
COMMERCIAL TOURIST DISTRICT IMPROVEMENT PLAN STURBRIDGE, MA

COMMUNITY MEETING TWO

SEPTEMBER 25. 2013



INTRODUCTIONS

Pare Corporation

JOHN P. SHEVLIN, P.E.

TIM THOMSON, E.I.T.

Shadley Associates

PAM SHADLEY, ASLA

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

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 2

- **Project Introduction**
- **Recap of Previous Work**
- **Data Collection Summary**
- **Alternative Presentations Scenario**
- **Exercise for Feedback Pertaining to Alternatives**
- **Next Steps**



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
 - Pedestrian friendly environment
 - Fill gaps in sidewalk
 - Difficulty crossing Route 20
- Parking
 - Shared parking
 - Street Parking
- Landscaping
 - Center median in Eastern Gateway
 - Shield 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 Calming
 - Ensure safe vehicular travel through corridor
 - Improve access to Route 20 from driveways/side streets



DATA COLLECTION SUMMARY

- ☒ Field Reviews
- ☒ Intercept Survey
- ☐ Crash Data
- ☒ Speed Studies
- ☒ Intersection/Signal/Roadway Plans
- ☒ Parking Inventory
- ☒ Traffic Counts

TMC's & ATR's

Different Time Periods

- ☒ Review Previous Studies



STURBRIDGE INTERCEPT SURVEY



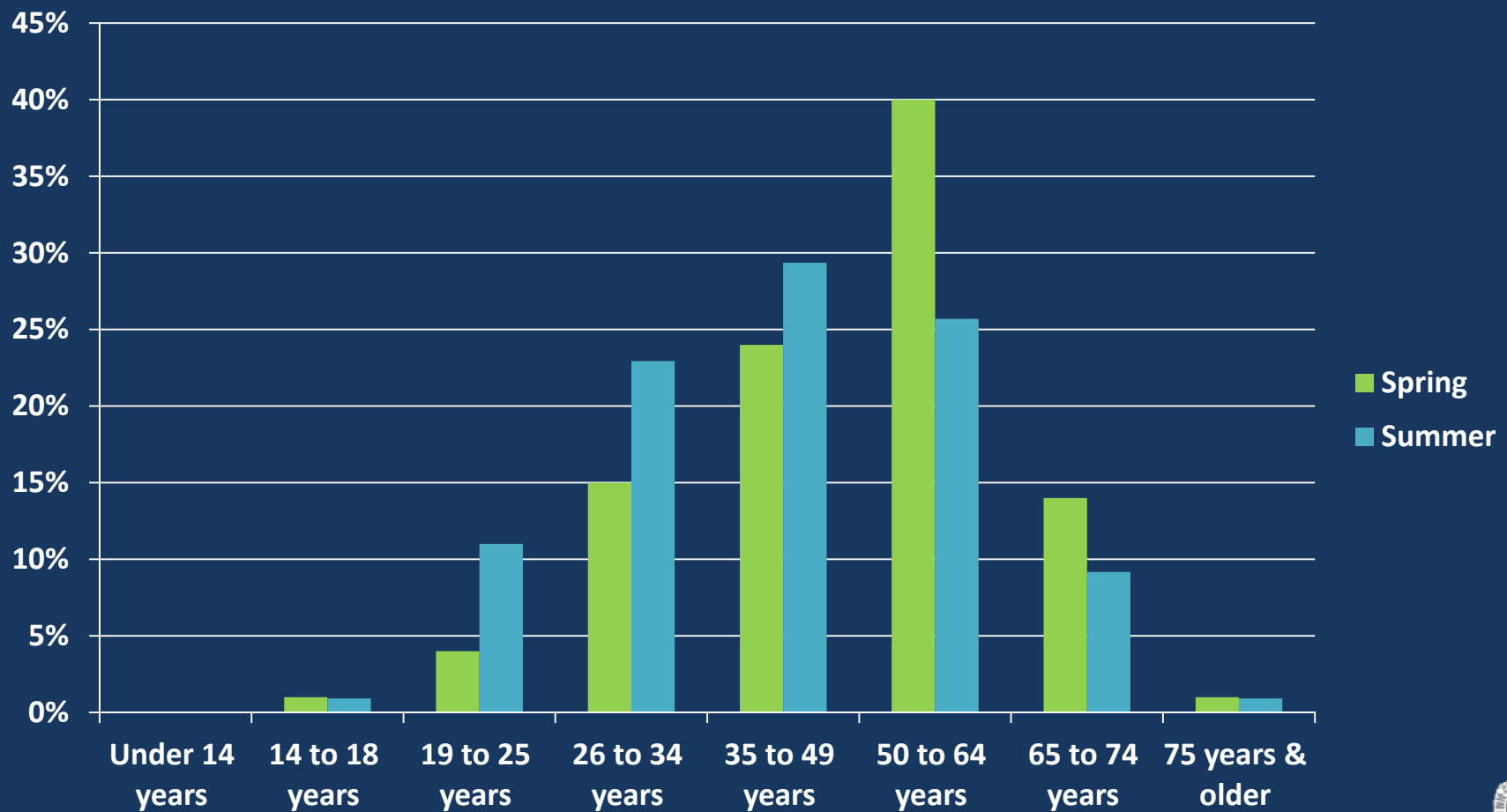
Community Meeting 2: September 25, 2013

Gender of Survey Respondents

| | Men | Women |
|---------|-------|-------|
| Spring | 44.3% | 55.7% |
| Summer | 47.9% | 52.2% |
| Overall | 46.2% | 53.9% |

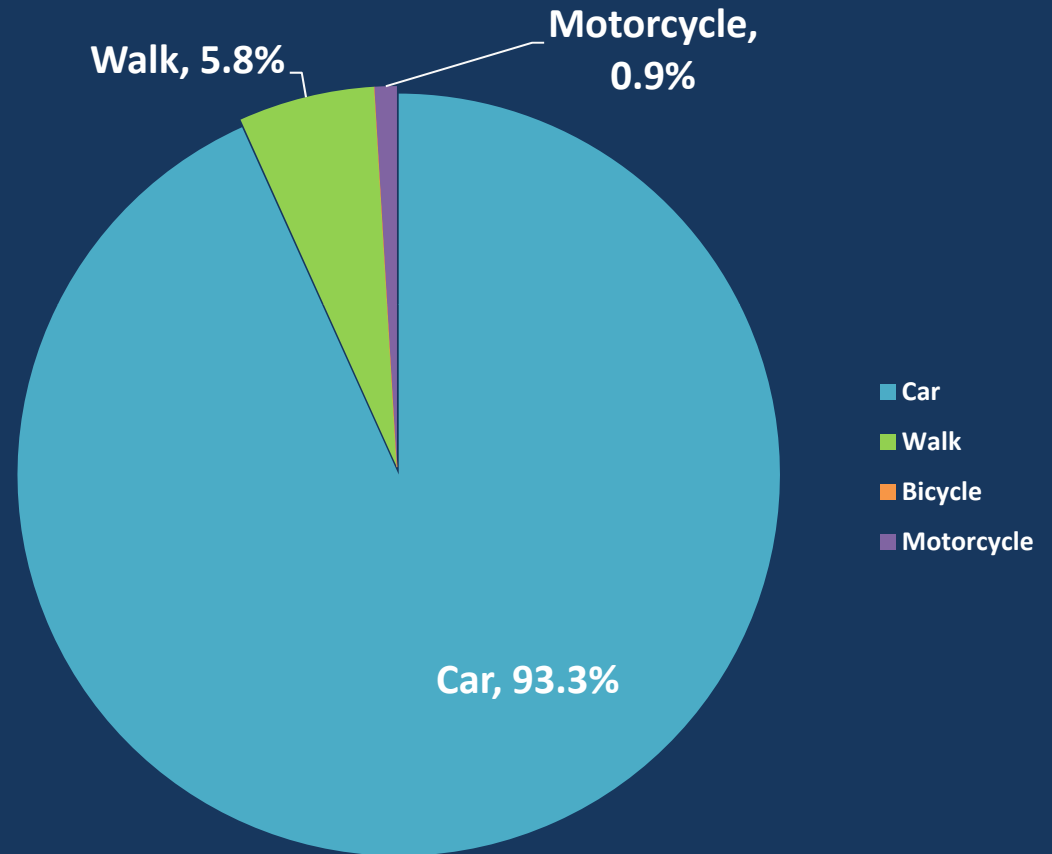


CTD Survey Respondents by Age



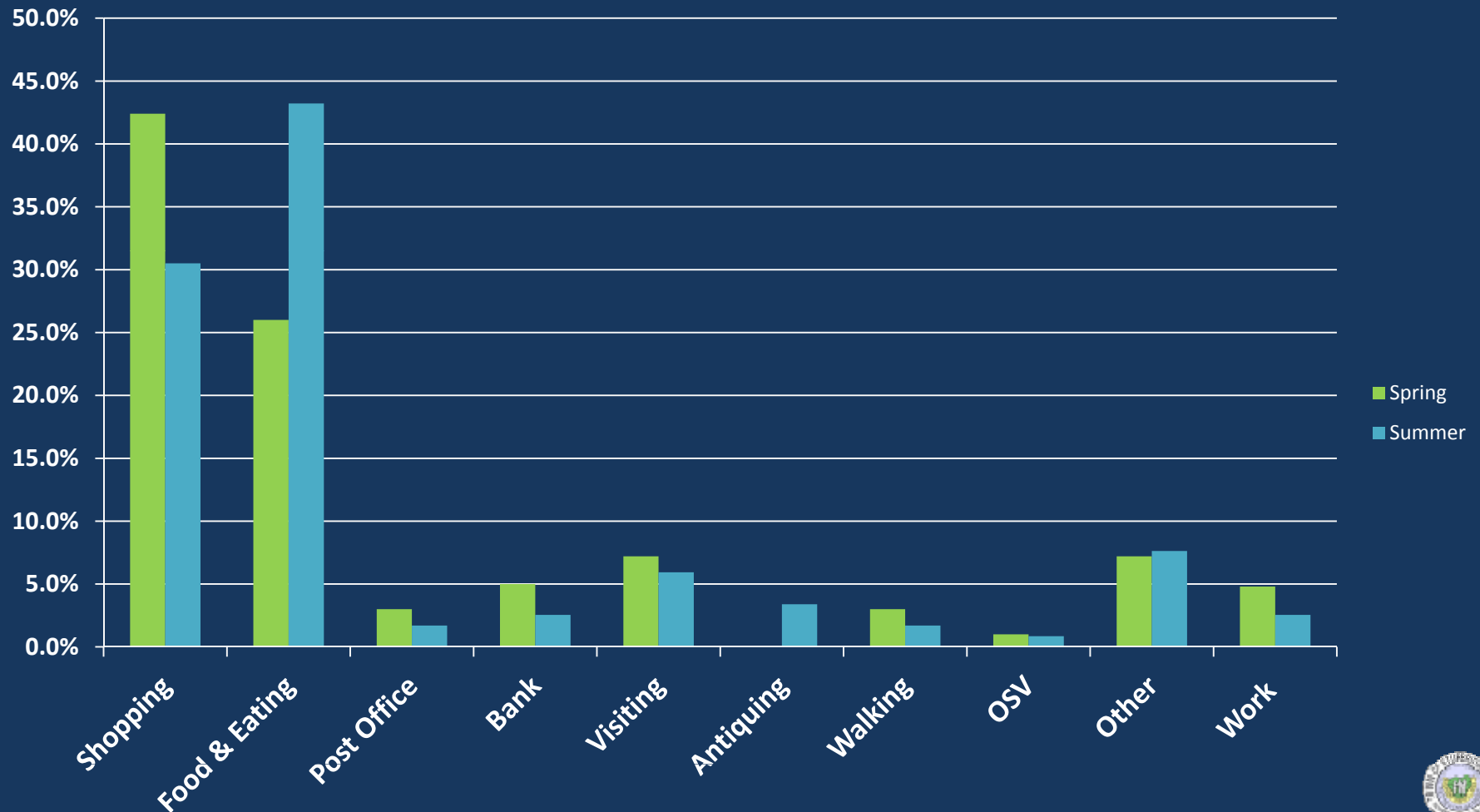
Travel Mode to the District

- Travel mode similar in spring and summer
- Slightly more walkers in the summer
- Bicyclists didn't stop for survey
- Many bicyclists observed on autumn weekends



Sturbridge Commercial Tourist District

Purpose for Coming



Spending in Sturbridge

Anticipated Spending for the Day

| | Spring | Summer |
|--------------|-----------|-------------|
| Low | \$ - | \$ - |
| High | \$ 400.00 | \$ 1,000.00 |
| Median | \$ 30.00 | \$ 40.00 |
| Mean Average | \$ 57.40 | \$ 73.33 |



Types of Commercial District Patrons

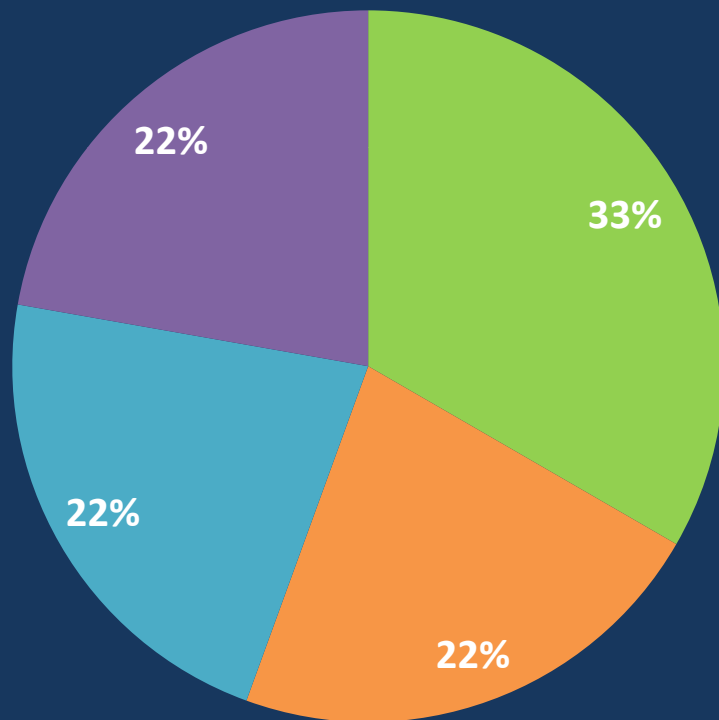
| | Spring | Summer | Both |
|----------------------------|------------|------------|------------|
| Year Round Resident | 71% | 38% | 54% |
| Summer Resident | 1% | 3% | 2% |
| Day Visitor | 18% | 42% | 31% |
| Overnight Visitor | 9% | 16% | 13% |

Note: Autumn is the visitor season for Sturbridge.

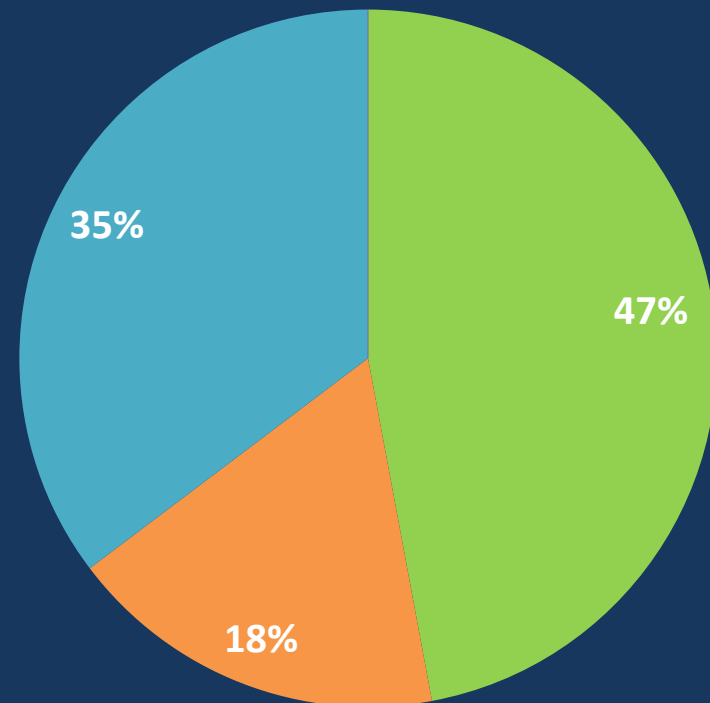


Overnight Stays

Spring



Summer



■ Motels in Sturbridge ■ Campgrounds ■ Family & Friends ■ Motels Not in Sturbridge



Commercial Tourist District Customer Origins

| Type | Location | Spring | Summer | Both |
|------------------------------------|--------------------------------|--------|--------|-------|
| LOCAL PATRONS | Sturbridge | 21.7% | 20.7% | 21.2% |
| | Adjacent & Nearby Communities | 45.6% | 30.6% | 37.6% |
| | Western Arc | 24.1% | 23.4% | 23.7% |
| | | | | |
| Day Trippers & Tourists | Western Massachusetts | 22.0% | 5.4% | 13.1% |
| | Eastern Massachusetts | 10.8% | 21.6% | 16.6% |
| | New England (beyond MA) | 13.0% | 11.7% | 12.3% |
| | Eastern Seaboard | 4.4% | 7.2% | 5.9% |
| | Other Domestic & International | 2.2% | 0.9% | 1.5% |



Leading Comments & Suggestions

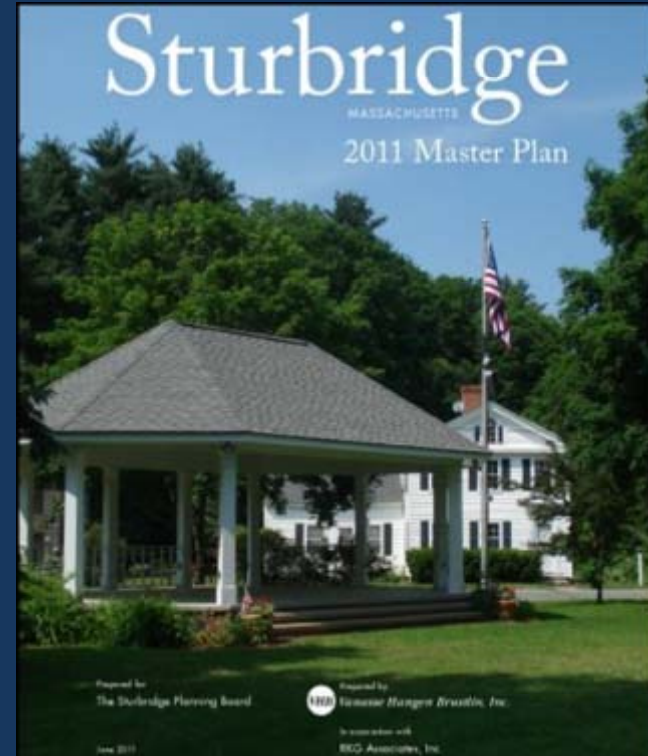
- Traffic – speed, congestion, difficulty turning in and out
- More Stores and businesses
- Like it the Way It Is
- Walkability
- Brimfield Fair concerns



DEVELOPMENT OF ALTERNATIVES

Sturbridge Master Plan

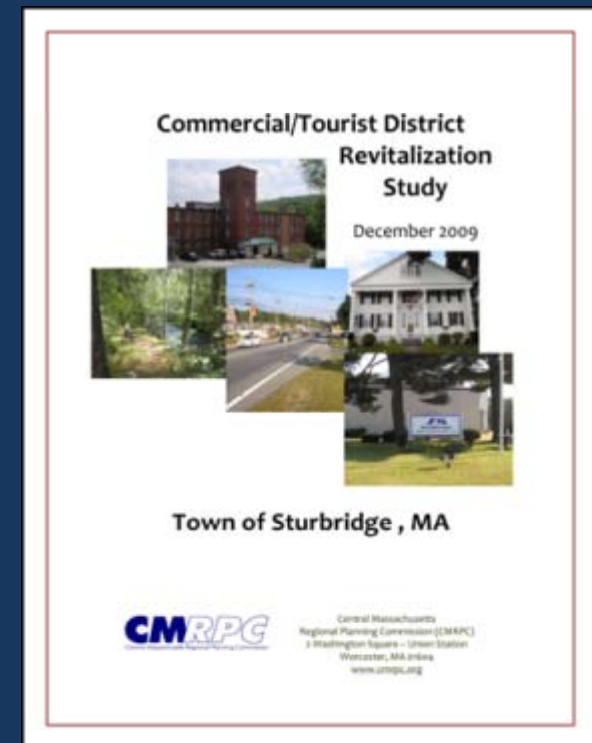
- Walkable, pedestrian friendly environment
- Landscaping
- Parking
- Gateways
- Balance vehicular use with walking and biking
- Access Management
- Sign Clutter



DEVELOPMENT OF ALTERNATIVES

CTD Revitalization Study

- Arnold Road
- Roadway cross-section
- Street vegetation and trees
- Expand sidewalks and pedestrian improvements
- Wider sidewalks, benches, way-finding signage
- Decorative street lighting
- Underground utilities



FOCUS OF IMPROVEMENTS

- Safety
- Pedestrians & Bicycles
- ADA Compliance
- Traffic Calming
- Parking
- Landscaping
- Public Transportation
- Access Management



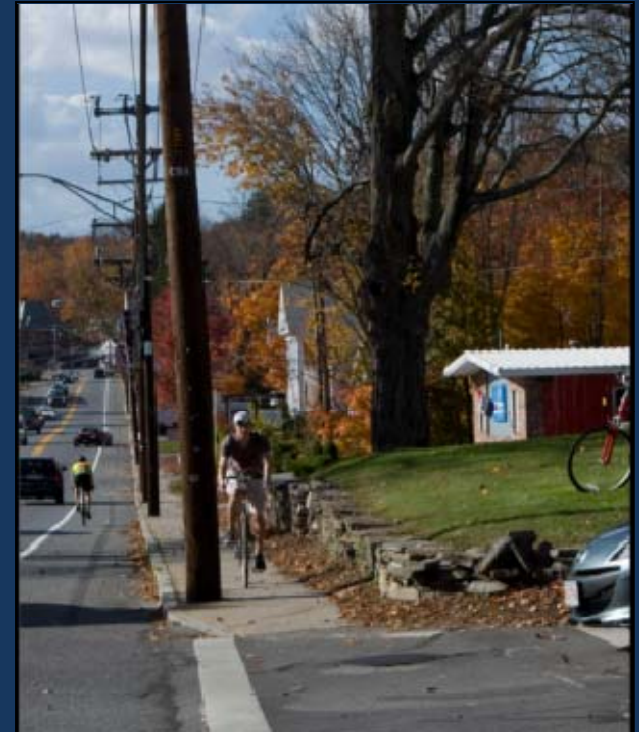
SAFETY

- New sidewalks
- Wider sidewalks
- Side street neckdowns
- Improving crosswalks
- Landscape buffers



BICYCLE FACILITIES

- Bike lanes
- Sharrows
- Multi-use path – connecting to future trails



ADA COMPLIANCE

- Sidewalk Clearances
- Curb Ramps



TRAFFIC CALMING

- Roundabouts
- Bike lanes
- Reduced lane widths
- Parking (limited)
- Textured crosswalks
- Medians
- Neckdowns
- Access management



PARKING

- On-street parking (minimal)
- Shared Parking



ADDITIONAL IMPROVEMENTS

- Public Transportation
 - Coordination with WRTA
 - Coordination with trip generators and local communities
- Access Management
 - Identify area with multiple curb cuts
 - Need coordination with property owners
 - Implement into Town regulations for future development



TRAFFIC VOLUMES

- Route 20 Traffic Volumes

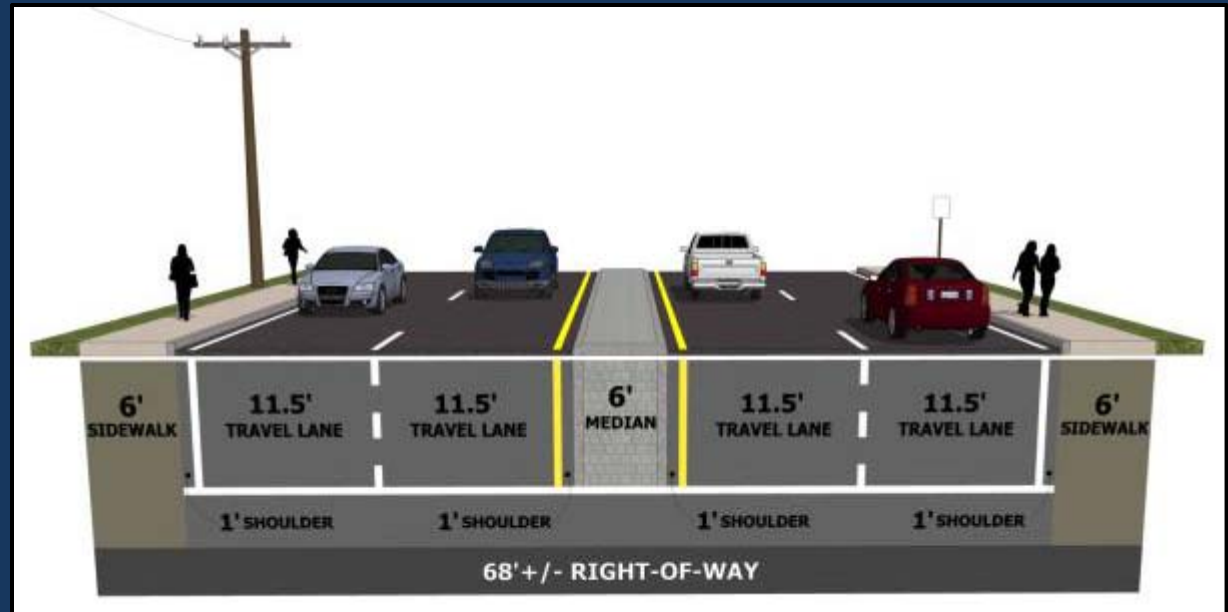
| Location | AM Peak Hour Volumes (vph) | PM Peak Hour Volumes (vph) |
|-------------------|----------------------------|----------------------------|
| New Boston Road | 1,511 | 1,885 |
| West of Route 131 | 1,978 | 2,369 |
| Cedar Street | 1,324 | 1,686 |
| Arnold Road | 1,292 | 1,678 |
| East of Route 148 | 1,157 | 1,472 |
| West of Route 148 | 550 | 832 |



CROSS-SECTION ALTERNATIVES

Eastern Gateway

Existing Conditions



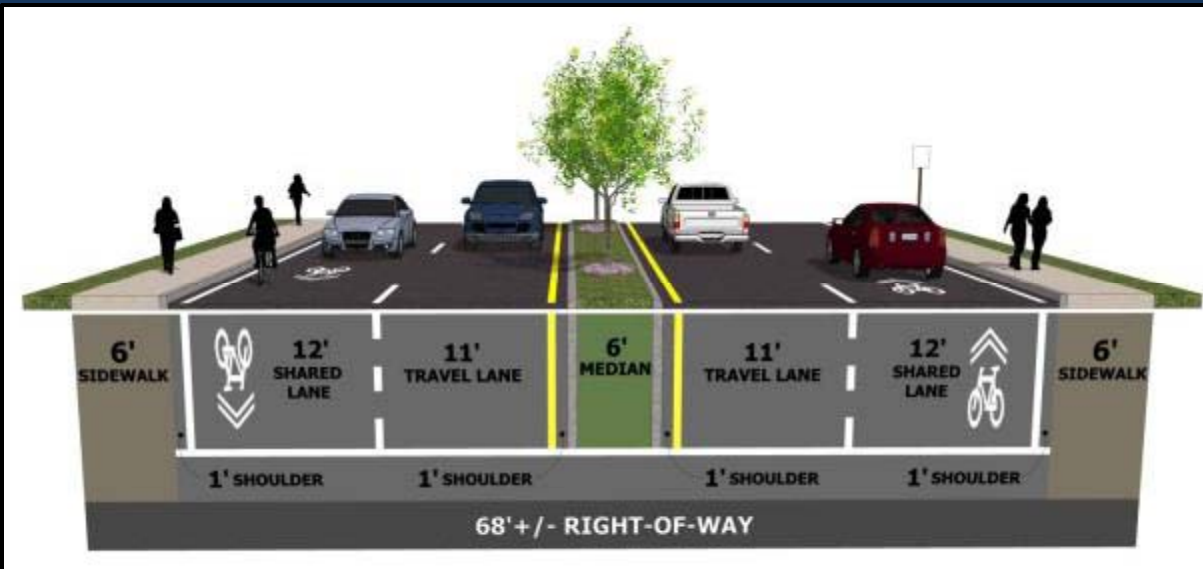
Alternative 1



CROSS-SECTION ALTERNATIVES

Eastern Gateway

Alternative 2



Alternative 3

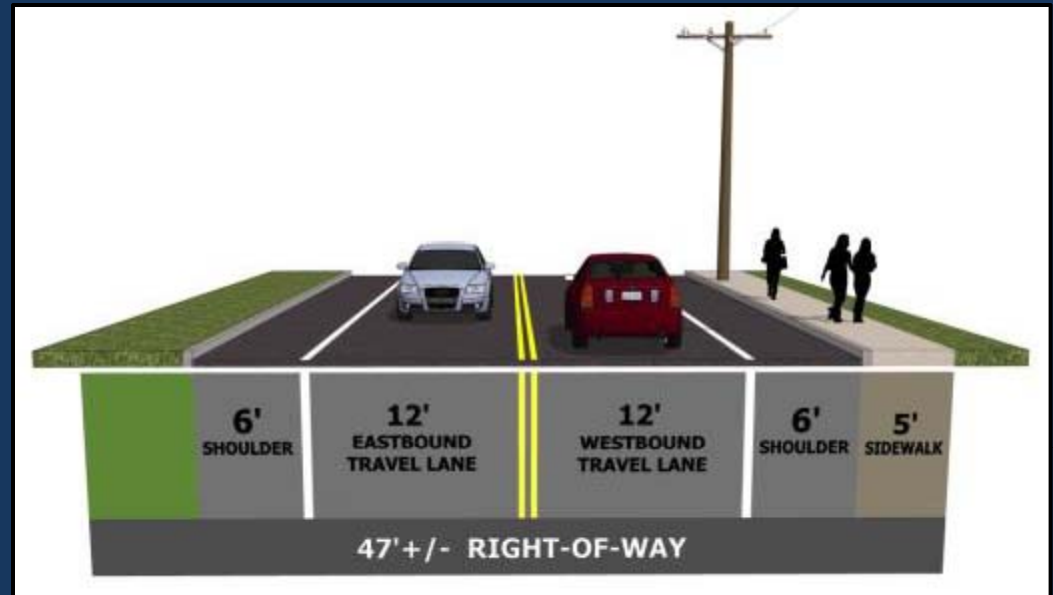
* Preferred



CROSS-SECTION ALTERNATIVES

Western Gateway

Existing Conditions



Alternative 1



CROSS-SECTION ALTERNATIVES



Western Gateway

Alternative 2

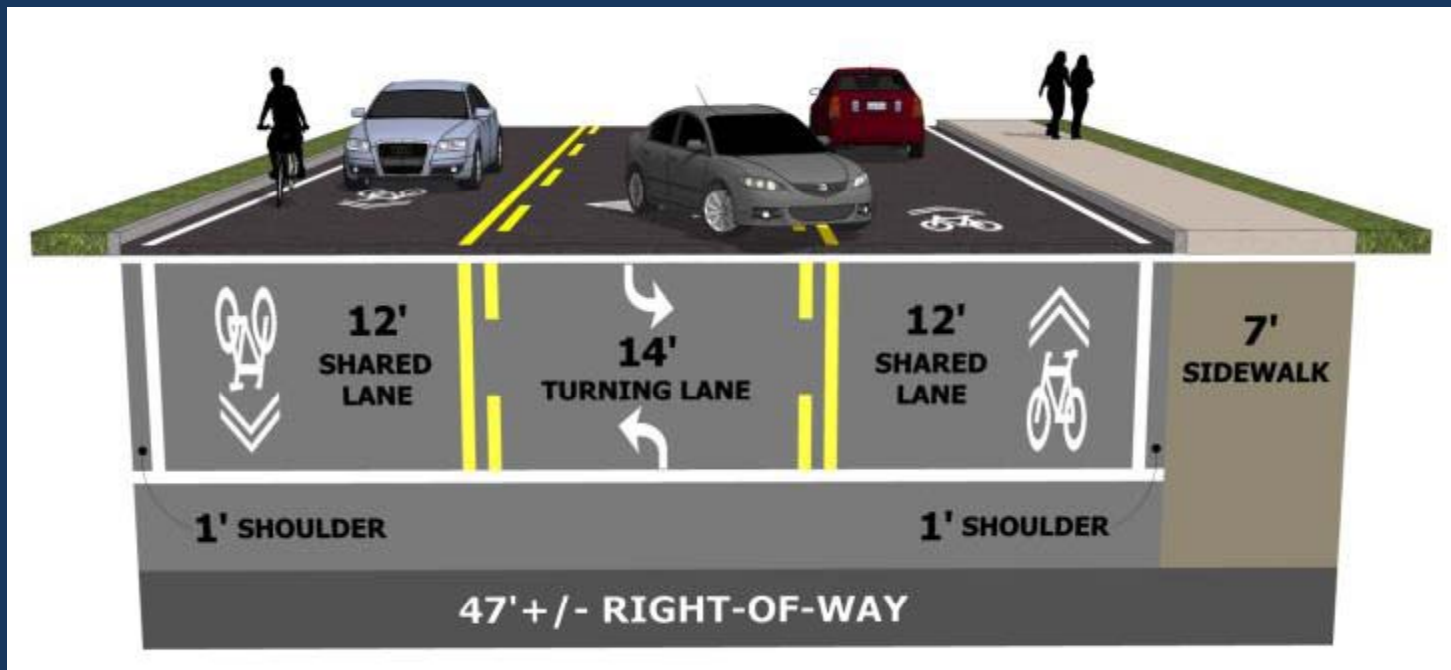
Alternative 3

* Preferred



CROSS-SECTION ALTERNATIVES

Western Gateway

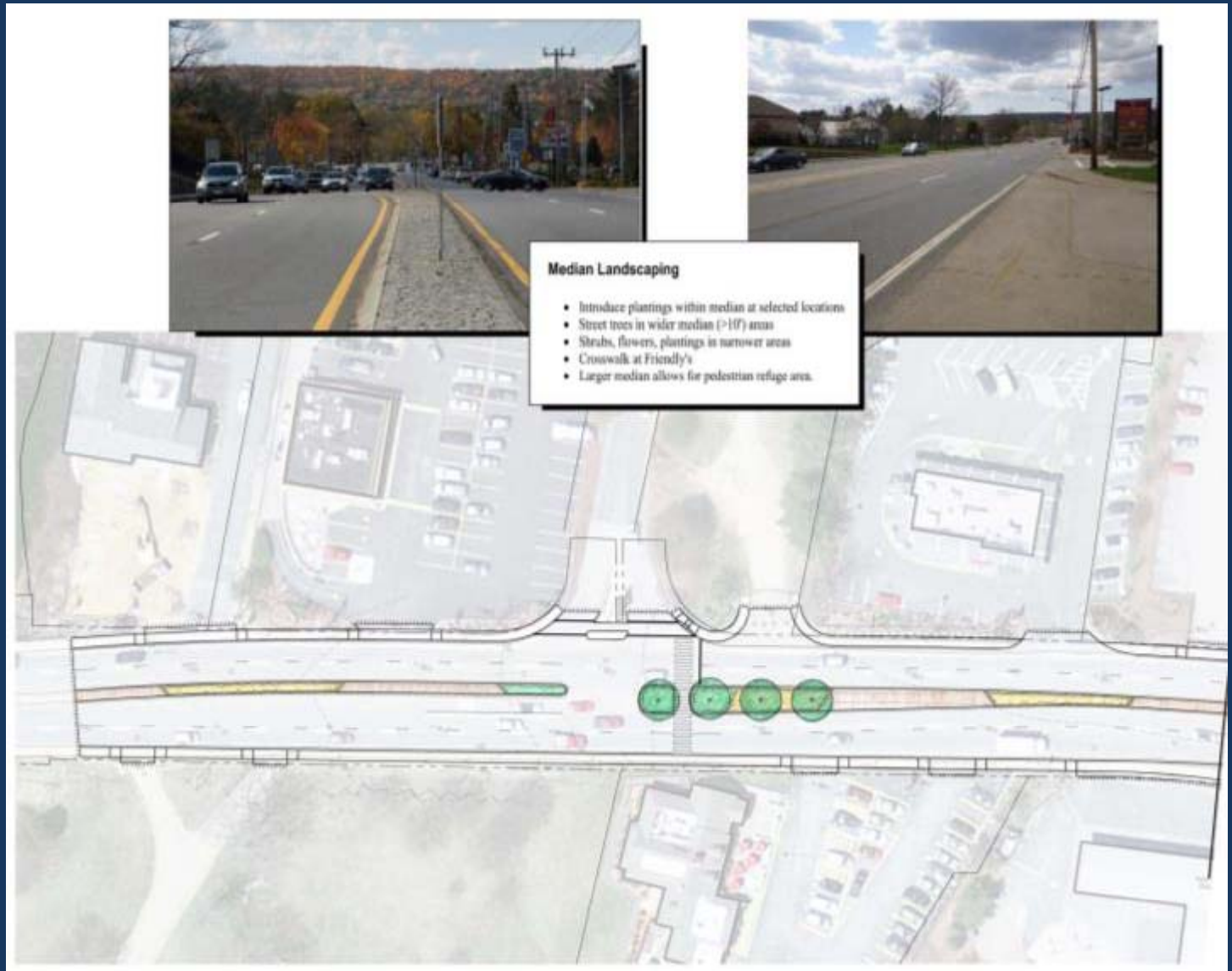


Alternative 4



CROSS-SECTION ALTERNATIVES

Eastern Gateway



CROSS-SECTION ALTERNATIVES



ROUNDBABOUTS

What are they?

- Circular intersection
- Yield control for entering vehicle
- Islands on approaches
- Roadway curvature to reduce speeds



Difference between Roundabouts and Rotaries

- Roundabouts are smaller
- Rotaries have higher speeds
- Roundabouts are typically larger than neighborhood traffic circles



ROUNDAABOUT BENEFITS

Safety Benefits

- More than 90% reduction in fatalities
- 76% reduction in injury
- 35 % reduction in all crashes
- Slower speeds generally safer for pedestrians
- Head-on and high-speed right angle collisions are virtually eliminated

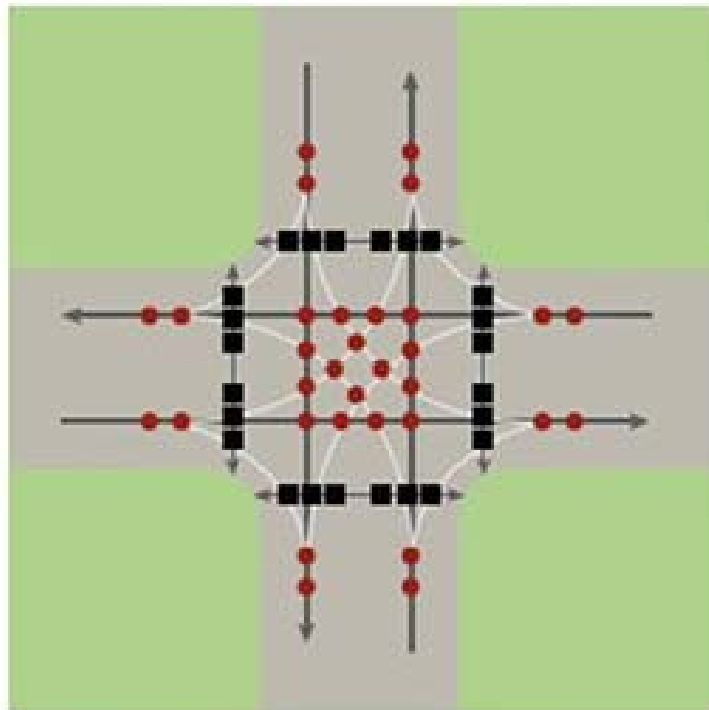


ROUNDAABOUT BENEFITS

Safety Benefits

Conflicts

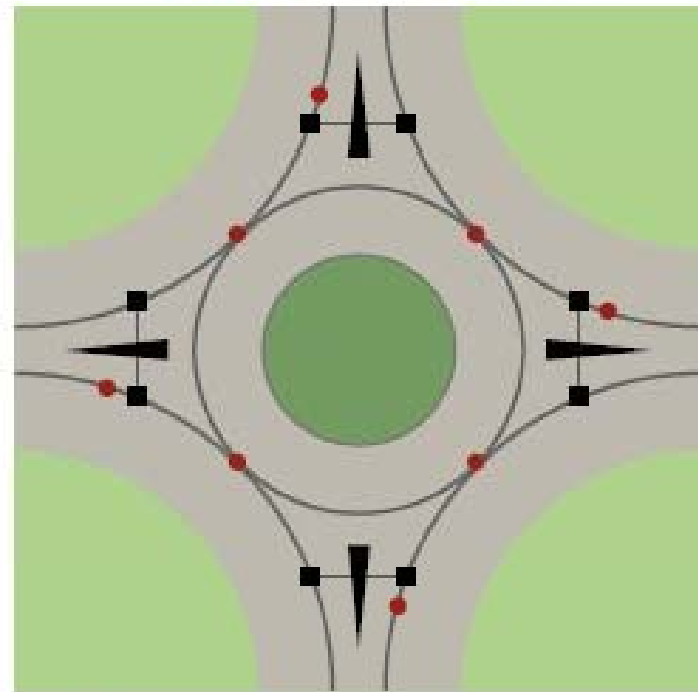
Two-lane road standard intersection



- 32 vehicle to vehicle conflicts
- 24 vehicle to pedestrian conflicts

Conflicts

Two-lane roundabout



- Eight vehicle to vehicle conflicts
- Eight vehicle to pedestrian conflicts

ROUNDAABOUT BENEFITS

Community & Aesthetics

- Landscaping opportunities
- Eliminates the need for signal equipment
- Reduce pollution and gas consumption
- Quieter operation
- Reduces Congestion



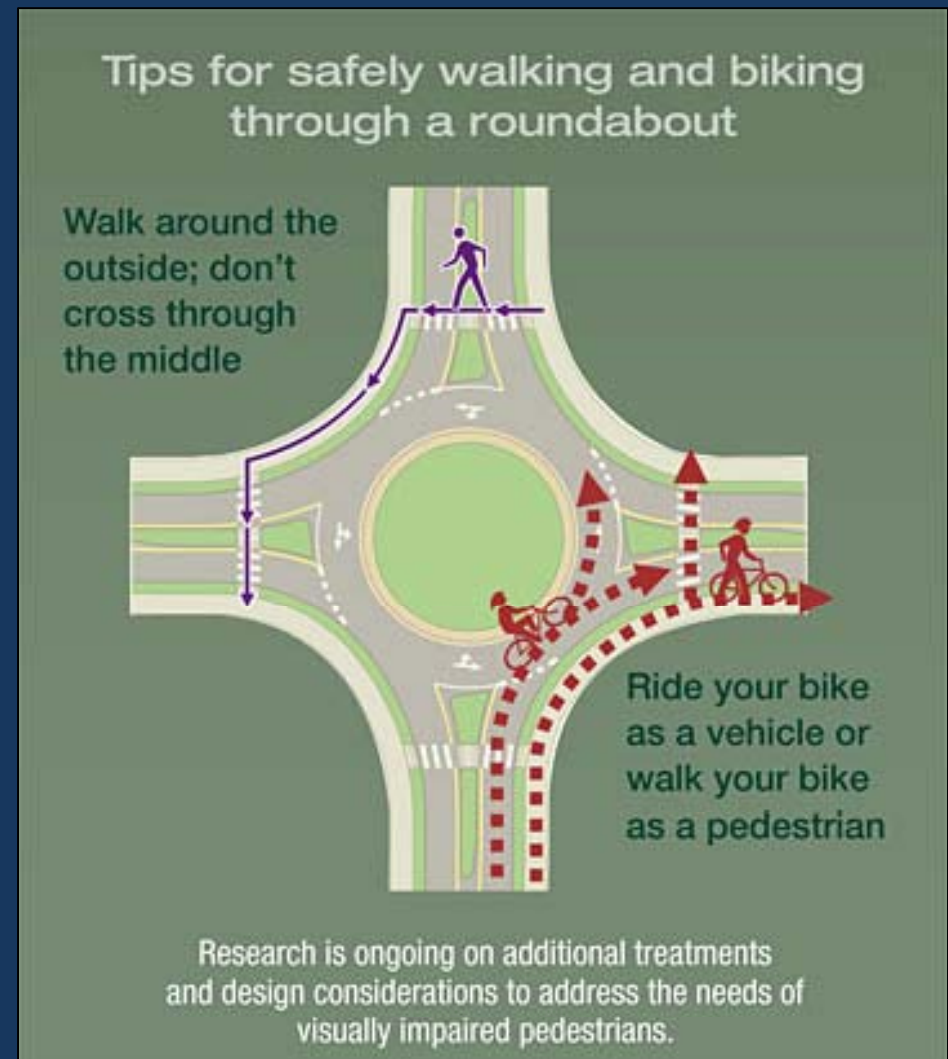
PEDESTRIANS & BICYCLES

Pedestrians

- Use sidewalks and crosswalk on outside of roundabout

Bicycles

- Can use lane as vehicle
- Or exit roundabout and walk bicycle as pedestrian.

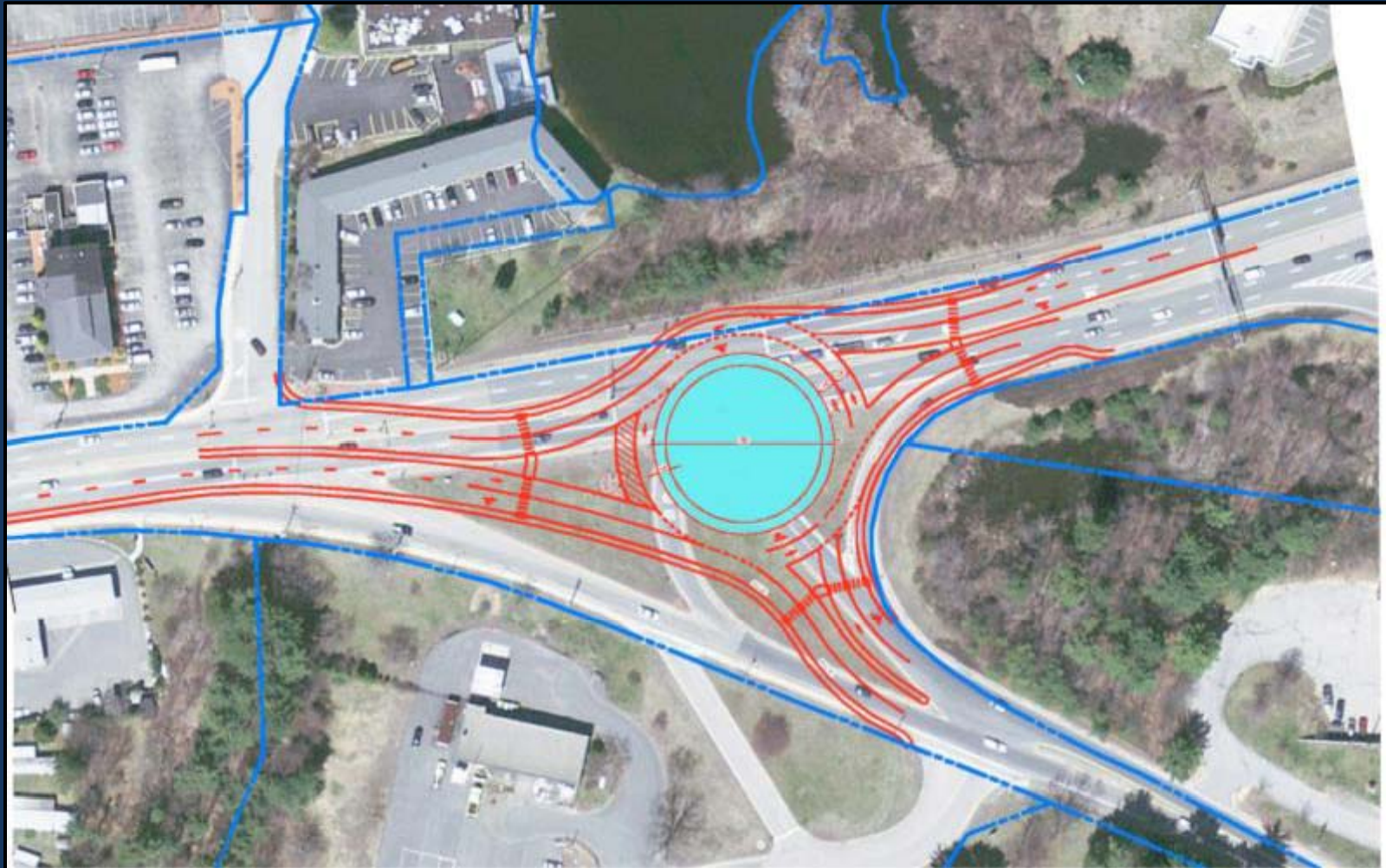


ROUTE 20 & NEW BOSTON ROAD

- Alignment interferes with I-84 Ramp
- Would required significant roadway realignment and relocation of I-84 ramp



ROUTE 20 & ROUTE 131



ROUTE 20 & ROUTE 131



ROUTE 20 & ROUTE 148



ROUTE 20 & ROUTE 148



SITE FURNISHINGS & AMENITIES

Ornamental Pedestrian & Roadway Lights



Alternative A



Alternative B



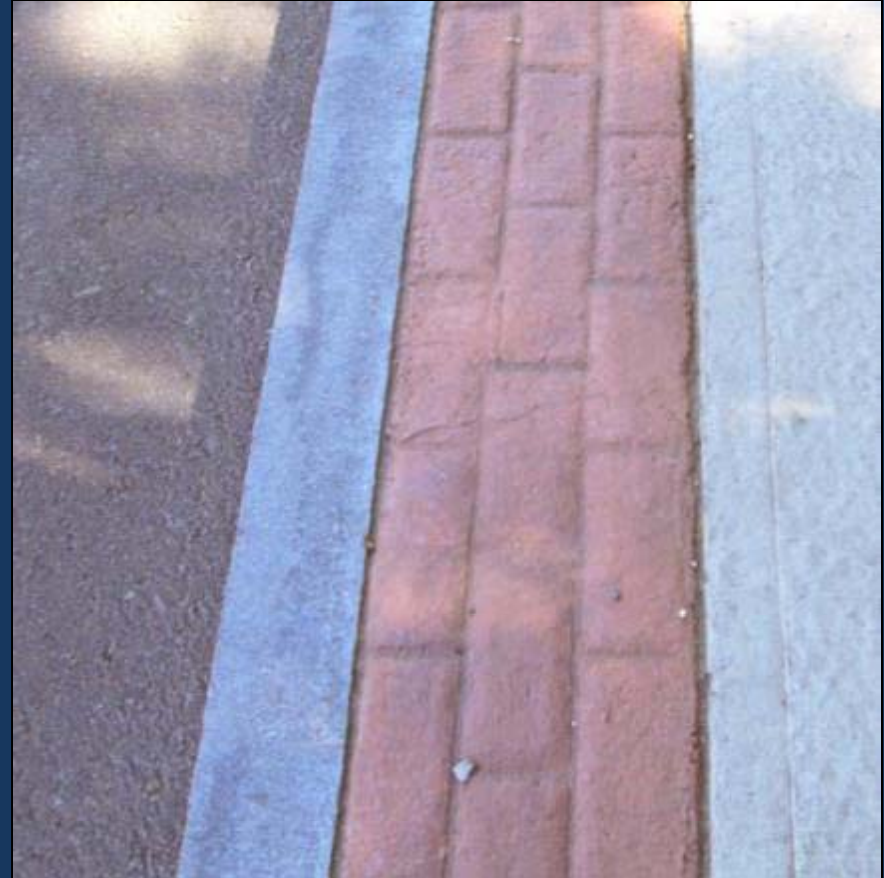
SITE FURNISHINGS & AMENITIES



Ornamental Traffic Signals



SITE FURNISHINGS & AMENITIES



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



SITE FURNISHINGS & AMENITIES



*Edge Treatments – Granite Bollard & Chain (left),
Wood Guardrail (right)*



SITE FURNISHINGS & AMENITIES



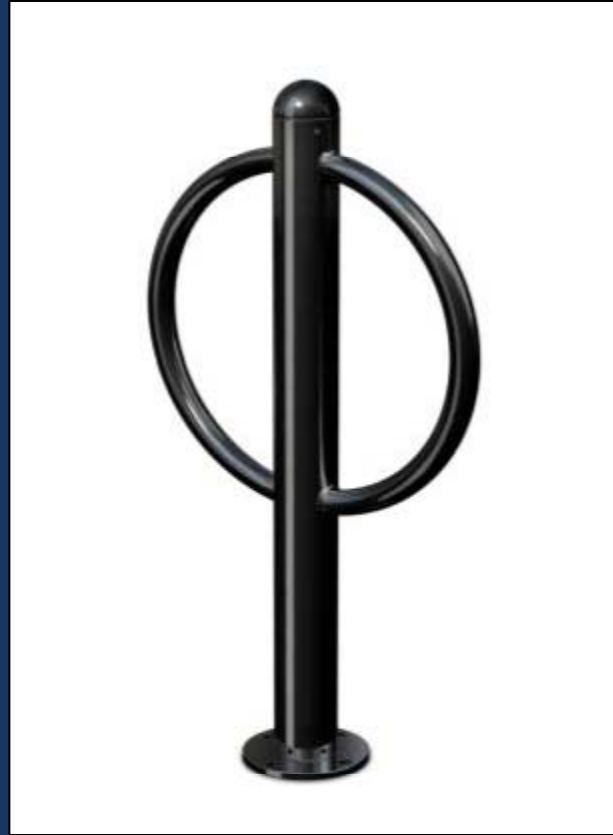
Benches – Wood or Recycled Composite Slats with Metal Arms and Legs



SITE FURNISHINGS & AMENITIES



Trash Receptacle



Bicycle Parking Post



LANDSCAPING



LANDSCAPING



ARCHITECTURE



*Shape the Spaces—
Create inviting & interesting spaces*



ARCHITECTURE



***Make engaging facades and entries—
Friendly, unique facades and entries will engage passers-by***



GROUP EXERCISE



PROJECT VISION

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

- Review findings of tonight's meeting
- Determine pros and cons of alternatives
 - Safety
 - Traffic operations
 - Costs
 - Feasibility of implementation
 - Preferred alternative further refined
- Working Group Meeting - October 16, 2013
- Refine preferred alternative
- Working Group Meeting - November 20, 2013
- Finalize preferred Alternative
- Community Meeting No. 3 - December 4, 2013
- Public Hearing - January 14, 2014

