Norfolk Town Center

Working Committee Meeting #3
Town of Norfolk B-1 District Zoning Study

May 6, 2019

Photo: www.visitingnewengland.com

Town of Norfolk B-1 District Zoning Study
Meeting Agenda

1. Community Survey Final Results
2. Community Workshop Results
3. Zoning Recommendations Discussion
4. Design Guideline Recommendations Discussion
5. Other Discussion – Stormwater, wastewater
6. Next Meeting and Next Steps
7. Review and Approval of Minutes
Community Survey Final Results

- Available from March 20th to May 1st, 2019
- (17) questions about Town Center
- About 10 minutes to respond
- Shared experience, vision, and support for changes in Town Center
- 540 responses

Town of Norfolk B-1 District Zoning Study
Online Community Survey

- **Q1**: Are you a resident of the Town of Norfolk?

  - Yes: 97% (450)
  - No: 3%

Town of Norfolk B-1 District Zoning Study
Online Community Survey

- **Q2:** Would you be willing to walk or bike from your house to Town Center?

  ![Pie chart showing 70% (318) Yes and 30% No responses]

  **Most frequent reasons:**
  - Distance (too far)
  - Safety (no sidewalks)
  - Streets mentioned — Union Street, Route 115, Main Street, Holbrook Street, Cleveland Street, Boardman Street, Park Street, Needham Street, Noon Hill Avenue, Marshall Street, Everett Street, Seekonk Street
Online Community Survey

- **Q3**: How often do you visit Town Center?

- **Multiple times per day**: 70
- **About once per day**: 176
- **About once per week**: 153
- **About once per month**: 39
- **Less than once per month**: 22

87% of responses
Online Community Survey

Q4: Why do you visit Town Center?

- Businesses: 336
- Town services: 304
- Commuter rail: 140
- Events: 126
- Other: 65

Most frequent “other” responses:
- Work
- Pharmacy/Walgreens
- Walking/exercise
- Coffee/Dunkin/Cillas
- Preschool
- Library
- Passing through to other places
Online Community Survey

- **Q5:** How many days per week do you use the commuter rail?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
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<tbody>
<tr>
<td>I don't use it</td>
<td>223</td>
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<tr>
<td>Not every week</td>
<td>136</td>
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</table>

78% of responses
Online Community Survey

- **Q6:** Do you have difficulty parking in Town Center?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
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<tbody>
<tr>
<td>No, never</td>
<td>176</td>
</tr>
<tr>
<td>No, not often</td>
<td>193</td>
</tr>
<tr>
<td>Yes, sometimes</td>
<td>43</td>
</tr>
<tr>
<td>Yes, almost every visit</td>
<td>11</td>
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</tbody>
</table>

Most frequent “location” responses:
- Commuter rail (no drop-off area)
- During events (Santa parade, summer concerts)
- Nick’s parking lot
- Library
- Designate MBTA location for commuter buses from other towns

87% of responses
Online Community Survey

- **Q7:** How satisfied are you with Town Center today?

  - Extremely satisfied: 9
  - Satisfied: 81
  - Neither satisfied nor dissatisfied: 138
  - Dissatisfied: 169
  - Extremely dissatisfied: 37

79% of responses
Online Community Survey

Q8: What is Town Center’s greatest asset?

- Location and convenience: 151
- Transit access: 144
- Walkability and streetscape: 51
- Other: 36
- Natural amenities: 15
- Businesses and quality: 14
- Businesses and variety: 9
- Arts, culture and programs: 5
- Housing options: 2

Most frequent “other” responses:
- Town Center’s potential
- Common/community gathering
- Library
- Character/quality of buildings
- Not much currently
Online Community Survey

• **Q9: What is Town Center’s greatest challenge?**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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<tbody>
<tr>
<td>Businesses and variety</td>
<td>228</td>
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<tr>
<td>Businesses and quality</td>
<td>114</td>
</tr>
<tr>
<td>Other</td>
<td>32</td>
</tr>
<tr>
<td>Transit/traffic congestion</td>
<td>24</td>
</tr>
<tr>
<td>Walkability and streetscape</td>
<td>22</td>
</tr>
<tr>
<td>Arts, culture and programs</td>
<td>7</td>
</tr>
<tr>
<td>Housing options</td>
<td>4</td>
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</tbody>
</table>

Most frequent “other” responses:
• Need more restaurants
• Empty lots/vacant buildings
• Concerns about speed of growth, development, and paying for it
• All of the above
• Development restrictions/resistance
Online Community Survey

- **Q10**: What do you think is missing from Norfolk Town Center?
Online Community Survey

- **Q11**: What would make your visits to Norfolk Town Center more enjoyable and more frequent?
Q12: What types of development do you want to see in Town Center?

- Restaurants: 383
- Retail businesses: 317
- Personal services: 159
- Mixed-uses: 91
- Other: 43
- Housing: 25
- Offices: 24

Most frequent “other” responses:
- Grocery store
- Restaurant
- No housing
- No more development
- Bar or brewery
Online Community Survey

- **Q13:** What height of buildings do you feel is a good fit for Town Center?

  - 1 to 2-story: 226 responses
  - 2 to 3-story: 162 responses
  - 3 to 4-story: 23 responses
  - 4-story and more: 9 responses

92% of responses
Online Community Survey

- **Q14**: Which approach to architectural style is most appropriate for Town Center?

- A more traditional version of what we have: 92
- Match what we already have: 206
- A less traditional version of what we have: 15
- A modern version of what we have: 88
- Something completely different from what we have: 11

73% of responses

Town of Norfolk B-1 District Zoning Study
Q15: What types of design features are important for Town Center?

- Street trees and generous sidewalks: 314
- Pitched building roofs: 258
- Dormers, bay windows, etc.: 236
- Frequent and generous windows: 199
- Parking lots screened by landscape features: 183
- Entry area porches: 154
- Landscape features: 141
- Other: 37
- Flat building roofs: 5

Most frequent “other” responses:
- Traditional New England style
- Fit with Town Hall and Library
- Outside seating areas
- Traditional storefronts rather than strip mall buildings
- No opinion/don’t care
**Q16: What types of building materials are most appropriate for Town Center?**

<table>
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<tr>
<th>Material</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>Wood siding or cladding</td>
<td>296</td>
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<tr>
<td>Stone</td>
<td>273</td>
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<tr>
<td>Brick</td>
<td>225</td>
</tr>
<tr>
<td>Glass (storefront or curtain wall)</td>
<td>162</td>
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<tr>
<td>Composite Wood</td>
<td>68</td>
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<tr>
<td>Vinyl</td>
<td>38</td>
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<tr>
<td>Concrete</td>
<td>20</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
</tr>
<tr>
<td>Stucco</td>
<td>13</td>
</tr>
<tr>
<td>Aluminum or metals</td>
<td>9</td>
</tr>
<tr>
<td>Plastic</td>
<td>3</td>
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</tbody>
</table>

Most frequent “other” responses:
- No opinion, not important, don’t care
- Energy efficient/sustainable
- Trees, grass, natural habitat
Q17: Please let us know any other thoughts or comments you have about Norfolk Town Center?

"Do something quintessential New England. Make the town functional, but beautifully quaint. It could be a gem instead if a dud. We have lived here 34 years, come on!!"

"I really hope Norfolk Town Center can be foster a small-town/village walkable, vibrant vibe. A place to do business during the day but then meet up with friends and have a beer or ice cream or listen to music in the evening."

"Leave the center alone repair all roads so the tax paying public can enjoy there vehicle without damage caused by poor planning of the government as well as all tax payers town owned vehicles, not sure the government here thinks they need all this extra b/s, when the tax payers should decide where (our) the money is spent"

"The center has come alive a bit with the addition of Walgreens and Cillas but we need more shops and places to eat. It doesn’t have to be overdeveloped but definitely needs more than it currently has. Take a look at Medfield center or Natick center or Dedham center. Just some cute shops (ice cream) anything that caters to kids"

"Special little town. Grateful for this community!"

"Begging for a grocery store and a couple of good sitdown restaurants. Keep the small town New England feel. It’s a close knit community and we all have vested interest and pay A LOT of TAXES!"
Norfolk Town Center

Community Workshop Results

Photo: www.visitingnewengland.com

Town of Norfolk B-1 District Zoning Study
Community Workshop Results

• April 11\textsuperscript{th}, 2019
• About 25 attendees
• What did you think? Comments or feedback?
YOUR INPUT: Top Priorities

What is the most important aspect of Norfolk Town Center to get right?

Poll locked. Responses not accepted.
What is the most important aspect of future development in Norfolk Town Center?

Poll locked. Responses not accepted.
YOUR INPUT: Zoning Characteristics

How tall should future buildings be in Town Center?

- 1 to 2-story: 1
- 2 to 3-story: 10
- 3 to 4-story: 11
- 4-story or more: 1

Poll locked. Responses not accepted.
How dense should future buildings be in Town Center?

- 1/2 as big as the property: 3 responses
- As big as the property: 1 response
- 1 1/2 times as big as the property: 7 responses
- 2 times as big as the property: 9 responses
- Even more dense: 0 responses

Poll locked. Responses not accepted.
What design component should be the focus?

- Site frontage design with sidewalk and entries: 8 responses
- Site design with parking and circulation: 1 response
- Building design of massing and volume: 10 responses
- Building design of primary facade(s): 2 responses
- Sign and landscape design for the site and building: 1 response

Poll locked. Responses not accepted.
YOUR INPUT: Design Preferences

What is your reaction to this site frontage photo?

Average score: 0.05
**YOUR INPUT: Design Preferences**

What is your reaction to this site frontage photo?

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<th>Thumb Up</th>
<th>Thumb Down</th>
<th>Question Mark</th>
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<td>12</td>
<td>0</td>
<td>3</td>
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**Average score: 1.41**
YOUR INPUT: Design Preferences

What is your reaction to this site frontage photo?

Average score: 0.42
YOUR INPUT: Design Preferences

What is your reaction to this site frontage photo?

Average score: 0.54
Your input: Design Preferences

What is your reaction to this site frontage photo?

Average score: 1.00
YOUR INPUT: Design Preferences

What is your reaction to this building design photo?

Average score: 0.33
YOUR INPUT: Design Preferences

What is your reaction to this building design photo?

Average score: 0.06
YOUR INPUT: Design Preferences

What is your reaction to this building design photo?

Average score: 1.44
YOUR INPUT: Design Preferences

What is your reaction to this building design photo?

Average score: 0.13
YOUR INPUT: Design Preferences

What is your reaction to this building design photo?

Average score: 0.88
YOUR INPUT: Design Preferences

What is your reaction to this landscape/sign photo?

Average score: 0.88
YOUR INPUT: Design Preferences

What is your reaction to this landscape/sign photo?

Average score: 0.50
YOUR INPUT: Design Preferences

What is your reaction to this landscape/sign photo?

Average score: 0.50
YOUR INPUT: Design Preferences

What is your reaction to this landscape/sign photo?

Average score: 0.41
YOUR INPUT: Design Preferences

What is your reaction to this landscape/sign photo?

Average score: 0.75
YOUR INPUT: Design Preferences

Most preferred site frontage photo:

Most preferred building design photo:

Most preferred landscape/sign photo:
Your Vision for Town Center

• Established through previous studies, for example the Town Master Plan states:

    Norfolk’s citizens would like its Town Center developed into a traditional, pedestrian oriented, New England village with retail, commercial services and mixed uses, including housing, that provides for social and cultural interaction for all age groups.

• Previous studies also offer specific guidance on improving the likelihood of those outcomes:

    Allow more uses “as of right”, reduce uses by “special permit”, simplify approvals, provide infrastructure, allow higher density of uses, develop guidelines, resolve commuter rail crossing issues, lower parking required
Zoning Analysis

• **May not encourage investment:**
  - Currently requires Special Permit

• **May not provide enough flexibility:**
  - Maximum of 3-story height/40 feet to peak
  - Residential shall not have more than 2 bedrooms per unit
  - Residential shall not exceed 16 bedrooms/lot
  - Maximum lot coverage of 60%
  - Shared parking reduction (up to 30%), but must still reserve lot area
  - 50’ buffer to residential zone
Zoning Characteristics – Building Height

1-story

2-story

3-story

4-story
Zoning Outline

• Zoning modifications focus on “Section I B-1 District (Town Center)”

• Some complementary clarifications or modifications may be proposed for:
  ▪ Section B. Definitions
  ▪ Section D. Use Regulations
  ▪ Section F. Parking Regulations
Zoning Outline

• Outline of “Section I B-1 District (Town Center)” would remain:
  ▪ I.1 Purpose
  ▪ I.2 Local Standards
  ▪ I.3 District Boundaries
  ▪ I.4 Lot and Yard Requirements and Standards
  ▪ I.5 Sign Regulations
  ▪ I.6 Parking
  ▪ I.7 Uses Permitted and Regulated in the B-1 District
  ▪ Add 1.8 Reference to Design Guidelines or integrate design standards
B-1 District Diagram

- (52) full parcels at 4,653,282 SF or 108.6 acres
- (3) partial parcels at 597,023 SF or 13.7 acres
- (20) potential parcels at 1,375,219 SF or 31.6 acres
B-1 District Diagram

27,000 SF retail and 48 residential units
Norfolk Town Center

Design Guidelines Recommendations

Photo: www.visitingnewengland.com

Town of Norfolk B-1 District Zoning Study
Design Components

SITE FRONTAGE
SITE DESIGN
BUILDING DESIGN
FACADE DESIGN
LANDSCAPE/SIGNS
Design Guidelines Core Features

• Strengthen what Norfolk Center already has:
  ▪ Building shall not be set back behind a front parking lot
  ▪ Building should not be so close to the street that it looks like a cityscape, but retains the village character
  ▪ Front yard should provide well-designed landscape with pedestrian features and seating
  ▪ Building design based on existing and historical properties in Norfolk Center
Design Guidelines Outline

• Introduction
  ▪ Applicability and administration
  ▪ Norfolk Town Center context
  ▪ Norfolk Town Center vision

• Building design
  ▪ Massing, scale, proportions and roof forms

• Site frontage design
  ▪ Sidewalk, treatment of setbacks, streetscape, and circulation

• Building facade and details
  ▪ Storefront, windows, doors, materials, signs

• Site design and details
  ▪ Parking, circulation, site signs, landscape
Design Guidelines Diagram
Norfolk Town Center

Other Recommendations

Photo: www.visitingnewengland.com

Town of Norfolk B-1 District Zoning Study
Other Considerations

• Analysis in support of wastewater options
  ▪ Potential build-out analysis and capacity
  ▪ Concepts to increase capacity

• Analysis in support of stormwater options
  ▪ Impervious surface analysis in district with and without potential build-out
  ▪ Analysis of potential stormwater utility fee by district compared to town-wide

• Broaden utilities (water, gas, etc.), walkability and bikability improvements, town center management options and events
Stormwater Utility Analysis

Town of Norfolk B-1 District Zoning Study
# Next Meeting and Next Steps

## Town of Norfolk B-1 District Zoning Study

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<tr>
<th>Task</th>
<th>Deliverable</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
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<td><strong>TASK 1 - Initial Zoning Concepts and Recommendations</strong></td>
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<td>Final Design guidelines</td>
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<td>Working Committee Meeting</td>
<td>Final recommendations for stormwater and wastewater treatment</td>
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Norfolk Town Center

Working Committee Meeting #3

Town of Norfolk B-1 District Zoning Study

May 6, 2019

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Town of Norfolk B-1 District Zoning Study