

150 CENTER STREET

GROVELAND, MA

STRAWBERRY FIELDS
Public Engagement Session

May 18th, 2023



Schedule of Events

- INTRODUCTIONS 7:00 – 7:10pm
- STRAWBERRY FIELDS PRESENTATION 7:10 – 7:30PM
 - Project Introduction
 - Site Assessment
 - Market & Zoning Analysis
- COMMUNITY ENGAGEMENT SESSION 7:30 – 8:10PM
- REPORT OUT & NEXT STEPS 8:10 – 8:30PM



TOWN of
GROVELAND
MASSACHUSETTS



Introductions

Town of Groveland



Town Administrator
Rebecca Oldham



**Town Planner/
Environmental Program
Coordinator**
Annie Schindler

MassDevelopment



**VP Planning &
Predevelopment**
Nathaniel Thomas

Consultant Team



Project Manager
Brian Creamer,
AICP, SITES AP



**Water Resources
Designer/Planner**
Sydnie Picard, EIT,
ENV SP



**Senior Transportation
Designer**
Madeline Augustine,
EIT



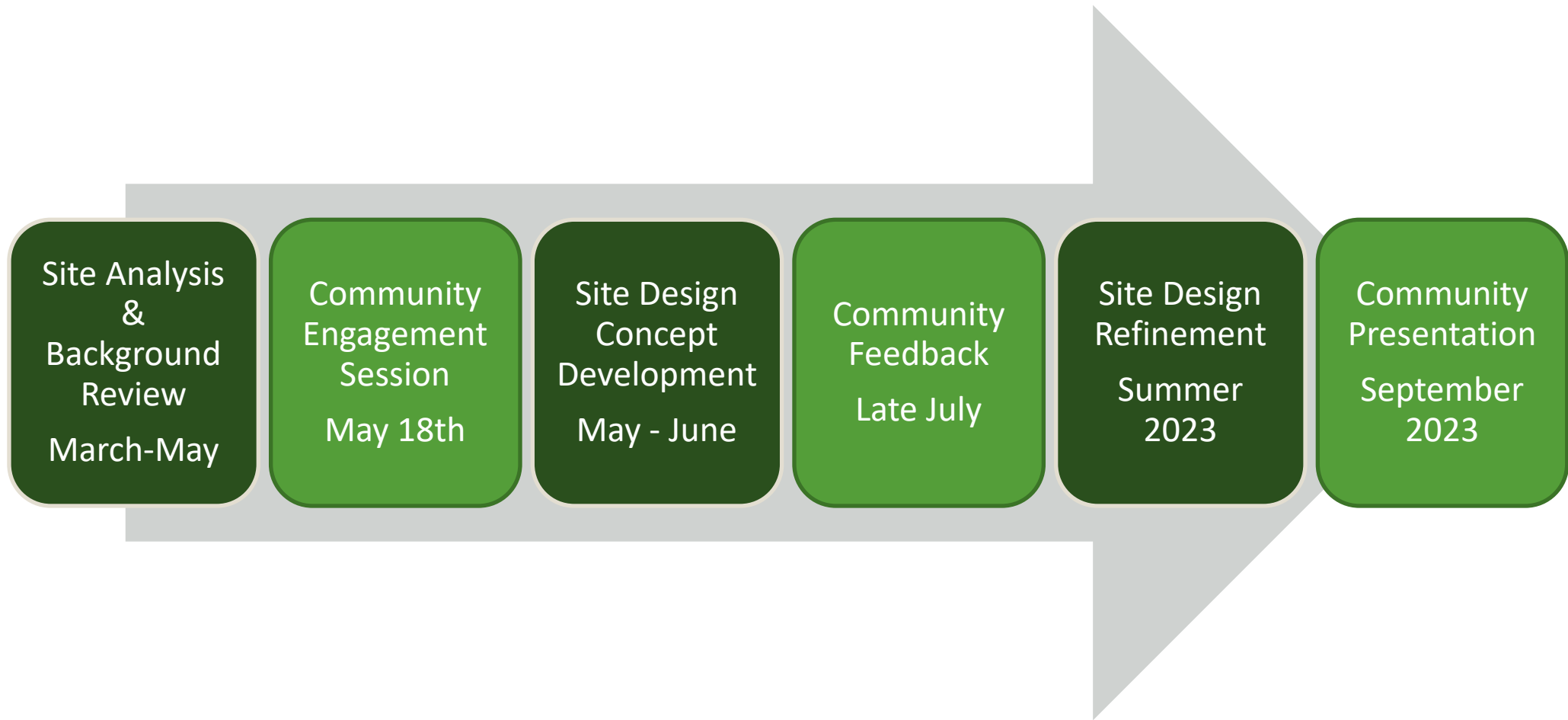
Principal
Emily Keys Innes, AICP,
LEED AP ND



**Planner & Urban
Designer**
Chris Herlich, AICP



Project Schedule



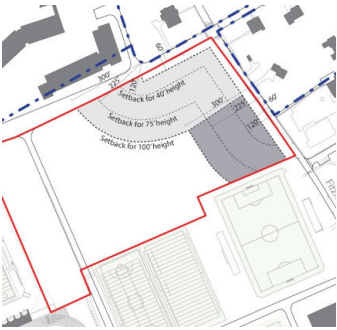
PROJECT INTRODUCTION





Project Introduction

Project Goals



1 Identify Site Opportunities, Constraints and Site Program



2 Refine Redevelopment Scenarios with Zoning Recommendations and Market Analysis

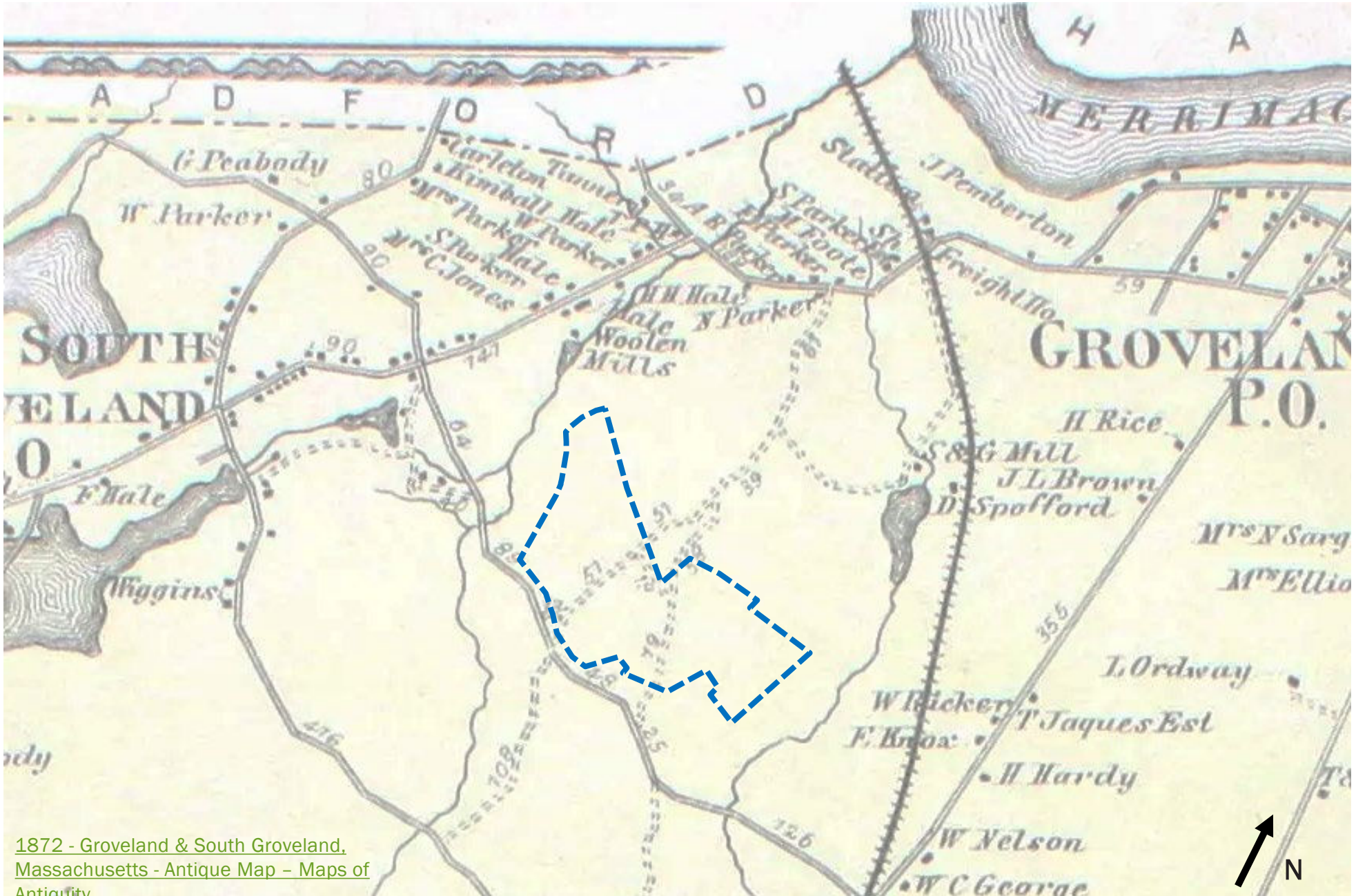


3 Facilitate Collaboration and Engagement

Create a process to enhance collaboration with the Town and MassDevelopment to promote stakeholder engagement and public outreach.



SITE ASSESSMENT



[1872 - Groveland & South Groveland, Massachusetts - Antique Map - Maps of Antiquity](#)

Historical Context



April 1995



December 2001



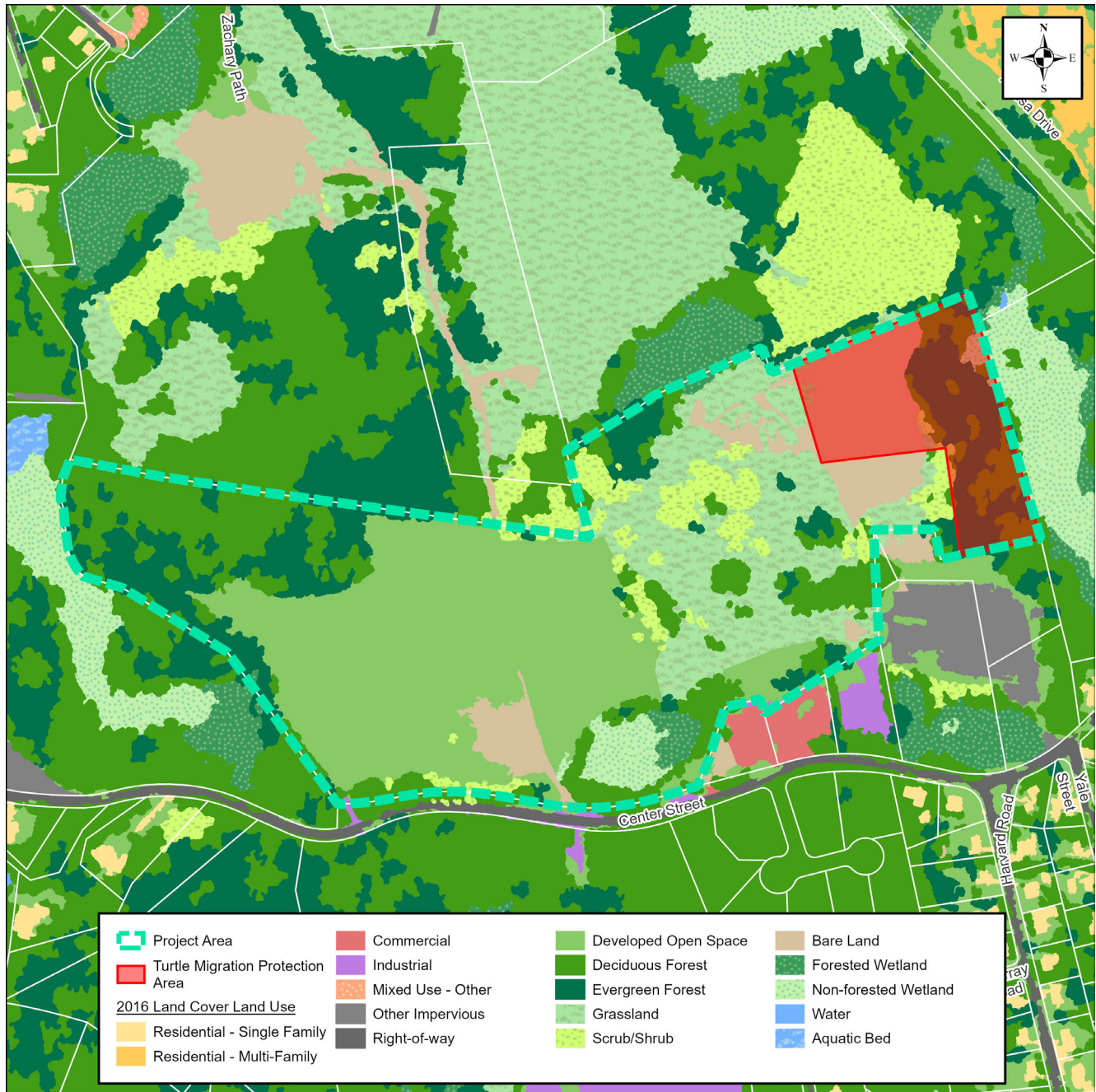
April 2008



April 2022

Land Use

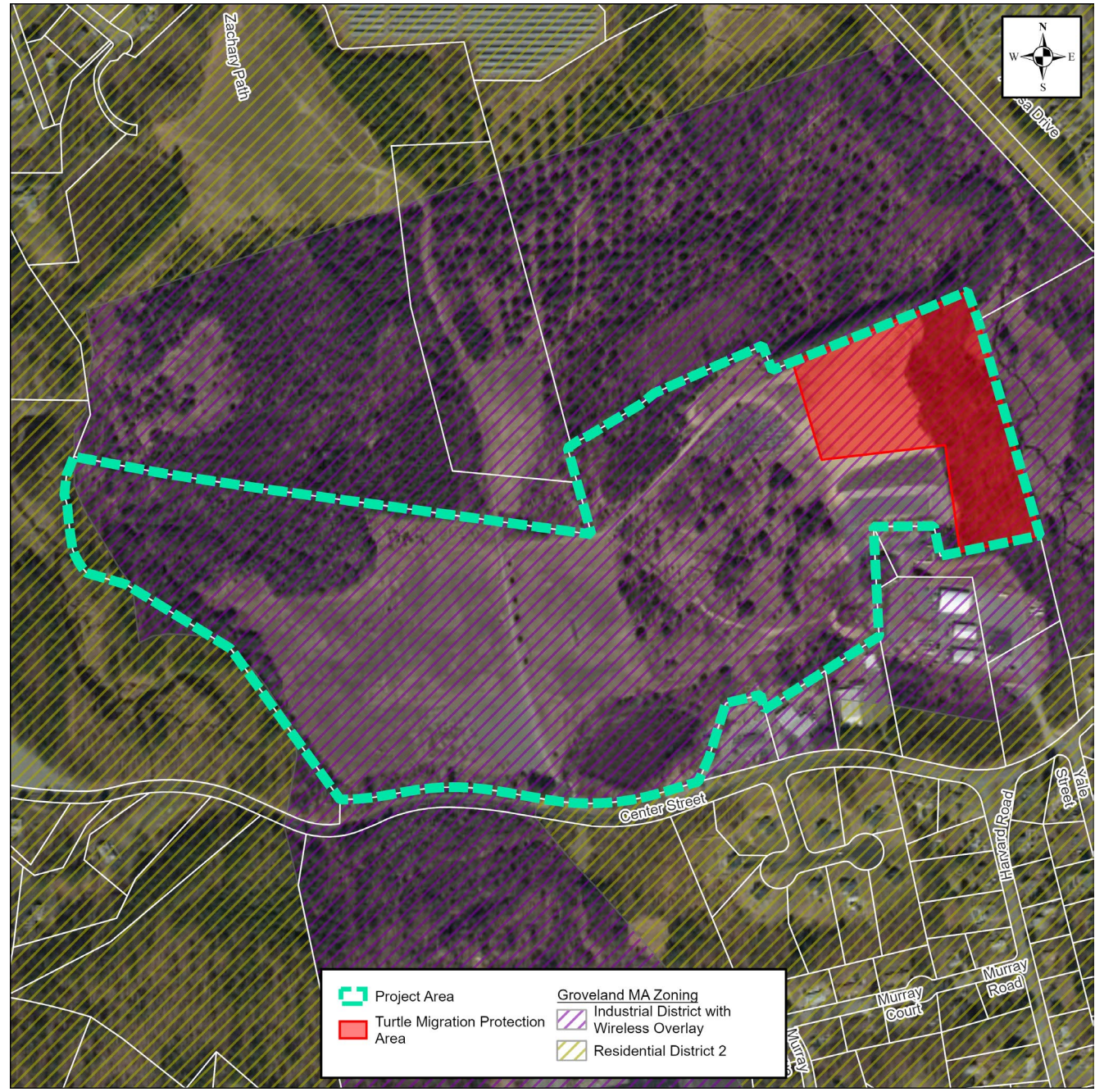
Land uses on the site are comprised of open space, evergreen and deciduous forest, shrub land, forested wetland, and bare land.



Zoning

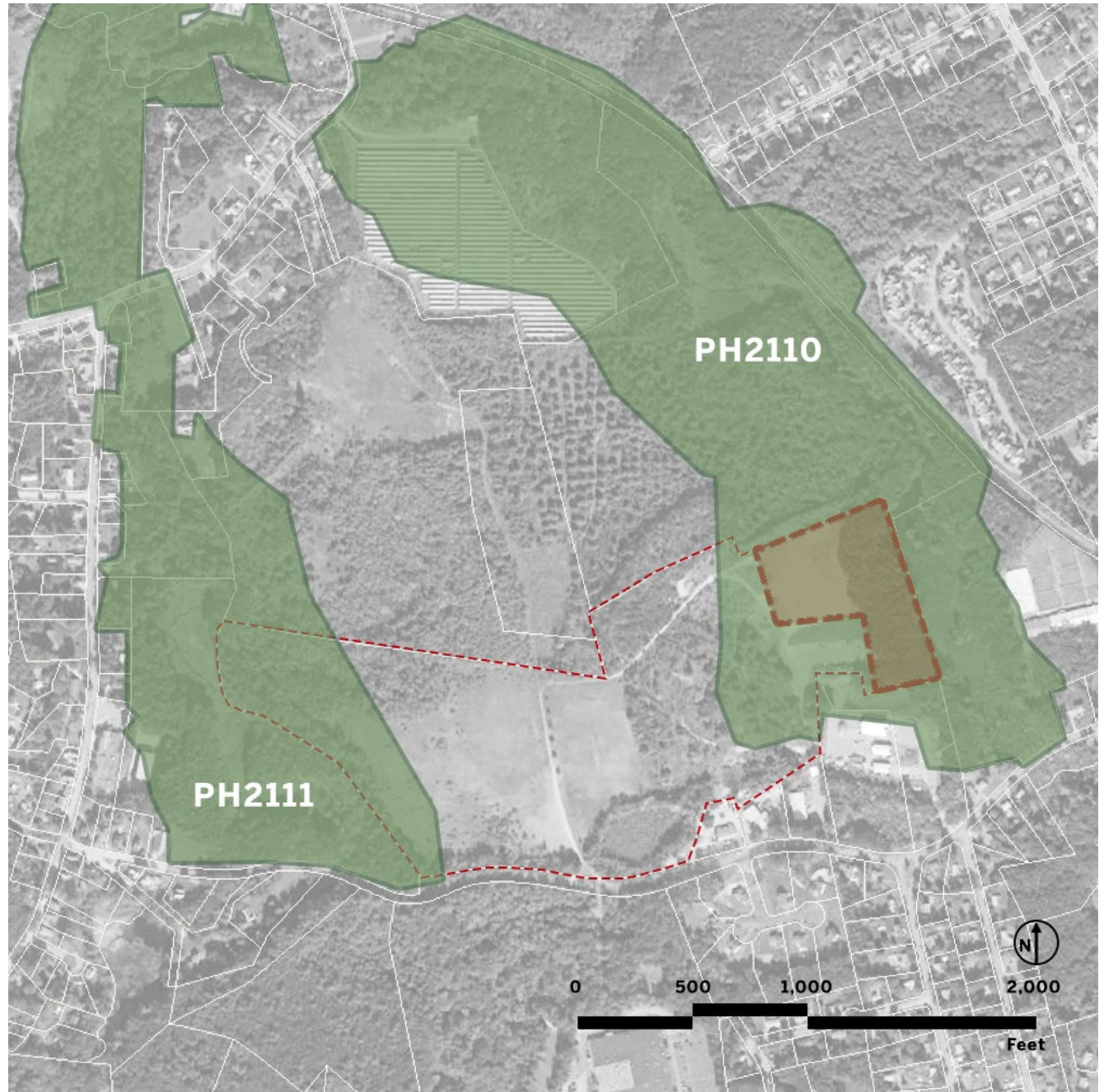
The site is currently entirely within the Industrial District. It is bordered on the west side by Residential District 2

Rezoning or a zoning overlay will be required to redevelop the site with uses not allowed within the Industrial District










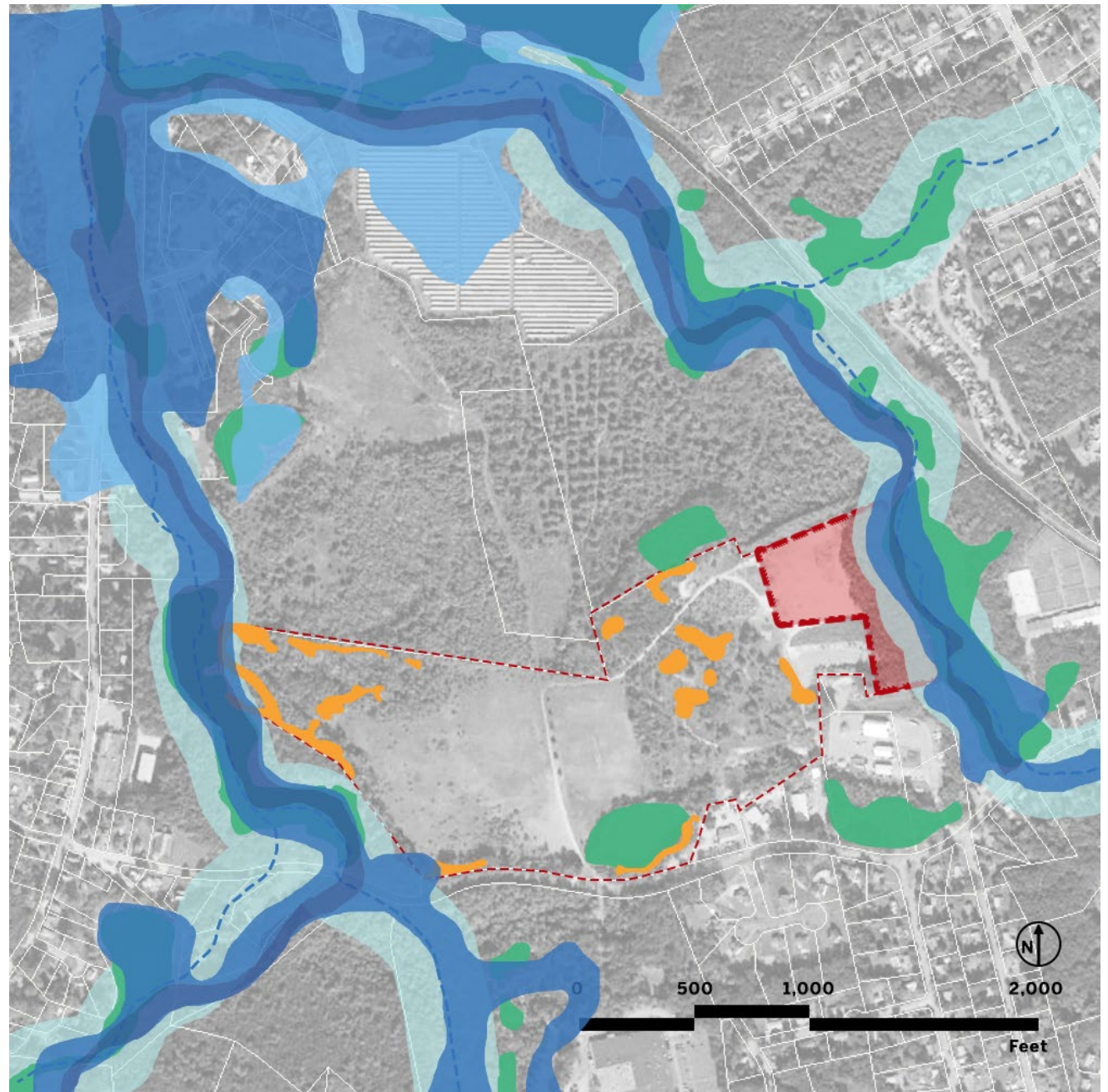
Priority Habitat of Rare Species

Priority Habitat of Rare Species (PH 2110 & PH 2111) by the Massachusetts Natural Heritage and Endangered Species Program (NHESP)



Environmental Protection and Regulatory Constraints

-  Regulatory Floodway
-  100-Year Floodplain (1.0%)
-  500-Year Floodplain (0.2%)
-  Wetlands
-  200-Foot Riverfront Area
-  Slopes > 10%
-  Conservation Restriction



Aquifer and Wellhead Protection

Land use restrictions:

Prohibited

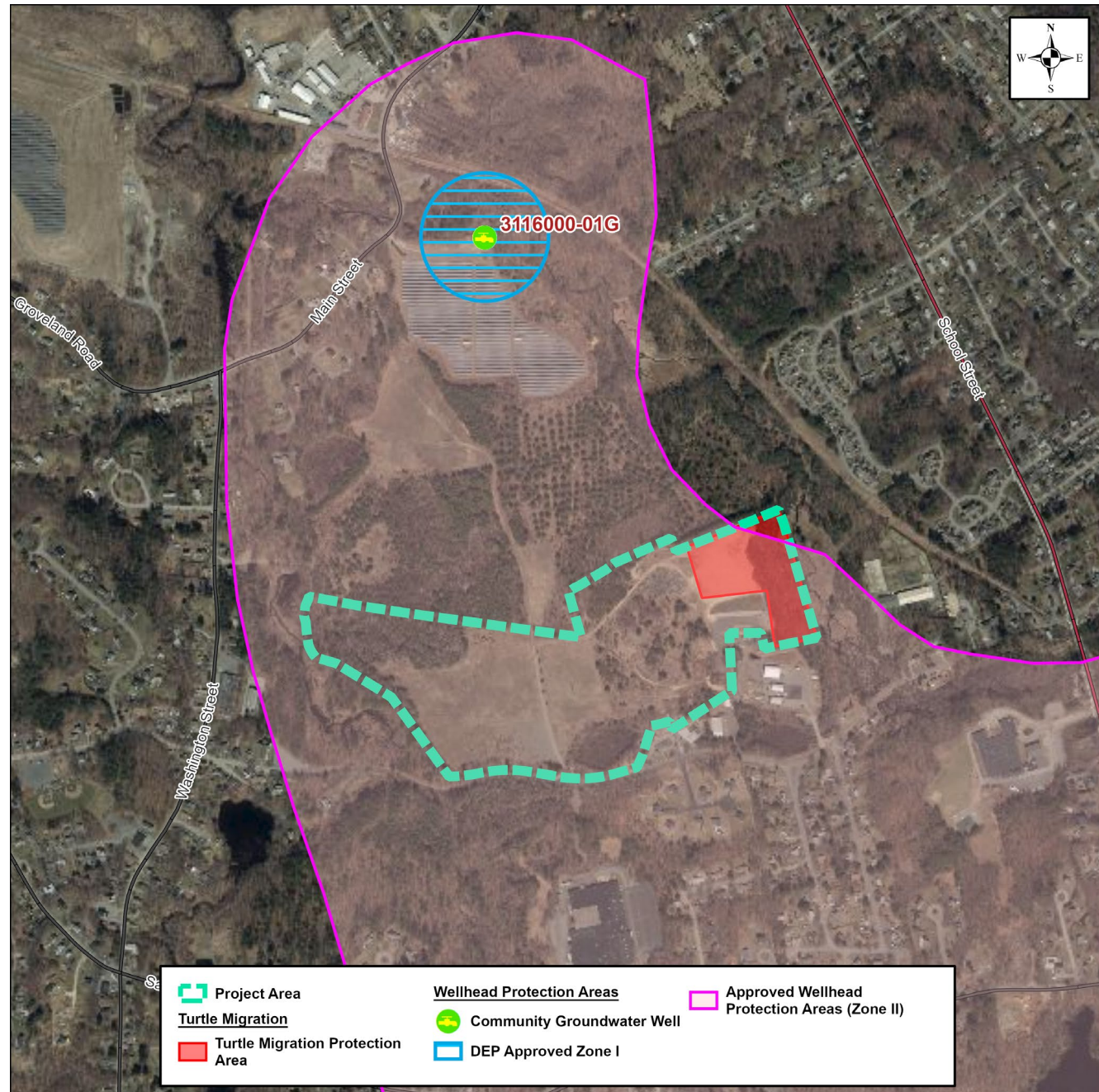
- non-sanitary wastewater disposal to the ground
- landfills and open dumps
- automobile graveyards/junkyards
- stockpiling/disposal of snow or ice that contains deicing chemicals
- facilities that generate, treat, store, or dispose of hazardous waste (Note: Very Small Quantity Generators are exempt.)
- petroleum, fuel oil and heating oil bulk stations and terminals
- wastewater residual landfills

Restricted

- storage of sludge, septage, deicing chemicals, animal manure
- commercial fertilizers, hazardous materials, and petroleum products
- earth removal activities
- impervious surfaces greater than 15% or 2,500 square feet

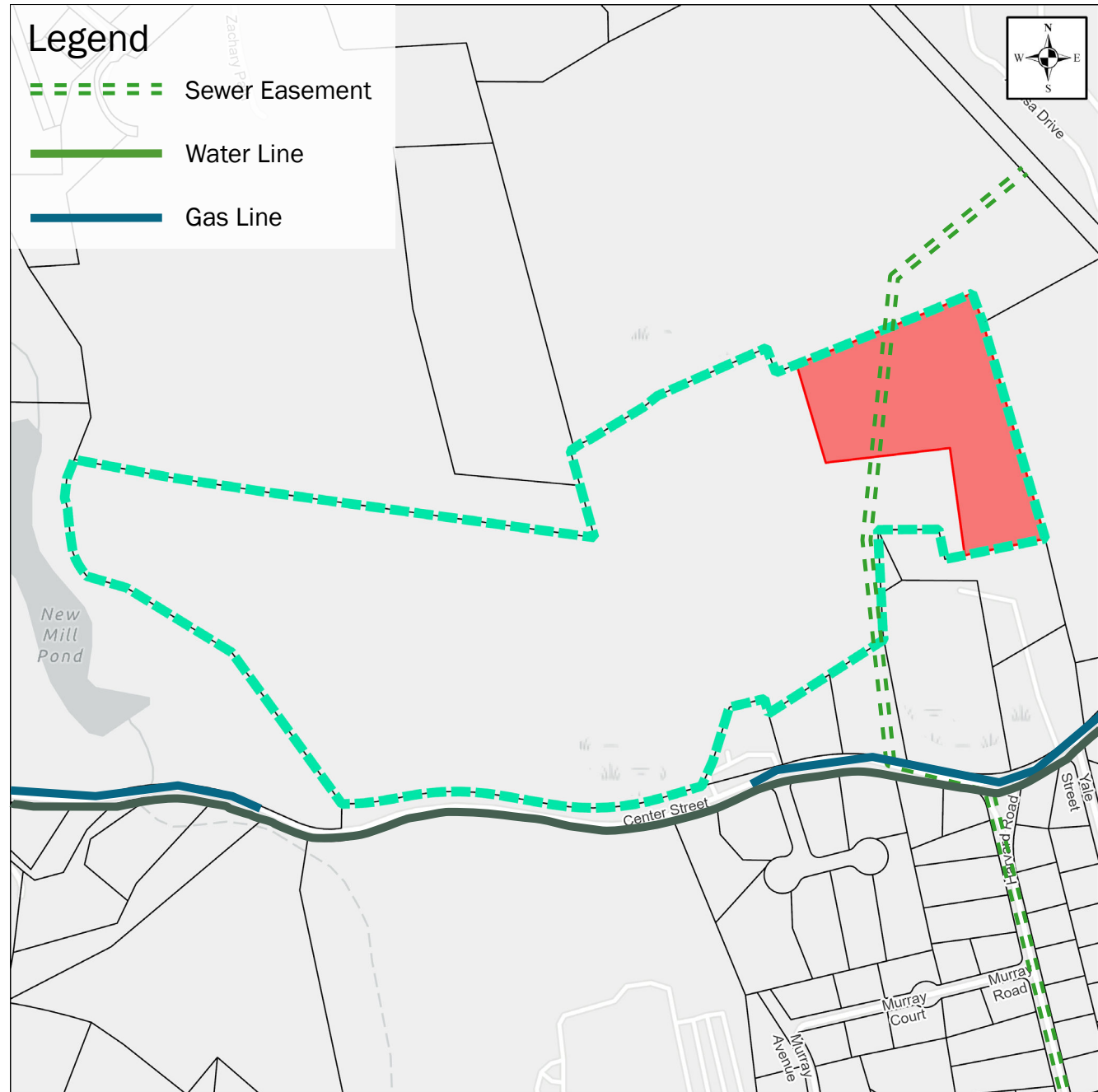
Other DEP programs also regulate certain threatening land uses, such as septic systems and landfill siting.

MassDEP indicates additional requirements for stormwater management in a Zone II which is considered a “Critical Area”.



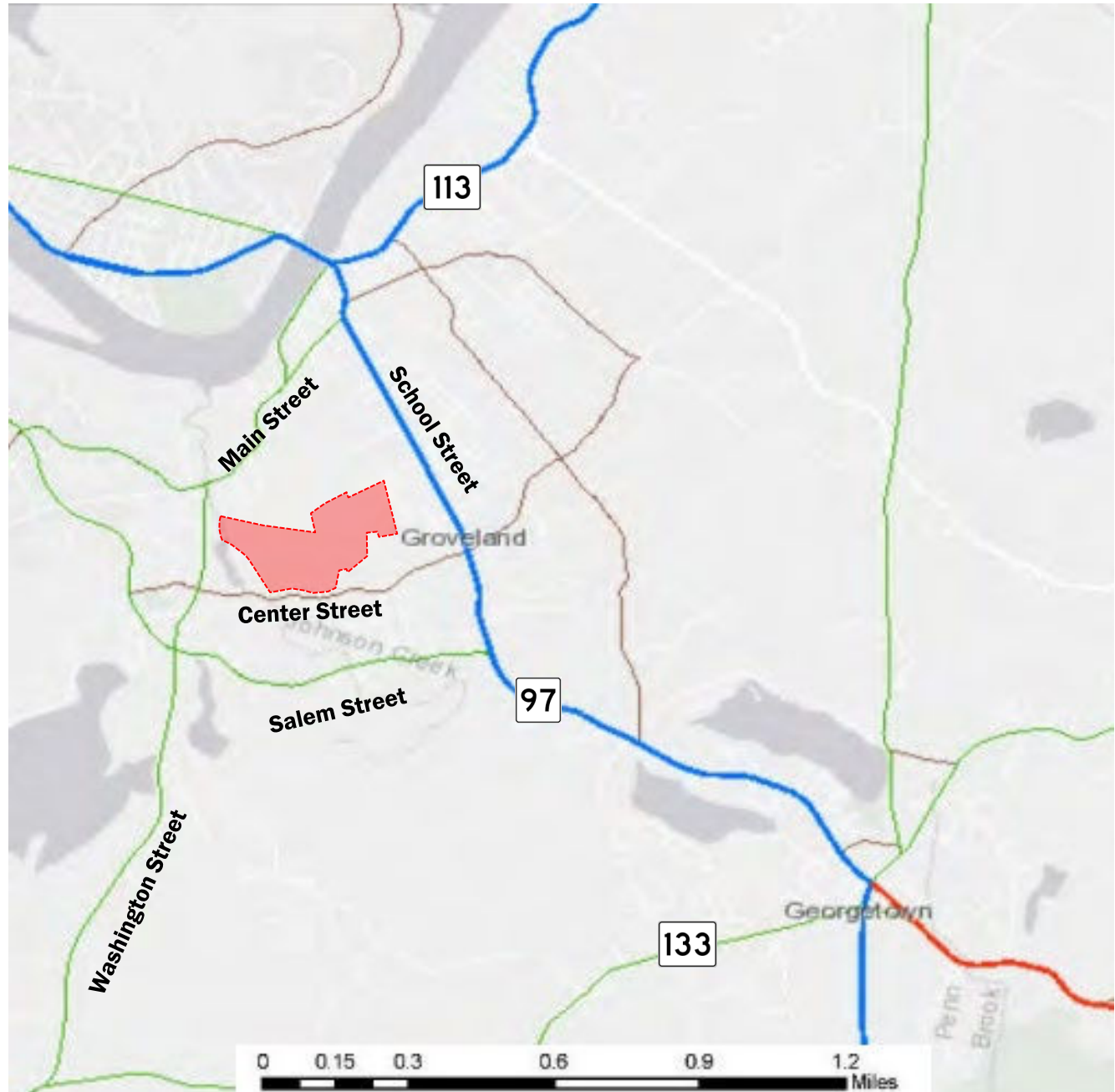
Site Utilities

- The site is within the Municipal Separate Storm Sewer System (MS4) regulated area
- It is a relatively flat site with less than 2% slopes
- There is Water, Natural Gas, and a Sewer easement accessible from the site



Roadway Use, Traffic, and Site Access

Function Classification of nearby Roadways show the site is accessed by Center Street which is classified as a rural minor collector.

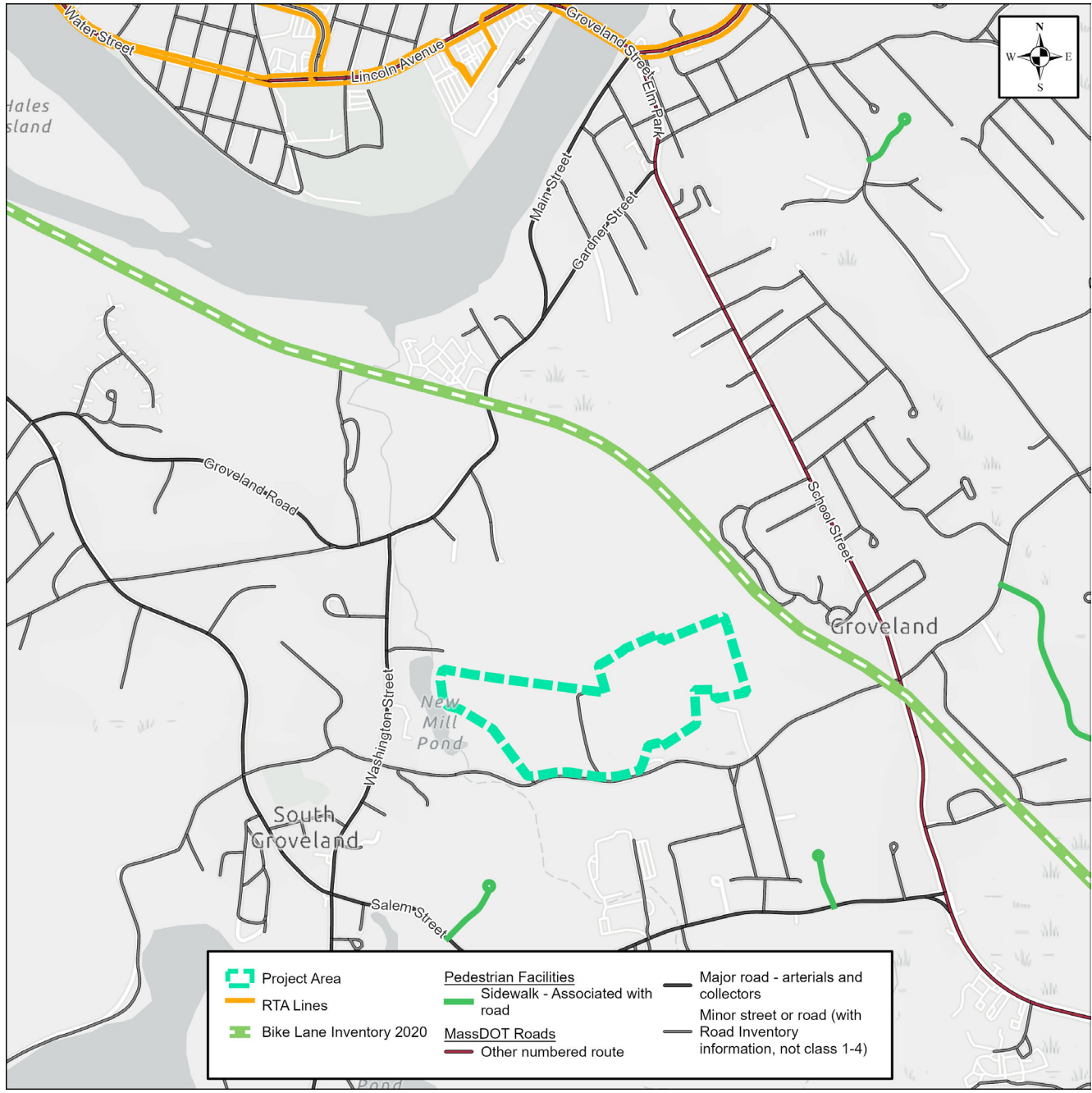


- Rural or urban principal arterial
- Rural minor arterial or urban principal arterial
- Urban minor arterial or rural major collector
- Urban collector or rural minor collector
- Local

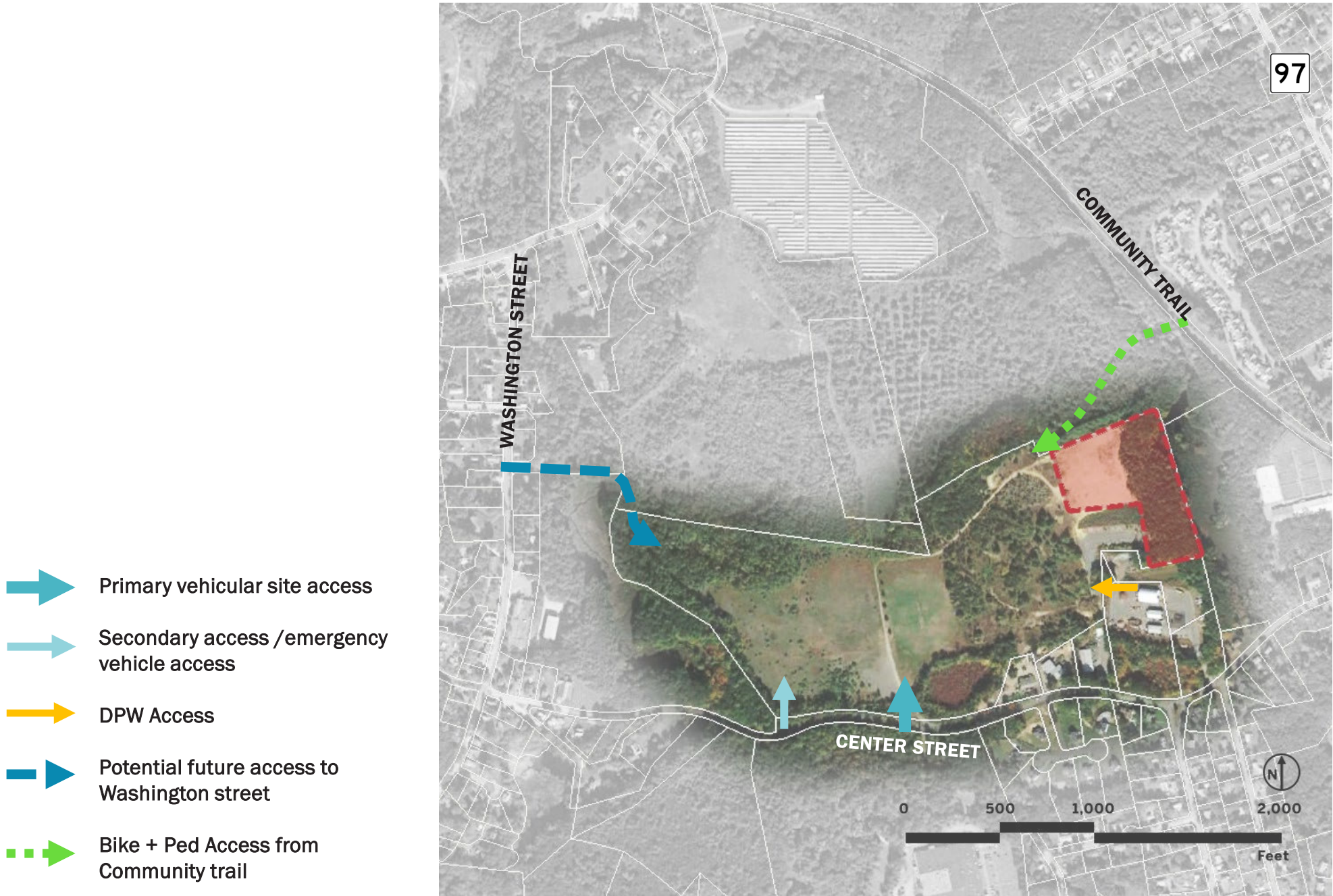
Walking Distances and Adjacencies

Sidewalks are present at Washington Street and approximately 500-foot section of Center Street to St. Patrick's Church.

Newly installed sidewalks connect the Groveland Community Trail to School Street (MA-97) on the eastern end of Center Street.



Roadways and Site Access





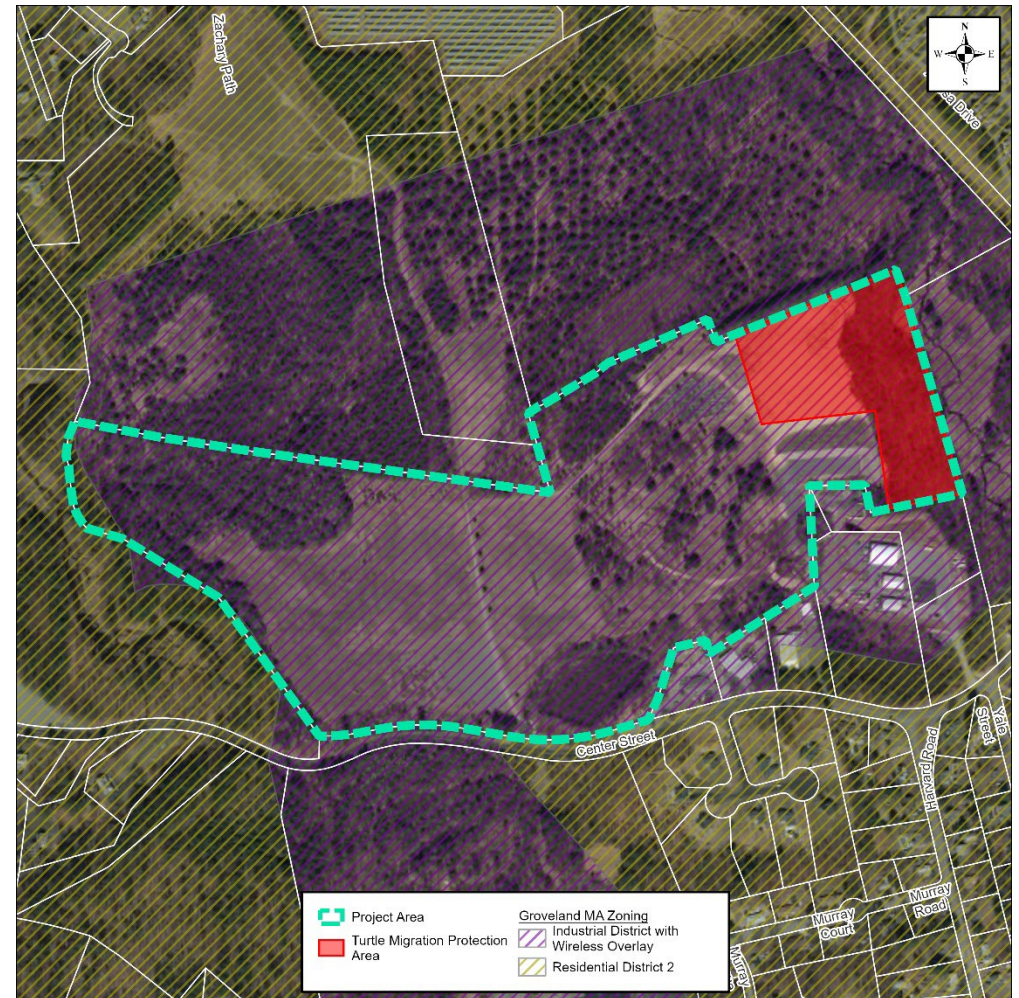
ZONING ANALYSIS

Current Industrial District: Uses

Some of the uses that may be of interest are already allowed in the Industrial District, either as-of-right, through a Special Permit by the ZBA, or through a Special Permit by the Planning Board.

These include the following:

- Agricultural uses, including nursery
- Commercial recreation (indoor and outdoor)
- Retail and restaurant
- Some office uses
- Some manufacturing, warehouse, and wholesale uses
- Residential as part of the Planned Unit Development Overlay District (3-4 units per building)



Current Industrial District: Dimensional Standards

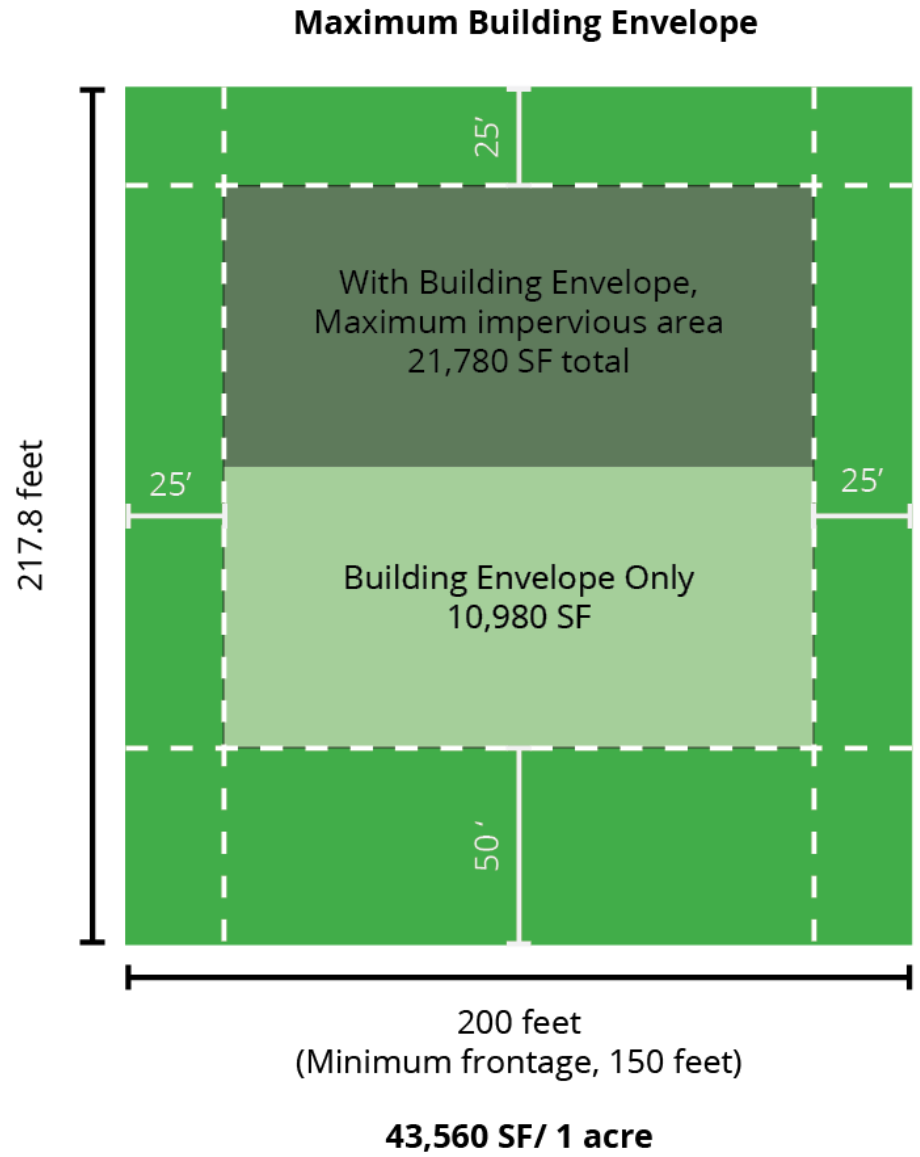
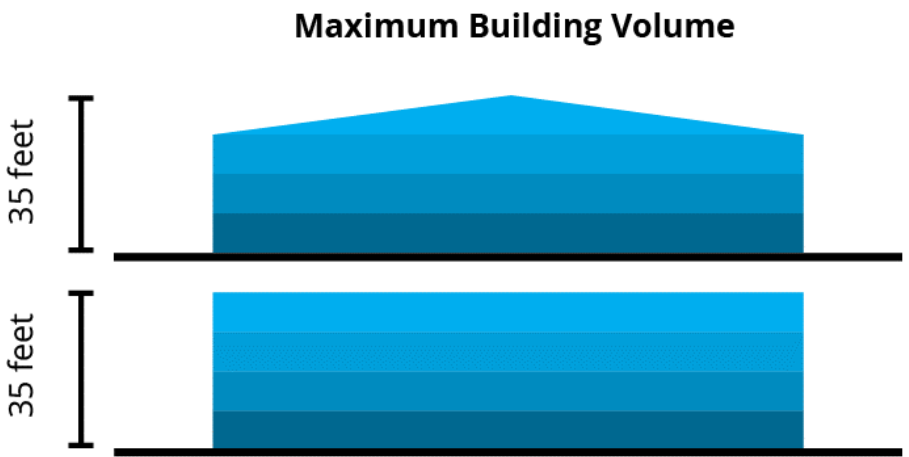
The Industrial District has the following dimensional standards:

- | | | |
|--|---|---|
| Minimum lot size: 43,560 SF or 1 acre | → | At just under 62 acres, 61 buildable lots could be created. |
| Minimum frontage: 150 feet | → | Frontage requirements might reduce that number, depending on the road layout. |
| Maximum height: 35 feet | → | 2 ½ stories with a pitched roof; 3 stories with a flat roof; or a single-story warehouse/industrial building. |
| Maximum lot coverage: 25% | → | 75% of the lot must be unbuilt. |
| Maximum impervious area: 50% | → | 50% of the lot must be unbuilt and unpaved; in other words, be of a surface that allows water to infiltrate the soil. |
| Minimum setbacks: <ul style="list-style-type: none">• Front: 50 feet• Side: 25 feet• Rear: 25 feet | → | These could also reduce the building envelope, depending on the size of the lot and the relationship to the other requirements. |
| Minimum contiguous buildable area as percentage of lot area: 50%-60% (The lower number is for lots on town sewer.) | | |

Current Dimensional Standards

Illustration only; not a proposed construction project.

This example only meets the minimum contiguous buildable area if the parcel is on Town sewer.



Zoning Changes?

This parcel may require a more flexible development option that allows for a mixed-use campus-style development, with appropriate standards and guidelines for a phased approach.

Zoning changes could establish flexible rules for the relationship between the buildings and uses on the interior of the site, while protecting the existing development pattern along Center Street.



Development Precedents: Recreation



Edge Sports Center
Bedford
<https://theedgesportscenter.com/>



Fort River Birding and Nature Trail
Hadley
<https://fortriver.org/fort-river-birding-and-nature-trail/>



Notchview (Trustees)
Windsor
https://www.tripadvisor.pt/Attraction_Review-g41945-d266971-Reviews-Notchview-Windsor_Massachusetts.html



Dining/Entertainment
Egremont
Innes Associates



Dining
Egremont
Innes Associates



Trailhead
Innes Associates

Development Precedents: Building Community



Multifamily
Amesbury
RKG Associates



Co-housing
Littleton
Hagerhomestead.org



Community Gardens
Rowley
Innes Associates



Community Center
Pembroke)
<https://www.pembroke-ma.gov/town-manager/pages/community-center-building-project>

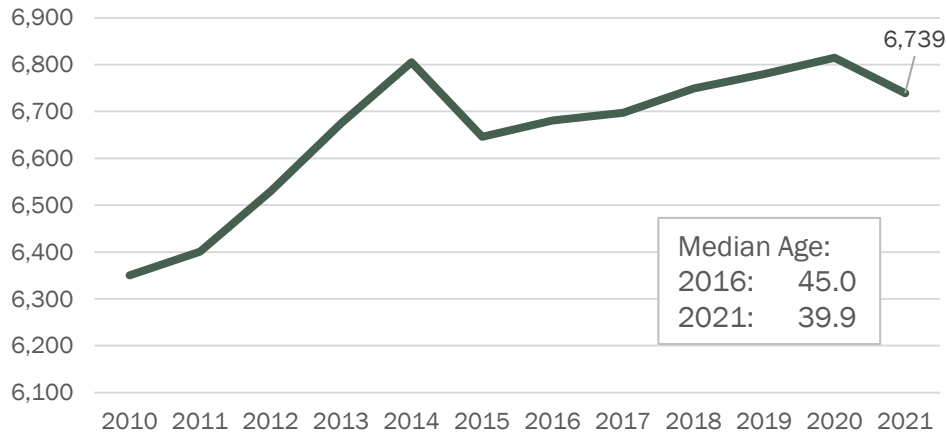
A blue-tinted photograph of a forest. In the foreground, a stream flows through a wooded area. To the right, a dirt path winds through the trees. The trees are mostly bare, suggesting a late autumn or winter setting. The overall mood is serene and natural.

MARKET ANALYSIS

Demographics & Economic Base

Groveland Total Population Trend

Source: 2010 through 2021 5-year ACS's

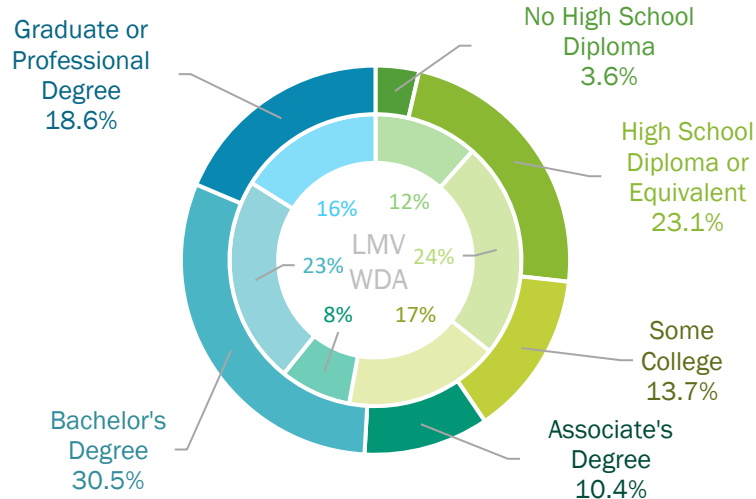


Commuting Patterns



Groveland Educational Attainment, Population Aged 25+

Source: 2021 5-year ACS



Industries by Employment in Groveland

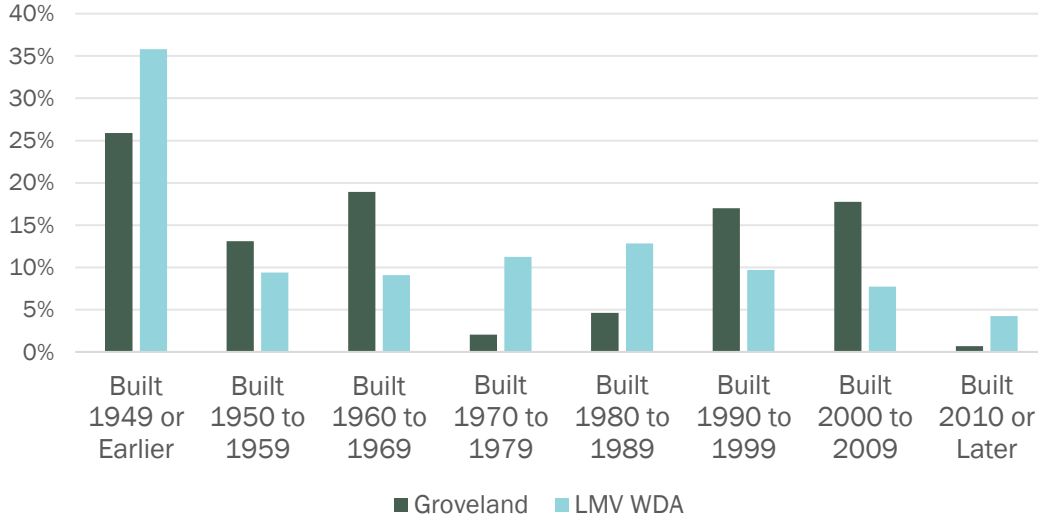
Description	2022 Jobs	2012-2022 % Change	LQ vs. LMV WDA
Manufacturing	383	-6.0%	2.56
Construction	144	35.0%	2.29
Other Services (except Public Administration)	98	-6.1%	1.66
Retail Trade	63	-9.3%	0.77
Accommodation & Food Services	63	4.5%	0.93
Health Care & Social Assistance	58	15.3%	0.33
Government	43	-22.2%	0.37
Admin. & Support & Waste Management & Remediation Services	42	NA	0.55
Wholesale Trade	38	1.2%	1.01
Professional, Scientific, & Technical Services	37	2.1%	0.54
All Others	65	11.3%	0.57
Total	1,034	3.8%	

Source: Lightcast, Industry Report

Housing Market

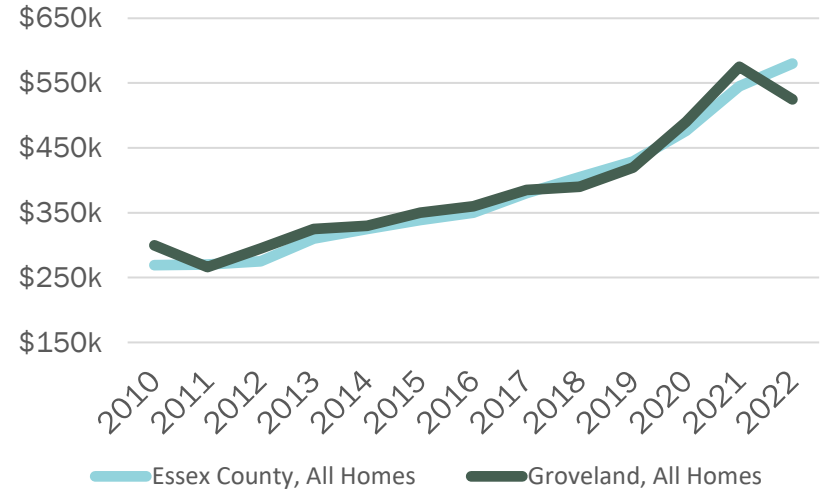
Year Structure Built for Housing Stock

Source: 2021 5-year ACS



Home Sale Prices

Source: The Warren Group/Banker & Tradesman, Town Stats



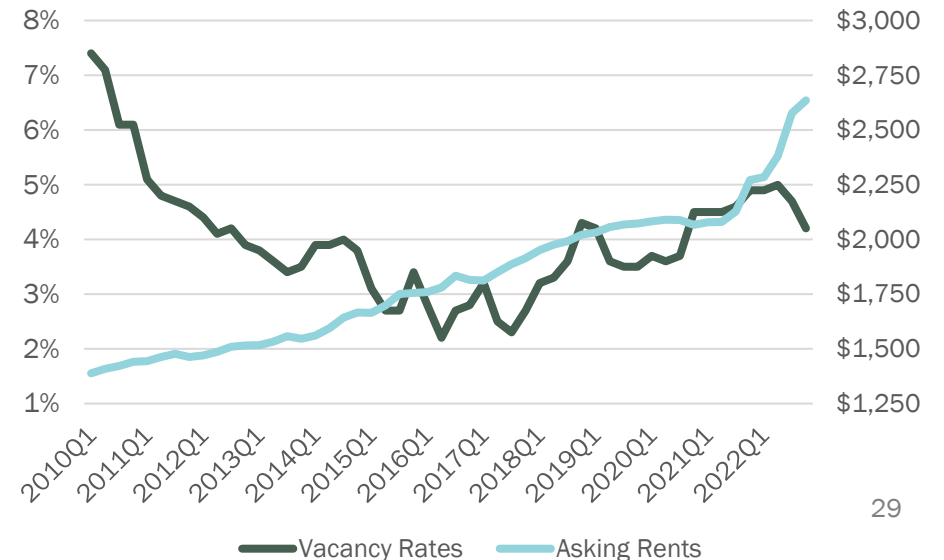
Additional Notes

- Local housing vacancy rate is below 1 percent and regional vacancy rate is below 5 percent.
- More than 80 percent of existing housing structures in Groveland are single-family (59 percent in the region).

Apartment Vacancy Rates & Asking Rents

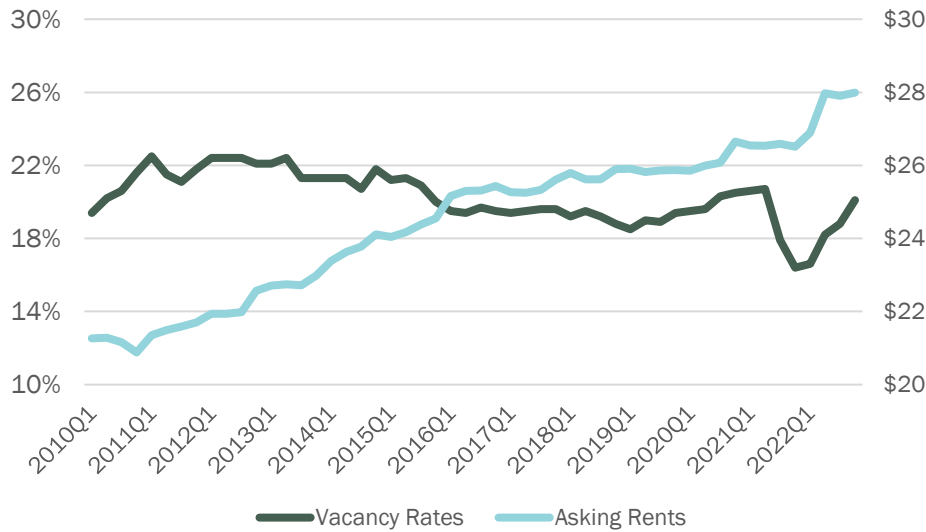
North Shore/Merrimack Valley Submarket Area

Source: Moody's Analytics, REIS



Office & Retail Markets

Office Vacancy Rates & Asking Rents
North Shore/Route 128 North Submarket Area
Source: Moody's Analytics REIS



Additional Notes

- The long-term impacts of the COVID-19 pandemic on office occupancy are still uncertain, adding risk to rental office space.
- Groveland’s retail trade area is a significant exporter of retail spending: local households travel far to spend.
- There is notable projected demand for industrial space – less compatible with desired program for the property and may require performance standards in zoning.

Retail Gap Analysis: Square Footage Demands

Merchandise Category	Demand at Recapture Rates	
	SF at 5% recapture	SF at 10% recapture
Total, All Retail Categories	18,647	37,293
Total, Categories Relevant to Study Site	11,222	22,445
Food & Beverage Stores	3,175	6,350
Grocery Stores	2,792	5,584
Specialty Food Stores	42	84
Beer, Wine & Liquor Stores	341	682
Health & Personal Care Stores	892	1,784
Clothing & Clothing Accessories Stores	2,793	5,586
Clothing Stores	1,911	3,822
Shoe Stores	350	700
Jewelry, Luggage & Leather Goods Stores	532	1,064
Sporting Goods, Hobby, Book & Music Stores	1,282	2,564
Sporting Goods/Hobby/Musical Instr Stores	1,093	2,186
Book, Periodical & Music Stores	189	378
General Merchandise Stores	3,798	7,596
Department Stores Excluding Leased Depts.	3,274	6,549
Other General Merchandise Stores	524	1,048
Miscellaneous Store Retailers	863	1,725
Florists	50	99
Office Supplies, Stationery & Gift Stores	328	657
Used Merchandise Stores	33	66
Other Miscellaneous Store Retailers	452	903
Food Services & Drinking Places	2,218	4,435
Restaurants	2,009	4,017
Special Food Services	23	47
Drinking Places - Alcoholic Beverages	185	371

Real Estate & Development Conclusions

Space Demands by Type

Space Type	Contextual Examples <i>(Not necessarily reflective of existing demand)</i>	Groveland Square Footage/ Unit Demand over 10 yrs	Basis of Demand Estimate
Community Center	Youth Center Senior Center Event Space	15,000+ sf required	Regional Youth Center Precedents
Recreation	Indoor Sports Playing Fields/Surfaces/Courts Trails	N/A	
Light Industrial	Construction Staging & Storage Makerspace	4,500 sf	Fair Share of Regional Employment Growth
Small/Condo Office	Health Care Provider Lawyer Engineer	5,000 sf	Fair Share of Regional Employment Growth
Destination/Experiential Retail	Restaurant Taproom/Winery Farmstand/Specialty Grocer Clothing Store	11,200+ sf	Retail Gap Analysis
For Sale Housing	Single-family Detached Townhomes Duplex/Triplex	91 units	Fair Share of Regional Owner Household Growth
Rental Housing	Small Apartment Complex	30 units	Fair Share of Regional Renter Household Growth



COMMUNITY ENGAGEMENT SESSION

Development Principles Summary



1. Community Center and outdoor spaces to support programming



2. Develop commercial recreation with future expansion and infill opportunities



3. Preserve aquifer function and groundwater recharge. Treat and manage stormwater utilizing nature-based approach



4. Retain and connect to on-site and Groveland Community Trail. Restore pockets of ecological value to the site



5. Provide Accessible Community Residential Options



6. Seek Light Manufacturing Uses to Generate Municipal Income

Development Precedents: Recreation



Edge Sports Center
Bedford
<https://theedgesportscenter.com/>



Fort River Birding and Nature Trail
Hadley
<https://fortriver.org/fort-river-birding-and-nature-trail/>



Notchview (Trustees)
Windsor
https://www.tripadvisor.pt/Attraction_Review-g41945-d266971-Reviews-Notchview-Windsor_Massachusetts.html



Dining/Entertainment
Egremont
Innes Associates



Dining
Egremont
Innes Associates



Trailhead
Innes Associates

Development Precedents: Building Community



Multifamily
Amesbury
RKG Associates



Co-housing
Littleton
Hagerhomestead.org



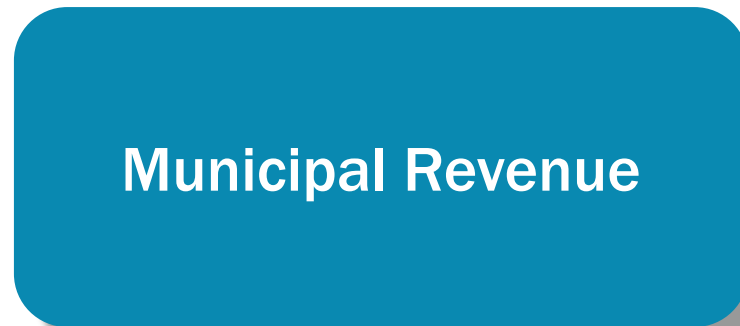
Community Gardens
Rowley
Innes Associates



Community Center
Pembroke)
<https://www.pembroke-ma.gov/town-manager/pages/community-center-building-project>

Site Topics & Tables





- 10 Minutes at each Table
- Write down any thoughts and mark up the maps on the Table

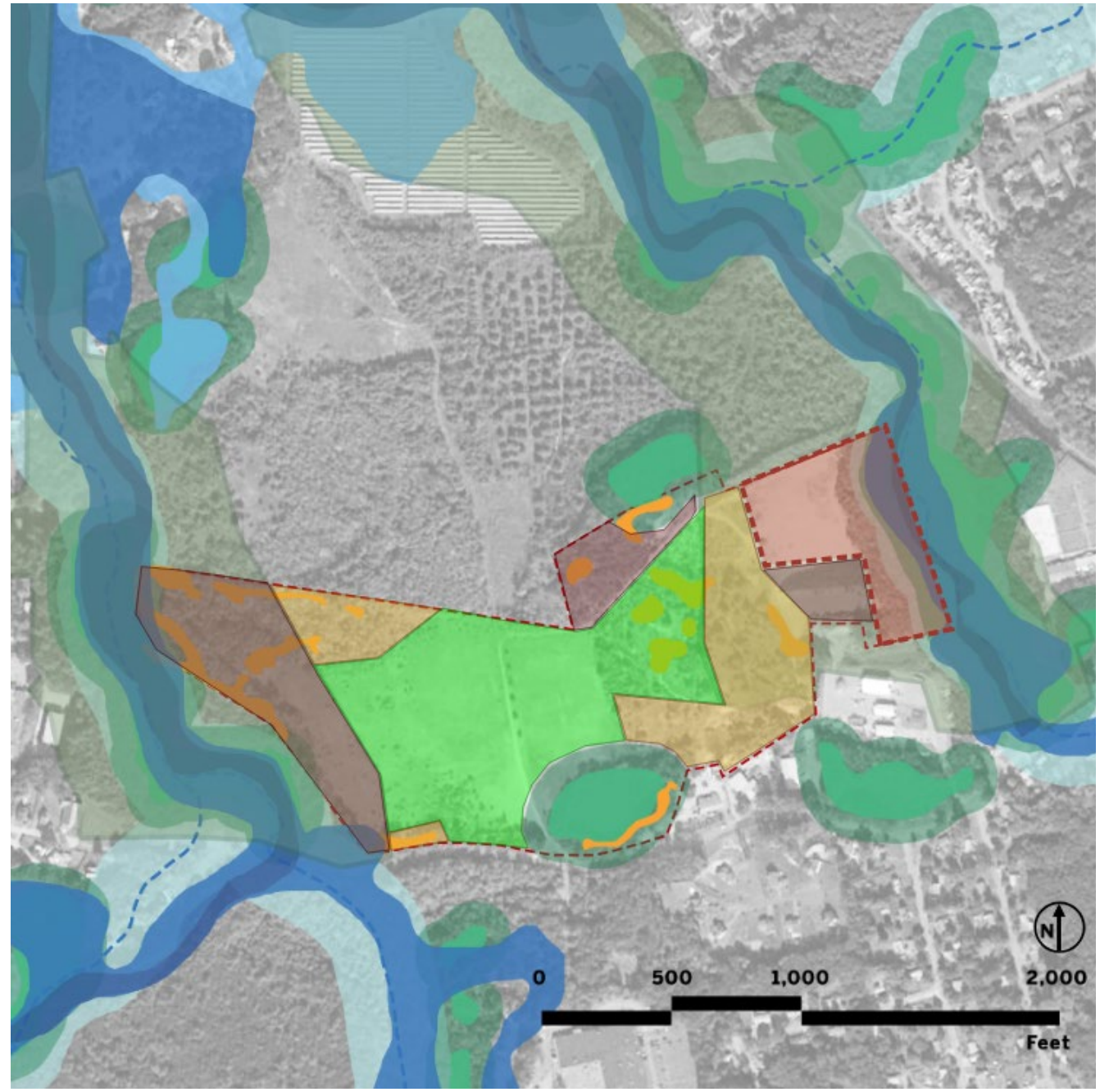


Priority Development Areas

The site has approximately:

- 20 acres of preferred development area
- 11 acres of acceptable development area
- 13 acres of non-preferred development area

-  Conservation Restriction
-  Preferred development area
-  Acceptable development area
-  Constrained development area





REPORT OUT & NEXT STEPS

A green-tinted landscape photograph showing a field of tall grass in the foreground. In the middle ground, there are several trees, including a large pine tree on the left and a smaller one on the right. In the background, a white barn is visible on a slight rise. The sky is blue with a few white clouds. The entire image has a uniform green color overlay.

Thank you!

**For more information and further comments, please visit the
project Website – Available Soon**