

Village Center Zoning



Town of Sutton, MA

June 15, 2016



Village Center Zoning Project

- Phase 1 was the development of the new Model Bylaw
- Phase 2 sought communities to work with to update existing or create new village center zoning
- Phase 2 steps include:
 - Identify area of study
 - Conduct 1-2 site walks
 - Work with town to determine specific vision, goals, and elements of a bylaw
 - Draft bylaw

Vision and Visioning

What is visioning?

Visioning is a process by which a community defines the future it wants. Through public involvement, communities identify their purpose, core values and vision of the future.

Visioning:

- Emphasizes community assets rather than needs.
- Assesses community options and opportunities on the basis of shared purposes and values.
- Stresses early and continuous public involvement in the process.
- Acts as a stand-alone process or part of a comprehensive planning process.

- What is your vision for Sutton Town Center?
 - What should it look like?
 - What kind of uses and activities are desired there?
 - What are not desirable?

Things to think about when developing a vision or conducting a site walk

- Consider areas around intersections to be potential clustering opportunities.
- Old shopping centers may be good candidates for redevelopment
- Older buildings close to the street may serve as good magnets to further develop in that pattern
- Stretches of well-maintained single family homes or newer buildings or shopping centers may be eliminated from consideration
- Imagine activity that would use the development as envisioned
- Consider how zoning could transform the built environment through selective application of:
 - increases in density
 - mixing of uses (commercial and residential)
 - use limitations (big box, liquor stores)
 - massing and siting (bringing building up to the ROW and placing parking to side or rear)
 - shared parking opportunities, traffic calming in selective areas (revisions to curb cuts)
 - design standards or guidelines (façade transparency, signage, window requirements)

Mini Visual Preference Survey

Sutton, MA

What is a Visual Preference Survey?

- A planning tool to establish community design preferences and inform policymaking
- Participants view a series of images
- They are asked to rate the images based on personal preferences on a scale (in this case) of -10 to +10
- The tabulation of answers is used to identify desired design elements and schemes

Instructions

- An image will appear on each slide.
- Rate each image according to your opinion of each as positive, negative, or neutral related to a desired design scheme for the Sutton Center and West Sutton Village Centers.
- Consider any aspect of the image in your rating (i.e. building, landscaping, signage, etc.)
- Indicate your score by selecting a number from -7 to +10, with -10 being highly negative, 0 being neutral, and +10 being highly positive
- You are welcome to make any comments that clarify your rating

Storefront Development Pattern

1





Village Shops



Commercial Building

Sidewalk and Tree Lawn



Sidewalk and Streetscape Landscaping







7

Sidewalk and Landscaping



Sidewalk and Tree Lawn
in Commercial District



Small Suburban Strip Shopping Center



Small Commercial Bldg.



Crosswalk and
Landscaped Neckdowns



Crosswalk



Small Town Streetscape w/ Sidewalks and Landscaping

Small Town Storefront





New Mixed-Use Building

Office Use Corner Property (w/ Sidewalks and Streetscape Features)





Small Town Commercial (New) w/ Sidewalk and Streetscape

18

Commercial Building and Parking





Sidewalk and Streetscape
in Commercial District



20

Ice Cream Stand and Parking

21



Old Fire House and Parking

Commercial Building in
Town Business Area



22

Ice Cream Stand and
Parking

23





Country Store and Sidewalk

25



Commercial Use (Restaurant) w/ Landscaping



26

Commercial Use (Bank) w/ Landscaping



Commercial Use (Retailer) w/ Parking

Commercial Use (Retailer)





Commercial Use (Bank) w/ Parking and Landscaping



Strip Commercial Center w/ Parking and Landscaping

Commercial Use (Pharmacy) w/ Parking and Landscaping



Commercial Use (Pharmacy) w/ Parking and Landscaping





Commercial Use (Retailer) w/ Parking and Landscaping



Town Center Streetscape



Offices w/ Parking and Landscaping

36



Offices w/ Parking and Landscaping

37



Commercial Use (Retailer) w/ Parking and Landscaping



Mixed Commercial and Residential w/ Parking



Commercial Use (Restaurant) w/ Parking and Landscaping



Commercial Use (Restaurant) w/ Parking and Landscaping

Streetscape & Sidewalk in Town Center Area

41



Commercial Use (Retail) w/ Parking and Landscaping

42

