

Billerica Town Center

Visioning Session



Prepared By:
Northern Middlesex Council
of Governments

March 31, 2011

Previous Planning Efforts for Billerica Center

- **2002 Master Plan**
 - Promote mixed-use zoning
 - Encourage small shops that are in keeping with the character of the Town
 - Improve roadways and sidewalks
 - Establish a visitor center
- **2005 Smart Growth Technical Assistance**
 - Establish a Town Center Overlay District with design standards that enhance historic and civic characteristics
 - Tie together both sides of the common in a fashion that supports businesses (traffic and pedestrian improvements)
 - Encourage mixed-use

Project Objectives under District Local Technical Assistance

- **Encourage an appropriate mix of business, residential, cultural and civic uses;**
- **Encourage design that: promotes the historic nature and value of the Center, creates a sense of place, and fosters a distinct identity;**
- **Encourage the reuse of existing underutilized and vacant properties;**
- **Promote compact development that is pedestrian-oriented, through roadway design, shared parking and pedestrian amenities; and**
- **Minimize the impacts on town services and maximize the efficient use of public infrastructure**

The Planning Process

- **Project Advisory Committee**
 - **Town Manager**
 - **Assistant Town Manager**
 - **Director of Planning**
 - **Principal Assessor**
 - **Economic Development Coordinator**
 - **Business Representative**
 - **Board of Selectmen member**
 - **Town Meeting Representative**
- **Public Visioning Session**
- **Presentation to Community Groups, Businesses and Town Boards/Committees**
- **Public Meetings**
- **Town Meeting Presentations**

Two Study Areas



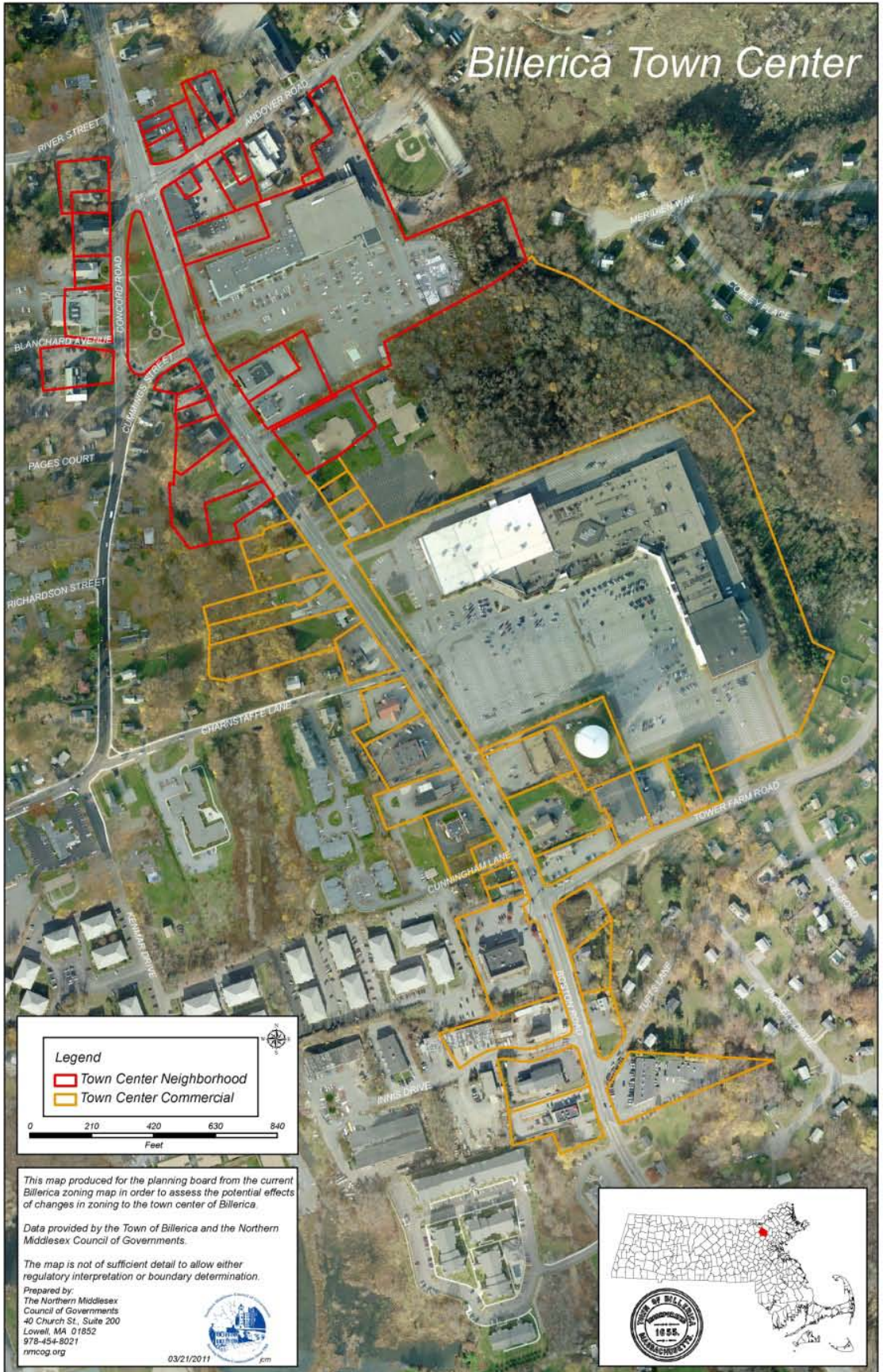
1. Town Center Neighborhood District :

- The area in the immediate vicinity of the Town Common

2. Town Center Commercial District:

- The area between St. Theresa's Church and Tower Farm Road

Billerica Town Center



Existing Conditions



Traffic and Transportation

- **Intersection Level of Service**

Intersection	A.M. Level of Service	P.M. Level of Service
Boston Road/Concord Road at River Street	C	B
Boston Road at Cummings Street	D	C
Boston Road at Cummings Street	B	D
Boston Road at Charnstaffe Lane	A	B

Safety and Crash History

- 110 crashes over a three-year period
- 22% of crashes resulted in injuries
- 40% were angle accidents and 30% were rear-end accidents
- Boston Road at Charnstaffe Lane, and Concord Road at Cummings Street had higher than expected crash rates (36 and 19 crashes respectively)

Pedestrian and Bicycle Accommodations

- Inventory of sidewalks, crosswalks, pedestrian signals, and bicycle facilities

Street	From	To	Sidewalk width (feet)	Condition	Comments
Andover Road	Boston Road	Cider Mill Rd	4-5	Fair	None
Boston Road	Charnstaffe Ln	Post Office	0	NA	No sidewalk exists
River Street	Concord Road	Parker Ave	5	Good	None
Boston Road	Post Office	Andover Road	5-8	Fair	Repair ramps at curb cuts
Charnstaffe Lane	Boston Road	Concord Road	5	Good	Repair at Boston Rd intersection
Concord Road	River Street	Charnstaffe Ln	5-10	Good	Add Ramp; Add upgrades at Openings
Cummings Street	Concord Rd	Boston Road	3	Poor	Repair needed

Pedestrian Issues- sidewalk condition, gaps in network, ADA compliance

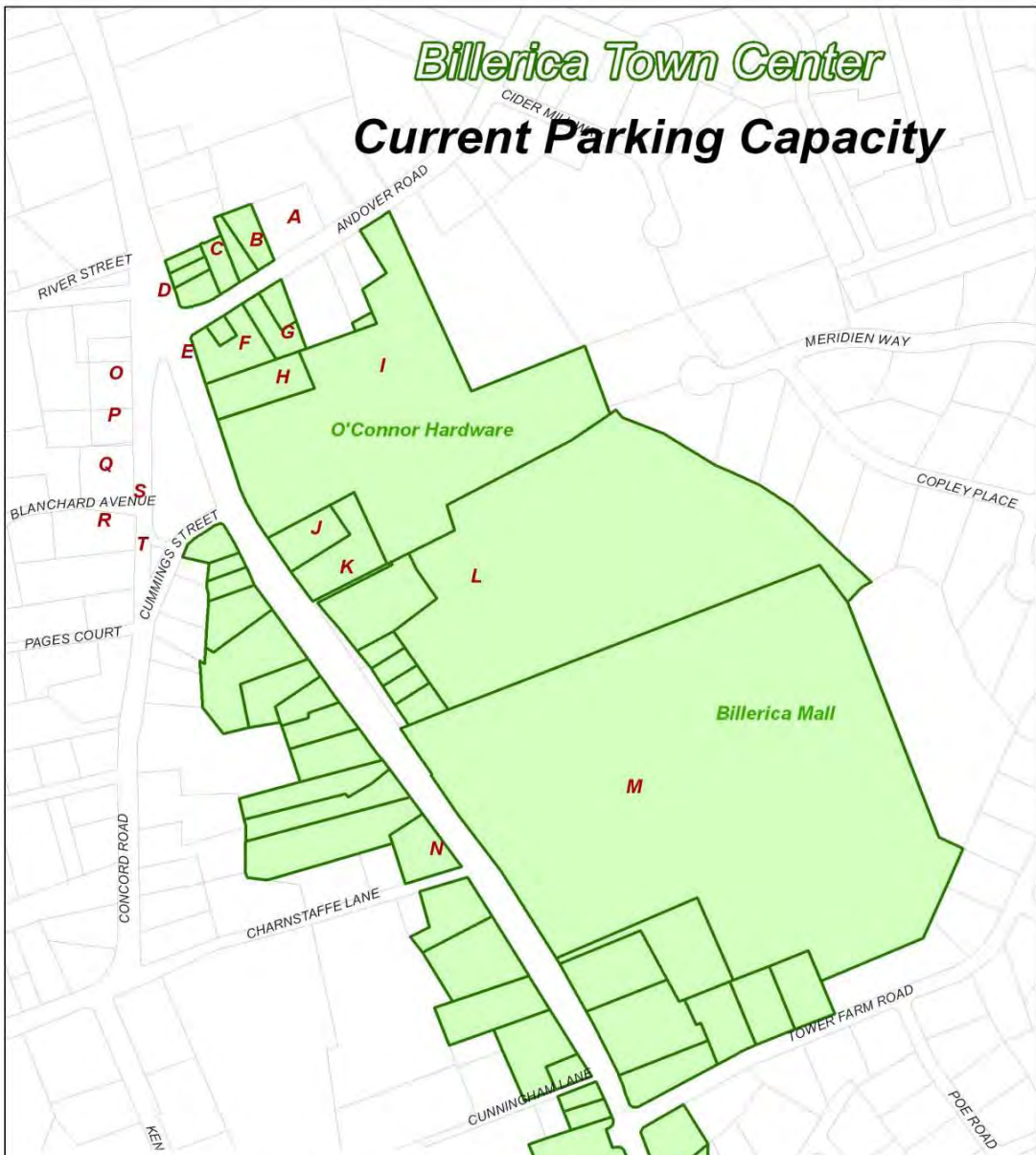


Parking – there are over 2,300 spaces in the Center



Billerica Town Center

Current Parking Capacity



Location	Parking Spaces	Handicapped Spaces	Total
A First Congregational Church	103	8	111
B Art Gallery on Andover	15	0	15
C Retail Lot on Andover	19	0	19
D On Street (Boston Rd)	7	0	7
E Off Boston Rd (Angled)	14	0	14
F Retail Lot off Andover St.	53	2	55
G Office on Andover St	23	2	25
H Retail Lot off Boston Rd	50	0	50
I O'Connor Hardware	326	14	340
J Post Office	20	2	22
K Bank	30	2	32
L Saint Theresa Church	177	2	179
M Billerica Mall	1240	35	1275
N Gas Station (441 Boston Rd)	11	2	13
O First Parish Unitarian Church	12	1	13
P Masonic Hall	18	3	21
Q Library parking lot	79	5	84
R Senior Center parking lot	58	5	63
S Library (on street)	8	1	9
T Senior Center (on street)	8	0	8
	2271	84	2355

Legend

TownCenterParcels



This map produced for the planning board from the current Billerica zoning map in order to assess the potential effects of changes in zoning to the town center of Billerica.

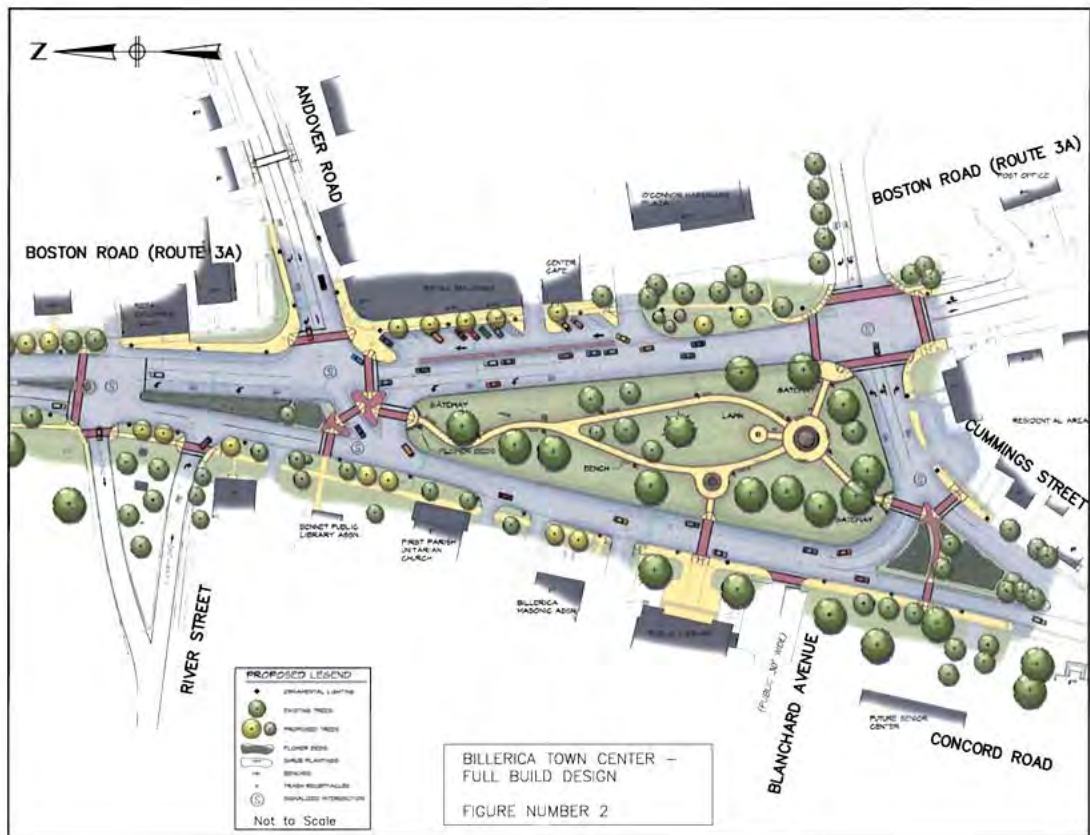
Data provided by the Town of Billerica and the Northern Middlesex Council of Governments.

The map is not of sufficient detail to allow either regulatory interpretation or boundary determination.

Prepared by:
The Northern Middlesex Council of Governments
40 Church St., Suite 200
Lowell, MA 01852
978-454-8221
nrmcog.org

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Proposed Traffic Improvements



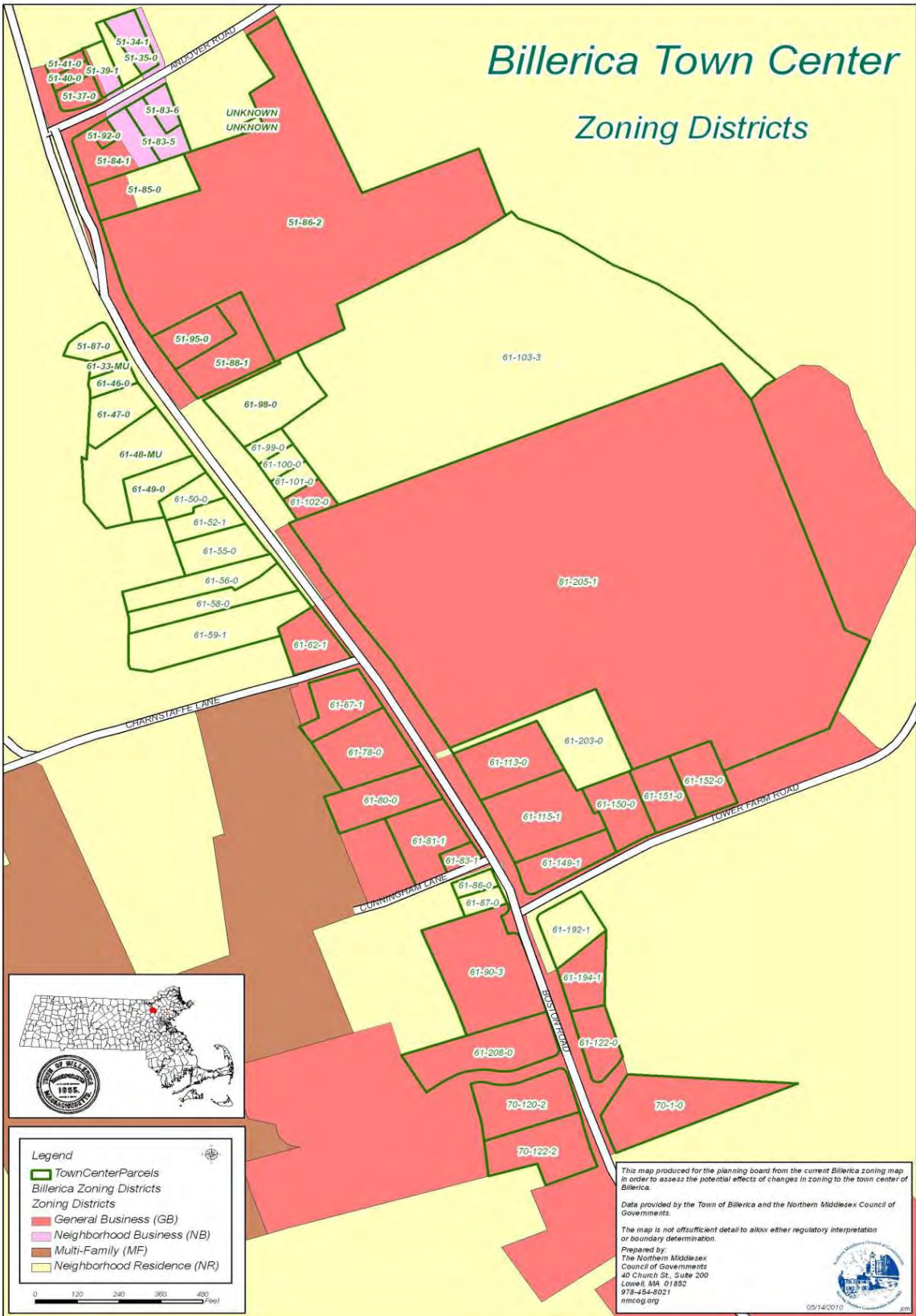
Overview of Design

- Project limits: Town center, between Cummings Street and River Street, and Boston Road from River Street to Floyd Street.
- Includes geometric improvements to provide consistent roadway width and lane configuration, signal upgrades, drainage improvements, parking, crosswalks, streetscape improvements and improved access management.
- Project also includes a four-foot shoulder to accommodate bicyclists, signs, pavement markings, street lights, and landscaping.

Zoning/Land Use in the Town Center



Billerica Town Center Zoning Districts



Legend

- TownCenterParcels
- Billerica Zoning Districts
- Zoning Districts
 - General Business (GB)
 - Neighborhood Business (NB)
 - Multi-Family (MF)
 - Neighborhood Residence (NR)

0 120 240 360 480 Feet

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Prepared by:
The Northern Middlesex
Council of Governments
40 Church St., Suite 300
Lowell, MA 01852
978-454-0021
nmcog.org

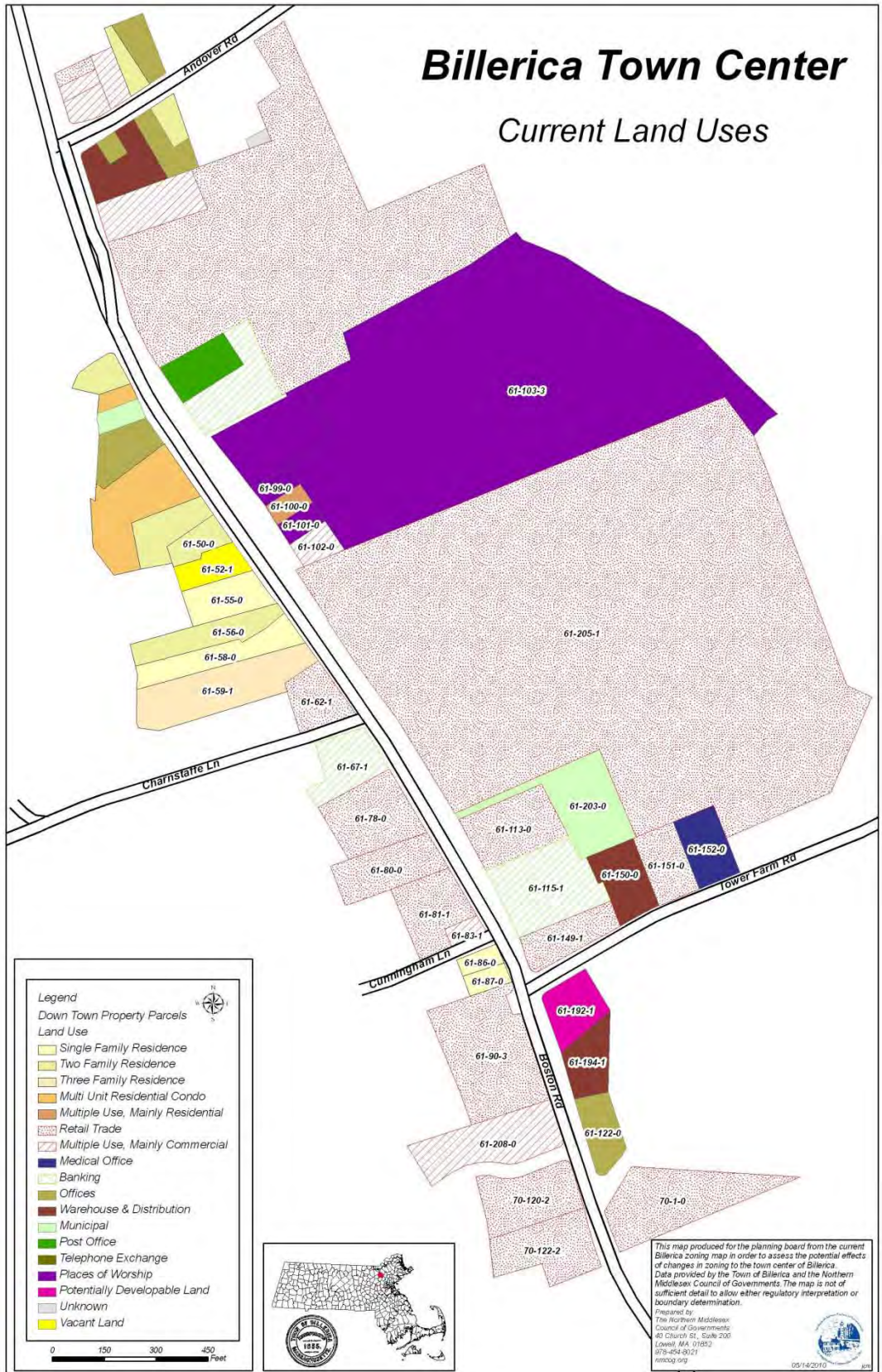
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Current Land Uses

Land Use Category	No. of Parcels	Acres
Commercial/ Office	25	60.88
Residential	17	8.02
Government	2	1.19
Institutional	4	19.63
Utility	1	0.82
Mixed: Commercial/ Residential	10	3.35
Vacant	3	1.04
Total	62	94.93

Billerica Town Center

Current Land Uses



Legend

Down Town Property Parcels

Land Use

- Single Family Residence
- Two Family Residence
- Three Family Residence
- Multi Unit Residential Condo
- Multiple Use, Mainly Residential
- Retail Trade
- Multiple Use, Mainly Commercial
- Medical Office
- Banking
- Offices
- Warehouse & Distribution
- Municipal
- Post Office
- Telephone Exchange
- Places of Worship
- Potentially Developable Land
- Unknown
- Vacant Land

0 150 300 450 Feet



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40 Church St., Suite 200
Lowell, MA 01852
978-454-8021
nrmcoq.org

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What is a SWOT Analysis? How will your input be used?



SWOT Analysis Process

- SWOT stands for Strengths, Weaknesses, Opportunities and Threats
- SWOT analysis is a tool utilized by private industry and public agencies at the outset of a planning process
- Designed to capture your personal thoughts about the Town Center area
- There are no right or wrong answers, and everyone is encouraged to express an opinion
- Your response will be recorded on a flip chart

What Happens Next?

- At the conclusion of the SWOT Analysis, there will be a 15 minute break. During this time, you will be asked to place color coding dots on each flip chart, to prioritize the ideas that you feel are most important.
- NMCOCG staff will tally the results and summarize the findings at the next public meeting.

Color Coding Priorities

- 1st priority = **RED**
- 2nd priority = **GREEN**
- 3rd priority = **BLUE**
- 4th priority = **YELLOW**