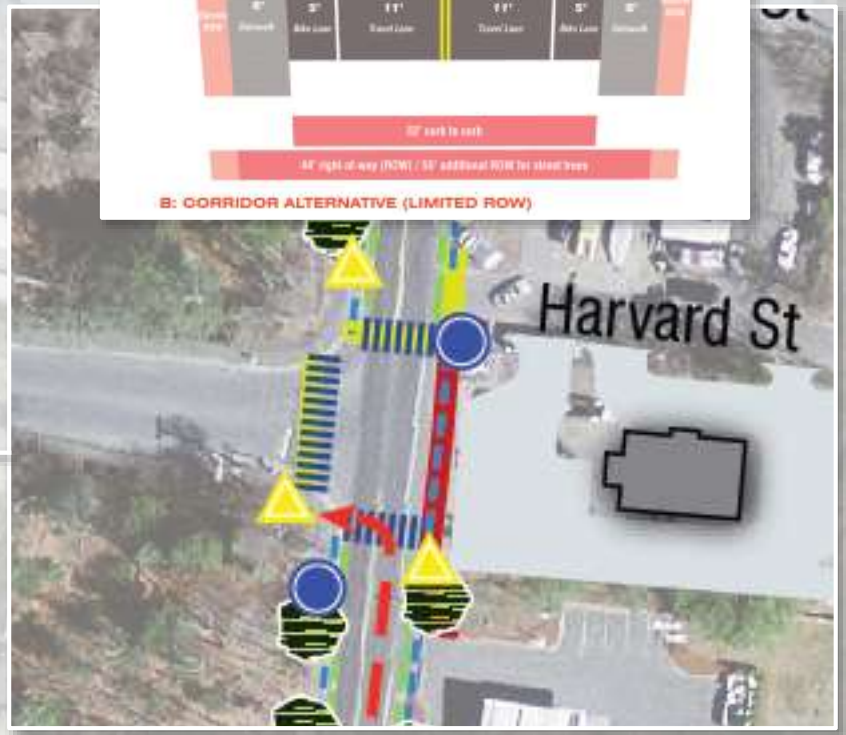


- Reduced travel lanes
- Expanded sidewalks
- Regular bike lanes



Concept Alternatives – "Corridor"

- Improved crossings at **Algonquin**
- Left turn lane onto Algonquin from Pond



Intersection at Algonquin Street

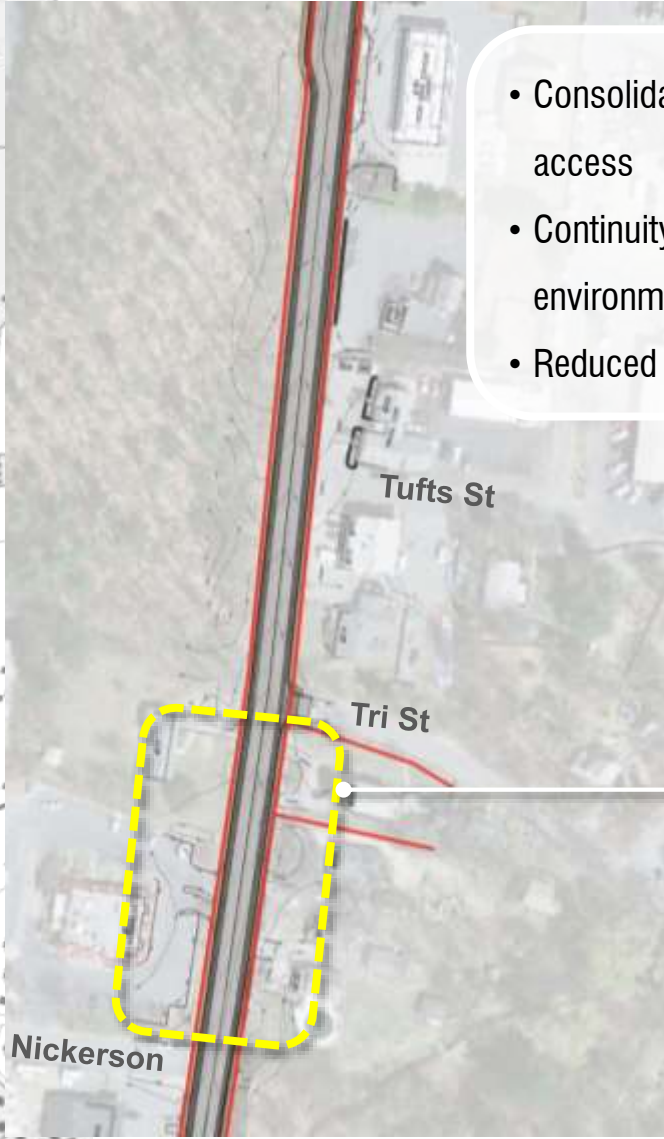
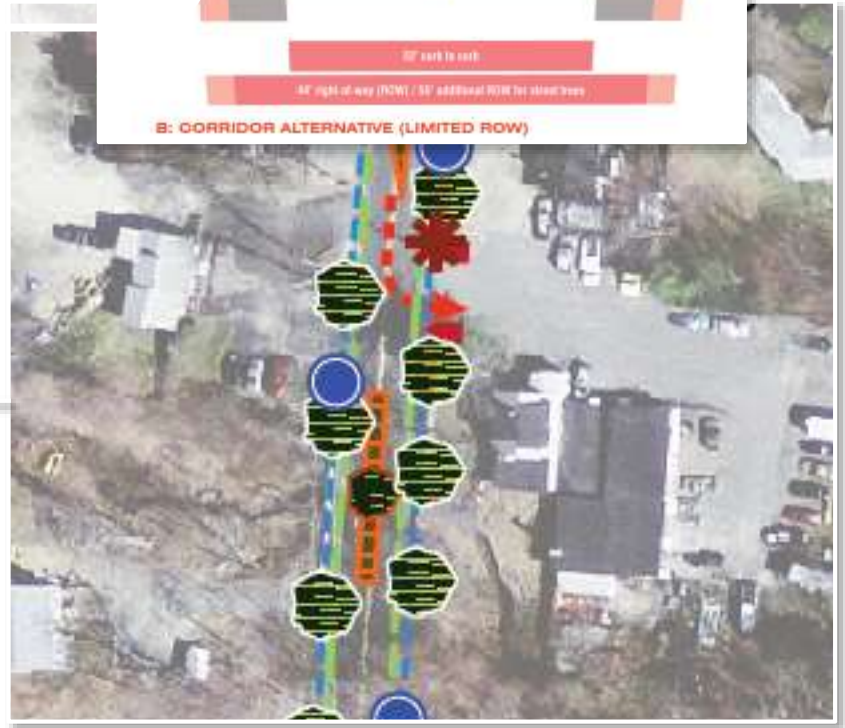
- Close to meeting the threshold for a signal warrant
- Benefits of adding a signal at this location:
 - Safe access for turning onto Pond Street
 - Safe pedestrian access across Pond Street
 - Significant traffic operations improvement for Algonquin
 - Minimize road width at intersection



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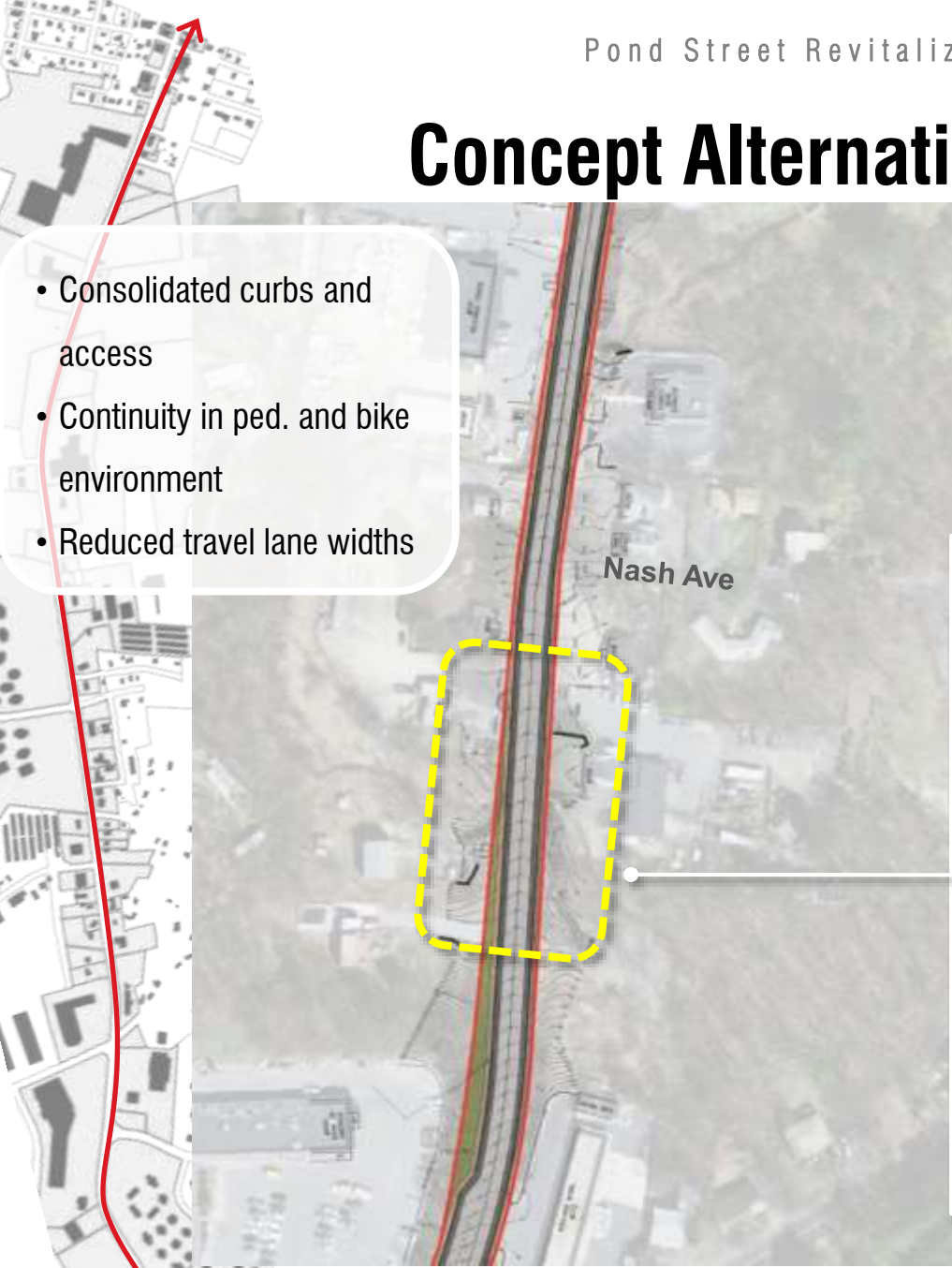
Concept Alternatives – "Corridor"

- Consolidated curbs and access
- Continuity in ped. and bike environment
- Reduced travel lane widths

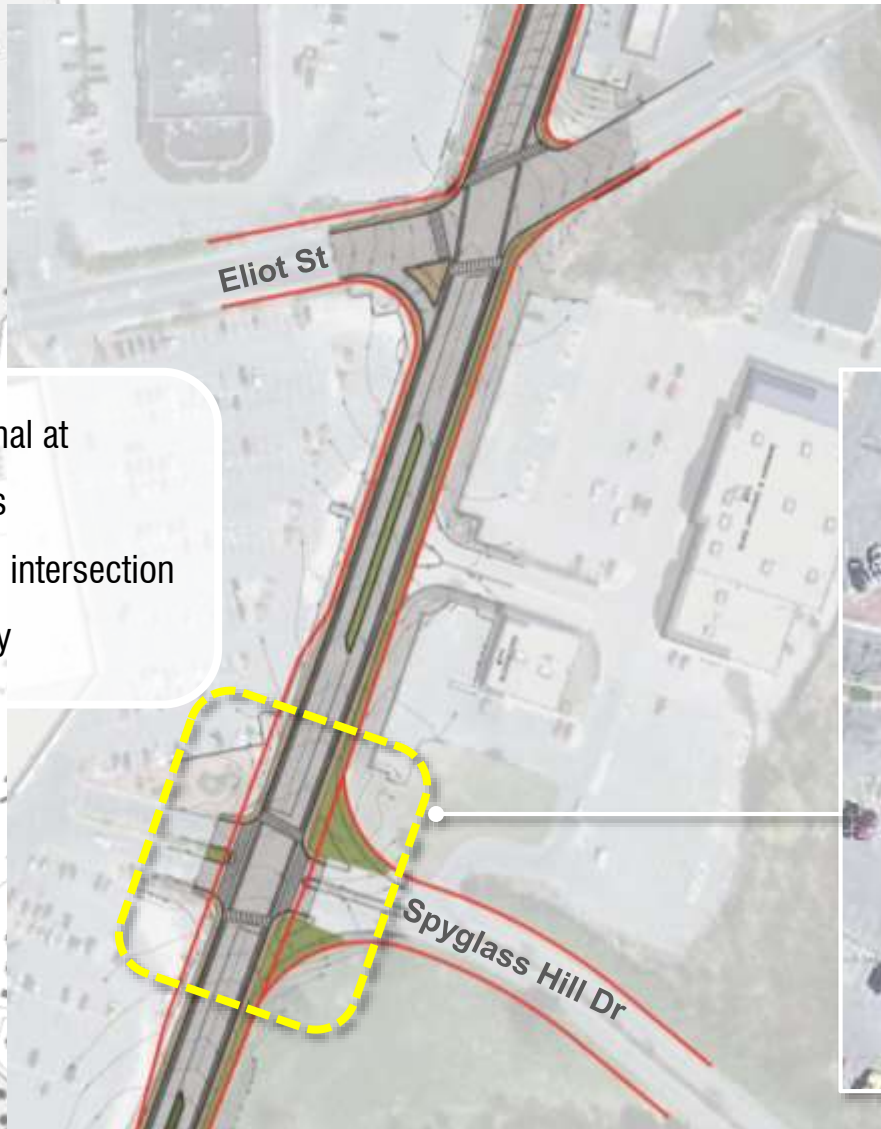
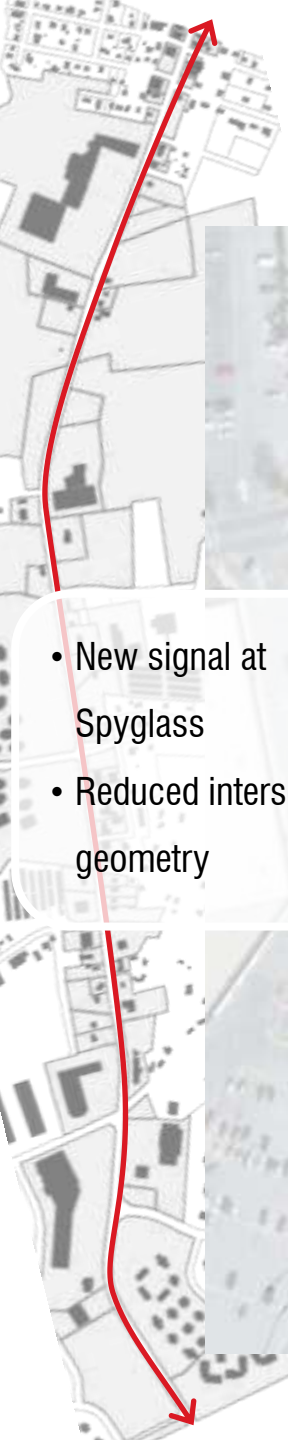


Concept Alternatives – "Corridor"

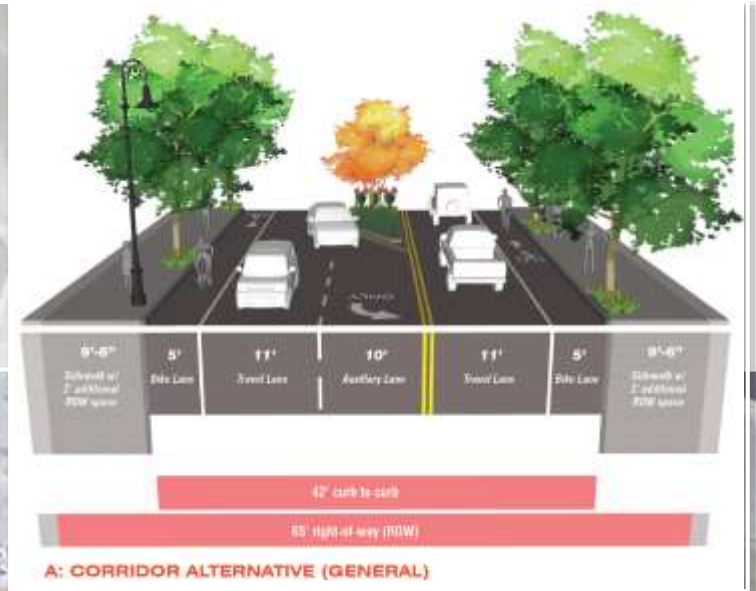
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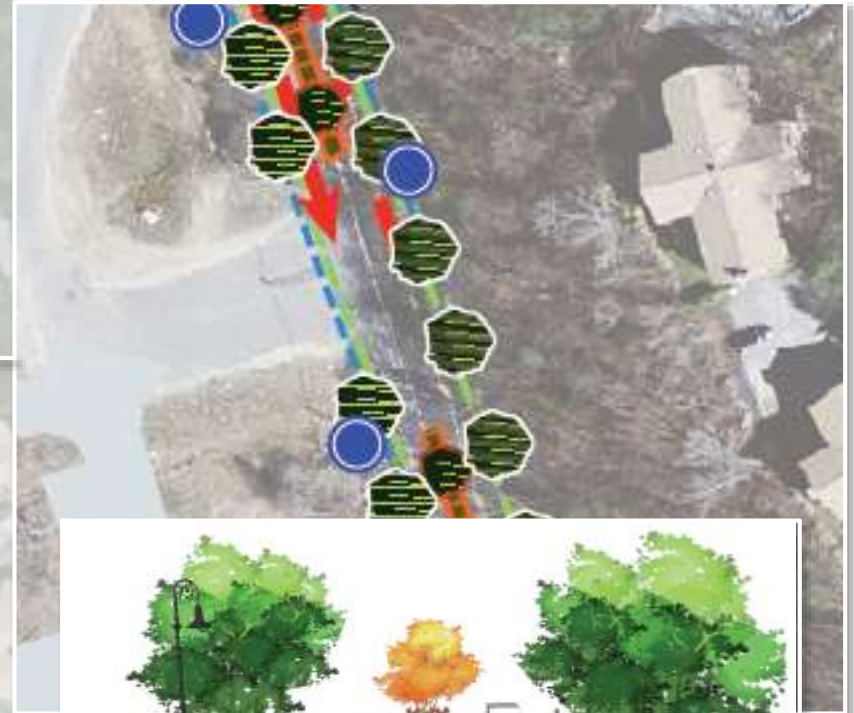
Concept Alternatives – "Corridor"



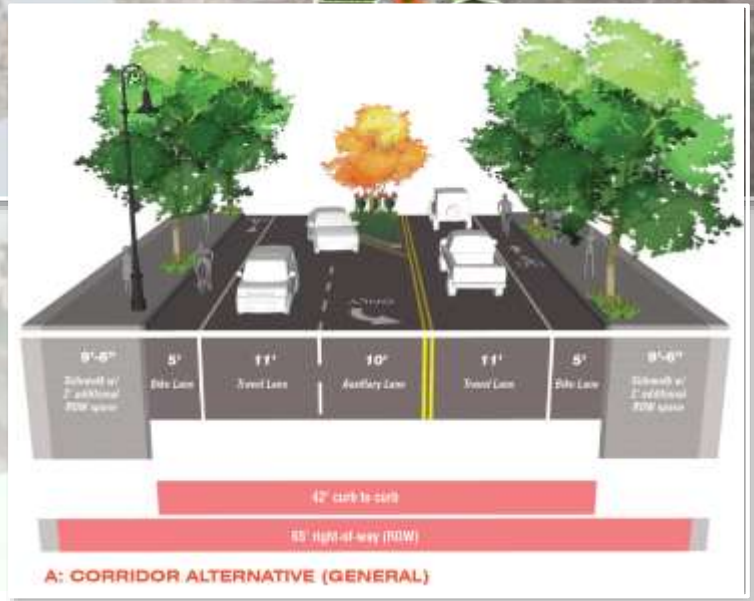
- New signal at Spyglass
- Reduced intersection geometry



Concept Alternatives – "Corridor"



- Enhanced landscape median
- Potential Town gateway
- Continuity in ped. and bike environment



Holliston

Concept Alternatives – “Corridor”

Order of Magnitude Cost Estimate



		<u>Cost / LF</u>	<u>Costs*</u>
Components	Linear feet	Median cost	Median cost
Corridor Streetscape	5,000	\$650	\$3.25M
Corridor Alternative Streetscape	3,600	\$450	\$1.62M
Enhanced Intersections	1,000	\$450	\$0.45M
Major Intersection Reconfiguration	400	\$3,250	\$1.30M
Construction Cost			\$6.62M
Mobilization and General Conditions	5% of Estimated Construction Cost		\$0.33M
Construction Subtotal			\$6.95M
Soft Cost (including design and police details)	15% of Construction Cost		\$1.04M
Design and Construction Contingency	20% of Construction Subtotal and Soft Cost		\$1.6M
<i>Modification of Existing Conditions</i>			<i>TBD</i>
Total			\$9.6M
<i>Operations and Maintenance</i>			<i>\$5,500 annually</i>

*Does not include potential expansion of Right-of-Way costs, or major utility/culvert reconfiguration

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"Districts and Nodes" Concept Alternative



June 3, 2014



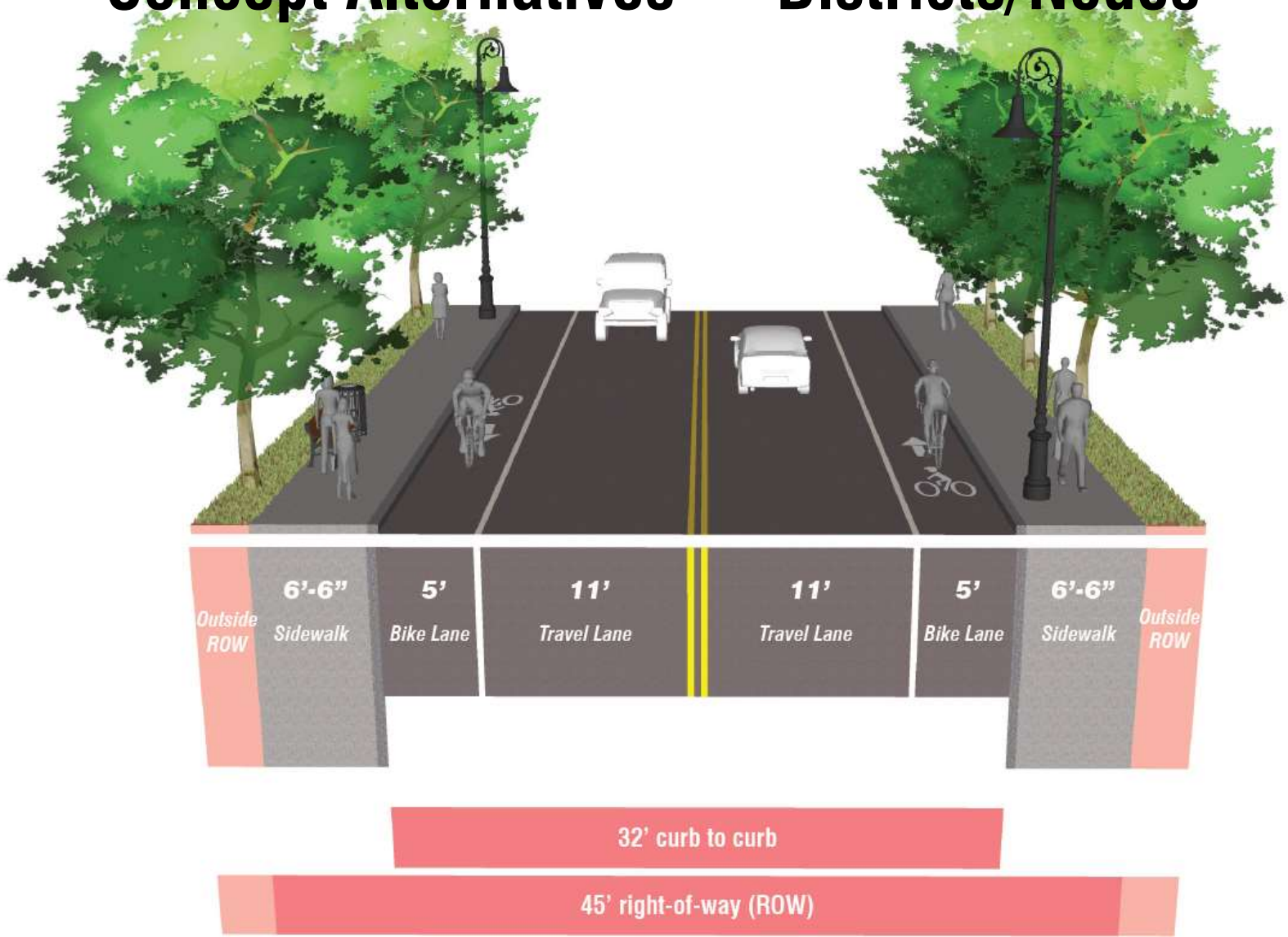
ASHLAND

Concept Alternatives – “*Districts and Nodes*”

- Create distinct and separate segments each with its own character
- Layered experience with depth and variety
- Focused on local conditions at each segment to reinforce and enhance
- Not focused on continuous sidewalks or bike paths both sides
- Creates opportunities for landscape and lighting emphasis and highlights



Concept Alternatives – "Districts/Nodes"



A: RESIDENTIAL DISTRICT



Concept Alternatives – "Districts/Nodes"

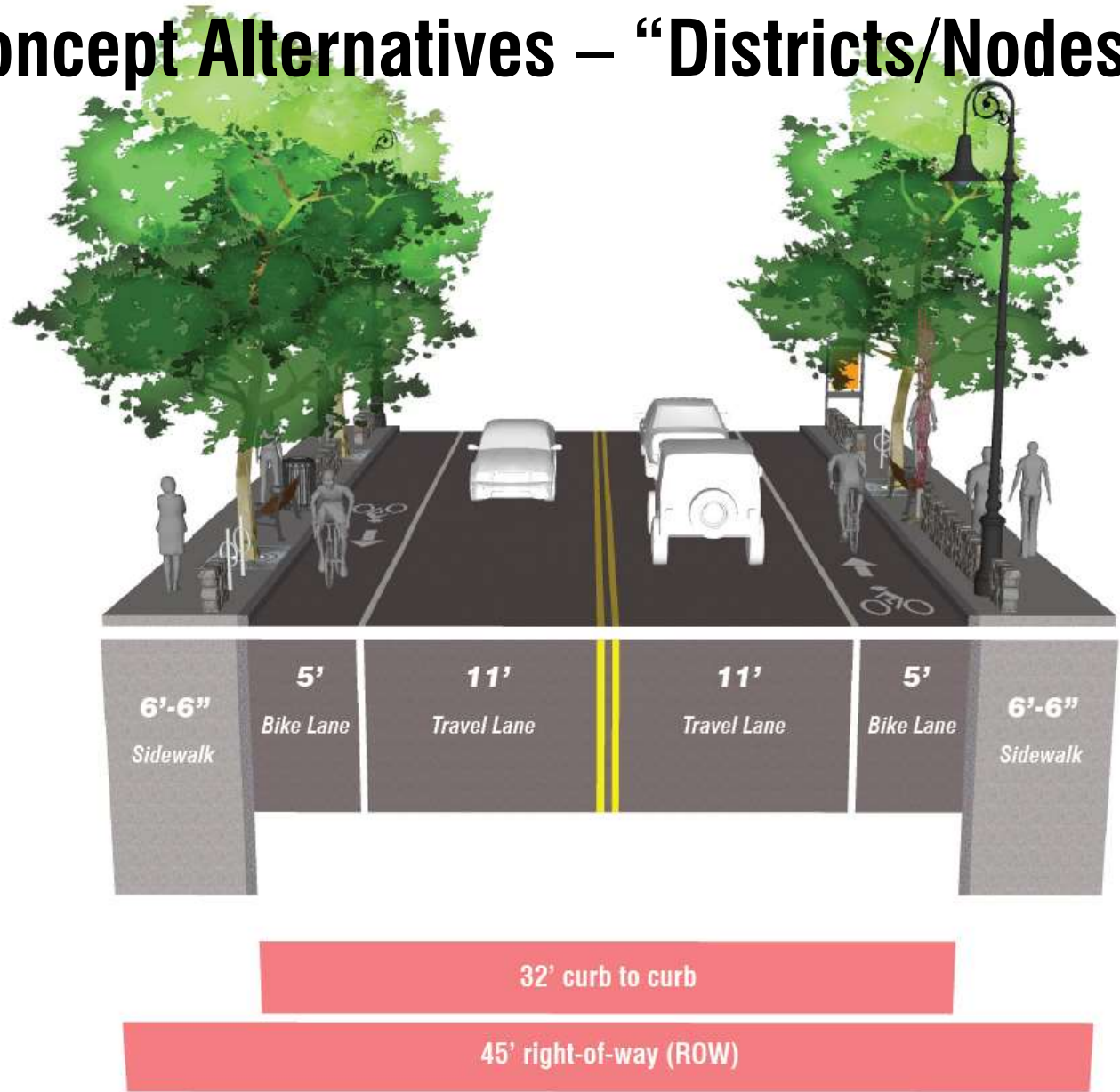


42' curb to curb

65' right-of-way (ROW)

B: SUSTAINABLE DISTRICT

Concept Alternatives – "Districts/Nodes"



C1: VILLAGE DISTRICT

Concept Alternatives – "Districts/Nodes"

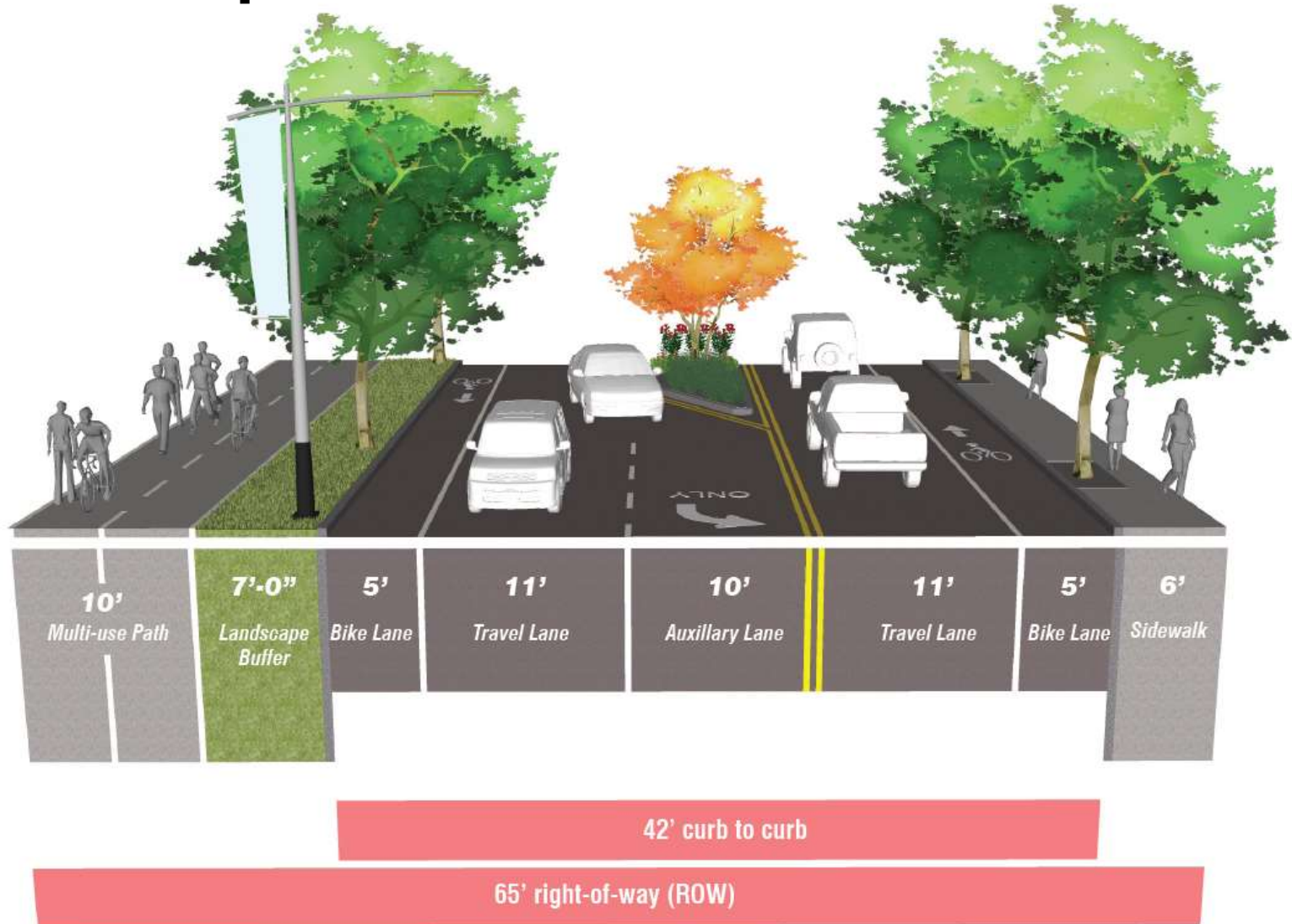


32' curb to curb

8' Added ROW 45' right-of-way (ROW)

C2: VILLAGE DISTRICT

Concept Alternatives – "Districts/Nodes"



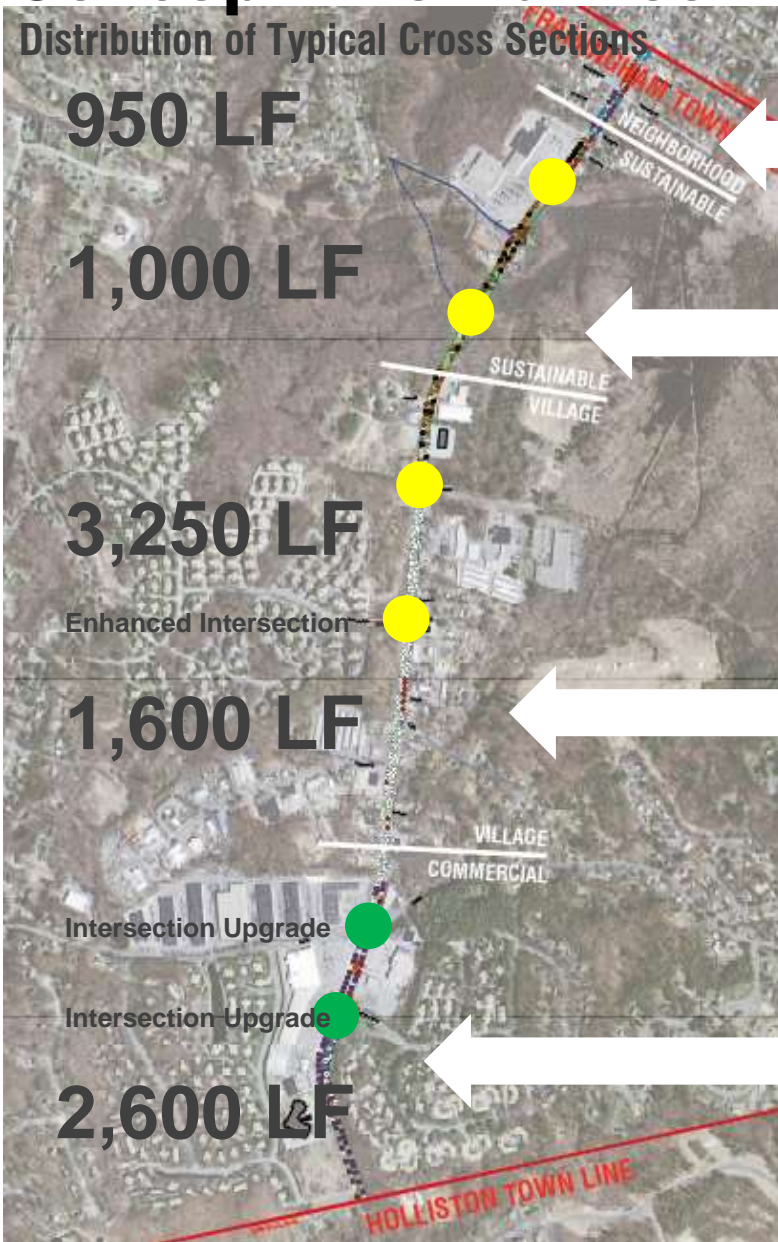
D: COMMERCIAL DISTRICT



Concept Alternatives – "Districts/Nodes"



Distribution of Typical Cross Sections



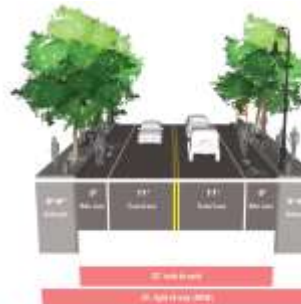
A. RESIDENTIAL DISTRICT



B. SUSTAINABLE DISTRICT



B. EXPANSION ALTERNATIVE (SIMPLE BULK)



C1. VILLAGE DISTRICT



D. COMMERCIAL DISTRICT

Concept Alternatives – "Districts and Nodes"



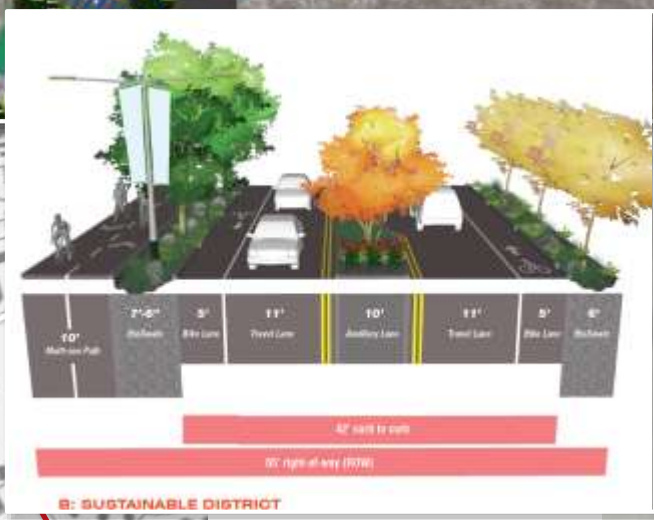
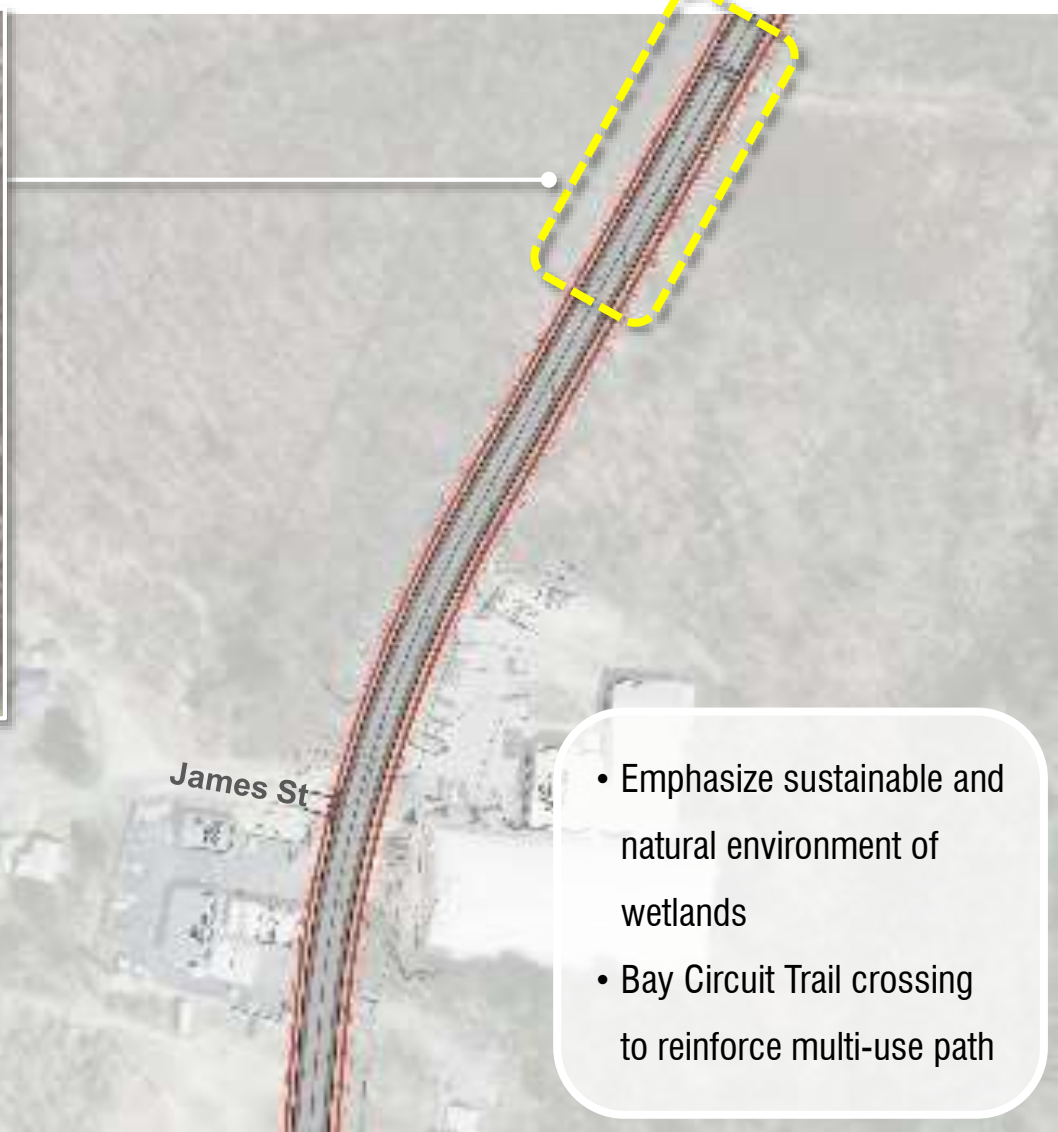
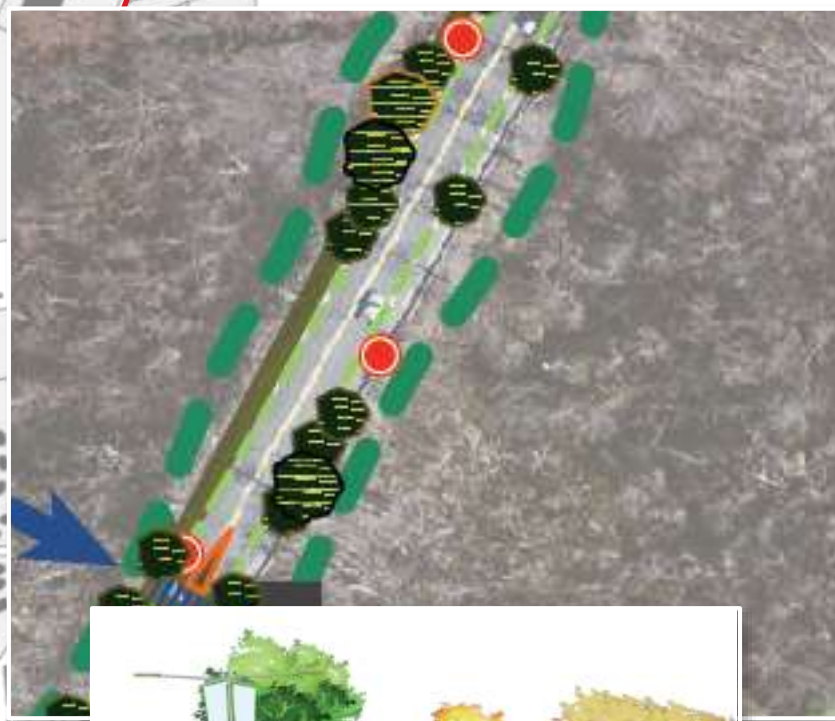
- Reinforce as residential gateway
- Consolidate curb access to businesses

Concept Alternatives – "Districts and Nodes"



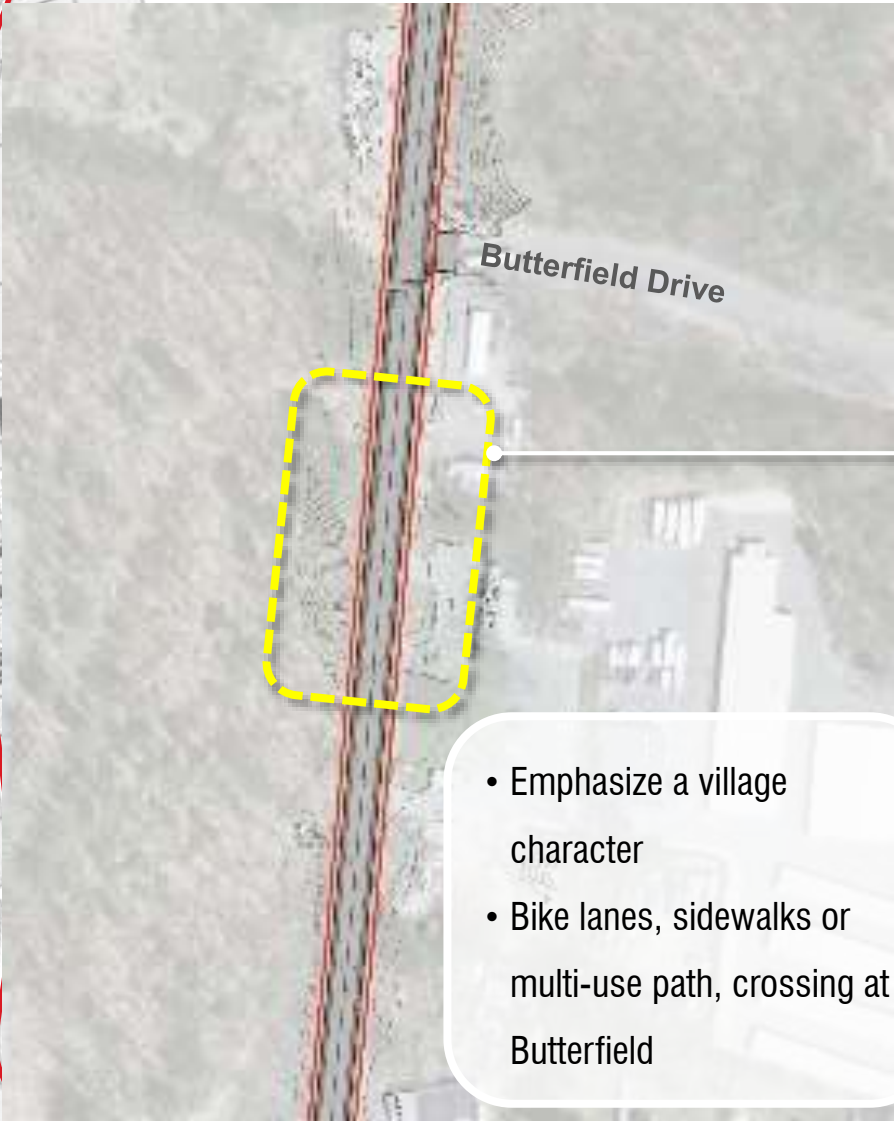
- Emphasize sustainable and natural environment of wetlands
- Bias ped./bike amenity toward activity

Concept Alternatives – "Districts and Nodes"

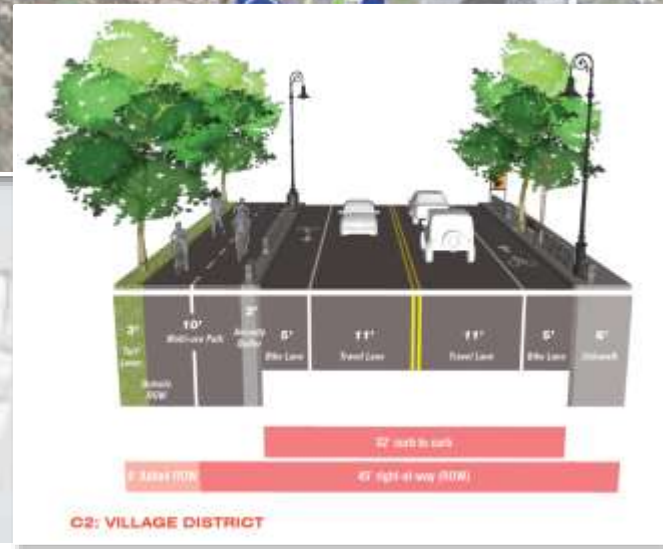


- Emphasize sustainable and natural environment of wetlands
- Bay Circuit Trail crossing to reinforce multi-use path

Concept Alternatives – "Districts and Nodes"



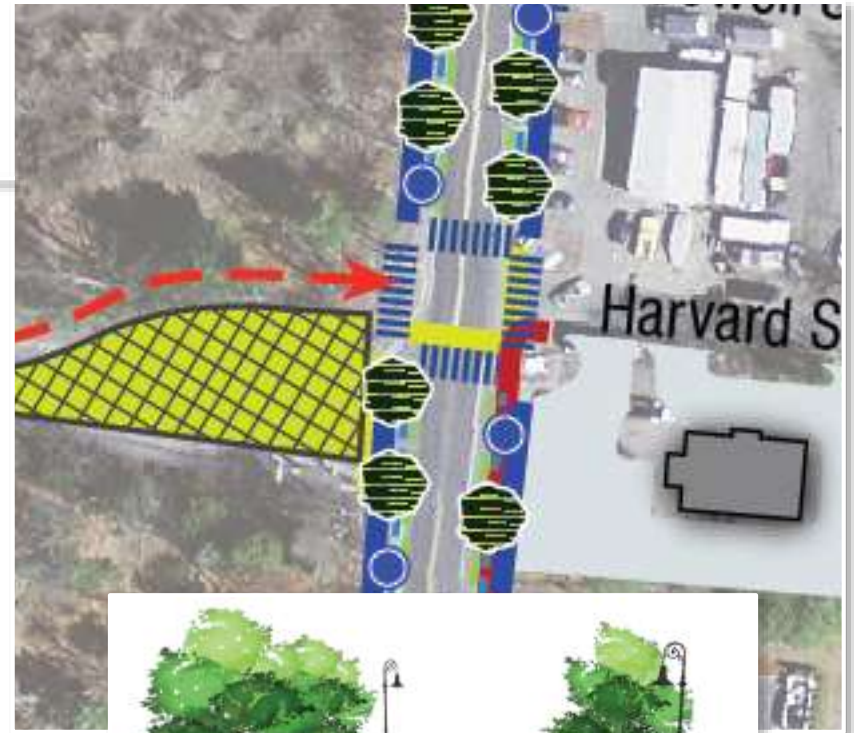
- Emphasize a village character
- Bike lanes, sidewalks or multi-use path, crossing at Butterfield



Concept Alternatives – "Districts and Nodes"



- Realign Algonquin and Harvard Street
- Pedestrian crossings at intersection

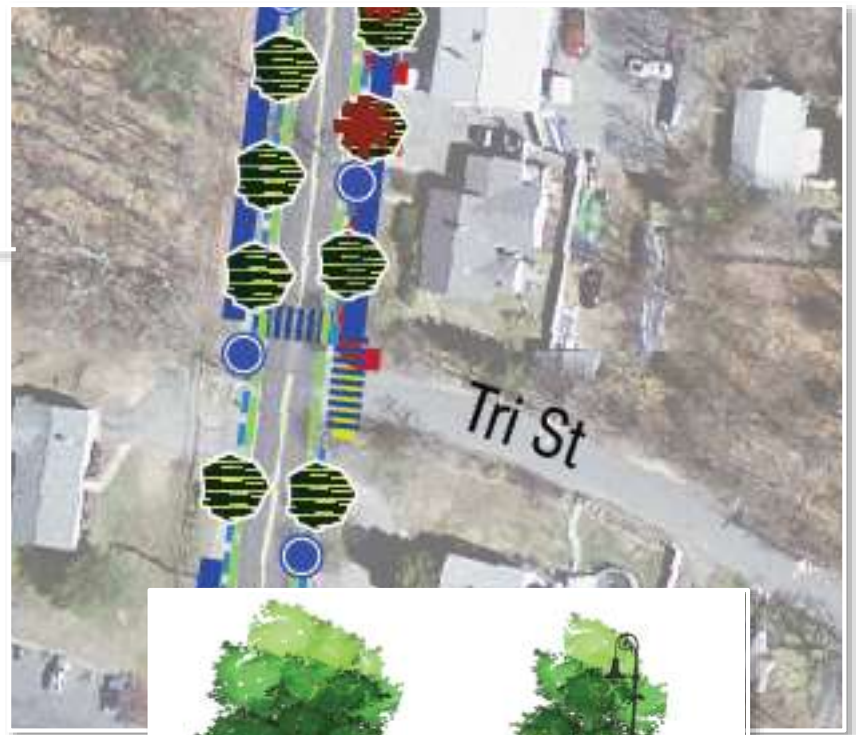
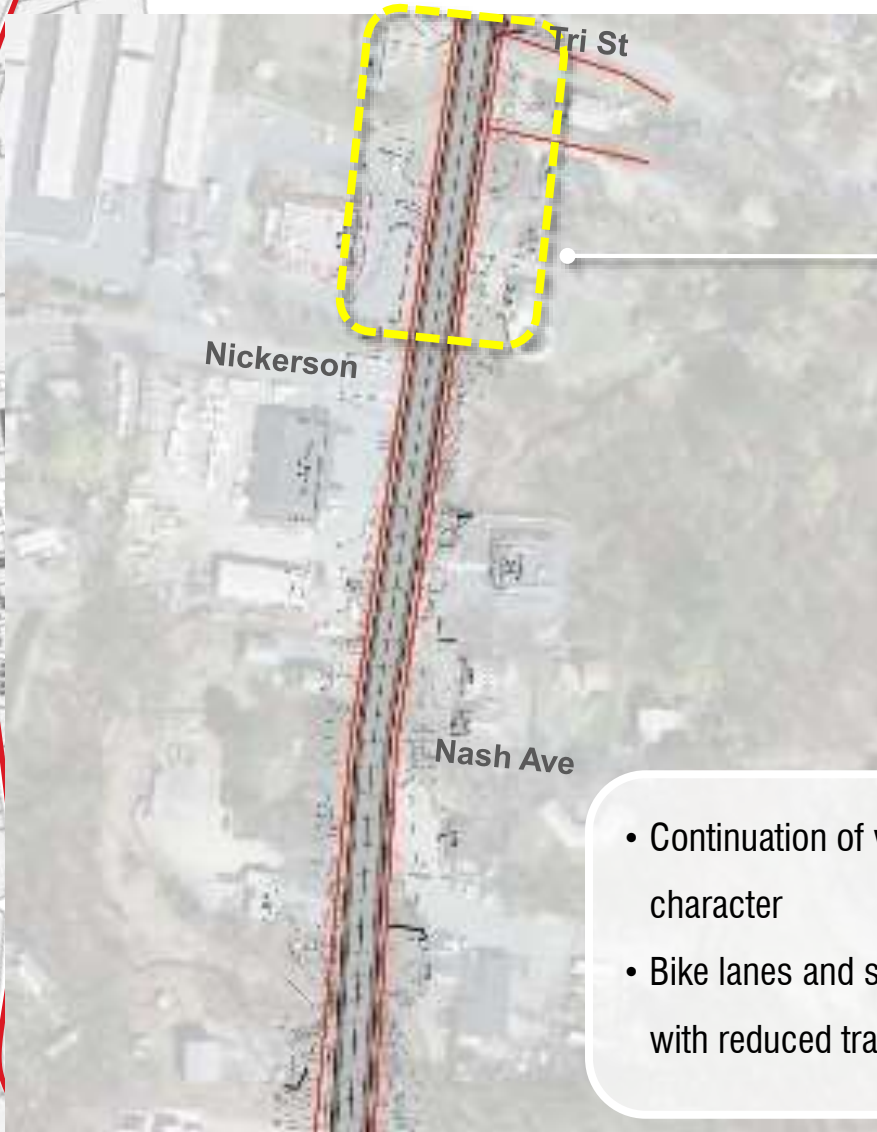


Intersection at Algonquin Street

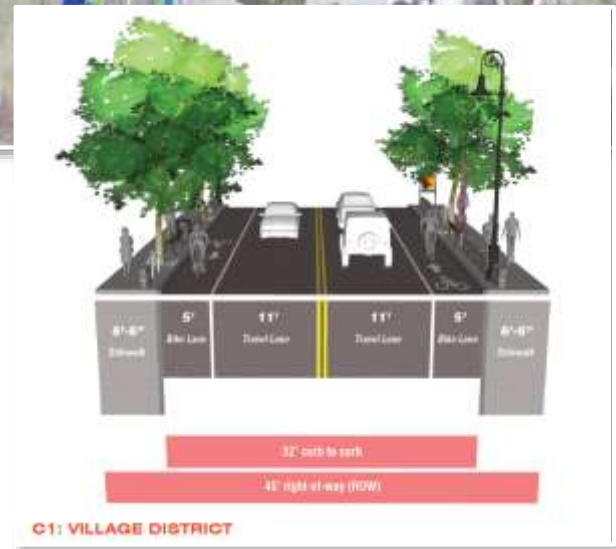
- Close to meeting the threshold for a signal warrant
- Intersection realignment improves access and safety
- Benefits of adding a signal at this location:
 - Safe access for turning onto Pond Street
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 - Minimize road width at intersection



Concept Alternatives – "Districts and Nodes"



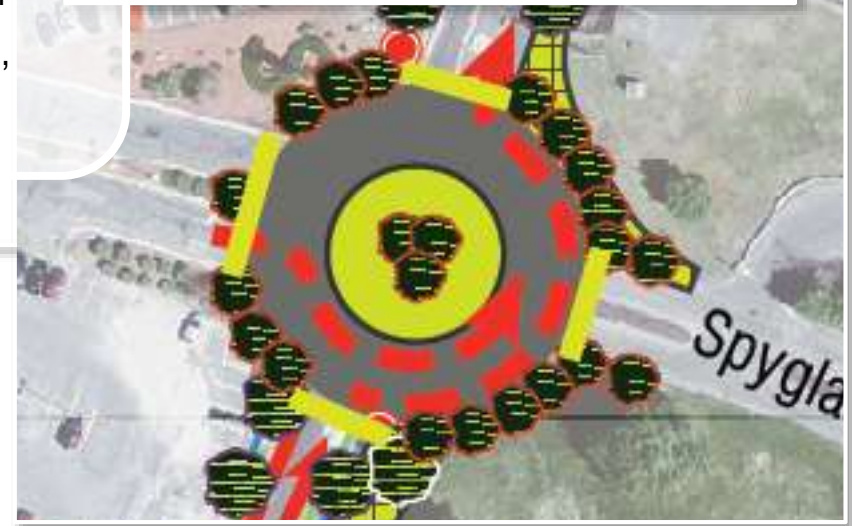
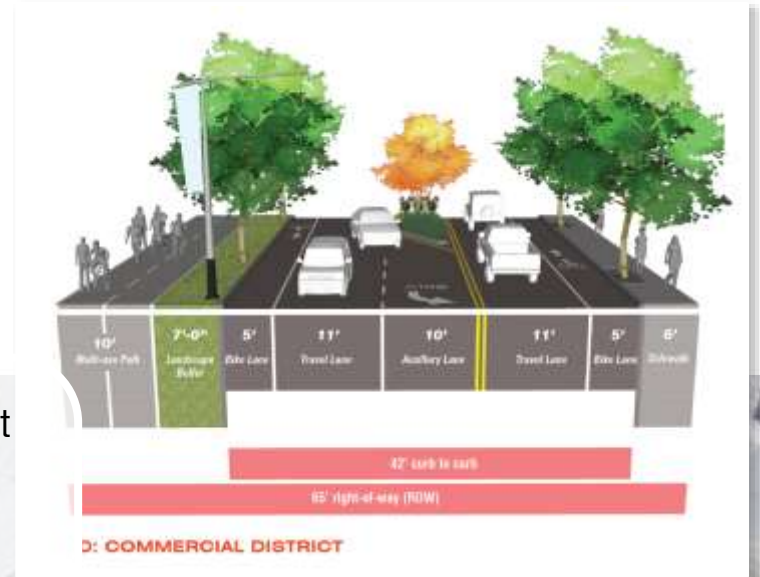
- Continuation of village character
- Bike lanes and sidewalks with reduced travel lanes



Concept Alternatives – "Districts and Nodes"



- Dual roundabouts at Eliot and Spyglass
- Continuity in landscape treatment at medians, center islands



Concept Alternatives – “*Districts and Nodes*”

- Double round-about in Norfolk, MA Route 115/Main St



Considerations for Roundabouts

- Safer for motor vehicles – fewer and less severe crashes compared to signalized intersections
- Less equipment to maintain (no traffic signals)
- Similar intersection capacity compared to a signal
- MassDOT requires evaluation of roundabouts
- Require more space than signalized intersections
- Bicycle and pedestrian accessibility

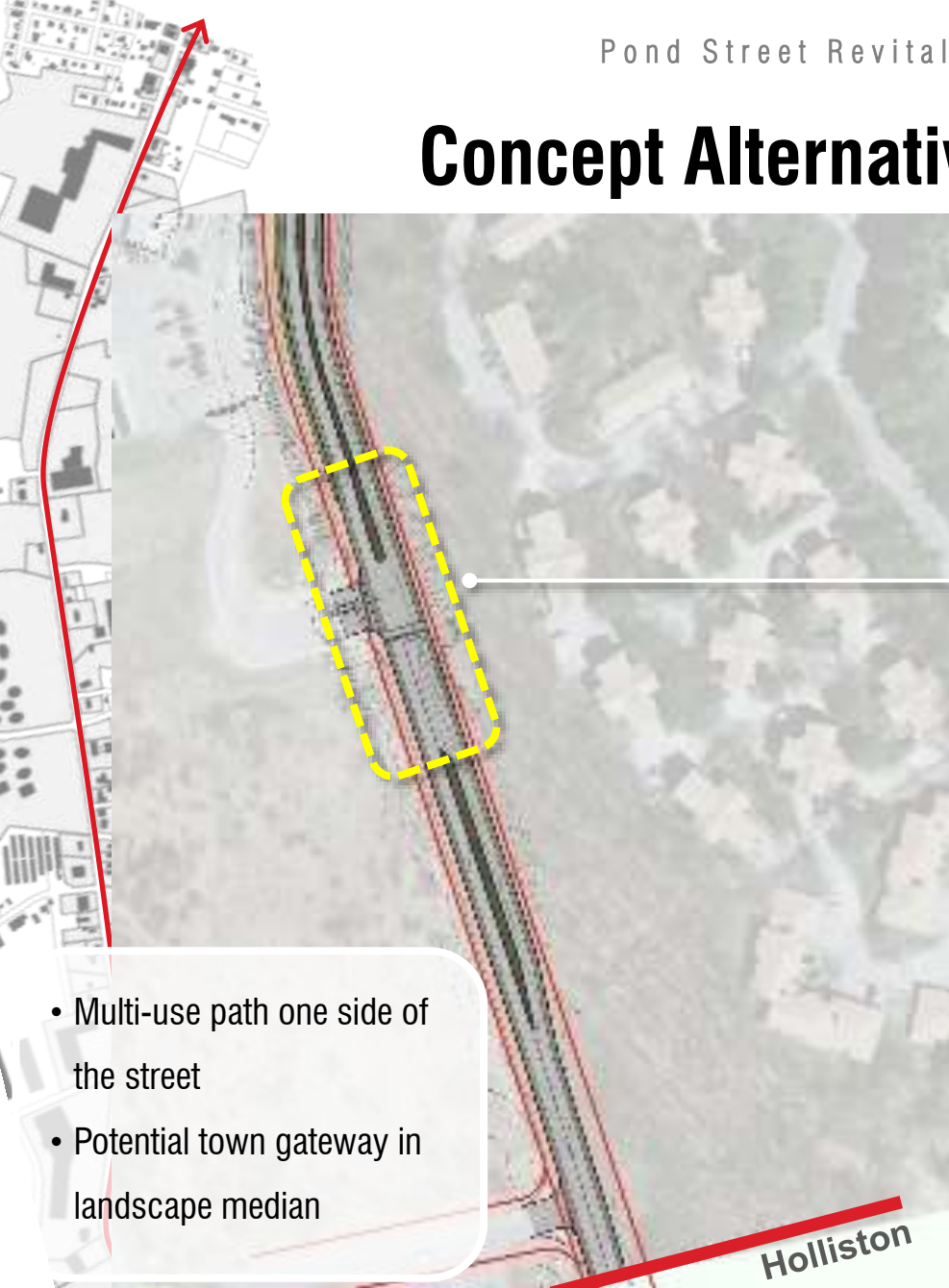


Concord Rotary



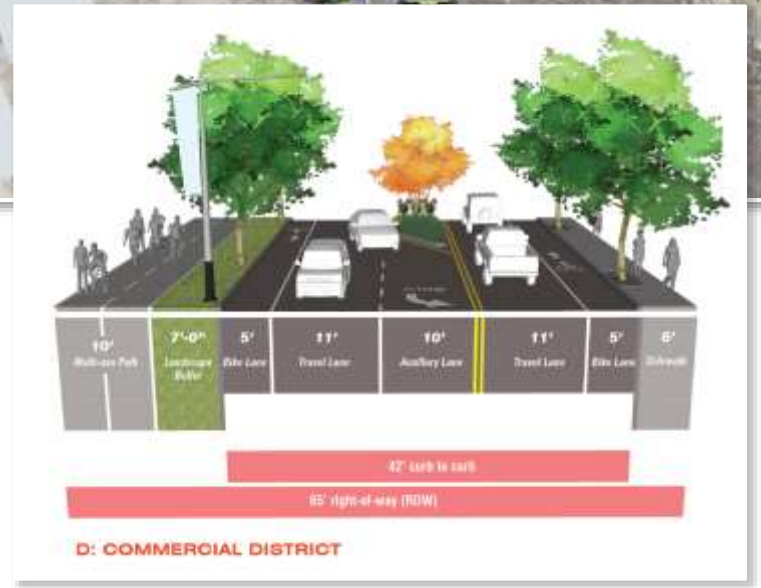
Modern Roundabout

Concept Alternatives – "Districts and Nodes"



- Multi-use path one side of the street
- Potential town gateway in landscape median

Holliston



Concept Alternatives – “Districts/Nodes”

Order of Magnitude Cost Estimate



		<u>Cost / LF</u>	<u>Costs*</u>
Components	Linear feet	Median cost	Median cost
Neighborhood Streetscape	950	\$450	\$0.43M
Sustainable Streetscape	1,000	\$700	\$0.70M
Corridor Alternative Streetscape	3,250	\$450	\$1.46M
Village Streetscape	1,600	\$900	\$1.44M
Commercial Streetscape	2,600	\$650	\$1.69M
Major Intersection Reconfiguration	600	\$6,700	\$4.02M
Construction Cost			\$9.74M
Mobilization and General Conditions	5% of Estimated Construction Cost		\$0.49M
Construction Subtotal			\$10.23M
Soft Cost (including design and police details)	15% of Construction Cost		\$1.46M
Design and Construction Contingency	20% of Construction Subtotal and Soft Cost		\$2.34M
<i>Modification of Existing Conditions</i>			<i>TBD</i>
Total			\$14.0M
<i>Operations and Maintenance</i>			<i>\$5,500 annually</i>

*Does not include potential expansion of Right-of-Way costs, or major utility/culvert reconfiguration



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Community Meeting
Town of Ashland

Consultants:
The Cecil Group
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ASHLAND

Concept Alternatives Comparison

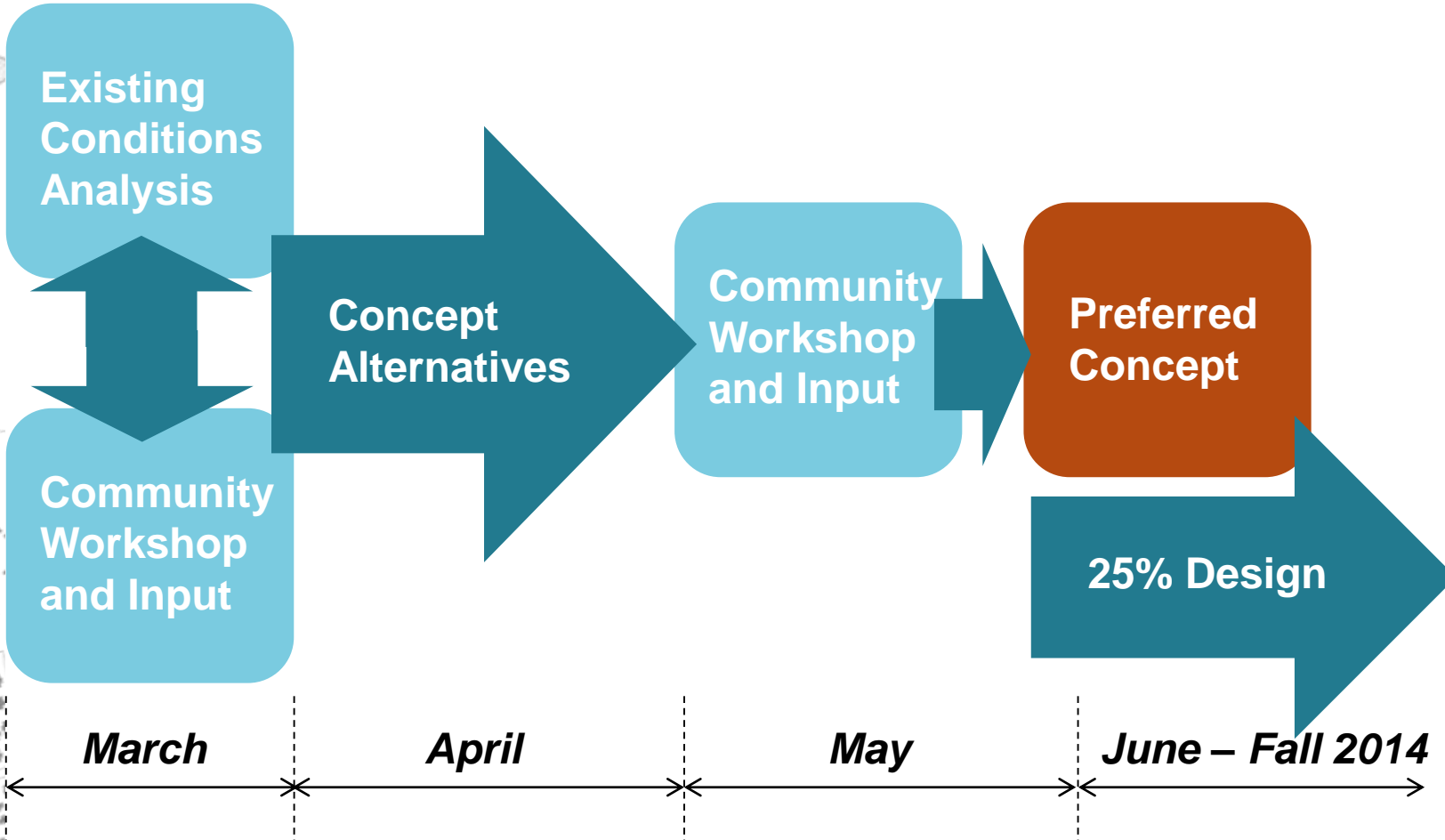


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<i>Curb Cuts (LF)</i>	2,300	(unconfirmed)	+/-1,450	+/-1,450
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<i>Left Turn Lanes</i>	Intersections Only	Intersections, Some business	Nearly Continuous	Intersections, Some business
<i>Right Turn Lanes</i>	Business Access	Intersections, Some business	Intersections	Intersections
<i>Landscape</i>	Intermittent	Undetermined	Consistent	Clustered
<i>Order of Magnitude Cost</i>	-	\$7.2M	\$9.6M	\$14.0M

Next Steps

- Bringing it all together
- Compiling feedback and comments
- **Create a preferred design concept**
- Review with the Project Working Group (PWG) and coordinate with Green International
- **Green International 25% Design over the summer**

Process and Schedule

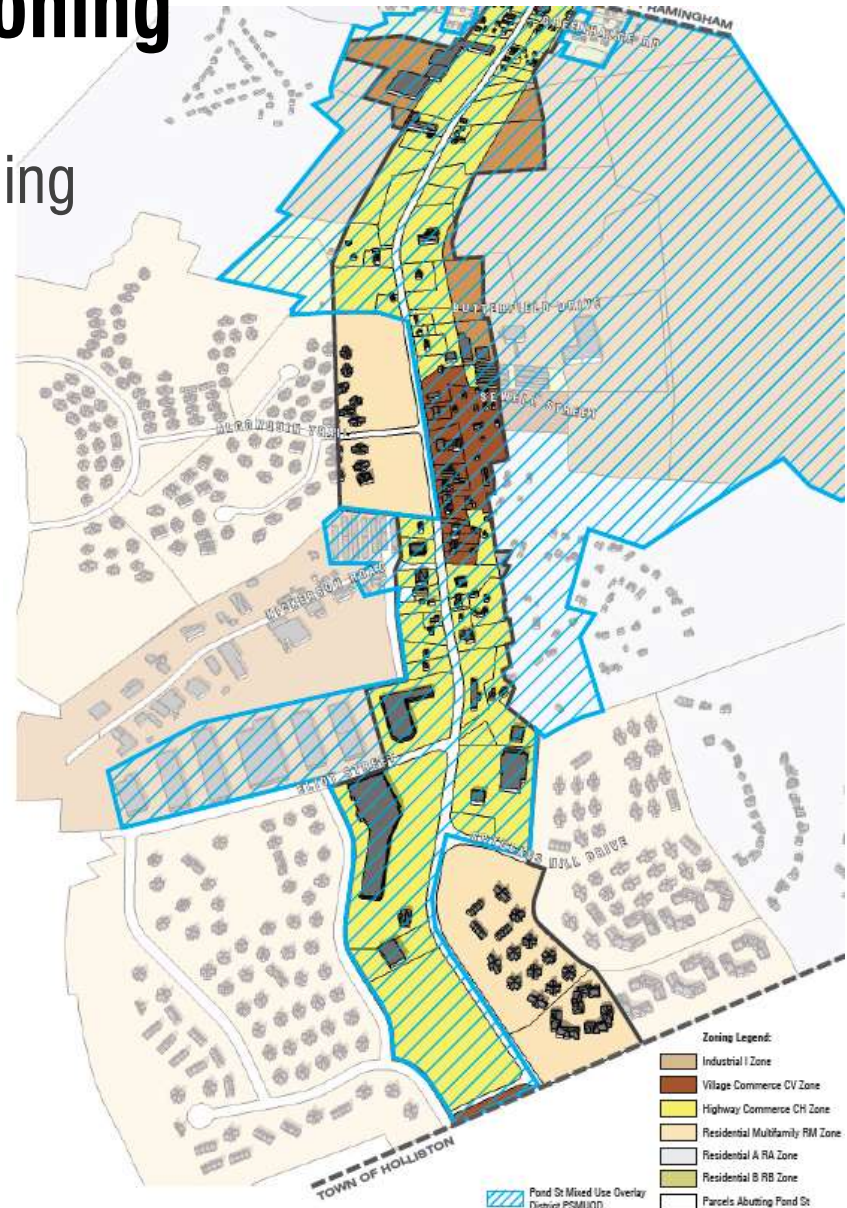


Next Steps – Zoning

- Land use and zoning

Zoning Legend:

	Industrial I Zone
	Village Commerce CV Zone
	Highway Commerce CH Zone
	Residential Multifamily RM Zone
	Residential A RA Zone
	Residential B RB Zone
	Parcels Abutting Pond St
	Pond St Mixed Use Overlay District PSMUOD



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Next Steps – Zoning

- Considerations regarding drive-thru's/site plan review
- Use definitions (fast casual dining)
- Investigating design standards/guidelines
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Next Steps – Market Study

Market Context:
Ashland and surrounding towns



Next Steps – Market Study

- **Today in Ashland, the Route 126 Corridor represents:**
 - 18% of employment
 - 21% of total annual sales
 - Over 50% of the Town's retail employment
 - Nearly all food and beverage stores
 - Half of the health and personal care stores and gas stations

Next Steps – Market Study

- Analyses of trends in population and employment coupled with projected employment and a space demand model show:

Limited employment growth

- Except for wholesale trade and industrial/warehouse space (1.2% vacancy rate regionally)

Limited population growth

- Except for current retail gaps



Table 5

Space Demand Based on Historical Employment Trends and MAPC/CTPS Projections					
	Projected Local Region SF Demand through 2020 TREND	Projected Local Region SF Demand through 2020 MAPC/CTPS	Ashland Historical Share	Ashland Projected SF Demand TREND	Ashland Projected SF Demand MAPC/CTPS
Office Space	365,993	370,274	5.9%	21,666	21,919
Industrial/wholesale	416,085	295,905	11.5%	47,682	33,910
Retail	-	205,359	13.1%	-	26,902
Health Care/Social Services	364,381	234,475	3.5%	12,790	8,230
Accommodations & Food Services	382,133	296,751	9.0%	34,507	26,797

Sources: U.S. Bureau of Labor Statistics, *Quarterly Census of Employment and Wages*; MAPC/CTPS projections, 2014; and FXM Associates.

Next Steps – Market Study

Projected Net Absorption, Average Annual, 2014-2017

	Region CO STAR	Region TREND	Region MAPC/CTPS	Region Average
Office	124,392	52,285	52,896	76,524
Industrial/Wholesale	108,888	59,441	42,272	70,200
Retail	28,320		29,337	19,219
	Ashland CO STAR	Ashland TREND	Ashland MAPC/CTPS	Ashland Average
Office	7,339	3,095	3,131	4,522
Industrial/Wholesale	12,522	6,812	4,844	8,059
Retail	3,710		3,843	2,518

Sources: Co Star Property Information Systems, April 2014; Massachusetts Department of Labor & Workforce Training, 2014; MAPC/CTPS 2014; and FXM Associates



Next Steps – Market Study

- **Retail Opportunity/Gap Analysis:**
 - Widely used tool to gauge market demand
 - Snapshot of current expenditures within a geography
 - Market areas defined as drive times (15 min. max.)
 - FXM results are more conservative than Claritas *SiteReports*
 - Opportunities shown are hypothetical



Next Steps – Market Study

5-10-15-minute Drive Times



Next Steps – Market Study

Potential Retail Development Opportunities Based on Current Retail Opportunity/Gap (2014)

Store Types	Retail Opportunity (\$) 2014	Supportable Square Footage	Supportable Stores
Home Furnishing Stores-4422	1,848,334	4,530	1
Household Appliances Stores-443111	2,586,336	14,369	4
Radio, Television, Electronics Stores-443112	8,624,274	22,401	8
Computer and Software Stores-44312	6,212,662	20,041	7
Camera and Photographic Equipment Stores-44313	939,459	3,914	3
Nursery & Garden Centers-44422	13,688,634	68,443	6
Convenience Stores-44512	3,738,559	13,164	5
Specialty Food Stores-4452	10,352,735	18,553	6
Beer, Wine and Liquor Stores-4453	7,026,627	27664	7
Other Clothing Stores-44819	1,431,877	4,056	1
Jewelry Stores-44831	4,958,612	5497	5
Luggage and Leather Goods Stores-44832	2,944,301	4,368	2
Musical Instrument and Supplies Stores-45114	2,270,183	11,824	4
News Dealers and Newsstands-451212	416,840	858	1
Florists-4531	769,121	4,524	3
Office Supplies and Stationery Stores-45321	5,577,122	22,764	1
Gift, Novelty and Souvenir Stores-45322	7,284,174	50,236	13
Used Merchandise Stores-4533	1,859,367	10,330	4
Other Miscellaneous Store Retailers-4539	9,579,202	39,259	17
Limited-Service Eating Places-7222	8,196,340	31,524	20
TOTALS	111,655,674	378,319	118





Pond Street Revitalization

"A Road to Ashland's Future"

June 3rd, 2014

Community Meeting
Town of Ashland

Consultants:
The Cecil Group
Green International
FXM Associates



ASHLAND