

Article 63: Amend Zoning Bylaw Lower Village Business District



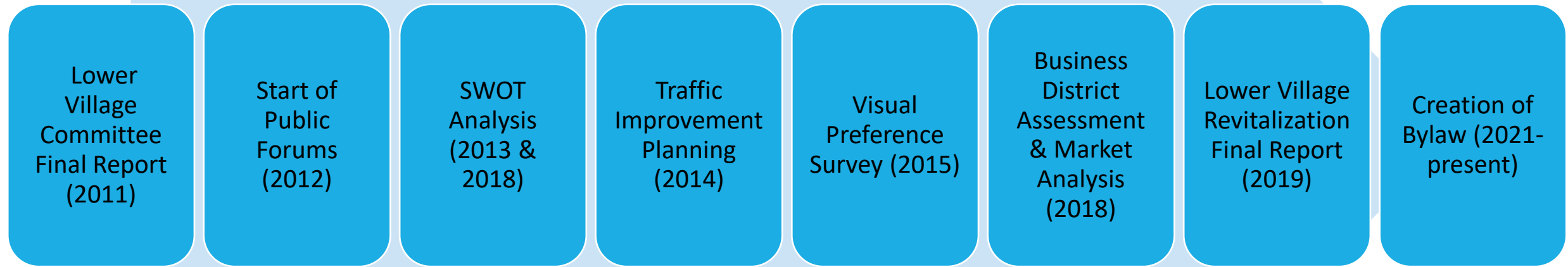
Introduction

- Zoning Bylaws are long-term planning tools that shape future development
- The town cannot determine when redevelopment will happen, having a framework in place will ensure any redevelopment helps progress the Town's vision

Purpose

- To direct the long-term revitalization of Lower Village
- To give greater control to residents and the Planning Board over:
 - How Lower Village looks
 - How walkable the district is
 - What type of development is allowed

History of Lower Village Planning Efforts



Input received from: Residents, Business Owners, Business District Property Owners, Consultants specializing in Economic Development, Zoning, and Rural Design

Vision Statement

- An **attractive gateway**
- Developed in the tradition of a **New England Village**
- **Safe and convenient** to live, work, shop, dine and recreate
- **Architectural compatibility**
- Provides residents and visitors with a defined **sense of place**
- A place to **meet and connect**
- **Businesses will thrive**
- **Accessible** by all modes of transportation.

A Vision of Traditional Village Design

- Walkability
- Strong Mix of Uses
- Housing Opportunities
- Accessible by car, bike, and foot
- Distinct Sense of Place



Why Adopt New Lower Village Zoning?

Auto-dominated District

Persistent vacancies

Unsatisfactory mix of businesses

Lacks a sense of place

Time is of the essence!

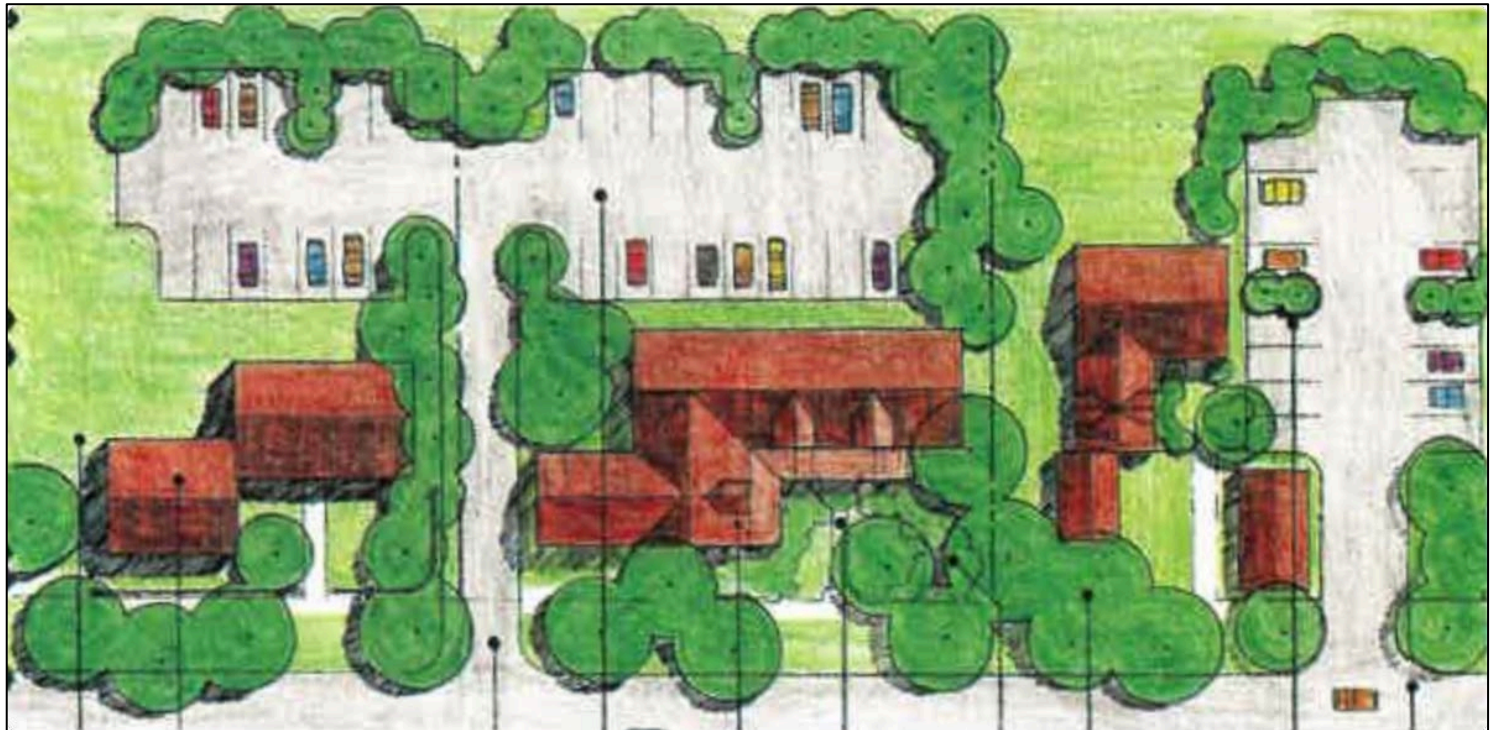
Problem: Automobile Oriented District

- High Parking Requirements
- Sparse Landscaping
- Buildings Line Parking Lots



Solution: Pedestrian-Oriented Neighborhood

- Lower Parking Requirements
- Decentralized Parking
- Landscaping
- Sidewalks
- Accessibility



Problem: Business Owner Concerns

- Vacancies
- Small Market
- Lack of opportunities for redevelopment
- Lack of appeal and draw for customers and retailers



Solution: More Options

- Allow New Uses
- Increase Foot Traffic
- Flexible Site Planning



Problem: Resident Concerns

- Current Business Mix
- Aesthetics
- Limited opportunities for gathering



Solution: Flexibility & Design

- Add New Allowed Uses
- Design Standards
- Provide Community Gathering Spaces
- Outdoor Dining



Problem:

Lack of a Sense of Place

- Lack of connection to nearby recreation
- Lower Common offers only space for public gathering
- Architectural design provides low aesthetic appeal



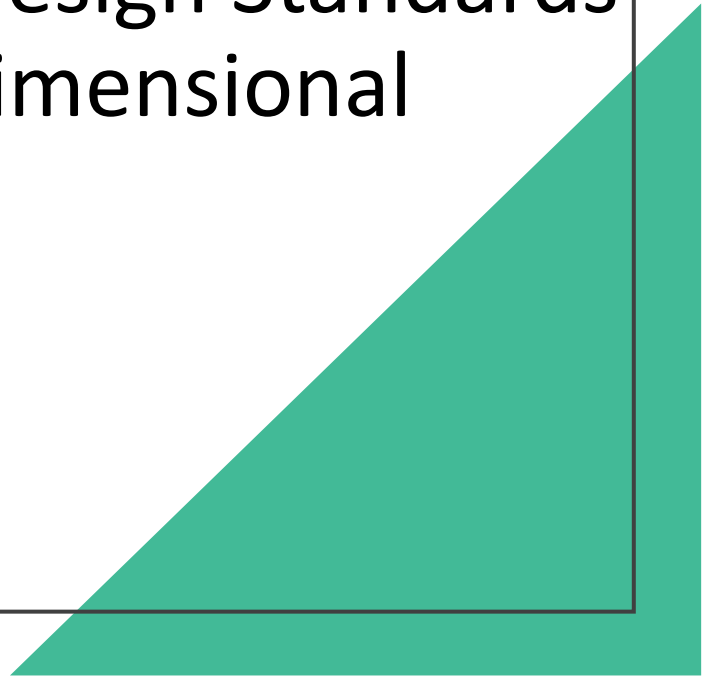
Solution: Connection & Design

- Play, Stay, and Shop
- Gateway to Stow



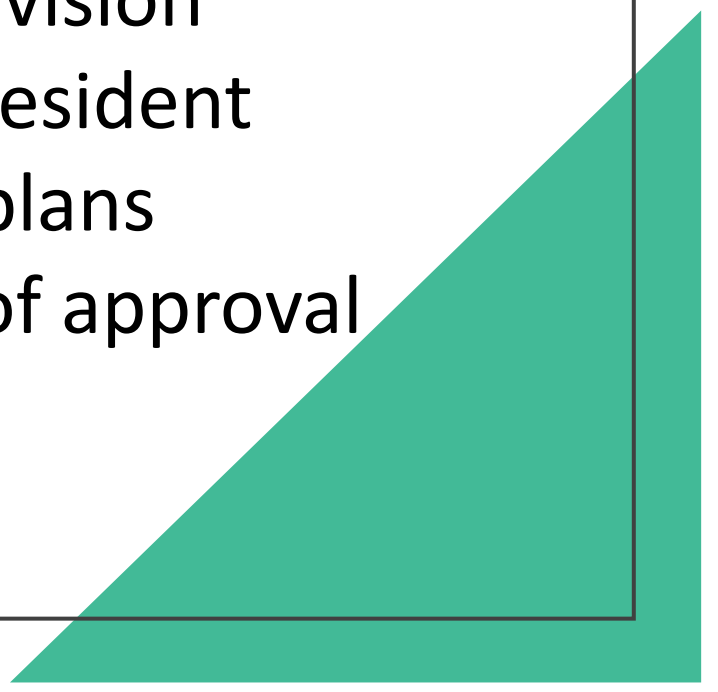
Proposed Zoning Amendments

- Bylaw leads with Design
- Architectural and Design Standards rather than strict dimensional requirements

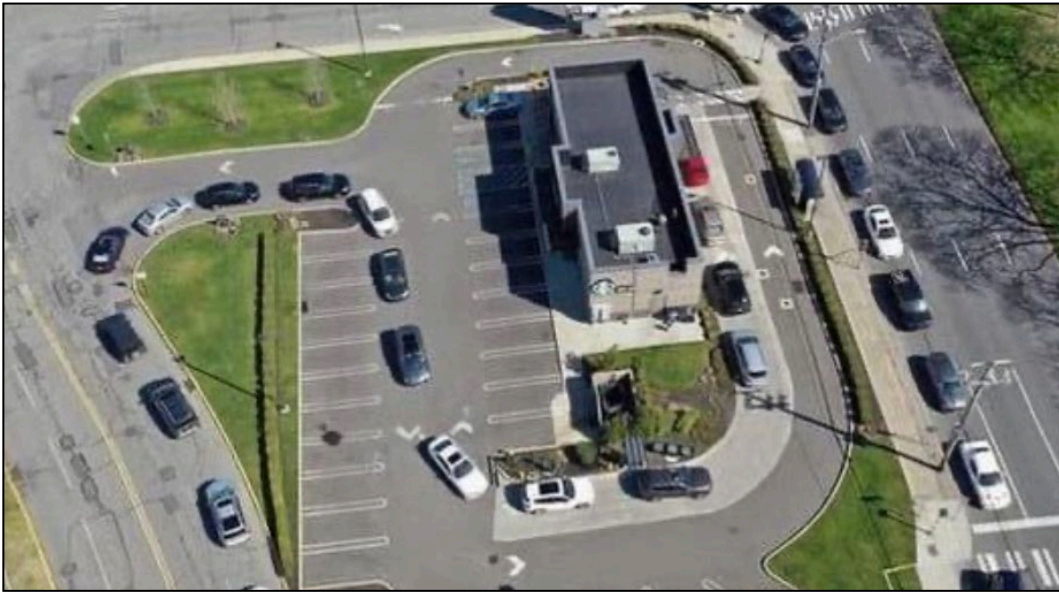


Proposed Zoning Amendments

Permitting Process

- Work with Applicant to develop plan aligned with vision
 - Public Hearing = resident feedback on site plans
 - Place conditions of approval
- 

What Is Not Changing?



A Vision of Traditional Village Design

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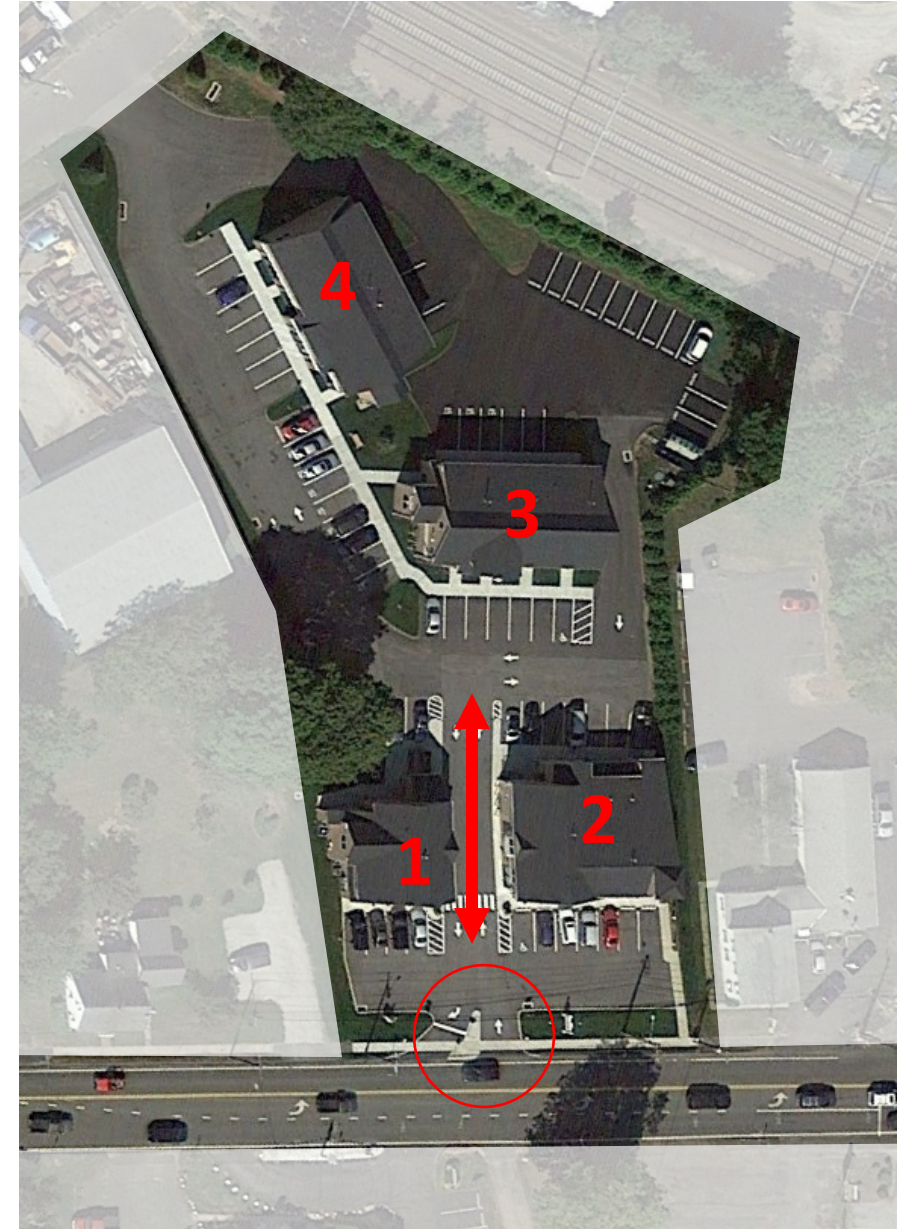


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Interior Streetscapes & Lot Connections

- Decentralized parking lots
- Multiple buildings on one site
- Sidewalks throughout site
- Single vehicular entrance from main street



Proposed Bylaw Supports Businesses

- ✓ Property Owners may further develop their sites, increasing the number of tenant spaces
- ✓ Improved customer accessibility
- ✓ Visually appealing district will draw businesses to Stow
- ✓ Addition of residential units will bring vibrancy to the district



Proposed Bylaw Supports Businesses

- ✓ New Allowed Uses will diversify the business mix
- ✓ Draw Customers In:
 - Outdoor Dining
 - Pop-up Markets
 - Food Trucks
 - Community Gathering



What About Water and Sewer Infrastructure?

Timing:

Paramount to have zoning in place before any potential infrastructure improvements so that development aligns with the Town's vision

THIS



NOT THAT

