



## **SECTION B**

### Presentation to Planning Board - November 2009

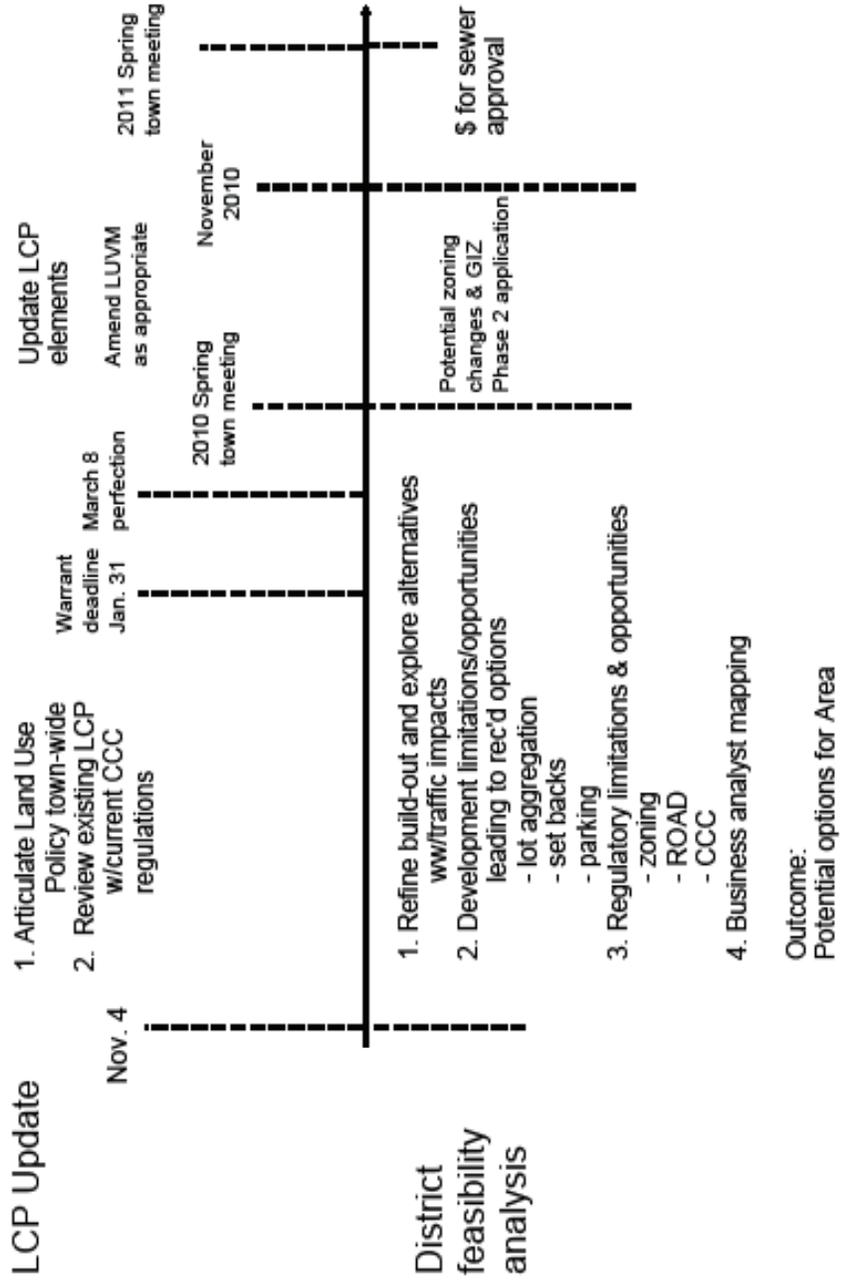


# Cape Cod Commission Technical Assistance Options

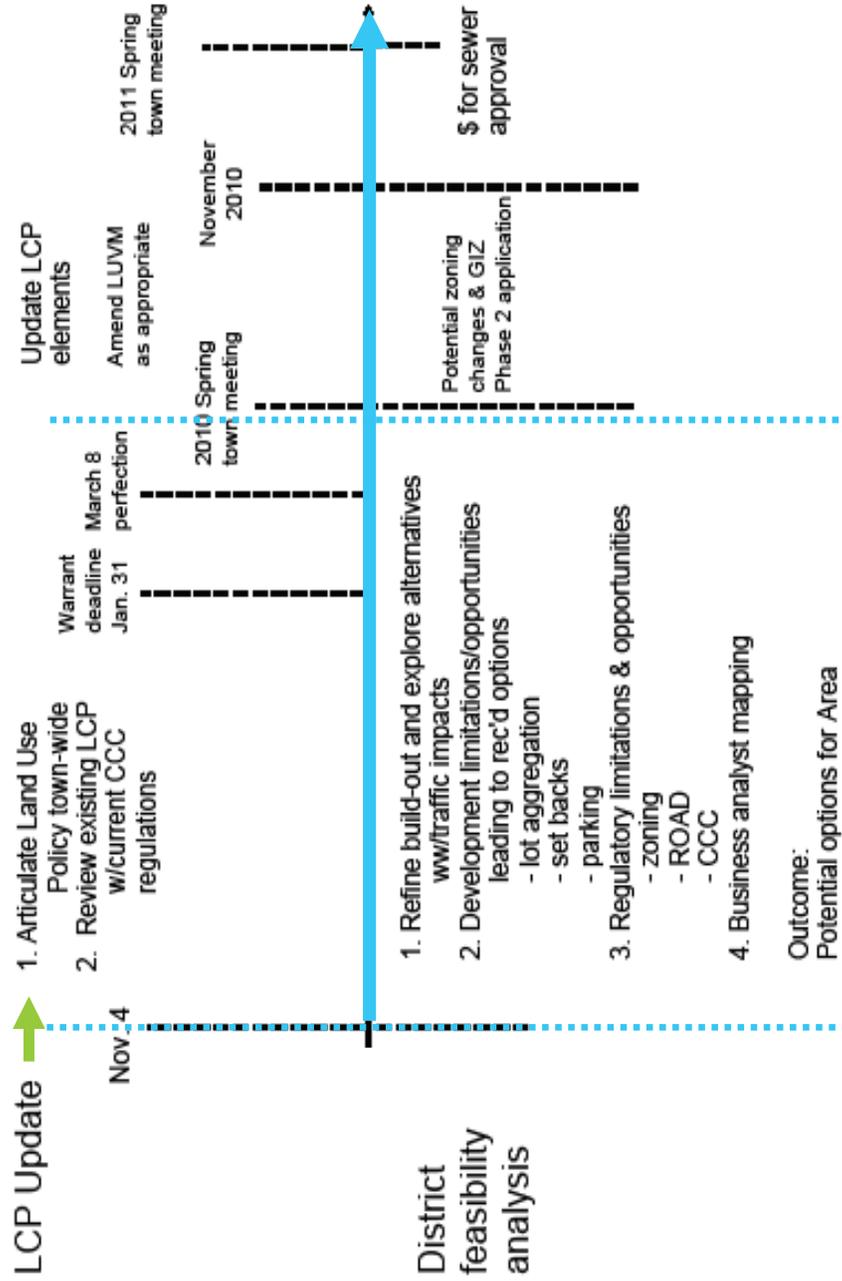
Yarmouth Planning Board

November 4, 2009

# Timeline



# Timeline



## Local Comprehensive Plan Update

- LCP update is a priority for the town
- LCP can help town establish priorities in the community
- Supports economic development goals in discreet areas that will encourage investment
- Commission certification provides additional benefits:
  - Allows Yarmouth to enter into development agreements
  - Allows Yarmouth to establish impact fees

## Local Comprehensive Plan Update

- Why finalize Land Use Element ?
  - Gets town, development community and citizens on same page and creates unified vision
  - Identifies specific areas to focus growth and areas to protect
  - Allows town to match capital improvement projects to priority areas
  - Provides framework for update of rest of LCP elements

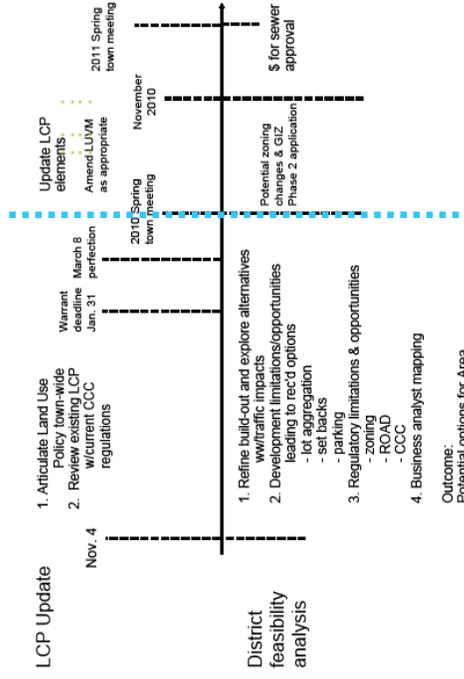
## Local Comprehensive Plan Update

- CCC assistance:
  - Review existing LCP for RPP consistency
  - Review draft elements of plan
  - Provide resources to inform land use discussions (particularly water resources/transportation information)
  - Assist with public outreach and education

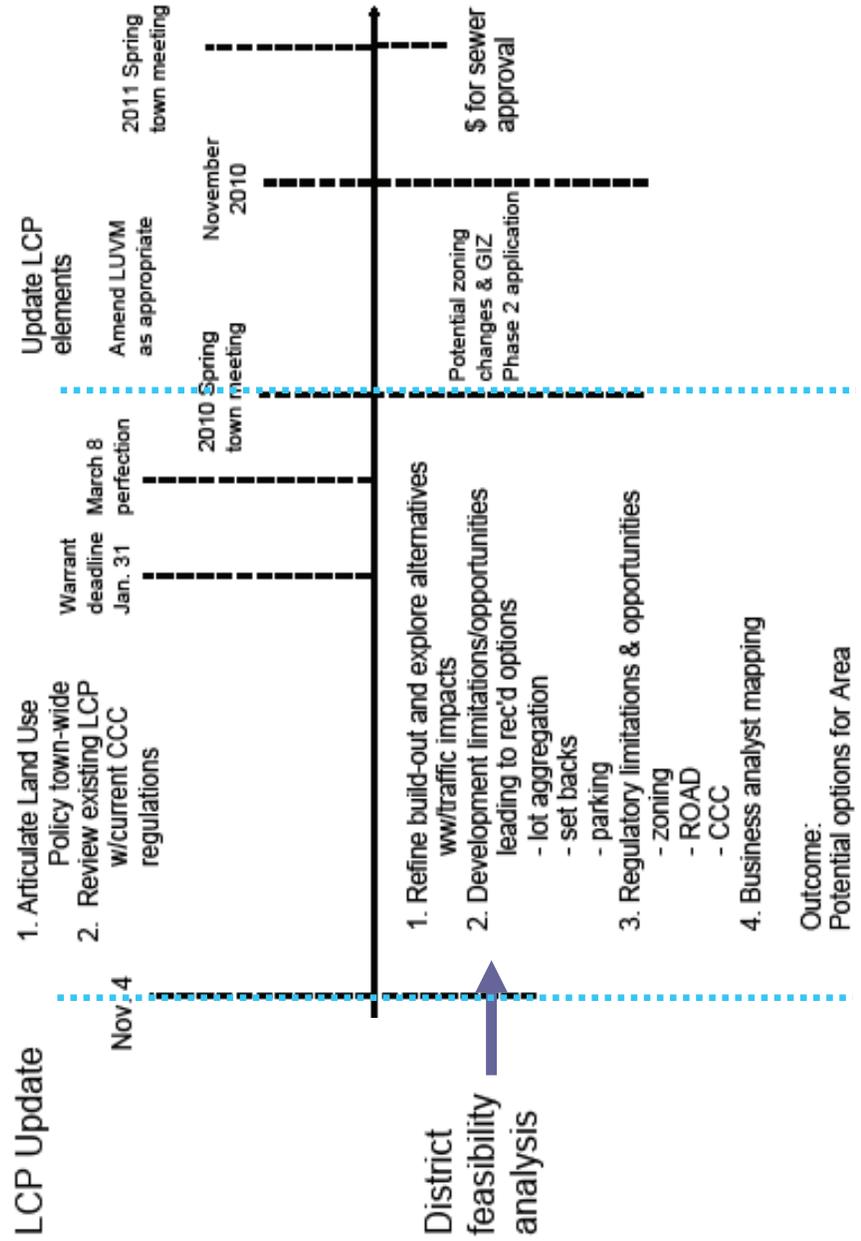


# Local Comprehensive Plan Update

- Outcome:
  - Within six months, Land Use Element completed
  - Identify timeline and strategy for:
    - completion of other LCP elements:
    - future LUVM adjustments to correspond to land use vision

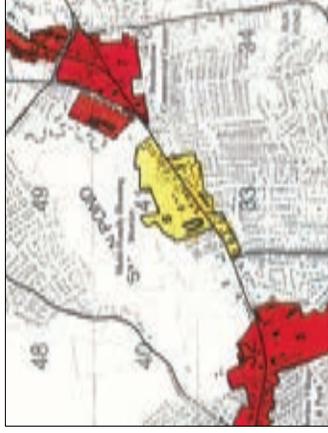


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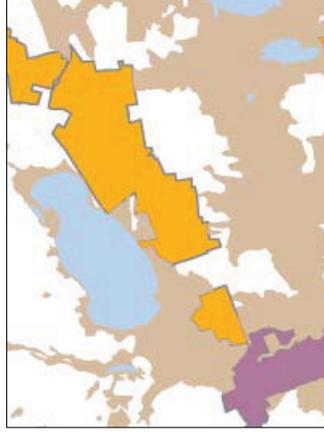


## District feasibility analysis: Concepts to date

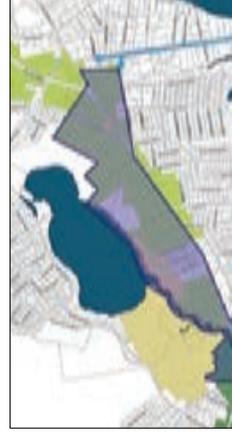
**Bluestone Group**  
Commercial center & Multi-family  
Housing Nodes



**Land Use Vision Map (LUVV)**  
Economic Centers & Village Center



**Cecil Group**  
Amusements/Entertainment District linked to  
Hotel District on South Shore Drive



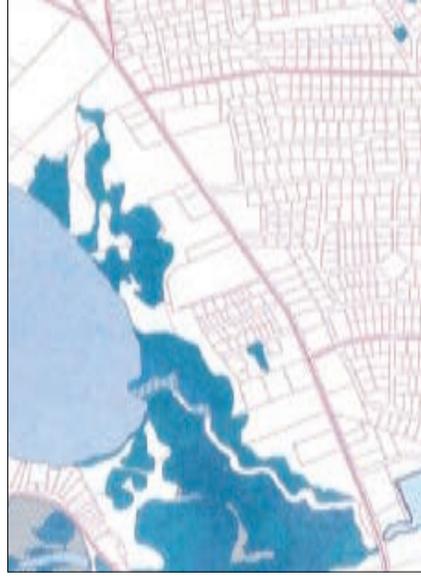
## District feasibility analysis: What next?

- Finalize Build-out Analysis:
  - Review and refine Cecil Group analysis
  - Document methods & assumptions
  - Explore alternative scenarios



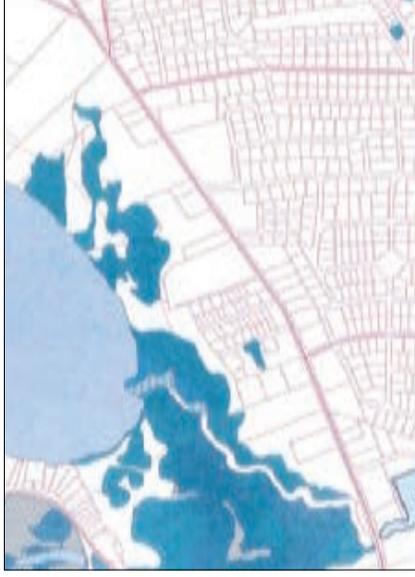
## District feasibility analysis: What next?

- **Finalize Build-out Analysis:**
  - Review and refine Cecil Group analysis
  - Document methods & assumptions
  - Explore alternative scenarios
- **Assess limitations/constraints:**
  - Natural Resources/wetlands
  - Transportation/access
  - Wastewater/nitrogen loading
  - Regulatory constraints



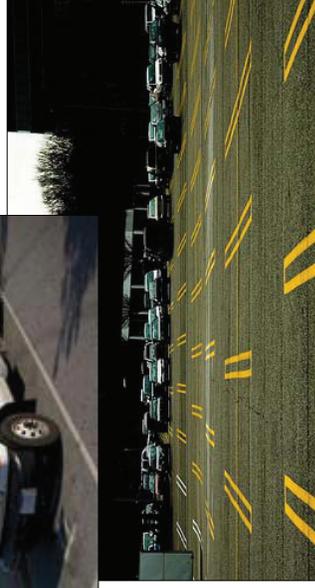
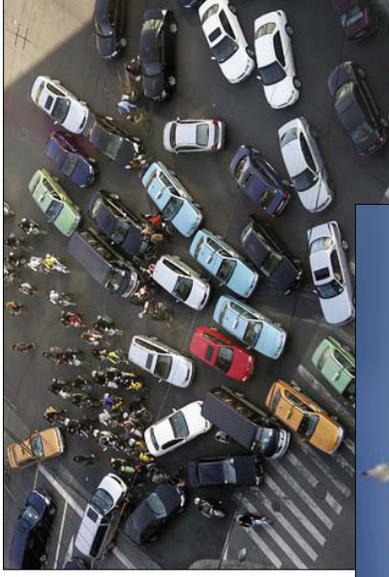
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- **Assess limitations/constraints:**
  - Natural Resources/wetlands
  - Transportation/access
  - Wastewater/nitrogen loading
  - Regulatory constraints
- **Identify redevelopment Opportunities:**
  - Lot aggregation
  - Regulatory streamlining (local and regional)
  - Impacts of various use options and mixes on the economy, infrastructure, and natural resources



## District feasibility analysis: tools to use

- Impact Calculators:
  - Transportation impacts
    - traffic volumes
    - trip generation
    - roadway capacity
    - travel times
    - intersection delay (LOS)
    - traffic safety
    - safety concerns
    - bicycle/pedestrian/transit opportunities



## District feasibility analysis: tools to use

- Impact Calculators:
  - Transportation
  - Wastewater
    - assess and analyze wastewater/nitrogen loading implications of additional development in the district
    - Review MEP and TMDL information for affected watersheds and compare to Yarmouth's *preliminary* Wastewater Needs Assessment
    - Place district development in context with townwide Comprehensive Wastewater Management Planning



## District feasibility analysis: tools to use

- Impact Calculators:
  - Transportation
  - Wastewater
  - Economic

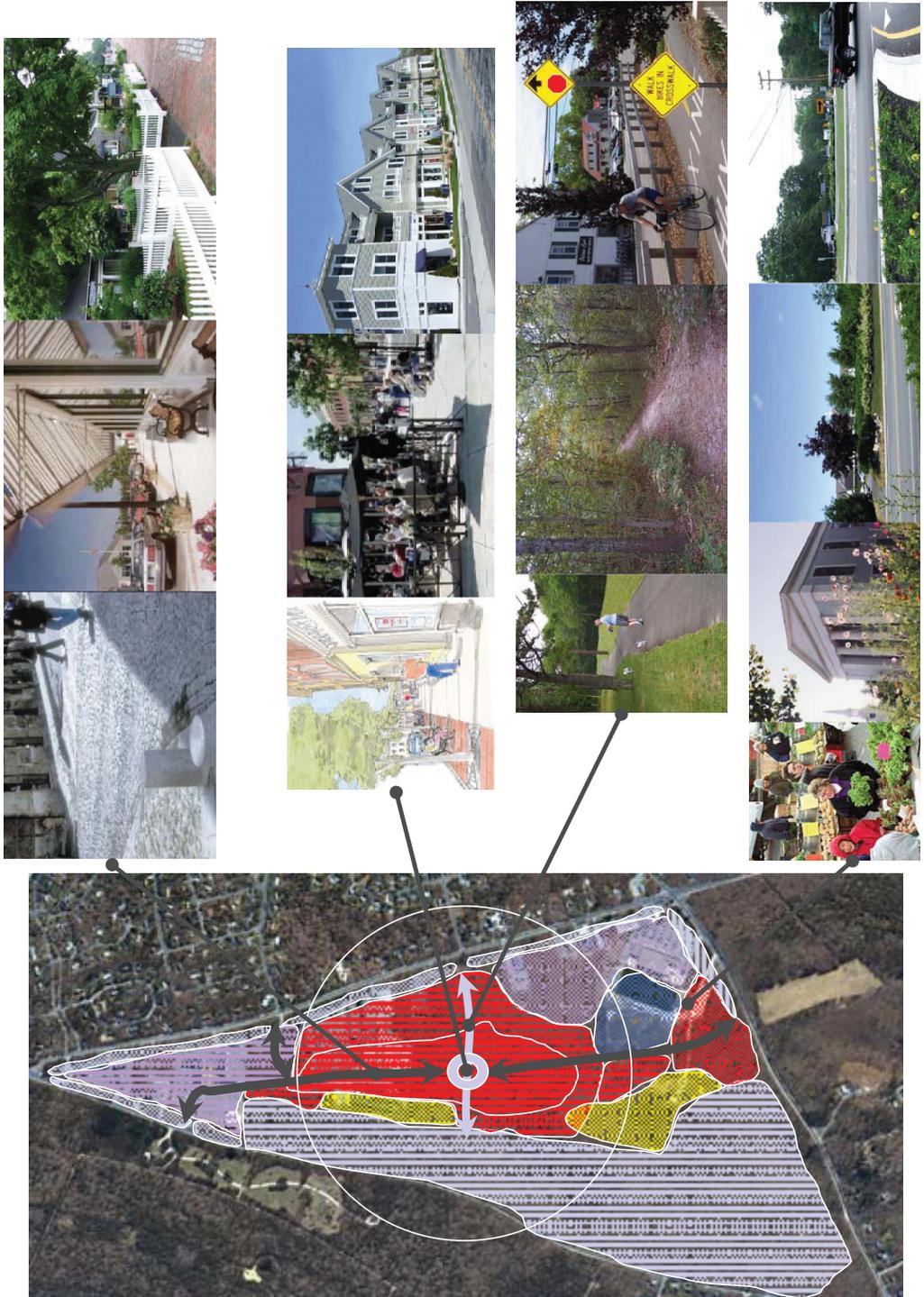
## Business Analyst Software





## District feasibility analysis: tools to use

- Visualizations:
  - Concept plans



## District feasibility analysis: tools to use

- Visualizations:
  - Concept plans
  - Photo-simulations





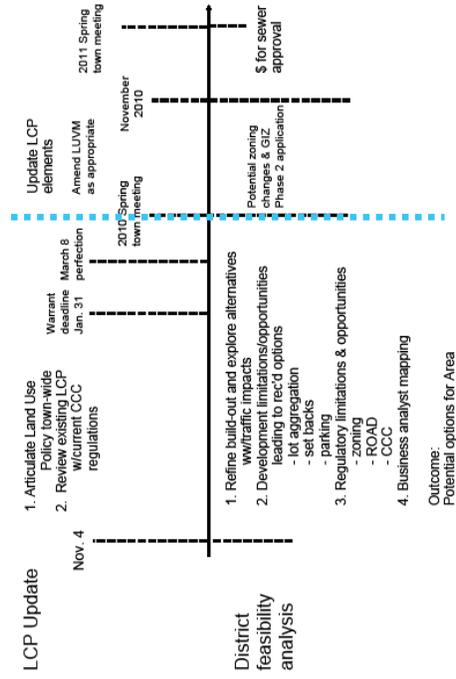
## District feasibility analysis: tools to use

- Visualizations:
  - Concept plans
  - Photo-simulations
  - **Massing studies**



# District feasibility analysis

- Outcomes:
  - potential options for area
  - analysis that can be used in a GIZ application





## **SECTION C**

### Presentation to Planning Board - January 2010



# CCC Technical Assistance Central District Options

Yarmouth Planning Board  
January 27, 2010

## What we were tasked to do...

- Explore feasibility of Cecil Group Program
- Explore alternative scenarios
  - Understand resource issues in area
  - Understand development limitations
  - Refine buildout analysis
  - Understand relative impacts



## Why we are here...

- **Tonight:**
  - **Present preliminary findings:**
    - Overview of facts learned
    - Summary of buildout findings
    - Provide preliminary thinking for area
  - Answer questions from Board
- **After tonight:**
  - Get further comments and direction from Board
  - P. Board select strategy to pursue
  - Explore options for mass, scale and placement of buildings

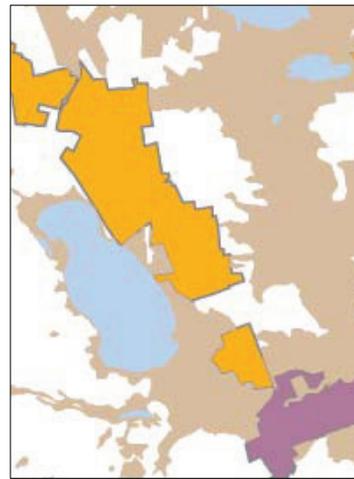
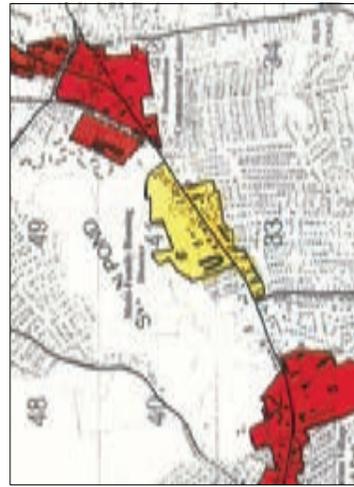
## What we have done so far...

- Multi-discipline team established
  - Looking holistically at district
  - Meeting weekly
  - Worked with Karen/Terry & other town staff (ongoing)
- Reviewed Cecil Group Final Report
  - Reviewed buildout methodology
  - Explored findings and feasibility
- Started exploring alternatives

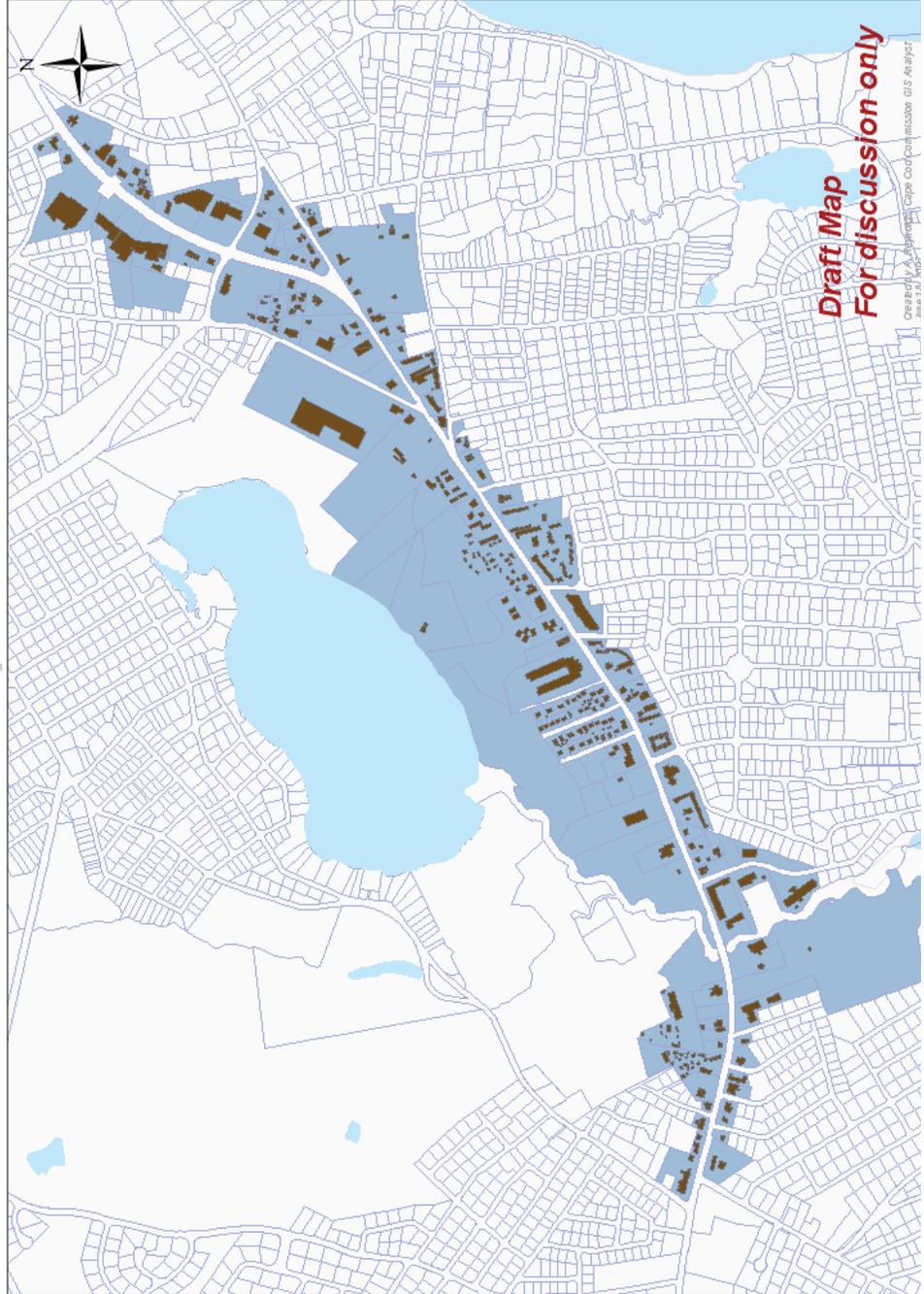
# Commission work to date.....

- Study Area

# Study Area



# Study Area

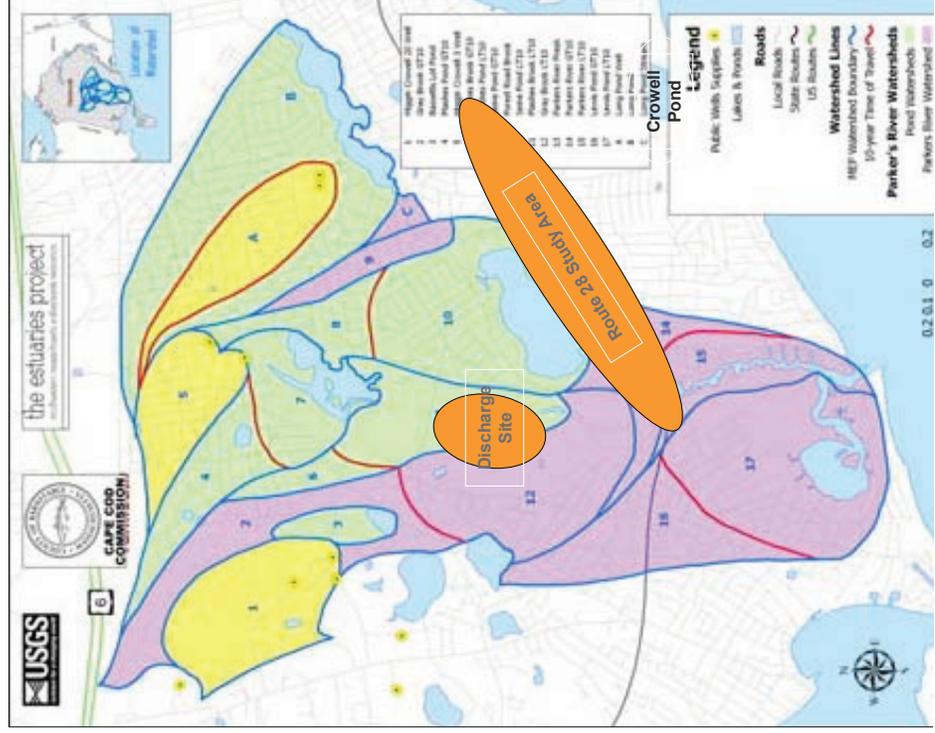


## Commission work to date.....

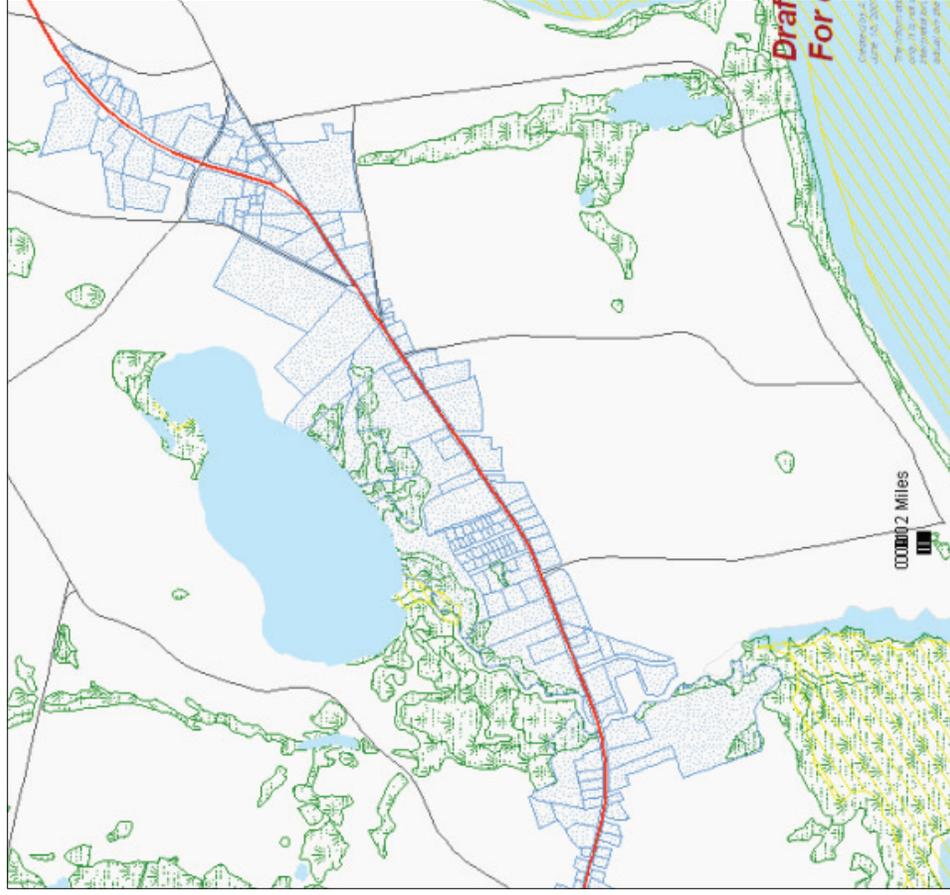
- Study Area
- Resource information gathered
  - Water Resources
  - Natural Resources
  - Historic Resources
  - Affordable Housing
  - Transportation

# Water Resources

- **CWMP underway:**
  - Addressing nitrogen-overloading of coastal waters
  - meet Total Maximum Daily Loads (TMDLs) for nitrogen under the Clean Water Act
  - Phase 1 sewer from Barnstable to Parkers River
- **District in two watersheds:**
  - West portion in the Parker R. watershed
    - possible discharge site for highly treated WW effluent
  - East portion may be in the Bass River watershed
  - TMDLs may present an upper limit on development potential in coastal watersheds



# Natural Resources

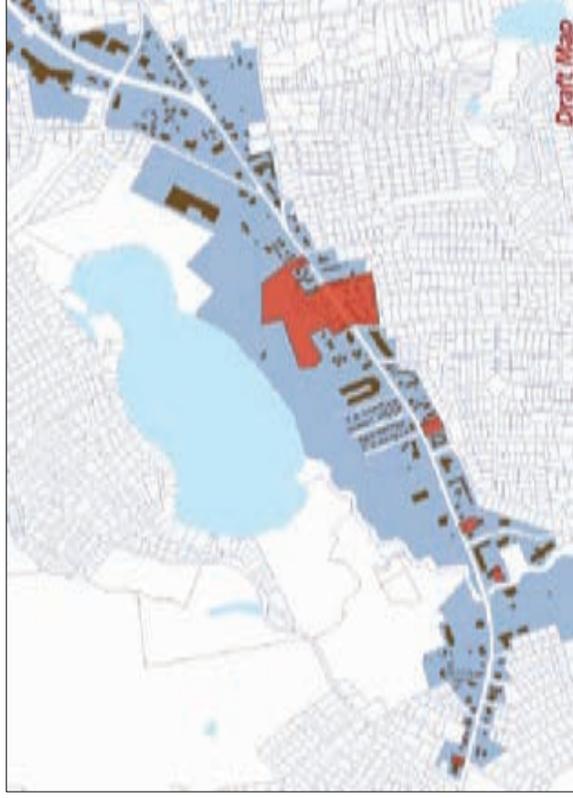


- Development limited by:
  - Wetlands along Parkers River and Swan Pond
  - naturally vegetated wetland buffers exist
  - Would likely preclude roadway through this entire area
- Parker's River bridge
  - Renovation aims to increase flushing
  - Some limited flooding into upland areas may result
  - Flood modeling results not yet available
- Rare Species:
  - Most of Swan Pond is mapped rare species habitat
  - Upland areas do not appear to be mapped as significant habitat

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## Historic/Scenic Resources

- Not many historic properties along this stretch of Route 28
- Some remain from tourism development (early 1900s)
  - bungalow style structures and small cottage colonies set close to the roadway
  - A few hotel structures represent mid 19th century tourist development (A-frame and moderne style buildings directed toward the roadway)
- Open views along the Parker's River
  - scenic asset to the area
  - possibly a cultural landscape



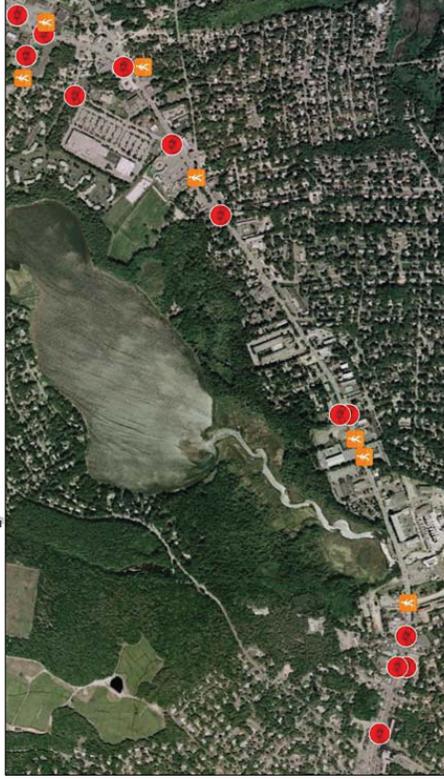
# Affordable Housing

- Rental Wage Gap:
  - **\$18.68:** 2008 Barnstable County Average Wage (\$38,844/year)
  - **\$22.92:** Hourly wage to afford average 2 bedroom rent of \$1,192/month
  - **Countywide:** Need a **23%** raise in hourly wages to reach average affordable rent
  
- Ownership Income Gap:
  - **\$75,400:** County median family income (2009)
  - **\$93,000:** Approximate income needed to afford Cape median-priced single family home of \$311,000 (2009)
  - **Countywide:** Need a **23%** increase in median family income to afford median-priced home

Type of Use	Number of Employees per 10,000 sf	Number of Employees per 10,000 sf Earning less than regional average wage	% of jobs earning less than regional average
Office	40	16.5	41%
Retail	25	22	88%
Restaurant/ Food service	33.3	31.5	94%
Hotel/Motel	5	4.5	90%

## Traffic - Safety

- Among most dense areas in the county for pedestrian/bicycle incidents
  - 20 between 2002-07
  - 16 injury/death



Source: 2005-7 MassDOT crash records



- Vehicle incidents
  - Several high crash locations
  - More than 3 crashes/year for at least 3 years
  - Yarmouth PD may have more detailed information

## Traffic – Level of Service

- Several intersections are operating at level of service F currently
- Summer weekday traffic in the corridor is 17,800 trips per day
- Travel time along Route 28:
  - 65% less than the speed limit in the summer
  - 50% less in some locations



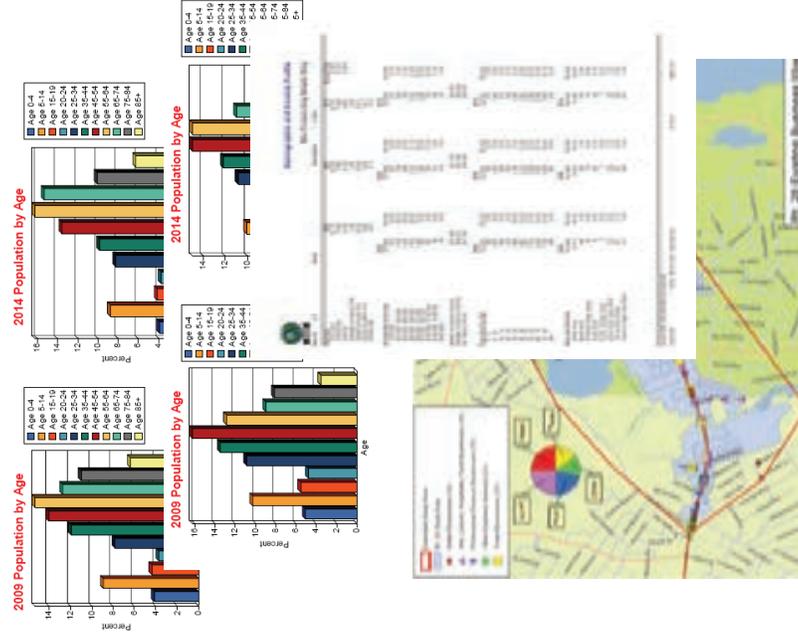
*LOS for unsignalized intersections are determined by their worst approach*

## Commission work to date.....

- Study Area
- Resource information gathered
  - Water Resources
  - Natural Resources
  - Historic Resources
  - Affordable Housing
  - Transportation
- Economic Analysis

# Economic/Market Information

- Population:
  - Growth flat – little new demand
  - Growth of aging population segments – likely different demand patterns in future
- Resident demand met or exceeded with existing levels of development (*typical of seasonal areas*)
- Residents are employed in office occupations not available within the study area (*American Community Survey data*)
- ~50% of houses in 1 mile radius are seasonal (*Yarmouth 30%*)
- 22% of seasonal residents may convert to full-time within the next 15 years (*The 2007 Second Home Study*)
- Redevelopment can respond to changes in preferences, wealth, population make-up
- With limited growth potential, greatest opportunity for successful district is through compact redevelopment

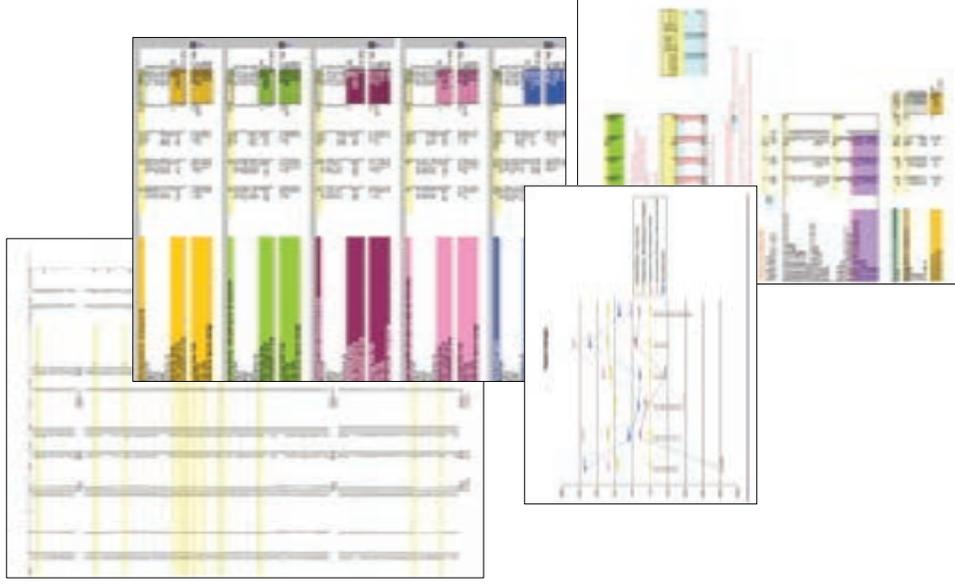


## Commission work to date.....

- Study Area
- Resource information gathered
  - Water Resources
  - Natural Resources
  - Historic Resources
  - Affordable Housing
  - Transportation
- Economic Analysis
- Land Use Analysis
  - Developed more refined buildout model to test scenarios
  - Understand factors affecting development

## Buildout scenarios

- What is a Buildout:
  - Helps understanding of dev. patterns
  - Allows testing of scenarios
- Explored different scenarios
  - Existing buildout
  - Reduced parking requirements
  - All commercial in B1 and B2
  - Cecil Group mix of uses



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- What is a Buildout:
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Town	Off Street Parking Standard (from zoning by-law)	Spaces per 1000 sf. <sup>1</sup>
Yarmouth	1 space per 7 occupants	22 spaces/1000 sf <sup>2</sup>
Barnstable	1 space/3 seats + 1 space/2 employees + 5 take-out area	7.9 spaces per 1000 sf (+ employee & take out area pkg.)
Brewster	1 space/3 seats	7.9 spaces/1000 sf
Chatham	1 space/4 seats +1 space/3 employees	5.9 spaces/1000 sf (+ employees)
Falmouth	1 space/2 seats (waivers by right, & by sp possible for Main. Street businesses, parking reduction factors as well.	11.8 spaces/1000 sf
Mashpee	1 space/2 seats or 12 spaces/1000 sf (whichever is greater)	11.8 spaces/1000 sf
Harwich	1 space/4 seats + 1sp/3 employees	5.9 spaces/1000 sf (+ employees)
Orleans	1 space/4 seats + 1 space/2 employees	5.9 spaces/1000 sf (+ employees)
Wellfleet	1 space/4 seats +1 space/3 employees	5.9 spaces/1000 sf (+ employees)

- Key findings:
  - Plenty of potential under existing zoning
  - A mix of uses creates more development potential compared to commercial alone
  - Increasing office use in mix creates higher proportion of better-paid jobs
  - Parking limiting development potential

## Factors affecting development...

- Traffic Issues deter customers, many avoid area
  - Safety, Access, Congestion
- Lack of supporting infrastructure
  - Wastewater limitations
- Character
  - Lack of clear identity along corridor
  - hard to identify where you are in the corridor
  - Auto-oriented, poor pedestrian environment
- Regulations
  - Cecil Group: note this not a significant deterring factor
  - 80% of properties would not trigger CCC review
  - Zoning regulations – parking particularly limits development
- All may play a role in the underinvestment in area

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## Commission work to date.....

- Study Area
- Resource information gathered
  - Water Resources
  - Natural Resources
  - Historic Resources
  - Affordable Housing
  - Transportation
- Economic Analysis
- Land Use Analysis
  - Developed more refined buildout model to test scenarios
  - Understand factors affecting development
- Preliminary recommendation for area

# Preliminary Recommendations

- No preconceived ideas when we set out
- Three Districts or nodes:
  - Visitor Oriented District centered around the Parker's River
  - Neighborhood Oriented District centered around Forest
  - Residentially/hotel Oriented District in between
- Incorporates elements of other studies:
  - Cecil Group and Bluestone analysis
  - Focuses redevelopment effort in this area
  - Entertainment/amusements can be accommodated if the market supports it
  - Links could still be provided to South Shore Drive
  - Redevelopment around Parker's River would be encouraged



# Three District Option

- Observations
  - Central District Area is large



	Downtown area	Length
Yarmouth Study Area	313 acres	2 miles
Hyannis Main Street	120 acres	1.12 miles
Falmouth Main Street	28 acres	.45 miles
Mashpee Commons	40 acres	.31 miles
Chatham	38 acres	.52 miles

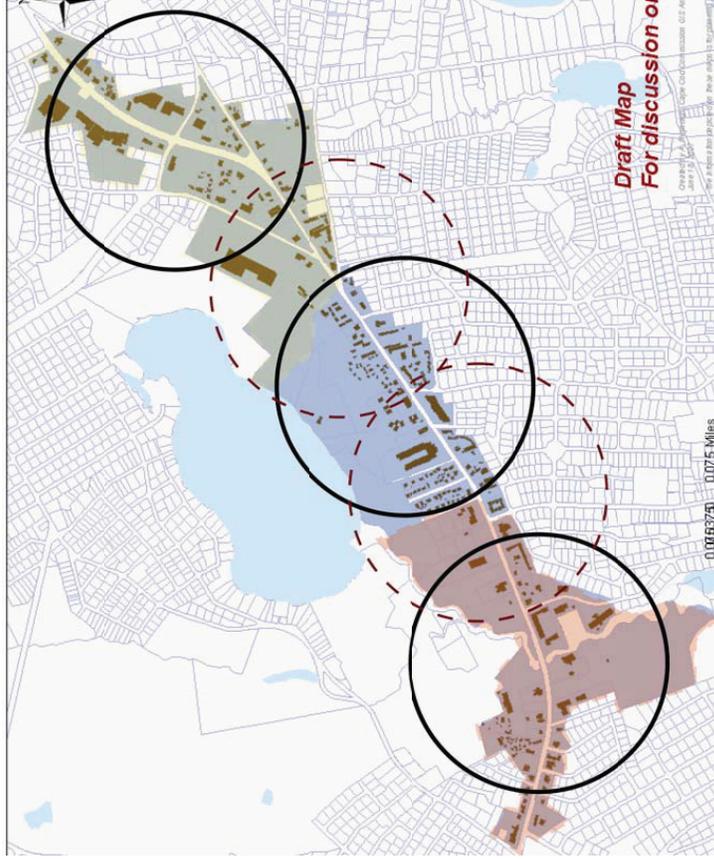
## Three District Option

- Observations
  - Central District Area is large
  - Existing pattern not entirely homogenous
  - existing pattern is well hidden but can be built on

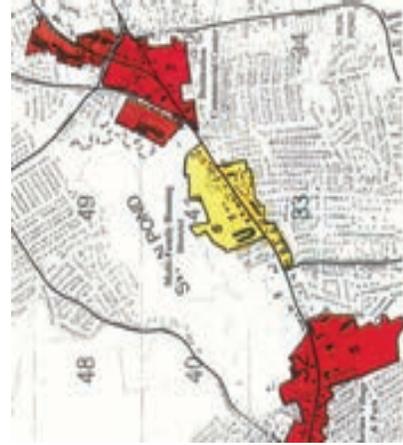


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# Three District Option



- Observations
  - Central District Area is large
  - Existing pattern not entirely homogenous
  - existing pattern is well hidden but can be built on
  - Breaks neatly into 1/4 mile walkable areas



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# Three District Option

- Districts:
  - Parker' River District
    - Destination centered around bridge/views/attraction
    - Visitor oriented
    - Year-round destinations support surrounding businesses



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    - Year-round destinations support surrounding businesses
  - Neighborhood Serving District
    - Already have range of services (grocery, banks, post office)
    - Encourage greater proportion of office to bring daytime customers
    - Entertainment can be part of this picture



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  - Neighborhood Serving District
    - Already have range of services (grocery, banks, post office)
    - Encourage greater proportion of office to bring daytime customers
    - Entertainment can be part of this picture
  - In between
    - hotel/residentially focused
    - Build on established pattern
    - Easy walking distance to services
    - Housing for employees



## Three District Option

- How to spur redevelopment:
  - **Traffic**
    - Roadway improvements can improve safety/access
    - Curb cuts should be consolidated
    - Pedestrian/bicycle access can be improved (less congestion)
    - Future roadway design must be consistent with the vision
  - **Supporting Infrastructure**
    - Phase 1 sewer could be extended to include Parker's River District as a whole
    - Public parking (park and walk)
    - Street improvements (signage, landscaping)
  - **Character**
    - More compact nodes more cohesive (Parker's River easily identifiable) – build on existing mix of uses
    - Design guidelines for each area can reinforce identity
    - Distinct areas create variety of corridor experiences
    - Make more pedestrian/bicycle oriented
  - **Regulatory**
    - Town could review development regulations (parking)
    - Traffic, WW and design changes could support Phase 2 GIZ

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# Conclusion

- Focusing redevelopment efforts here makes sense
  - Prioritize/coordinate capital planning for this district (LCP)
  - Mix of uses better, rather than exclusively entertainment
  - Year-round/resident serving uses would better support surrounding businesses
  - A destination/redevelopment could spark re-investment, especially if infrastructure/improvements provided by the town
  - Encouraging housing/visitors brings customers
- Regional tools
  - Effort could support a GIZ application
  - Use LCP process to support any regulatory changes
- Route 28 Corridor
  - Successful strategy here could be replicated for other nodes along the corridor
  - LCP should identify areas where additional growth is/is not desirable
  - LCP can help support/prioritize capital planning and inform economic development choices

## What next?

- Absorb information from tonight
- CCC return to answer further questions or look deeper into some of issues (*if necessary*)
- Need Board direction to select a vision for the area
- Develop visualizations, models to explore dimensional options for zoning to accommodate the mix of uses desired