

# Winthrop Center Business District Master Plan

## Community Meeting #3

10 November 2016



MASSDEVELOPMENT



Town of Winthrop | MassDevelopment | Metropolitan Area Planning Council | Form + Place, Inc.

# Welcome Remarks & Introductions

## TOWN OF WINTHROP



### Town Manager's Office

James M. McKenna, Town Manager

Joseph Domelowicz Jr., Asst. to Town Manager, Grants Manager

### Town Council

Robert Driscoll, President

Russell Sanford, Chair Economic Development Subcommittee

### Economic Development Community Advisory Committee

Lisa Alberghini

Joseph Clark

Peggy Carr

Peter Gill

Robert Carroll, Chair

Michael Lucerto

Jane Chmielinski

Diane Macken

Brenda Christopher

## MASTER PLAN TEAM



### MassDevelopment

Amanda Maher



### Metropolitan Area Planning Council

Josh Fiala

Cynthia Wall



### Form + Place, Inc.

John Rufo

Michael Wang

# Community Meeting #3 Agenda

## **INTRODUCTION**

- Planning process & Current context

## **MASTER PLAN RECOMMENDATIONS**

- Master plan vision / goals
- Case studies: Redevelopment opportunities & Public realm improvements

## **ANALYSIS**

- Parking & Connectivity
- Middle School site

## **IMPLEMENTATION STRATEGIES**

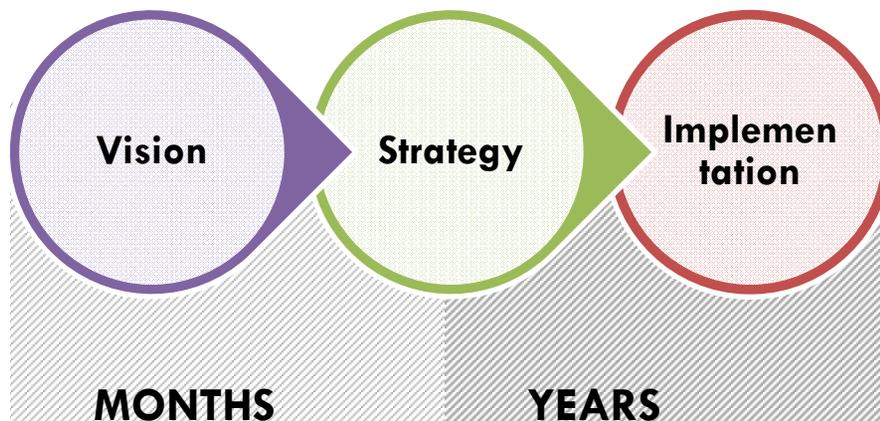
## **PUBLIC FEEDBACK**

- Table discussion groups

# INTRODUCTION

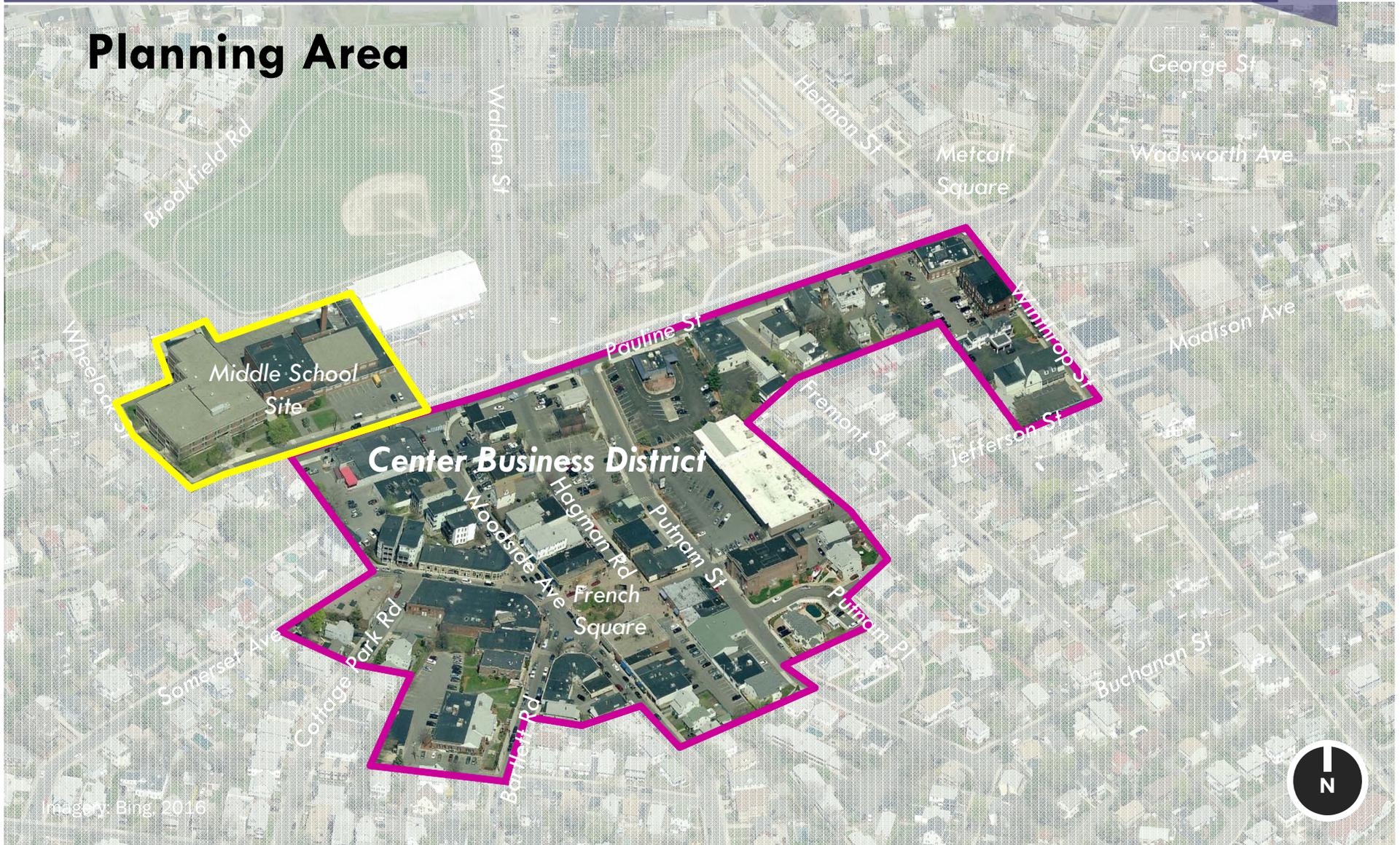
## Overview of Planning Process

- **Recap of community meetings**
  - Meeting #1 [May]      CBD existing conditions analysis  
Middle School due diligence
  - Meeting #2 [June]      CBD preliminary visioning  
Middle School preliminary redevelopment strategies
  - Meeting #3 [Nov]      CBD master-plan draft
- **EDCAC meetings & oversight**



# INTRODUCTION

## Planning Area



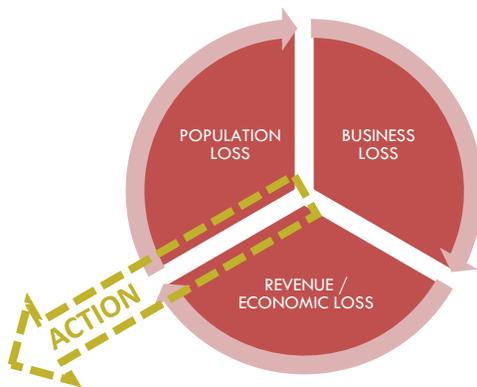
Imagery: Bing, 2016

# INTRODUCTION

## Current Winthrop Context – Economic Environment

### 2014 COLLIN'S CENTER REPORT

- Population / demographic trends
- Job opportunities
- Commercial tax base



# INTRODUCTION

## Current Winthrop Context - Physical Environment

### CHALLENGES TO REVITALIZATION

- Lack of diverse housing alternatives
- Urban design issues:
  - quality pedestrian streetscapes
  - usable open space
  - underutilized parcels
- Connectivity: ped/bike/transit
- Infrastructure



# INTRODUCTION

## Current Winthrop Context - Physical Environment

### ASSETS & OPPORTUNITIES

- Connectivity/Accessibility of open space
- Community/Cultural resources
- Restaurants/Shops
- Natural environment
- Middle School site redevelopment



## INTRODUCTION

### Master Plan Vision Statement:

Winthrop Centre is an **attractive** and **quaint** New England seaside town center with unique and **active local businesses, engaging attractions** for community youth, **vibrant activities** and **convenient access** in a **walkable** area.

# MASTER-PLAN RECOMMENDATIONS

## Master Plan Vision / Goals

### 1. **STRENGTHEN BUSINESSES**

Promote mixed use: community-based & destination-driven

### 2. **INCREASE RESIDENTIAL DENSITY**

Establish a critical mass through a diversity of typologies

### 3. **ENHANCE THE PUBLIC REALM**

Connect assets through usable open space & streetscapes

### 4. **REINFORCING THE SCALE & CHARACTER OF WINTHROP**

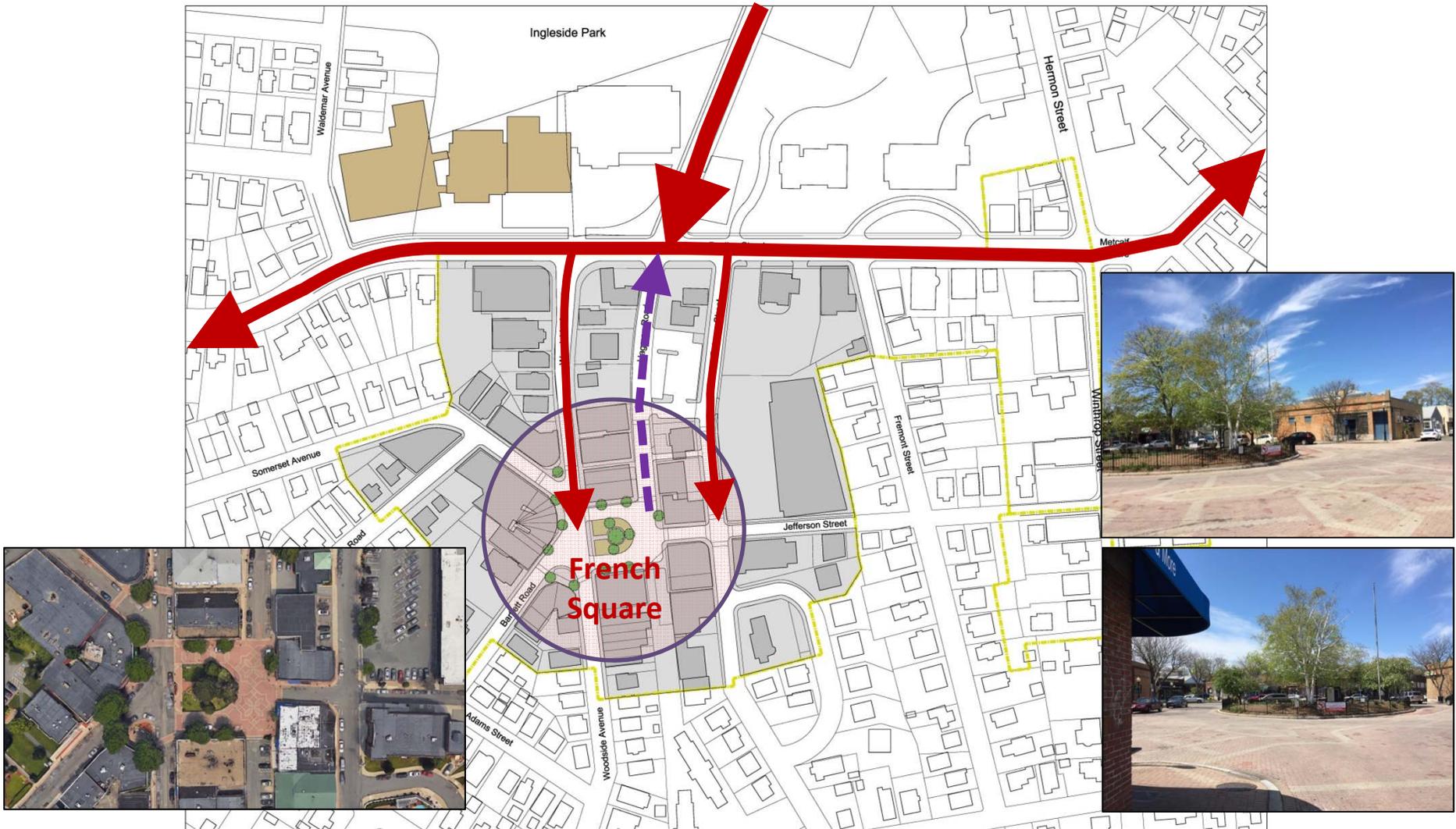
Shaping development through zoning & design guidelines

### 5. **IDENTIFY FUNDING STRATEGIES**

Develop a road map for the implementation of improvements & priority development projects

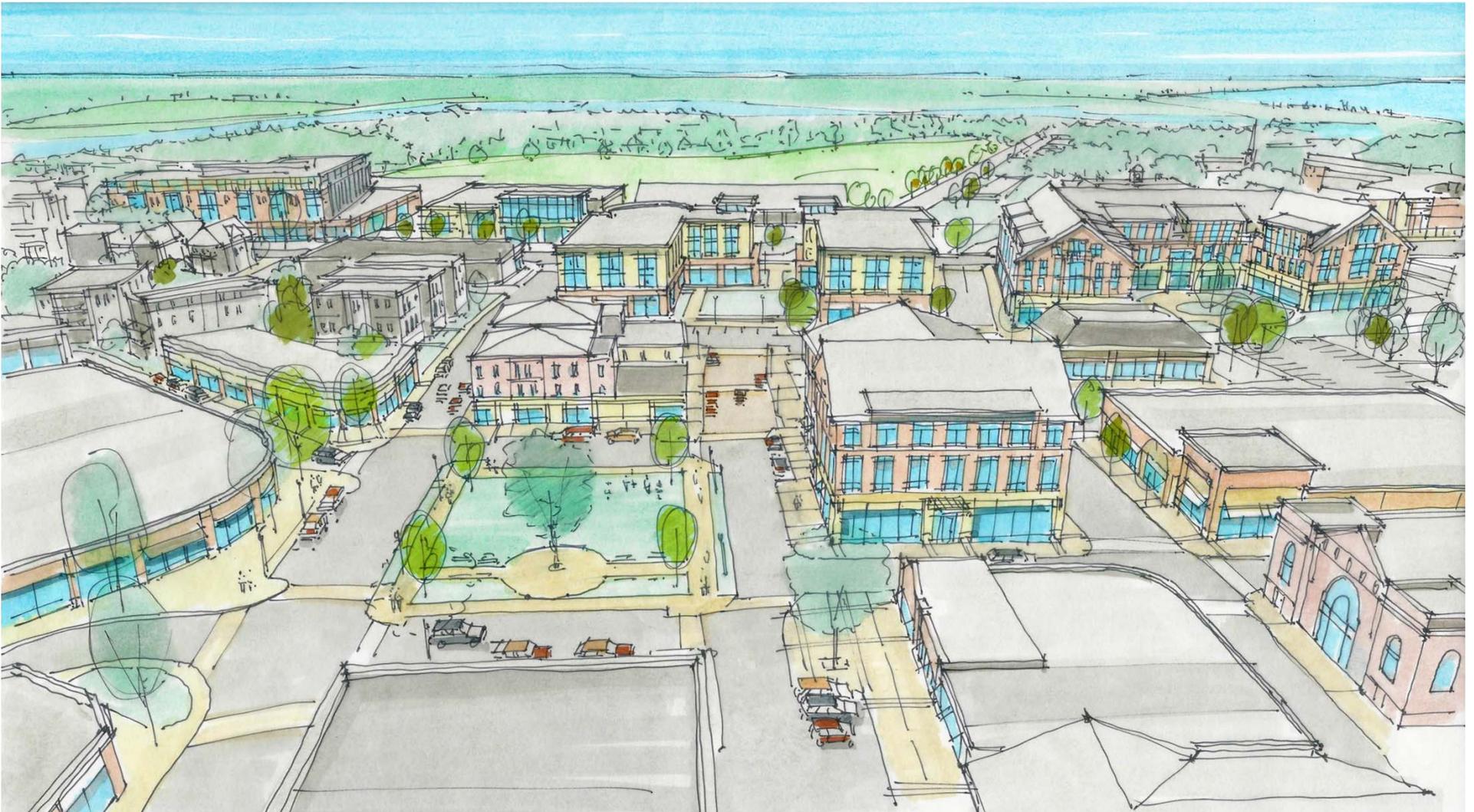
# MASTER PLAN RECOMMENDATIONS

## Case Study 1: The Square



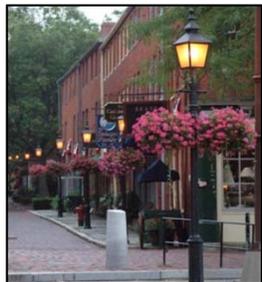
# MASTER PLAN RECOMMENDATIONS

## Case Study 1: The Square



# MASTER PLAN RECOMMENDATIONS

## Case Study 1: The Square [Phase I]



### The heart of the CBD:

- **Connectivity & pedestrian-first environments**
- **Accessible public open space**
- **Scale, character and aesthetics**
- **Active storefronts & outdoor dining**

# MASTER PLAN RECOMMENDATIONS

## Case Study 1: The Square [Phase II]



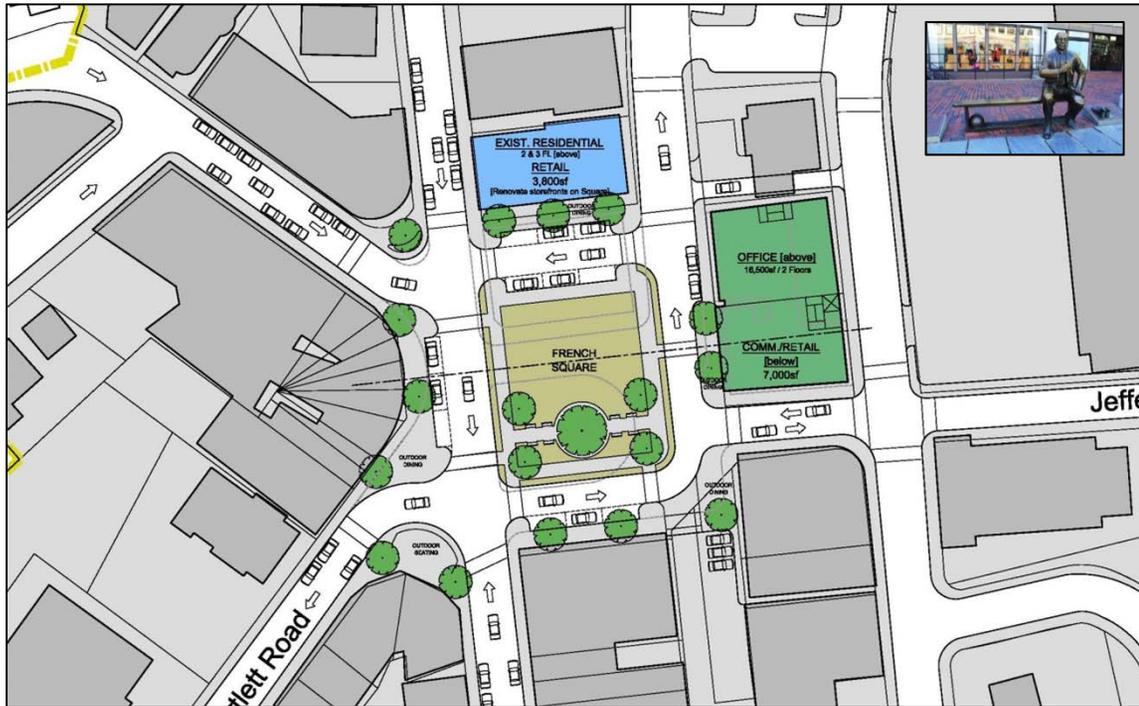
### Usable public open space:

- Active & passive recreation
- Outdoor markets
- Events / Gathering space



# MASTER PLAN RECOMMENDATIONS

## Case Study 1: The Square [Phase III]



**Where the public realm  
engages the built  
environment, providing a  
focal point for the community**



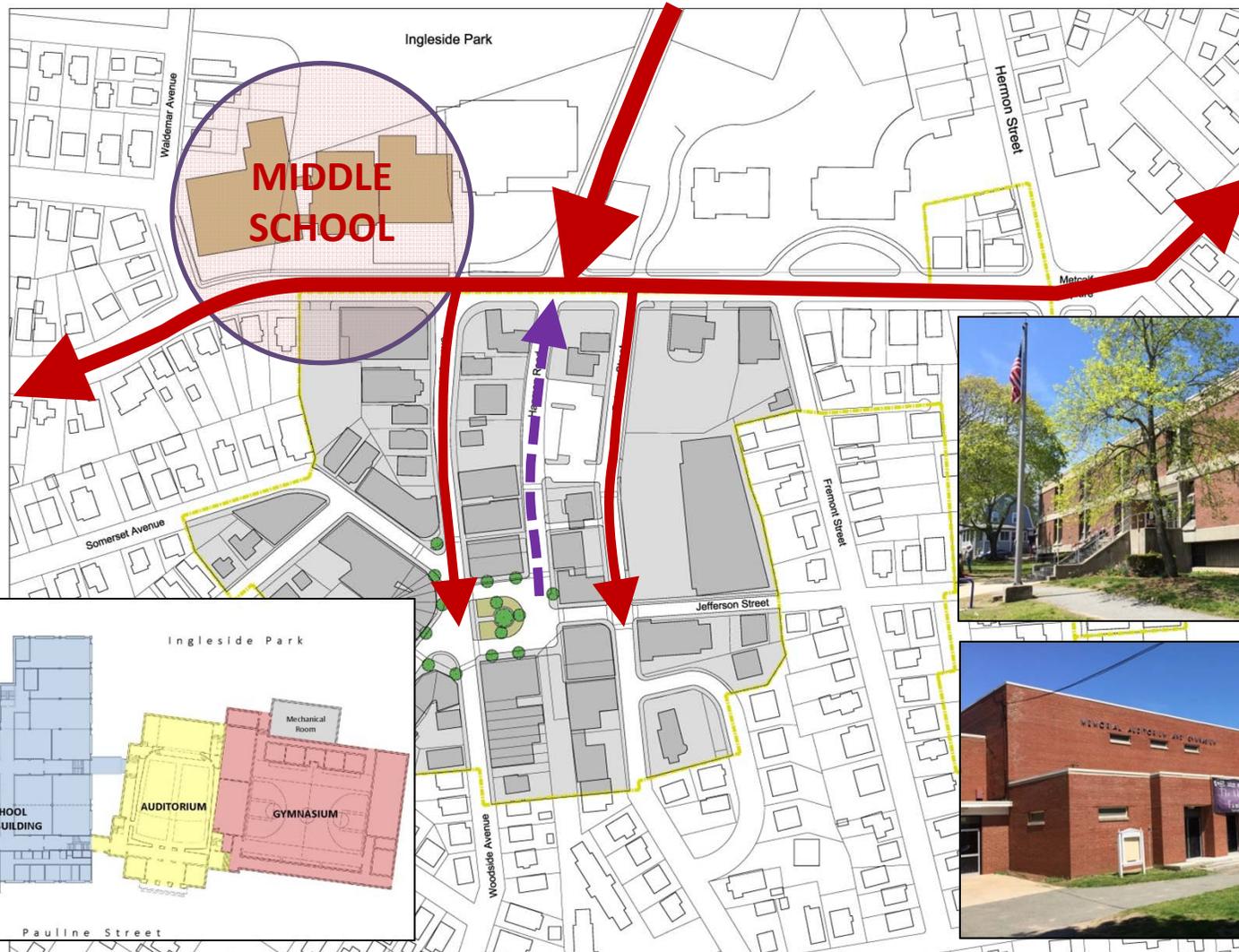
# MASTER PLAN RECOMMENDATIONS

## Case Study 1: The Square



# MASTER PLAN RECOMMENDATIONS

## Case Study 2: Middle School Site



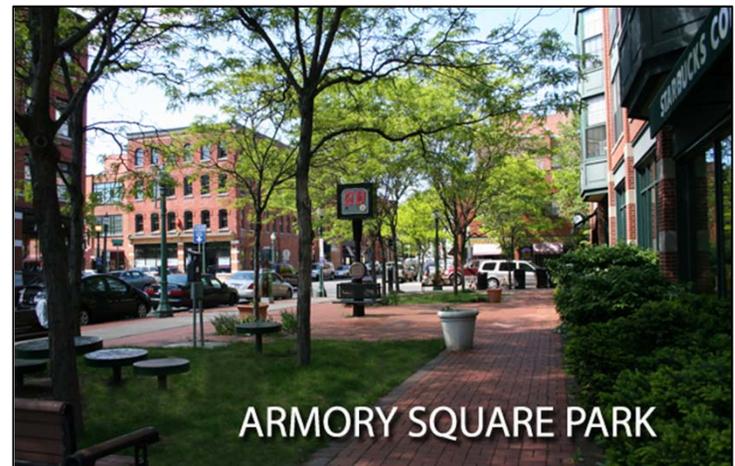
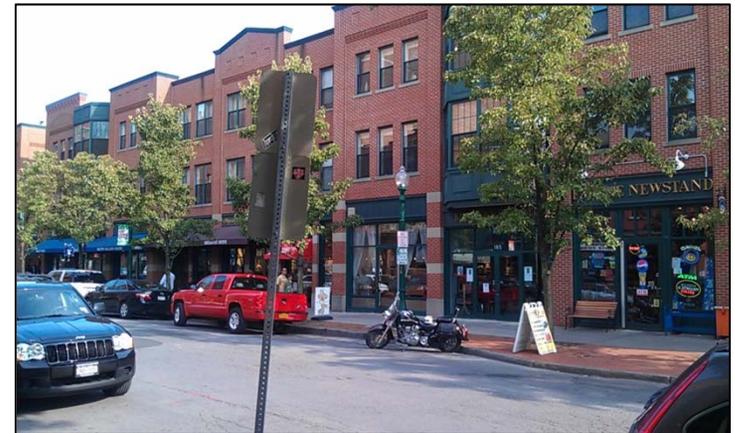
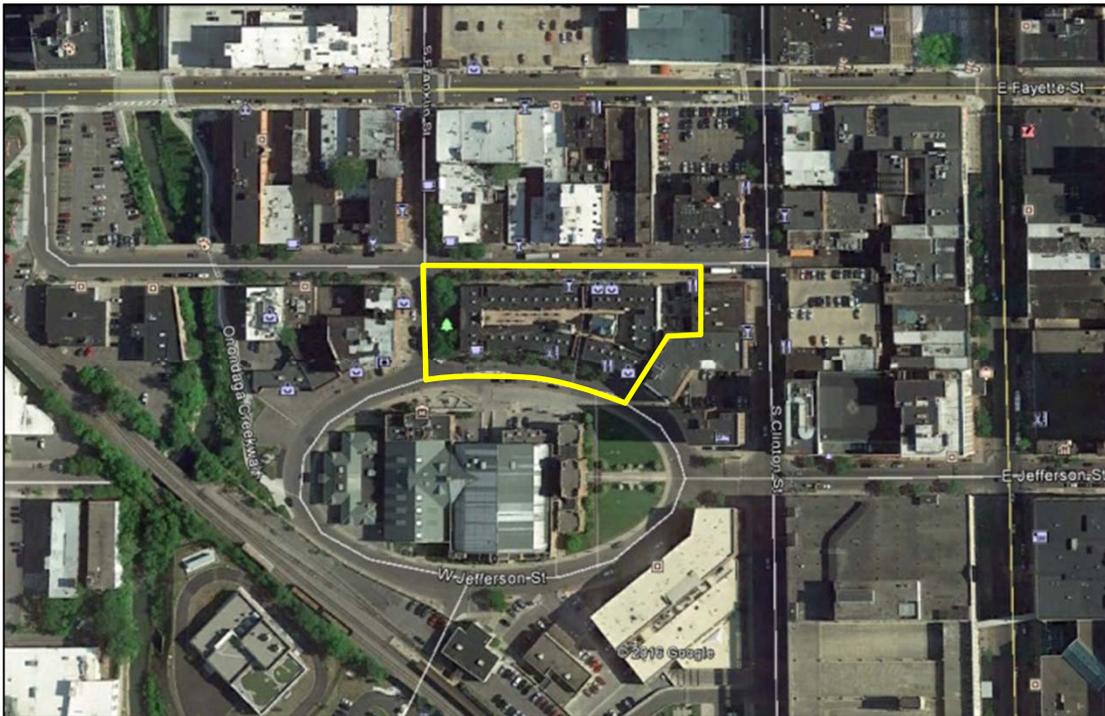
# MASTER PLAN RECOMMENDATIONS

## Case Study 2: Middle School Site



# MASTER PLAN RECOMMENDATIONS

## Case Study 2: Middle School Site



WHAT IS A  
**CATALYZING**  
PROJECT?



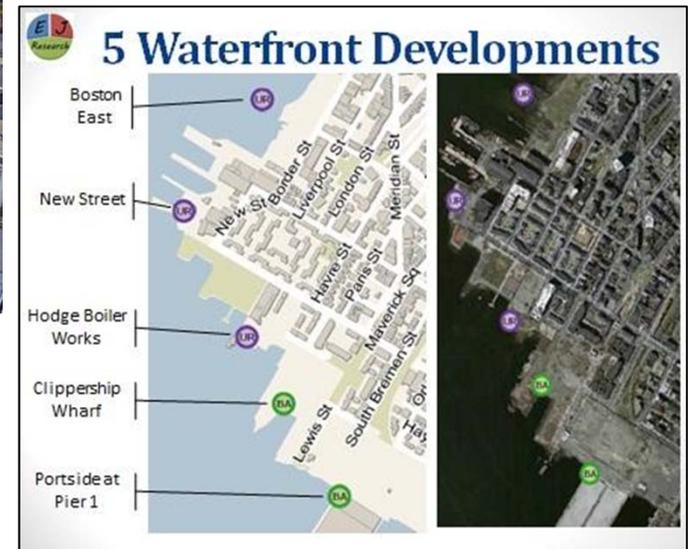
**SYRACUSE, NY**

# MASTER PLAN RECOMMENDATIONS

## Case Study 2: Middle School Site



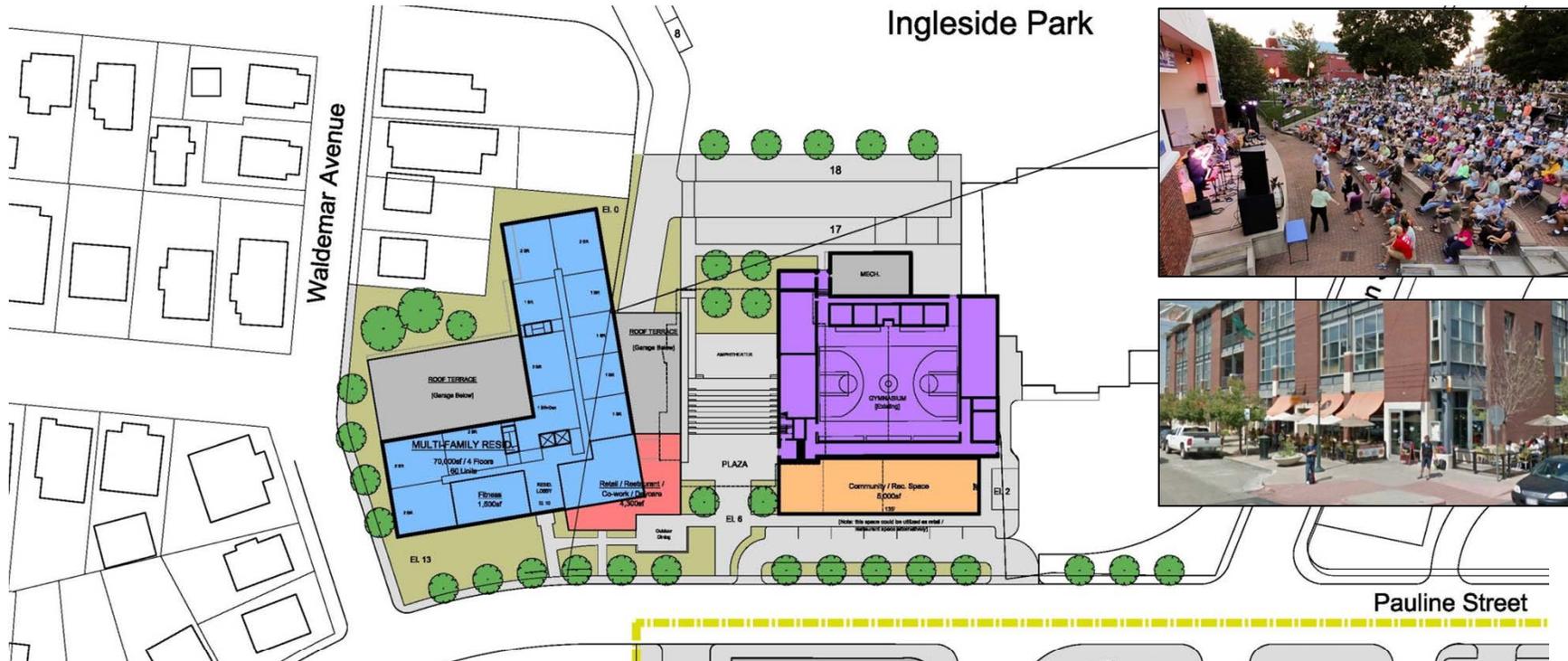
WHAT IS A  
**CATALYZING**  
PROJECT?



**EAST BOSTON, MA**

# MASTER PLAN RECOMMENDATIONS

## Case Study 2: Middle School Site



- CATALYZING PROJECT:**
- **Balancing mixed use: residential, commercial & community space**
  - **Enhanced public realm / Usable open space**
  - **Connecting assets: Ingleside & The Square**
  - **Appropriate scale & character for Winthrop**

# MASTER PLAN RECOMMENDATIONS

## Case Study 2: Middle School Site



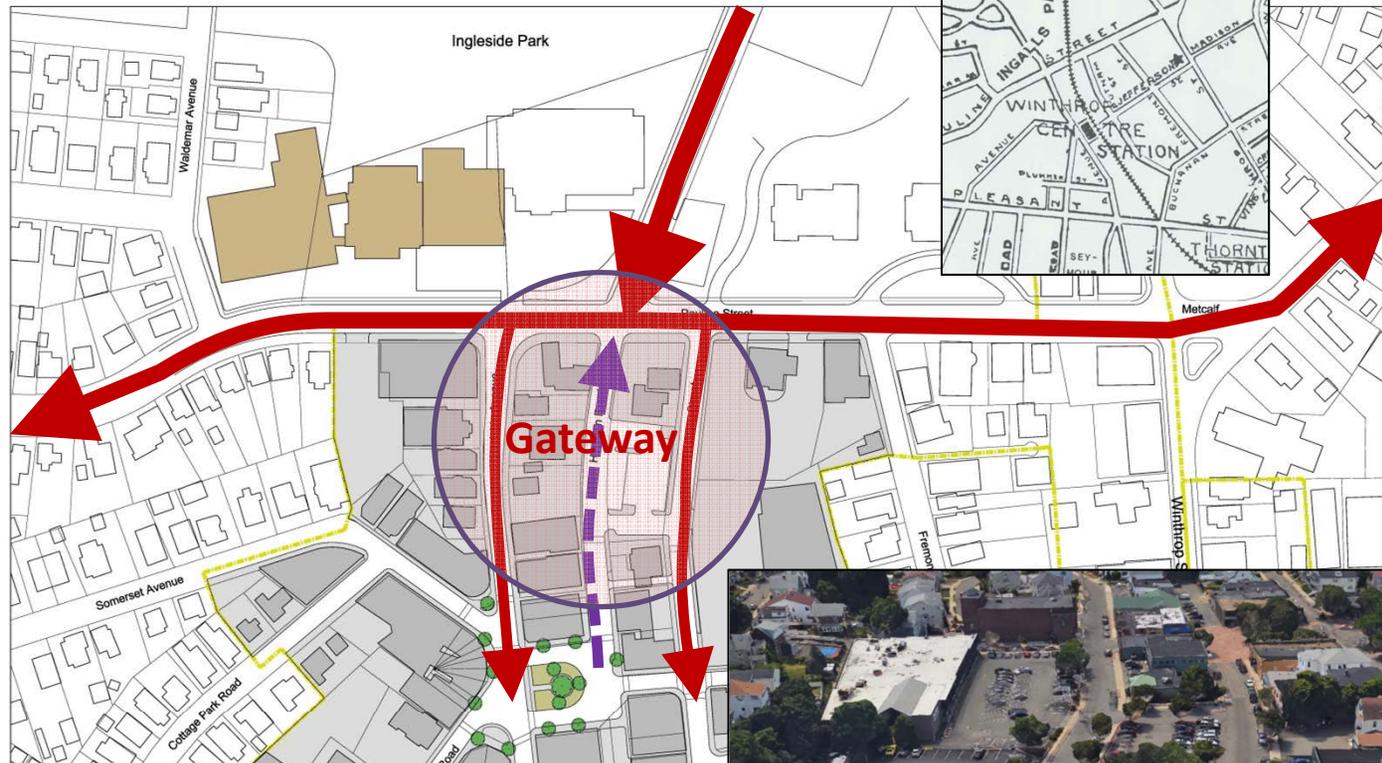
# MASTER PLAN RECOMMENDATIONS

## Case Study 2: Middle School Site



# MASTER PLAN RECOMMENDATIONS

## Case Study 3: Gateway to the CBD



### Gateway to the CBD:

- Sense of arrival
- Visual corridors
- Connectivity & pedestrian environments
- Parcel size / Scale / Character

# MASTER PLAN RECOMMENDATIONS

## Case Study 3: Gateway to the CBD



### 2015 French Square Study

Form + Place, Inc.

# MASTER PLAN RECOMMENDATIONS

## Case Study 3: Gateway to the CBD



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## Case Study 3: Gateway to the CBD



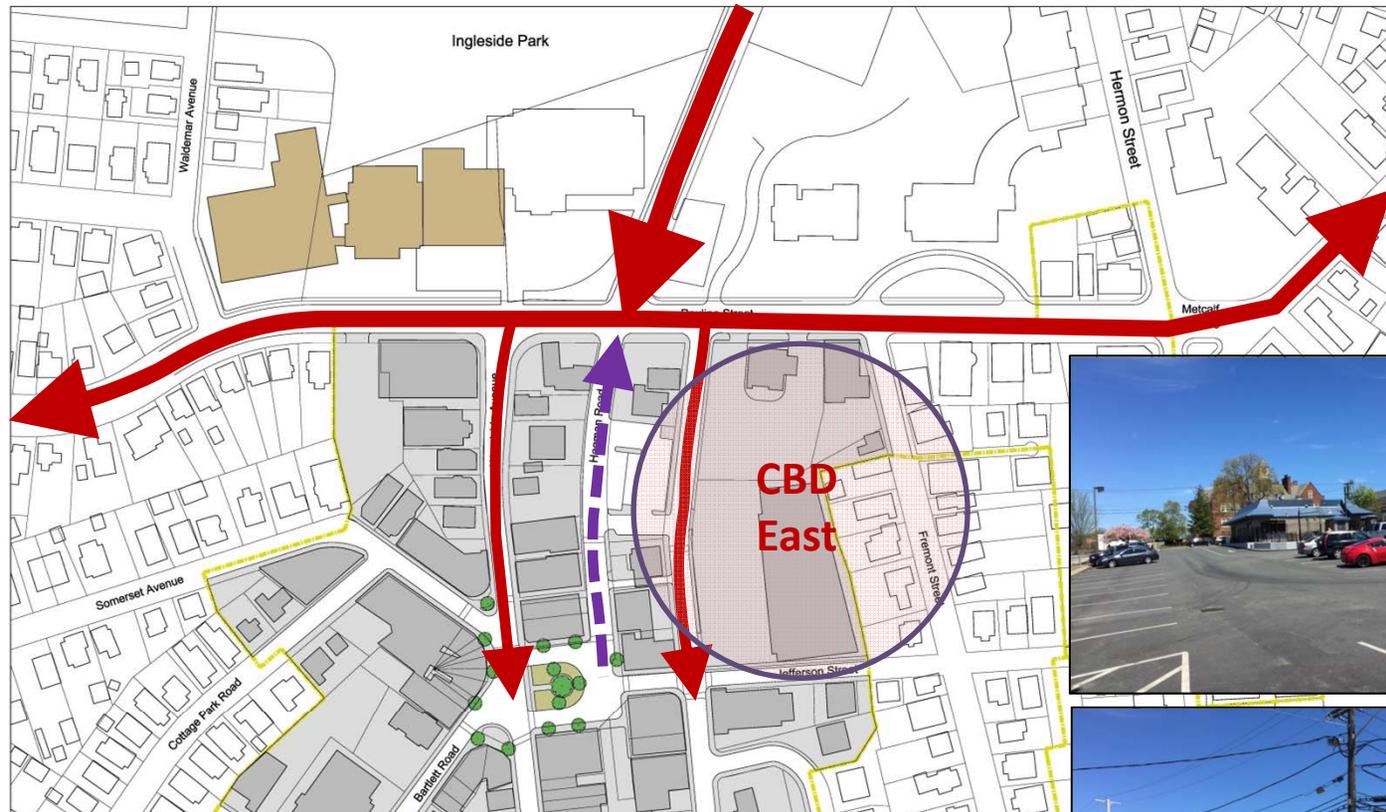
# MASTER PLAN RECOMMENDATIONS

## Case Study 3: Gateway to the CBD



# MASTER PLAN RECOMMENDATIONS

## Case Study 4: CBD East of Putnam



### Reconstructing the fabric in the CBD:

- Block structure and streetscapes
- Large parcel opportunities: mixed use / residential / market
- Parking location

# MASTER PLAN RECOMMENDATIONS

## Case Study 4: CBD East of Putnam



**Surface parking lots located behind buildings, connected by attractive pedestrian mews - in conjunction with on-street parking - support businesses and quality shopping environments**

# MASTER PLAN RECOMMENDATIONS

## Case Study 4: CBD East of Putnam



ALT. 1



ALT. 2



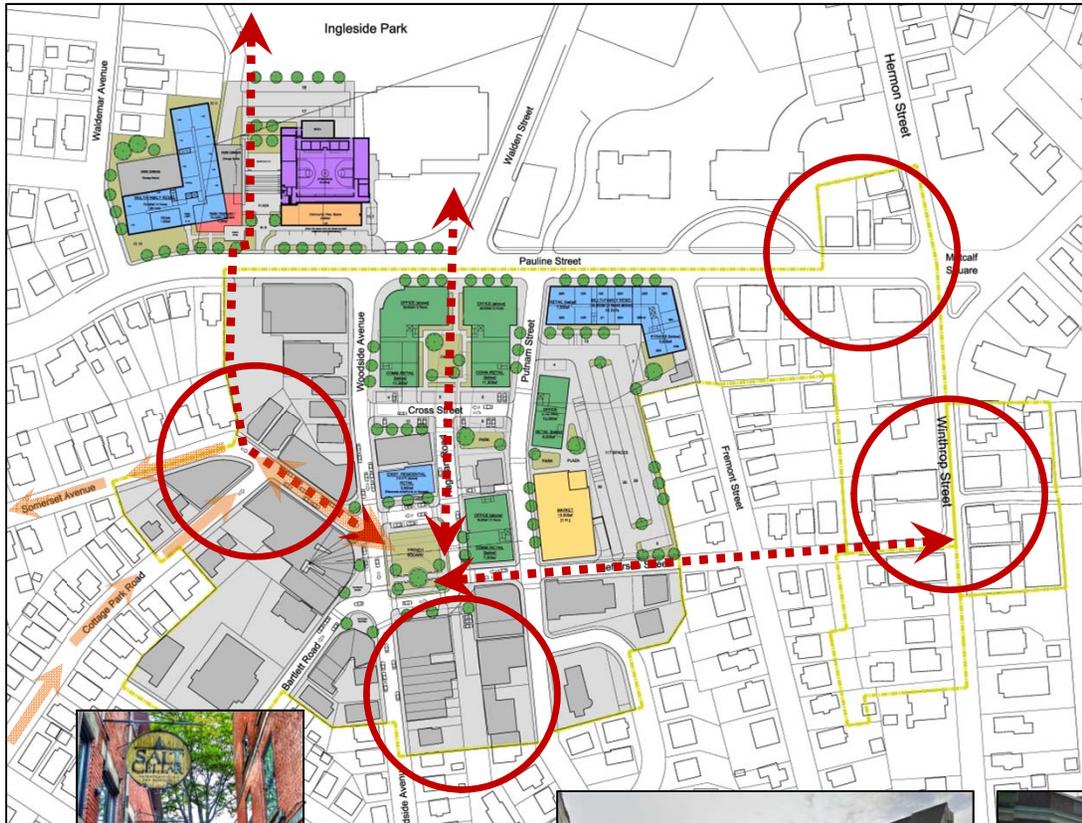
# MASTER PLAN RECOMMENDATIONS

## Case Study 4: CBD East of Putnam



# MASTER PLAN RECOMMENDATIONS

## A Holistic Vision [through extrapolation]



### Other areas to contemplate:

- CBD West: Somerset Ave. retail [traffic patterns and the CVS pedestrian path]
- Enhancing streetscapes south of French Square
- Connecting French Square to the Winthrop St. commercial node
- Pedestrian environment on Pauline Street near Metcalf Square
- Hagman Road as a pedestrian-only street
- Realigning Putnam to connect to Walden



## ANALYSIS

### Parking & Connectivity Analysis

VISION = Active and vibrant center – **How can more activity fit, while maintaining access and convenience?**

**85%** occupancy of parking lots is preferred for efficient use.

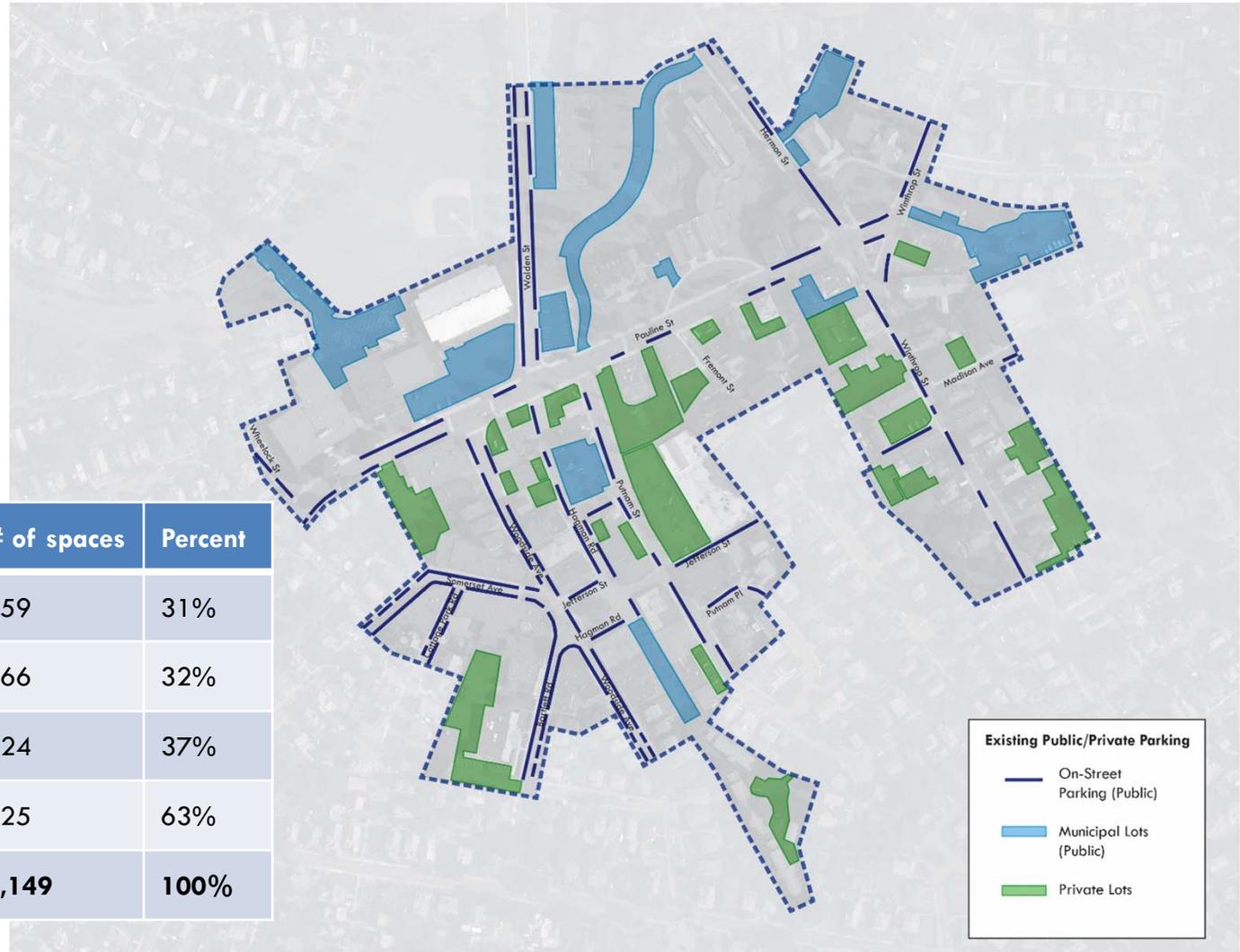
**Average occupancy observed for Winthrop Center was well below this preferred occupancy:**

- **48%** for on-street parking spaces
- **34%** for municipal parking lots
- **46%** for overall average public parking spaces
- **49%** for private parking lots

The area near **Metcalf Square** was observed to have the most consistent and high demand for parking.

# ANALYSIS

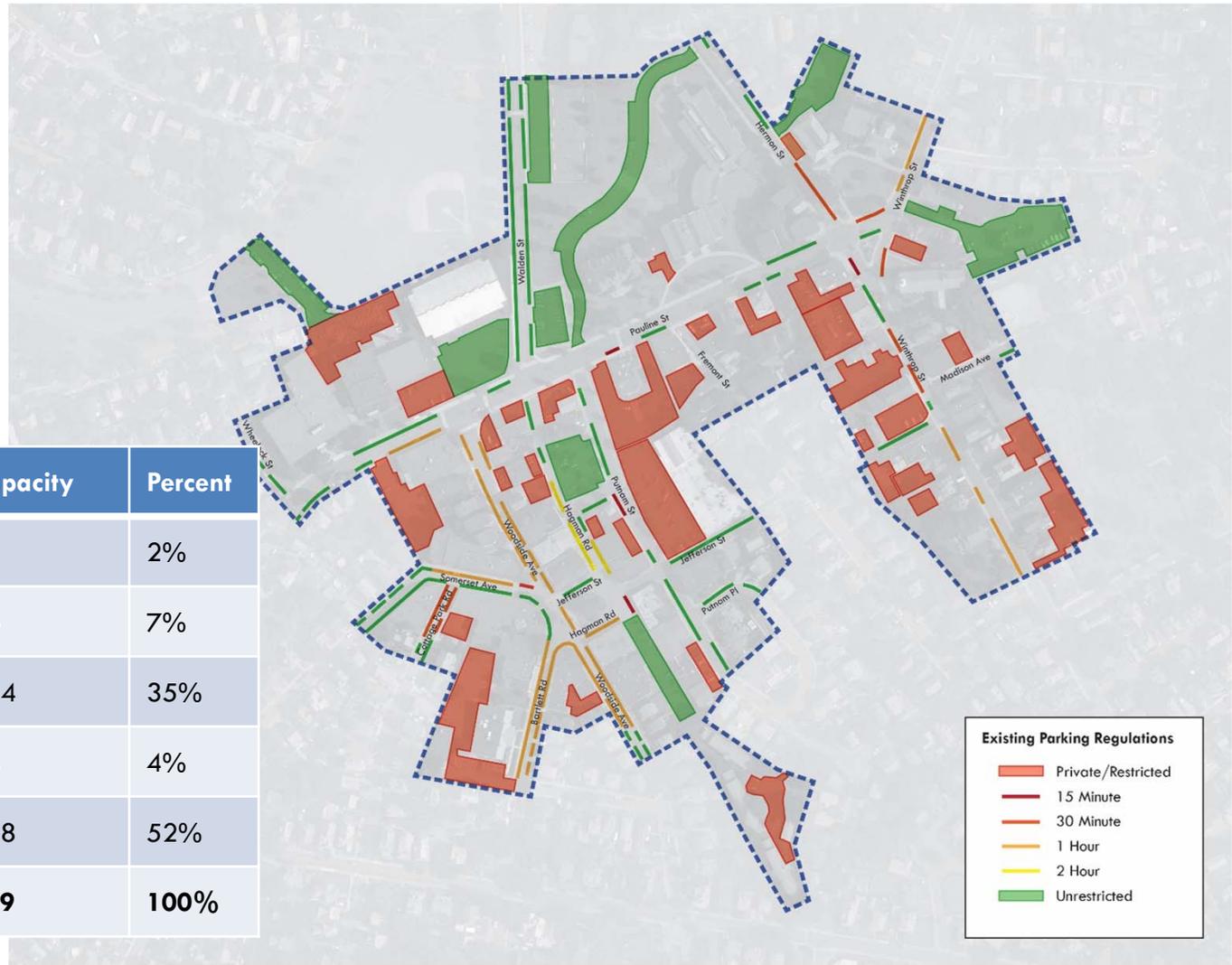
## Current Parking Inventory



Type of Parking	# of spaces	Percent
On-Street (Public)	359	31%
Municipal Lots (Public)	366	32%
Private Parking Lots	424	37%
Public Parking Lots (subtotal)	725	63%
<b>Total</b>	<b>1,149</b>	<b>100%</b>

# ANALYSIS

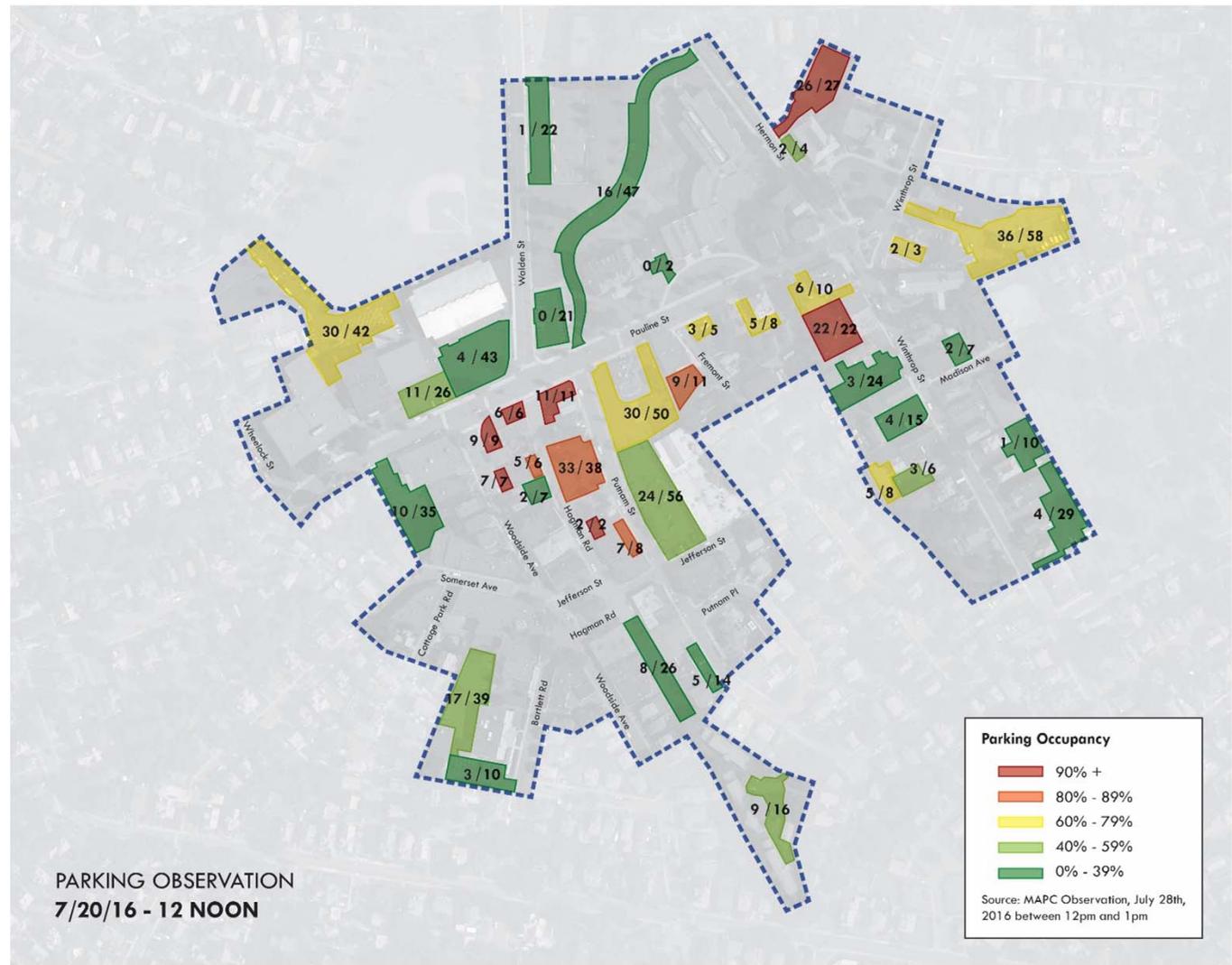
## Current On-street Parking Regulations



Type of Parking Regulations	Capacity	Percent
15 Minute	7	2%
30 Minute	26	7%
1 Hour	124	35%
2 Hour	14	4%
Unrestricted	188	52%
<b>Total</b>	<b>359</b>	<b>100%</b>

# ANALYSIS

## Example of Lunchtime Peak Parking Occupancy



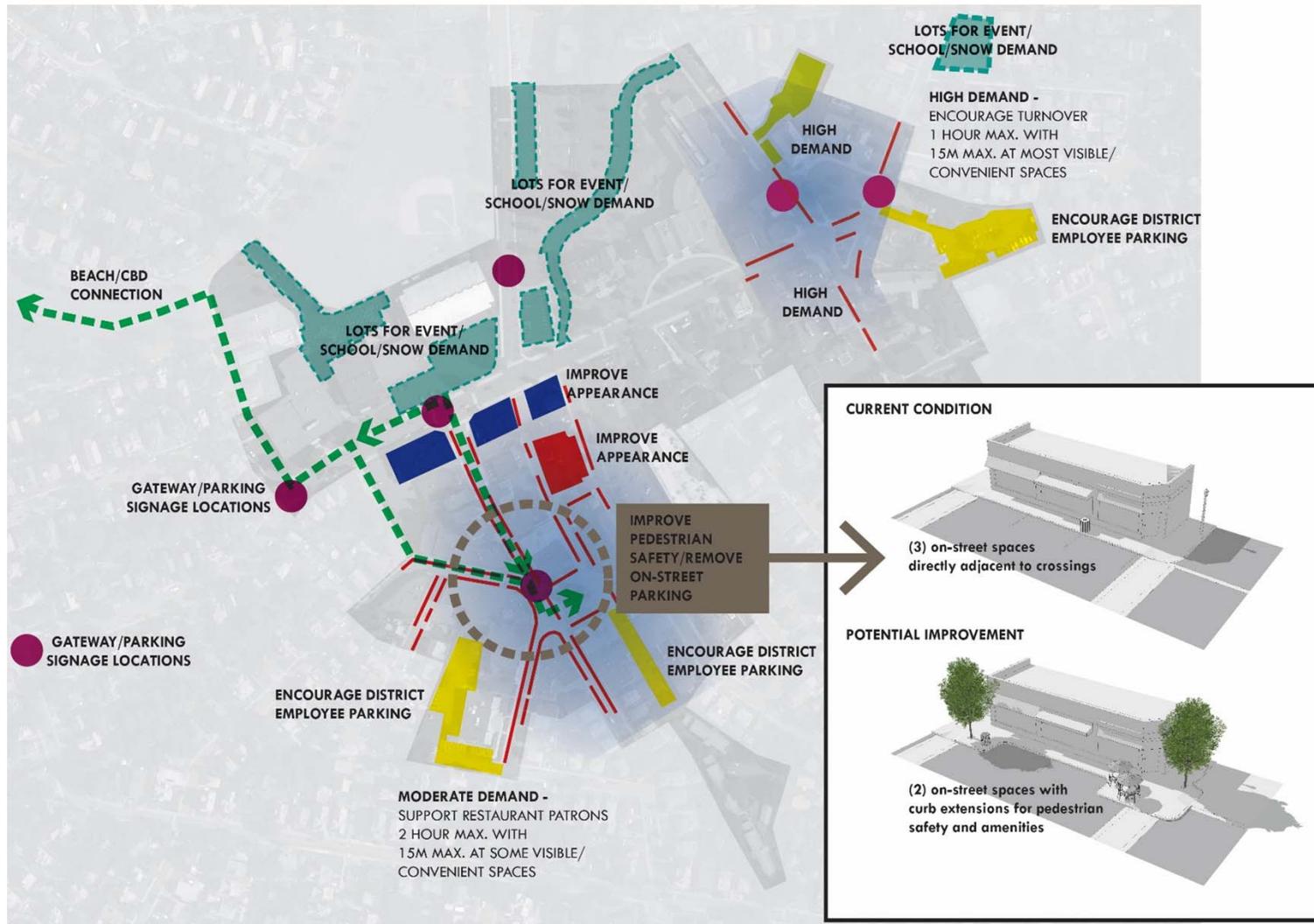
## ANALYSIS

### Parking Recommendations

- Improve pedestrian environment and safety
- Discourage long term/employee parking in on-street locations
- Increase consistency of on-street parking regulation
- Improve appearance of municipal and private off-street parking lots
- Strategically remove on-street parking
- Enhance gateways into French Square
- Strengthen pedestrian connections to/from CBD

# ANALYSIS

## Parking Recommendations

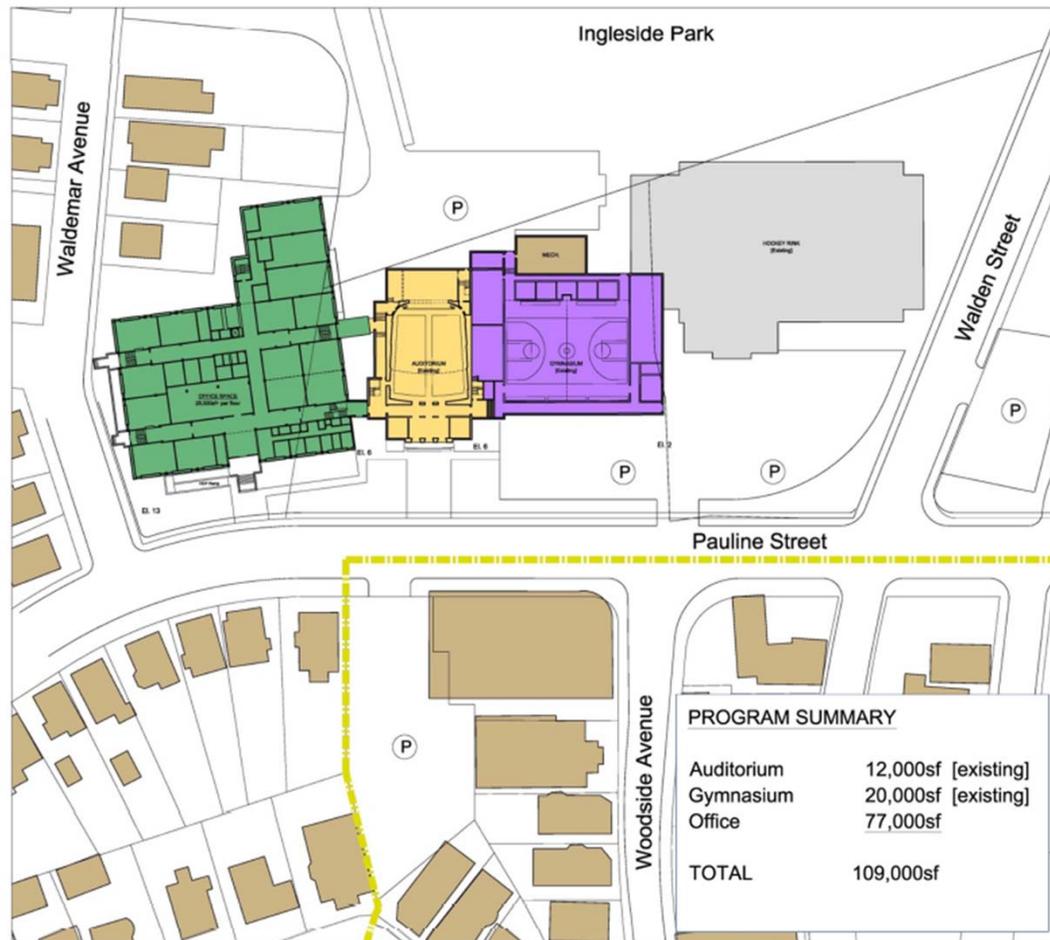


# ANALYSIS

## Middle School Site

### Reuse/Redevelopment Analysis

### SCENARIO 1 Baseline Conditions

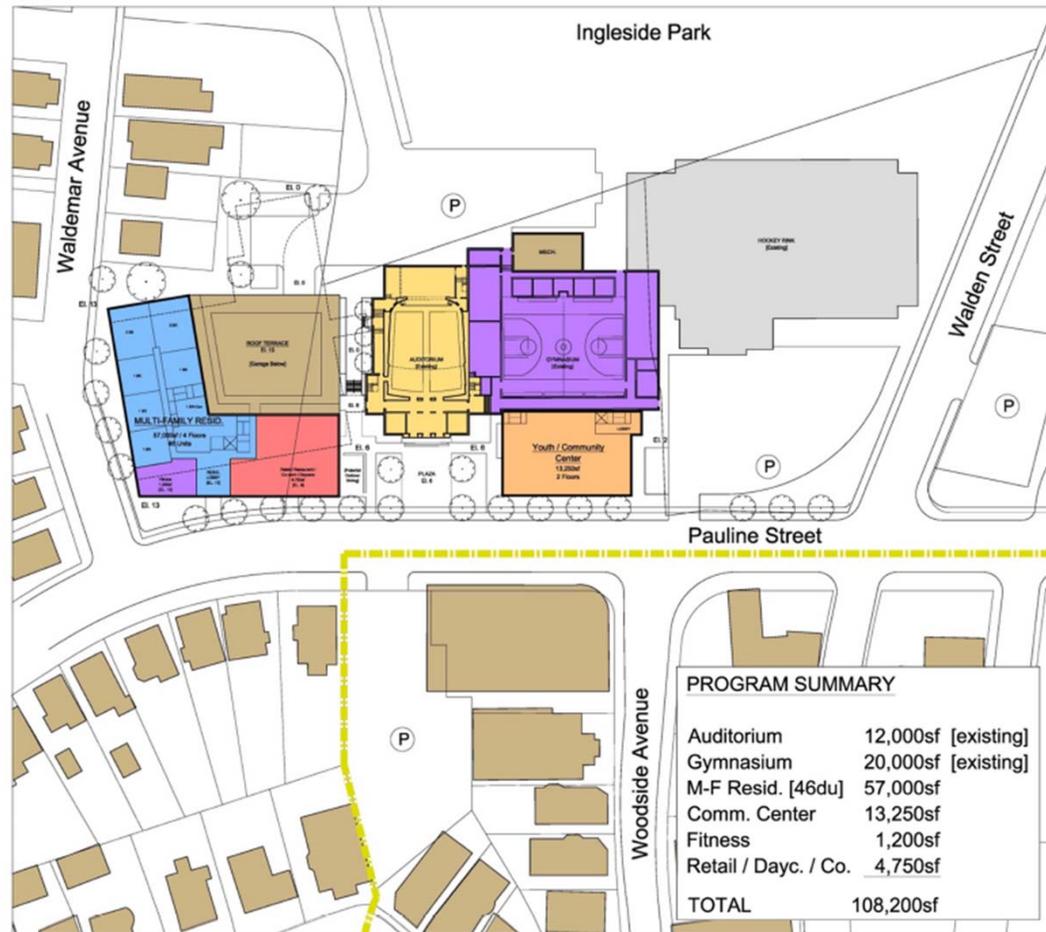


# ANALYSIS

## Middle School Site

### Reuse/Redevelopment Analysis

### SCENARIO 2 Redevelopment of Classroom Building Only

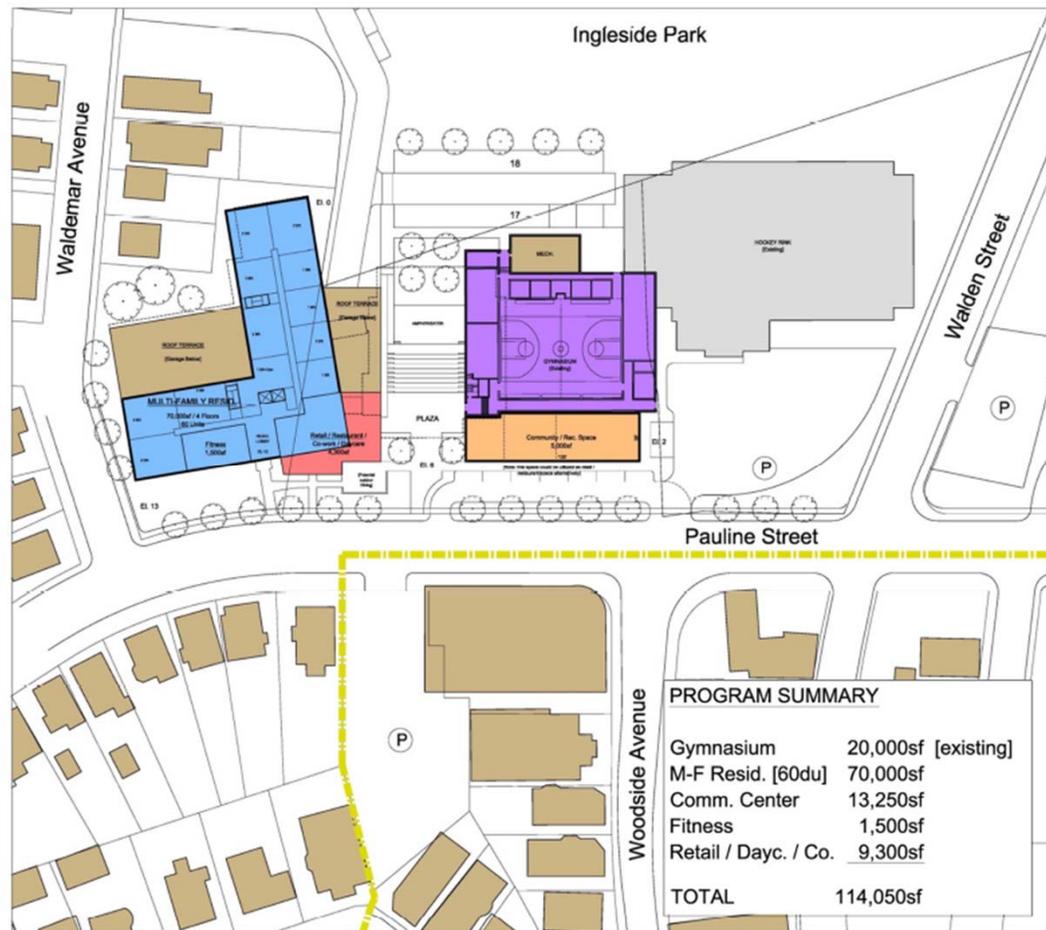


# ANALYSIS

## Middle School Site

### Reuse/Redevelopment Analysis

#### **SCENARIO 3** **Redevelopment of Classroom Building and Auditorium**

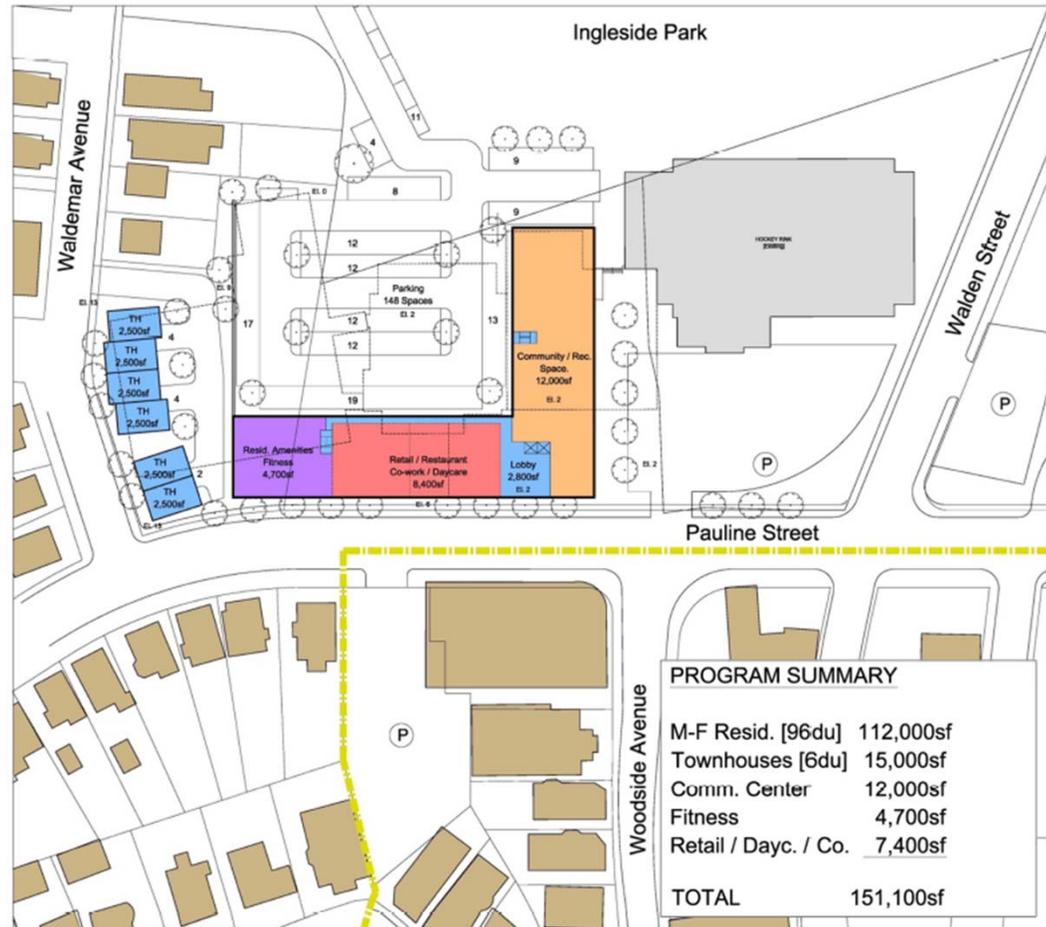


# ANALYSIS

## Middle School Site

### Reuse/Redevelopment Analysis

### SCENARIO 4 Redevelopment of All Buildings



# ANALYSIS

## Middle School Site

### Reuse/Redevelopment Analysis

#### RANGE OF USES

##### **Town Retains Management**

21,000 SF Retail/Commercial  
Auditorium, Gymnasium  
No Residential  
Negative Tax Revenue

##### **Private Sector Redevelopment**

9,300 SF Retail/Commercial  
13,250 SF Community/Rec Space  
96 Residential Units  
Positive Tax Revenue

*.... and Partial Redevelopment Options Somewhere in Between*

#### OPINION OF VALUE

Building Value: \$76,000 - \$4,000,000

Annual Revenue: (\$190,757) - \$365,640 (based on FY17 tax rates)

# ANALYSIS

## Middle School Site

### Reuse/Redevelopment Analysis

#### **EXPENSES**

##### **Annual Carrying Costs**

- Insurance: Unoccupied Building(s) \$400,000 / Occupied \$12,856
- Heating & Electricity: \$180,000
- Maintenance/Custodial: \$40,000

##### **Additional Costs**

- Sprinkler Systems: \$500,000
- Middle School Repairs, ADA, Code Upgrades: \$650,850 (1995)
- Auditorium/Gym Repairs, ADA, Code Upgrades: \$1,257,117 (1995)
- Initial TI & Leasing for Middle School Reuse: \$354,688 (2017-2019)
- Building Demolition: Middle School \$2.3m | Auditorium/Gym \$908k

## IMPLEMENTATION STRATEGIES

How do we make the vision and plan a reality?

Regulatory Changes

Public Realm Improvements

Create Connectivity

Public/Private Coordination

# PUBLIC FEEDBACK

## Table Discussion Groups

15-MINUTE Q&A SESSIONS

<b>TABLE 1:</b>	<b>CBD Master Plan</b>	MICHAEL WANG
<b>TABLE 2:</b>	<b>Middle School Site</b>	AMANDA MAHER JOHN RUFO
<b>TABLE 3:</b>	<b>Parking &amp; Connectivity</b>	JOSH FIALA
<b>TABLE 4:</b>	<b>Implementation Strategy</b>	CYNTHIA WALL