



Attachment A: Chatham Route 28 Corridor Scope of Work

BACKGROUND

In 1954, when the Town first adopted zoning, the corresponding zoning map included only two districts, Residential and Business. Generally the Main Street (now Route 28) corridor between Crowell Road west to the Harwich border was zoned primarily for residential use with small areas delineated for business activity in the Crowell Road/Main Street area, West Chatham and South Chatham. Business zones in South Chatham and West Chatham were limited to the south side of Main Street at the time. Districts along the corridor devoted to business expanded in 1957, with the creation of more extensive Limited Business (LB) and General Business (GB) zones, greatly reducing the area zoned exclusively for residences, and altering traditional land use patterns of distinct neighborhood centers.

In the mid to late 1980s, further growth and refinement of the business zoning districts along the corridor continued, leaving only two exclusively residentially zoned areas in West Chatham and South Chatham. This landuse pattern has persisted for the last 25 years and has promoted sprawling commercial development. In 1997, four Flexible Development Overlay Districts were added along the corridor, in the Crowell Road Area, the Cornfield, West Chatham and South Chatham. The primary purpose of these districts is to provide a mix of commercial and multi-family development in selected zones. In 2009, a minor adjustment to the GB3 zone in the Crowell Road area was approved adding one parcel to the district to facilitate the redevelopment of the Chatham Village Market site.

In order to address local concerns for both the form and layout of future development along the roadway, the Town of Chatham has requested technical assistance from the Cape Cod Commission to conduct a land use planning study of the Route 28 corridor from the Crowell Road intersection to the Harwich town line. The purpose of the study is to



address land use and streetscapes adjacent to but not including the Route 28 road layout.

The overall scope of the planning study includes identifying potential opportunities to enhance or change development patterns along the corridor and/or other streetscape improvements consistent with the town's Comprehensive Plan, and developing visualizations of these potential changes for consideration by the town and the public.

PROJECT REPORTING AND COORDINATION

Primary contacts for the Town will be the Town Manager and/or Town Manager's designee. Project Coordinator for Commission staff will be Phil Dascombe, Senior Community Design Planner or alternate as designated by the Chief Planner. Cape Cod Commission staff will report directly to the Town Manager. Throughout the term of the contract, the Cape Cod Commission will provide the town with regular updates of the work completed under the scope of work via email or memorandum. Throughout the course of the work, the town will post information concerning the project to the town's website, including presentation materials, illustrations, reports and minutes to assist in the public outreach effort. Materials generated for the project by the Commission will be presented at public meetings and will be available for distribution following those public presentations. As needed, the Board of Selectmen may provide guidance to the Commission on policy matters that arise during the course of the work. In the event of conflicting suggestions, the Town Manager and/or the Board of Selectmen shall provide direction to the Cape Cod Commission.

TASK 1 – PROJECT INITIATION

Commission staff will meet with town officials (including town staff and representatives of local boards as determined by the town) to discuss project goals, issues of concern, past experiences and roles and responsibilities of the Town and Commission staff. This group will reconvene after each of the public workshops in order to provide the Commission with comments and feedback on the workshop meetings. Cape



Cod Commission and town staff will agree upon a protocol for receiving/responding to public comment during the planning effort. Commission staff will produce a base map of the study area, showing its boundaries and limits. Town and Commission staff will discuss and identify preferred strategies for public involvement, these may include creation of working committees, design workshops, neighborhood meetings, webpages and use of other forms of social media or on-line forums as needed to encourage public participation and facilitate posting/distribution of draft materials for review and comment by the public, business owners and stakeholders. The town will review the existing information on the town's website and consider re-organizing to make more accessible to the public. Any need for coordination or integration with other town projects will be determined.

DELIVERABLES

Base map of study area; preferred strategies for public involvement.

Four meetings with town officials and town board representatives, once at project initiation, once after each of the three public workshops/meetings and followed by a brief summary of the points discussed.

TASK 2 – COLLECT AND ANALYZE EXISTING DATA, PLANS, AND PROPOSALS

Commission staff will conduct site visits of the corridor to photograph and gather initial impressions, and will review the goals of the Chatham Local Comprehensive Plan, existing studies, reports, presentations, plans, and local development bylaws for the corridor. Commission staff will compile maps of existing land use and zoning, building coverage (if available), environmental resource information (including wetlands, sensitive habitat, wellhead protection areas, etc.) using existing data sources. Commission staff will identify areas of opportunities and constraints, and will suggest areas of focus for visualizations to highlight potential changes to existing development patterns and to development potential, consistent with the Chatham Comprehensive Plan. The town will provide data



necessary for completion of this task as needed, including past reports, GIS datalayers, etc.

DELIVERABLES

Maps illustrating existing conditions and environmental resources;
Narrative of resource constraints and opportunities; Suggested areas of focus for visualizations to be developed in Task 3.

TASK 3 – IDENTIFY SUB-AREAS OF THE CORRIDOR AND ILLUSTRATE DEVELOPMENT POTENTIAL

Utilizing information collected during site visits, GIS data, and maps developed in Task 2 above, Commission staff will identify sub-areas along the corridor. Using maps, tables, photographs and other graphics, CCC staff will illustrate existing conditions and development potential along the corridor under existing land use regulations. Part of this analysis will involve conducting a buildout analysis along the corridor with a view to identifying areas where additional development potential exists. This buildout will be conducted at a parcel level based on current zoning and the assumptions used informed by input from town staff. In addition, the Commission will assess the degree to which the flow limits of the sewer regulations alter the development potential under zoning. The town will provide existing flow limit information for parcels in the study area before this analysis can be conducted. This information will be presented to the public in Task 4 to guide discussions about where change in existing development patterns or in development potential may be desirable. The buildout analysis will also be used to inform the public about key provisions of the local bylaws, including application of non-conforming use requirements, split lots and the dimensional standards controlling development under existing regulations.

DELIVERABLES

Maps and graphics illustrating existing development conditions and development potential along the Route 28 corridor.



Results of the buildout analysis and illustration of the effect of the flow limitations and zoning on development potential.

All to be presented at the public meetings/workshops identified in Task 4.

TASK 4 – CONDUCT PLANNING WORKSHOPS/PUBLIC PARTICIPATION AND OUTREACH

Commission staff will coordinate with Town staff to plan and facilitate public listening sessions and workshops and other efforts to gather public comment from town officials and a wide array of citizens, business, property owners and other interest groups. The Commission will participate in and facilitate listening sessions with interested parties and stakeholders in order to gather input about attendees concerns and to understand issues that these groups have concerning future development in the study area. These outreach discussions will be scheduled by the town, with the town responsible for identifying the appropriate groups and preparing invitations. No more than six meetings of this type will be scheduled, each is expected to be limited to 90 minutes.

Commission staff will prepare a meeting notice for all public workshops. Town staff will develop a mailing list and distribute the meeting notice to interested parties. Commission staff will provide handouts, displays and other meeting materials needed for all public workshops. Workshop dates will be scheduled once all information deemed necessary for the buildout analysis and flow limitation analysis have been provided by the town.

At the initial workshop, Commission staff will present maps/visualizations analyzing development potential under existing land use controls, existing sewer regulations and present possible alternatives. Commission staff will guide discussions to gather feedback from the participants. The goal of the workshop is to gather input on a desired vision for land use along the corridor, consistent with the Comprehensive Plan, and to identify and prioritize opportunities and concerns. The public forum will also be used to educate participants about development potential, density and alternatives. Following the workshop, a comment period will be set for the public to provide additional comments to the town and Commission.



DELIVERABLES

Up to six focused outreach meetings, and followed by a summary of the points raised.

Workshop handouts, meeting summary and a summary of comments received.

TASK 5 – IDENTIFY ALTERNATIVE CONCEPTS/DEVELOP DRAFT VISUALIZATIONS

Using the data, comments and analysis generated in previous tasks as well as input obtained from the public participation process, Commission staff will develop a total of five (5) visuals illustrating alternatives for sub-areas along the Route 28 corridor with an accompanying narrative. Concepts may include the following:

- Opportunities for “un-development” – with the goal of reducing traffic, providing transition areas between nodes, green infrastructure opportunities
- Ways to reinforce traditional development patterns
- Pedestrian/bicycle amenities and connections
- Potential for transfer of development rights
- Design suggestions to highlight unique aspects of the corridor
- Potential streetscape improvements

Commission staff will prepare graphics/visualizations to illustrate the alternative concepts, including large scale plans of the entire study area, and enlarged plans, drawings or computer simulations of specific highlighted locations. The draft concepts and visualizations will be presented to the Board of Selectmen, Planning Board, and the public at a second public workshop, where comments on the concepts and visualizations will be gathered. A comment period will be established for a period after the meeting to receive additional input. A third public workshop will be held to present refined alternatives based on the feedback received at the second workshop and in the comment period.



DELIVERABLES

Draft alternative concepts, narrative and visualizations for Town review and comment.

TASK 6 - PREPARE FINAL CONCEPT PLANS AND REPORT

Based on review and comment, Commission staff will prepare a final concepts and visualizations for each sub-area of the corridor and integrate them into a Final Report. The Final Report will include zoning, regulatory and/or streetscape recommendations and an implementation strategy to achieve the vision developed that can be used by the town to develop bylaw revisions as needed. Commission staff will present the final report to the Board of Selectmen.

DELIVERABLES

Final report, concept plans, illustrations/visualizations and bylaw revision recommendations.



TOTAL NUMBER OF PUBLIC MEETINGS:

Three (3) public workshops, to include Board of Selectmen and Planning Board as co-hosts.

Up to two (2) meetings with Board of Selectmen, one at completion of the work to present the final report, and one other for an update if needed.

Up to three (3) additional meetings with the Planning Board to provide updates during the course of the work.

Six listening sessions, to be completed before the first public workshop, groups to be determined by the town.

BUDGET

The total budget for this project is \$100 ,000, which includes \$65,000 in-kind support from the Cape Cod Commission.

Budget Breakdown

	Cost
Task 1:	\$1,000
Task 2:	\$3,000
Task 3:	\$6,000
Task 4:	\$8,000
Task 5:	\$10,000
Task 6:	<u>\$7,000</u>
Total	\$35,000



SCHEDULE

August 2012 – August 2013 (timeline attached)

PROJECT TEAM

Project Coordinator: Phil Dascombe, Senior Community Design Planner

Tabitha Harkin, Special Projects Coordinator

Martha Hevenor, Planner II

Sarah Korjeff, Historic Preservation Specialist

Leslie Richardson, Chief Economic Development Officer (public participation element)

Sharon Rooney, Chief Planner

Transportation Staff Member, TBD

Water Resources Staff Member, TBD

GIS Specialist, TBD