

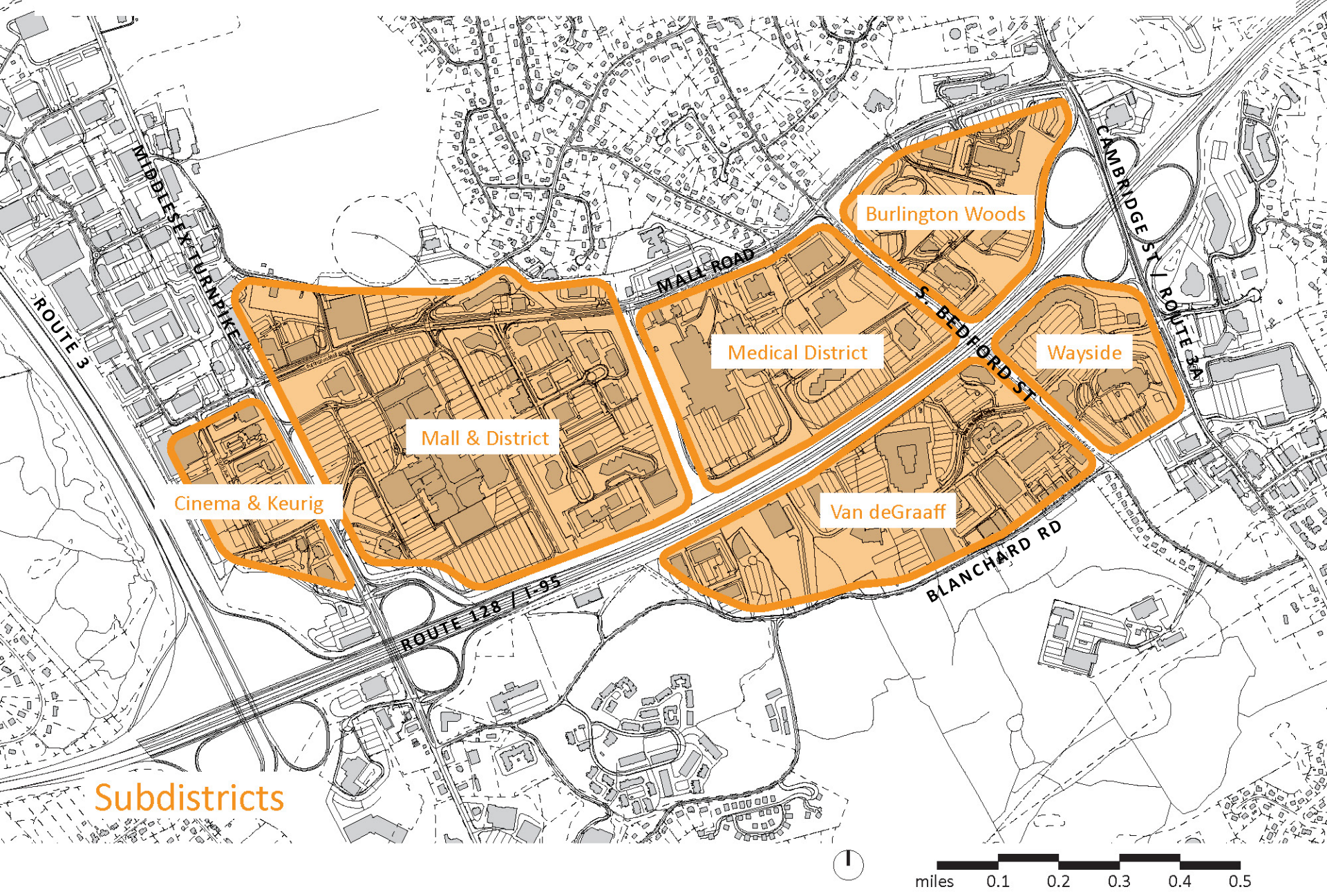
Town of Burlington
MassDevelopment Site Readiness Program

Burlington 128 District: Implementation



Community Forum | March 29, 2022

STUDY AREA ORIENTATION



Subdistricts

EXISTING CONDITIONS



BURLINGTON 128 DISTRICT



MassDevelopment
SITE READINESS PROGRAM



KATHRYN MADDEN
Principal



JULIA CARRASQUEL
Senior Planner

MADDEN
PLANNING
w/ BUENAS
VIBRAS



JON TREMENTOZZI
Principal



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Senior Planner



ANJALI KATARE
Planner/ Econ. Analyst

LANDWISE
ADVISORS



DAVID GAMBLE
Principal



JAMES CARRICO
Architect & Planner



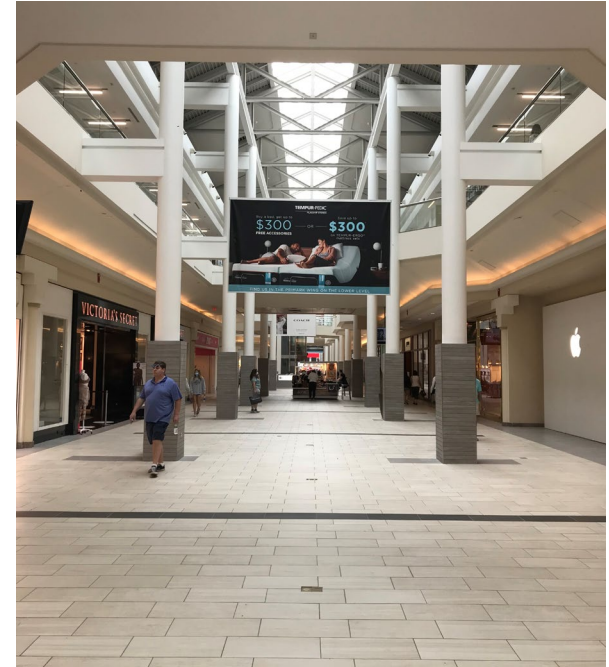
ALEXANDRIA BATISTE
Designer

GAMBLE
ASSOCIATES

SUMMARY OF OPPORTUNITY/WHY NOW?

1. Future of work
2. Changing reality of retail
3. Demand for pedestrian-friendly environments
4. Intersection of innovation in Burlington
5. Civic goals: climate change, places to gather, tax base, regulatory framework, diversity, other....

The suburbs are one of the biggest opportunities of our times – with room for change



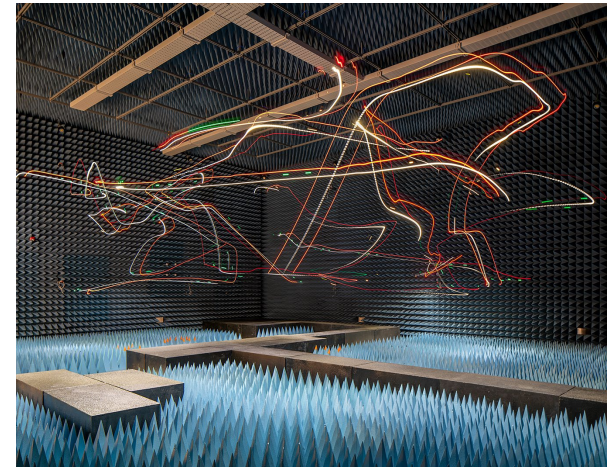
Ongoing repositioning of the Mall



Businesses in flux

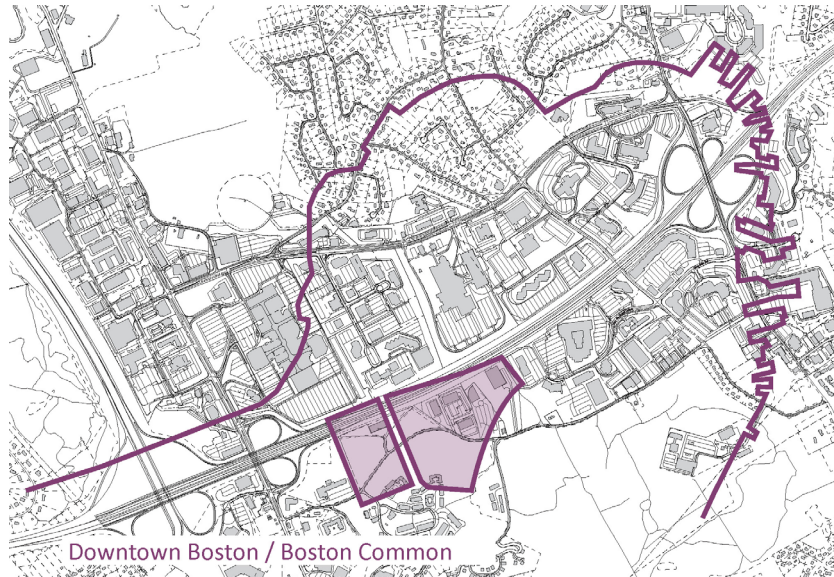


Vine Brook as a hidden resource

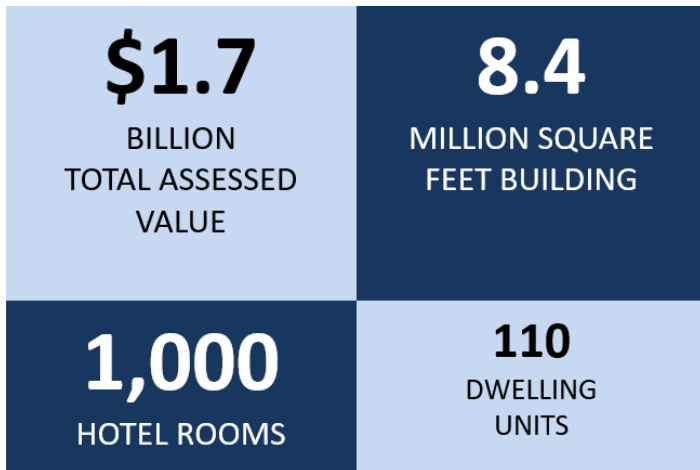
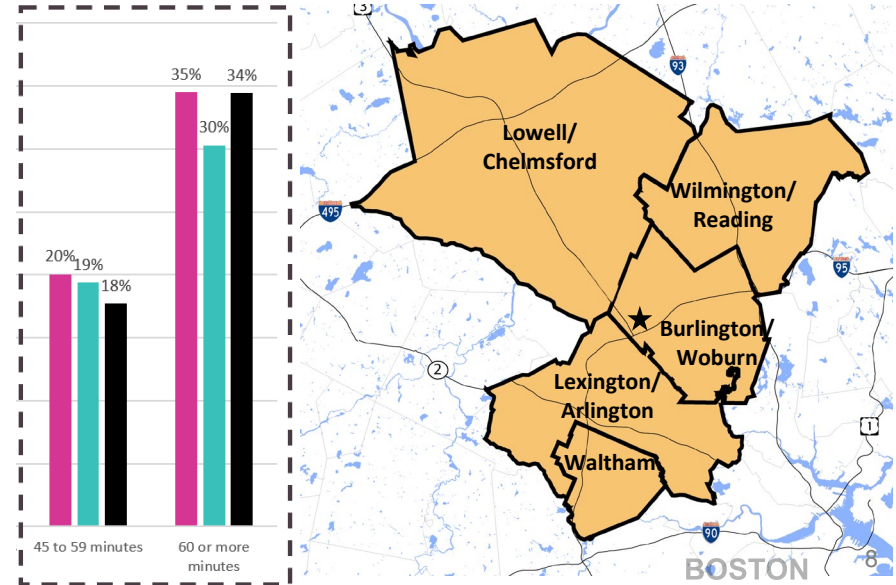


Research at Northeastern University

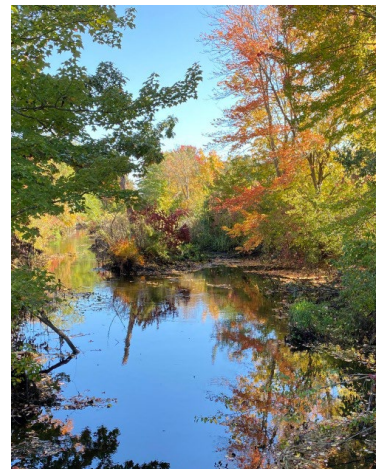
RECAP: COMMUNITY FORUM #1, NOVEMBER 2, 2021



Scale of the district



Economic development impact

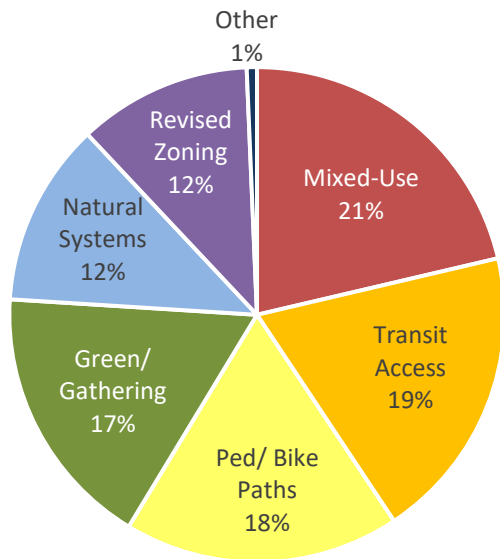


Inspiration on-site and elsewhere



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

RECAP: COMMUNITY DISCUSSIONS



What are the top priorities for this area?
(from Community Forum #1)

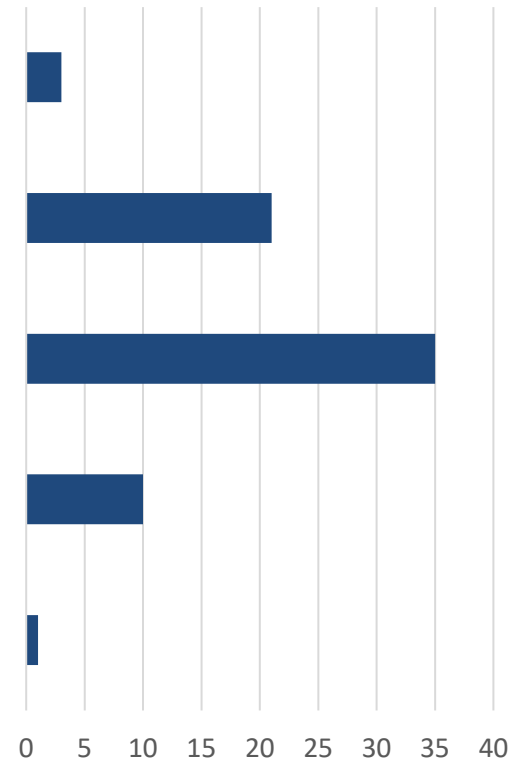
Work and social gatherings will
revert to the way they were before.

The way we work and live is
dramatically shifting, and things will
never be the same.

Change is happening all the time;
we should take steps to manage it.

New forms of development could
be exciting

I don't know what the future will
hold.



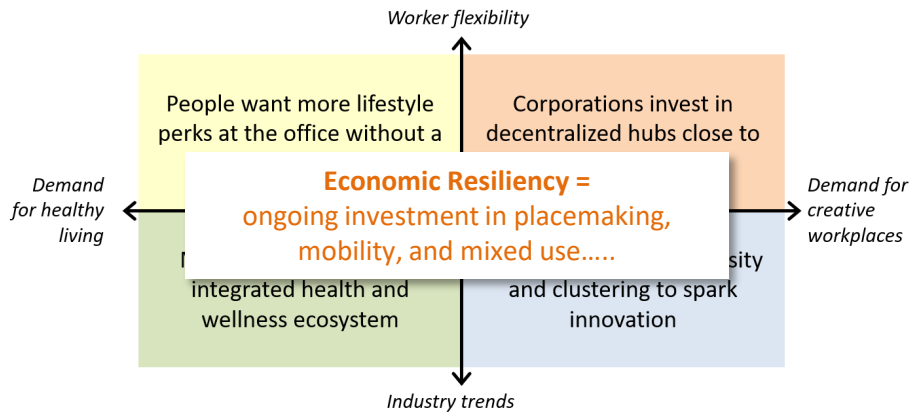
No. of Responses

Looking into the future, post-pandemic, which statement resonates most
closely for you? (from Community Forum #1)

“Communities that will be successful, plan for the future.”
(Burlington stakeholder)

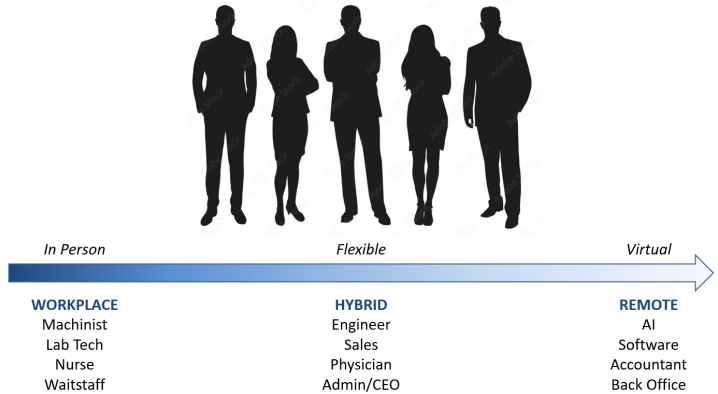
ONGOING CONVERSATIONS WITH TOWN
LEADERS, ECONOMIC DEVELOPMENT
LIAISON GROUP, CONSERVATION
COMMISSION MEMBERS, EMPLOYERS,
PLANNING/LAND USE REPRESENTATIVES

RECAP: COMMUNITY FORUM #2, JANUARY 11, 2022

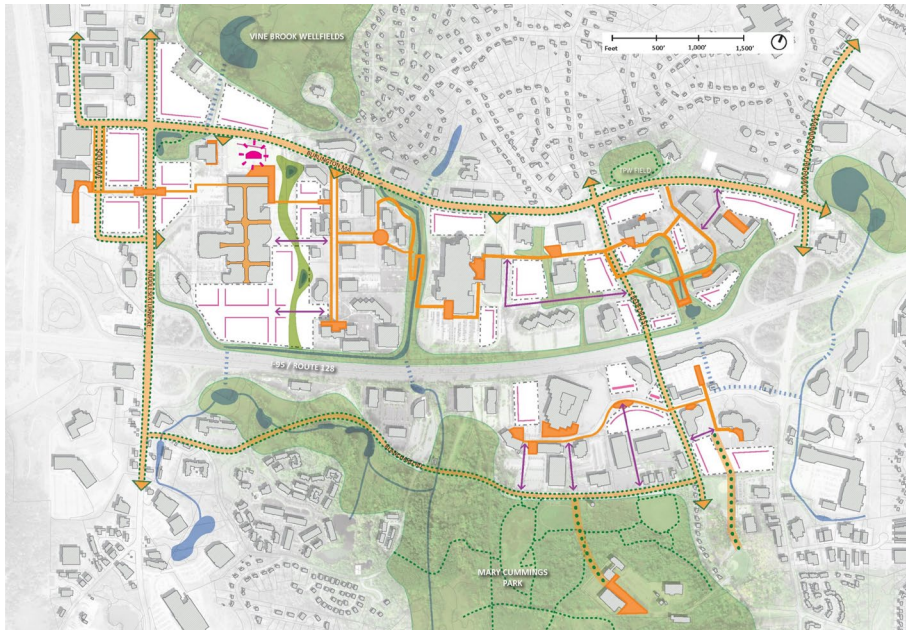


Planning for Uncertainty: Scenarios

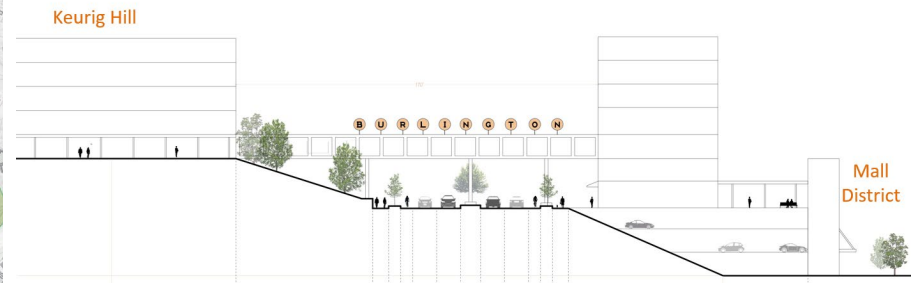
Within any one company, various workstyles might co-exist, demanding flexibility with implications for equity, collaboration, and space use.....



Future of Work



Networks of green space, walkways, and bike paths

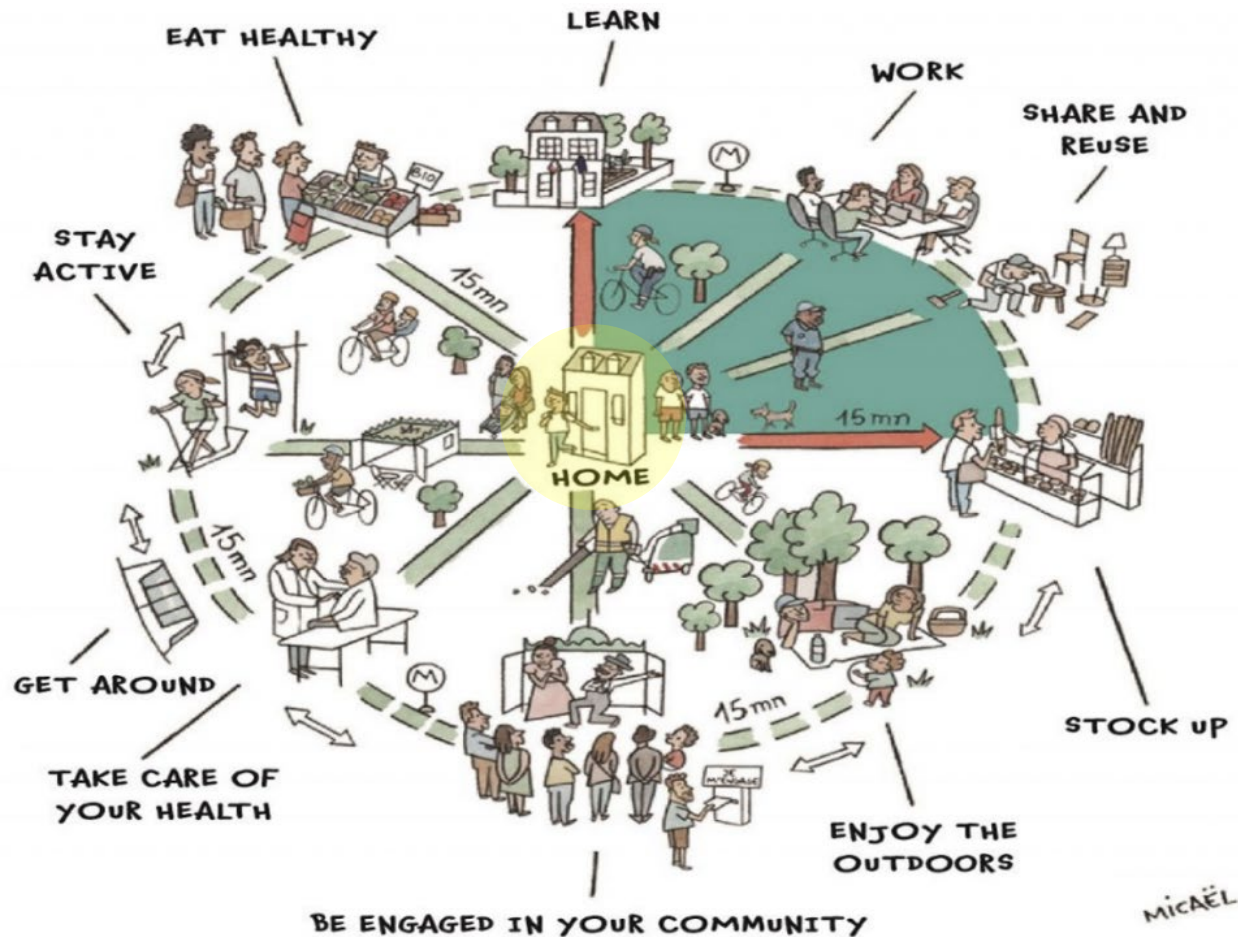


Public realm as a driver for economic development

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

RECAP: FIFTEEN-MINUTE CITIES

- Neighborhood-oriented workplaces
- Blurred life/work boundaries
- Diverse housing options
- Flexible schedules and work set-ups
- Reduced commutes; pedestrian/bike mobility
- Accessible commercial spaces



COMMUNITY FORUM #3 AGENDA

1. Goals and Principles
2. Regulatory Framework
3. Mobility
4. Implementation Strategy
5. Discussion / Next Steps



For information on overall initiative and previous forums:

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

<https://bcattv.org/local-economic-development-mall-road-middlesex-tpke-districting/>



Past, present and future of
the Burlington 128 District

GOALS AND PRINCIPLES



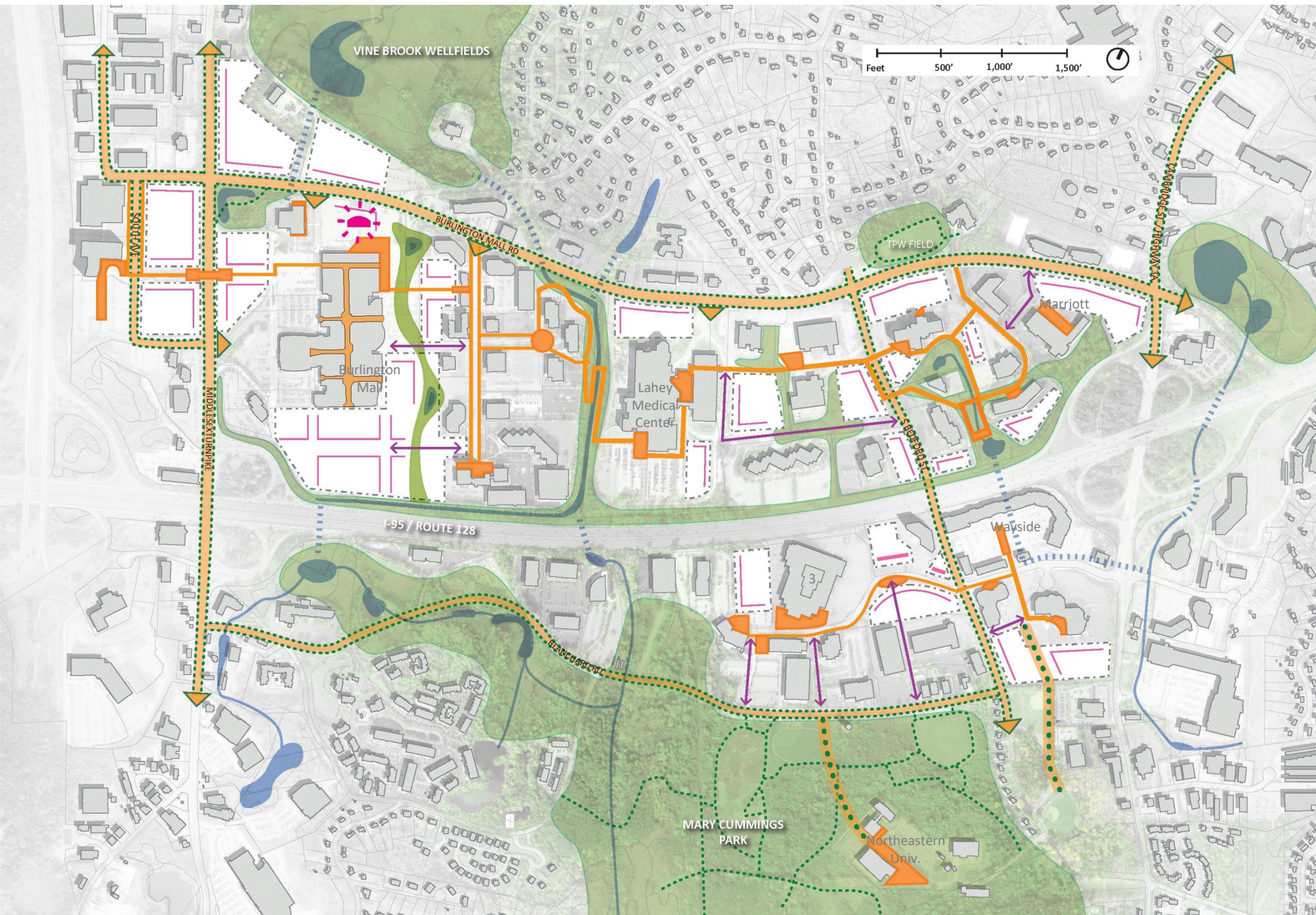
PROJECT GOALS – *DRAFT*

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

Guiding Principles from Comprehensive Plan address:
Burlington as a destination, environmental stewardship, local culture, open space, supportive environment for businesses, transportation choice, and housing choice

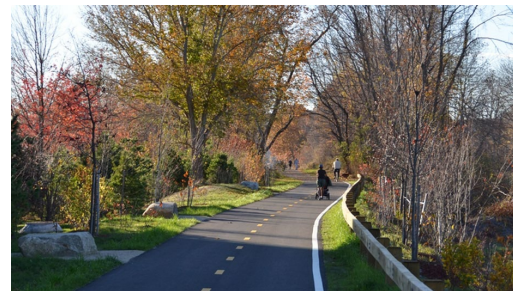
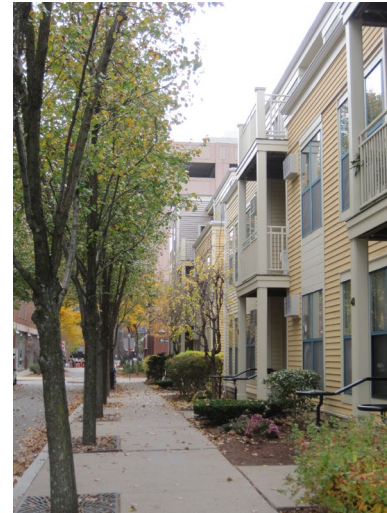


PROPOSED DEVELOPMENT FRAMEWORK

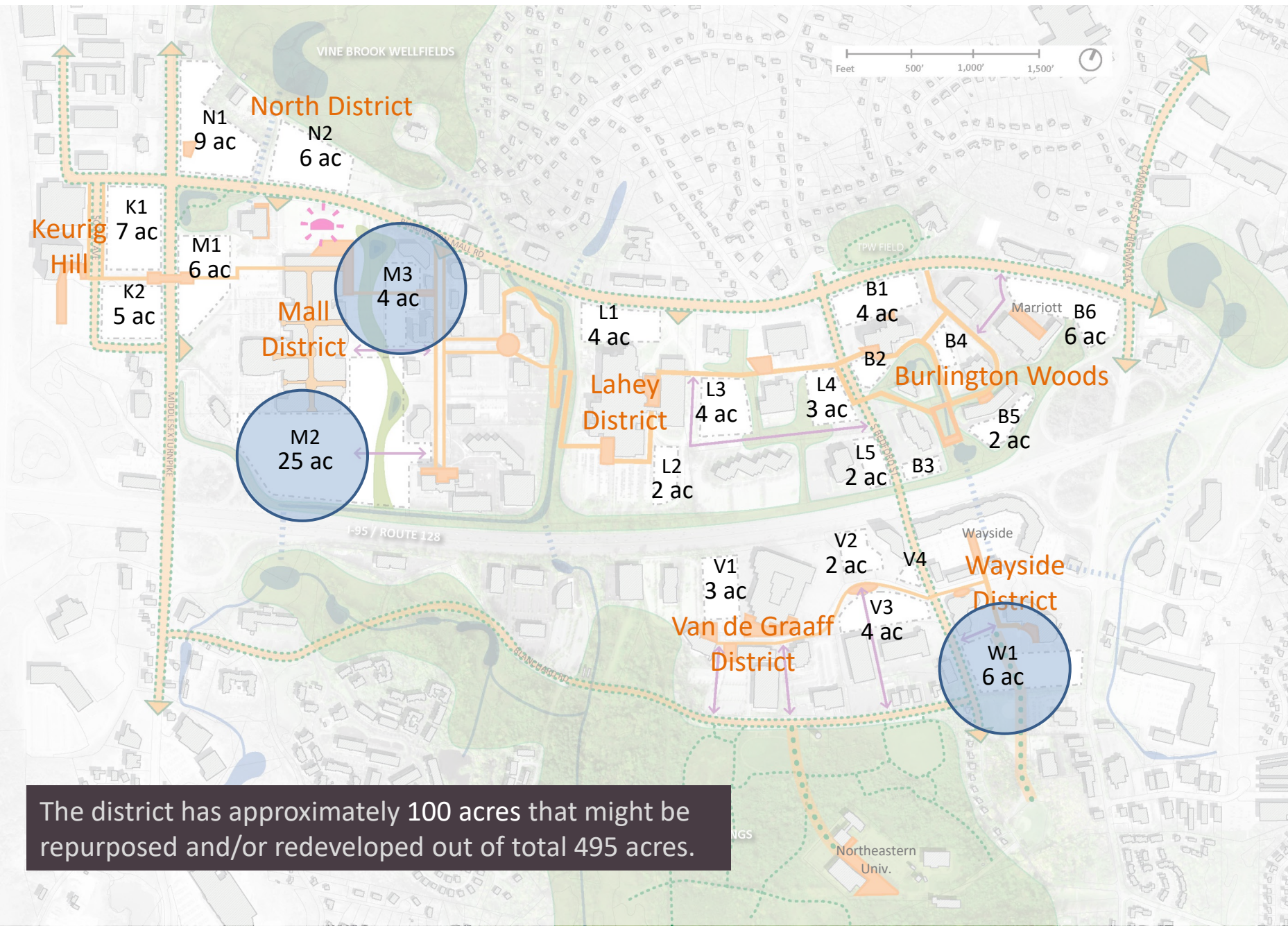


DESIGN AND DEVELOPMENT PRINCIPLES - *DRAFT*

- **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



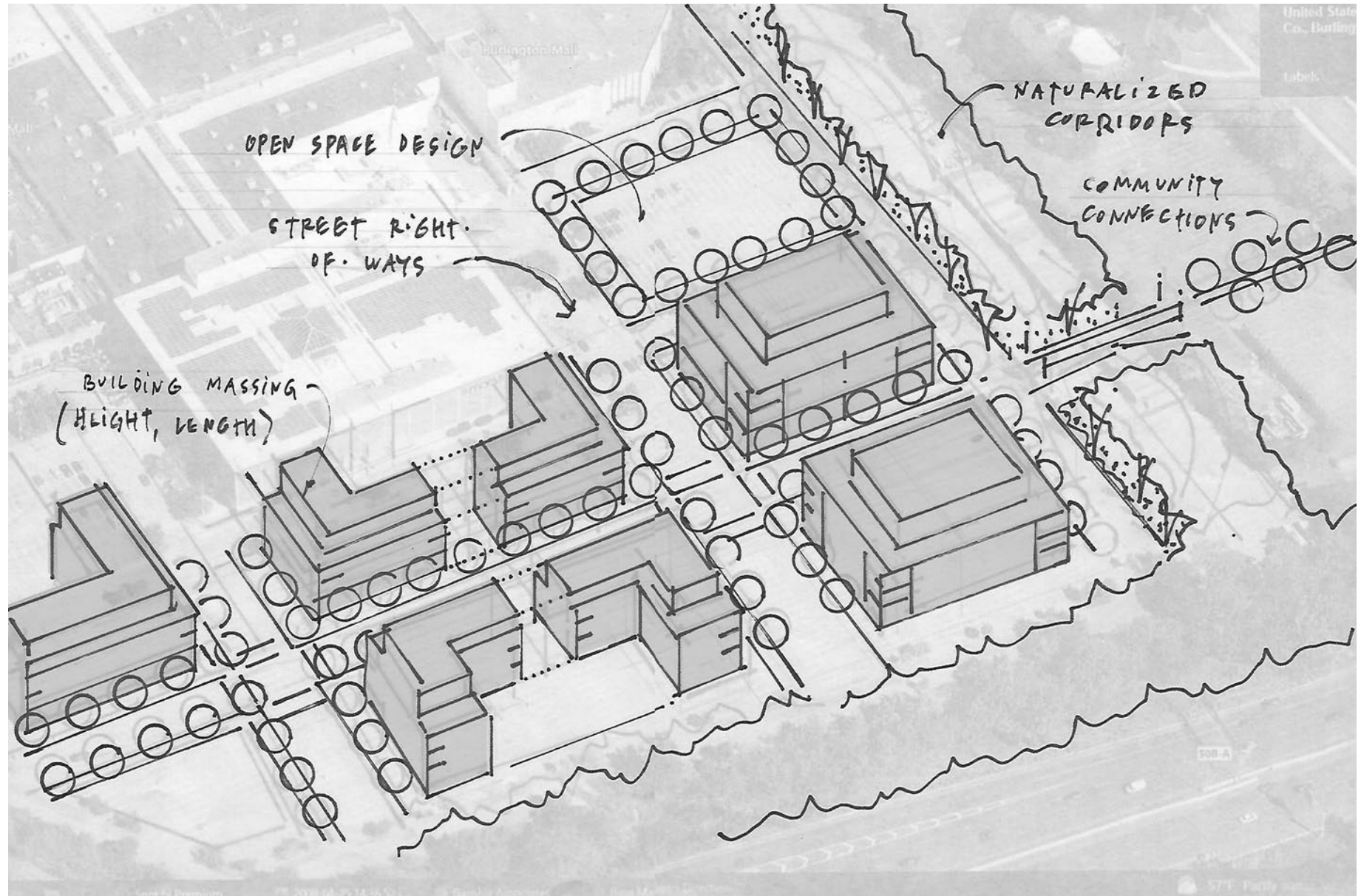
POTENTIAL DEVELOPMENT AREAS



AERIAL PERSPECTIVE AT MACY'S: EXISTING



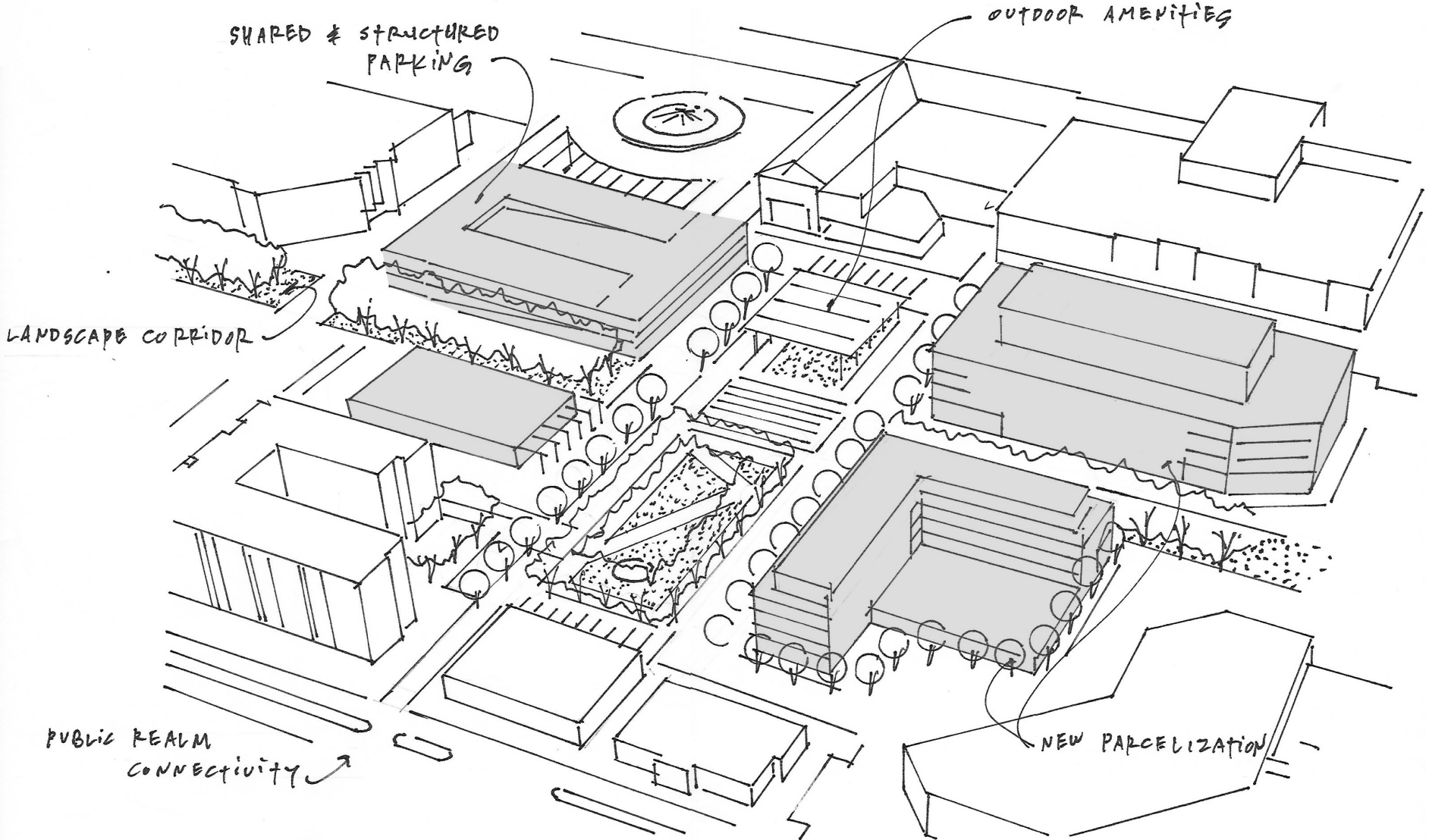
AERIAL PERSPECTIVE AT MACY'S: POTENTIAL



BURLINGTON MALL AND THE DISTRICT: EXISTING



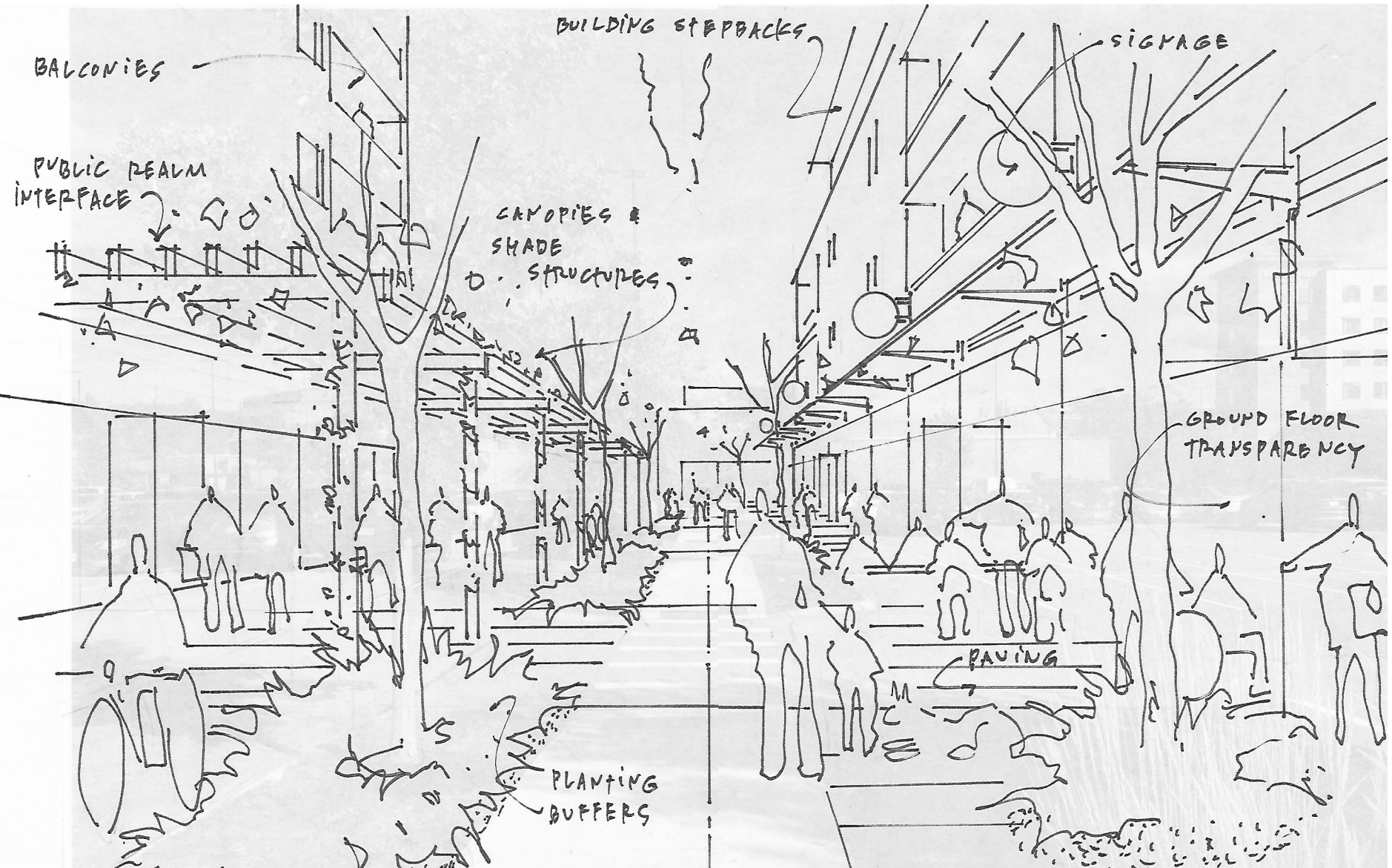
BURLINGTON MALL AND THE DISTRICT: POTENTIAL



BURLINGTON MALL AND THE DISTRICT: EXISTING



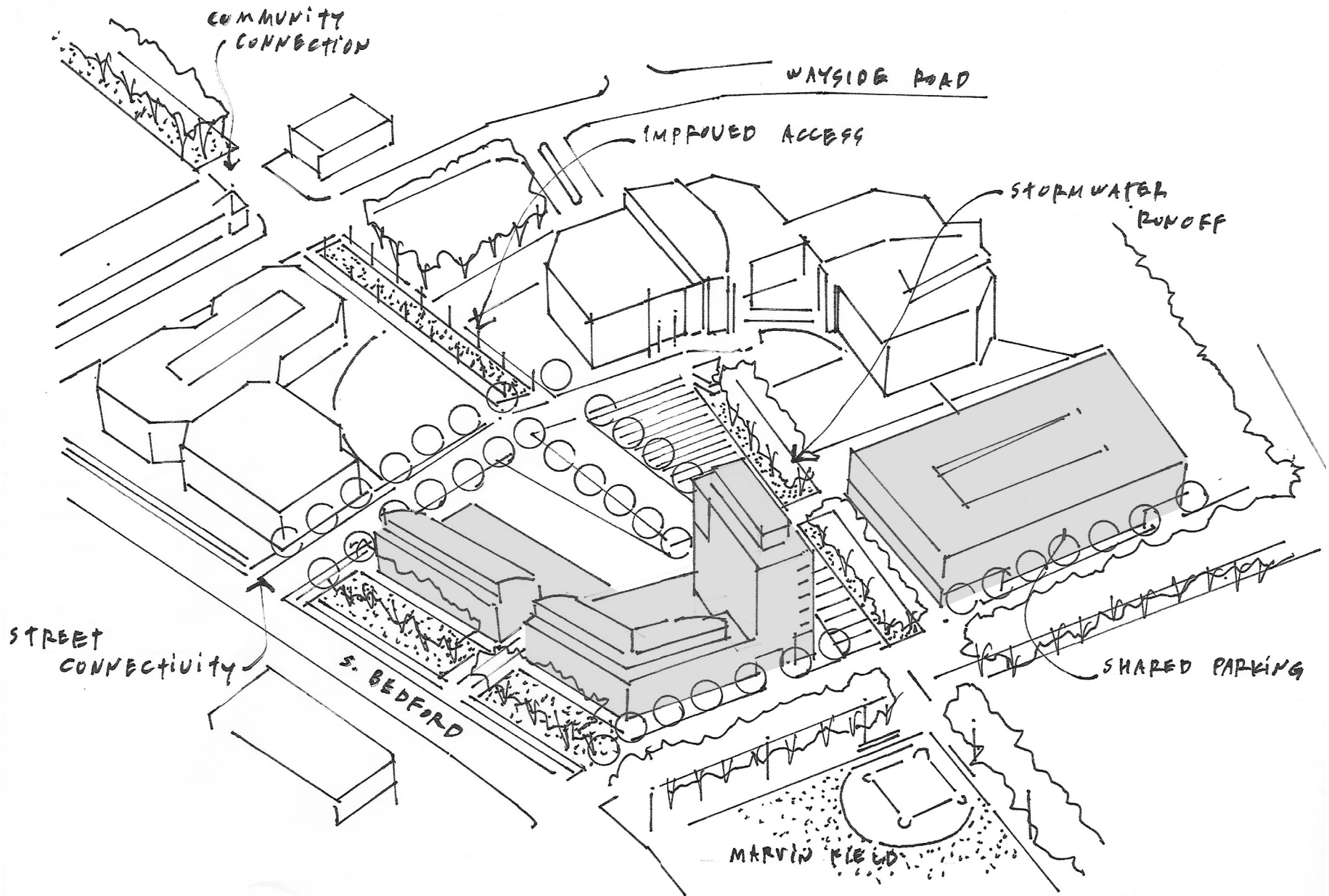
BURLINGTON MALL AND THE DISTRICT: POTENTIAL



MICROSOFT/NUANCE SITE: EXISTING



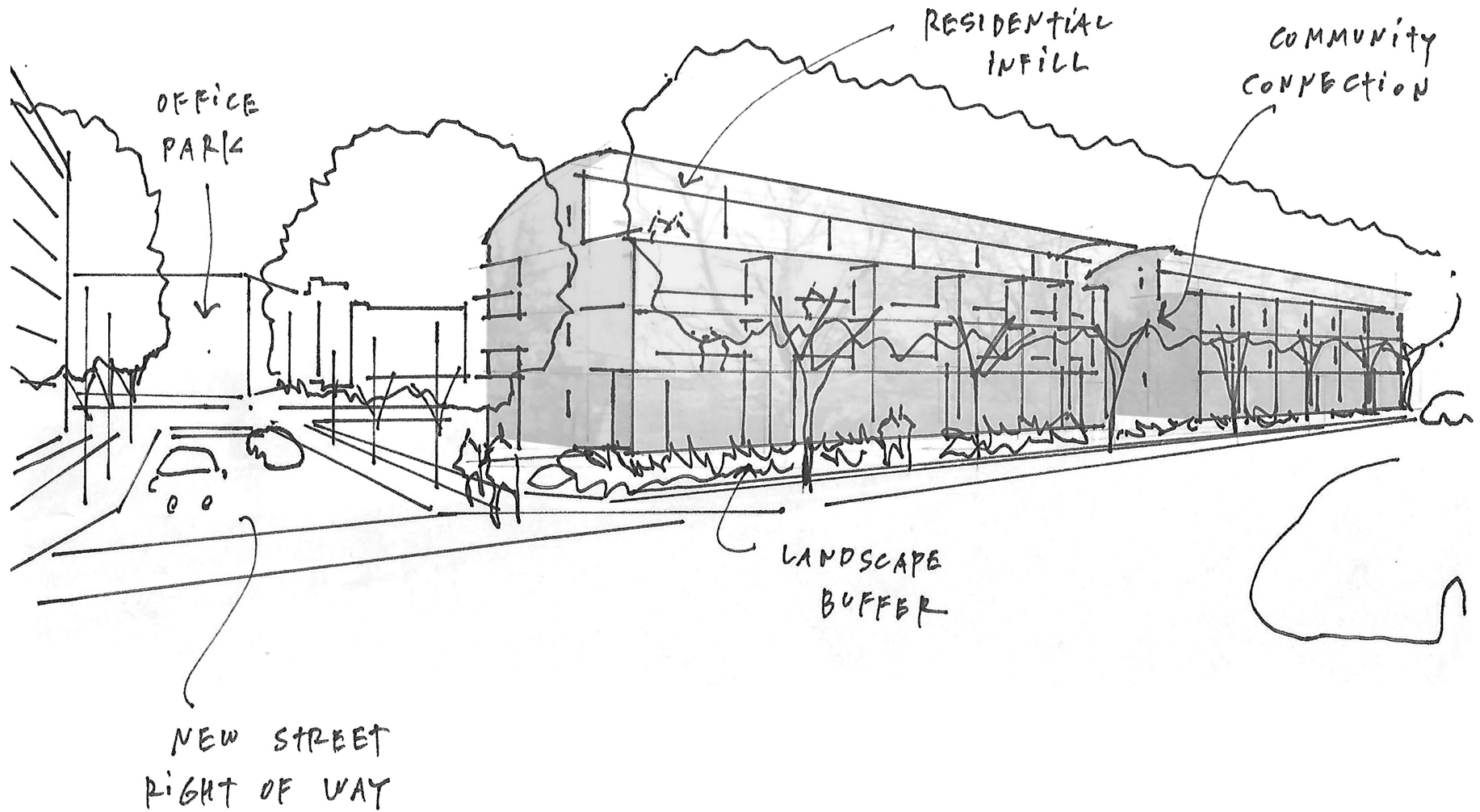
MICROSOFT/NUANCE SITE: POTENTIAL



MICROSOFT/NUANCE SITE: EXISTING



MICROSOFT/NUANCE SITE: POTENTIAL



REGULATORY FRAMEWORKS



CURRENT BURLINGTON ZONING

Uses (selective) in BG, IG, IH

- *Allowed in all:* office, childcare
- *Allowed in none:* housing
- *Permission varies and, in some districts, prohibited:* retail, restaurants, fitness centers, hotels, hospitals, clinics, conference centers, labs, light manufacturing, R&D, parking garages

Dimensions

- *BG and IG:* 30 feet (~2 stories) and no FAR standard
- *IH:* generally, up to 80 feet; FAR 0.15 up to 0.5 with special permit

PD Planned Development

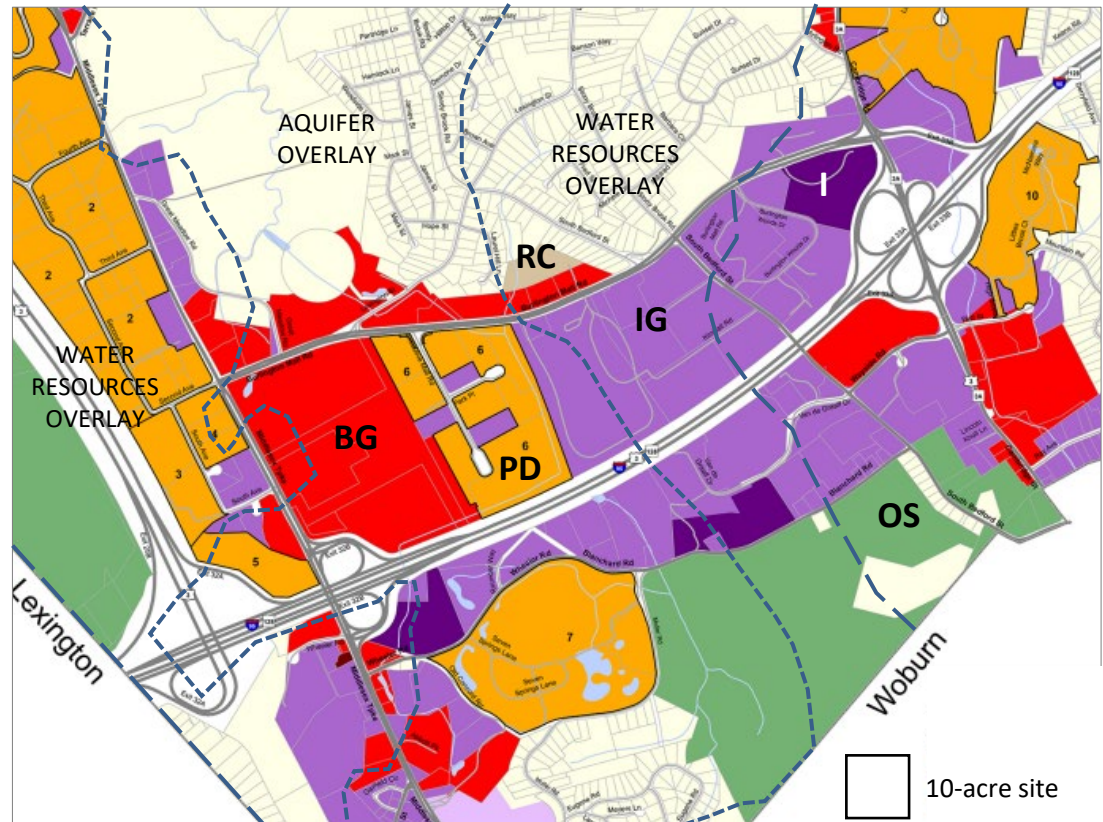
- > 10 acres
- Negotiated use and dimensions

0.4

EXISTING FAR
RANGE BY PARCEL
0.10 – 1.60

ZONING

ALLOWED FAR RANGE
in I/IG districts
0.15 – 5.0



Zoning Districts

- BG-General Business
- IG – General Industrial
- I – Innovation
- OS- Open Space
- RO- One-Family Dwelling
- RC-Continuing Care

Planned Development Sub-Districts

- 1 Network Drive at Northwest Park
- 2 Northwest Park
- 3 South Avenue II
- 4 South Avenue I
- 5 90 Middlesex Turnpike
- 6 New England Executive Park (The District)
- 7 Arborpoint
- 8 Grandview Farm
- 9 Corporate Center
- 10 Wall Street

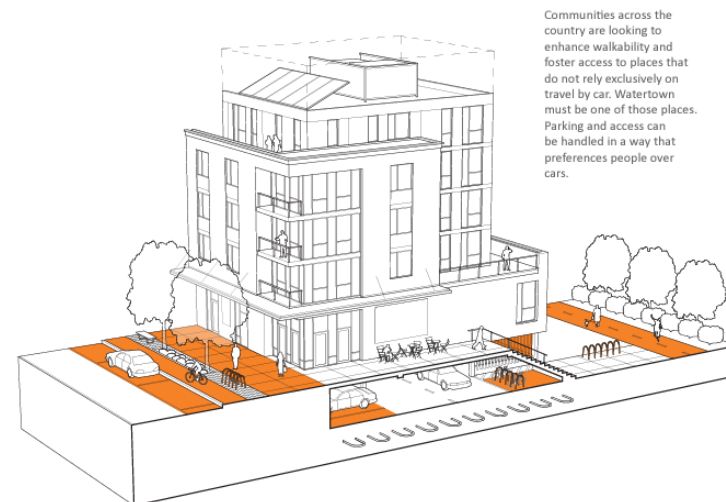
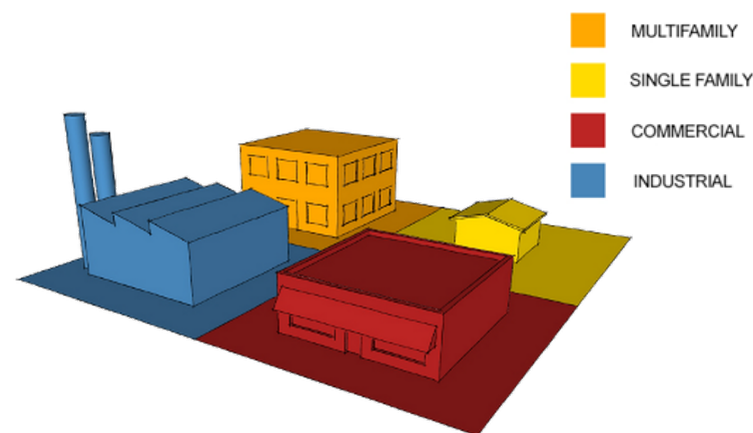
CURRENT BURLINGTON ZONING

Planned Development Districts (PDD) Themes

- **Mixed use:** general office, commercial, retail, hotel, open space, accessory uses; can be combined and integrated; NW Park with housing
- **Other uses:** Many variations on specific uses, whether allowed, or SP, or not allowed
- **Parking:** Structured or surface or on internal streets; can be common or on adjacent lot w/ easement; shared parking in some
- **Heights:** vary with maximums of 55, 80, 85, 120, 155 feet
- **Big box retail:** limited with varying thresholds
- **Open space uses:** concerts, festivals, kiosk retail, outdoor restaurant seating; natural or landscaped
- **Developer responsibility:** interconnecting sidewalk/bike path; traffic studies, signal improvements, TDM, bus stops, utility improvements; traffic mitigation

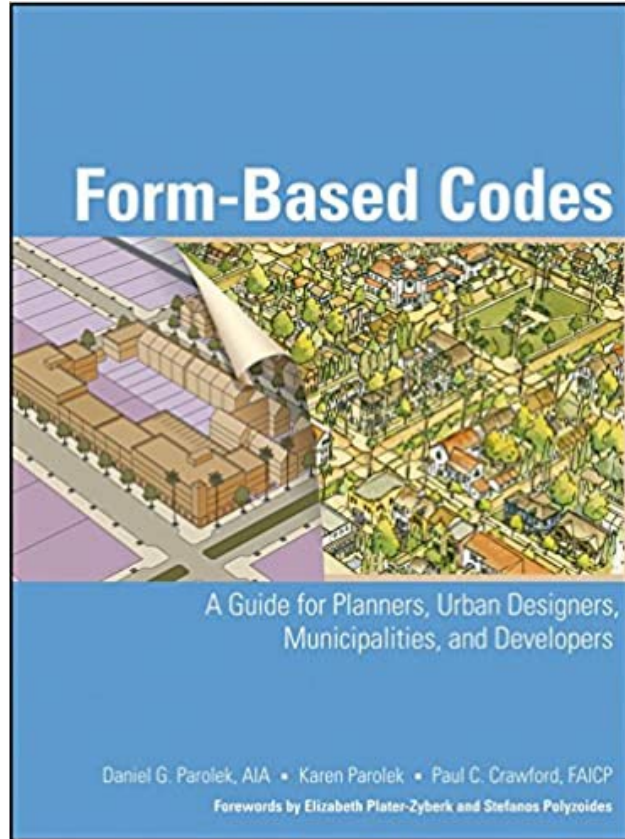
Each PDD has *different* dimensional requirements, use regulations, and developer responsibilities.

ZONING CONCEPTS



Traditional (Euclidian) Zoning	Form-Based Zoning
Focus on use and separation of uses	Focus on form of development, mix of uses
Text-based, legal language	Clear objective standards; uses graphics
Regulates private property only	Regulates public realm and private property
Challenging for community to visualize implications of regulations	Community engagement to develop and agree on standards
Development agreements often negotiated and lack consistency	Expedited review process for each project based on consistent standards

ZONING CONCEPTS



Smart Growth America/Form-Based Codes Institute

A form-based code is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code....

Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks.

Smart Growth America: Form-Based Codes Institute



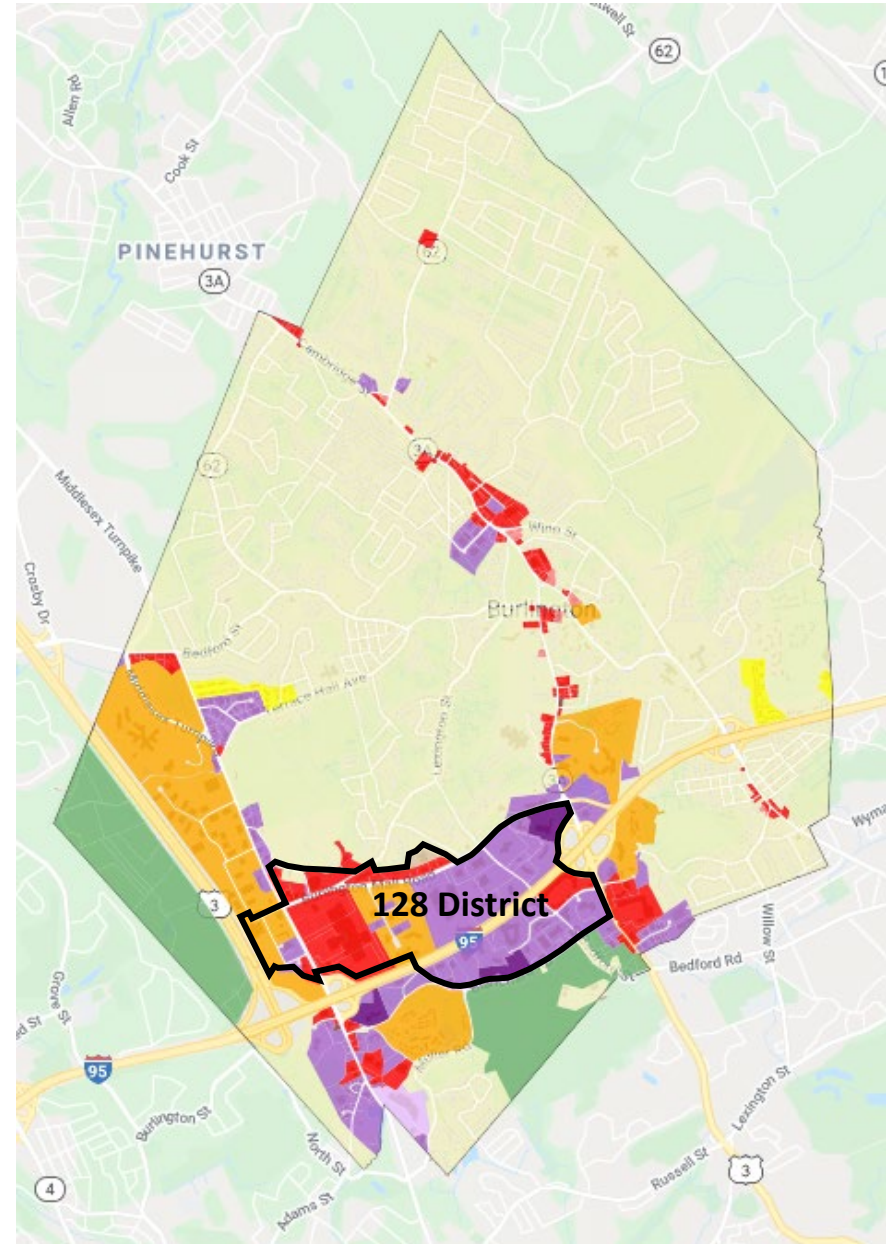
Form Base Zoning: Emphasis on Character

Steve Price

ZONING CONCEPTS

Burlington 128 District

- Create a new mixed-use district
- Employ form-based zoning
- Allow bonuses for development that achieves civic goals
- Define consistent character along both sides of major corridors
- Buffer adjacent residential neighborhoods
- Present opportunity to address MA Housing Choice
- Clarify the review process while maintaining oversight



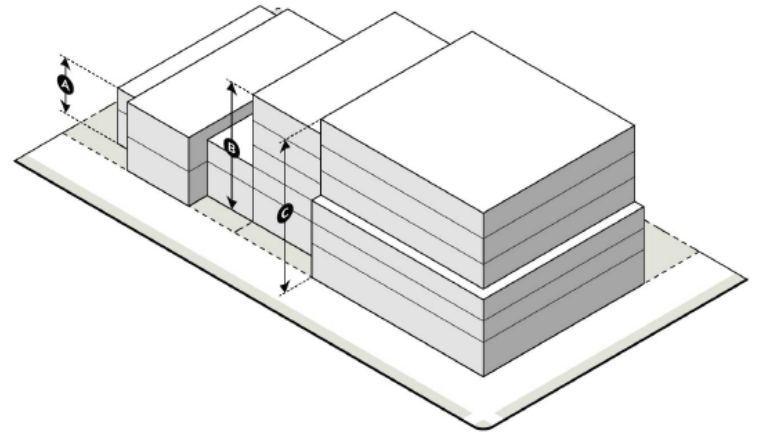
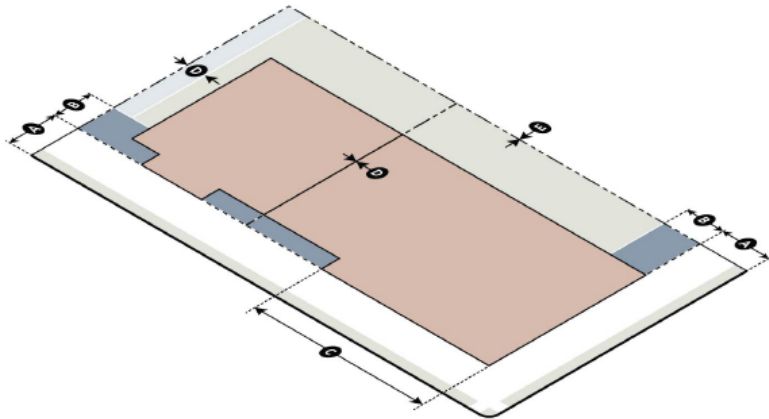
ZONING CONCEPTS: FORM

Build-to-Line

- A consistent street wall combined with wider sidewalks creates an outdoor room with three-dimensional qualities
- Build-to lines indicate the placement of the building in relation to the street together with other buildings.
- Establishes a minimum and *maximum* front yard setback
- Parking not allowed in frontage area



The street is an important form of public open space



Examples of diagrams establishing build-to lines: Charlotte Neighborhood Center Zoning

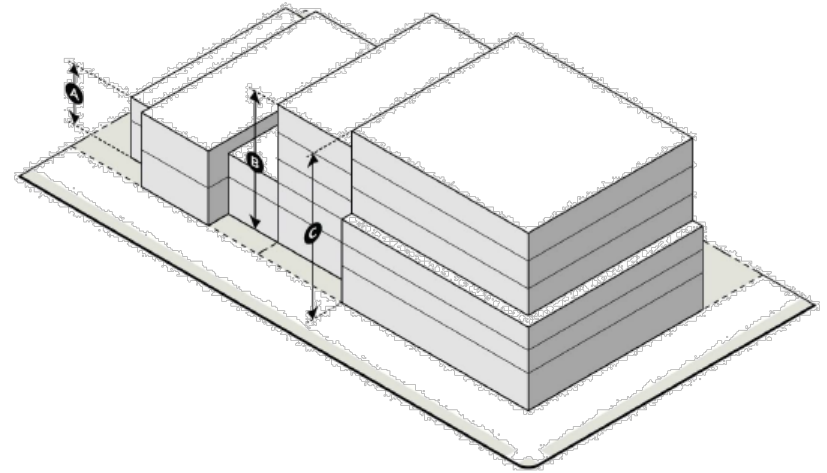
ZONING DIMENSIONS: FORM

Building Height

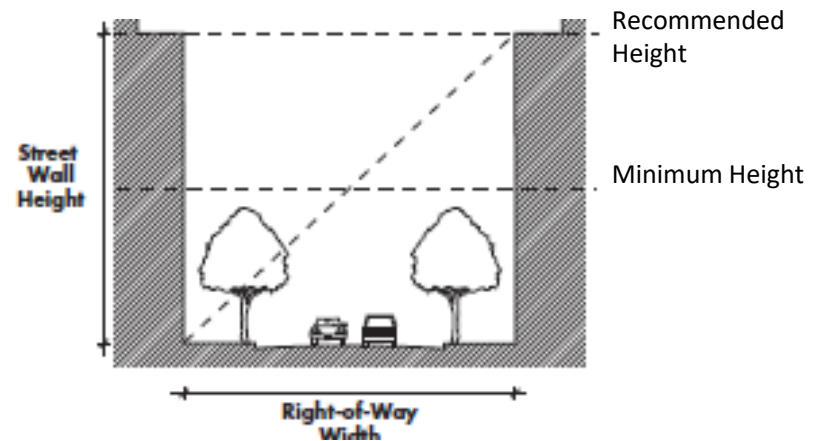
- Building height scaled to define the pedestrian realm with consistent heights along the street corridor
- Street definition slows traffic



The perception of height from the pedestrian experience



Example of diagram delineating height: Charlotte Neighborhood Center Zoning

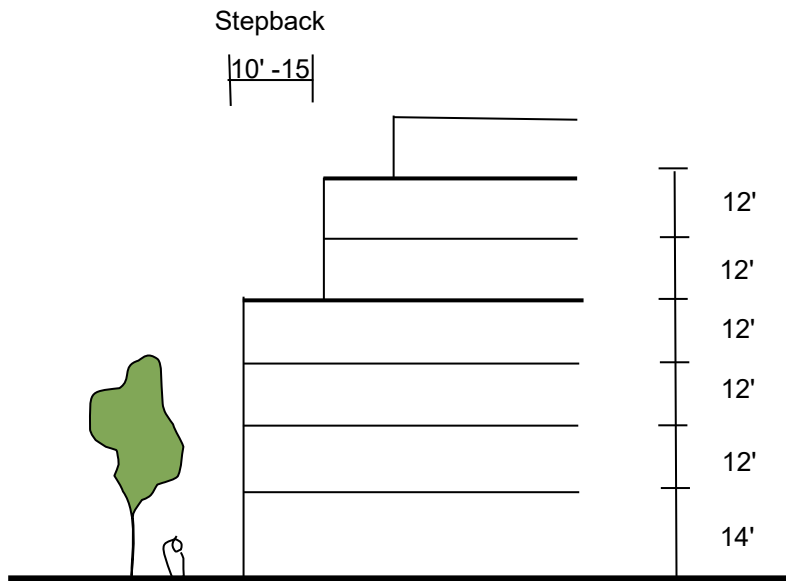


Consistent street walls on both sides of the street define the street corridor

ZONING CONCEPTS: FORM

Step Backs

- Upper levels of building recessed from street wall
- Minimizes the visual and shadow impact on pedestrians



Height as perceived by the pedestrian.

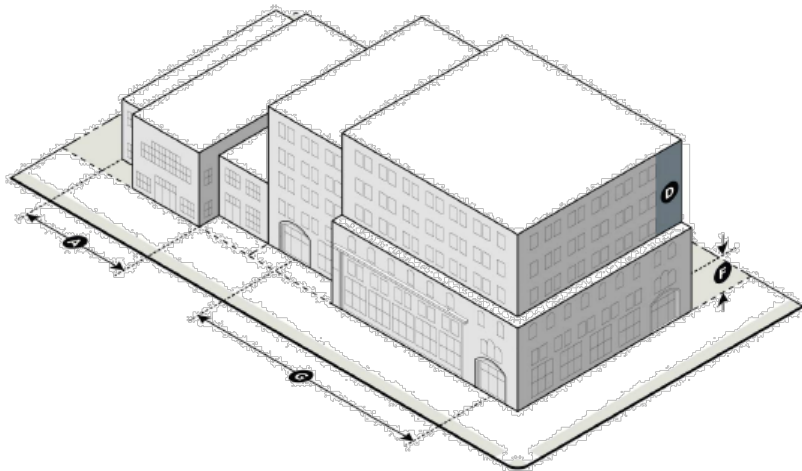


Example of building step-backs

ZONING CONCEPTS: FORM

Facade Articulation

- A series of small setbacks and projections that break up the building mass and add visual interest
- Can emphasize entry ways, windows, corners, and vertical elements within 3-to-10-foot range
- Setback might increase up to 25- 30 feet for purposes of a plaza, courtyard, or outdoor dining

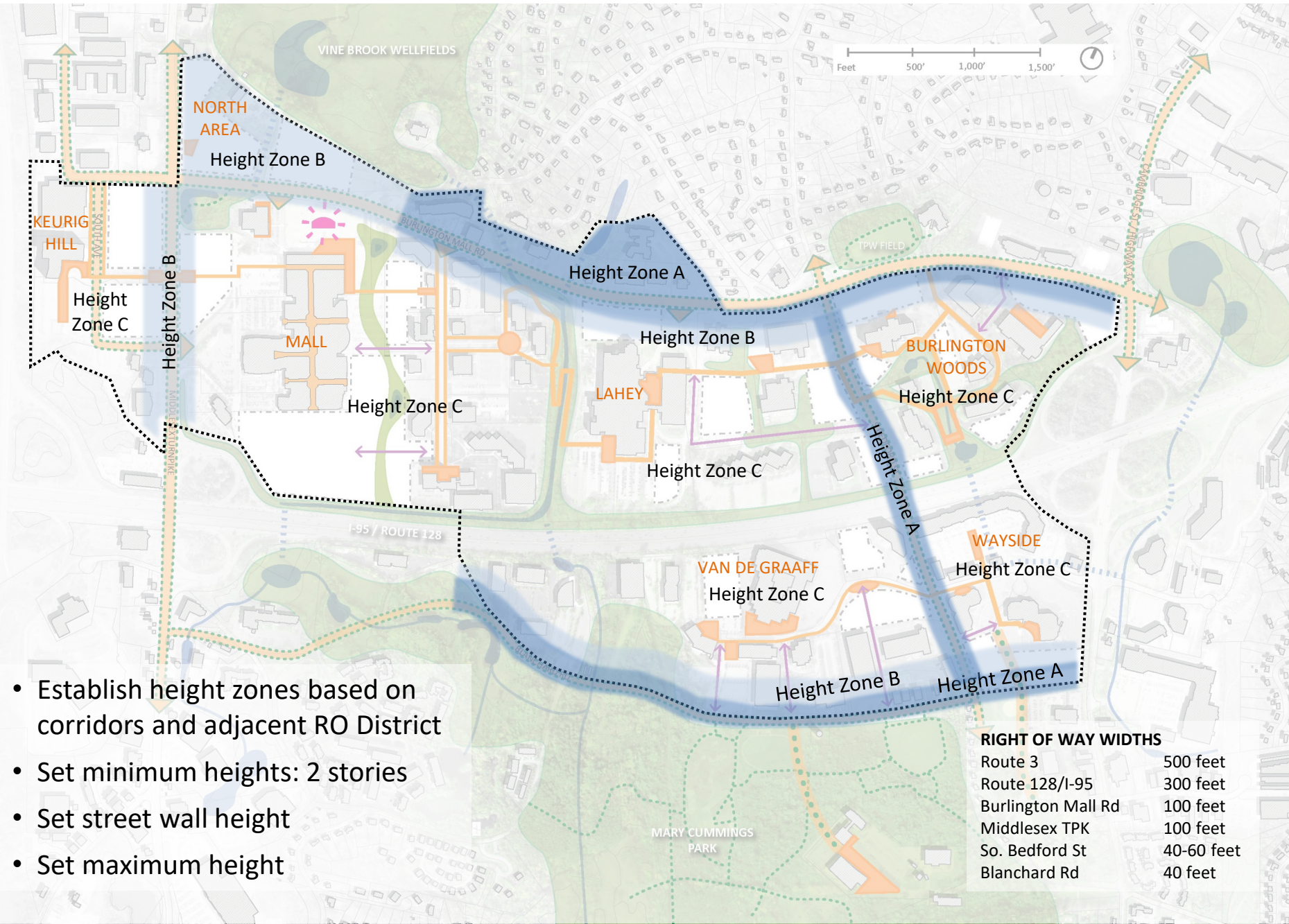


Example of diagram delineating articulation: Charlotte Neighborhood Center Zoning



The maximum length of an unbroken wall can be established.

ZONING CONCEPTS: HEIGHT



- Establish height zones based on corridors and adjacent RO District
- Set minimum heights: 2 stories
- Set street wall height
- Set maximum height

ZONING CONCEPTS: DENSITY AND FORM

Required Developer Responsibilities

- Interconnected pedestrian and bike ways
- Affordable housing percentage
- Landscaped internal streets and parking
- Other

Other Standards

- Limit size of single use retail on one floor
- Set minimum open space standards and/or maximum impervious area standards



New development can mitigate urban heat islands with trees and landscaping along streets and in parking areas.

Expedited review process with clear set of standards (no longer negotiating each project)

ZONING CONCEPTS: BONUS BENEFITS AND CRITERIA

Bonus Categories:

- Set height and/or FAR
- Set bonus height and/or FAR

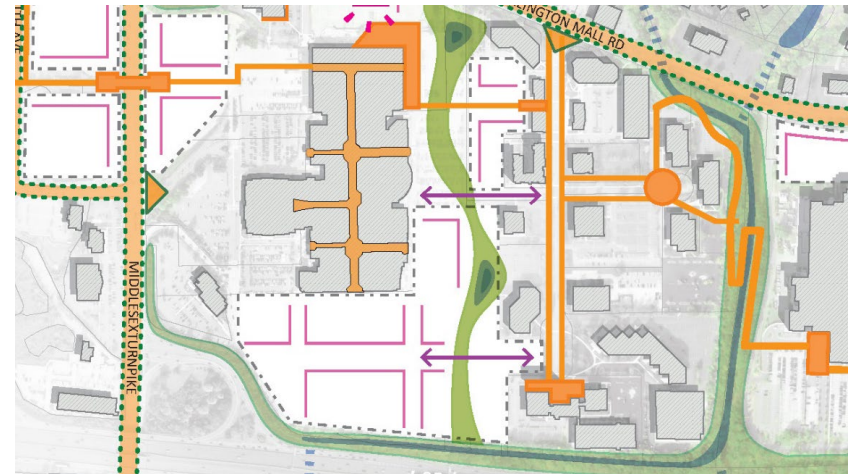
Bonus Criteria (*measurable*)

Prioritize from examples below

- Open space that is publicly accessible and contiguous
- Streets that are publicly accessible and interconnected
- Waterway improvements
- Shared parking, reduced parking, and TDM
- Active nodes of commercial first floors
- Other amenities.....

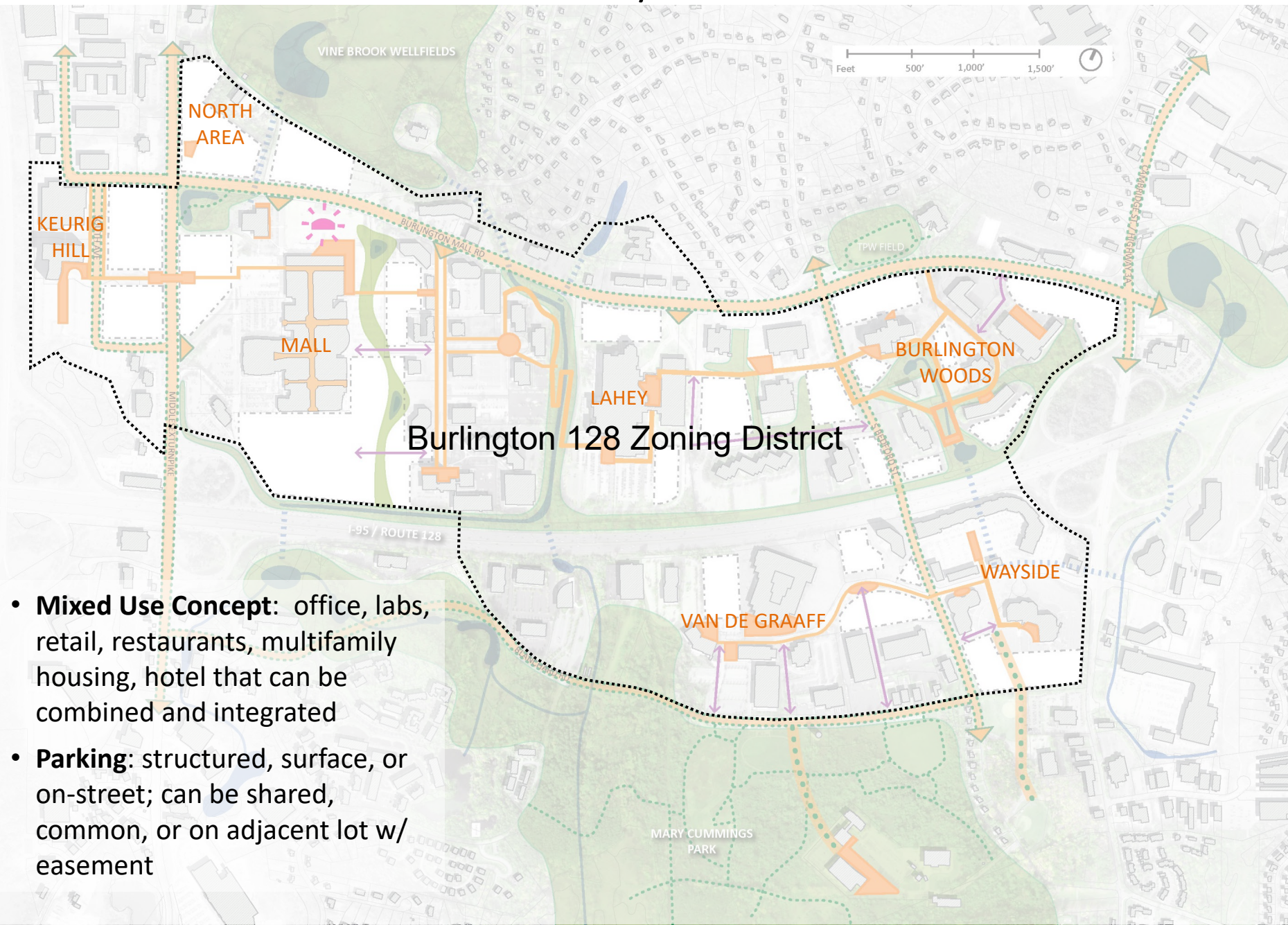


Walkways and stream improvements create a sense of place along interconnected networks (Stamford, CT)



Example: Require interconnected walkways; give bonus for street connections

ZONING CONCEPTS: MIXED USE / DYNAMIC PLACES



- **Mixed Use Concept:** office, labs, retail, restaurants, multifamily housing, hotel that can be combined and integrated
- **Parking:** structured, surface, or on-street; can be shared, common, or on adjacent lot w/ easement

ZONING CONCEPTS: MIXED USE / DYNAMIC PLACES

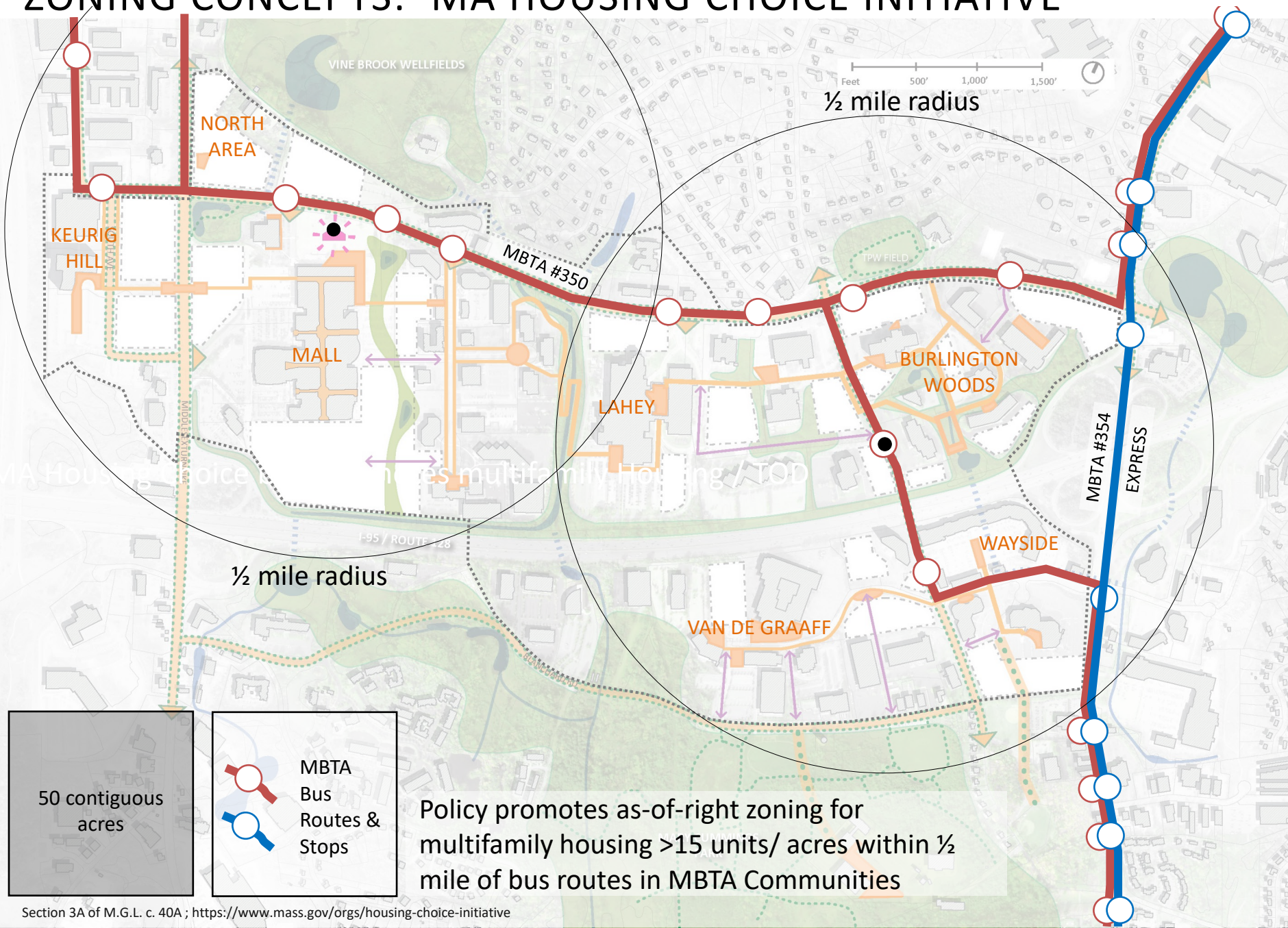
SUGGESTED ALLOWED USES

- **Residence**
 - Multifamily
 - Hotel
- **Institutional**
 - Child Care
 - Parks, libraries, museums, galleries
 - Hospitals, clinics
 - Fitness Centers
- **Office**
 - Professional, sales, admin, medical, etc.
 - Conference centers
- **Retail, Consumer, Trade**
 - Personal services
 - Convenience; drug stores
 - Retail, supermarket, banks (<40k sf)
 - Restaurants
 - Bakeries
 - Diagnostic medical laboratories
- **Industrial (special permit)**
 - Light manufacturing, prototyping
 - Research and development
 - Green tech/energy
 - Food processors, bakeries
 - Laboratories, research, life sciences
 - Electronics
- **Accessory**
 - Parking garages for residential and non-residential use
 - Shared parking

SUGGESTED USES NOT ALLOWED

- Automotive sales and service
- Big box, drive-through, adult, self-storage
- Wholesale, warehouse

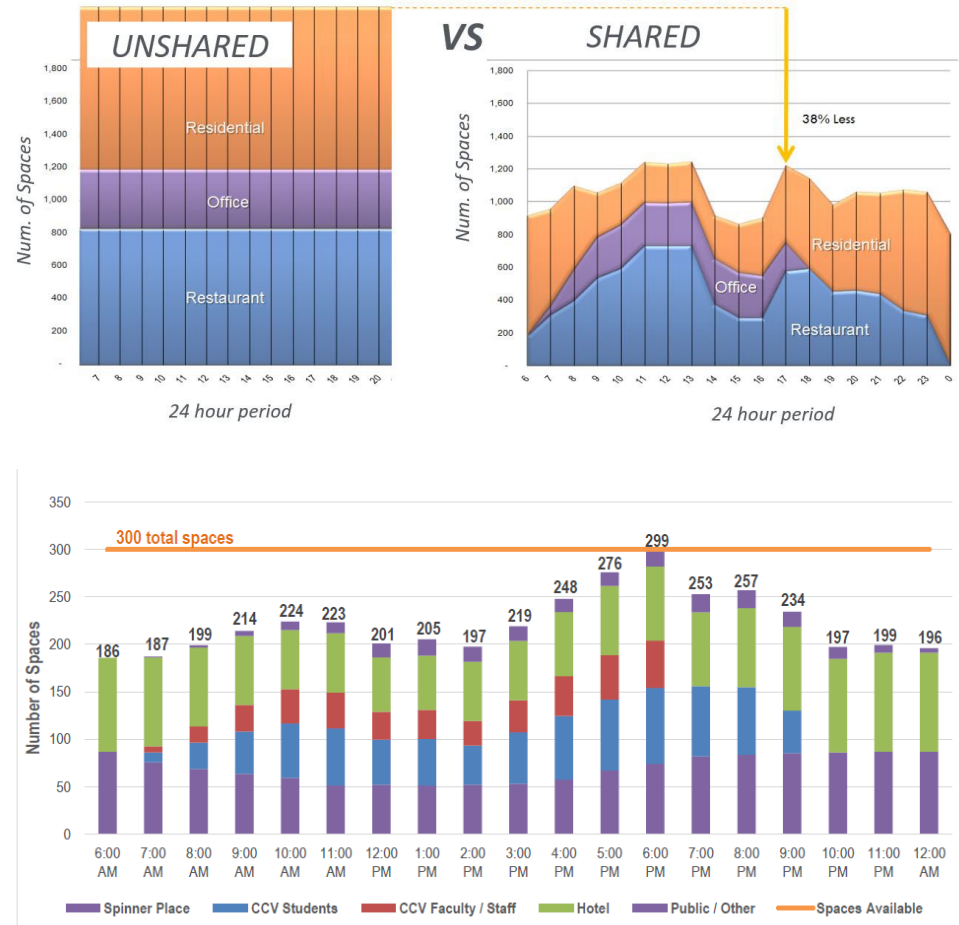
ZONING CONCEPTS: MA HOUSING CHOICE INITIATIVE



ZONING CONCEPTS: SHARED PARKING

- Different uses have different parking demand intensity (number of cars per 1,000 sf)
- Different uses have different demands throughout the day and week
- Example: complementary uses are work and recreation (fitness, theater, restaurants, hotels, etc.)
- Residential owners typically require dedicated spaces but visitor parking complements retail and office use.

SHARED PARKING



Examples of managing parking with shared parking analyses

PROPOSED CONNECTIONS AND BUILD-TO LINES



MOBILITY



PUBLIC INVESTMENT IN INFRASTRUCTURE



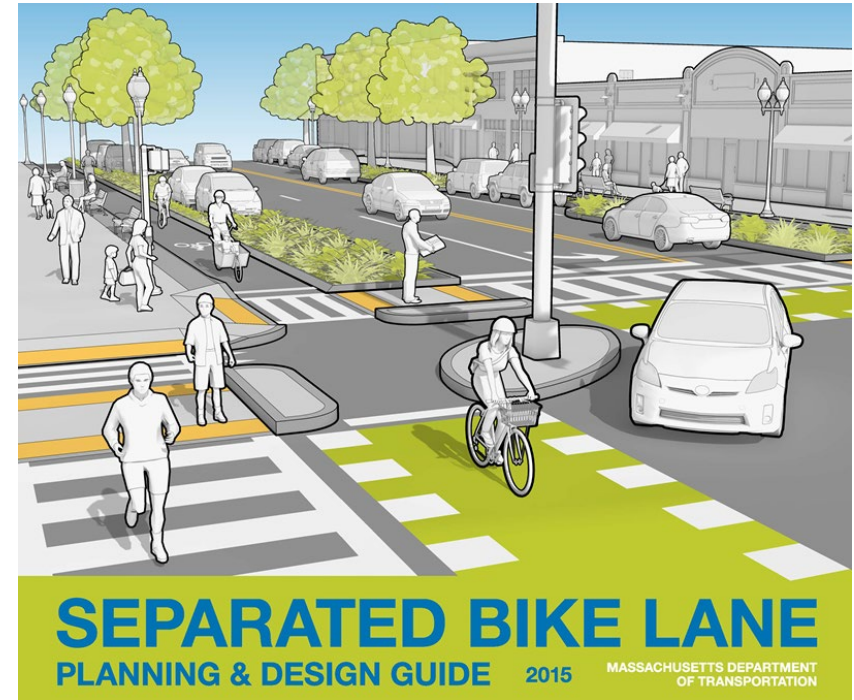
BURLINGTON CURRENT COMPLETE STREETS POLICY

Section 5. Network

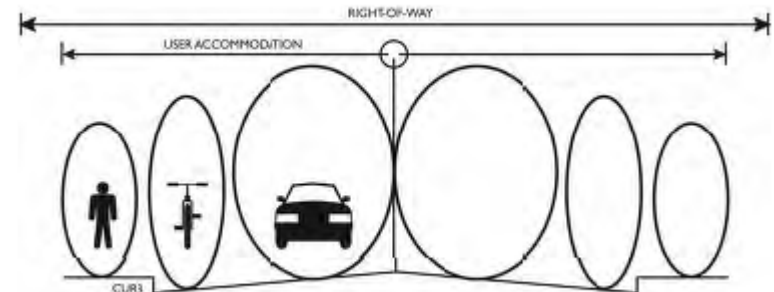
The Complete Streets policy focuses on developing a connected, integrated network that serves all users and provides accessible and efficient connections between home, school, work, civic, recreational, and retail destinations throughout the community.

Section 9. Performance Measures

- New/reconstructed sidewalks
- On-street bicycle facilities
- New/repainted crosswalks
- Transit vehicle efficiency on routes
- Crosswalk/intersection improvements



Case 1: Separate Accommodation For All Users



Source: MassHighway

State and Burlington local policies encourage shared use of streets

CURRENT MOBILITY CONDITIONS: AUDIT



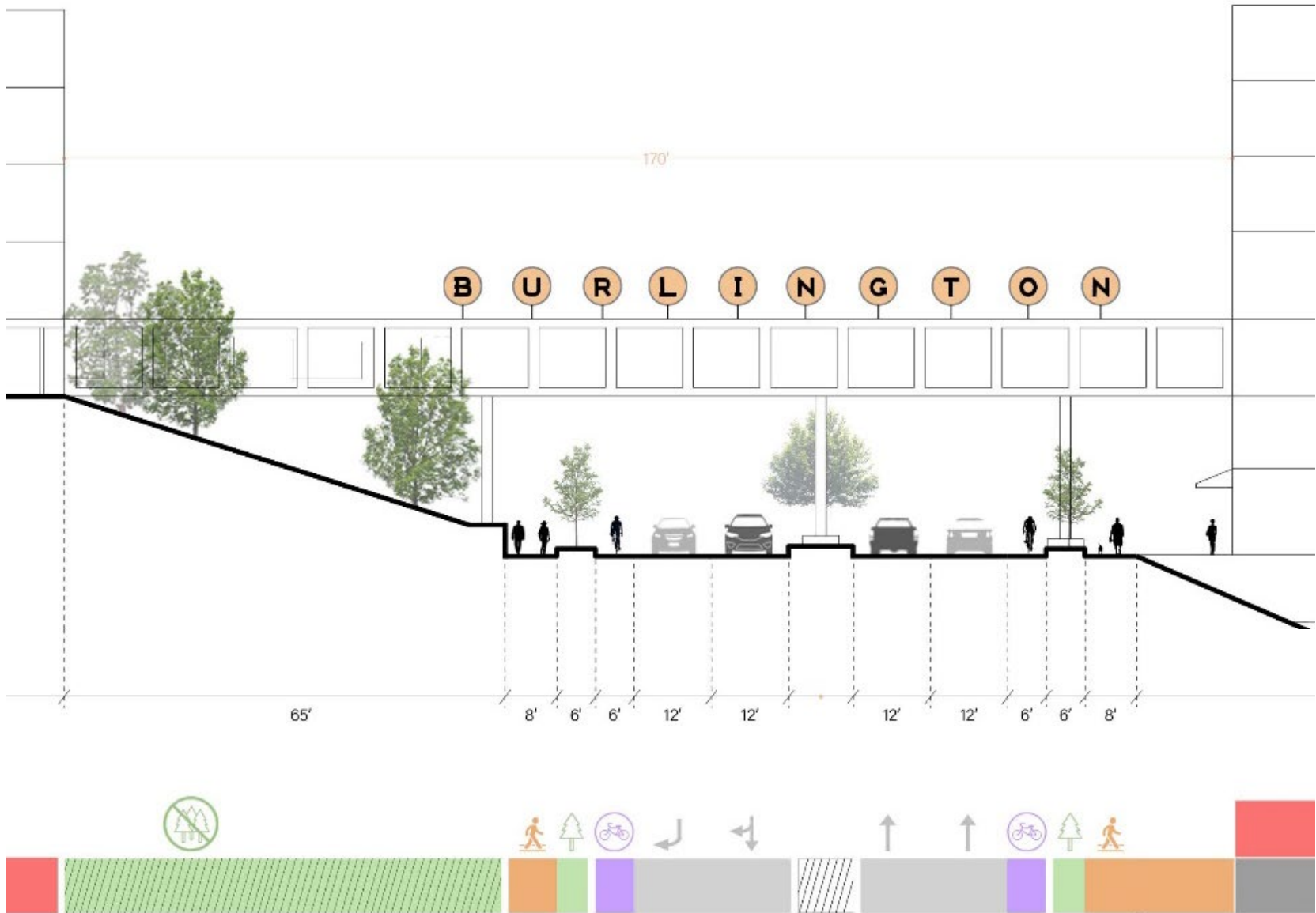
Some areas of the Burlington 128 area have pedestrian amenities although these are not connected to other paths or places.

CURRENT MOBILITY CONDITIONS: AUDIT



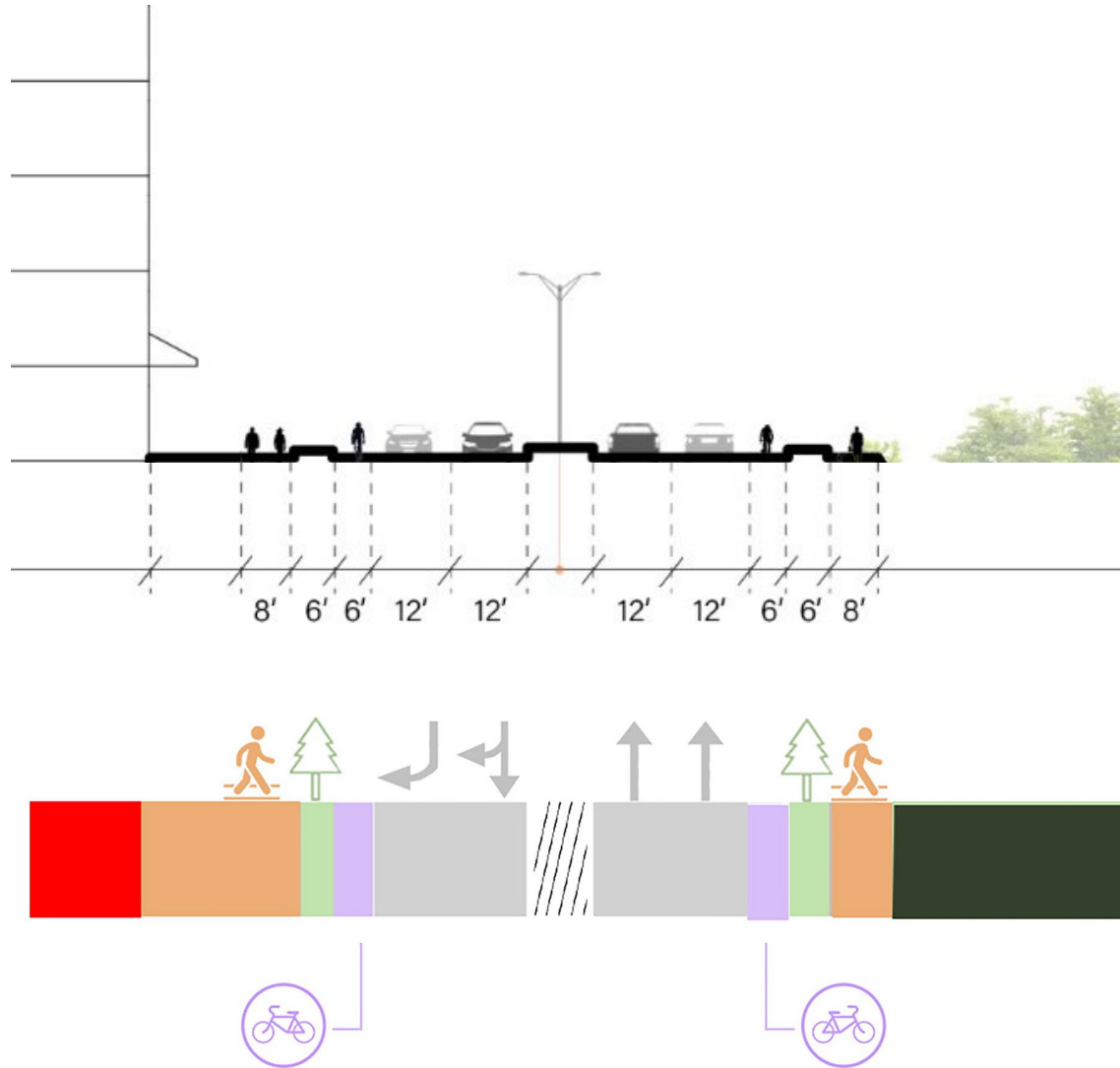
Other areas of the Burlington 128 area lack pedestrian amenities or bike infrastructure and discourage these activities.

COMPLETE STREET RECOMMENDATIONS



Middlesex Turnpike

COMPLETE STREET RECOMMENDATIONS



Burlington Mall Road

IMPLEMENTATION STRATEGY



SOURCES OF FUNDING: HIGHLIGHTS

Mass Housing Choice Program Incentives

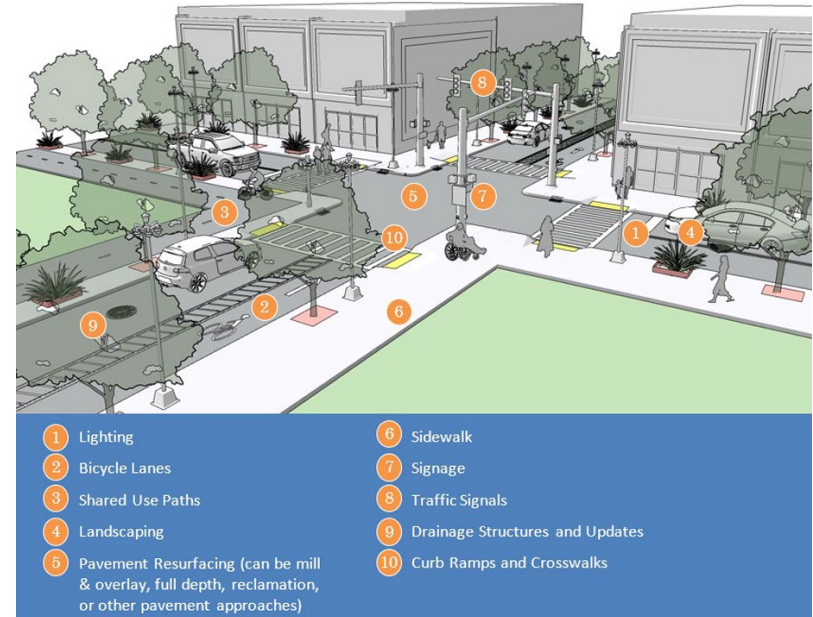
- Rates of housing production in the last five years
- Adoption of best practices related to housing production

2021 Economic Development Bill/Housing Choice

- Requires MBTA communities to have at least one zoning district of reasonable size in which multi-family housing is permitted as of right
- Affects eligibility for funding under MassWorks, Housing Choice, and Local Capital Projects

ARPA Spending Potential

- Stormwater and sewer infrastructure
- Rain gardens
- Vine Brook flooding and stormwater



Mass Chapter 90 Eligible Projects



Mass Shared Streets Program example of speed management

ROLES AND RESPONSIBILITIES

Elected and Appointed Leaders

- Select Board
- Planning Board
- Economic Development Liaison Group
- Conservation Commission
- Land Use Committee
- Transportation Committee
- Zoning Bylaw Review Committee
- Housing Partnership Committee
- Board of Appeals
- Town Meeting

Non-Profit/Government Partners

- Burlington Area Chamber of Commerce
- Metropolitan Area Planning Commission
- Middlesex Three Coalition
- Trustees of the Reservations
- Burlington Cable Access Televisions

Public Sector Professional Staff

- Town Administrator
- Planning Department
- Economic Development Office
- Public Works Department
- Assessing Department

Private Sector

- Residents
- Business Owners
- Property Owners
- Real Estate Developers

DISCUSSION



PROPOSED FRAMEWORK



SMALL GROUP DISCUSSIONS

Questions/Prompts

Share ideas and listen. Encourage everyone to speak.

1. We've talked about interconnected pedestrian/bike paths, mixed use, and infill development....**What should the Town be considering in pursuing these ideas?**
2. Which areas of the **public realm** should be a priority for improvements?

MODERATORS



JON TREMENTOZZI



AMY FATER



JULIA CARRASQUEL



DAVID GAMBLE



KATHRYN MADDEN



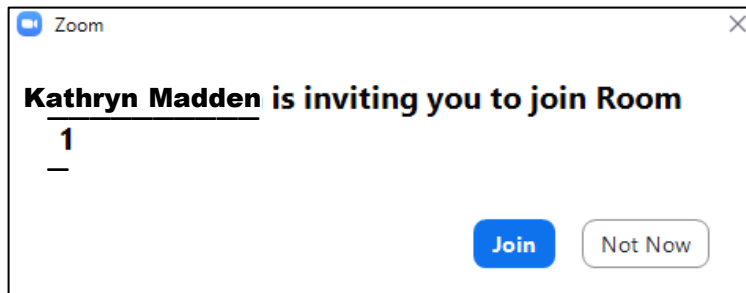
AMANDA GREGOIRE



MELISA TINTOCALIS



KRISTIN KASSNER

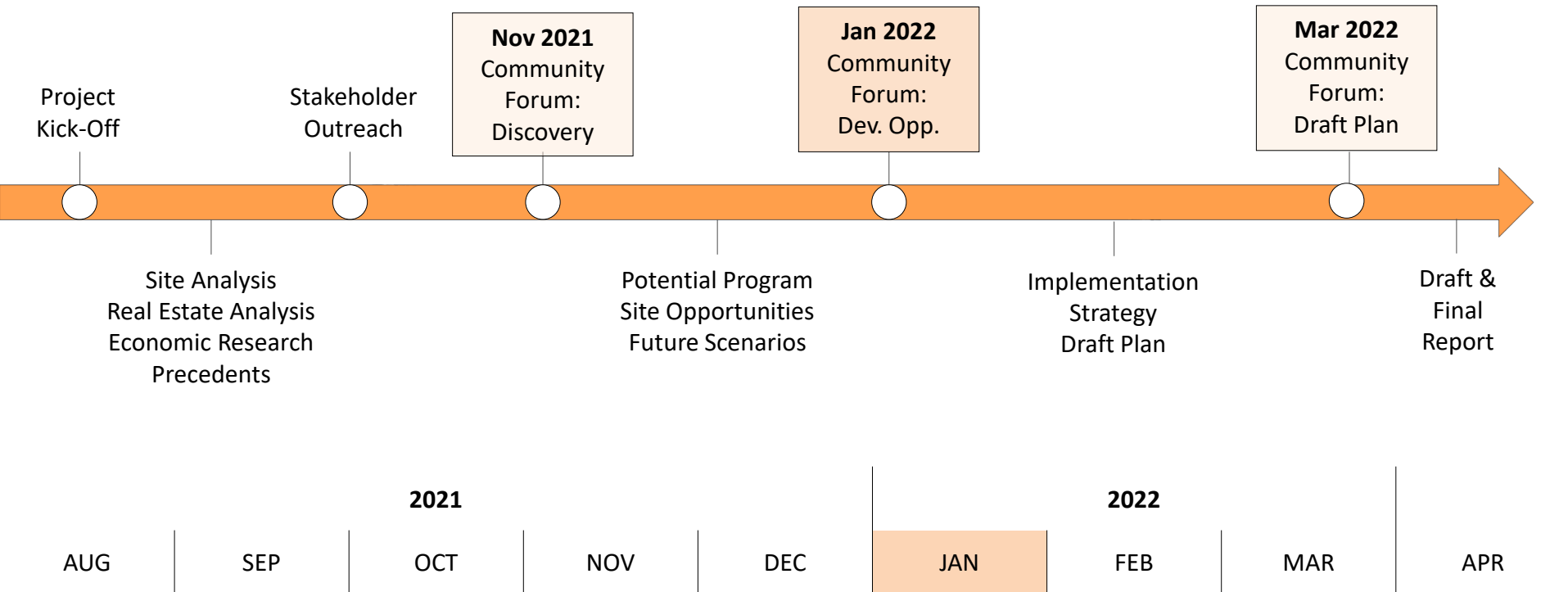


NEXT STEPS



NEXT STEPS / TIMELINE

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



<https://bringmetoburlington.com/>

QUESTIONS / DISCUSSION

NEXT STEPS

1. Draft and Final Plan
2. Town efforts to pursue funding for draft proposal to advance regulatory framework
3. Town focus on infrastructure financing

