
COMMERCIAL TOURIST DISTRICT IMPROVEMENT PLAN STURBRIDGE, MA

COMMUNITY MEETING THREE

DECEMBER 4, 2013



Community Meeting 3: December 4, 2013

Pare Corporation / Shadley Associates / Paul Lukez Architecture / McCabe Enterprises

INTRODUCTIONS

Pare Corporation

JOHN P. SHEVLIN, P.E.

TIM THOMSON, E.I.T.

Shadley Associates

PAM SHADLEY, FASLA

Paul Lukez Architecture

CHRIS ZAREK, ASSOC. AIA, LEED GA

McCabe Enterprises

KATHLEEN MCCABE, AICP, EDP



STURBRIDGE PLANNING

Sturbridge Town Administrator

Shaun A. Suhoski

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

Heather Hart — *Working Group Chair / Planning Board Member*

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

Penny Dumas — *Planning Board Member*

Frances O'Connell — *Citizen-at-Large*

Fidelis Onwubueke — *Citizen-at-Large*



COMMUNITY MEETING 3

- **Project Vision & Goals**
- **Project Recap**
- **Preferred Design Alternative**
- **Funding Sources**
- **Group Exercise**
- **Next Steps**



Why an Improvement Plan?

- Define Town's Desired Future
- To inform public and private entities
 - Route 20 is a State road – Plan of Improvements can guide MassDOT actions
 - Informs Private Owners and Utilities
- To be prepared for future funding opportunities



PROJECT VISION & GOALS

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

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*
- *Sturbridge Reconnaissance Report for the Blackstone Valley/Quinebaug-Shetucket Landscape Inventory*
- *The Recreational Trails Master Plan*

Prepare Conceptual Plan For Future Improvements



RECAP OF PROJECT WORK

Community Meeting No. 1 – May 8, 2013:

- Introduced Project
- Orient Participants to Past Work
- Reported on Existing Conditions
- Exercise to hear what the needs are of the Town

Working Group Meetings

- June 19, 2013
- September 4, 2013



COMMUNITY MEETING ONE RECAP

- Walkability
 - Safe & friendly environment for pedestrians
 - Fill gaps in sidewalk
 - Develop safer crossings on Route 20
- Parking
 - Shared parking
 - Street Parking
- Landscaping
 - Center median in Eastern Gateway
 - Buffer MassDOT facility
 - Relocate overhead utilities
 - Decorative/Historic lighting



COMMUNITY MEETING ONE RECAP

- District Environment
 - Define the CTD
 - Define Gateways, Entering and Exiting
 - Maintain consistent theme
- Quinebaug River Access
 - Better river access
 - Potential for connections at:
 - Millyard Marketplace / Turner Field
 - T.J. O'Brien's
 - Old Sturbridge Village
- Traffic Management
 - Ensure safe vehicular travel through corridor
 - Improve access to Route 20 from driveways/side streets



RECAP OF PROJECT WORK

Community Meeting No.2 – September 25, 2013:

- Summarized Design Development Process
- Presented Corridor Design Alternatives
- Gathered public input on Design Alternatives



Working Group Meetings

- October 16, 2013
- November 20, 2013



PREFERRED DESIGN ALTERNATIVE

Corridor Design Elements

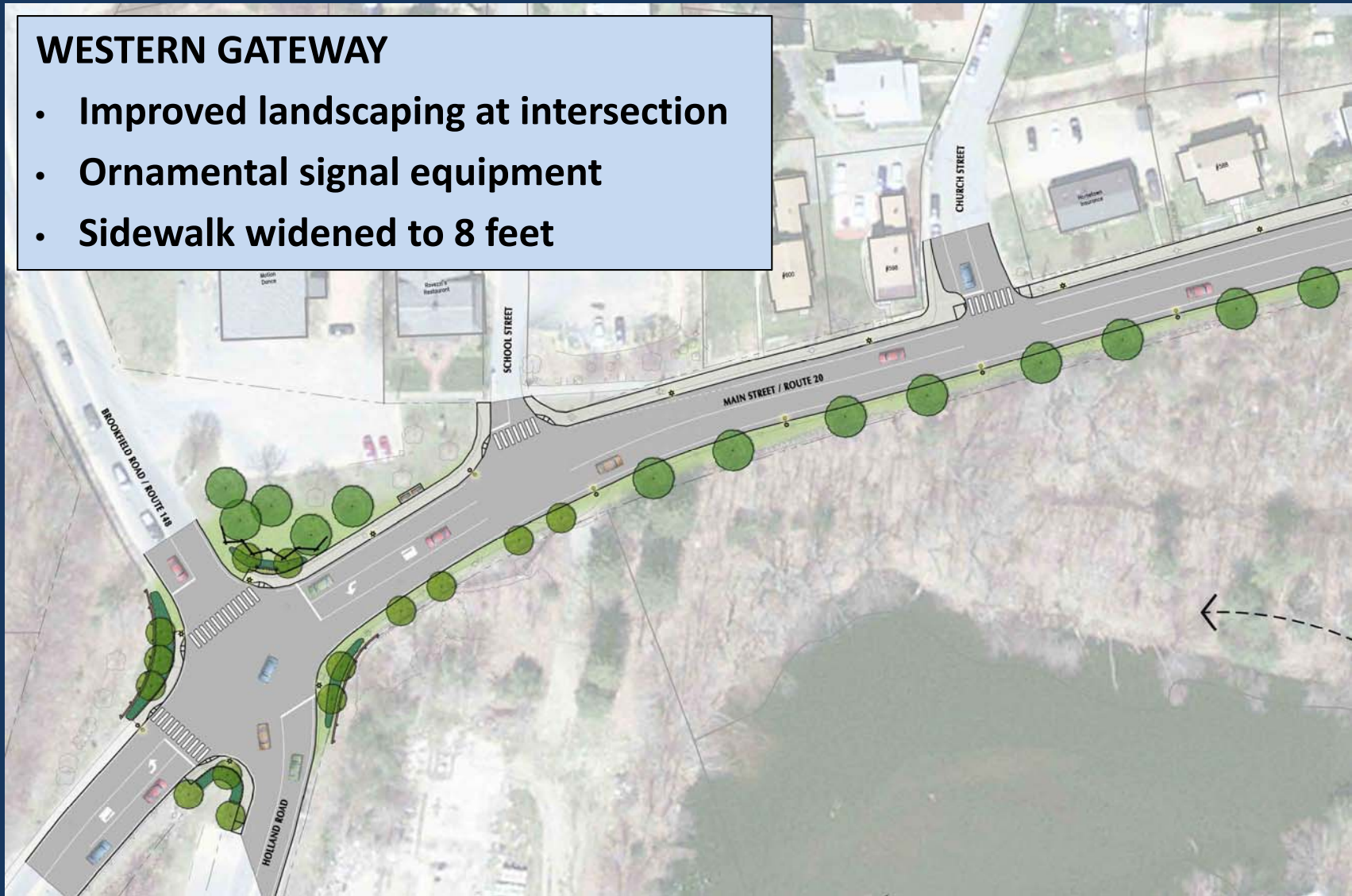
- Safe & inviting pedestrian facilities
- Bicycle accommodations
- Ornamental Lighting
- Curb cut organization & standardization
- Street trees and plantings where possible



PREFERRED DESIGN ALTERNATIVE

WESTERN GATEWAY

- Improved landscaping at intersection
- Ornamental signal equipment
- Sidewalk widened to 8 feet



PREFERRED DESIGN ALTERNATIVE

WESTERN GATEWAY ALTERNATIVE

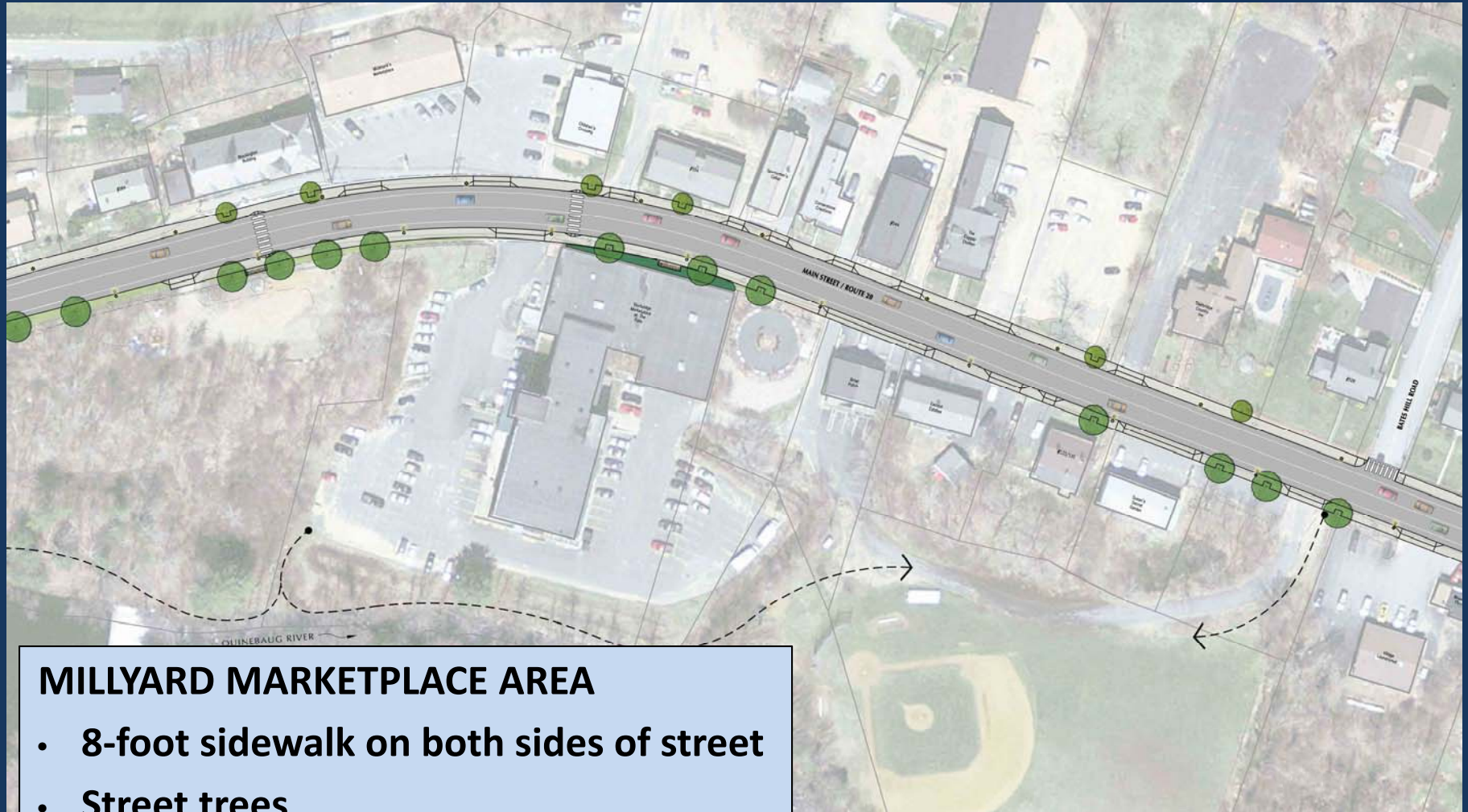


PREFERRED DESIGN ALTERNATIVE

BATES HILL ROAD - ARNOLD ROAD



PREFERRED DESIGN ALTERNATIVE



MILLYARD MARKETPLACE AREA

- 8-foot sidewalk on both sides of street
- Street trees
- Connections to waterfront trails



PREFERRED DESIGN ALTERNATIVE

MILLYARD MARKETPLACE AREA



PREFERRED DESIGN ALTERNATIVE

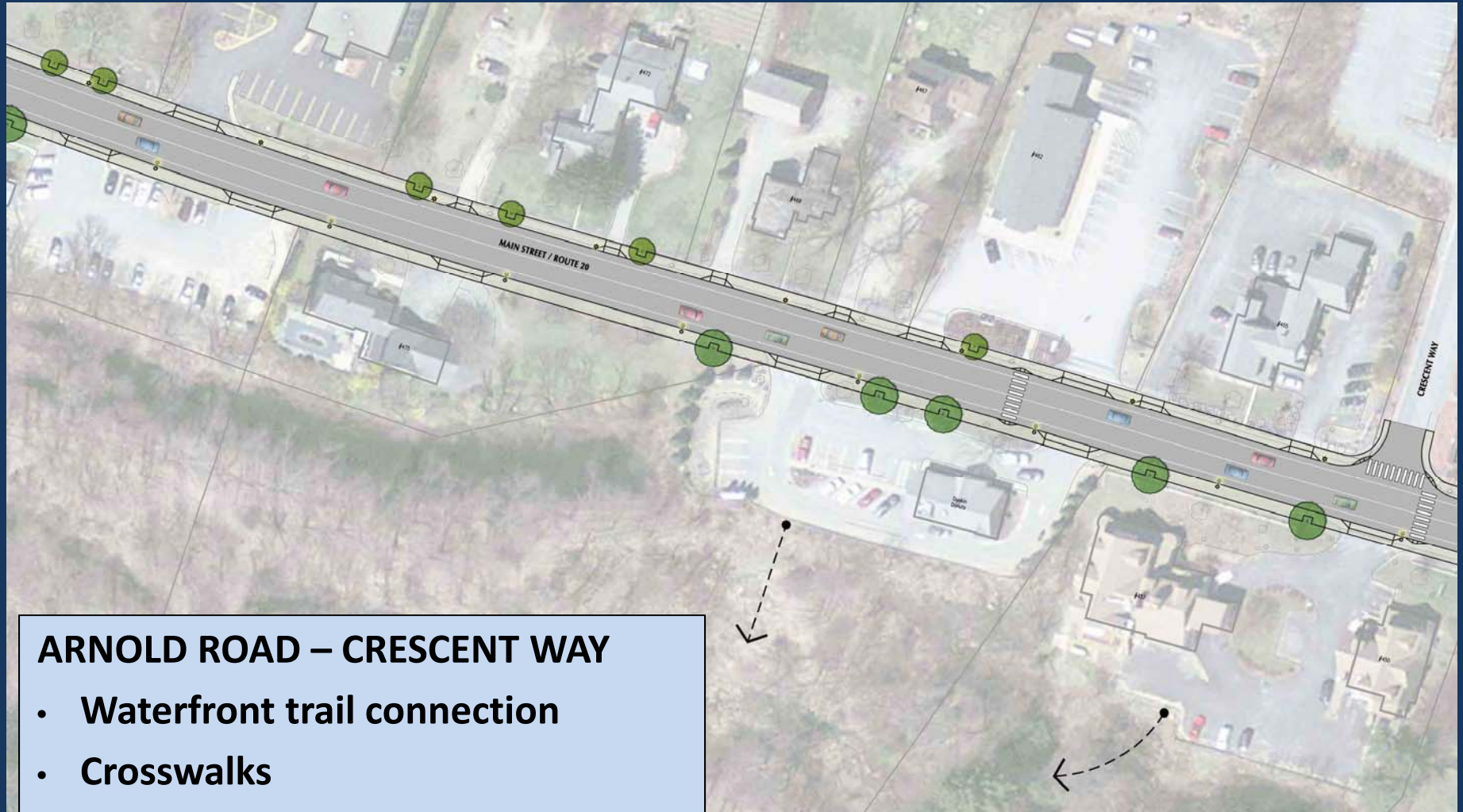


BATES HILL ROAD - ARNOLD ROAD

- 8-foot sidewalk on both sides of street
- Street trees
- 5-foot bike lanes



PREFERRED DESIGN ALTERNATIVE

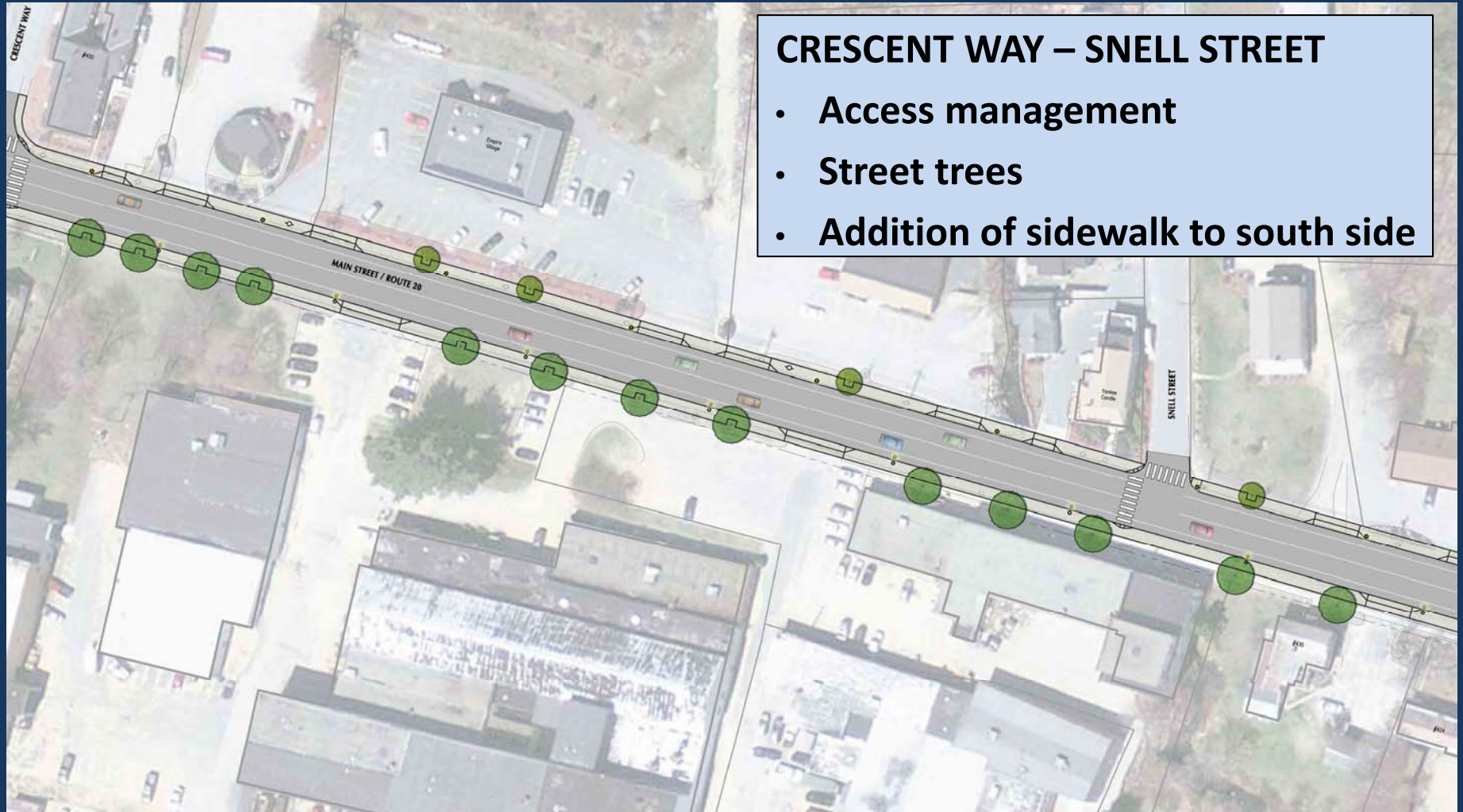


ARNOLD ROAD – CRESCENT WAY

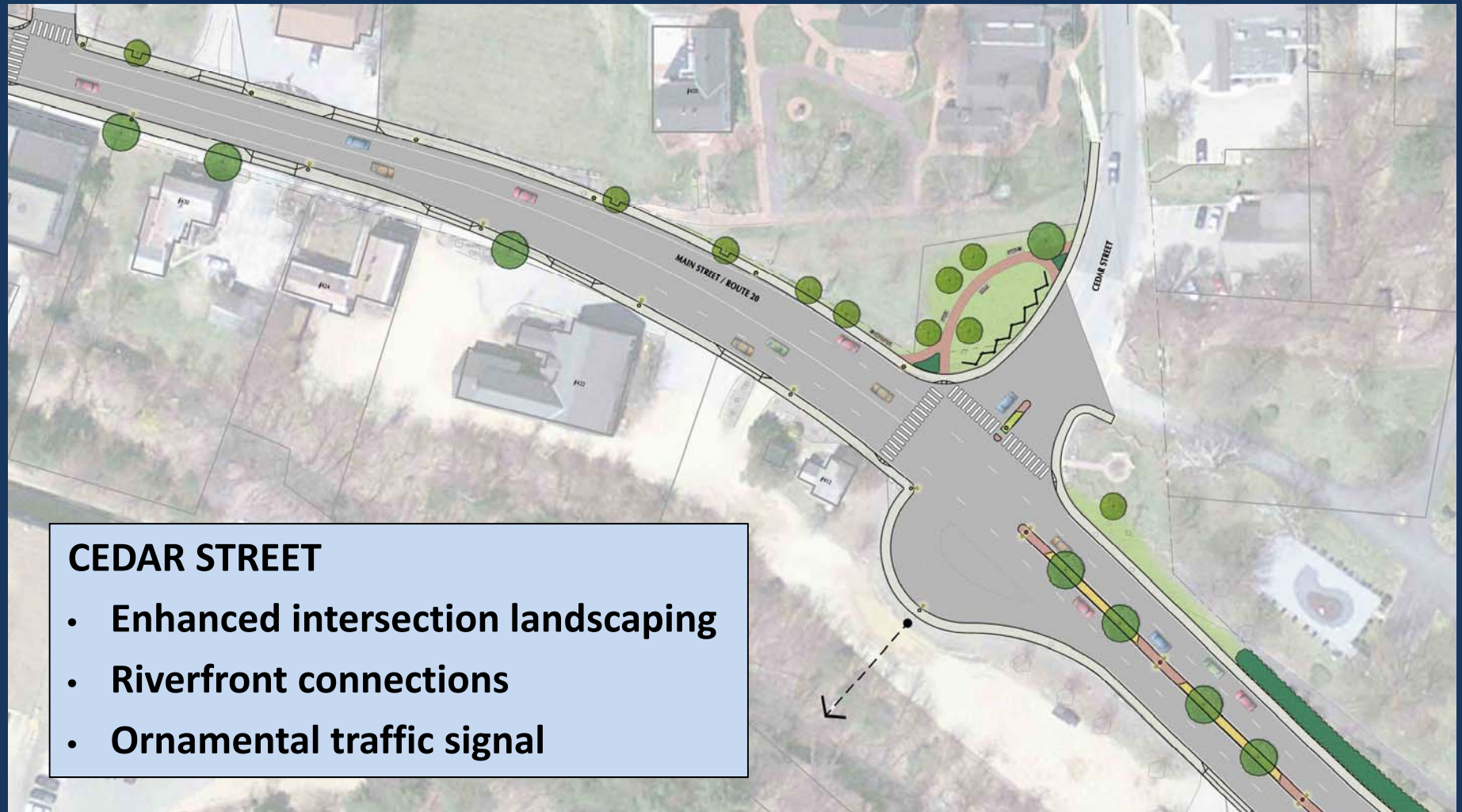
- Waterfront trail connection
- Crosswalks
- Addition of sidewalk to south side



PREFERRED DESIGN ALTERNATIVE

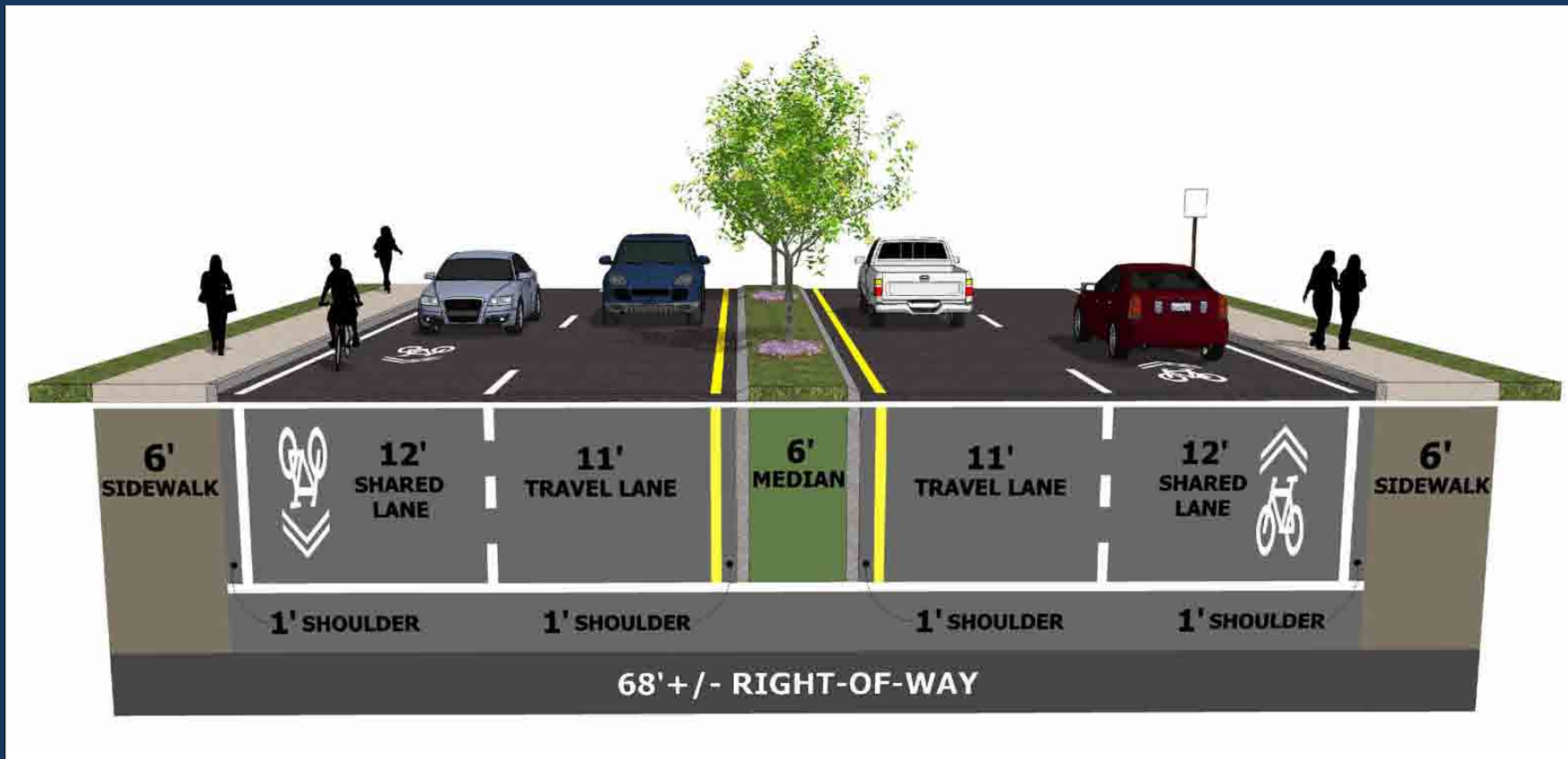


PREFERRED DESIGN ALTERNATIVE



PREFERRED DESIGN ALTERNATIVE

EASTERN GATEWAY



PREFERRED DESIGN ALTERNATIVE



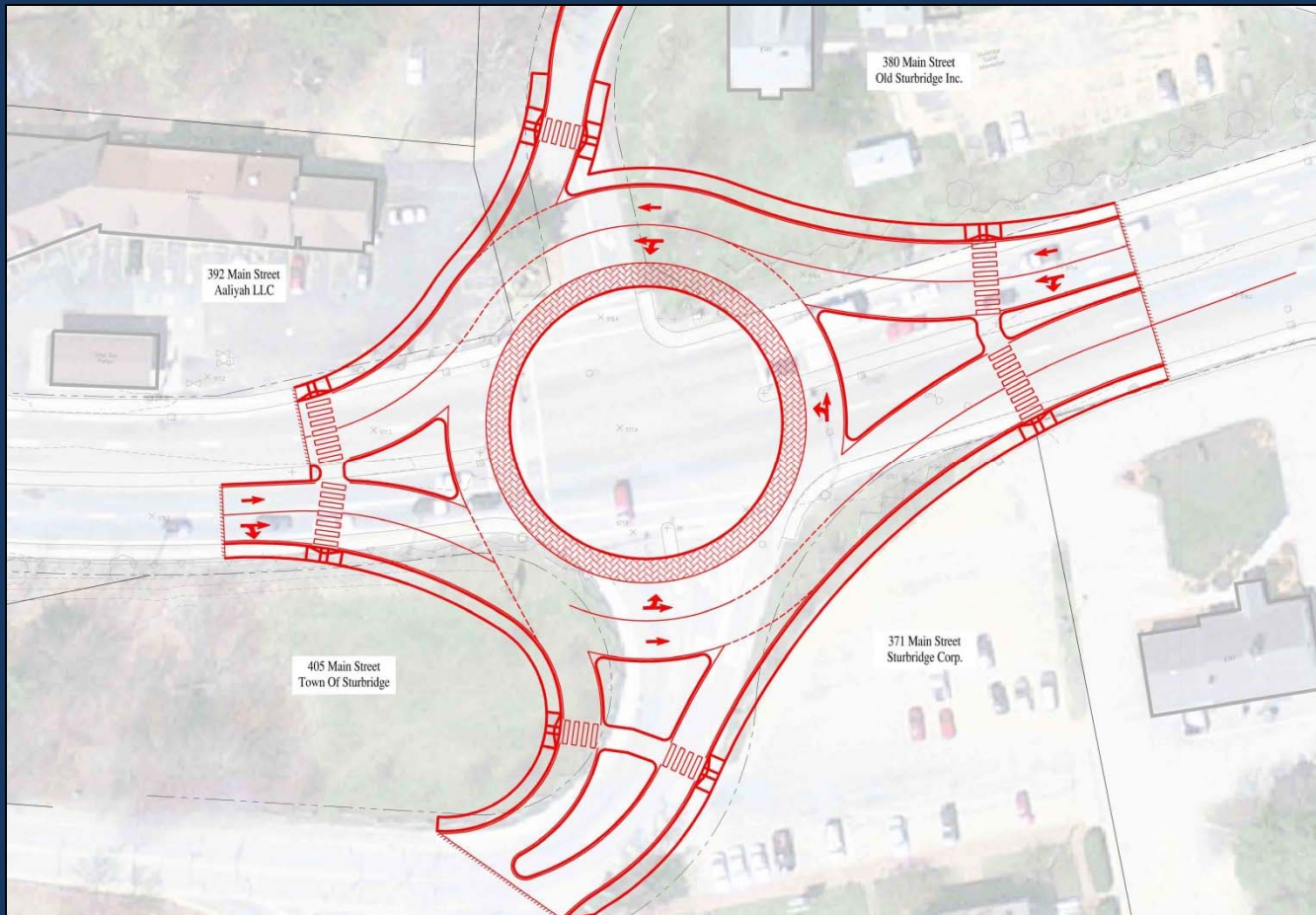
OLD STURBRIDGE VILLAGE / STALLION HILL ROAD

- Median & intersection landscaping
- Left-turn lane at Stallion Hill Road



PREFERRED DESIGN ALTERNATIVE

OLD STURBRIDGE VILLAGE / STALLION HILL ROAD



PREFERRED DESIGN ALTERNATIVE

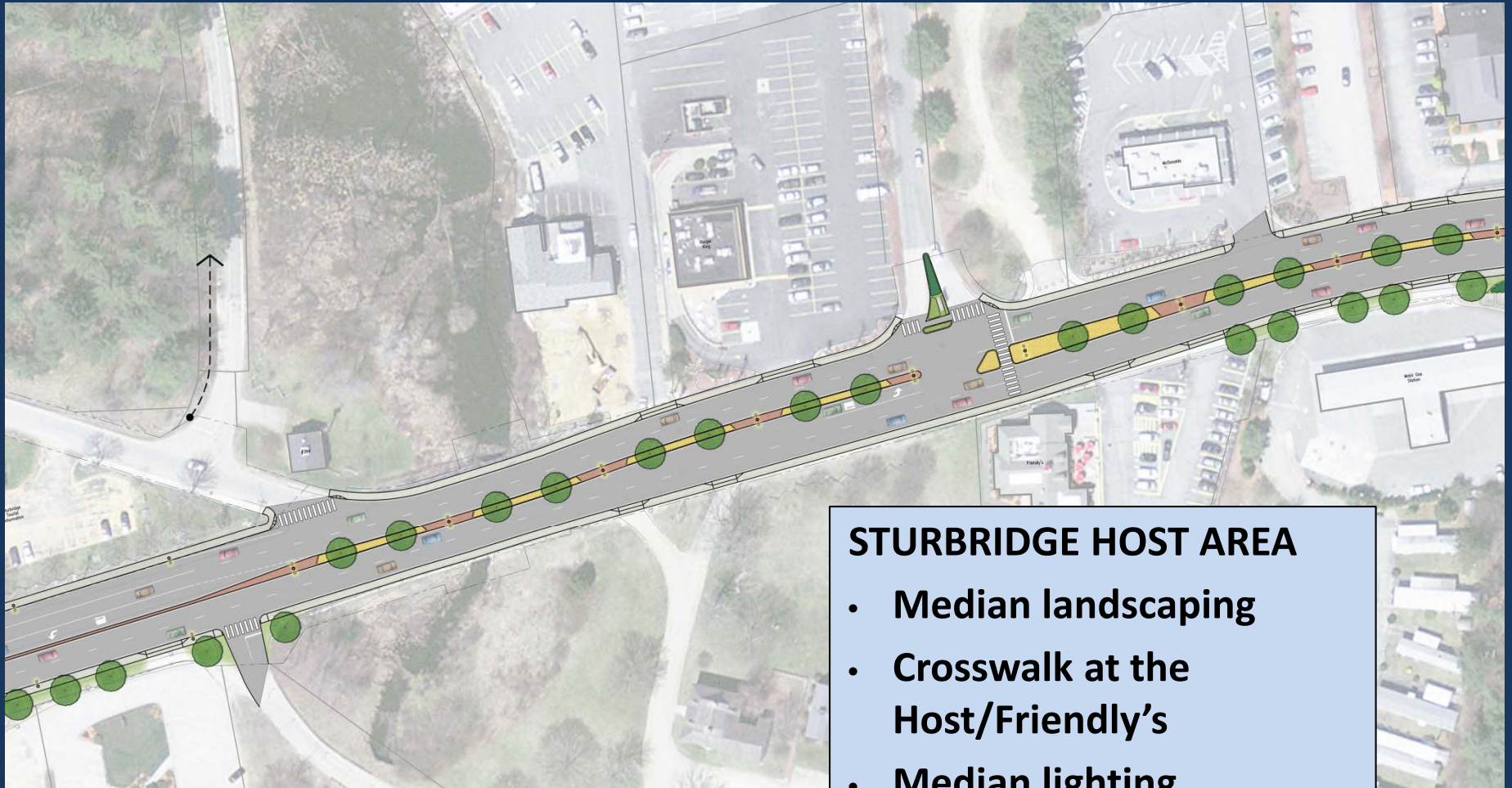
**OLD STURBRIDGE VILLAGE /
STALLION HILL ROAD**



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PREFERRED DESIGN ALTERNATIVE



STURBRIDGE HOST AREA

- Median landscaping
- Crosswalk at the Host/Friendly's
- Median lighting
- Access Management



PREFERRED DESIGN ALTERNATIVE

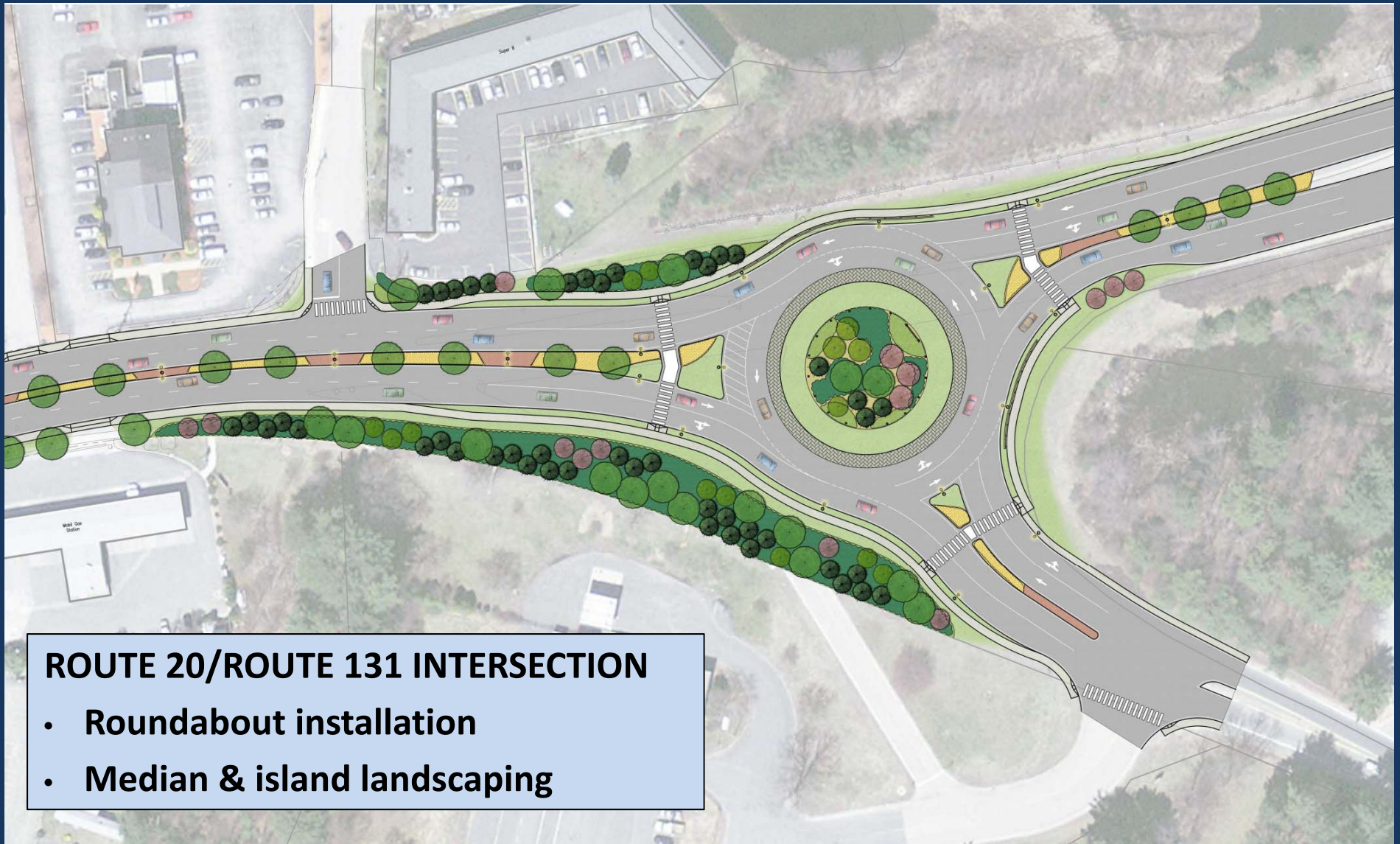
STURBRIDGE HOST / FRIENDLY'S AREA



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PREFERRED DESIGN ALTERNATIVE



ROUTE 20/ROUTE 131 INTERSECTION

- Roundabout installation
- Median & island landscaping

PREFERRED DESIGN ALTERNATIVE

ROUTE 20/ROUTE 131 INTERSECTION



PREFERRED DESIGN ALTERNATIVE

ROUTE 20/ROUTE 131 INTERSECTION



PREFERRED DESIGN ALTERNATIVE



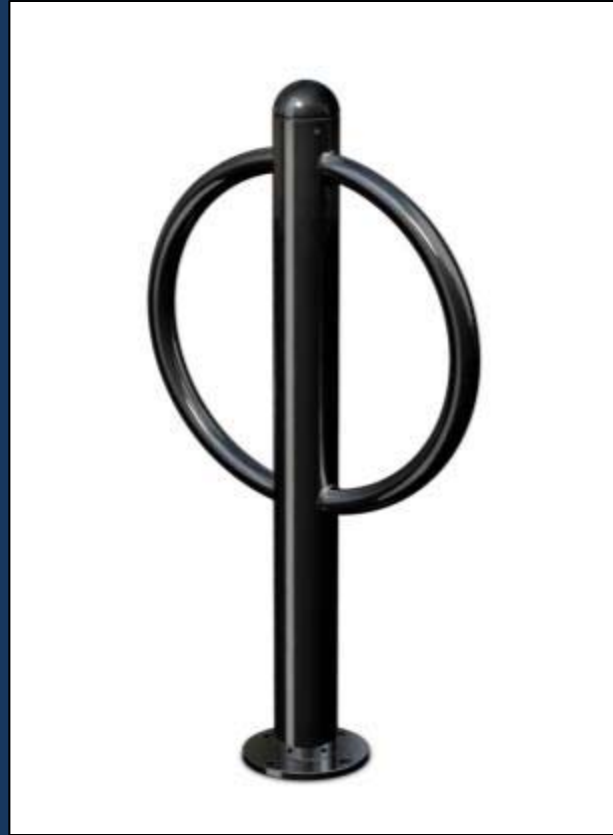
Benches – Wood or Recycled Composite Slats with Metal Arms and Legs



PREFERRED DESIGN ALTERNATIVE



Trash Receptacle



Bicycle Parking Post



PREFERRED DESIGN ALTERNATIVE

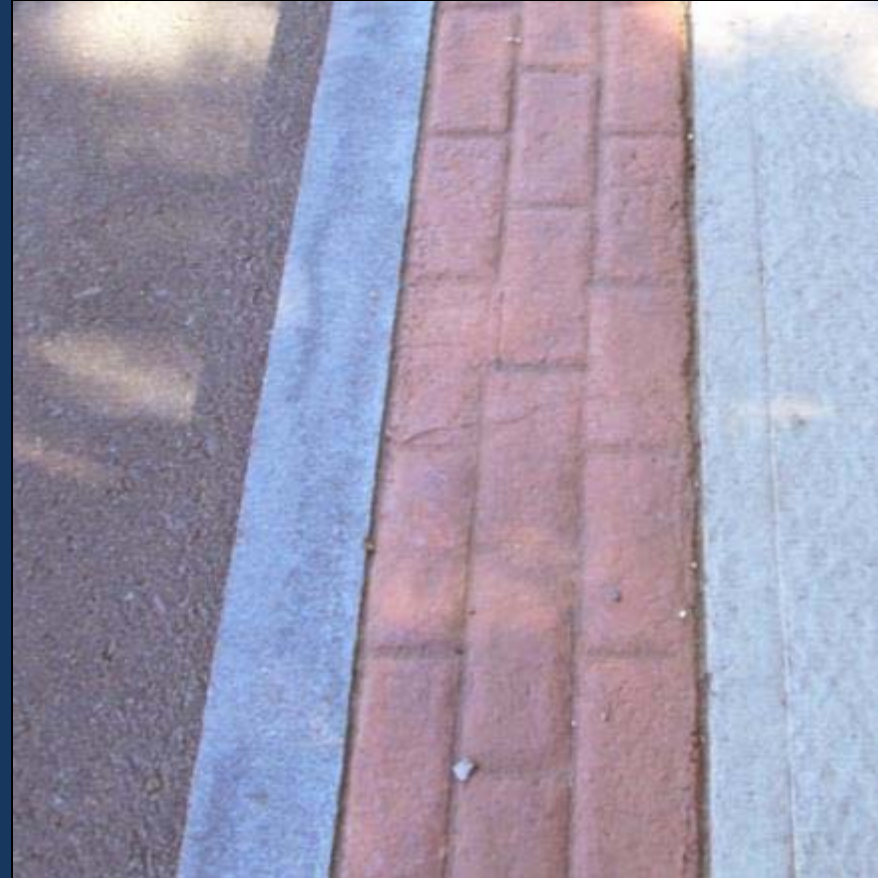
Ornamental Pedestrian & Roadway Lights



Ornamental Traffic Signal



PREFERRED DESIGN ALTERNATIVE



***Decorative Pedestrian Pavement –
Stamped Concrete Border***



PREFERRED DESIGN ALTERNATIVE



RESIDENTIAL PURCHASING POWER FOR RETAIL AND FOOD

	Residential Retail Demand	Residential Retail Supply	Residential Opportunity
Within 2 Mile Radius	\$ 93,301,000	\$154,391,000	(\$ 61,091,000)
2 to 5 Mile Radius	\$375,124,000	\$313,648,000	\$ 61,476,000
5 to 10 Mile Radius	\$762,372,000	\$371,080,000	\$ 391,292,000
Within 10 Mile Area	\$1,230,797,000	\$839,118,000	\$ 391, 679,000



VISITOR ANNUAL PURCHASING POWER

Retail, Food,
Entertainment &
Recreation FY 2010
Expenditures

\$ 19,414,000

- Local businesses rely on visitor expenditures



TRADE AREA WITHIN 5 MILES OF STURBRIDGE COM'L TOURIST DISTRICT

Store Type	Opportunity	Average Sales per SF	Supportable SF Based on Demand	Median Store Size	Potential Number of Stores
Sporting Goods	\$ 2,792,290	\$265	10, 537 sf	10,000	1
Hobby, Toys, Games	\$ 869,377	\$180	4,830 sf	3,000	1
Clothing	\$15,562,433	\$400	38,906 sf	3,000	12
Misc. Retail	\$ 5,896,910	\$250	23,588 sf	2,400	9
Ltd Service Eating Establishment	\$ 3,715,618	\$300	12,385 sf	2,000	6



VISITOR TAXES PAID TO TOWN OF STURBRIDGE

Sturbridge Annual Revenues from Room Taxes FY2010	\$476,431
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Sturbridge Annual Meals Tax Revenues – FY2010	\$112,381
	<i>Half year since Meals Taxes Adopted January 2010</i>

- Revenues from Rooms and Meals taxes contributed over \$ 1 million in revenue to the Town in FY2013

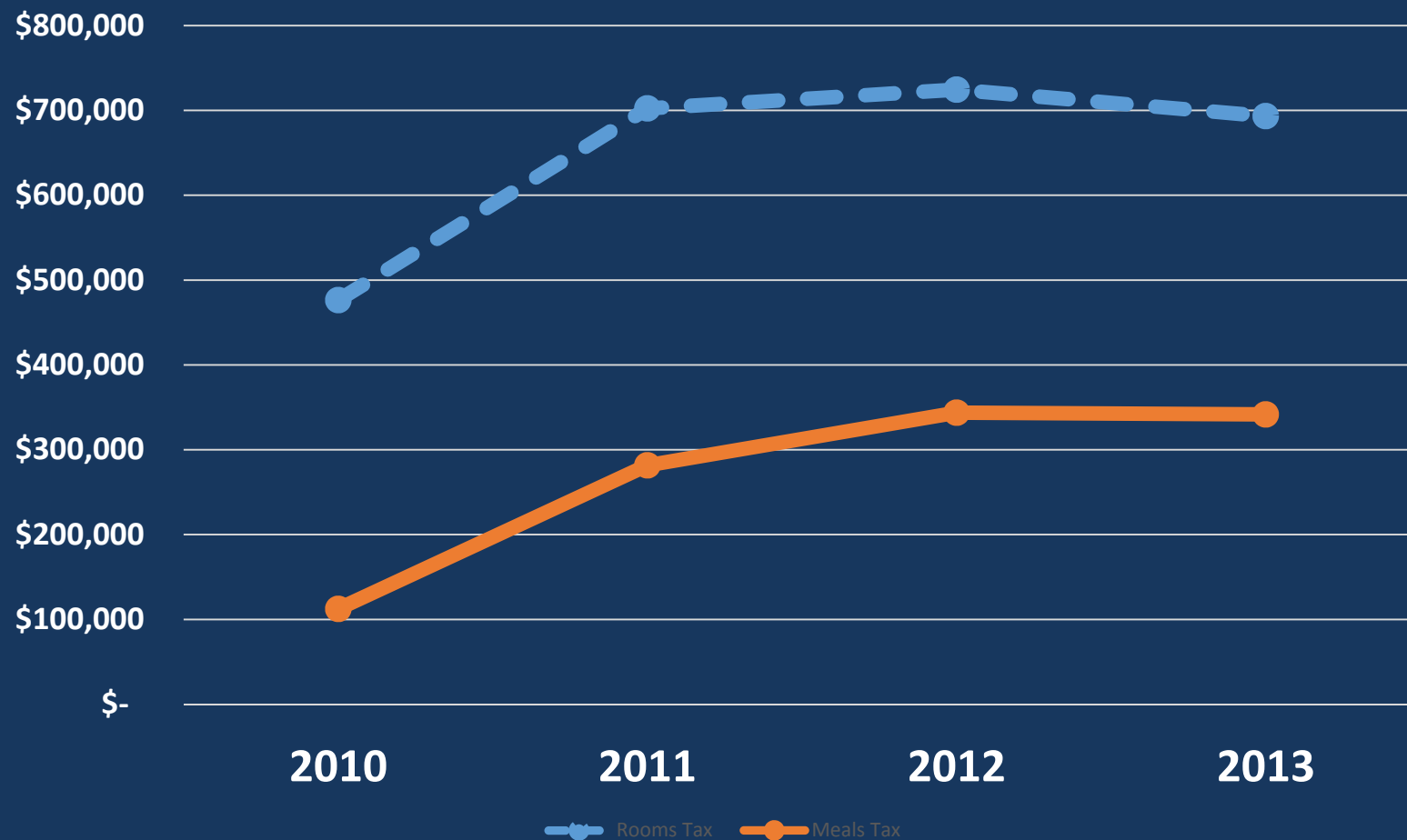


VISITOR PURCHASING POWER

- Over 300,000 visitors annually to Sturbridge
- 13% of persons surveyed “on the street” were visitors
- Visitors spend an average of \$65+/day
- Visitors expenditure in FY2010 for Sturbridge was \$ 19.4 million for retail, food, recreation & entertainment based on MOTT and DOR data.



STURBRIDGE LOCAL ROOM & MEALS TAX REVENUE



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Visitor Market Needs

Domestic Visitor Top 10 Activities

1. Visit Relatives –29.3%
2. Visit Friends—19.2%
3. Shopping – 17.3%
4. Fine Dining – 14.8%
5. Beaches – 16.1%
6. Rural Sightseeing—13.0%
7. Urban sightseeing-12.7%
8. Historic Places/Churches 7.3%
9. Museums—7.3%
10. State/National Parks – 7.5%

- Increase the duration of the visit in Sturbridge by “packaging” activities
 - Shopping
 - Old Sturbridge Village
 - Mole Hollow Candle
 - Quinebaug River and the Last Green Valley
 - Westville Lake & Brimfield Lake
 - Golfing
 - Local Foods & Orchards
- Add an Interpretative Walk



FINANCING INFRASTRUCTURE IMPROVEMENTS



PROJECT COSTS

- **Total Project Cost**
 - \$10.9 million
- **Project Phasing**
 - Phase 1 – Western Gateway
 - Phase 2 – Eastern Gateway
 - Phase 3 – Route 131/Route 20 intersection



PROJECT PHASING

Phase One (\$5.7 million)

- Western Gateway (Route 148 to Cedar Street)
 - Sidewalk
 - Widening on north side
 - Installation of new sidewalk on south side
 - Landscaping
 - Decorative lighting
 - Decorative sidewalk
 - Street trees & plantings



PROJECT PHASING

Phase Two (\$2.9 million)

- Eastern Gateway (Cedar Street to Route 131)
 - Median Landscaping
 - Street trees, plantings, & pavers
 - Decorative lighting
 - Intersection Improvements
 - Stallion Hill Road
 - Host Crosswalk



PROJECT PHASING

Phase Three (\$2.3 million)

- Route 20 & Route 131
 - Roundabout
 - Roadway realignment
 - Roadway construction
 - Landscaping
 - Median & island plantings
 - Lighting



FUNDING ALTERNATIVES

- **State Transportation Improvement Program (TIP)**
 - Prerequisite for Federal Funds
 - TIP uses a mix of federal & state funds
 - Enhancements and/or FHWA
- **MassWorks**
 - Annual Funding Round
 - Typical grant award: \$2 to \$10 million
 - Requires local private investment
 - Local contributions enhance competitiveness
- **Other**
 - Recreation & Trails; Tourism Sources



FUNDING ALTERNATIVES

- Americans with Disabilities Act (ADA)
 - Requires accessible curb cuts and sidewalks
 - \$55,000 fine for first violation
 - \$110,000 fine for subsequent violations
 - Subject to civil law suits, injunctions, & Payment of Attorney Fees
- Rte 20 Existing Conditions Non-Compliant with ADA
- Improvement Plan
 - Fully-ADA compliant sidewalks, crosswalks & curb cuts
 - Improvement Plan demonstrates initial steps in good faith effort to comply with ADA



MASSDOT

Healthy Transportation Policy Directive

- Requires sidewalks and bicycle lanes to be incorporated in roadway improvements and major maintenance projects after January 1, 2014.
- Plan of Improvements
 - Incorporates sidewalks
 - Incorporates bicycle lanes
 - Adheres to new MassDOT policy directive



AT LARGE DISCUSSION



PROJECT VISION & GOALS

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



NEXT STEPS

- Meeting with MassDOT
- Complete Final Report
- Public Hearing - January 14, 2014
 - Acceptance of Plan
- Developing Funding Strategy
 - Application for TIP listing
 - MassWorks

