An aerial photograph of the Burlington 128 District, showing a mix of commercial buildings, parking lots, and surrounding forested areas with autumn foliage. The image is used as a background for the presentation slides.

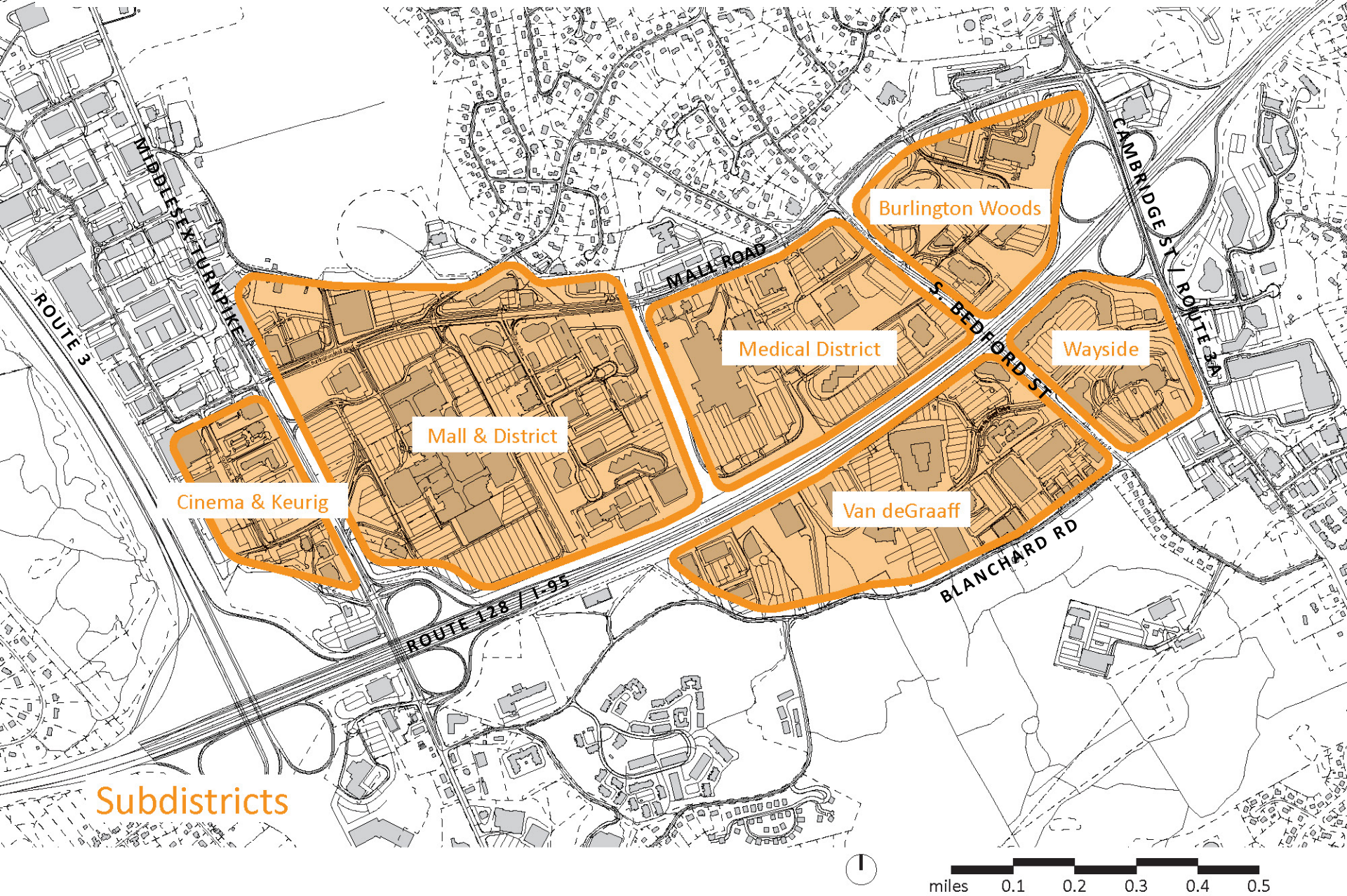
# Town of Burlington MassDevelopment Site Readiness Program Burlington 128 District: Scenarios

Community Forum | January 11, 2022

MADDEN PLANNING GROUP | LANDWISE ADVISORS | GAMBLE ASSOCIATES | BUENAS VIBRAS



# STUDY AREA ORIENTATION



Subdistricts



# BURLINGTON 128 DISTRICT



MassDevelopment  
SITE READINESS PROGRAM



KATHRYN MADDEN  
Principal



JULIA CARRASQUEL  
Senior Planner

MADDEN  
PLANNING  
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VIBRAS



JON TREMENTOZZI  
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Planner/ Econ. Analyst

LANDWISE  
ADVISORS



DAVID GAMBLE  
Principal



JAMES CARRICO  
Architect & Planner

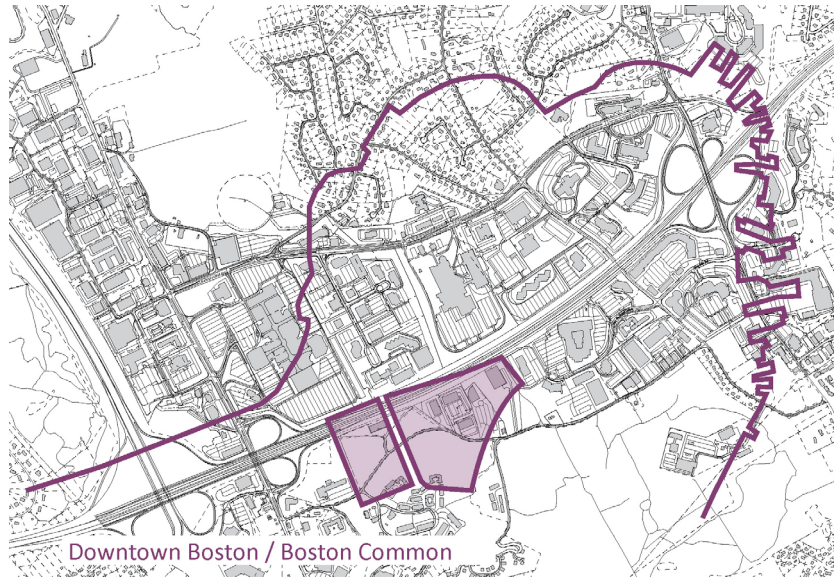


ALEXANDRIA BATISTE  
Designer

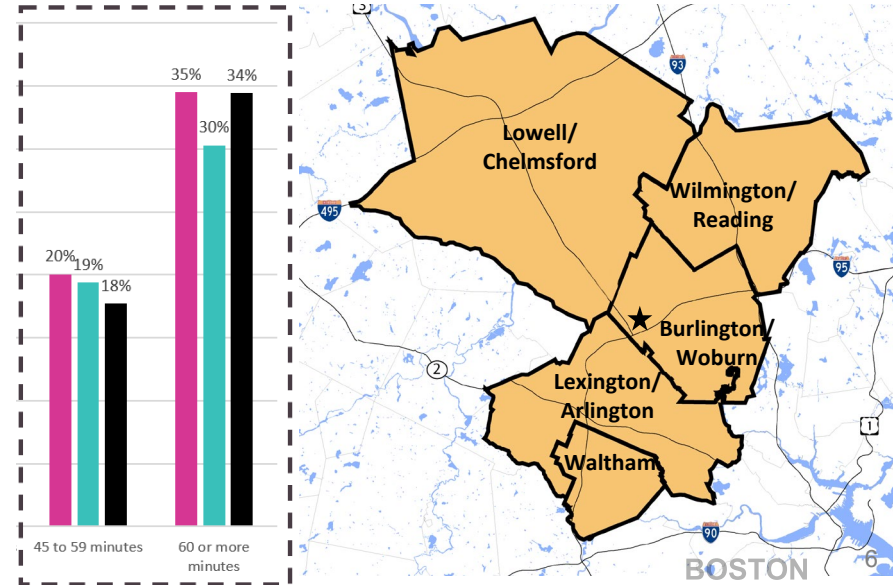
GAMBLE  
ASSOCIATES



# RECAP: COMMUNITY FORUM #1, NOVEMBER 2, 2021



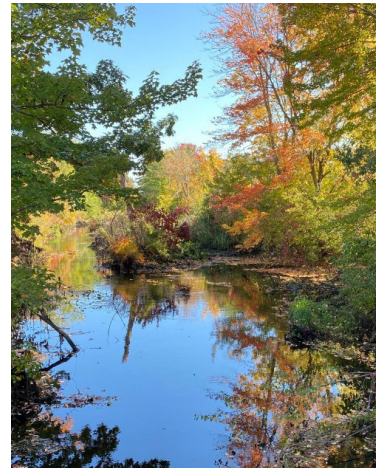
Scale of the district



Regional real estate market / future of work and retail

<b>\$1.7</b> BILLION TOTAL ASSESSED VALUE	<b>8.4</b> MILLION SQUARE FEET BUILDING
<b>1,000</b> HOTEL ROOMS	<b>110</b> DWELLING UNITS

Economic development impact



Inspiration on-site and elsewhere



<https://www.burlington.org/801/MassDevelopment-Mall-Road-Corridor>



## POLL QUESTION #1: PARTICIPATION

Did you participate in the last Community Forum (November 2, 2021)?

☐ Yes

☐ No



# COMMUNITY FORUM #2 AGENDA

## January 2022 Community Forum #2:

1. Project Goals
2. Scenarios
3. Framework Plan
4. Program
5. Discussion / Next Steps



**"Communities that will be successful, plan for the future."**

(Burlington stakeholder)



# PROJECT GOALS – *DRAFT*

- **Economic Vitality:** Reposition the 128 District as a regional research and innovation center
- **Reinvestment:** Unleash latent development potential in post-COVID offices and surface parking areas
- **Mobility:** Create networks of pedestrian and bike-friendly environments, supplemented by transit
- **Placemaking:** Create mixed-use neighborhoods that reduce commuting and invite workers back to the workplace
- **Zoning Predictability:** Clarify regulatory environment to signal civic goals within a market framework





# SCENARIOS: PLANNING FOR UNCERTAIN FUTURES





# SCENARIOS: FUTURE OF WORK

- Building a better world of work
- Competition to attract talent
- New premium on indoor and outdoor open space
- Productivity can be achieved anywhere
- Highly amenitized environments

*"The conditions of work really do matter for people's health and well-being."*

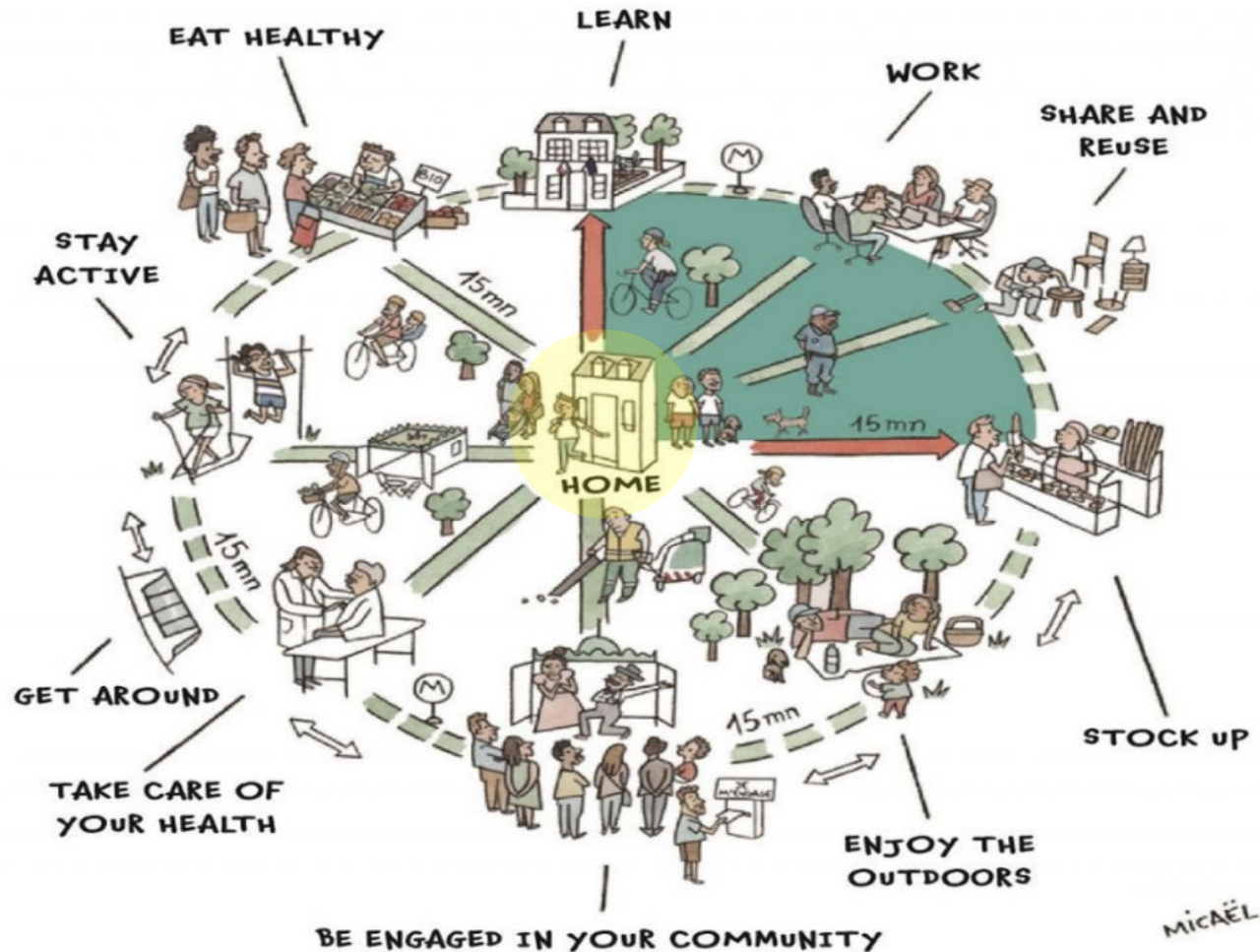
*Erin Kelly, MIT*



Metroburb, Bell Works, NJ

# SCENARIOS: FIFTEEN-MINUTE CITIES

- Neighborhood-oriented workplaces
- Flexible schedules and work set-ups
- Blurred life/work boundaries
- Reduced commutes; pedestrian/bike mobility





# SCENARIOS: FLEXIBILITY IN THE WORKPLACE

**Within any one company**, various workstyles might co-exist, demanding flexibility with implications for equity, collaboration, and space use.....



*In Person*

*Flexible*

*Virtual*

## **WORKPLACE**

Machinist  
Lab Tech  
Nurse  
Waitstaff

## **HYBRID**

Engineer  
Sales  
Physician  
Admin/CEO

## **REMOTE**

AI  
Software  
Accountant  
Back Office

# SCENARIOS: FLEXIBILITY IN THE WORKPLACE

**Within any one job**, different workers might make different choices depending on their stage in life, housing situations, or lifestyle preferences.....



*In Person*

*Flexible*

*Virtual*

## **WORKPLACE**

**Engineer** with a small house or young family, who can't work at home

## **HYBRID**

**Engineer** with a home office and team meetings twice a week

## **REMOTE**

**Engineer** who needs to be close to home or works in another region



## POLL QUESTION #2: CURRENT WORK SITUATION

In what way are you **currently** working or studying... *(select the best fit)*

- ☐ In person, at a workplace, almost all the time
- ☐ Hybrid – sometimes remotely, sometimes in a Burlington workplace
- ☐ Hybrid – sometimes remotely, sometimes travel to a more distant workplace
- ☐ Remote, at home, almost all the time
- ☐ Retired / not in workforce / other

## POLL QUESTION #3: PREFERRED WORK SITUATION

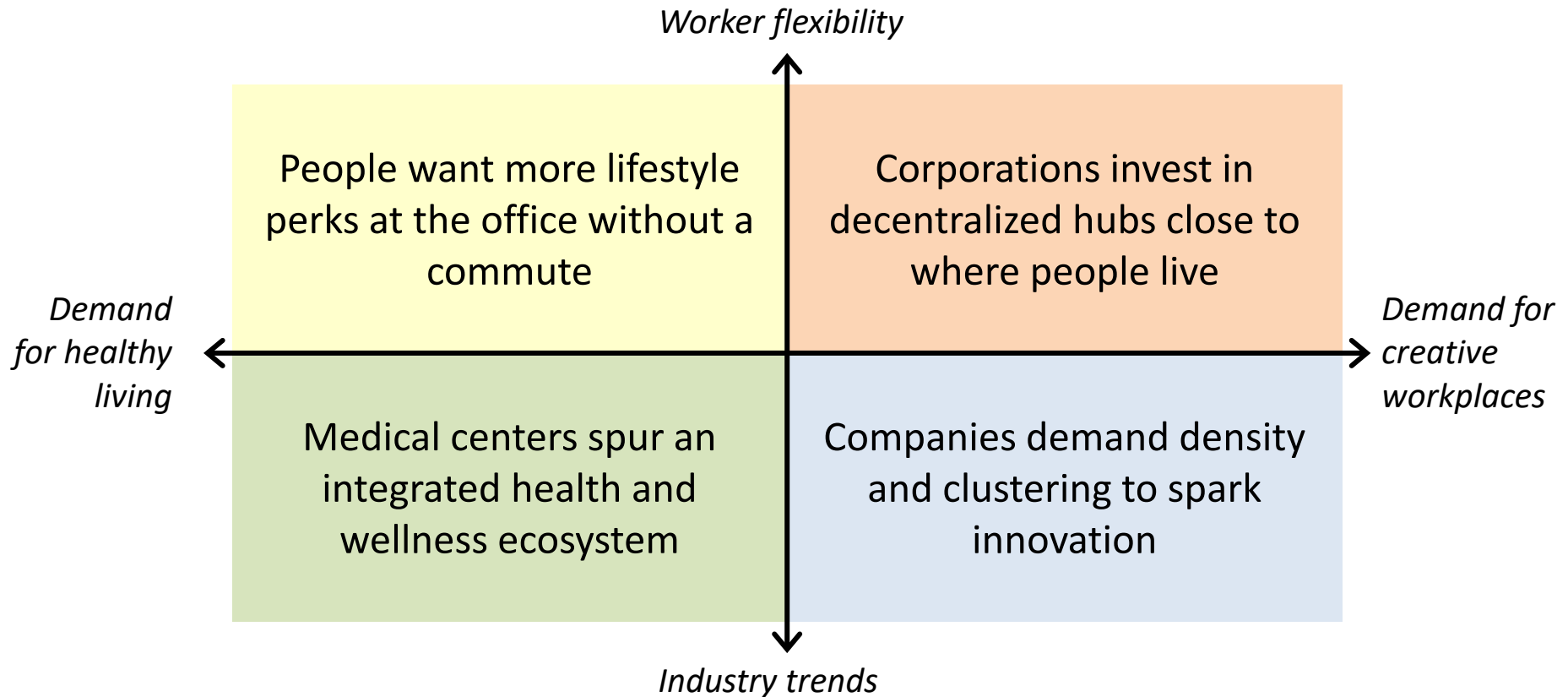
In what way would you ***prefer*** to work or study... *(select the best fit)*

- ☐ In person, at a workplace, almost all the time
- ☐ Hybrid – sometimes remotely, sometimes in a Burlington workplace
- ☐ Hybrid – sometimes remotely, sometimes travel to a more distant workplace
- ☐ Remote, at home, almost all the time
- ☐ Retired / not in workforce / other



# SCENARIOS: FUTURE OF WORK

*In a competitive market and a time of deep uncertainty, how can we best position Burlington for the future?*



***Economic resiliency =***  
*ongoing investment in placemaking, mobility, and mixed use....*

# FRAMEWORK PLAN





# VISION FOR THE FUTURE

## Traditional Uses

PARKING LOT

OFFICE

RETAIL

HOSPITAL

## Mix of Uses

PARKING LOT

PARKING GARAGE

OFFICE

HOUSING

RETAIL

MARKET

LAB/RESEARCH

HOSPITAL

NATURALIZED AREA

TRAILS

PARK

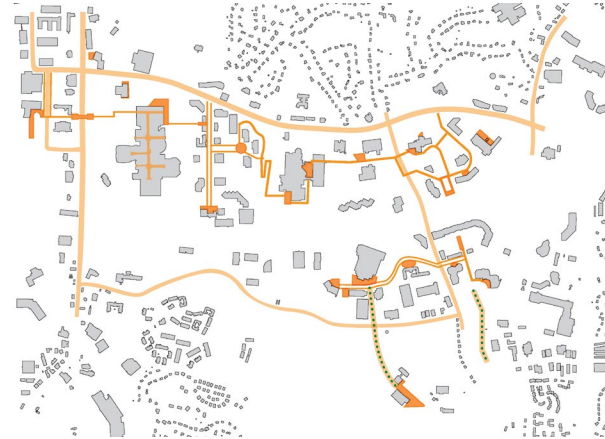
CULTURAL

... not just the mix of uses, but also the form, clustering and integration of activities ...

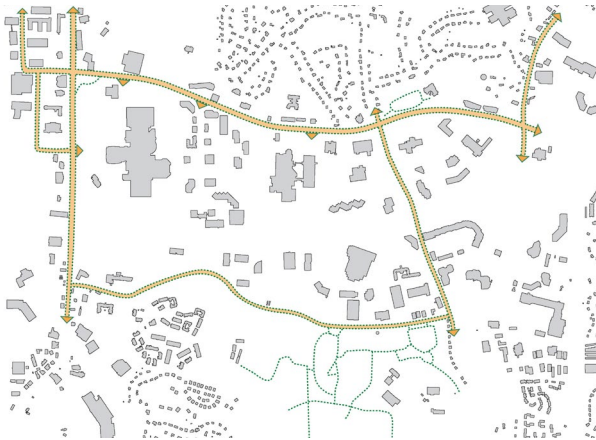
# PHYSICAL FRAMEWORKS: OVERVIEW



NATURAL SYSTEMS



PUBLIC REALM CONNECTIVITY



CORRIDORS



DEVELOPMENT OPPORTUNITIES



# EXISTING CONDITIONS





# EXISTING CONDITIONS





# EXISTING CONDITIONS





# EXISTING CONDITIONS



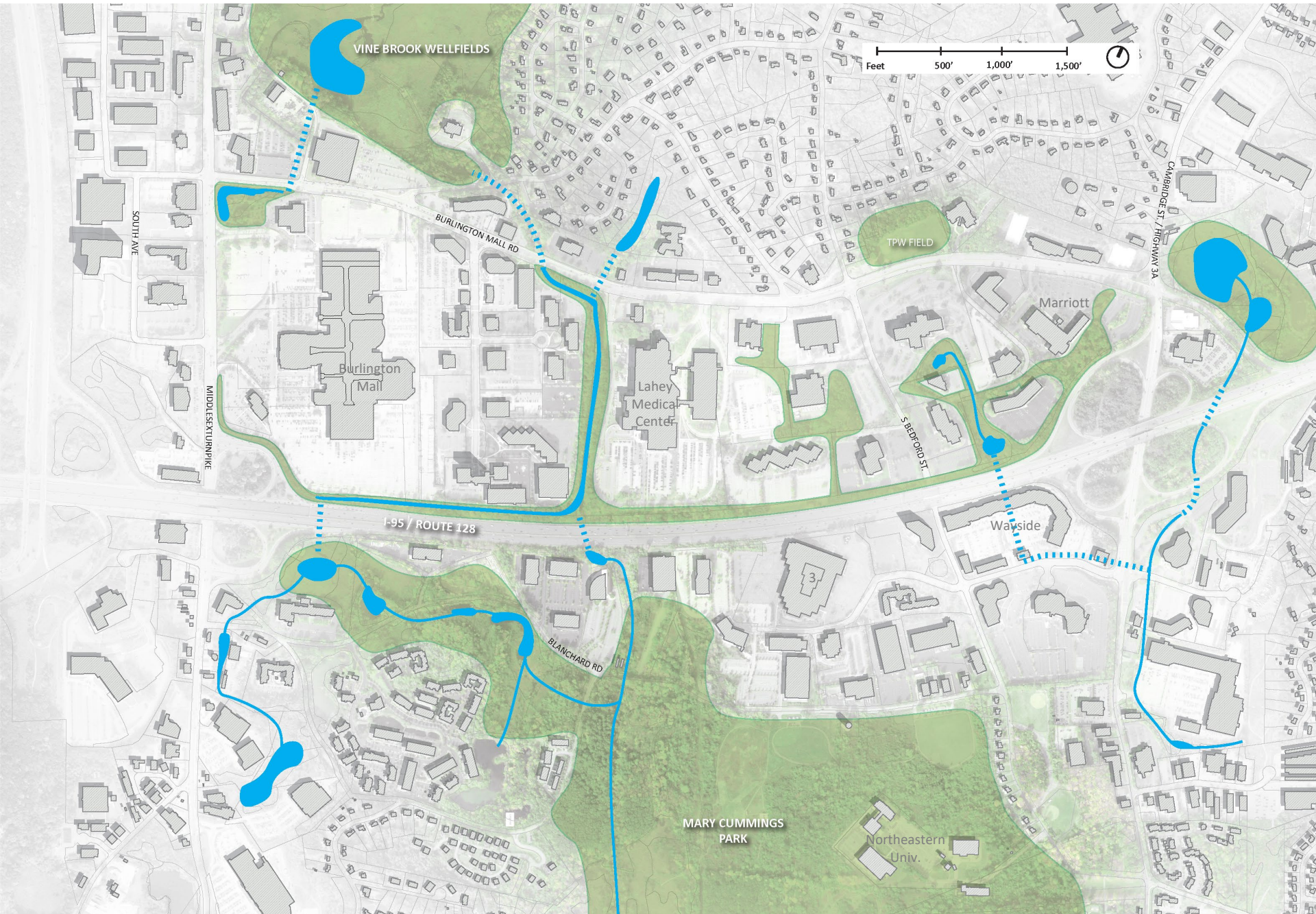


# HISTORIC WATERWAY PATHS (CIRCA 1900)





# WATERWAYS TODAY





# PROPOSED NATURAL SYSTEM FRAMEWORK



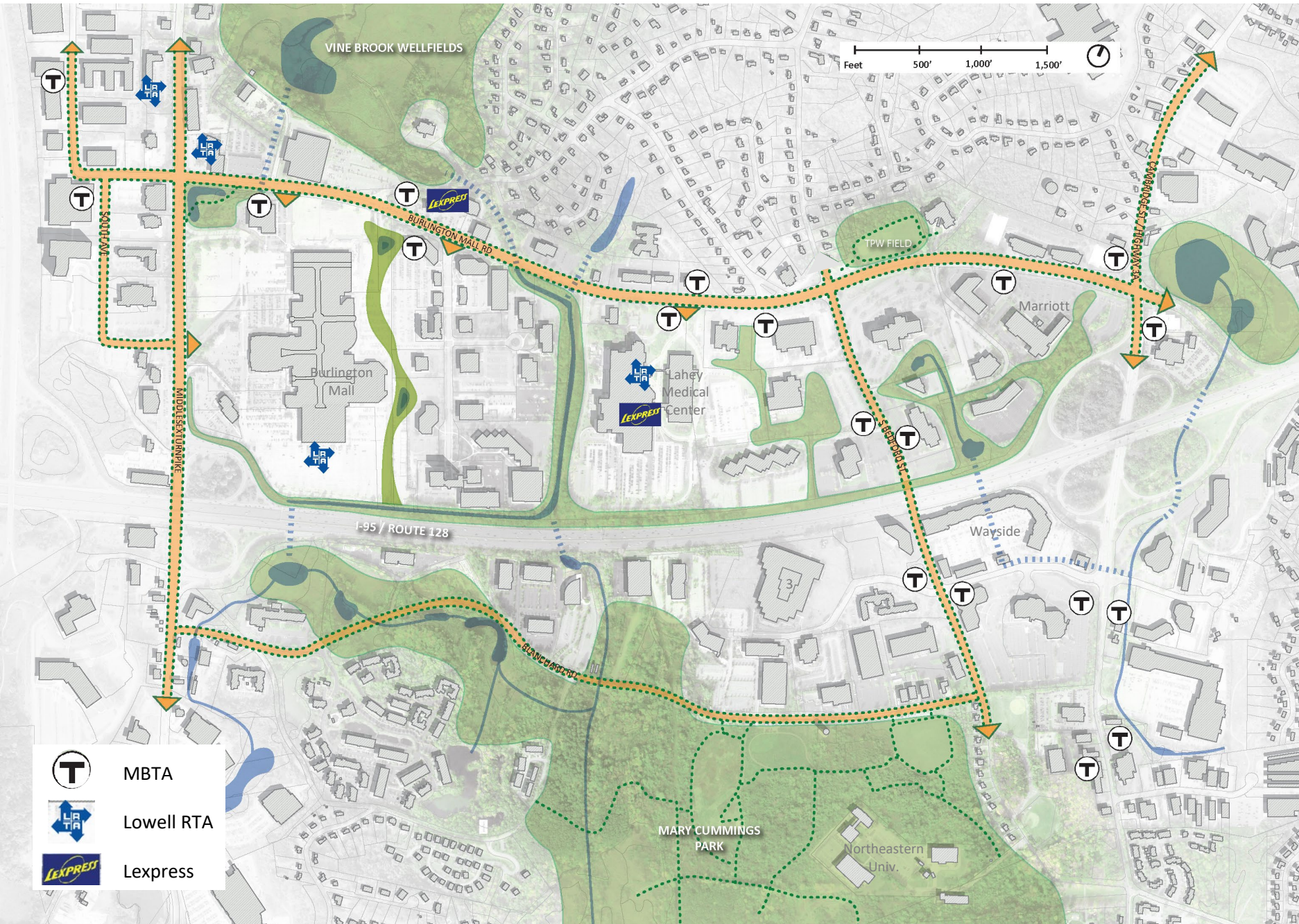


# PROPOSED COMPLETE STREETS CORRIDORS





# EXISTING BUS STOP LOCATIONS





# PROPOSED TRANSIT HUB





# PROPOSED STREET CONNECTIONS





# EXISTING LANDSCAPED/GATHERING SPACES





# PROPOSED ADDITIONAL NODES AND INTERCONNECTIVITY



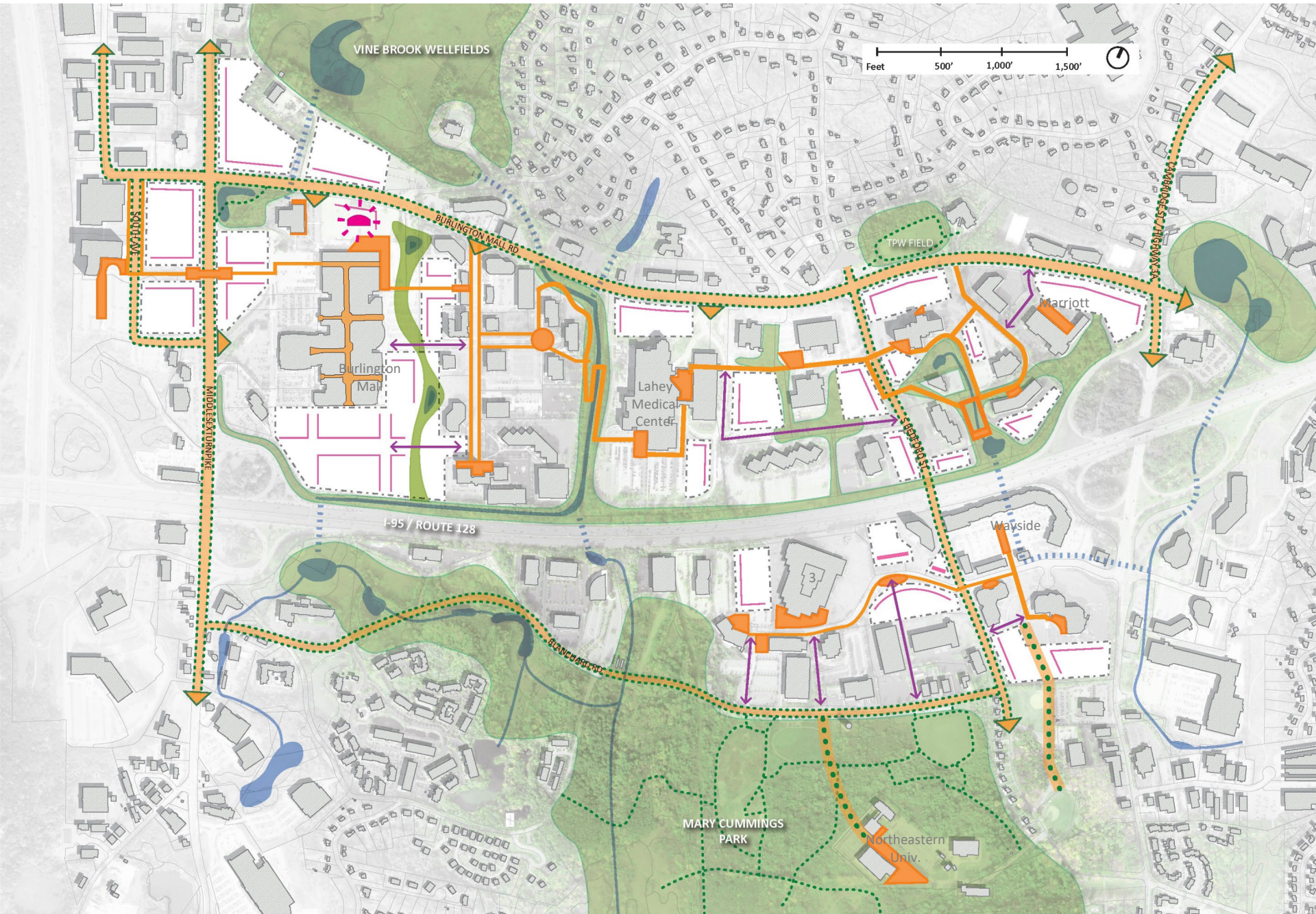


# PROPOSED DEVELOPMENT OPPORTUNITY AREAS



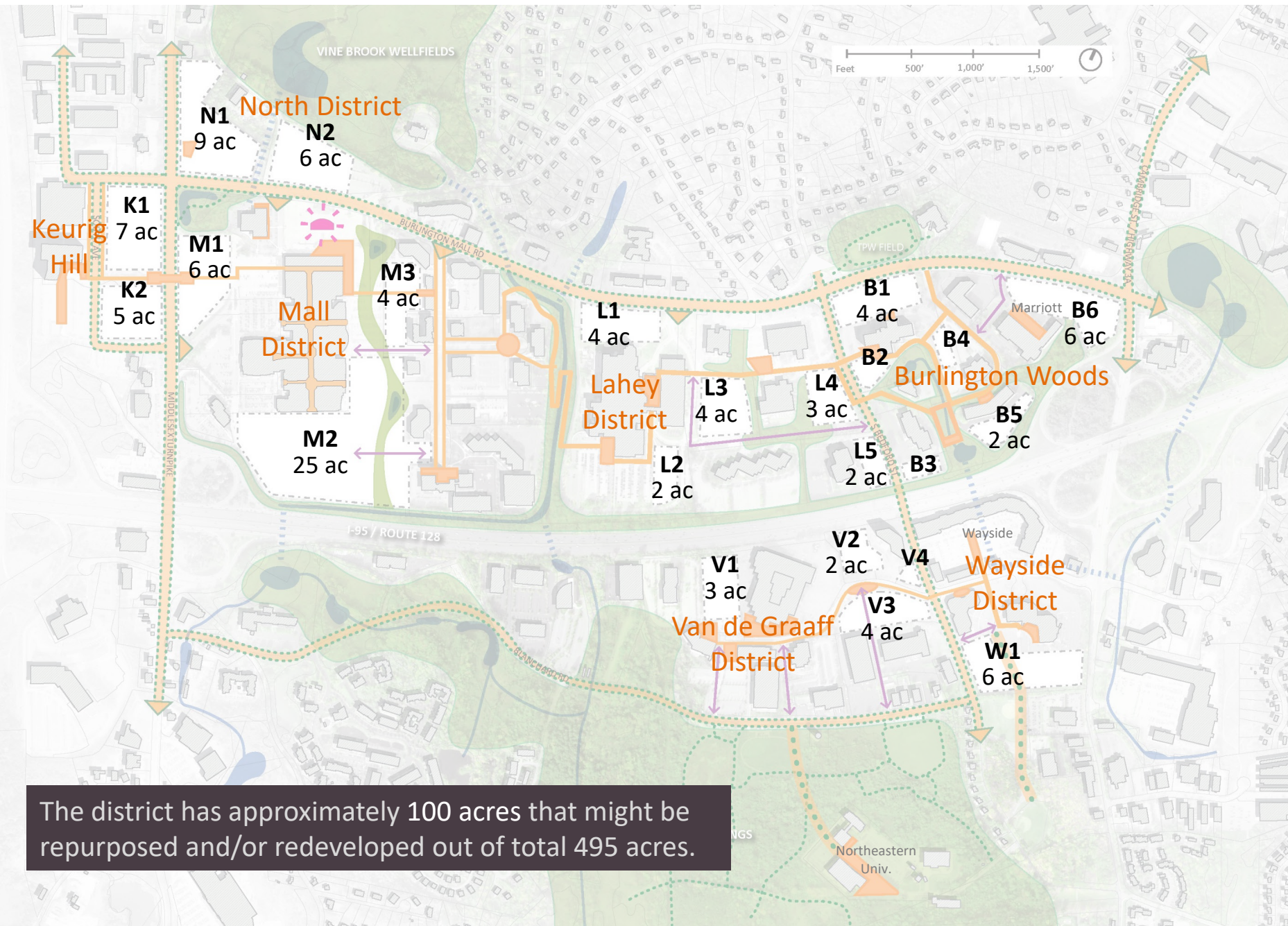


# PROPOSED DEVELOPMENT FRONTAGE





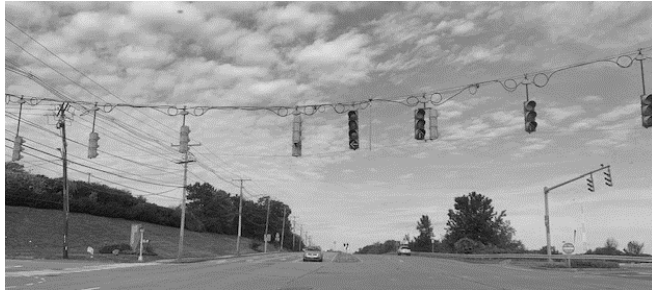
# DEVELOPMENT AREA KEY PLAN



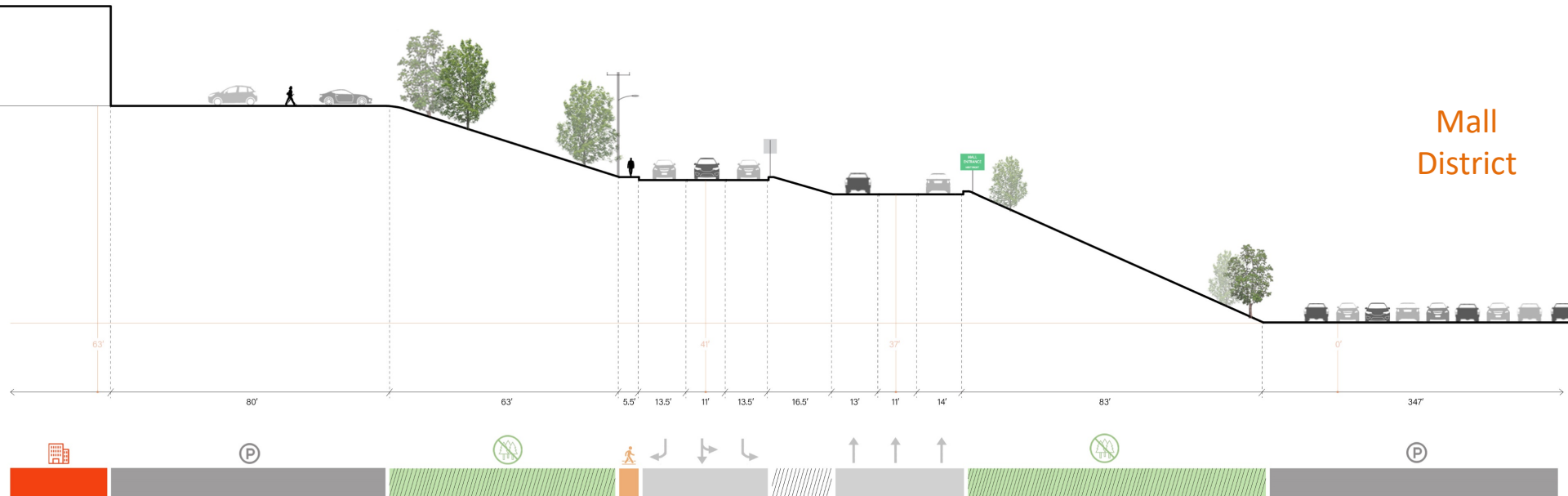
The district has approximately 100 acres that might be repurposed and/or redeveloped out of total 495 acres.



# EXISTING CONDITIONS – MIDDLESEX TURNPIKE (LOOKING NORTH)



Keurig Hill



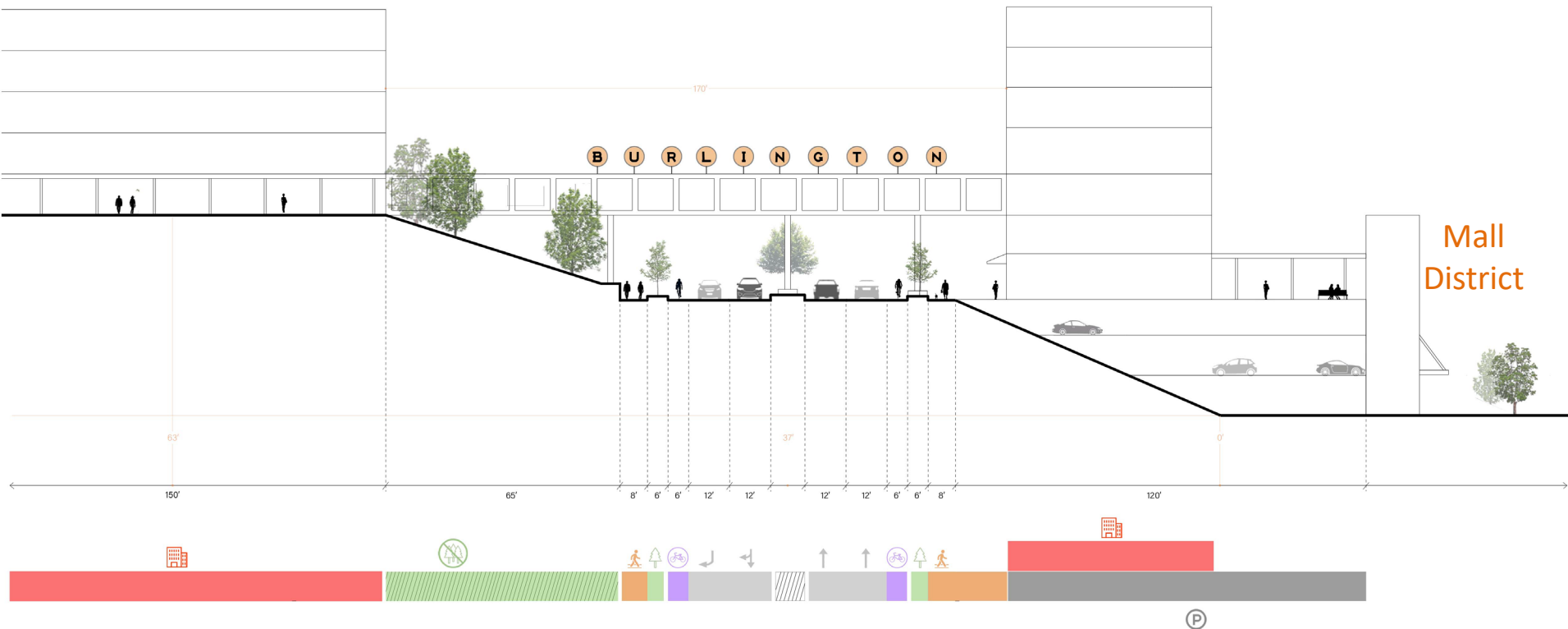
Mall District



# FRAMEWORK PROPOSAL – MIDDLESEX TURNPIKE (LOOKING NORTH)

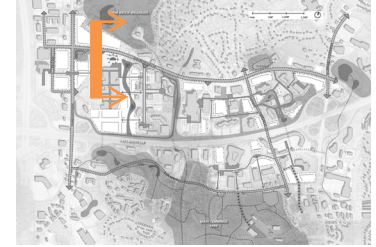


Keurig Hill



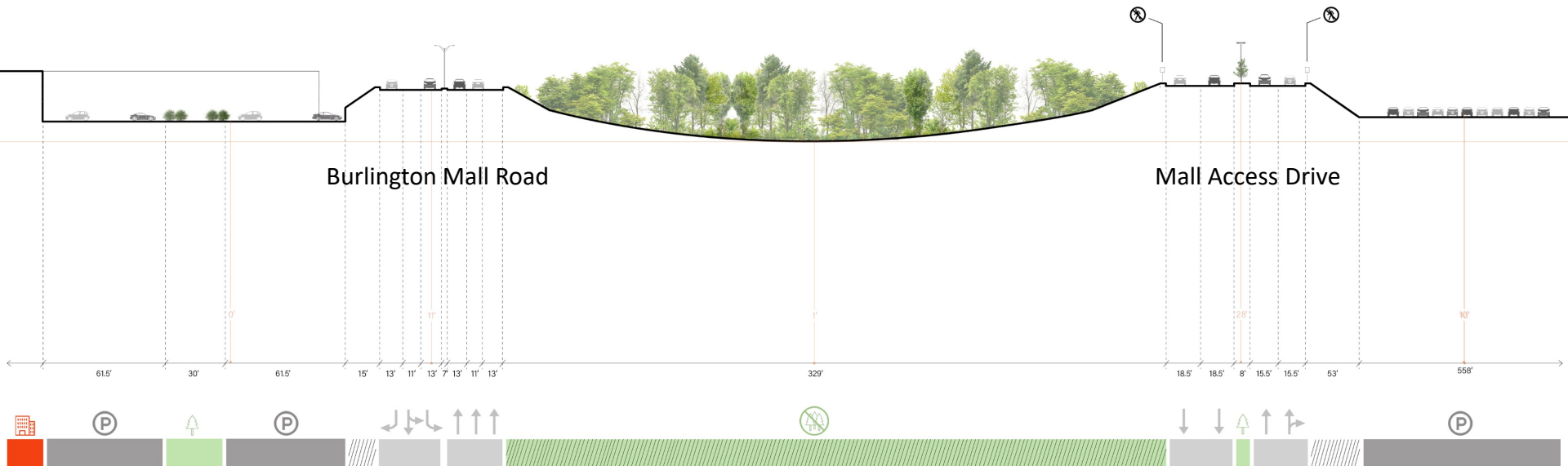


# EXISTING CONDITIONS – BURLINGTON MALL ROAD (LOOKING EAST)



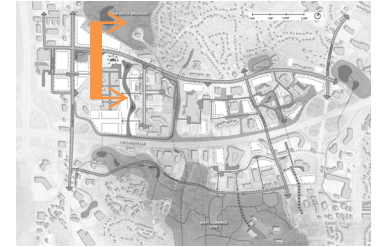
North  
District

Mall  
District



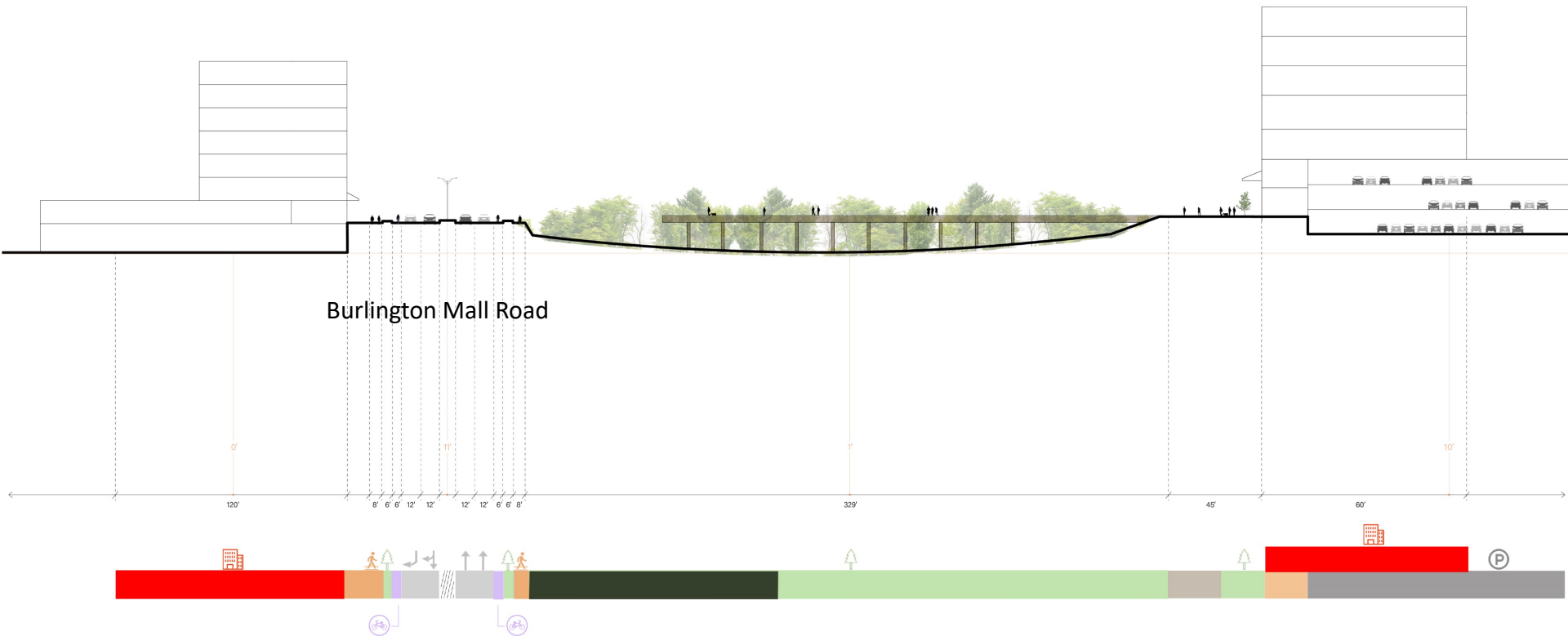


# FRAMEWORK PROPOSAL – BURLINGTON MALL ROAD (LOOKING EAST)



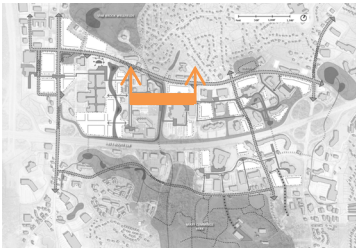
North  
District

Mall  
District



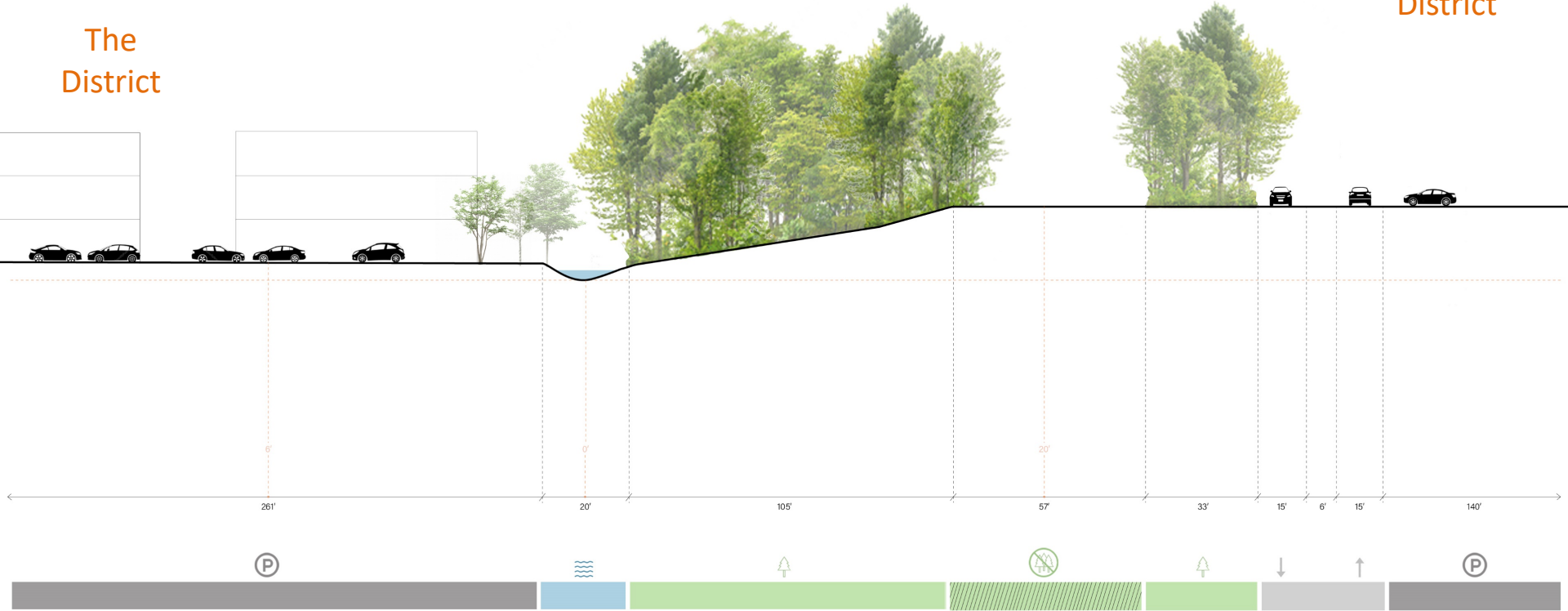


# EXISTING CONDITIONS – VINE BROOK CORRIDOR (LOOKING NORTH)



The District

Lahey District



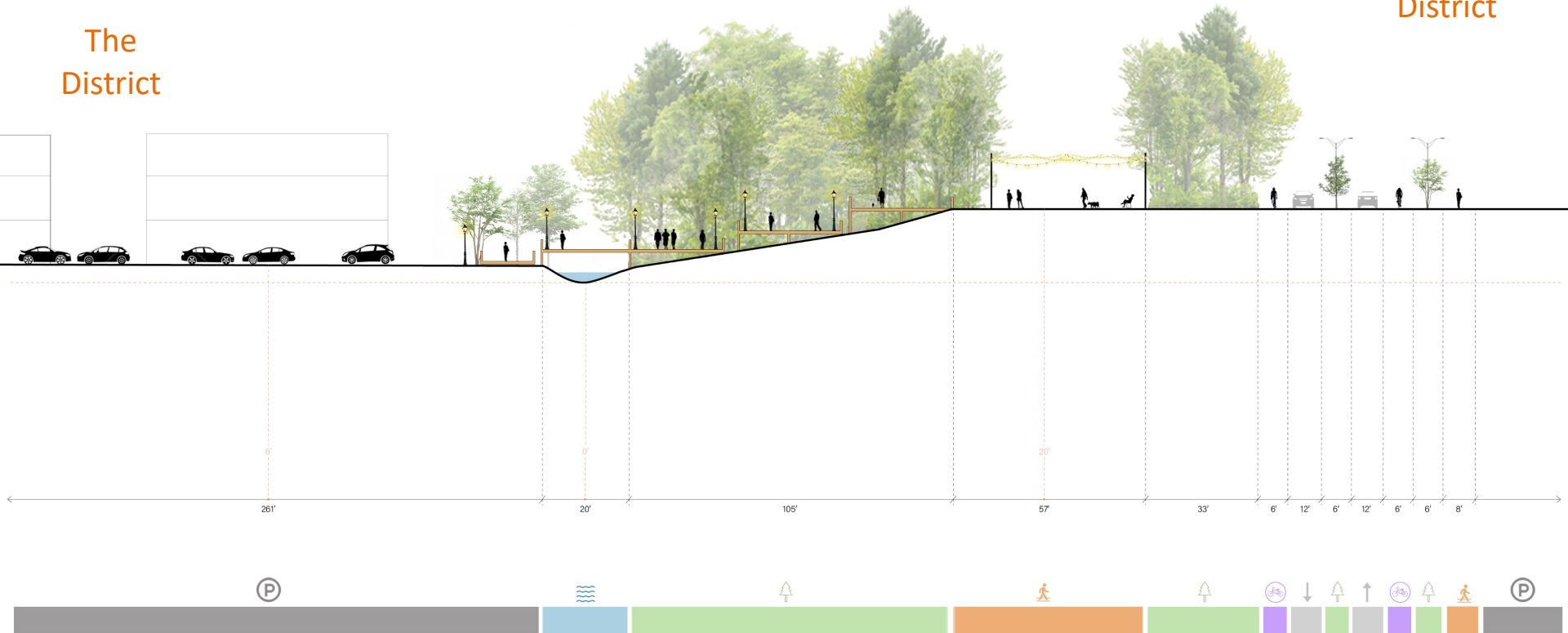


# FRAMEWORK PROPOSAL – VINE BROOK CORRIDOR (LOOKING NORTH)



The  
District

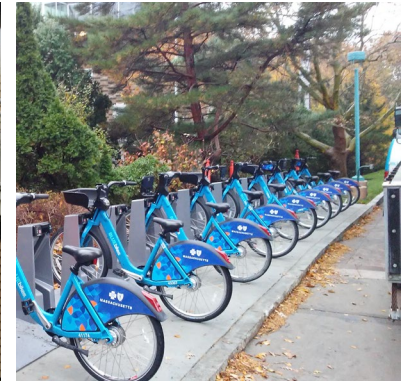
Lahey  
District





# DESIGN AND DEVELOPMENT PRINCIPLES - *DRAFT*

- **Natural Systems:** Strengthen the network of natural systems and open spaces
- **Complete Streets:** Reconfigure street corridors to accommodate pedestrians, bikes, cars, and transit
- **Subdistrict Character:** Foster the character of each subdistrict while strengthening interconnections
- **Mixed Use:** Create walkable districts that integrate work and home, close to shops and services
- **Social Gathering:** Incorporate destinations for social gathering, food, and cultural events
- **Shared Parking:** Promote shared parking and alternative modes of transportation to reduce traffic and parking demand





# PROGRAM EXPLORATIONS





# PROGRAM EXPLORATIONS: EXISTING DENSITIES



700 District Avenue, Burlington:  
FAR 1.2



2400 District Avenue, Burlington:  
FAR 1.2



Keurig Headquarters, Burlington:  
FAR 1.6



25 Burlington Mall Road, Burlington: FAR 0.4

**0.4**

AVERAGE EXISTING FAR  
RANGE BY PARCEL

**0.1 – 1.6**



# PROGRAM EXPLORATIONS: OPEN SPACE + AMENITIES





# PROGRAM EXPLORATIONS: PUBLIC INVESTMENT



Charlotte Department of Transportation



# PROGRAM EXPLORATIONS: 15-MINUTE NEIGHBORHOODS



Tremont, Burlington: 180-units, 5.7 acres; 32 units/acre



Trolley Square, Cambridge:  
40-units, 0.86 acres; 46  
units/acre



Box Works Homes, Chelsea, MA: 26 units, 0.9-acres; 28  
units/acre



Auburn Court, Cambridge, MA: 86 units, 2.54 acres, 34 unit/acre



# PROGRAM EXPLORATIONS: MIXED USE / INNOVATION



Third Avenue/Northwest Park, Burlington: Office/lab, hotel, retail, restaurants, housing (140 acres)



Arsenal Yards, Watertown: Office/lab, hotel, retail, restaurants, housing and parks (23 acres, FAR 1.0)



Assembly Row, Somerville: Office/lab, hotel, retail, restaurants, housing and parks (45 acres, FAR 2.5)



# PROPOSED FRAMEWORK





# PROJECT GOALS – *DRAFT*

- **Economic Vitality:** Reposition the 128 District as a regional research and innovation center
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- **Mobility:** Create networks of pedestrian and bike-friendly environments, supplemented by transit
- **Placemaking:** Create mixed-use neighborhoods that reduce commuting and invite workers back to the workplace
- **Zoning Predictability:** Clarify regulatory environment to signal civic goals within a market framework

1. Do the proposed framework and vision achieve these goals?
2. What are the opportunities and challenges for implementation?





# SMALL GROUP DISCUSSIONS

## Questions/Prompts

*Share ideas and listen. Encourage everyone to speak.*

1. Do the proposed framework and vision achieve these goals?
2. What are the opportunities and challenges for implementation?

## MODERATORS



JON TREMENTOZZI



AMY FATER



JULIA CARRASQUEL



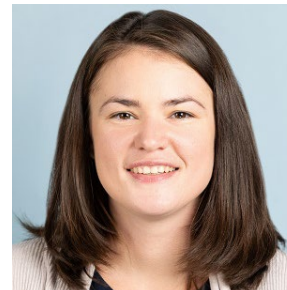
DAVID GAMBLE



ALEXANDRIA BATISTE



KATHRYN MADDEN



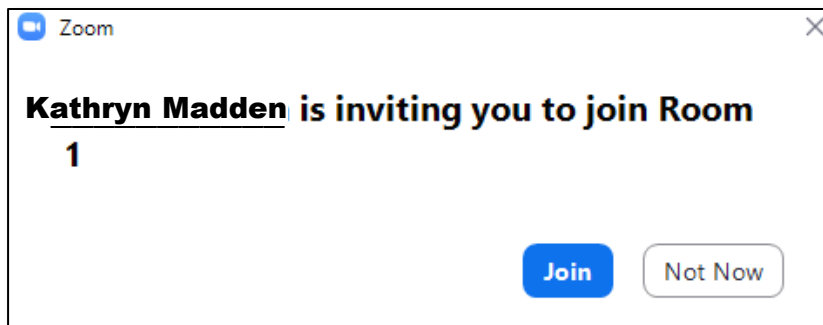
AMANDA GREGOIRE



MELISA TINTOCALIS



KRISTIN KASSNER





# NEXT STEPS

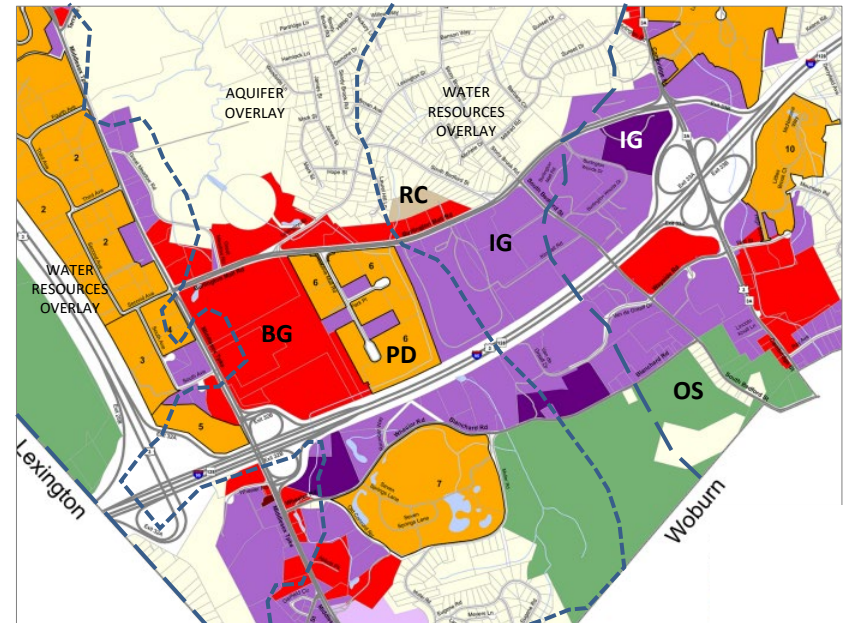
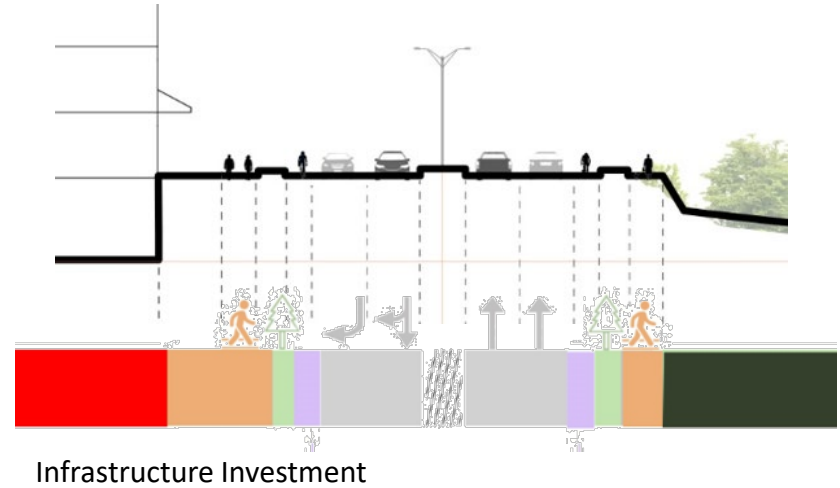




# NEXT STEPS

## Implementation Strategies

- Infrastructure investment
- Regulatory framework
- Partnerships and initiatives
- Priorities
- Roles and responsibilities

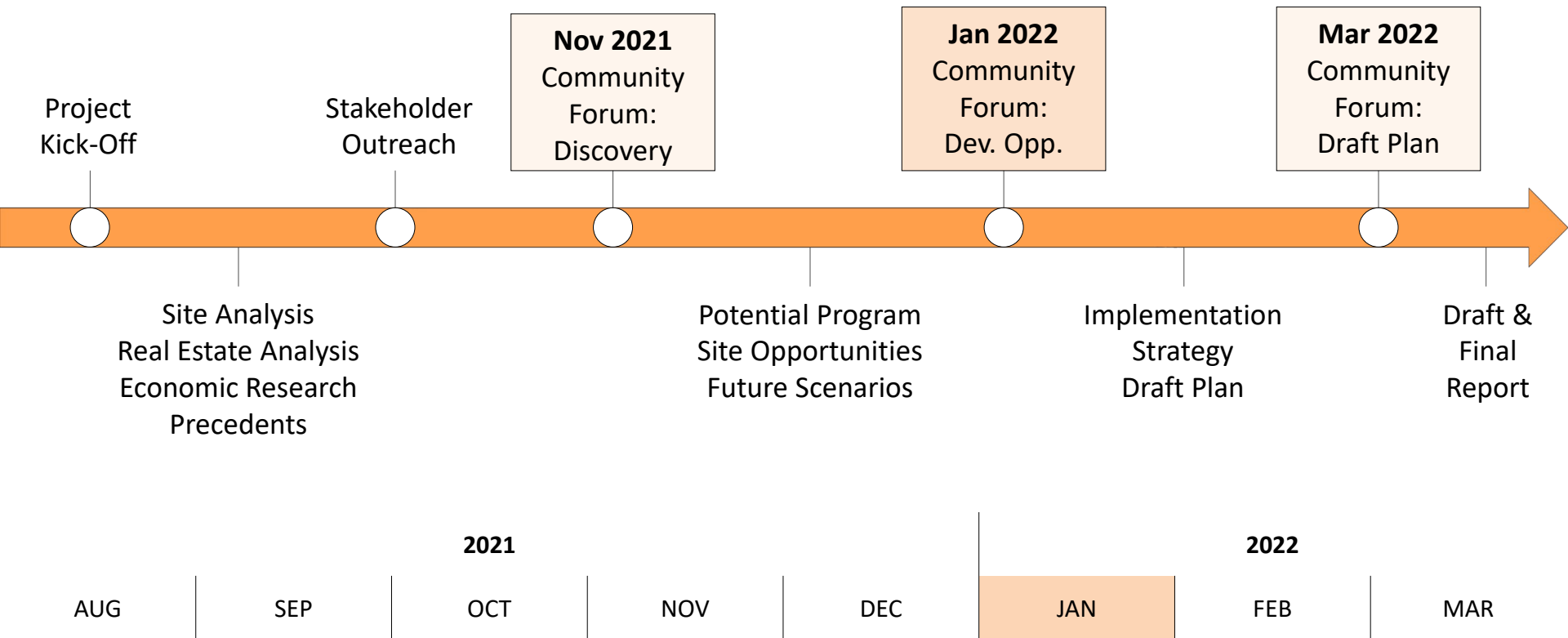


Regulatory Framework



# NEXT STEPS / TIMELINE

*COORDINATION WITH TOWN STAFF, MASSDEVELOPMENT, AND ECONOMIC DEVELOPMENT LIAISON GROUP*



<https://bringmetoburlington.com/>



# QUESTIONS / DISCUSSION

