Urban Land Institute
Boston
Serving the Six New England States

MassDevelopment
Build. Create. Innovate.

ULI Boston Technical Assistance Panel (TAP) Program

Downtown Marlborough

ULI – the Urban Land Institute

Mission

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is a research and education institution with over 35,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.

ULI at the local level

- Boston District Council covers nearly all of New England
- 1,100 Members—developers, architects, planners, public officials, financiers, students, etc.

Technical Assistance Panels (TAPs)

A Technical Assistance Panel (**TAP**) brings together of a group of ULI members with a range of professional expertise to provide focused, collaborative consultation to a local government or qualifying non-profit organization.

ULI Boston's TAP program is sponsored by MassDevelopment Build. Create. Innovate.

This TAP

- Sponsored by the City of Marlborough and the Marlborough Economic Development Corporation
- This panel looked at the full range of options from an unbiased perspective.
- Panelists include experts in the fields of architecture, development, engineering, urban planning, transportation planning and law.
- **Panelists have donated their time**
- Final Deliverable – Written report (within 6 weeks) will be available at http://boston.uli.org

TAP Panelists

TAP Co-Chairs

Dick Lampman – G. Greene Construction
Scott Payette – Scott Payette Architects

TAP Panelists

Bob Buckley – Riemer & Braunstein
Eric Fellinger – 1-2-3 Permitting
Steve Heikin – ICON architecture
Mike Miller – MassDevelopment
Andrew Sutton – Riemer & Braunstein

Chris Cummings– Report Writer
Michelle Landers – ULI Boston

The Process

Site Visit:

Mayor Vigeant led the panel on a tour of:

- French Hill
- Granger Street
- Main Street
- Weed Street

Panel interviewed stakeholders today including:

City Officials, Local Business Owners, City Staff, Public Safety Officials, Local Property Owners

The Panel's Assignment

The City is looking for the opportunity to begin the redevelopment of the Marlborough Downtown and the lower French Hill neighborhood section of the city by addressing issues and concerns surrounding land use controls and market analysis.

Overall the City would like to know the appropriate land uses and the best ways to overcome our problem areas within the downtown and lower French Hill connecting corridor in hopes to begin the redevelopment of this part of the City.

- **Is there adequate parking to increase and attract new redevelopment?**
- **What are incentives that will make financing redevelopment projects feasible?**
- **Are there land use regulations in place that will encourage the commercial growth?**
- **What are the appropriate land uses for this corridor?**

Parking

Is there adequate parking to increase and attract new development?

Surface lots, on-street parking and municipal garages seem adequate to meet needs currently and in the immediate future.

The City should implement strategies to improve utilization (wayfinding, etc.)

The City should establish a Parking Management Plan and consider adjusting parking requirements for commercial and residential uses going forward.

1 space for 1 bedroom
1.5 spaces for 2 bedroom and up
2.5 - 3 spaces per 1,000 sq ft Commercial Use

Short Term Parking Solutions

Allow overnight parking in municipal lots and garages and possibly on street to support downtown residential uses.

Advise against building additional parking on spec.

Enforce parking time limits to discourage on-street parking by retail employees.

Financing Incentives

What are incentives that will make financing redevelopment projects feasible?

Revise Downtown Zoning to remove *disincentives*

- Create Zoning Overlay or Mixed-Use Downtown District
- Allow Zero Lot Line, Increase height to 70’
- Provide certainty in the permitting process
- Allow developers to satisfy requirements through shared parking

Provide Tax incentives for selected sites and preferred uses

Pursue Historic Tax Credits – especially for the Armory and the Walker Building

Explore Innovative Transfer Incentive Programs

Appropriate Uses

What are the appropriate land uses for this corridor?

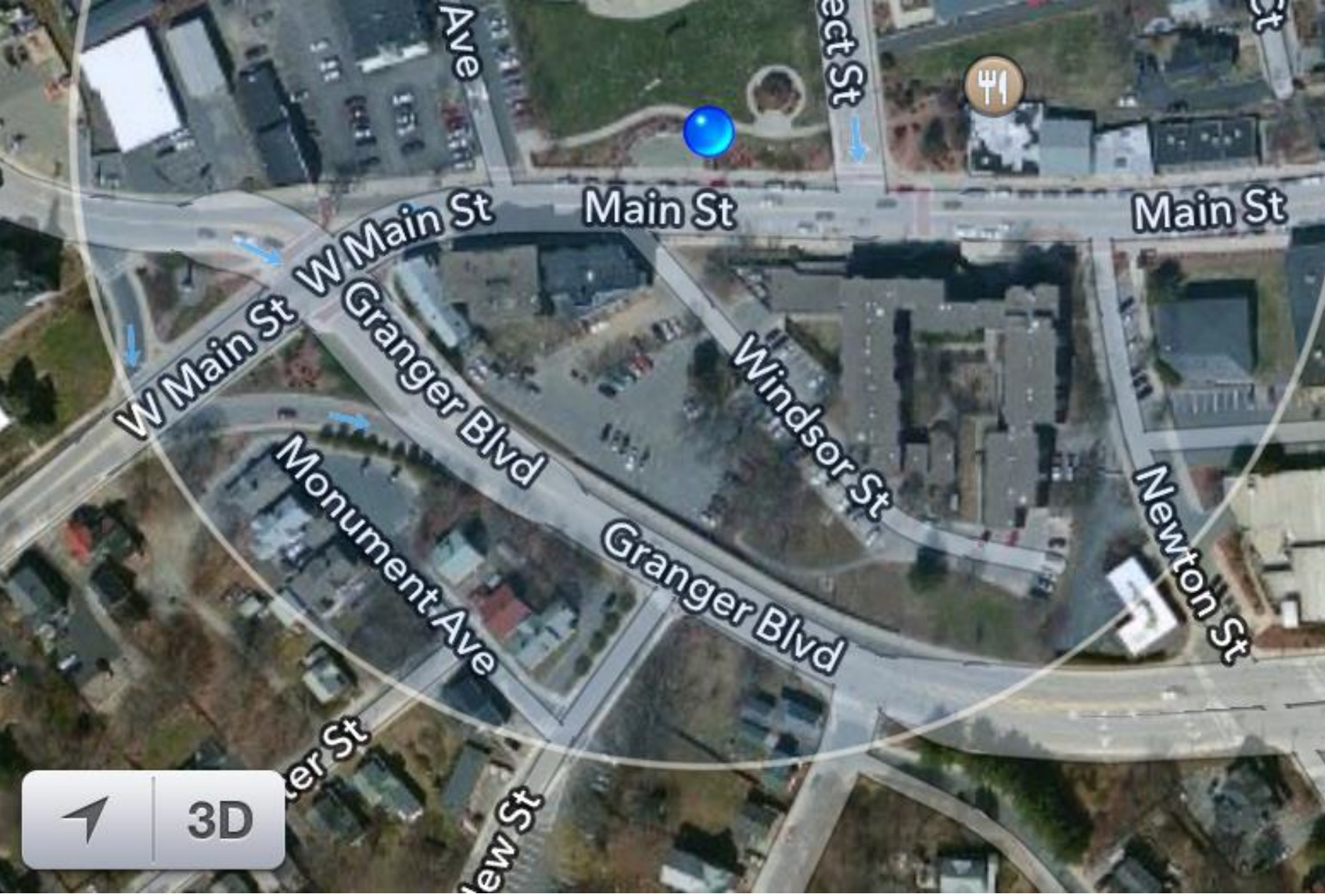
Make Downtown Unique and Local Residential/Restaurant/Retail District

- Expand Development parcels south of Main Street
- Encourage local unique businesses that do not compete with mall
- Hotel, Gym, Ice Cream Shop, Residential Mixed Use
- Arts Districts at Lincoln and Mechanic
- Explore using Armory for a theater
- Activate downtown with farmer's markets, etc.
- Improve pedestrian/bicycle access to downtown
  - Expand bike path to downtown. Rebrand Downtown Marlborough as *start* of trail.

Appropriate Uses

Expand Downtown to include Granger Street

- Remove slip lane
- Develop underutilized lots on South Side of Granger
- Create crossing at Florence and Granger
- Increase bike/pedestrian access
- Explore reducing traffic lanes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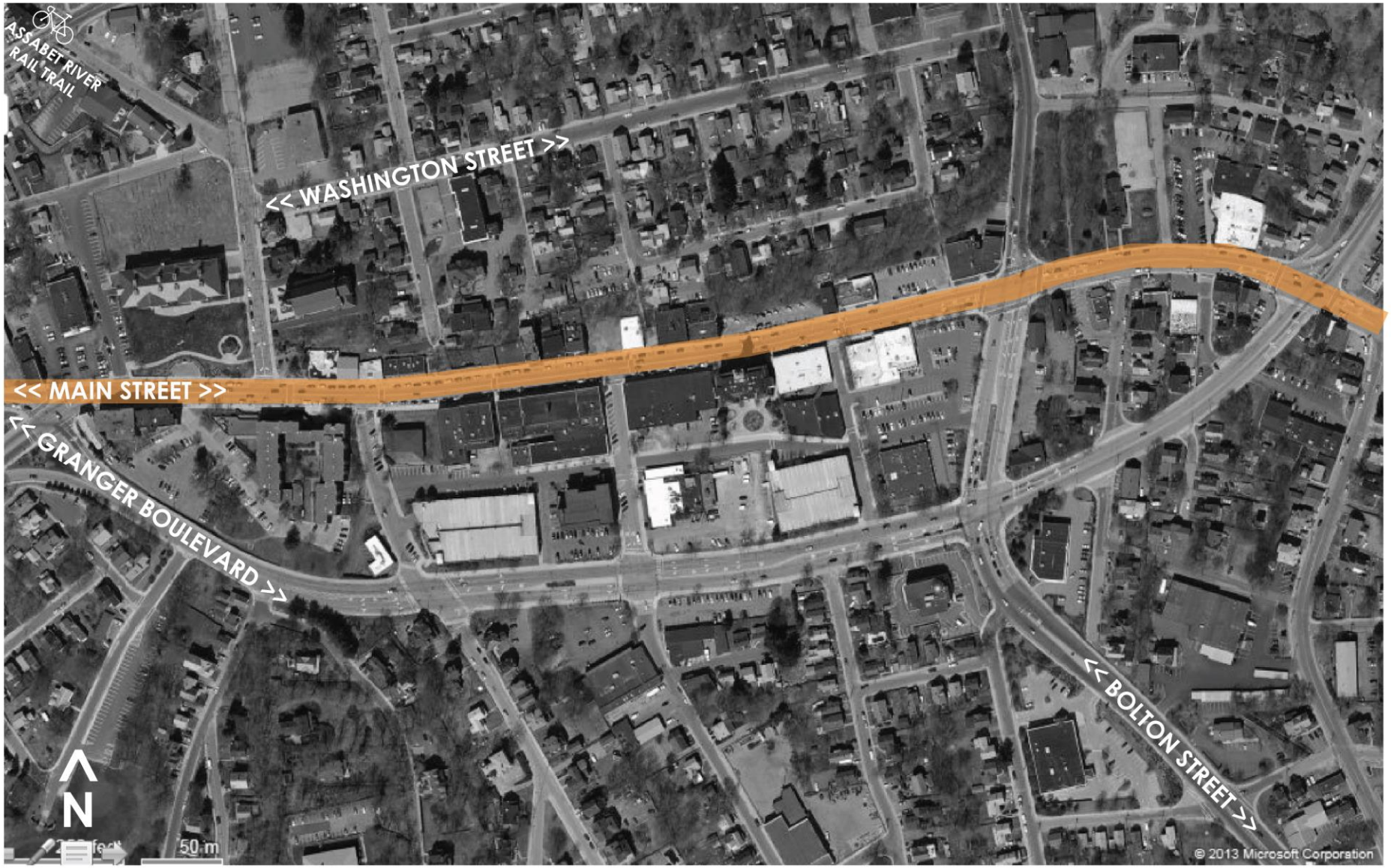
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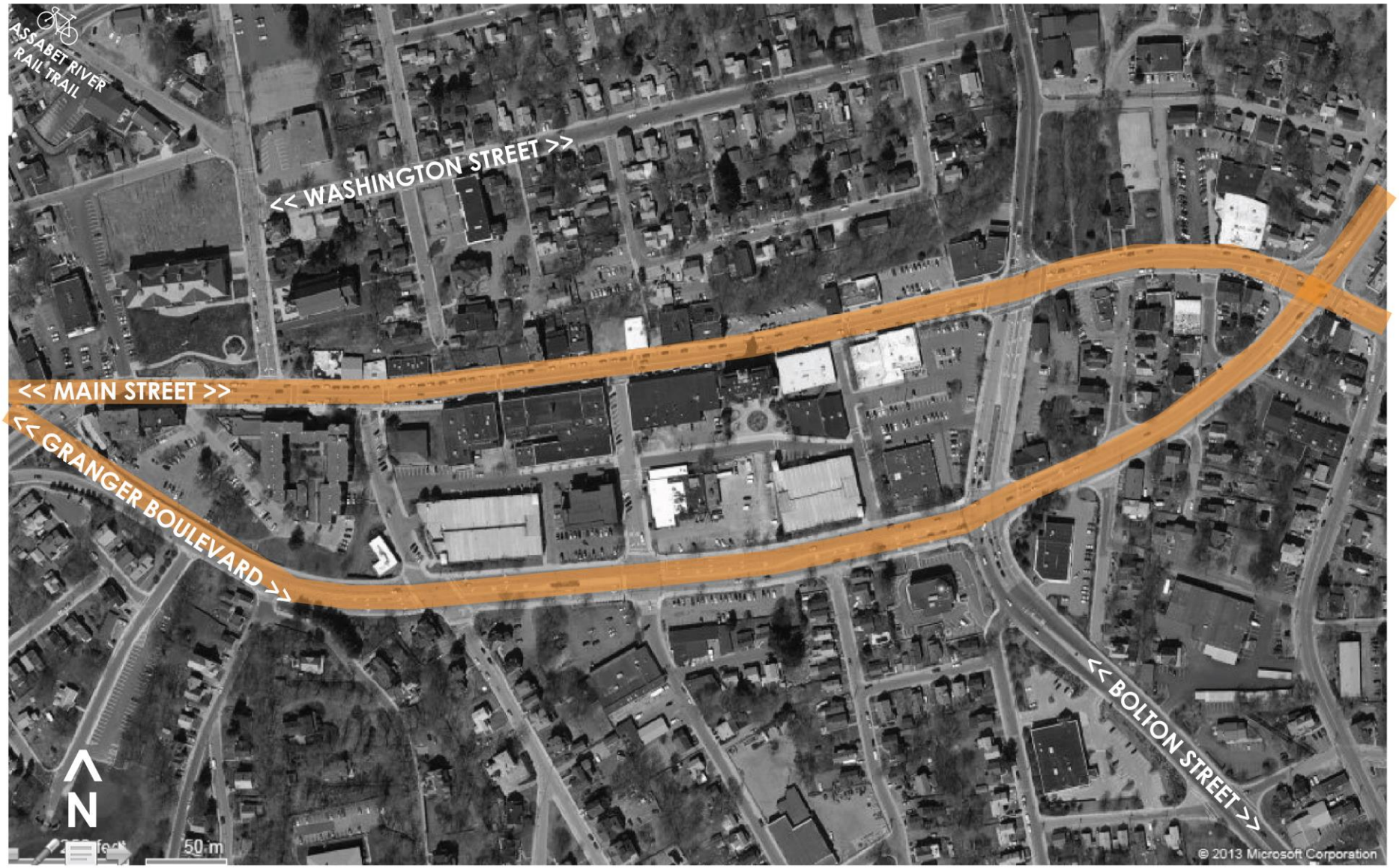
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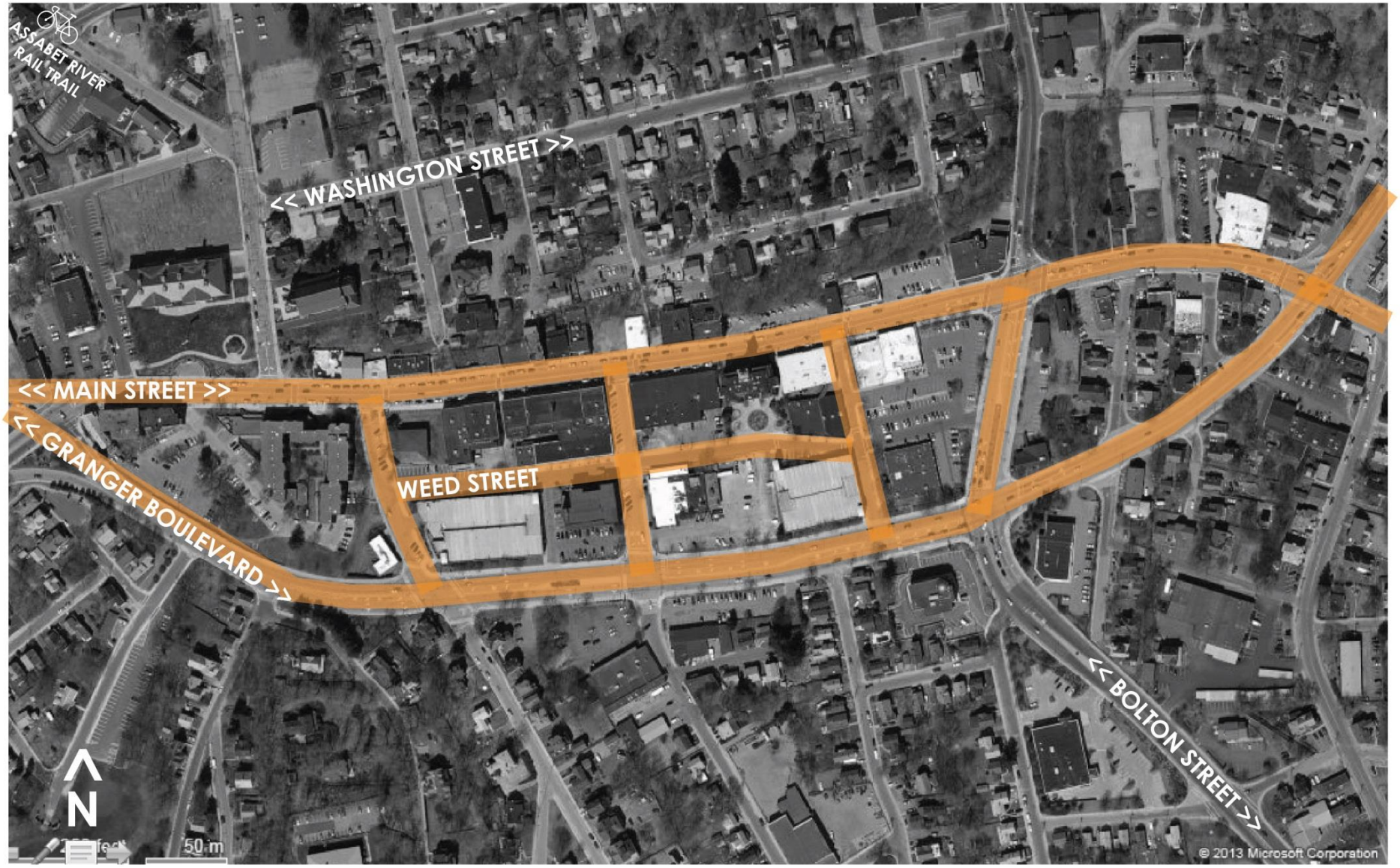
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Short Term Recommendations

Signage

Wayfinding
Gateway to downtown
Update signage regulations

Branding/Marketing

Create a branding and marketing plan for downtown

Streetscape Improvements

Lighting, Signals
Street Trees and landscaping
Street Furniture – Benches, Bike Racks, etc
Street Art/Mural Program – activate blank walls

Questions?