

SITE CONTEXT

**Atlantic Subaru Improvements
124 Waterhouse Road
Bourne, Massachusetts**

Atlantic Subaru is located at 124 Waterhouse Road at the intersection of Massachusetts State Highway Route 28 (MacArthur Boulevard) in Bourne, MA. The section of road (study corridor) used to define the context of the surrounding area for the proposed Atlantic Subaru improvements is a 2.2 miles long stretch along the Boulevard from the Bourne Rotary to Otis Park Drive. In general, MacArthur Boulevard runs North/South and serves as the major connector road between the Bourne Bridge and Falmouth, MA. This section of road consists of two southbound and two northbound lanes divided by a vegetated island and has the character of a traditional state highway. The posted speed limit is 55 miles per hour, with no sidewalks or bike lanes to encourage alternative modes of transportation. The corridor is zoned by the town of Bourne as Business 2, 3 and 4 and consists of various businesses, ranging from gas stations, restaurants, small retail stores, offices and boat and auto dealerships. The most prominent establishments are the eight different motor vehicle dealerships which includes (from North to South) Battles Buick GMC, Nissan of Bourne, Cape Marine, Major’s RV Service Center, Bobcat of Boston, Atlantic Subaru, Falmouth Toyota and Sports Auto World (See photos 1-18). Other common uses along the corridor include global franchises (Dunkin Donuts, McDonald’s, Mobil, Tedeschi’s, etc.), business/office parks, and retail/commercial strip malls.

The existing developments are predominantly located along the western edge, or south bound lanes of the corridor. Building setbacks and buffers vary based upon property use. When heading south from the Bourne Rotary, Atlantic Subaru is the sixth vehicle retailer encountered along the corridor. It is located immediately south of the Waterhouse Road exit and currently occupies a 3.3 acre parcel at the intersection of Waterhouse Road and the Boulevard. Unlike the other six auto dealerships along the corridor, when traveling south, Atlantic Subaru is naturally screened from view by an existing

Locus Map

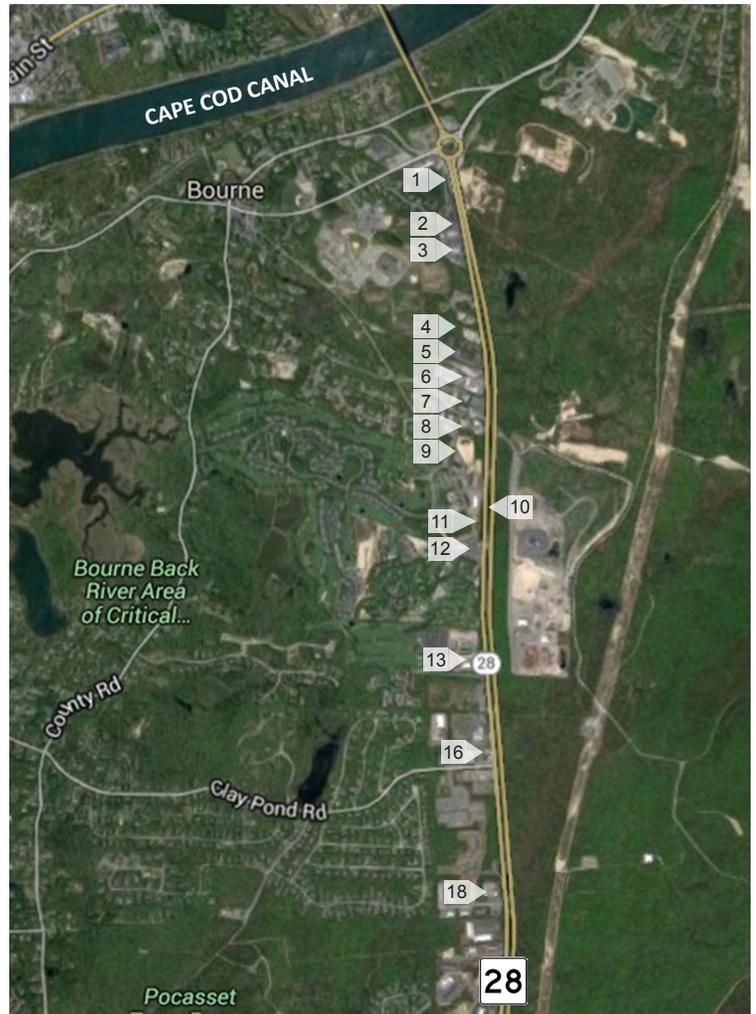


Table 1

ID #	Description	Building Footprints (sf)	Road Setback (ft) ¹
1	Shopping Plaza	7,897	61
2	Battles Buick GMC	12,140	86
3	Nissan of Bourne	12,410	87
4	Cape Marine	6,325	80
5	Bourne Manor	52,011	82
6	Major’s RV Service Center	9,779	114
7	Business / Office Park	14,906	71
8	Bobcat of Boston	10,107	73
9	Business / Office Park	20,173	95
12	Atlantic Subaru ²	17,600	159 + 241
13	Falmouth Toyota	18,633	120
16	Mobil Gas Station	2,810	82
18	Auto World	10,725	67

¹ Dimensions are measured from Route 28 to the front of building.

² Includes proposed addition.

native vegetated buffer consisting of Pine, Oak and Locust trees (See photos 10 -12). Due to this existing vegetation, the Massachusetts State Police recently requested the sign for the facility be relocated to the southern end of the property to improve visibility and allow drivers sufficient time to identify the dealership location and safely decelerate to turn right onto Waterhouse Road. Once beyond the Waterhouse exit, the building and associated vehicle display areas are visible, but set back from the road and blend cohesively with the surrounding landscape. To help soften the visual impacts, a well maintained landscaped buffer is provided along the front of the property consisting of lawn, shrubs and low groundcovers. When compared to the other dealerships within the corridor, Atlantic Subaru has the least visual impact on the road corridor and the further setback from Route 28 (See picture 11 & 12). Traveling southward past Atlantic Subaru to Otis Park Drive, the commercial development continues to dominate the landscape and includes a campground, two more auto dealerships, a vacant parcel and abandoned building, a convenience store, gas station and fast food restaurant (See photos 13-18). Buffer landscaping for each property vary by use, from shrubs, ornamental grasses and well maintained lawn, to pavement and traffic islands. The existing buildings square footage and setbacks throughout the corridor vary by use and a comparison between Atlantic Subaru and the other major commercial spaces can be found in Table 1.

Overall the character and feel of the corridor is heavily dominated by the commercial and retail use with varying landscaped buffers. Serving predominantly as a commercial corridor and connector road for the Town of Bourne, the MacArthur Boulevard corridor lacks much of the traditional Cape Cod character and feel found in other locations within the Town. Photos along the corridor have been provided on the following pages for visual context and to demonstrate the commercial character of the surrounding area. The photos are numbered and referenced on the locus map in sequential order.

Dealerships along Route 28



Battles Buick GMC



Nissan of Bourne



Falmouth Toyota



Sports Auto World



1

Bourne Bridge Rotary, heading south on Route 28.



2

Battles Buick GMC dealership on right.



3

Nissan of Bourne dealership on right.



4

Cape Marine on right.



5

Bourne Manor on right.



6

Major's RV Service Center on right.

7



Business / Office Park on right.

8



Bobcat of Boston on right.

9



Business / Office Park on right.

10



Approaching Atlantic Subaru on right.

11



Atlantic Subaru signage on right.

12



Atlantic Subaru dealership on right.

13



Falmouth Toyota dealership on right.

14



Vacant Lot on right.

15



Vacant Building on right.

16



Mobil Gas station on right.

17



Tedeschi, Dunkin Donuts, & McDonald's on right.

18



Sports Auto World on right.