

BURLINGTON 128 DISTRICT REZONING INITIATIVE

Community Forum 1
February 15, 2023



Brovitz Community Planning & Design
Dodson & Flinker, Inc.
Pam Brown, FAICP, J.D.



MassDevelopment /Site Readiness Program

MA EOHEC Community One Stop for Growth Program

THE PROJECT TEAM



Ted



Peter



Dillon



Nate



Jack



Pam

Brovitz Community Planning & Design

Core Role

- Land Use and Zoning Analysis
- Form-Based Code & Design Standards
- Community/Stakeholder Involvement

Key Staff

- Ted Brovitz (Project Leader)

Dodson & Flinker

Core Role

- Revise Vision, Sustainability, Development & Public Realm Standards
- Community Involvement
- Modeling, Mapping and Graphics

Key Staff

- Peter Flinker, Dillon Sussman, Nate Burgess, Jack Sweeney-Taylor

Brown & Brown, P.C.

Core Role

- Review Bylaws, Design Standards, and Provide Developer Perspective

Key Staff

- Pam Brown, FAICP, J.D.

MEETING AGENDA

Time	Topic
7:00PM	Welcome and Introductions
7:10PM	Introduction to Project
7:30PM	Takeaways from Phase 1 Phase 2 Scope and Introduction to Form-Based Zoning Approach
8:00PM	Issues and Opportunities Discussion
9:00PM	End

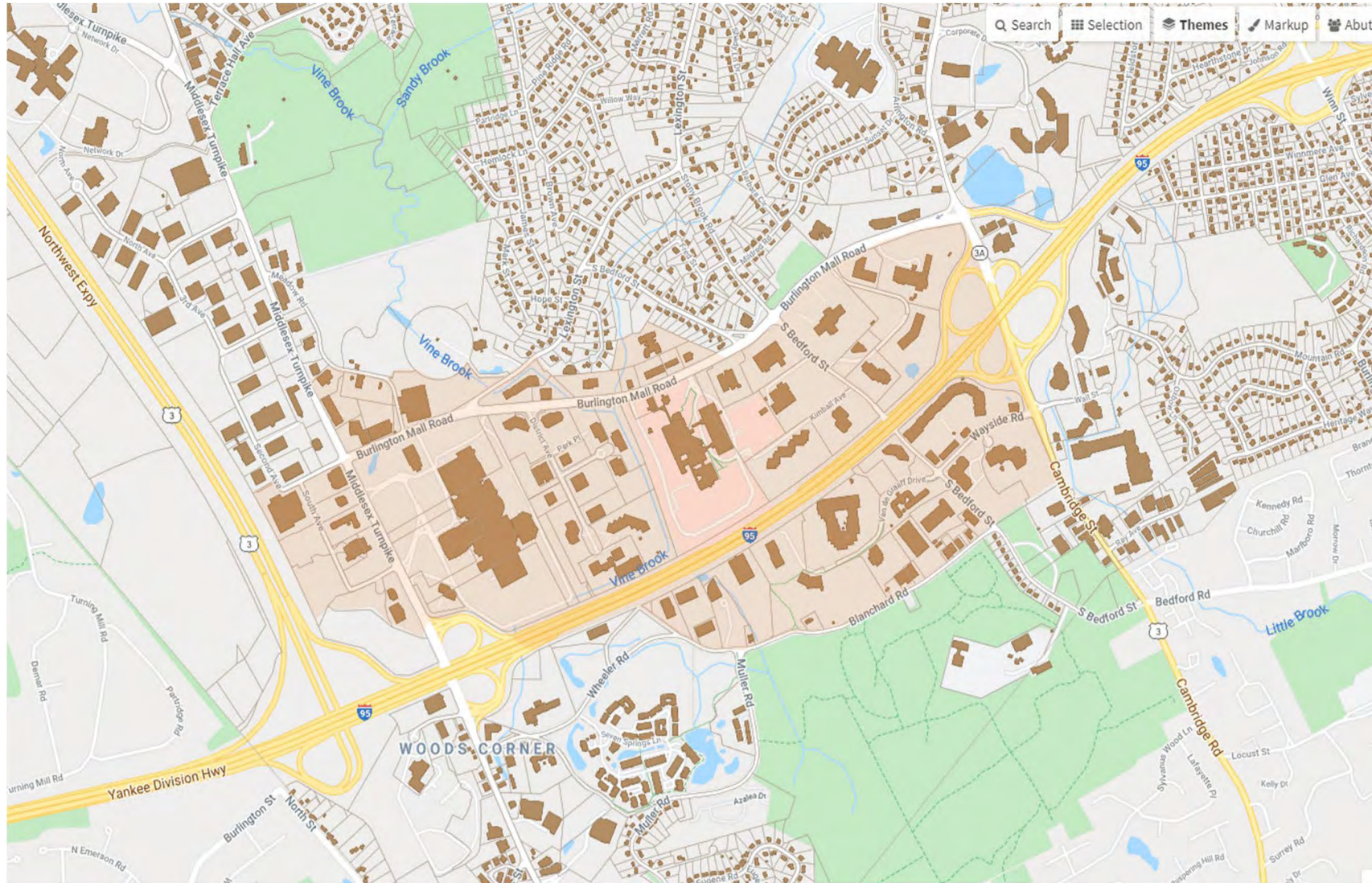
128 DISTRICT PROJECT AREA AND CONTEXT



❑ **128 District Project Area:** Generally bordered by Blanchard Road, Route 3, Route 3A, and Burlington Mall Road.

❑ **Surrounding Context:** Encompasses areas critical to the 128 District including the Northeastern University Innovation Campus, Vine Brook, aquifers and natural systems, the Vine Brook WTP and wellfields, and transit connections to Alewife Station, Lowell, and Lexington.

128 DISTRICT PROJECT AREA



- ☐ Approximately 570 Acres of Land
- ☐ Burlington Mall Road is Approximately 1.7 Miles Long

128 REZONING INITIATIVE - PHASE 2 SCHEDULE

February

- Stakeholder Meetings
- Project Area Tours/Evaluation
- Advisory Group Meeting #1
- Review Town Plans and Policies
- Zoning Audit
- Public Forum #1

April

- Design Charette (4/27-30)**
- Listening Workshop
 - Visioning Workshop
 - Exploring Alternatives
 - Advisory Group Meeting #2

June

- Stakeholder Meetings
- Advisory Group Meeting #4
- Finalize Consensus Plan and Zoning Framework
- Prepare Zoning Amendments Draft #1

March

- Stakeholder Meetings
- Project Area Analysis, Mapping and Fact-Finding
- Explore Community Values and Goals

May

- Stakeholder Meetings
- Advisory Group Meeting #3
- Review Charrette Results
- Testing and Evaluating Zoning Alternatives
- Prepare Zoning Framework

128 REZONING INITIATIVE PHASE 2 SCHEDULE

July

- Stakeholder Meetings
- **Planning Board Hearing/Public Forum #2** to Review Zoning Amendments Draft #1
- Revise Zoning Amendments

September

- Presentation of Final Zoning Amendments to Boards, Committees, and TM Reps
- **Present Final Zoning Amendments at Town Meeting**

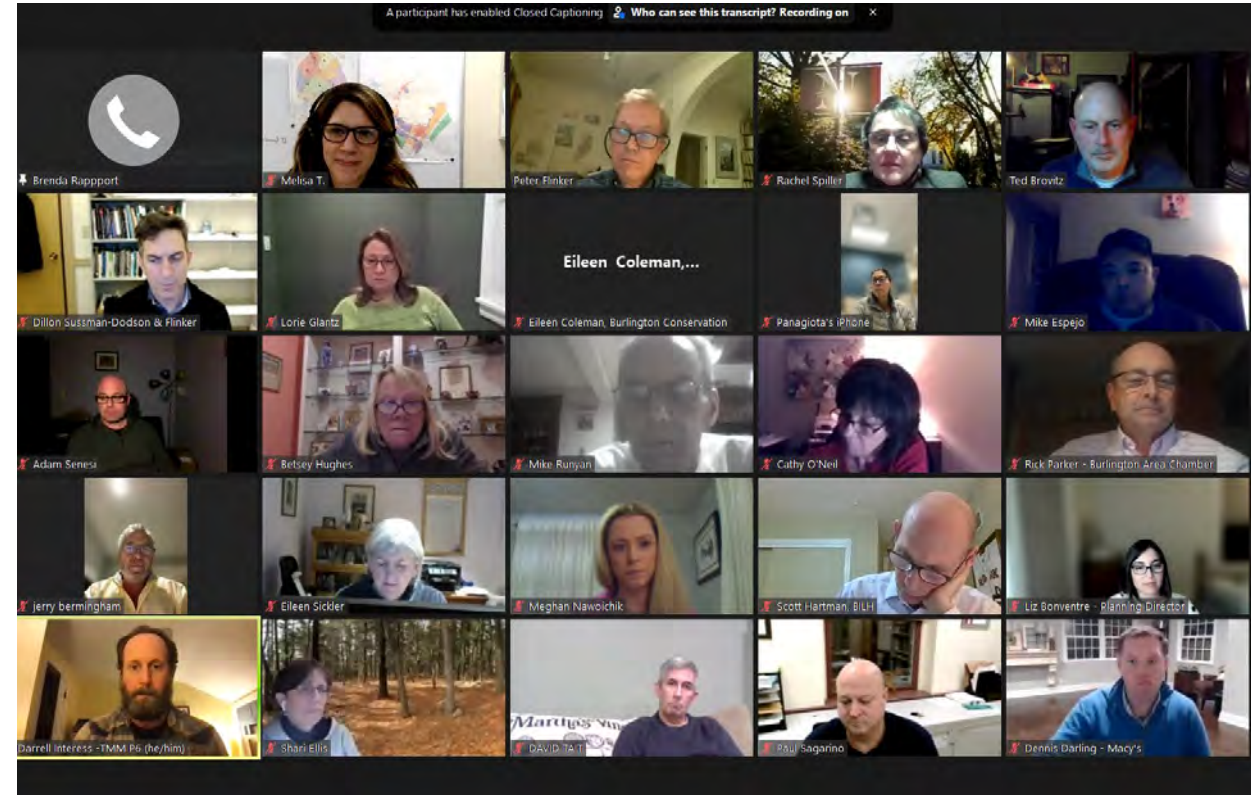
- **Planning Board Hearing #2** to Review Zoning Amendments Draft #2
- Revise Zoning Amendments
- Planning Board Hearing #3
- Prepare Final Draft of Zoning Amendments

August

ADVISORY GROUP

The Consensus Building Process

- Convening Stakeholders
- A Shared Fact-Finding Process
- Discussion of Shared Community Values and Vision
- Shared exploration of alternatives
- Deliberation and decision making



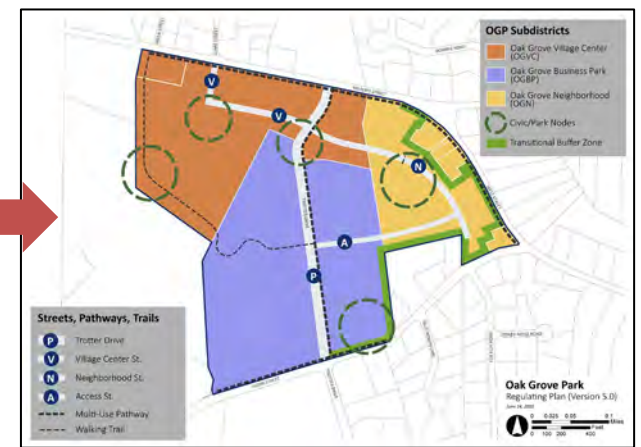
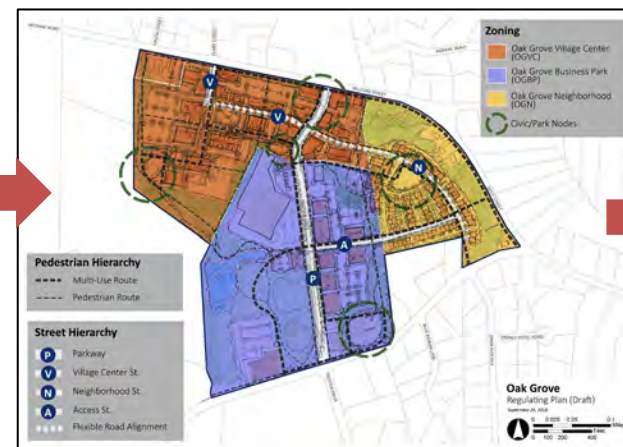
THE CHARRETTE PROCESS



Existing Conditions Analysis

Public Visioning & Scenario Building

Conceptual Plans: Conservation, Development, Use, Mobility



Conceptual Plan Refinement and Development Scenario Testing

Transition to Zoning Map and Zoning Code

Example: Oak Grove Park Mixed Use Form-Based Zoning Bylaw, Medway, MA

THE DESIGN CHARRETTE

Design Charrette Overview

- ❑ The centerpiece of the design process.
- ❑ A weekend multi-day public workshop with residents, staff, advisory group members, and other stakeholders.
- ❑ Iterative process that starts with a “listening session” and general visioning for the project area and continues with evaluation of alternative plans and scenarios.
- ❑ Generation of revised alternatives, additional deliberation, and selection of preferred approaches.
- ❑ Multiple events—come to one or come to all
- ❑ To be held at the end of April



TESTING ZONING SCHEMES

- ❑ Identify properties with most potential for development and most likely to gain support in the community.
- ❑ Test the draft form-based zoning amendments and design standards on selected sites.
- ❑ Based on the results of the test sites, we will make adjustments to the draft zoning amendments as needed.

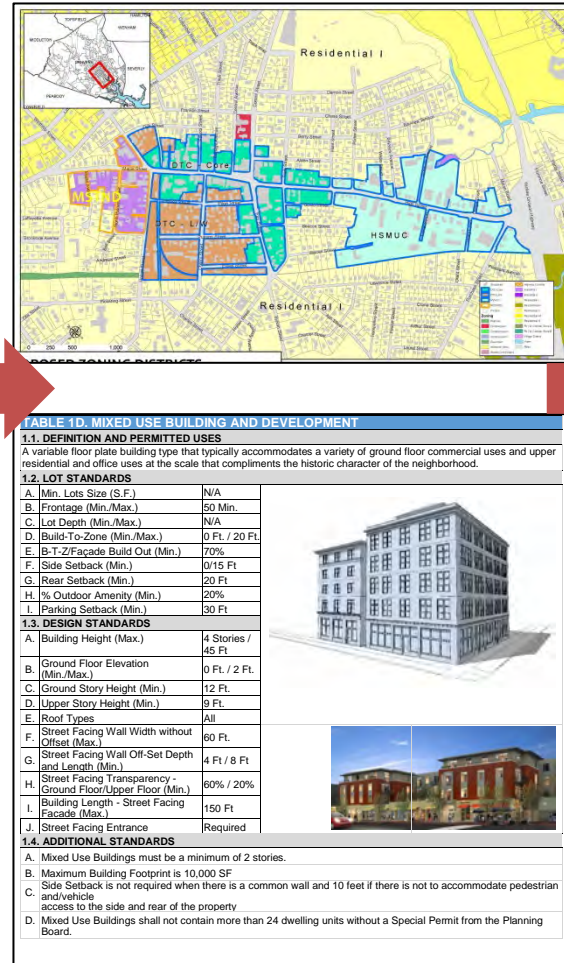


THE REZONING PROCESS

Refine Vision

Develop Zoning Map and Code

Adopt Zoning Implement Vision



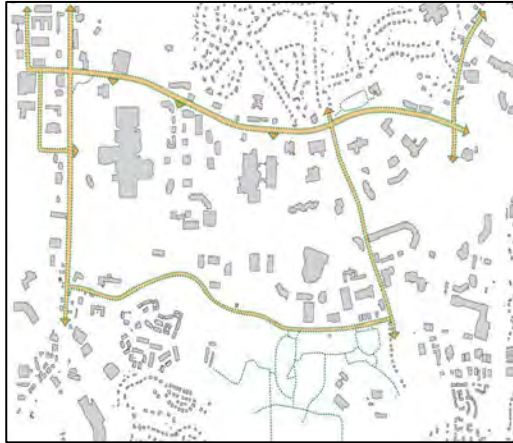
Example: Danvers Rt. 35/Downtown Corridor Vision Plan, Mixed-Use Form-Based Zoning Bylaw, Design Guidelines, C40R Smart Growth Overlay District, 2018-2020 (ADOPTED)

PHASE 1 – KEY TAKEAWAYS

DEVELOPMENT OPPORTUNITIES, CONNECTIVITY, AND GREEN CORRIDORS



NATURAL SYSTEMS



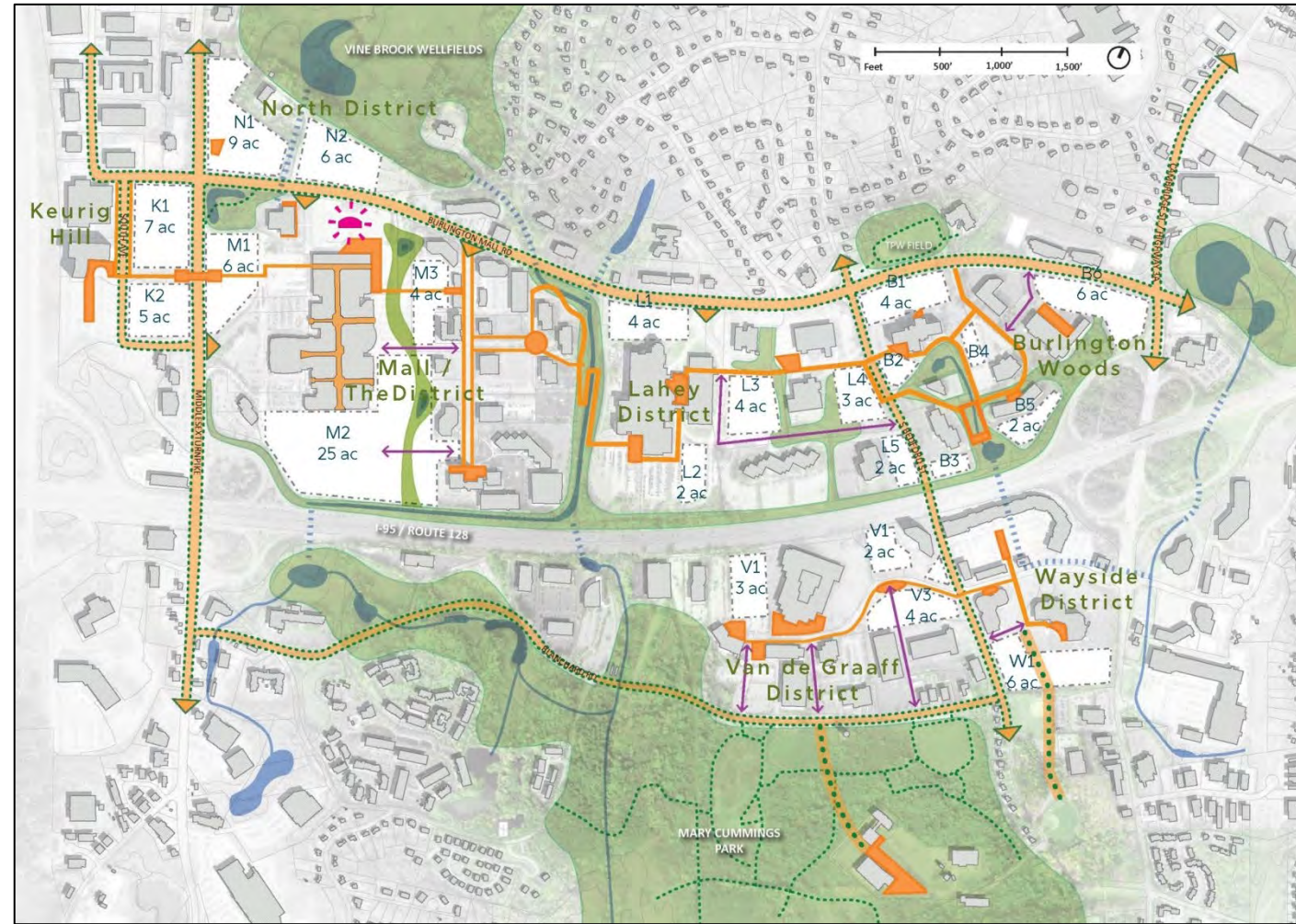
CORRIDORS



PUBLIC REALM CONNECTIVITY



DEVELOPMENT OPPORTUNITIES



Proposed Development Opportunity Areas Concept Plan

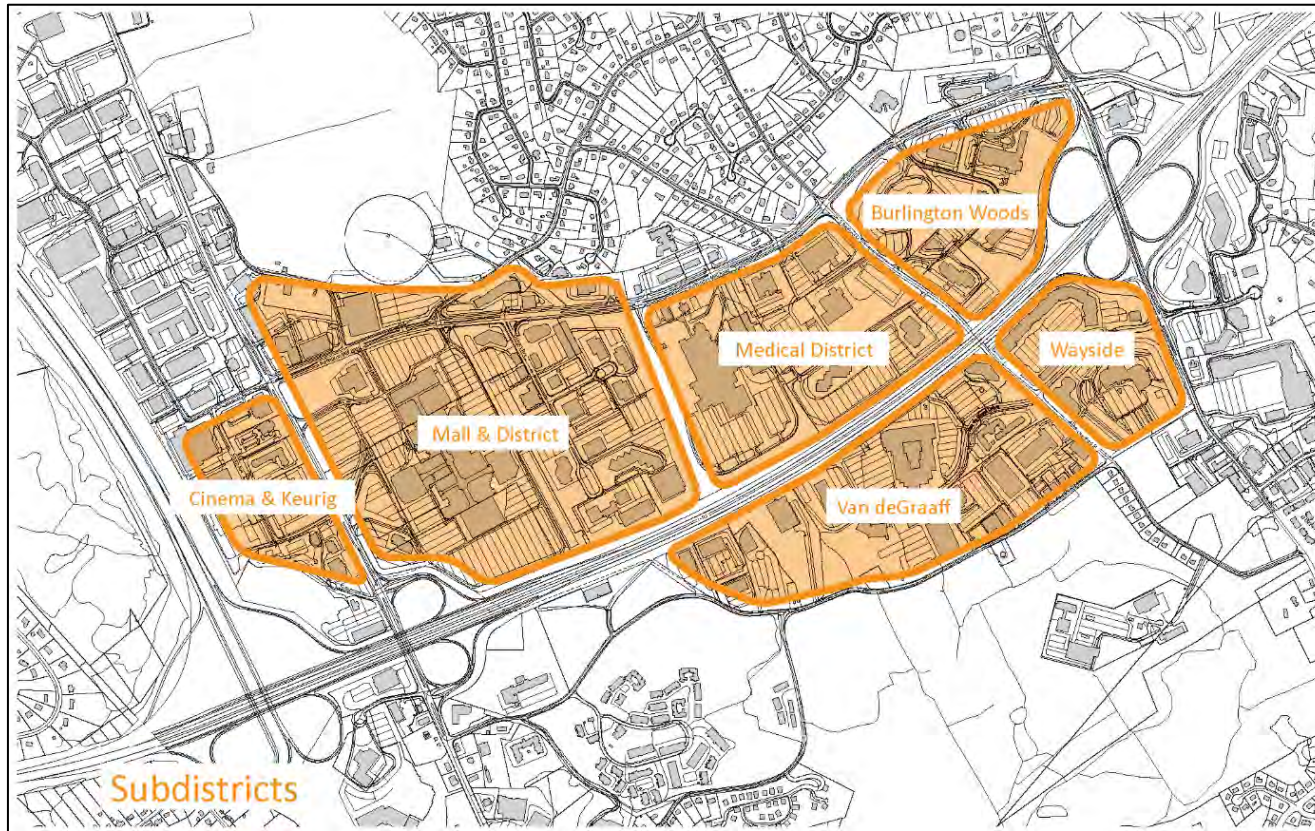
PHASE 1 – KEY TAKEAWAYS

128 DISTRICT CONCEPT PLAN & DEVELOPMENT OPPORTUNITIES



- Approximately 100 Acres of Potential Redevelopment (Mostly Parking)
- Focus on Infrastructure Improvements, Connected Streets, and Natural Resource Enhancements

PHASE 1 – KEY TAKEAWAYS

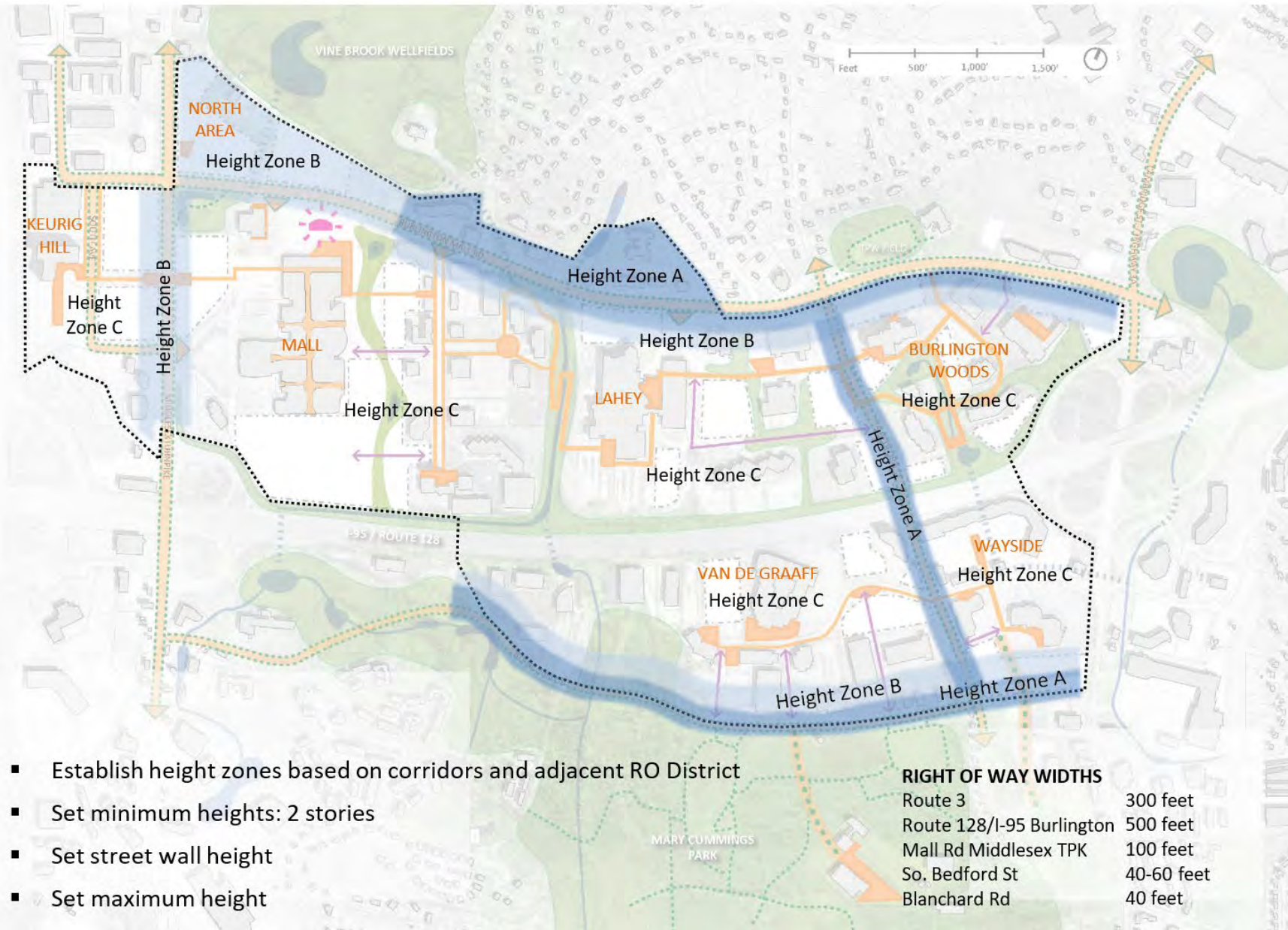


Proposed Zoning Subdistricts in Phase 1

REZONING OBJECTIVES

- ❑ **Economic Vitality:** Create an inclusive regional research and innovation center.
- ❑ **Reinvestment:** Unlock development potential in surface parking areas.
- ❑ **Placemaking:** Create a mixed-use district that reduces commuting and invites workers back to the workplace.
- ❑ **Mobility:** Create networks of pedestrian and bike friendly environments supplemented by transit.
- ❑ **Zoning Predictability:** Provide a clear regulatory environment to signal civic goals over the next decade adapting the district from an auto-centric development pattern into a more balanced and people-friendly village.

PHASE 1 – KEY TAKEAWAYS



PROPOSED HEIGHT LIMITATION ZONES

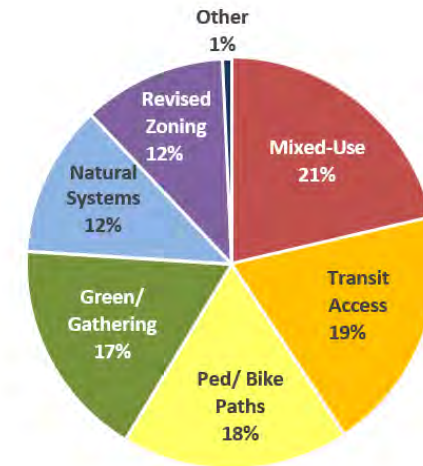
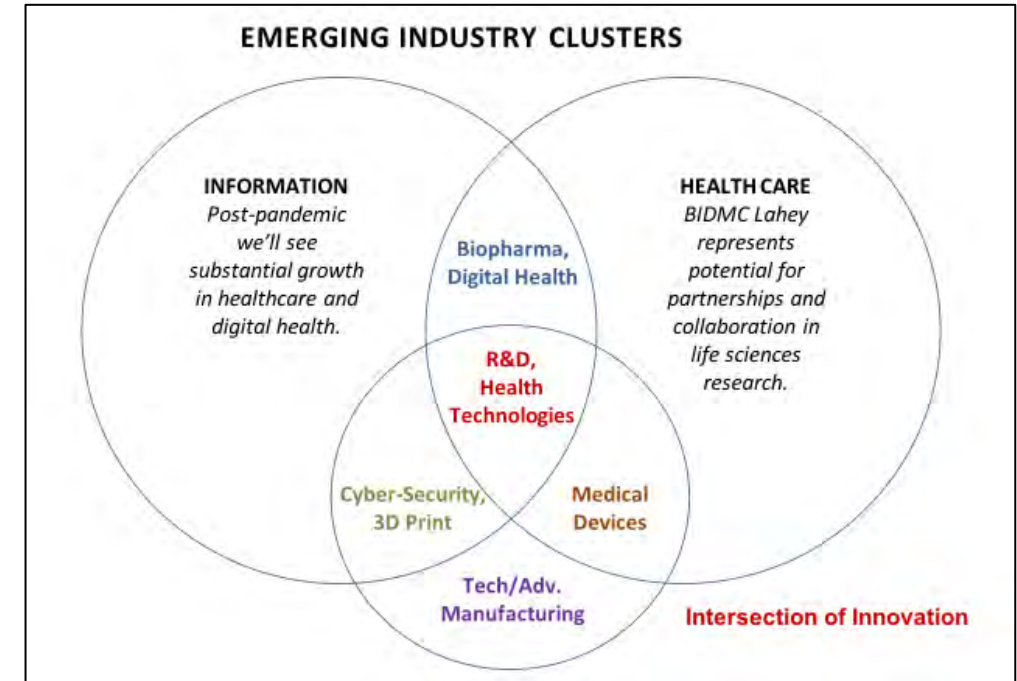
- ❑ Establish height zones based on corridors and adjacent Neighborhoods (RO District)
- ❑ Set minimum heights: 2 stories
- ❑ Set buildings closer (street wall) with setbacks or upper floor stepbacks for taller building height

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

PHASE 1 – KEY TAKEAWAYS

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/Fabrication, 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

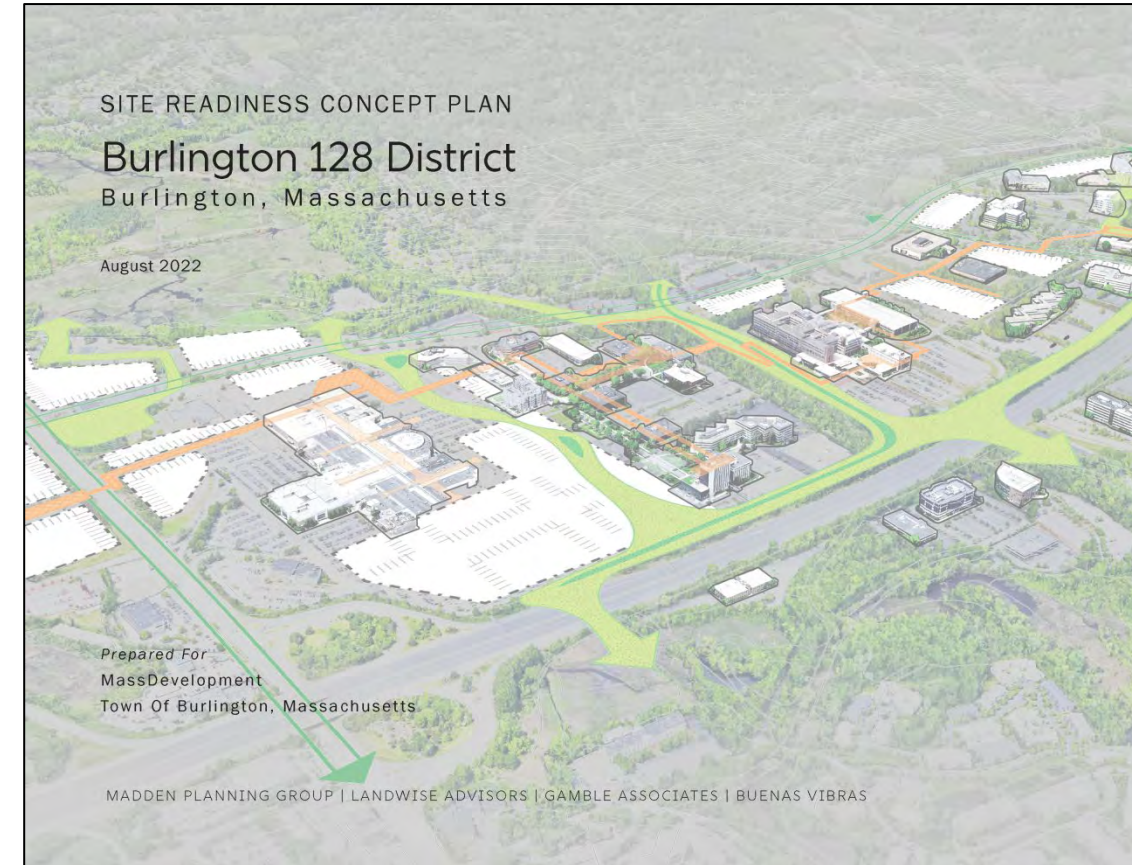


What are the top priorities for this area? (from Community Forum #1)

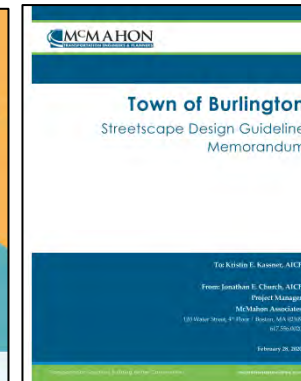
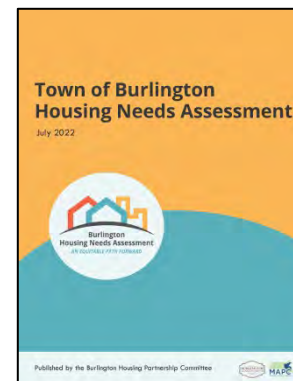
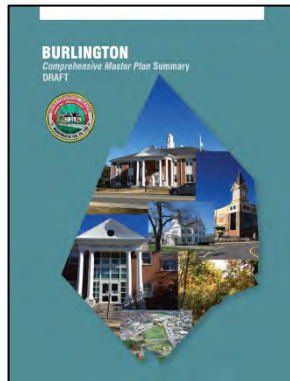
PHASE 1 – KEY TAKEAWAYS

IMPLEMENT TOWN PLANS & POLICIES

- ❑ Burlington 128 District Concept Plan and Report (2022)
- ❑ Burlington Comprehensive Plan (2022)
- ❑ Burlington Housing Needs Assessment (2022)
- ❑ Burlington Complete Streets/Streetscape Design Guidelines (2020)
- ❑ Burlington Open Space & Recreation Plan (2019)
- ❑ Burlington Hazard Mitigation Plan (2016)



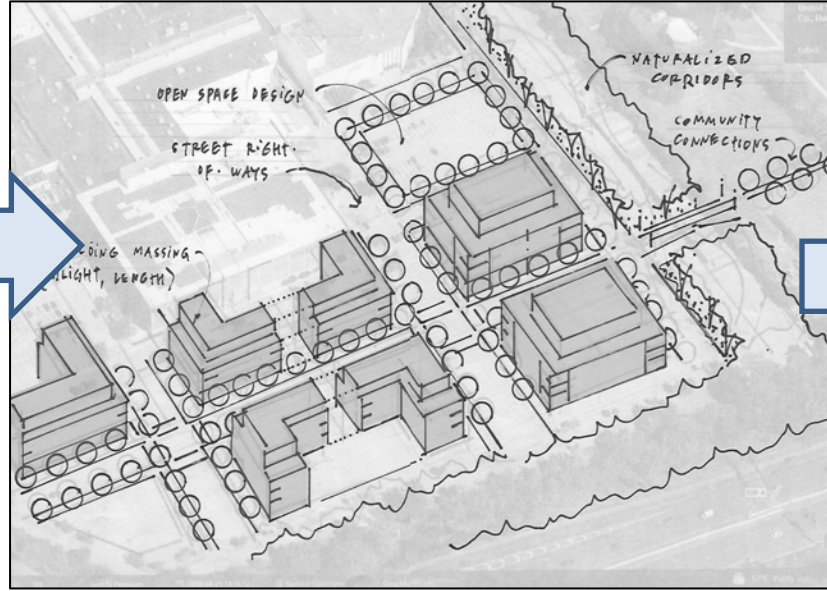
These plans provide a clear set of actions going forward with placemaking zoning standards in the Burlington 128 District.



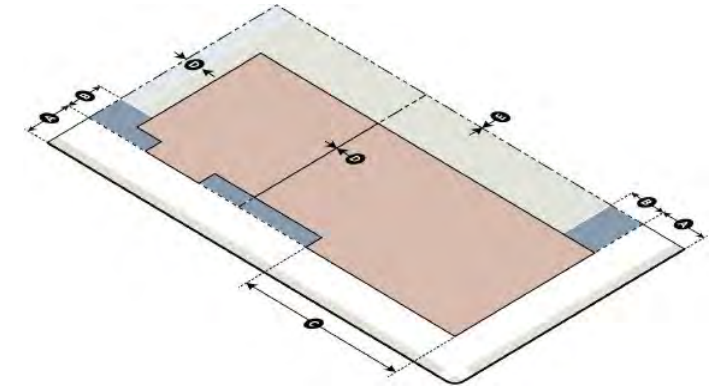
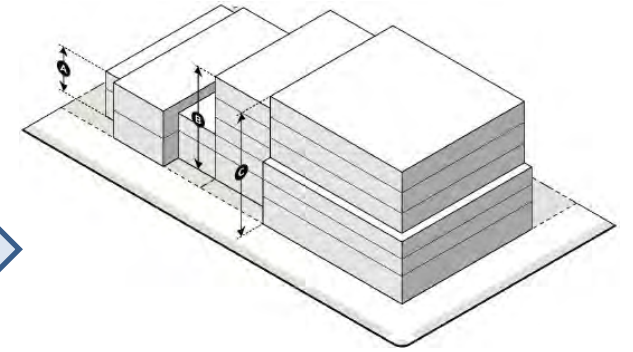
PHASE 2 GOALS - IMPLEMENTATION THE VISION WITH NEW ZONING CODE



Existing Macy's at Burlington Mall



Potential Infill Development



Form-Based Zoning Code

FORM-BASED CODE IMPLEMENTATION

- Building Envelope Expanded with Flexible Design Standards
- Flexible Uses with Performance Standards (Ensure Compatibility)
- Complete Streets and Multi-Modal Connectivity
- Building and Street Activation at Ground Level
- Parking – “Right Sized”, Behind Frontage, Shared, Internal Access, Surface/Structured
- Conservation Lands, Passive and Active Recreational Opportunities, and Access
- Efficient and Predictable Development Review Process

PHASE 2 - FORM BASED ZONING APPROACH

GUIDING PRINCIPLES

- ☐ Sustainable Growth and Development
- ☐ Compact Development & Human Scale Design
- ☐ Mixed Uses and Flexible Building Space
- ☐ Architectural Context of Envisioned Setting
- ☐ Active Open and Civic Spaces
- ☐ Quality Landscape and Streetscape
- ☐ Efficient Parking and Access
- ☐ Multi-Mobility Transportation Network
- ☐ Economic Opportunity
- ☐ Potential Residential (“Missing Middle”)



Street Design Standards

- Complete Street Hierarchy
- Streetscape Treatment
- Sidewalk Use/Activation
- LID/Sustainability Stds

Open Space & Rec Types

- Civic Gathering Spaces

PUBLIC REALM

Building Design Standards

- Building Placement
- Building Types and Use
- Bldg. Frontage/Facade Types
- Bldg. Height/Stepbacks
- Building Design Stds

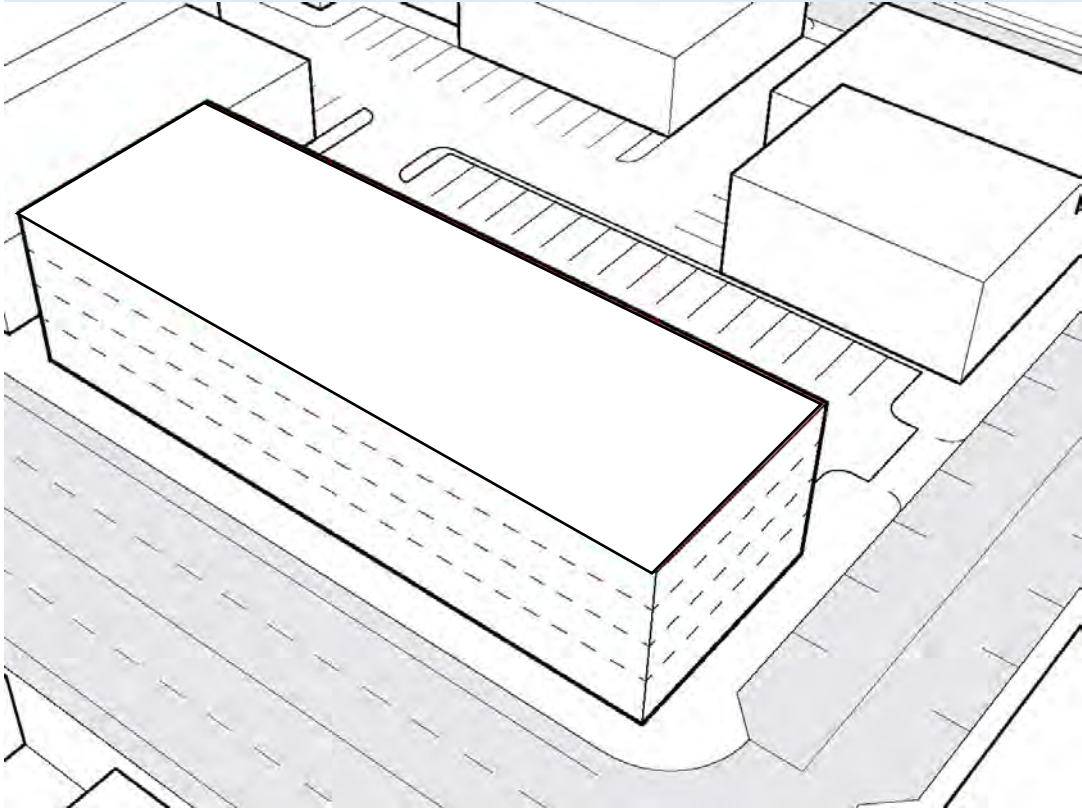
Outdoor Amenity Spaces

PRIVATE REALM

PHASE 2 - FORM BASED ZONING APPROACH

SITE COMPOSITION

Site planning and design in the 128 district should be responsive to the zoning requirements, site attributes, land constraints, and adjacent properties and streets.



- ☐ Cluster Site Development Components
- ☐ Limit Curb Cuts/Provide Side Street Access

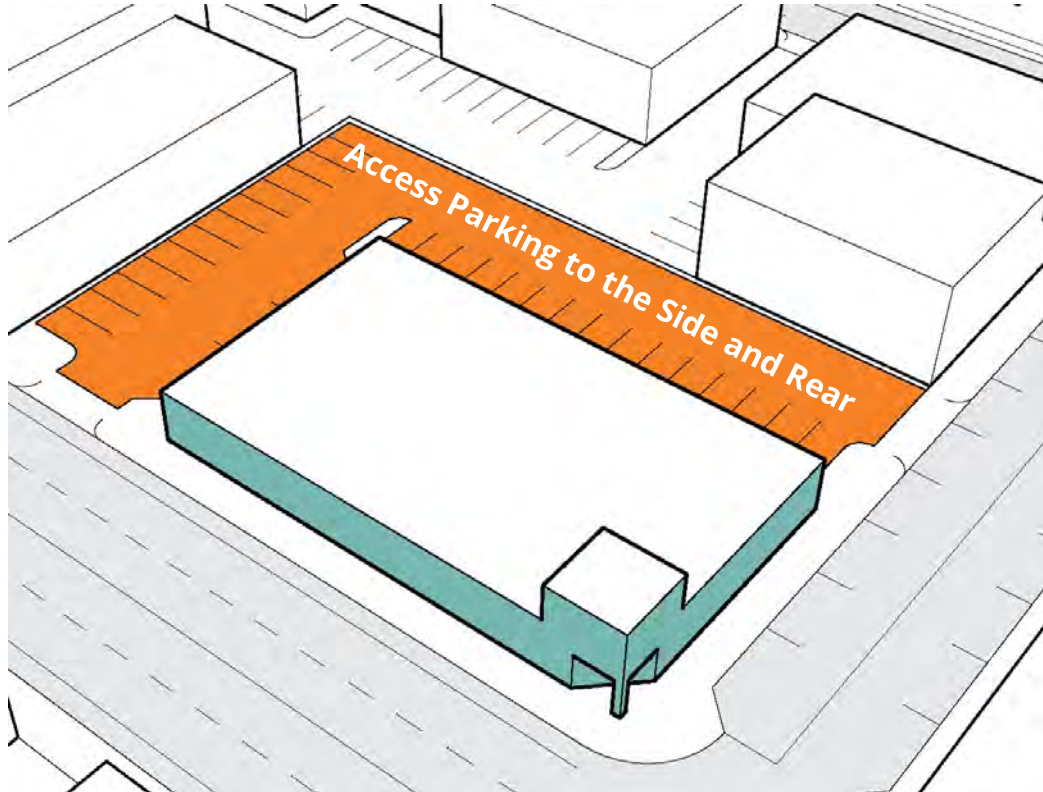


- ☐ Create Public Realm Interface
- ☐ Orient Buildings to Conceal Parking and Utilities
- ☐ Reduce Negative Visual Impacts on Adjacent Neighborhoods

PHASE 2 - FORM BASED ZONING APPROACH

SITE ACCESS

Site access should provide clear and legible circulation routes for all modes of transportation (pedestrians, bicycles, vehicles, and public transportation) and connect the site to public streets, sidewalks, and pathways.

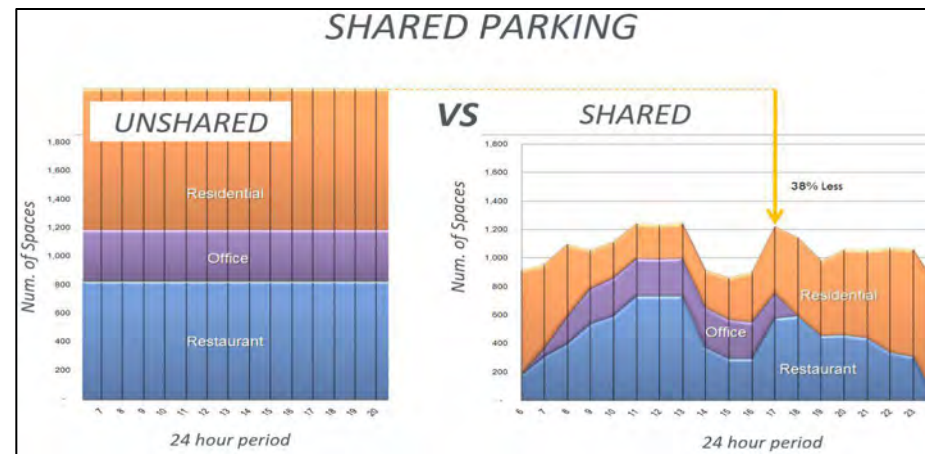
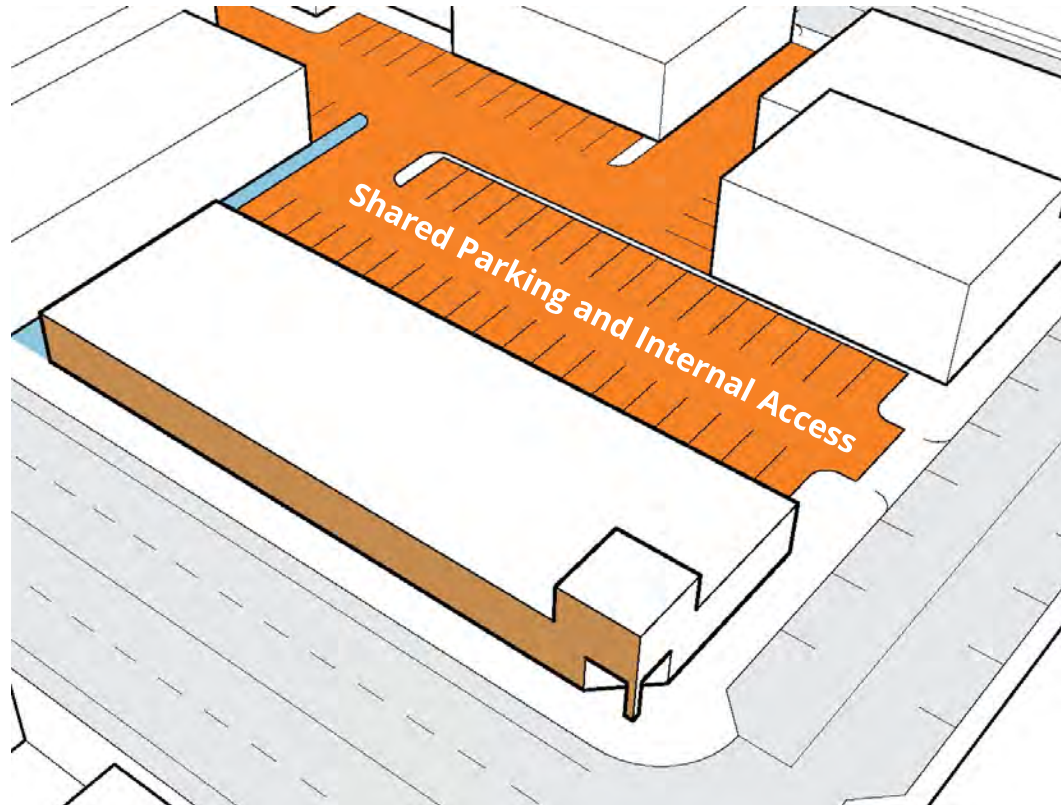


- ☐ Minimize Site Access Points
- ☐ Make Pedestrian Connections to Buildings and Public Sidewalk
- ☐ Make Internal Connections to Adjoining Properties

PHASE 2 - FORM BASED ZONING APPROACH

PARKING PLACEMENT AND USAGE

Parking should be conveniently located to building entries while maintaining aesthetic quality of the site. Parking landscaping should be integrated, and screening should be provided as necessary.

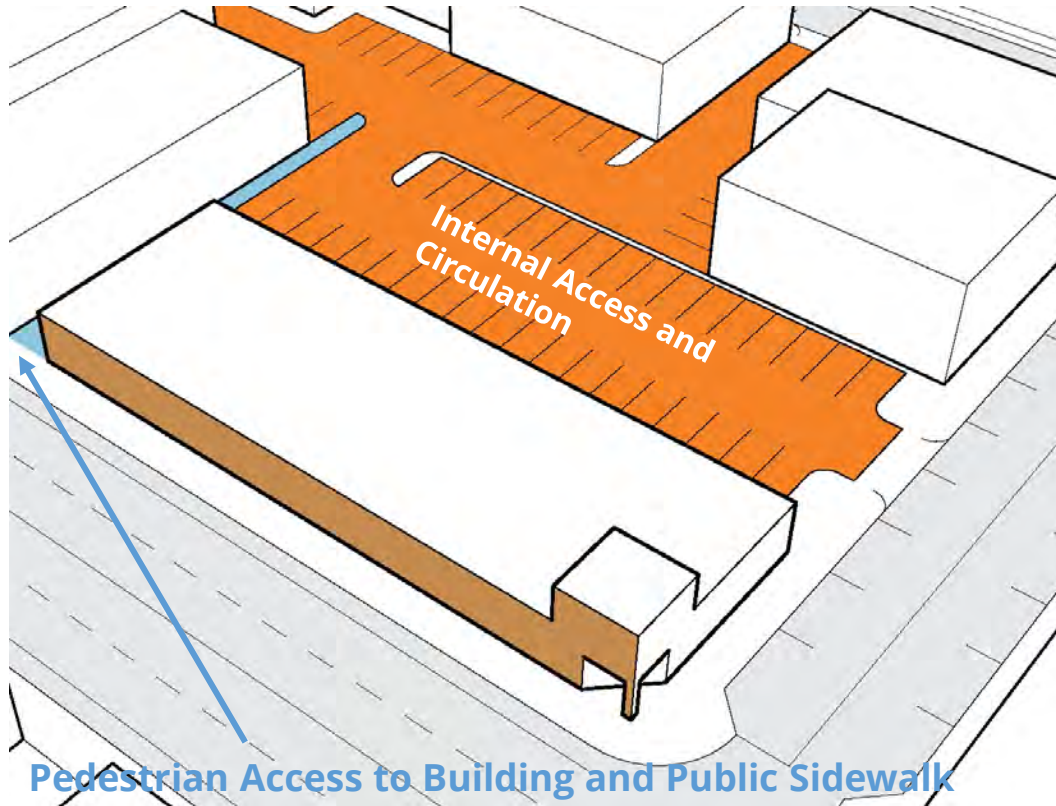


- ☐ Provide Necessary Parking (Not Excessive/Underutilized Spaces)
- ☐ Facilitate Shared Parking, Access, and Structured Parking
- ☐ Provide Bicycle Access and Storage Racks
- ☐ Integrate Interior Parking Area Landscape and Access
- ☐ Screen Parking, Service, Loading and Storage Areas

PHASE 2 - FORM BASED ZONING APPROACH

CIRCULATION

Internal circulation on site should provide clear and legible routes for all modes of transportation and connect public streets/sidewalks to building entries and other amenities.

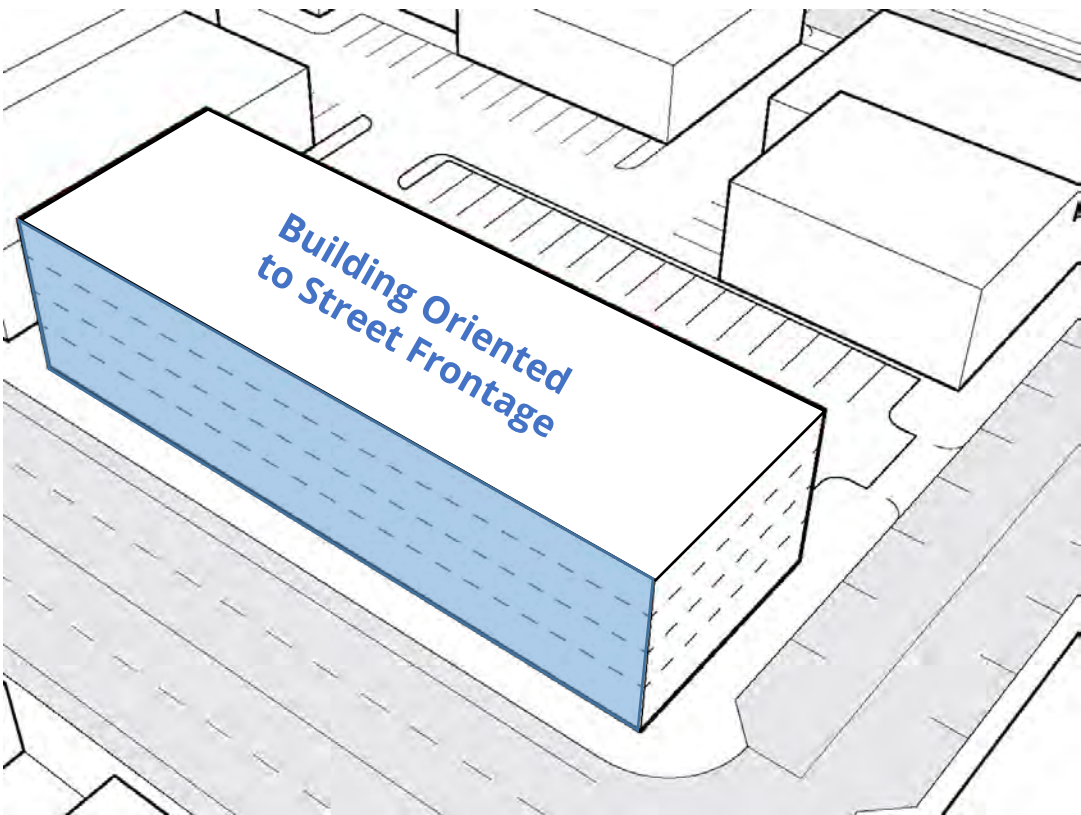


- ☐ Provide Safe Pedestrian Access and Circulation
- ☐ Provide Efficient Vehicle Access and Parking Circulation

PHASE 2 - FORM BASED ZONING APPROACH

BUILDING ORIENTATION

Buildings should be sited and organized on the property to frame open space, conceal parking and service areas, and reduce negative physical and visual impacts.



☐ Public Realm Interface Along Frontage



Mixed Use



Retail/Office



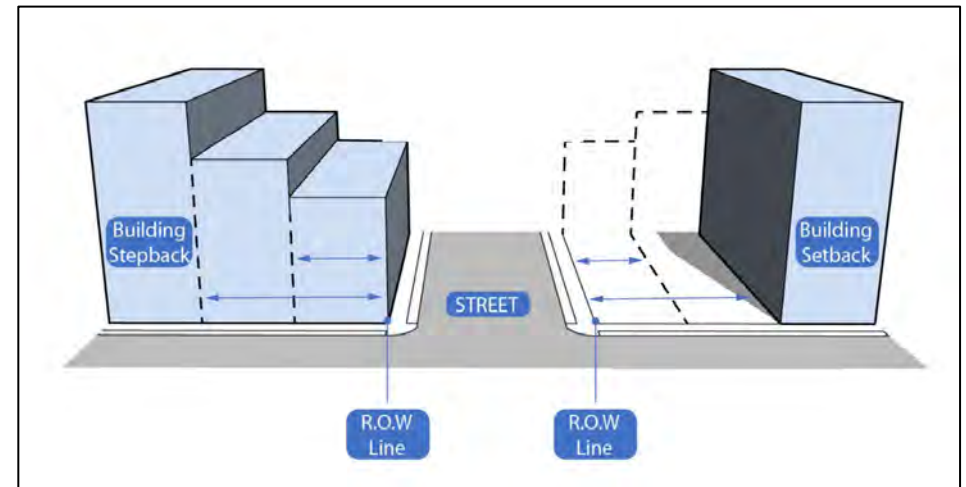
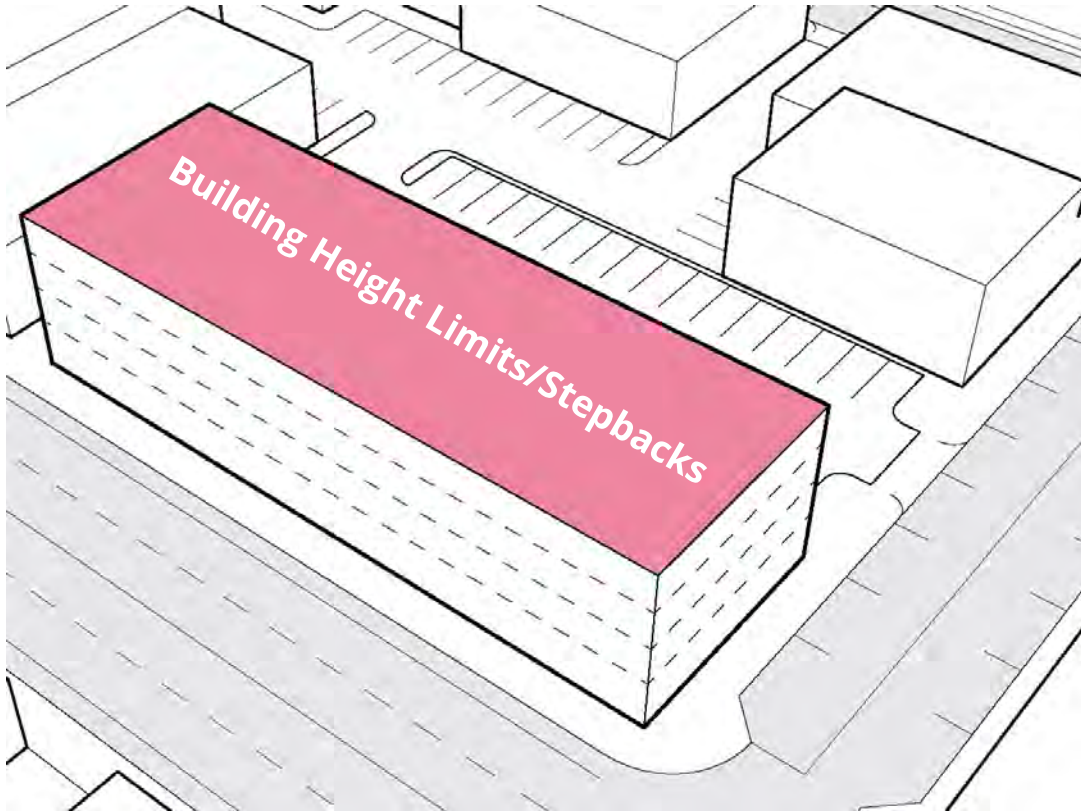
Residential

Source: City of Watertown Design Guidelines + Standards, Gamble Assoc. LLC

PHASE 2 - FORM BASED ZONING APPROACH

BUILDING HEIGHT

Building height should be responsive to the overall vision and market opportunities in the 128 District while at a scale appropriate for the site, street, and adjacent properties.



☐ Provide Sufficient Height to Accommodate Allowed Uses

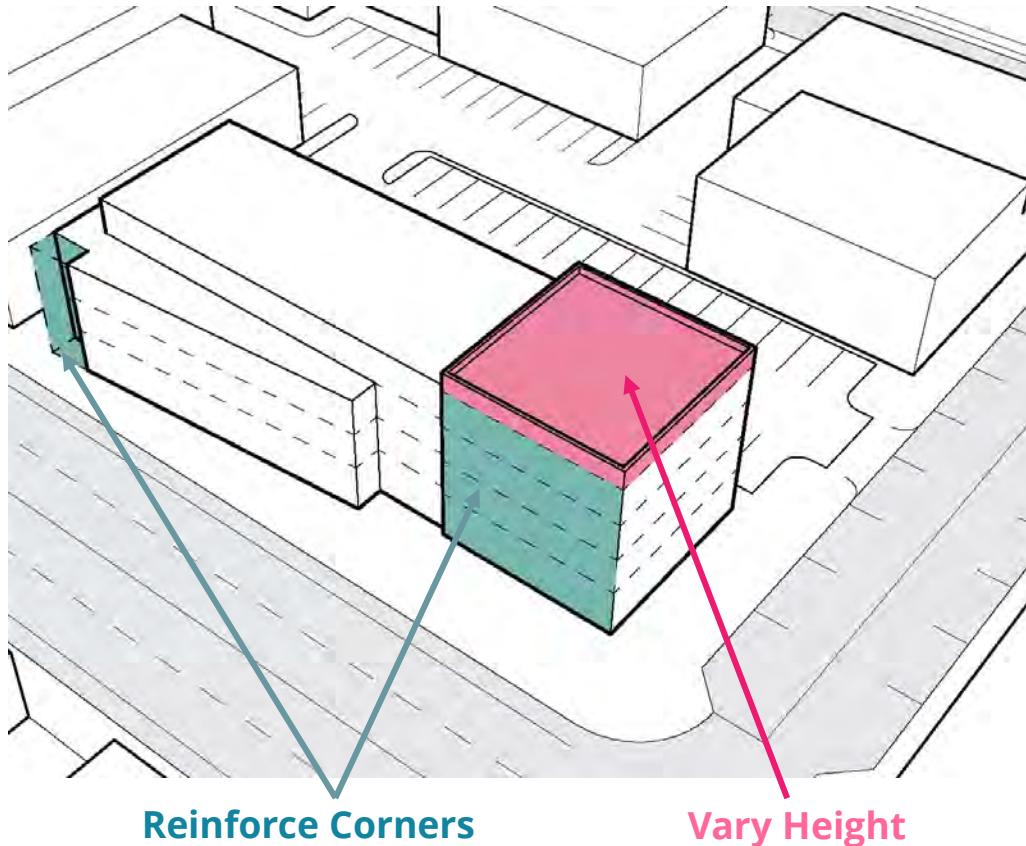
☐ Create Appropriate Street Enclosure

☐ Orient Buildings to the Street with Stepbacks for Taller Buildings

PHASE 2 - FORM BASED ZONING APPROACH

BUILDING MASSING

Building massing should reduce the overall perceived scale and provide simple and engaging forms that reinforce both a sense of a contemporary business park with a human-scaled environment.



Source: City of Watertown Design Guidelines + Standards, Gamble Assoc. LLC

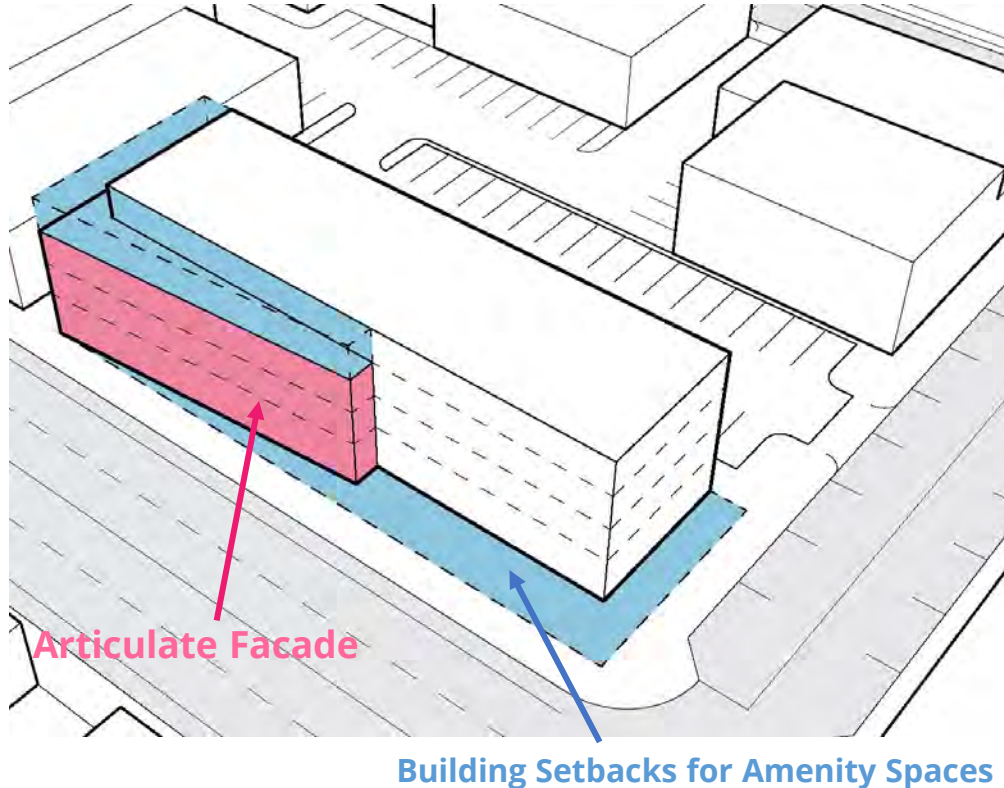


- ☐ Strengthen Prominence of Building Entry
- ☐ Visually Reduce Large Building Scale
- ☐ Break Up and Balance Uniform Massing

PHASE 2 - FORM BASED ZONING APPROACH

FAÇADE COMPOSITION

Building facades should include architectural features and building components that reduce the scale of large building masses. Street facing windows and doorways should reflect a contemporary business park with commercial activity at the ground level.

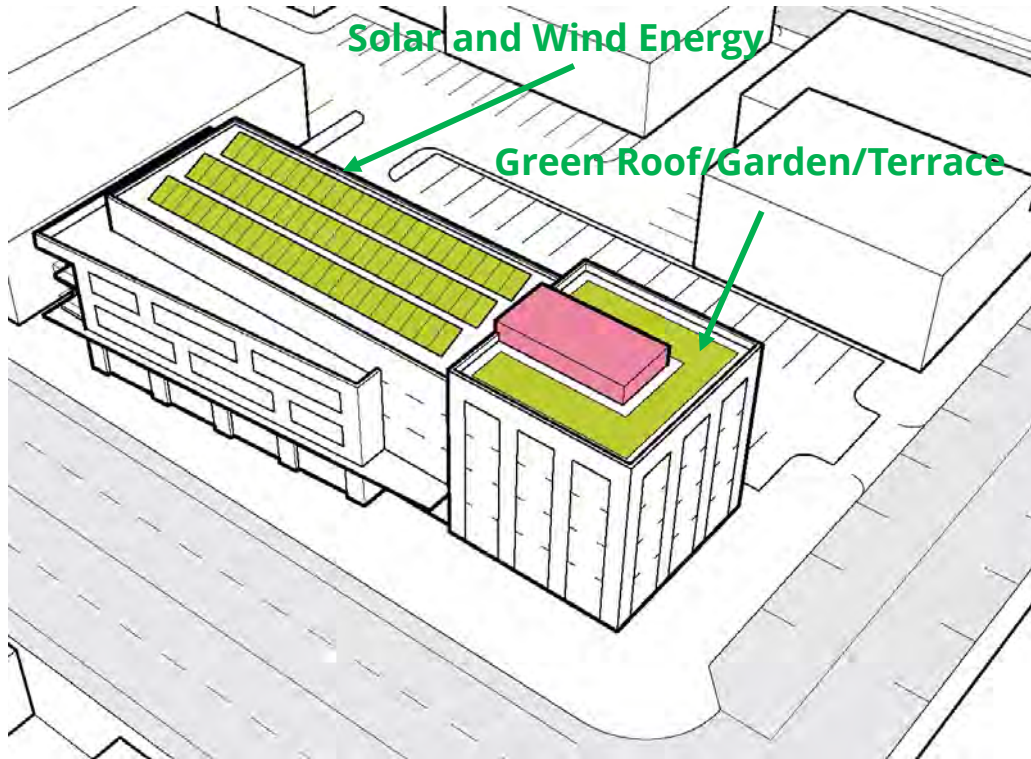


- ☐ Emphasize Façade Rhythm and Patterns
- ☐ Avoid Long and Blank Facades
- ☐ Highlight Functional Differences (i.e. Retail, Office, Food/Ent.)

PHASE 2 - FORM BASED ZONING APPROACH

SUSTAINABLE BUILDING APPLICATIONS

Buildings can provide a significant amount of energy conservation and generation, absorb and treat water, and provide outdoor amenity spaces. Rooftop mechanical utilities preserves space on site and provide energy component such as wind turbines and solar panels

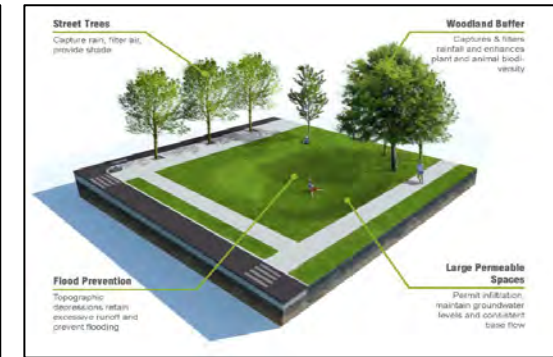
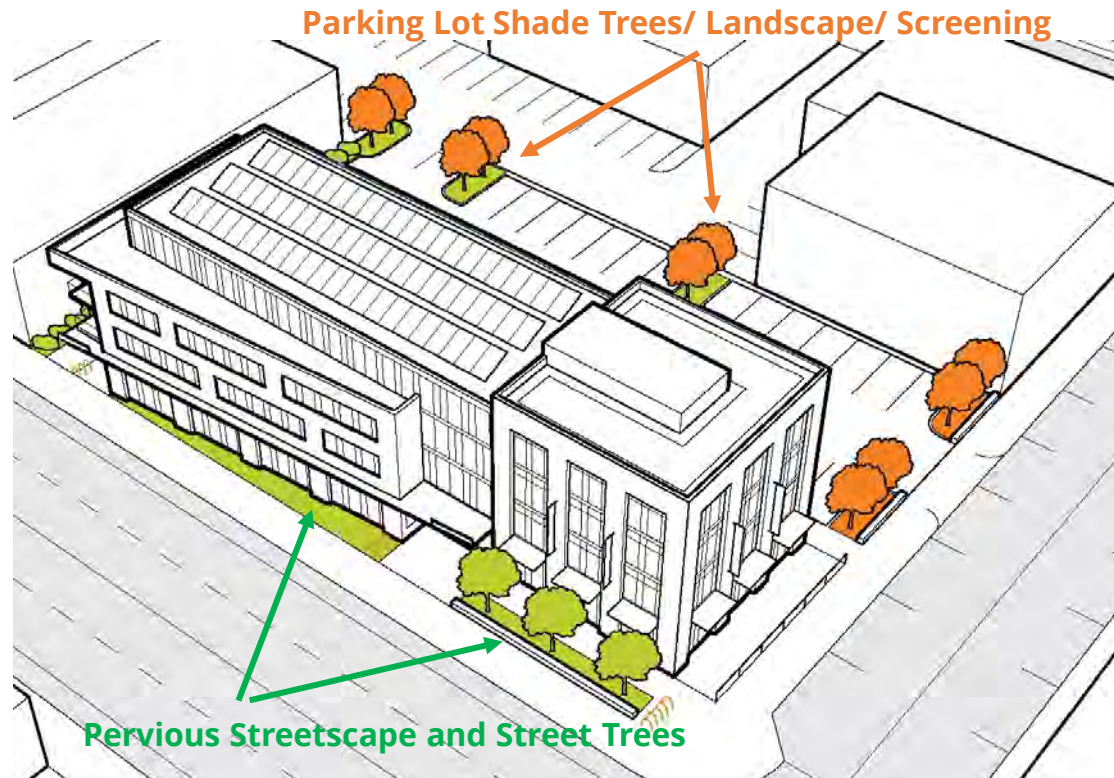


- ☐ Integrate and Screen Utilities
- ☐ Promote Rooftop Amenities, Renewable Energy, Water Collection and Treatment

PHASE 2 - FORM BASED ZONING APPROACH

SUSTAINABLE LANDSCAPE APPLICATIONS

Development sites should include a hierarchy of landscape that contributes to the overall site design and integrates with adjacent properties and public streets. The hierarchy should include entry and gateway landscape, buildings landscape, street landscape, and landscape buffers where appropriate.

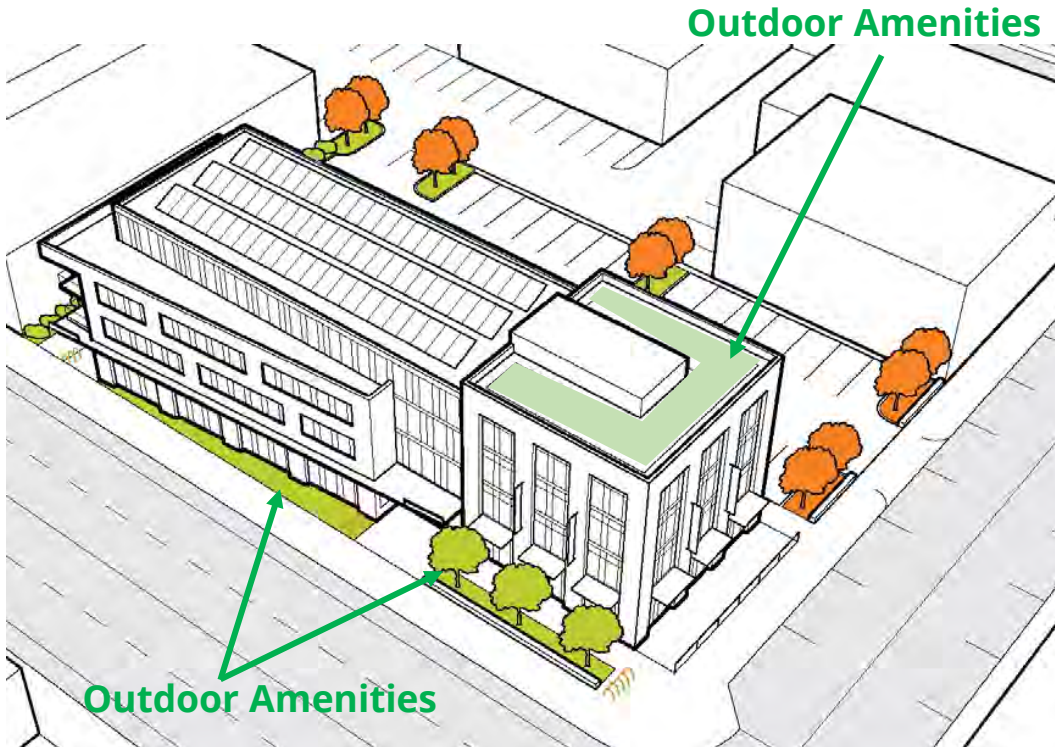


- ❑ Define Entry and Gateway Landscapes
- ❑ Coordinate Landscape at Street Frontages
- ❑ Provide Permitter Screening and Buffering as Applicable
- ❑ Integrate Sustainable Elements into the Landscape
- ❑ Use Native Landscape Materials

PHASE 2 - FORM BASED ZONING APPROACH

BUILDING & SITE AMENITY SPACES

Outdoor amenities should enhance activity and enjoyment of employees, visitors, and the public (where allowed). A range of potential improvements are encouraged such as active and passive spaces.



Programmable Plazas and Open Spaces



Café Seating



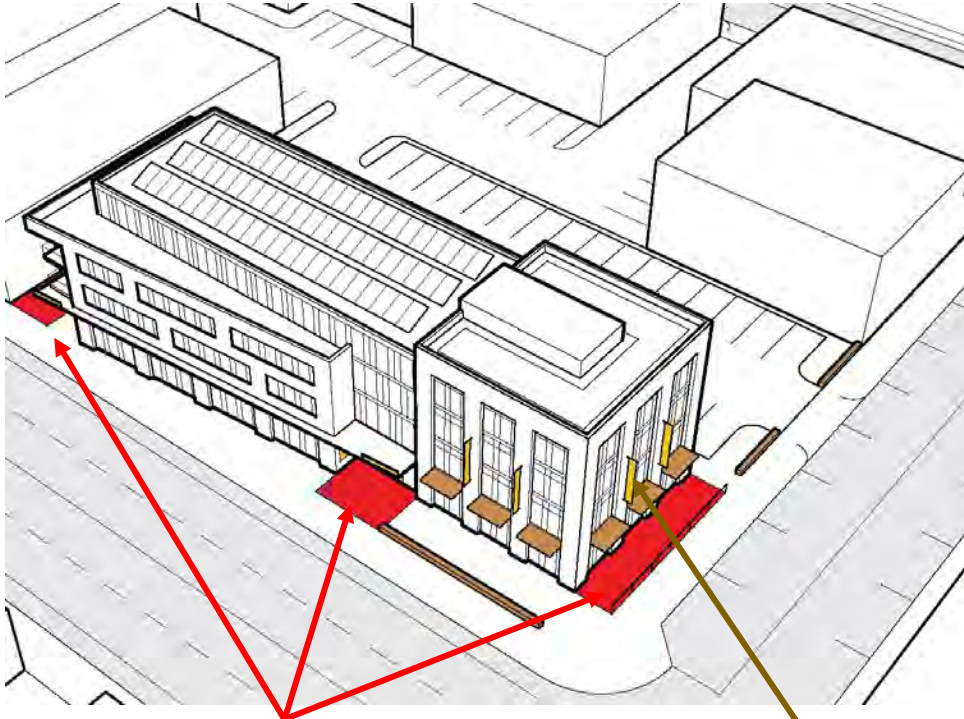
Rooftop Terraces and Restaurants
(including Parking Garages)

- ☐ Coordinate Location and Connection of Amenities
- ☐ Complement Site and Building Design with Amenities
- ☐ Provide Open Space and Hardscape Amenity Spaces

PHASE 2 - FORM BASED ZONING APPROACH

SITE AND BUILDING SIGNAGE

Signage in the 128 District should communicate a positive and clear identity for the businesses on site, be part of the building and façade design, and harmonize with its surroundings.



Site Sign Placement

Awnings and Signs



- ☐ Promote Sign Legibility and Clarity
- ☐ Define Hierarchy of Signage and Purposes
- ☐ Coordinate and Integrate Building Signage Design Themes
- ☐ Integrate Site Signage Design within the Landscape
- ☐ Coordinate and Integrate Signage with Lighting Fixtures

PHASE 2 - FORM BASED ZONING APPROACH

COMPLETE STREETS

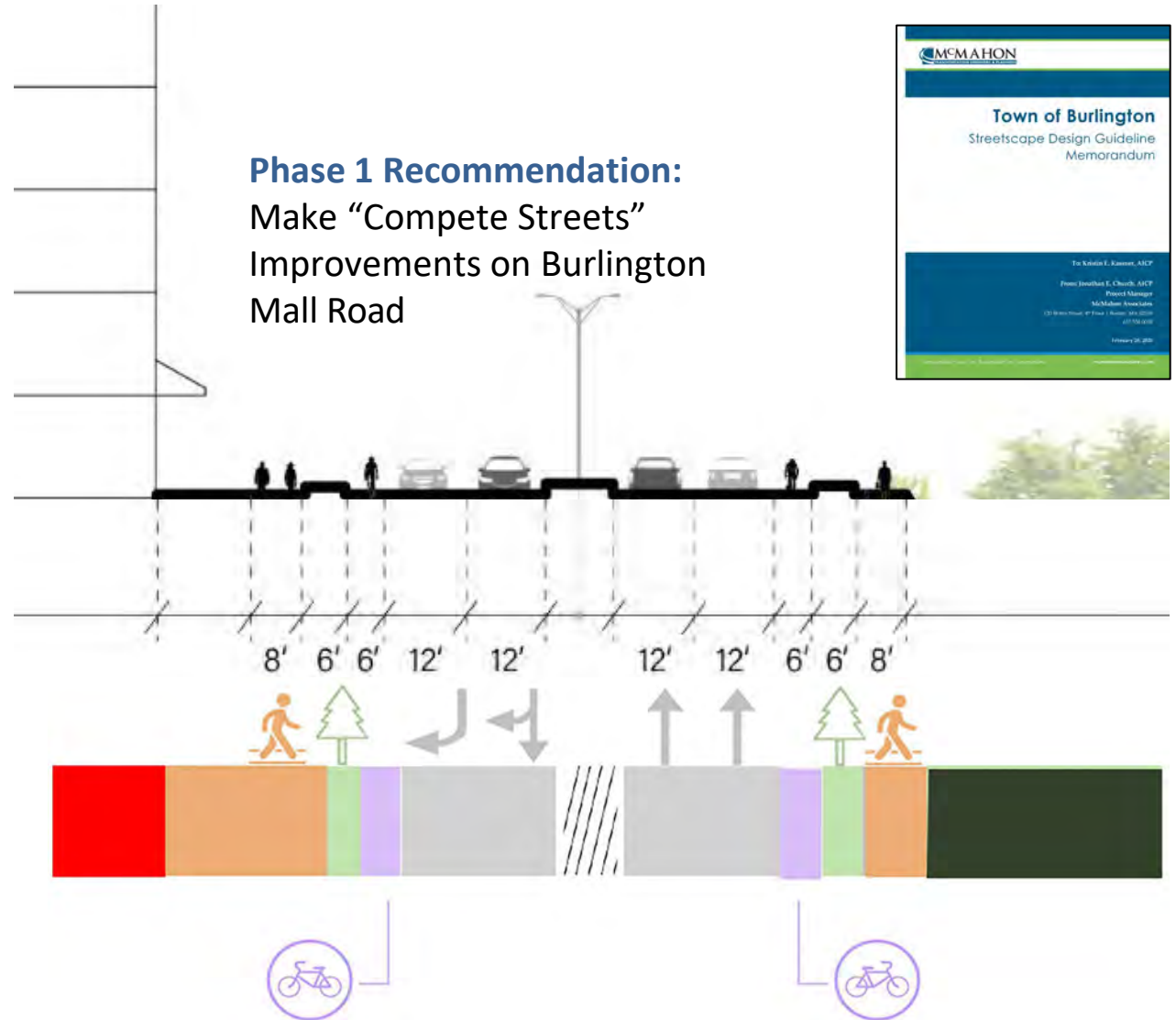
Complete Streets Standards



ACTIVATION COMPONENT	C. Vehicle Throughway Zone	5. Street Enhancement Zone	4. Furnishing and Utility Zone	3. Pedestrian Throughway Zone	2. Public Frontage Zone	1. Building Lot Frontage Zone (See Public Realm Stds)
Parklets		●				
Tactical Urbanism	●	●	●	●	●	●
Landmarks and Public Art		●	●		●	●
Café Seating			●		●	●
Storefront Displays and Chef Stations					●	●
Building Frontage Treatments						●
Building Facade Treatments						●
Building Encroachments						●

Phase 1 Recommendation:

Make “Compete Streets”
Improvements on Burlington
Mall Road




- ☐ **Enhance Streetscapes, Pedestrian and Bicycle Facilities, Transit Facilities, Outdoor Spaces and Activation**

PHASE 2 - FORM BASED ZONING APPROACH

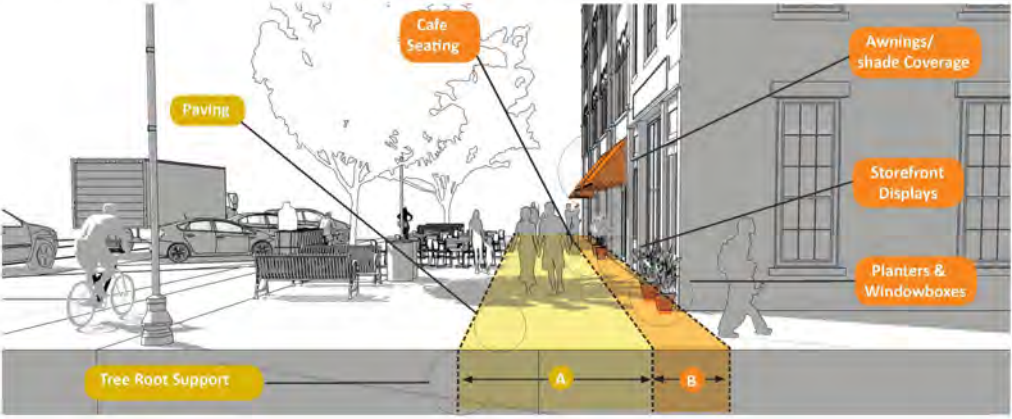
PUBLIC & PRIVATE REAM ACTIVATION

Activation Standards



ACTIVATION COMPONENT	C. Vehicle Throughway Zone	5. Street Enhancement Zone	4. Furnishing and Utility Zone	3. Pedestrian Throughway Zone	2. Public Frontage Zone	1. Building Lot Frontage Zone (See Public Realm Stds)
Parklets		●				●
Tactical Urbanism	●	●	●	●	●	●
Landmarks and Public Art		●	●		●	●
Café Seating			●		●	●
Storefront Displays and Chef Stations					●	●
Building Frontage Treatments						●
Building Facade Treatments						●
Building Encroachments						●

Throughway & Frontage Zone Standards | Main Street- Primary [MS-p]



Throughway Zone

A Width 5' (min.) - 12' (preferred)

Description

The throughway zone is the portion of the sidewalk used for active movement and travel from one place to another in the public realm. It is important that the throughway zone be an adequate width for comfortable two-way pedestrian movement, that it remains clear of obstacles, and that the paving surface is relatively level.

Components

Paving
Public Art
Tree Root Structural Support

p. xx

Frontage Zone

B Width 2' (min.) ; 4' minimum for Cafe Seating

Description

The frontage zone represents a the area in front of first floor shops and restaurants where pedestrians might pause—to read a menu, peer through a shop window, or wait for friends before entering a restaurant.

Components

Awnings
Cafe Seating
Planters & Window Boxes
Ramps, Steps and Terraces
Storefront Displays
Public Art
Bike Racks

p. xx
p. xx
p. xx

Northampton, MA | Public Realm Standards

p. 2



PHASE 2 - FORM BASED ZONING APPROACH

DISTRICT WAYFINDING & BRANDING



Examples of Business/Mixed Use District Branding, Gateway Signs and Wayfinding Sign Systems



Q&A

Please use the chat function to ask clarifying questions about what we presented

Tell us what you know. Please respond using chat. Raise your hand if you want to speak.

Question 1:

What is working well or not
working well about the 128
area now?

Tell us what you know. Please respond using chat. Raise your hand if you want to speak.

Question 2:

What are the key issues and opportunities for the future of the 128 District?

Tell us what you know. Please respond using chat. Raise your hand if you want to speak.

Question 3:

What would you like the zoning to accomplish? What is your vision for the future of the area?

Tell us what you know. Please respond using chat. Raise your hand if you want to speak.

Question 4:

Which elements of the zoning are most crucial for the future success of the area?

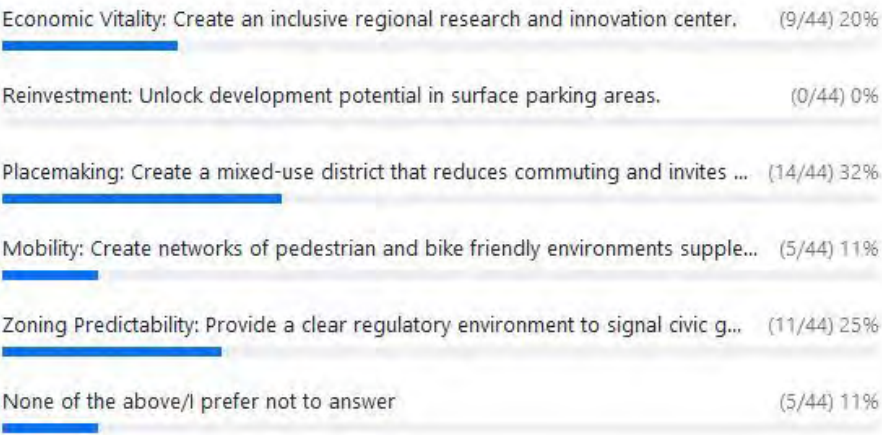
In-Meeting Poll Results

Burlington 128 Public Forum #1

Poll ended | 3 questions | 44 of 48 (91%) participated

1. Which project goal is most important? (Single Choice) *

44/44 (100%) answered



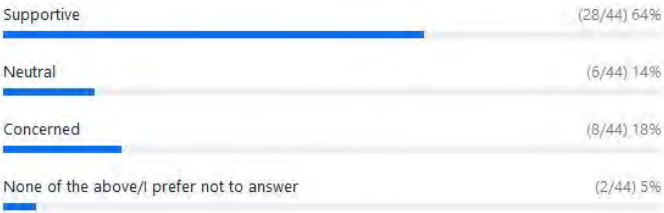
2. Which zoning topic do you think deserves the most attention in future work? (Single Choice) *

44/44 (100%) answered



3. How are you feeling about potential zoning changes for the 128 area? (Single Choice) *

44/44 (100%) answered



An aerial photograph of a suburban neighborhood. The image shows a mix of residential buildings, including houses and larger commercial-style structures, interspersed with green trees and grass. A road runs along the bottom of the frame. The overall scene is a typical suburban landscape.

THANK YOU!

Contact Information:

Ted Brovitz
Brovitz Community Planning & Design
Ted.Brovitz@gmail.com
508.737.4402

Peter Flinker, FAICP, FASLA
Dodson & Flinker
peter@dodsonflinker.com
413-628-4496 x 102

Dillon Sussman
Dodson & Flinker
Dillon@dodsonflinker.com
413-628-4496 x 103