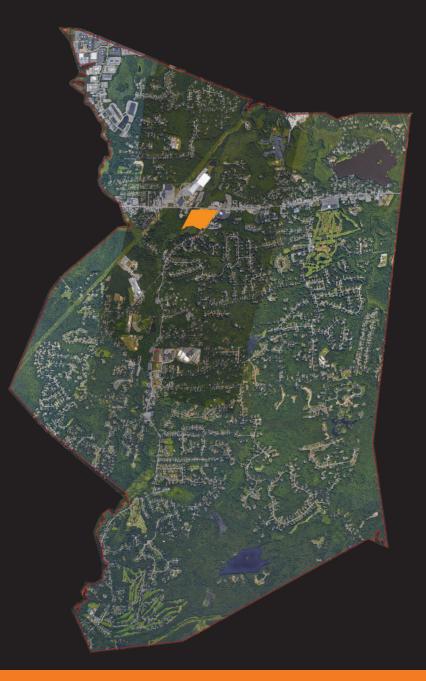
MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Planning and Design Consultants:

Abacus Architects + Planners

MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

The study area occupies an important crossroads in town, but it is a significant distance from the Common, the historic center, schools and Town Hall.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

This Planning Study investigated ways of overcoming challenges to take advantage of the area's opportunities.

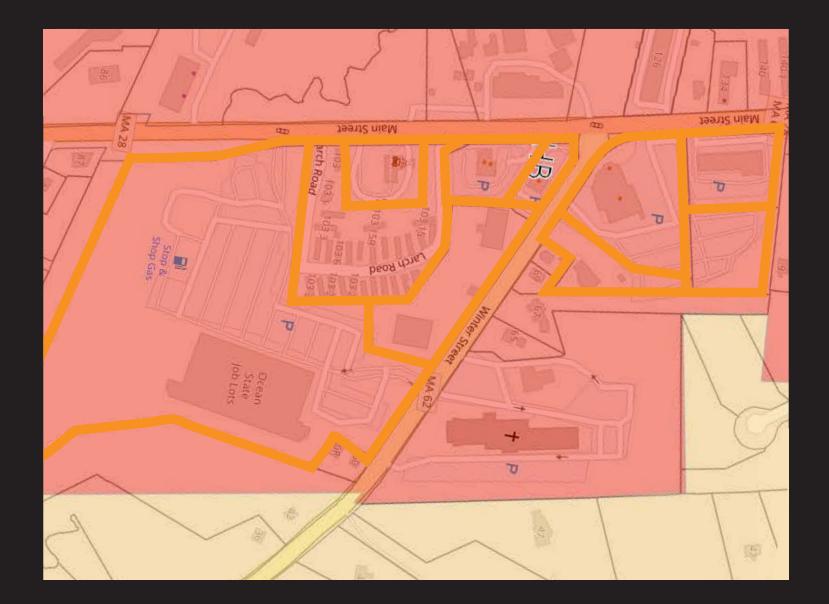
- Examined feasibility of package sewage treatment
- Reviewed previous market and planning studies
- Developed conceptual planning options
- Resolved optimal plan for initial development assessment
- Reached out to possible developers with conceptual vision
- Reached out to landowners with the conceptual vision
- Prepared recommendations for implemention

Current uses may once have been appropriate - when this was a peripheral site. Recent development makes this a population center with new needs and possibilities.



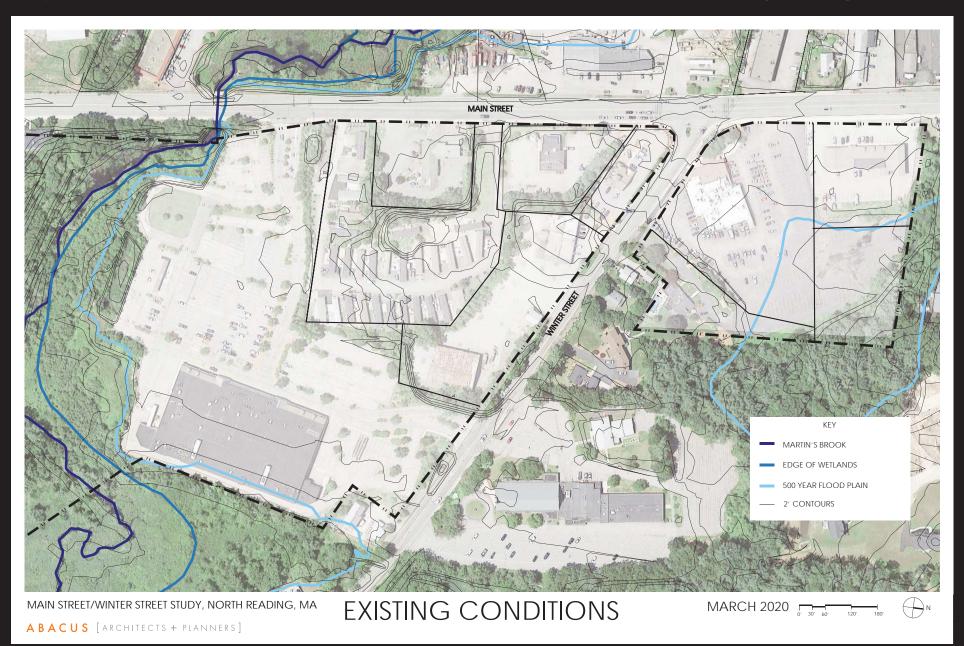
MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

The parcels included in the study area (outlined in yellow) are part of an overlay district (in red) intended to encourage multi-use development off Winter and Main Streets - and the creation of a real downtown. Originally the Kitty's site on the east side of Winter was part of the study but was not included in later work.



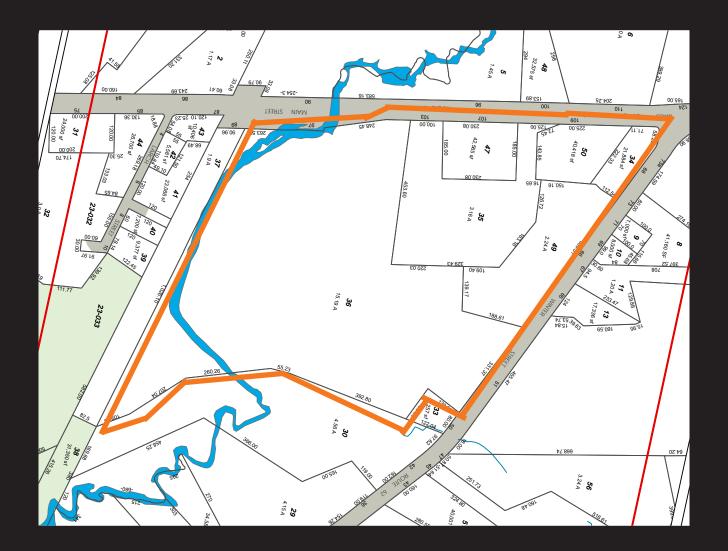
MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

The properties within the defined study area at Main and Winter Streets offer the opportunity for an active town center. Wetlands, flood plains, topography and adjacent streets and uses require careful consideration and design integration.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Nearly half the total study area is under one ownership. A vision for the future is not contingent on buy-in from all of the owners.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

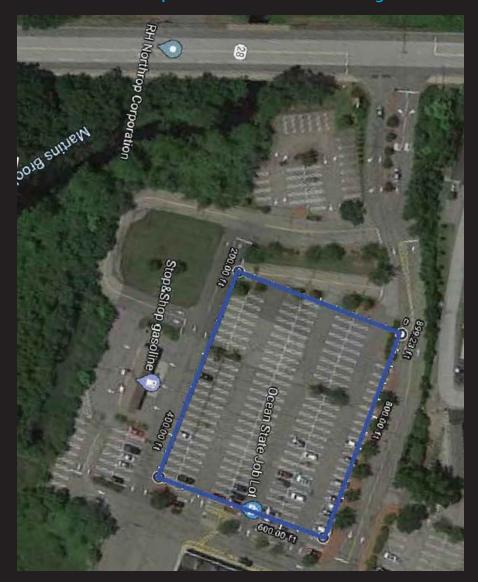
The intersection of Main & Winter offers the opportunity to create a traditional downtown meeting 21st century needs, which this study is intended to support. It is:

- A prominent thoroughfare that supports retail uses
- Accessible to major highways and retail for area residents
- Surrounded by existing neighborhoods for vitality
- Visible site appropriate for public open space and buildings
- Adjacent to Martin's Brook a potential recreation area
- Large developable area whose highest and best use is not being realized

There are also challenges to creating a downtown at Main and Winter utilizing private sector development initiatives:

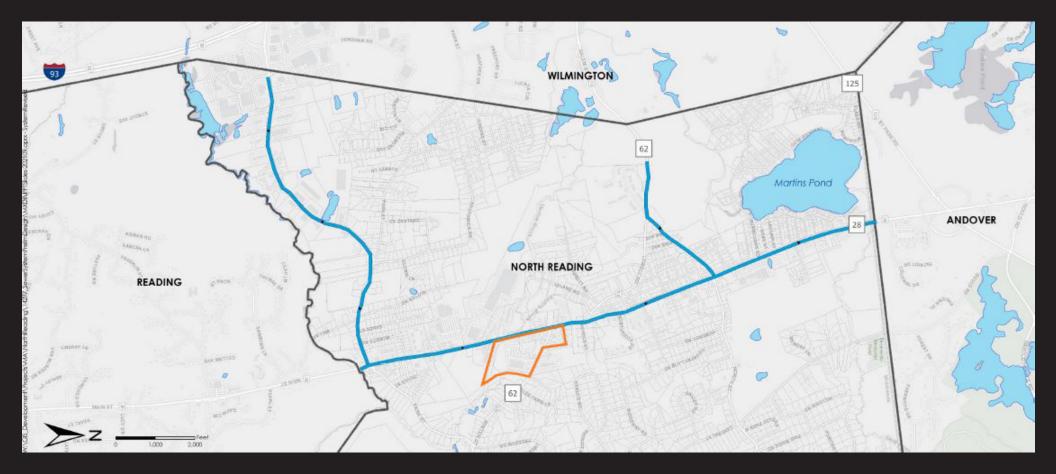
- High speed traffic and pedestrian unfriendly environment
- No sewer service available to properties at the present
- The study area is owned by 7 separate entities
- No public transportation available
- It is divided up and paved over doesn't feel like a "place"
- Martin's Brook is behind chain link; its natural character is hard to appreciate.

Onsite Engineering Inc. prepared a preliminary review of a package sewage treatment plant and concluded that it could built for approx. \$3,000,000 and integrated into a range of planning configurations - needed for substantial development if a sewer system were not available.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Planning is in progress for a regional wastewater system, with the design funding approved at the October 4, 2021 Town Meeting. A request for construction funding will be prepared for October Town Meeting, 2022. If approved this will eliminate the need for a package treatment plant and support development in the area.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

North Reading has a Common, but it is isolated from the shops, restaurants, offices and higher density residential that bring people together in a functioning center for civic life. It does not offer the downtown experience that many North Reading residents would also like to see nearby.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

DOWNTOWN CIVIC SPACES

This study explored the kinds of civic spaces that can be used to organize a downtown while providing commerical, residential and public buildings. They often take one of these familiar forms:

- Town greens
- Pedestrian streets
- Market squares

A Town Green for North Reading could be surrounded by homes with a community building anchoring the center connecting to park land. Commercial development (with apartments above) lines Main and Winter with parking behind.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

A Town Green could also open to Main Street surrounded by shops, restaurants, and the community building. More commercial buildings line Main Street. Infrastructure for waste water treatment easily fits on site and is dotted in blue.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Town greens, like this one in Clayton, NC, provide a place for concerts, civic activities and passive recreation that add vitality to the surrounding commercial and residential districts.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Play areas, street entertainers, information kiosks, and other site features are activated by – and help to activate – community and commercial activities.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

A pedestrian street lined with apartments over shops can run down the center of the site. Here community buildings sit at each end, and parking is located behind buildings throughout. A residential street crosses the site near Martins Brook.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Pedestrian Street Option B features a market square, pavilion, and green at the corner of Main and Winter - opening up views and inviting engagement.



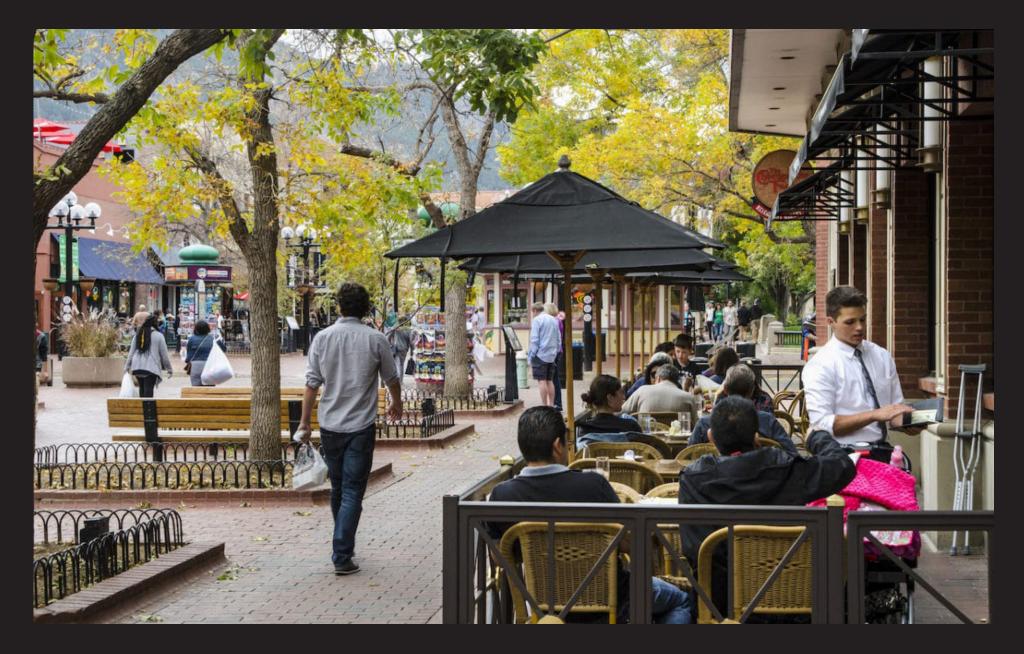
MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Pedestrian streets lined by housing over shops and restaurants, activated by a wide range of outdoor uses including lots of green, can be a focus for North Reading's civic life - and are like a long and thin town green.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Outdoor dining can be accommodated throughout, providing an alternative to restaurants focused on vehicular streets or parking lots.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

A Market Square could have apartments over shops and a community building surrounding a market hall. This large space invites public events while outdoor dining and other activities occur throughout.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Market/civic squares like in Fort Collins, CO invite a wide range of day and nighttime activities and are another alternative for North Reading.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Market squares come in a wide variety of shapes and sizes like the intimate triangular Bow Market in Somerville.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

The Ocean State Job Lot (formerly Stop and Shop) building offers the opportunity for this kind of transformation. A market/civic square connects the market hall, community building and adjacent park land.



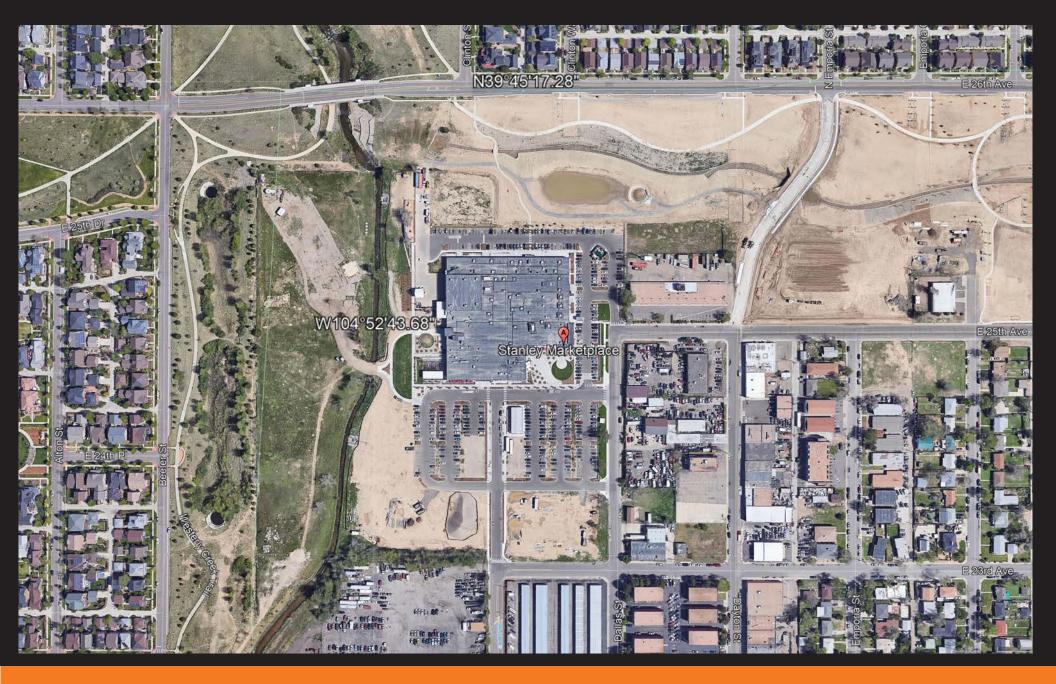
MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Market halls can reutilize existing buildings, like Stanley Marketplace in Aurora, CO – even buildings that don't look promising at first glance.



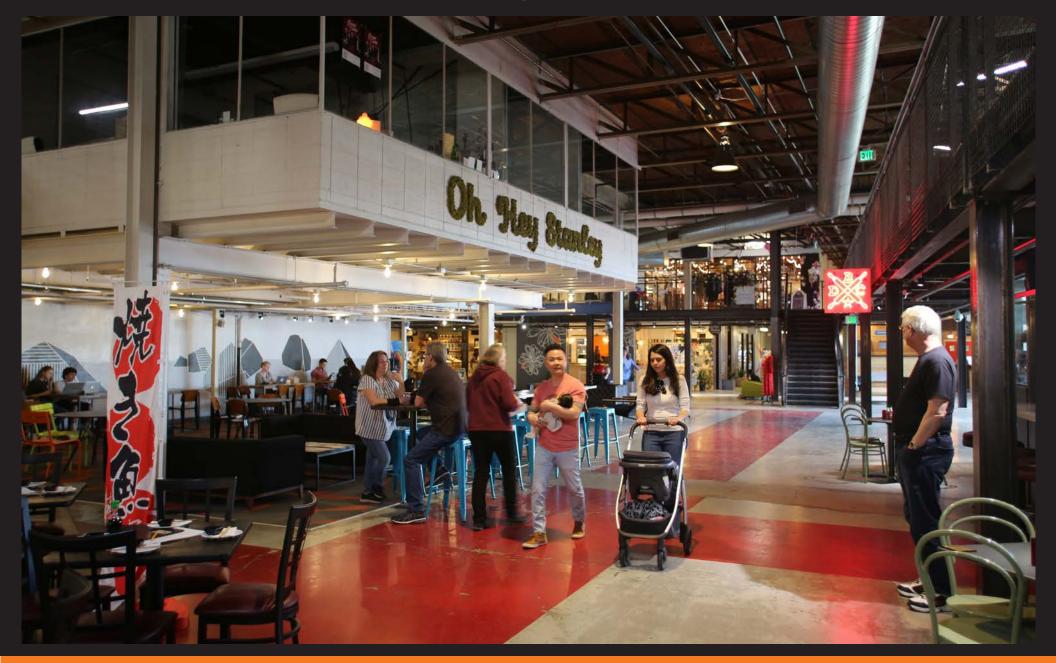
MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

The former ejector seat factory is successful as a destination marketplace, surrounded by park land, residences, and low density industrial uses.



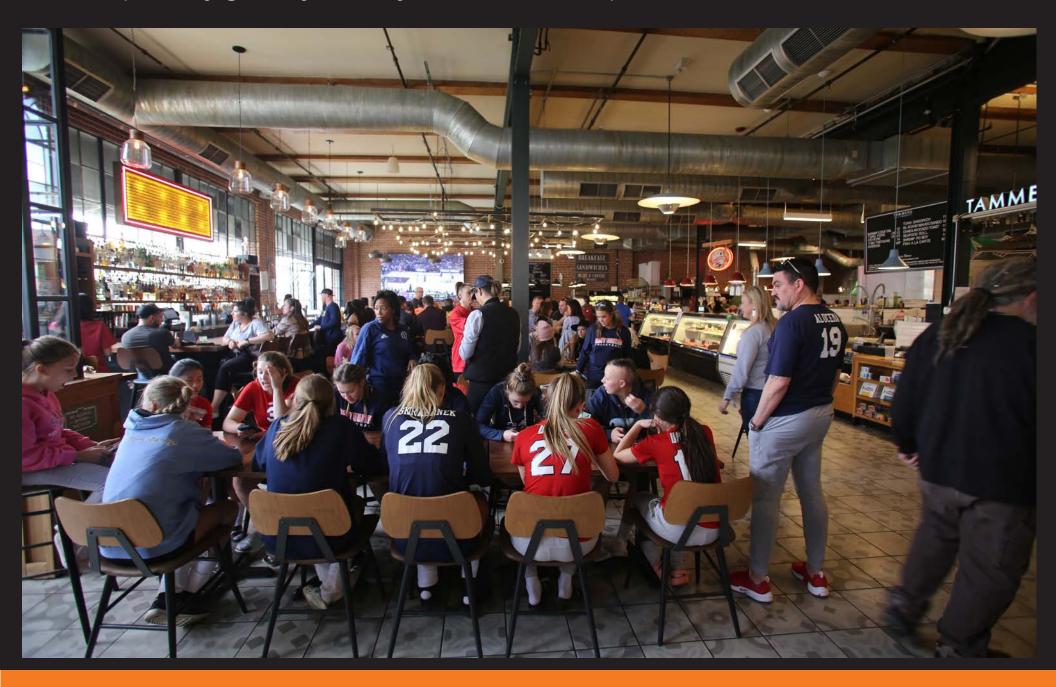
MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

A mezzanine level was added within the high-bay interior and the entire building was filled with small shops, cafes, community uses including a music school and a rental hall, and space for casual dining and meet-ups.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Denver Central Market bustles with activity at all hours, full of take-out, eat-in, and specialty grocery (bakery, butcher) food options.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

A review with a series of development professionals provided useful feedback on these kinds of ideas, and suggests what will be required if the private sector will be fronting most of the redevelopment money:

- There is a high demand for housing
- Demand for retail and commercial is much more limited
- In the current market, the value of the land for development will return \$40,000 \$50,000 to the owners per unit. The number of units will affect willingness to sell
- 3 story development will not provide return on investment needed. 4, 5 and perhaps 6 stories will be necessary.
- Open space may be subsidized by development, but there is a limit to public benefits that will be paid for by private development entities.

Additional development professional feedback suggested:

- To accommodate cars, ground floor parking under buildings will be necessary in addition to surface lots and on-street parking.
- 1.5 parking spaces per unit rather than 2.0 will help keep unit count high enough, without running up parking expenses. Work-from-home and Uber are changing expectations
- Underground parking and parking garages are likely too expensive for the North Reading market

Development professionals suggested that the Town of North Reading will have to invest resources to build developer interest in this site:

- Install the package treatment plant or a preferred alternative – install a new sewer system connected to area infrastructure
- Build support among landowners to consolidate properties for development. Not all properties need to be included, but enough to create a downtown and civic character
- Rezone the area for the kind of development that can create both private and public benefits

Improvements to the area will make it more attractive for North Reading and regional residents and create the kind of environment where development will be worthwhile

Consider providing amenities and activities that will attract the public, potential residents and shoppers to the site:

- o Local/regional busservice, bikes and charging stations
- o Walking trails along an improved Martin's Brook bank
- o Improvements to Route 28 to create a better pedestrian environment
- Organize activities on site such as a flea market, holiday market, food trucks or performances on the Ocean State Job Lot parking lot - to change the perception of the area.

Review of conceptual options with the Community Planning Committee led to a preferred plan that arranges buildings along new streets between Main & Winter, and a pedestrian walk connecting them. Numbers are keyed to the Building Program at the end of this presentation.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Paved and green open spaces face the intersection and a community building backs up to Martin's Brook. Retail faces Main St., the intersection, and a new retail street. Parking lots are "hidden" behind buildings.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Typical buildings have residential above, and retail, residential or parking on the ground floor, subject to market demand. In the preliminary study buildings were limited to 3 stories to maintain a small-town scale.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

The open space at the intersection can accommodate recreation, seasonal markets, food stalls and trucks, community celebrations and everyday meet-ups – adjacent to retail and restaurants.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

A central pedestrian spine is lined by retail and residential and ties the whole site together in a way that will attract the public. The mix of uses will be determined by the real estate market.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

Recommended next steps:

- Increase heights of buildings from what is currently shown
- Assume first floor parking for some of the buildings shown
- Reach out to landowners with the development vision
- Reach out to North Reading residents to build support
- Advocate for improvements for the area
- Advocate for a public uses on this site
- Engage one or more developers who may be interested
- Hire development consultants to pursue market studies

Examples of 4 story and 5 story buildings suggest the impact that these buildings will have on the character of the area. These heights are not untypical of historic and contemporary downtowns. The program that follows is based on 3 story buildings maximum.



MAIN STREET/WINTER STREET STUDY, NORTH READING, MA

BUILDING PROGRAM AND PARKING STUDY

Based on the 12-07-20 North Reading Town Center Master Plan drawings

С	ommercial	Residential-Flats	Townhouses	Community
Building 1 Building 2 Building 3 Building 4 Building 5 Building 5 Building 6 Building 7 Building 7 Building 7 Building 7 Building 10 Building 10 Building 11 Building 12 Building 13 Building 14 Building 15 Building 16 Building 17	12,000 SF 11,250 SF 9,600 SF 13,200 SF 14,400 SF 14,400 SF 3,600 SF	16 (floors 2-3) 22 (floors 2-3) 18 (floors 2-3) 18 (floors 2-3) 27 (floors 1-3) 30 (floors 1-3) 30 (floors 1-3)	10 10 10 9 11 10 12	18,000 SF
Totals	78,450 SF	161 units (ave. 2 bee	drm) 72	18,000 SF
Parking in lots: Below townhouses: Total Parking		622 spaces 44 666 spaces (not	including 68 on	street as shown)
MAIN STREET/WINTER STREET STUDY, NORTH READING, MA OCTOBER, 2021				