



CITY OF ATTLEBORO TRANSIT-ORIENTED DEVELOPMENT  
**DISTRICT VISION + PLAN**

JUNE 30, 2022





# Acknowledgements

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<b>Benton Keene III</b>	Vice-Chairman
<b>Jacqueline Romaniecki</b>	Treasurer
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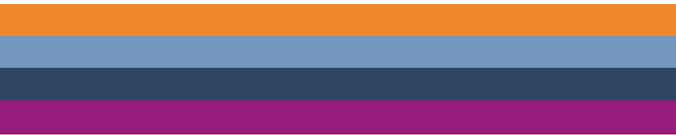
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# 1

## Introduction

The Role of TOD Districts  
TOD District Area  
Project Timeline  
Project Goals and Benefits



# Introduction

## The role of TOD's in a changing world

The world is changing, and Transit-oriented developments (TOD's) are going to play an exciting role in the transformative change of urbanized areas. As smaller downtowns across the U.S. look at creative and proactive solutions for revitalizing their economies, higher density TOD can help increase downtown's residential population and greatly enhance overall vibrancy. As blurred definitions of 'workplace' and 'home' become more permanent, and national trends continue to shift towards greater transportation choices, historic cities like Attleboro recognize once again that their existing mass transit infrastructure is increasing their desirability.

Transit-oriented development districts can be transformative by creating attractive places that are walkable, vibrant, and equitable. These districts offer a lifestyle that aligns better with the way many people live, work, and play today. Dense cities around the world mirror and have supported a similar preference that reclaims their layout: dense, walkable places that are memorable and sustainable while creating a sense of distinction and community.

The ultimate goals of TOD's are to:

- **Maximize utility of public transit infrastructure**
- **Integrate the kind of development that warrants or attracts transit ridership**
- **Promote walkability and reduction of single-person vehicle trips**

Economic impacts in recent years have kick started a rapid wave of people choosing to relocate from large cities like Boston to smaller urbanized municipalities nearby. As existing demands for new and updated infrastructure and mixed-use development continue to grow, so are first of their kind funding opportunities at all government levels (federal, regional, local). This convergence is providing municipalities with a generational opportunity to pursue projects that can support or attract increased density. Through new funding, partnerships, and positive lessons learned from those already in action, TOD's are now very real options to take cities to the next level of mobility and allow them to continue building vibrancy and economic opportunity.

# TOD District Boundary

The TOD District area is identified to the right. The area benefits from its positioning to the downtown and key destinations, as well as its connectivity to roads that access the region.

The District area also falls within the City's MassDevelopment Transformative Development Initiative (TDI) boundary, which prioritizes economic development and supports the TOD District area by:

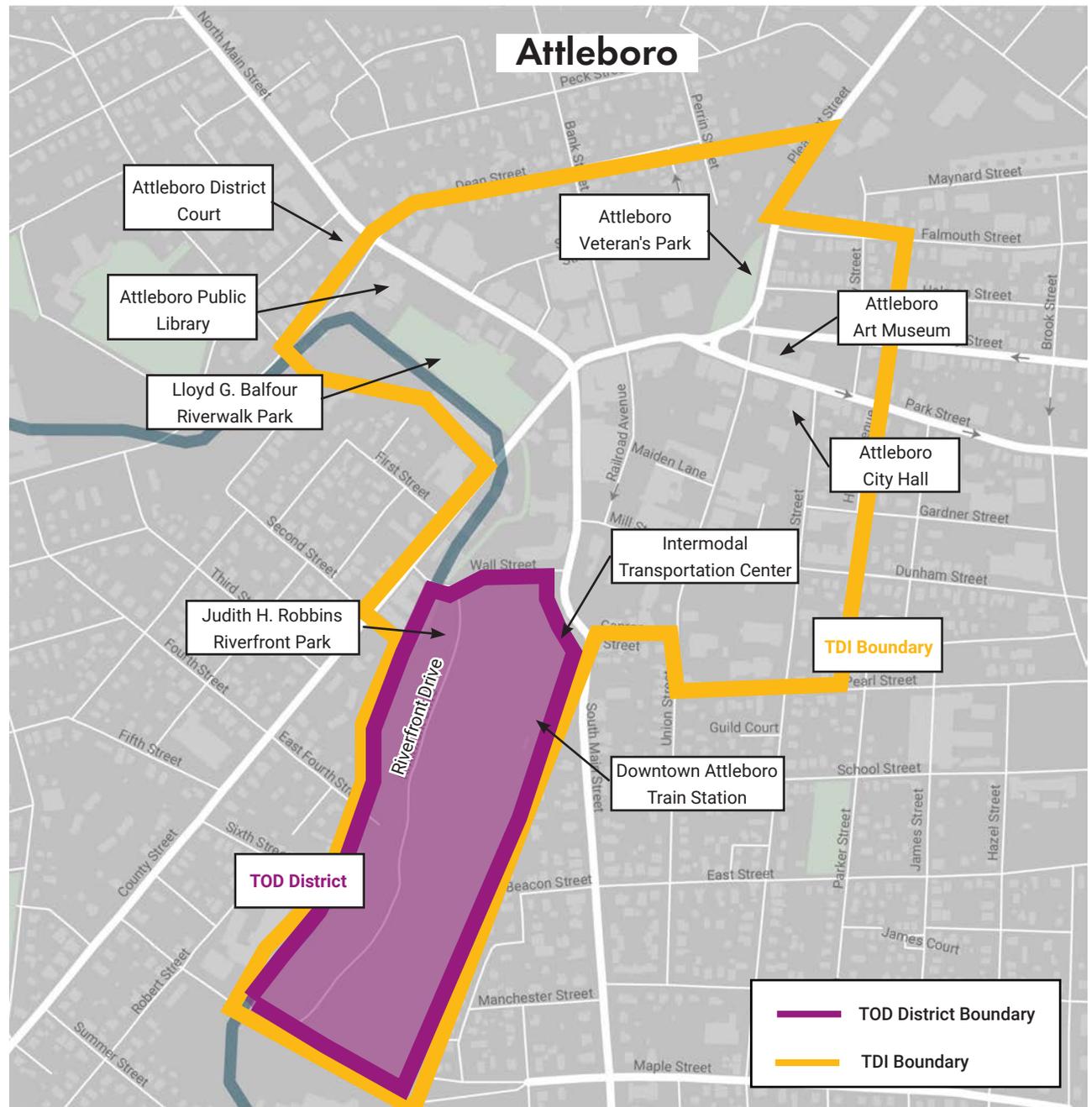
- Remediating and developing the land in the TOD District
- Activating public spaces and making it easier to get around downtown



Looking south from the north end of the MBTA Lot



Looking east from the midpoint of Riverfront Drive





## What this project is

The Attleboro TOD District Vision and Plan focuses on the area adjacent to Downtown Attleboro's Train Station, which has been specifically zoned for TOD by the City. This follows years of land assembly and environmental remediation by the Attleboro Redevelopment Authority (ARA), who now owns the land along with MBTA. The land is ready for private development, with **\$10 million of public investment** having been injected to the area to date.

This plan, grounded in an understanding of the current market demand in Attleboro and the immediately surrounding region, aspires to define development goals and patterns in and around the Downtown Attleboro Train Station that builds on the existing activity in the downtown area and adjacent neighborhoods. The plan **further identifies improvements linked to future development** while taking into consideration community needs collected through the public engagement process. Finally, the TOD District plan aims to identify other zoning or policy changes that are needed to accomplish plan objectives.



## What this project isn't

While this plan acts as a guidebook to future growth in the Attleboro TOD District, it cannot change rail operations, design, and alignment, which are approved by MBTA and the Federal Transit Administration (FTA). It also cannot promise:

### STATION DESIGN AND ALIGNMENT

- Cannot change station location
- Cannot change rail alignment
- Cannot request train service changes

### DEVELOPMENT

- Cannot promise specific development
- Cannot bring any specific businesses or homes to the district
- Cannot promise specific design or engineering solutions that require further study
- Cannot propose development within the current MBTA property

## Role of the Attleboro Redevelopment Authority (ARA)

Redevelopment Authorities have broad powers to plan and implement activities needed to redevelop underutilized, deteriorated or blighted open areas, to encourage new development and to promote sound growth. Redevelopment Authorities are governed by M.G.L. Ch 121 B and accordingly have the power to:

- Plan and implement activities needed to redevelop underutilized, deteriorated or blighted open areas
- Encourage new development and to promote sound growth.
- Establish rehabilitation and design standards
- Assemble and dispose of land, including the taking of real estate through eminent domain
- Participate in real estate development and commercial revitalization
- Issue bonds, borrow money, invest funds, and receive grants; and accept gifts or requests

## Project Timeline



## Project Goals and Benefits

### Public Outreach

Engage the public to foster a collaborative process for station area development

### Housing Choice

Propose a mix of housing types that promote affordability

### Future Development

Respond to market demand while creating a vibrant cohesive sense of place

### Station Area Urban Design

Conceptualize interventions that improve connectivity and walkability

### Improve Access to Nature

Improve connectivity and access to Judith H. Robbins Riverfront Park

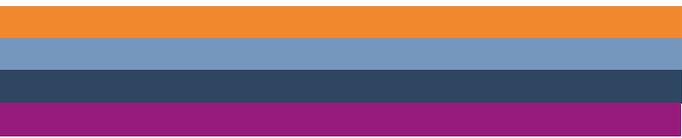
### Resiliency

Reduce the community's carbon footprint, negative impacts on the environment, and support green infrastructure.

### Policy Change

Identify any additional zoning policy changes that are required to support growth





# 2 Vision

TOD District Vision  
Guiding Principles  
Building Blocks  
Public Engagement

# TOD VISION

The Attleboro TOD will shift the current Downtown Attleboro revitalization efforts into overdrive. The mixed-use, mixed income development will transform what is now vacant land into an exciting area of civic and urban activity.

Hundreds of new residents, commuters, workers, and visitors will bring a vitality that will spill across Downtown, furthering Attleboro's vitality and prominence as a place to live and work. Downtown Attleboro is on the move!

We will build upon our Downtown's incredible history, but plan for an ever-brighter future.

## TOD District Vision

### Looking forward

Attleboro has been proactively preparing to take optimal advantage of the strategic opportunity that is rarely available in densely built, historic cities in New England: an open swath of land available as a blank slate for development (approximately 18 acres), immediately adjacent to the heart of its downtown. While Attleboro recovers from recent impacts to its downtown environment (some of the City's 30% commercial vacancies in 2021 have begun to be occupied by new businesses), the City is also ready to **"amp up" its offerings as an important regional node of activity and transportation connection.**

Attleboro fully understands the opportunity of the TOD District and, with the Attleboro Redevelopment Authority (ARA) has been extremely active in the past decade, thoughtfully and deliberately preparing for the future of this area. A culmination of planning efforts have **laid the groundwork for catalytic change** by focusing on where change is most desired and needed (mobility, housing, economics). Important data has been collected and analyzed, policies have shifted, and the City's residents and business owners have been regularly engaged to maintain transparency as, **together, the community and its leaders create a TOD District that helps Attleboro reach its full potential.**

# Guiding Principles

The following guiding principles are best practices and have informed the TOD Vision + Plan in order to:

- Create an accessible, connected environment offering safe, multi-modal transportation options for residents and visitors alike
- Encourage a mix of land uses to ensure proximity to retail and work opportunities while enhancing the pedestrian experience around the station
- Use a variety of building types to promote human scale and walkability around the station

## The essential layers of successful TODs



## The guiding principles of TODs

### WALK

#### DEVELOPING NEIGHBORHOODS THAT PROMOTE WALKING

- OBJECTIVE A.** The pedestrian realm is safe, complete, and accessible to all.
- OBJECTIVE B.** The pedestrian realm is active and vibrant.
- OBJECTIVE C.** The pedestrian realm is temperate and comfortable.

### CYCLE

#### PRIORITIZE NONMOTORIZED TRANSPORT NETWORKS

- OBJECTIVE A.** The cycling network is safe and complete.
- OBJECTIVE B.** Cycle parking and storage is ample and secure.

### CONNECT

#### CREATE DENSE NETWORKS OF STREETS AND PATHS

- OBJECTIVE A.** Walking and cycling routes are short, direct, and varied.
- OBJECTIVE B.** Walking and cycling routes are shorter than motor vehicle routes.

### TRANSIT

#### LOCATE DEVELOPMENT NEAR HIGH-QUALITY PUBLIC TRANSPORT

- OBJECTIVE A.** High-quality transit is accessible by foot. (TOD Requirement)

### MIX

#### PLAN FOR MIXED USES, INCOME, AND DEMOGRAPHICS

- OBJECTIVE A.** Opportunities and services are within a short walking distance of where people live and work, and the public space is activated over extended hours.
- OBJECTIVE B.** Diverse demographics and income ranges are included among local residents.

### DENSIFY

#### OPTIMIZE DENSITY AND MATCH TRANSIT CAPACITY

- OBJECTIVE A.** High residential and job densities support high-quality transit, local services, and public space activity.

### COMPACT

#### CREATE REGIONS WITH SHORT TRANSIT COMMUTES

- OBJECTIVE A.** The development is in, or next to, an existing urban area.
- OBJECTIVE B.** Traveling through the city is convenient.

### SHIFT

#### INCREASE MOBILITY BY REGULATING PARKING AND ROAD USE

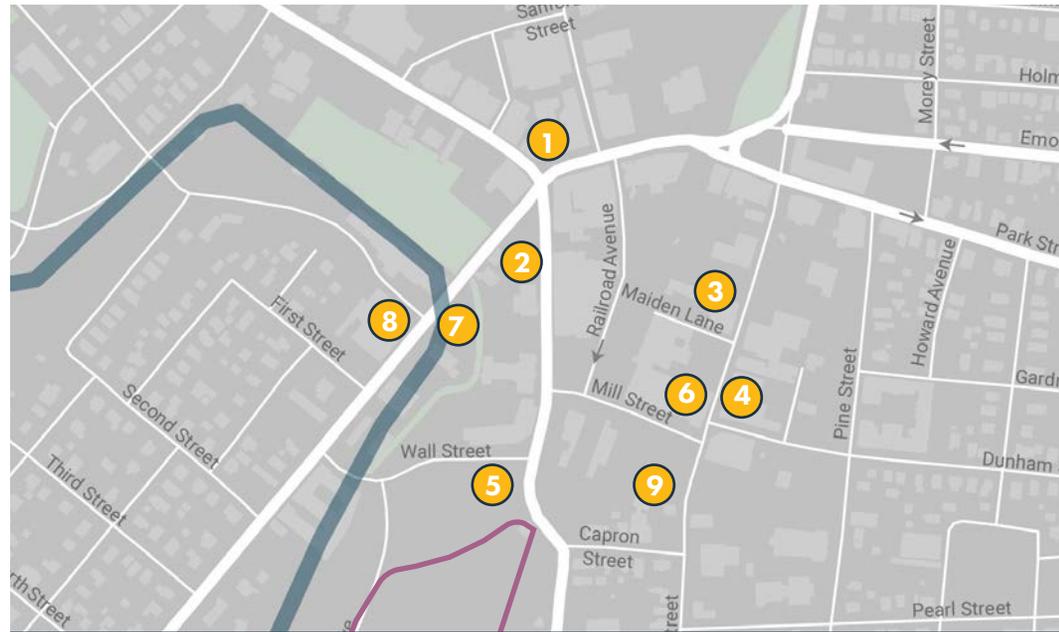
- OBJECTIVE A.** The land occupied by motor vehicle is minimized.

# Building Blocks

## Setting the Stage for Success

The most significant benefit of the TOD District is its ability to address the needs identified previously by the City and during this planning effort. These include:

- A focus on mixed-use developments that complements but does not compete with the rest of Downtown
- Prioritizing mixed-income development so that the TOD District can continue to serve Attleboro's housing needs
- Capturing the many commuters coming through the City and encouraging them to spend more time—and dollars—in Downtown
- Accommodating a shift in preferences towards new work solutions and active lifestyles
- Attracting new residents or business owners that can diversify the TOD and support the uses the City would like to be able to offer



### Recent and Upcoming Developments Are Already Demonstrating Attleboro's Attractiveness

<u>DEVELOPMENT</u>	<u>USE</u>	<u>UNITS</u>
1. Bates Building	Retail/Residential	49 apts
2. Briggs Building	Residential	46 apts
3. Foster Building	Residential	59 (phase 1) to 110
4. Ingraham Building	Residential	43 apts
5. One Wall Street	Residential	136 apts
6. 49 Union Street	Industrial	To be determined
7. 35 County Street	Commercial	To be determined
8. 90 County Street	Commercial	To be determined
9. 79 Union Street	Commercial	To be determined

# Alignment with Other Plans

The City’s vision for this District is multi-faceted, including a desire for development and economic growth that accommodates new needs and opportunities, supports/supplements existing uses in the downtown area, and anticipates that the area may continue to evolve over a longer period of time. As identified in Table 1 below, all of these align with priority recommendations identified in other recent plans, such as those to the right.



**Table 1.** Recurring community themes in recent planning efforts clearly highlight the City's priorities.

PLAN NAME	PRIORITY RECOMMENDATION TOPICS							
	Increase Density	Multimodal Infrastructure	Diversify Housing	Improve MBTA Partnership	Branding/Marketing	Wayfinding	New Programming	Public Realm Improvements
Downtown Attleboro Action Strategy (2022)	●	●	●	●	●	●	●	●
Attleboro Parking Garage Feasibility Study & Economic Impact Analysis (2021)				●				
Downtown Attleboro Rapid Recovery Plan (2021)					●	●	●	●
Downtown Parking Study (underway)		●				●		●
Downtown Urban Renewal and Revitalization Plan (2007)	●	●	●					●
Downtown Attleboro Mobility Study (2019)	●	●				●		●

# Public Engagement

## Community Voice

For the development of this vision and plan, the project team has distilled years of previous discussions, and re-engaged the public to discuss opportunities and preferences for what the TOD District development look should be in the future. The intention of the public meeting for this process was to identify **how the TOD District will serve the community**, and to establish general consensus that an appropriate level of density (designed with the right mix of uses and appearance in mind) is welcome for Attleboro to continue building vibrancy and economic opportunities that can support and expand the City's existing offerings.

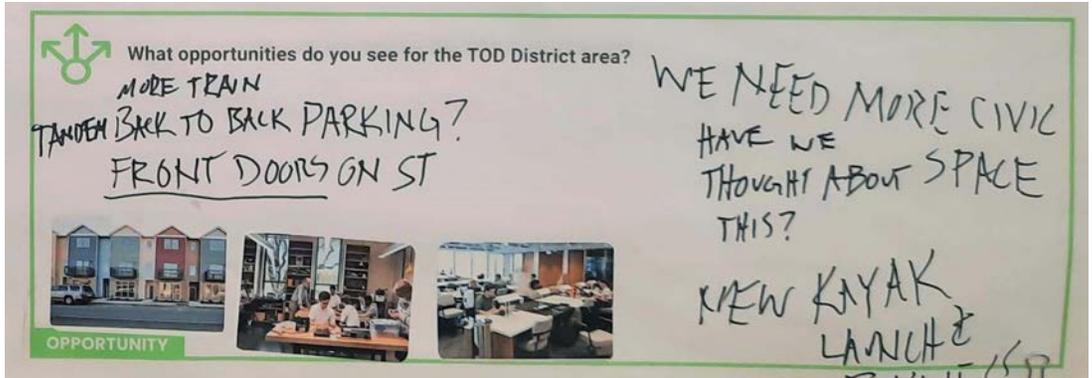
The public meeting held on June 2, 2022 identified some key sentiments:

The MBTA should continue to be actively engaged

Having enough parking to balance the needs of both residents and visitors is a concern

Retail opportunities that the TOD brings should complement, and not detract from, the downtown

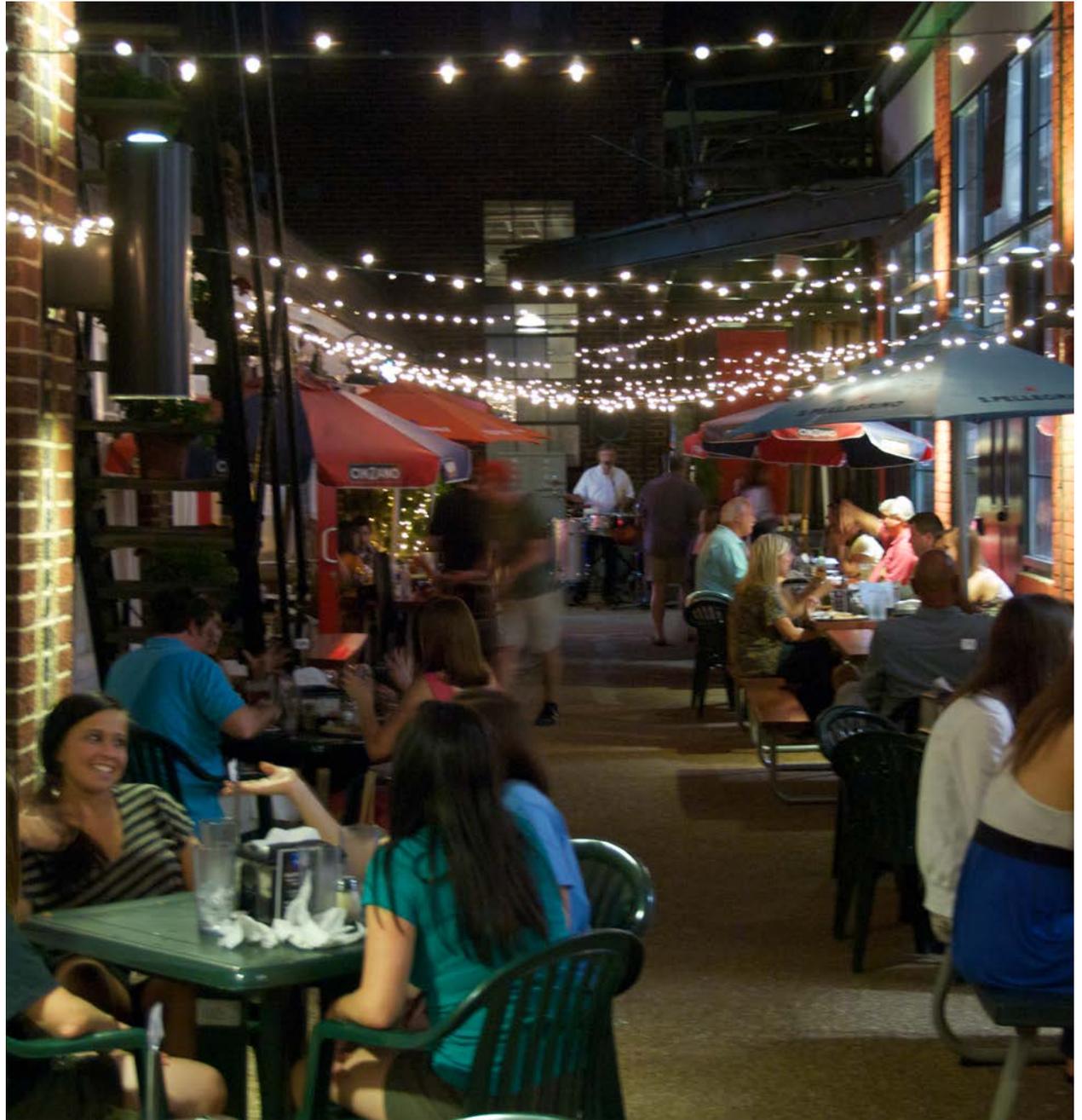
New types of work spaces could be investigated



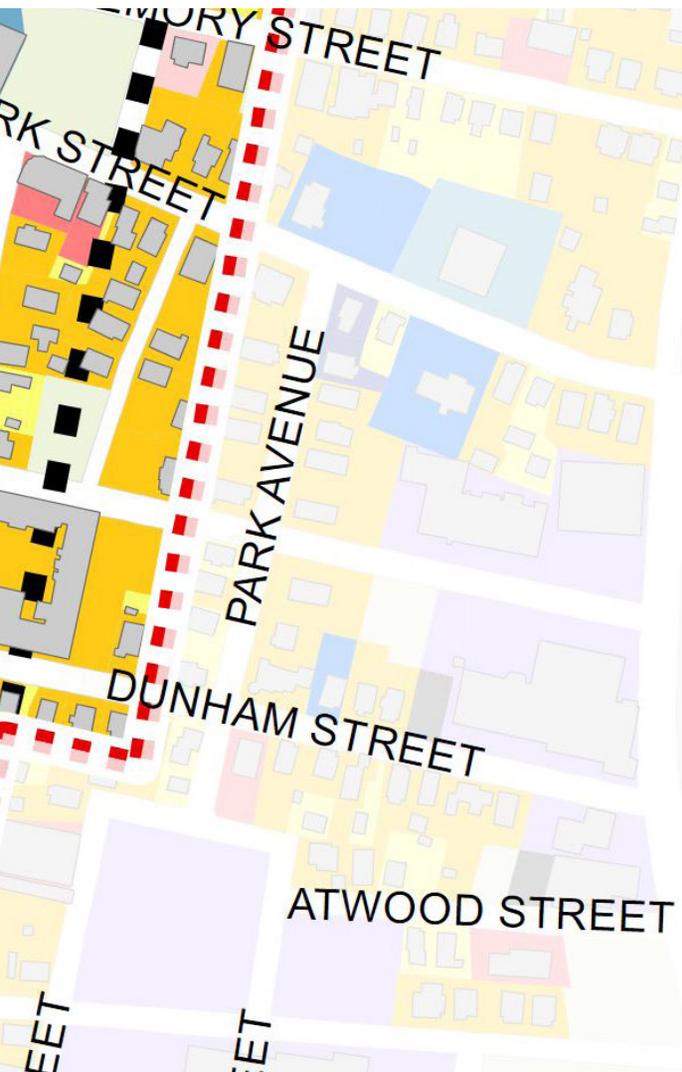
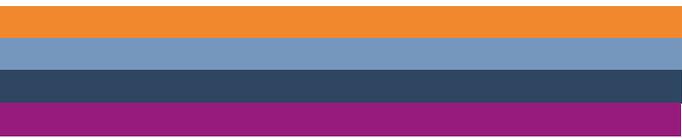
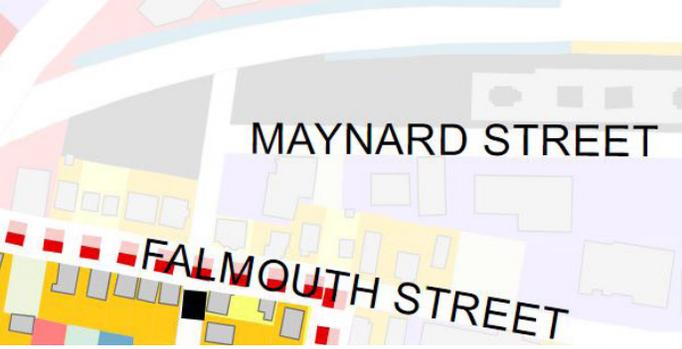
## Stakeholder Input

An important component of this process has been a series of discussions held with developers whose interests and experience may align with Attleboro's goals for the TOD District. Through these conversations, the team has been able to:

- Validate that there is significant interest by the development community
- Confirm that development interest exists with or without the MBTA properties and potential partnership
- Agree that there is an opportunity for a significantly higher level of density than recommended in the previous TOD concepts
- Understand that market rate development would likely require a more conservative approach to parking requirements per unit for various uses
- Agree that while there is an opportunity for mixed-use development, the space dedicated to retail uses need to be aligned with the future market opportunity







# 3

## Why Attleboro is Ready

- Progress to Date
- Issues to Address
- Market Assessment



# Progress to Date

## Needs and Opportunities

Some of the most important milestones in understanding the needs and opportunities of a TOD District have already been checked off by the City and the ARA:

1. **DATA** - Collection and analysis of current data that clearly defines and illustrates the City's strengths and opportunities
2. **BUY-IN** - General consensus on a community vision and within the stakeholders who will be essential in making the TOD a reality
3. **SITE OWNERSHIP**- General agreements between the landowners as to the intent of development
4. **SITE ASSESSMENT**- Early remediation of the site to understand potential environmental and engineering barriers to feasible development
5. **POLICY/OTHER TOOLS**- Adoption of policies and integration of other mechanisms that support the intentions of the District

## 1 DATA

Although the TOD District is currently essentially vacant, an understanding of the existing conditions in the immediately surrounding area can guide the direction of the TOD development in terms of promulgating a consistent experience for its residents, business owners, and visitors.

As part of this vision plan, quantitative and qualitative data was captured for a range of topics, including lighting, pedestrian access, user perception in different areas of the downtown, etc. Quantitative data was also captured, including the most recent ridership numbers for transit and traffic volume counts.

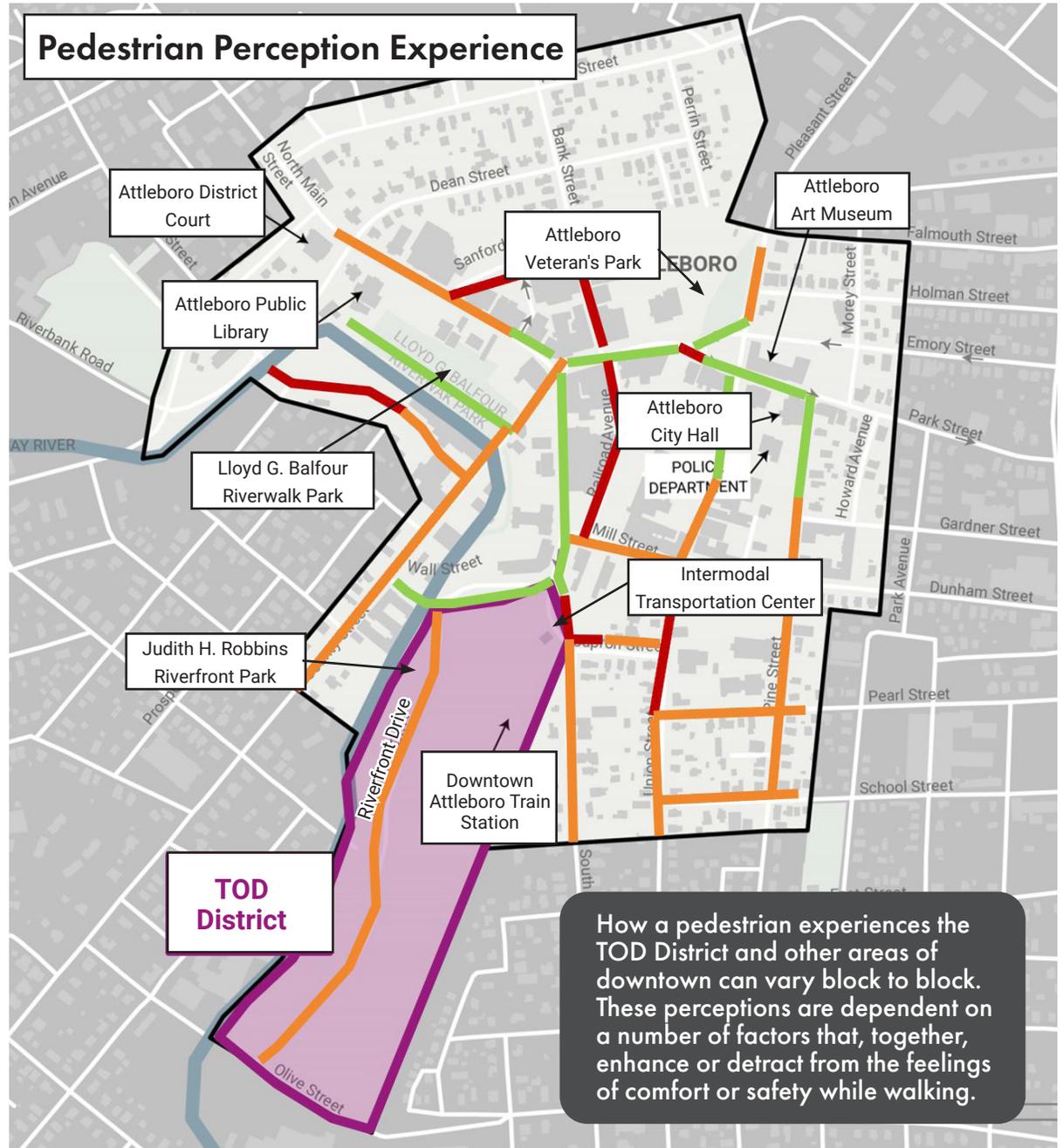
This plan builds on data from recent City planning efforts, creating a toolbox of sources to support the refinement of the TOD District development.

- The Downtown Attleboro Action Strategy included data about **population projections, employment by industry, retail trends, travel modes**, etc.
- In March 2022, a complete **parking inventory** of downtown Attleboro (including parking by type and regulation) and **parking utilization** was captured during multiple time periods as part of the Downtown Attleboro Parking Plan (to be completed in summer 2022).
- The City's Downtown Attleboro Wayfinding Plan is near completion and includes a comprehensive **inventory of existing**

wayfinding signage and detailed recommendations of a new sign system which, once implemented, should significantly improve navigation to/through downtown and the TOD.

- The Rapid Recovery Program effort in 2021 resulted in the City's first-ever **inventory of built assets and characteristics** both in the public and private environment, including: **sidewalks, crosswalks, benches, window awnings**, etc. The RRP also included valuable data about **demographics and employment**.
- In 2020, the Downtown Attleboro Mobility Study Fact Book included data on **commute and travel patterns, origins and destinations, pedestrian infrastructure analysis, crash data**, and more.

<span style="color: green;">●</span>	<b>Positive Perception Area</b>
	Area is well lit Feels safe/eyes on the street Active frontages Attractive, well-maintained Feels welcoming, range of amenities
<span style="color: orange;">●</span>	<b>Neutral Perception Area</b>
	Combination of positive and negative associations
<span style="color: red;">●</span>	<b>Negative Perception Area</b>
	Area is lacking lighting Feels unsafe/no eyes on the street Blank walls/inactive frontage/vacancies In need of maintenance Feels unwelcoming, lacking amenities



How a pedestrian experiences the TOD District and other areas of downtown can vary block to block. These perceptions are dependent on a number of factors that, together, enhance or detract from the feelings of comfort or safety while walking.

## 2 BUY-IN

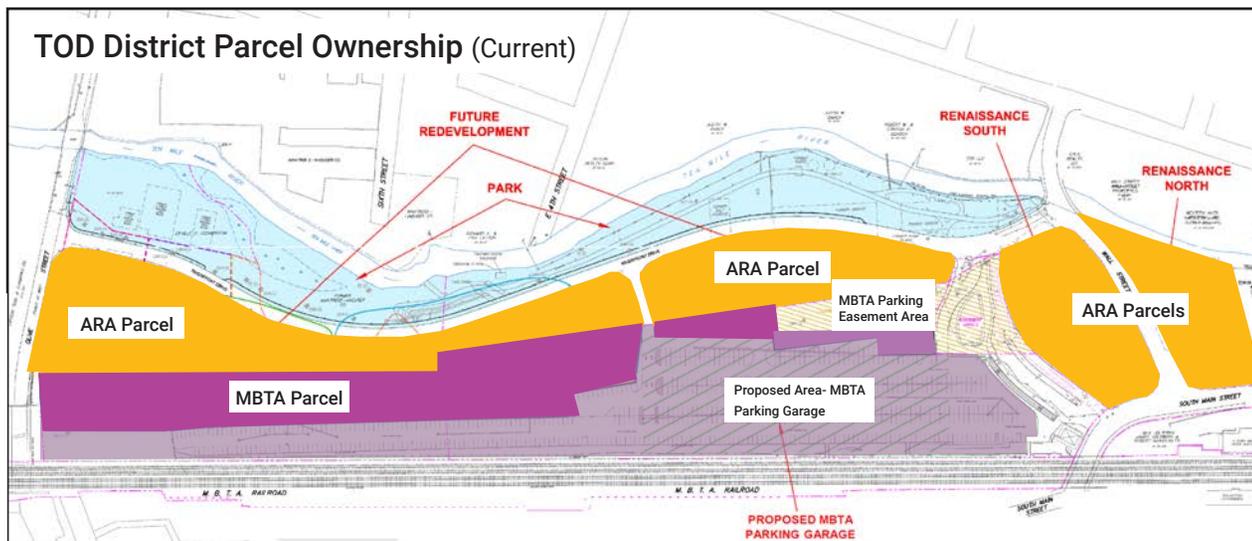
As the two landowners of parcels in the TOD area, the MBTA and ARA have met with the City frequently throughout the years-long process and general consensus has been secured for the ownership of the majority of the site. The community is also ready to kick start the process.

## 3 SITE OWNERSHIP

Most land is owned by the ARA and they have been voted as the official mechanism to seek development. The ARA is currently in discussions with the MBTA to negotiate a small conveyance of property that mutually benefits both owners.

## 4 SITE CONNECTIVITY

With its direct connections to Boston and Providence via the MBTA Commuter Rail route, GATRA bus terminal, proximity to the Downtown Attleboro regional highway system, as well as its walkability to downtown Attleboro, the site is ideally suited for high-density mixed-use development. The site is immediately bounded to the east by MBTA rail, and to the west by the Ten-Mile River and shared use pathway of Judith Robbins Park which is parallel to Riverfront Drive. The northern portion of the site is bounded by the Attleboro Intermodal Transportation Center and the newly occupied One Wall Street residential property. Olive Street marks the southern boundary. The majority of the site is made up of the undeveloped land and MBTA parking.



One of the most critical areas of the site assessment for this plan includes the TOD District's access by different modes of transportation.

### Vehicle Access

There are 2 existing external points of vehicular access into the TOD district- from Wall Street to the north, and Olive Street to the south. Within the TOD area there are currently only vehicle access points from Riverfront Drive which lead to the train station parking lot or for transit vehicles to access the intermodal center. Future vehicular circulation and the layout of new roads to support flow in the TOD and downtown area will be an integral part of potential development configurations.

### Pedestrian Access

Pedestrian infrastructure along Riverfront Drive is a great starting point but key conflict points at existing crosswalk locations nearby need safety improvements and enhanced signage which better alerts vehicles and directs pedestrian to areas intended for their access.

A strong network of pedestrian paths will be a priority in the design of the district in order for the TOD to achieve its purpose.

## SITE OPPORTUNITIES

### Mobility

The placement of the Intermodal Transportation Center at the most visible (from downtown) portion of the site is a significant opportunity to attract people to transit and other uses in the District.

A stronger sense of arrival into the TOD District from the Riverwalk Park is an opportunity to encourage pedestrian connectivity between recreational areas and other downtown destinations.

The existing bicycle infrastructure at Riverfront Park is an opportunity to set precedent and expand into other parts of the Downtown.

### Land Use Development

If integrated properly, the Judith H. Robbins Riverfront Park can offset some of the demand for recreational areas on the narrow footprint of the available land.

Potential for future land swaps can ease some of the pressure to identify all land uses immediately, and to instead identify uses in response to early phases of the District's development.

### Built Form

The zoning allowance for up to 7 stories is the strongest opportunity to increase density, particularly because this height would not have impact on adjacent neighborhoods.

Because there is only one existing development on the site, there is flexibility in being able to establish a consistent built aesthetic that can visually define the District.

## SITE CONSTRAINTS

### Mobility

The location of the northbound Commuter Rail platform is a challenge because it feels disconnected from the primary experience of the train station and potential TOD uses.

Because the site has limitations on being able to accommodate new roads, east to west permeability through the District for pedestrians, in particular, will be essential.

### Land Use Development

Best estimates from the MassDEP Oil and/or Hazardous Material Sites with Activity and Use Limitations (AUL) identified some potential locations within the site. The City and the ARA will need to abide by requirements set out in the AUL document, outlining property owner obligations and maintenance conditions that must be followed to ensure the safe use of the property.

### Built Form

Because the site is narrow and linear, the configuration of new developments will need to be creatively and strategically positioned for the most efficient use of the land.

## 5 POLICY/OTHER TOOLS

The City of Attleboro has initiated multiple policy changes over the past few years to support TOD Development, and they have created other tools that can greatly assist with future public/private partnerships.

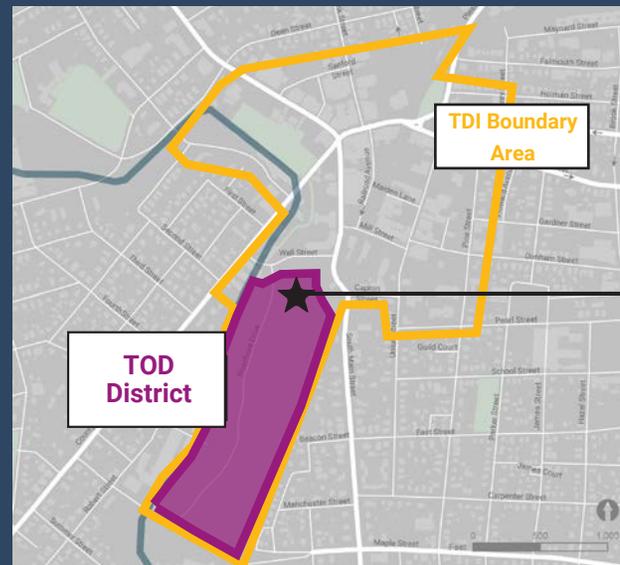
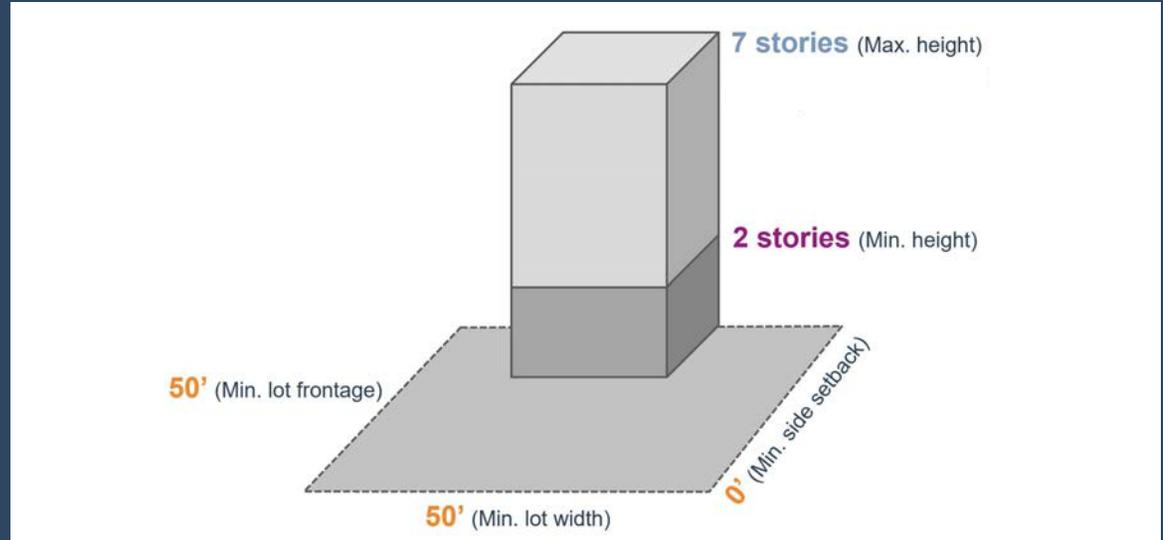
The most significant policy achievement supporting the pursuit of the TOD District is the TOD District zoning defined as intending to...

*“create and promote a blend of compact and very highly intensive residential, retail, office, civic entertainment, and institutional uses; and...encouraging an attractive streetscape, a functional mix of complementary uses, and the provision of facilities that support transit use, bicycling, and walking.”*

*(Section 17-10.16 of the City Zoning Ordinance, adopted in 2015 and last amended March 2021)*

The TOD District welcomes the density that is necessary to create vitality while also creating a reasonable limit on height that isn't a significant departure from existing structures downtown. As shown in the diagram to the right, the maximum height is seven stories and assumes typical construction (the first two would be a concrete podium with up to five floors of wood construction above).

## TOD DISTRICT ZONING- DESIGN GUIDELINES



- Minimum 2 story height
- Maximum 7 story height
- Minimum lot area 20,000 sf
- Minimum building coverage 60%
- Maximum building coverage 85%



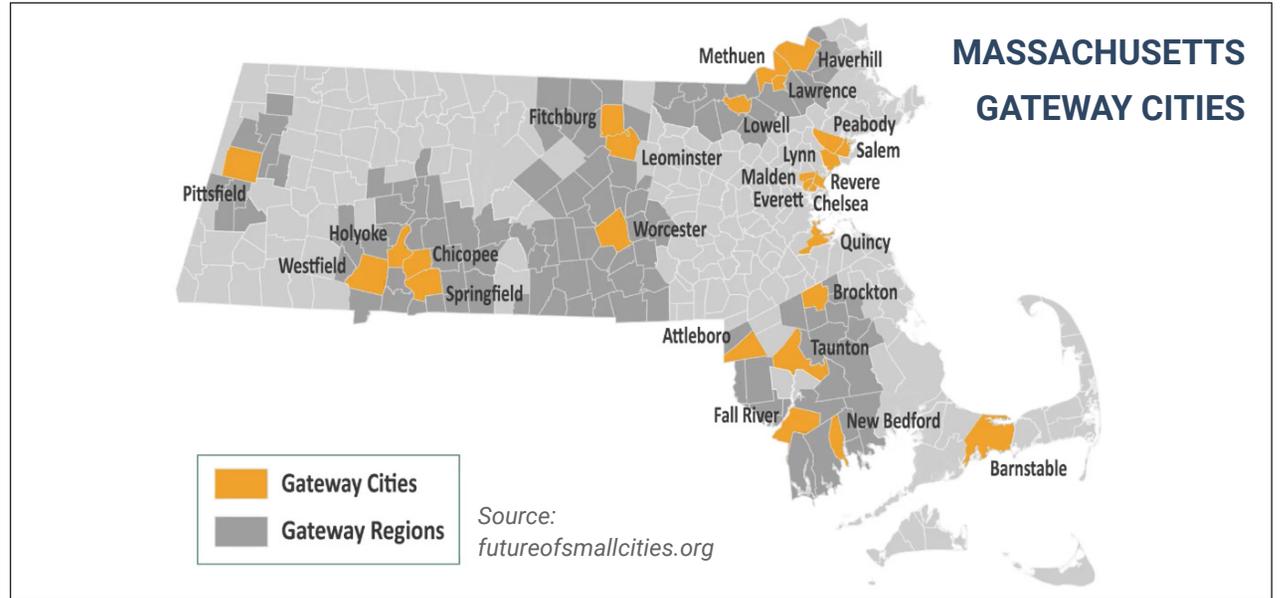
## GATEWAY CITY OPPORTUNITIES

Attleboro is one of 26 cities defined by Legislature as a **Gateway City** in the Commonwealth. In February 2022, Governor Baker announced the expansion of the Transformative Development Initiative (TDI) program run by MassDevelopment, an investment of \$23 million into twelve of the communities, including Attleboro. Through this funding, the City will have access to a TDI fellow who can help accelerate development and overall revitalization efforts. This includes technical assistance as well as assistance with and access to funding grants that support initiatives ranging from development to art and cultural opportunities.

As a Gateway City, Attleboro is also eligible for The **Commonwealth of Massachusetts Certified Housing Development Incentive Program (HDIP or MA HDIP) Tax Credits**. An HDIP housing development project is defined as a multi-unit residential rehabilitation or new construction project that contains at least 80 percent market-rate units that are sold or leased upon completion. It can also contain two or more residential units as part of a mixed-use development that includes commercial uses in addition to the residential units. In addition to HDIP credits, the Developer is also offered a property tax exemption from the municipality where the project is located, which exemption must be approved by the program administrator.

## DISTRICT IMPROVEMENT FINANCING

In February 2021, the Municipal Council adopted **District Improvement Financing (DIF)** within the TOD District, a mechanism which allows for a portion of tax revenues from new growth within the District to fund infrastructure, related plans, and professional services.



## HOUSING DEVELOPMENT INCENTIVE PROGRAM (HDIP)

The Housing Development Incentive Program (HDIP), established by M.G.L., Chapter 40V, provides Gateway Cities with a tool to develop market rate housing while increasing residential growth, expanding diversity of housing stock, supporting economic development, and promoting neighborhood stabilization in designated areas. This program provides two tax incentives to developers to undertake new construction for lease or sale as multi-unit market rate residential housing:

- **A local-option real estate tax exemption on all or part of the increased property value resulting from improvements (the increment)**
- **State tax credits for Qualified Project Expenditures (QPEs) that are awarded through a rolling application process**

These options apply to construction within Attleboro's TOD Zoning District.

Source: mass.gov



# Issues to Address

## Considerations

In addition to tasks completed to date, there are also some remaining barriers that the ARA needs to consider across the entire district prior to initiating development, including:

1. **SITE OWNERSHIP** - Finalizing agreements for specific parcels
2. **PARKING STRUCTURE** - Gain consensus on the need of and overall approach of a new parking structure for train station commuters
3. **ENVIRONMENTAL MITIGATION** - Identifying specific measures to manage flood risks so that developments are poised to pass inspections and are shovel-ready as early as possible

## 1 SITE OWNERSHIP

In September 2021, the City conducted a TOD Parking Garage Feasibility Study and Economic Impact Analysis. Highlights of this plan that remain especially relevant include:

- **Southernmost MBTA Property.** The MBTA has indicated that it must retain ownership of the southernmost property (adjacent to tracks). However the ARA has spent \$60,000 on this MBTA land to remove highly contaminated source material.
- **Central MBTA Property Unused** MBTA land is needed to enhance the development potential of ARA land along Riverfront Drive.
- **Northern MBTA Property Ownership and easement rights** must be “cleaned up” through either a land swap or inclusion of MBTA land in an MOA.
- The location and capacity of the MBTA's proposed parking structure could affect the amount of MBTA land to include and the need to “canvass” departments again

## 2 PARKING STRUCTURE APPROACH

Parking is a critical component of any new development, and identifying the optimal inventory is a delicate balance. This does not make any consideration of commuter parking. Zoning requirements set the limits for what is required in the TOD, but the City may need to review and/or update to ensure they are supporting best practices. Identifying the number and type of parking spaces needed is dependent on various factors, such as:

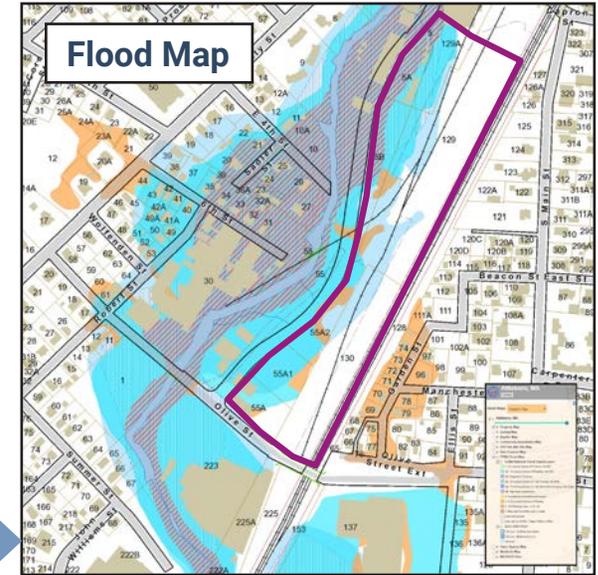
- Type of development
- Active periods of various uses throughout the day
- Ability to develop shared parking programs
- Accessibility to alternative transportation modes
- Conditions of surrounding infrastructure

The existing on-street parking spaces along Riverfront Drive are a strong asset for the TOD. The final parking inventory needed in the new development will be dependent upon the uses established.

How parking is regulated or priced will need to be determined to make sure it is serving various users and contributing to efficiency of the overall parking system.

## 3 ENVIRONMENTAL MITIGATION

Although nearly half of the TOD District site is located within a flood zone area, this challenge is not insurmountable. The buildings can and will need to be constructed in a way to mitigate any flooding. Surveys and testing will be required at appropriate phases of the development in order to determine the best solutions for integrating into the construction techniques used or through the strategic design of green infrastructure.



### ATTLEBORO TOD DISTRICT ZONING PARKING REQUIREMENTS

#### Off-street parking spaces (minimum dimensions)

- At least 9' wide and 19' in length

#### Residential development parking spaces (minimum required)

- One (1) off-street parking stall per unit plus one (1) additional off-street parking stall for every four (4) residential units

#### Non-Residential development parking spaces (required) except

- Three (3) off-street parking stalls per 1,000 square feet (where for restaurants application of this formula results in the fractional stall, the number of stalls required shall be the next highest whole number); two (2) spaces for any use occupying more than 500 square feet and less than 1,000 square feet; and one (1) space for any use occupying 500 square feet or less

# Market Assessment

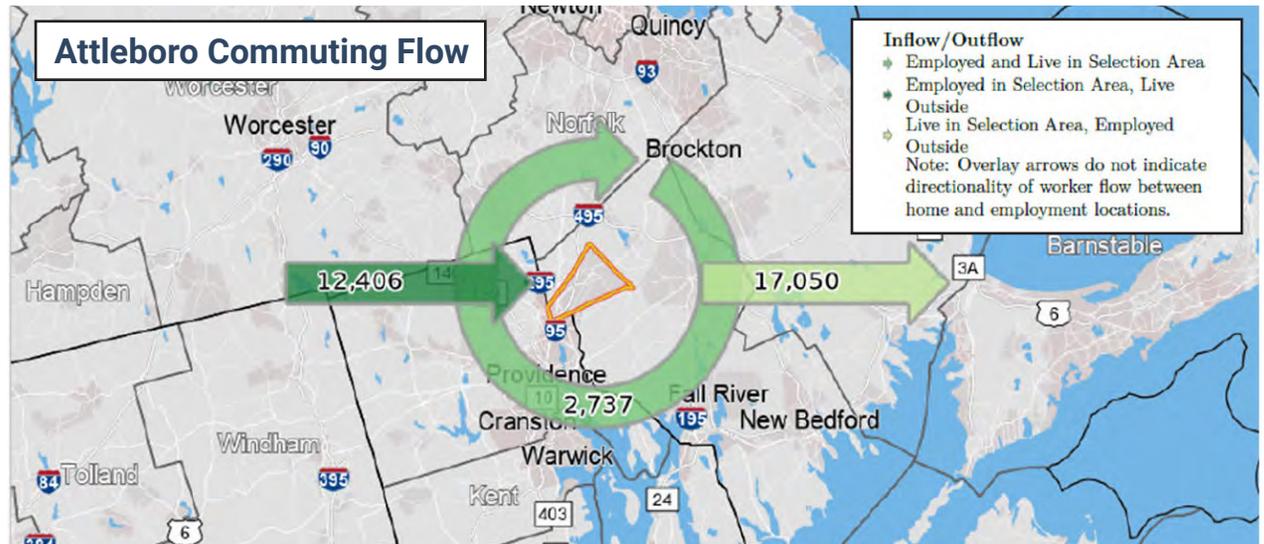
## Confirmation of Market Readiness

**Summary:** A real estate market analysis was conducted during the Downtown Action Strategy and based on findings from that assessment, there is an opportunity for approximately 11K sqft of new commercial space (for retail, services, or F&B) within the vicinity of the station area – the amount that is currently depicted on the plan.

This is a relatively small amount of space (approximately 10% of the estimated 110K sqft of existing ground floor commercial space downtown that is currently devoted to these types of spaces) and is equivalent to 3-5 new small-scale establishments.

Relative to all commercial space downtown (estimated at closer to 600K sqft), citywide (estimated at over 3 mil sqft), or within 5 miles (estimated at >8 mil sqft), the proposed new commercial is an almost insignificant figure.

**Background:** Although Attleboro's Downtown has struggled against competition elsewhere in the city and in neighboring jurisdictions, and there is some storefront vacancy downtown (particularly in a few older buildings), the Attleboro market overall has a relatively low commercial vacancy rate. The project site and the station area are well positioned to benefit not only from expected new residential growth, but also from commuter traffic - those visiting the area to enjoy the riverwalk and park amenities. The project site arguably



Source: Downtown Attleboro Action Strategy

has some of the best locations for (smaller scale) retail/F&B in the city.

Although urban sites like the one being considered can be challenged by lack of visibility, access, and abundant parking, Attleboro's downtown is evolving to become something of an attraction in itself, with a critical mass of residents in higher density apartments (from this project and others) that will help support such spaces. The flow of commuters passing through the station, and the plans for new parking in the area (which could be shared in off-peak, non-commuter hours), also make this an ideal location for commercial.

The pandemic has certainly had impacts on the retail sector, which was already being disrupted by larger forces. It remains to be seen if and how the sector will rebound. Restaurants, cafes/bars, convenience retail, grocery stores, and various consumer service establishments appear to be

doing better than retail (they are less likely to be impacted by e-commerce) and would thus be candidates for some of the spaces being considered.

Attleboro's downtown attracts an excess of food and beverage spending, not only from residents in the immediate vicinity but also from around the city and beyond. Some of this spending is from commuters; station area commercial may be able to capture and grow the audience for this type of spending, particularly if the broader experience (a view of and/or a walk along the park and river winding through downtown) is considered. Such experiences are generally not found elsewhere in strip developments, freestanding properties, or enclosed malls; they are also increasingly being sought after by a younger generation that prefers more authentic and local offerings.



Source: Google Street View

Office is a small market given the small scale of the city and its economic base (more manufacturing based, at least historically). Although vacancy rates are low and rents have been rising, there has been little to no new office development for an extended period, and none of it has been downtown. Most employees downtown are now government (including justice) or healthcare-related. Most people living both downtown and elsewhere in the city are commuting to jobs that are no longer located in the local downtown. This includes those holding office jobs; for many of them, Attleboro is more of a bedroom community - a home base for jobs that are found elsewhere (eg. in office parks along the highway, or in downtown Boston/Providence which they may be able to reach via commuter rail). However, the office market in the Providence MSA is modest; there has been and there is projected to be little new growth. Boston has been growing but Attleboro is likely too far away to benefit in terms of capturing anything other than spillover residential from those working there. Most modern corporations seek spaces closer to larger pools of talent and in larger buildings with abundant parking. While other smaller scale companies and independent workers in the so-called "gig economy" may continue to occupy smaller, older buildings, this is not expected to drive a significant amount of demand.

There may be some smaller, local offices that could occupy ground level commercial frontage but these are harder to project and estimate. There may be an opportunity for co-working that appeals to remote-workers, but in smaller locations like this they tend to be combined with other forms of commercial (eg. cafes).

**Total new proposed residential** (this project only):  
**585 units. At 2.2 p/HH, this is approximately 1300 people.**

**Total demand supported from expected new residents:** estimated @ roughly 9 sqft/person x 1300 new residents = **approximately 11,000 sqft.**

**Total commercial** @ 11,000 sqft, divided by 2,000-4,000 sqft/establishment = **3-5 new establishments.**





# 4

## **Recommended Development Scenarios**

Preferred Development Concept

Public and Private Realm Recommendations

# Preferred Concept

## Enhancing the Transit Hub

The preferred concept plan includes a mixed-use development with multiple **residential buildings and an active public plaza** next to the Downtown Attleboro Train Station and the Attleboro Intermodal Transportation Center. This mixed-use development would attract both Commuter Rail riders and nearby residents, increase pedestrian activity in Downtown, and improve safety. It would also contribute to the future growth of Downtown Attleboro and the surrounding areas.

To encourage both physical and visual access to the Station and Judith H. Robbins Riverfront Park, this concept suggests dividing the approximately 1,900-ft long development site into four blocks. These are labeled A, B, C and D, with block C dedicated to green space, and blocks A, B and D designated as building sites. Each building block contains two separate buildings connected by a 2-story ground floor podium.

The illustrated configuration defines and reflects the characteristics of Riverfront Drive; all buildings are intended to be aligned with the street, especially at the ground and the second floor, which would be dedicated to **active storefronts for retail/commercial uses and lobby entrances for units** directly facing the Riverfront Drive. This includes 'front doors' to the ground floor residential units.

Understanding that streetscapes are important for the pedestrian experience, the concept recommends that new buildings have a minimum 8 foot setback from the existing 7-foot sidewalk of Riverfront Drive, allowing for a minimum of 15 feet of 'sidewalk zone' to accommodate

any pedestrian flow and accommodate other amenities like street trees and street furniture. On the opposite side of the new buildings, an approximately 25-foot setback from the property line is recommended, with an additional 10-20 foot setback for block A where the surface lot is adjacent to the new buildings.

Public space will be a key feature for a successful development. This concept calls for a public plaza at the corner of Riverfront Drive and the entry ramp to the surface parking lot. This 0.25-acre plaza is anchored by a 2-story restaurant or food pavilion with upper floor access from the parking lot level, and the lower floor accessed from the plaza level. Approximately 8,000-9,000 square feet of retail and commercial spaces face the plaza, activating one side with outdoor seating.

On the other side of the plaza, a **terraced green space (utilizing the grade change), contributes to a sense of welcoming, spontaneous outdoor activity, and gathering.** In addition to this block A feature, a dog park and/or a "tot-lot" could be potentially located at the 0.34-acre community park on block C, thus providing open space options for residents and visitors.

Overall, six buildings are proposed. Buildings 1 and 2 at block A are "C" shaped buildings with private courtyards on the top of the 2-story podium. Building 1's courtyard opens to the surface lot and the train station. Building 2's courtyard opens to Riverfront Park. These two courtyards plus a shared roof deck between the buildings provides outdoor amenity spaces for the residents.

Of the three building blocks, block B is the smallest. As such, buildings 3 and 4 have relatively smaller building footprints. They would share an amenity deck and green space on top

The TOD development option directly respond to the 3 key themes that were identified as part of the 2021 Downtown Attleboro Action Strategy-

- **There is a lack of activity: there are not enough things to do, opportunities to socialize, or places to eat**
- **There are problems with parking**
- **There are occasional concerns about safety**

of a 2-story podium that overlooking both the Riverfront Park and the Station and parking lot.

Block D is the southern gateway to the development. Building 6 would serve as an anchor at the intersection of Riverfront Drive and Olive Street. Buildings 4 and 5 would "book-end" the Community Park on block C at either end. Buildings 5 and 6 would also share an amenity deck and garden space on top of a 2-story podium overlooking Riverfront Park.

To fully take advantage of the site location and its proximity to transit, high density development and higher buildings are encouraged. The concept recommends 6-7 story buildings to **add more residential units to the Downtown area**, which currently has high demand for housing.

Architecturally, buildings could be varied in height to reduce concern about the visual impact of taller buildings. A 2-story podium would be designed in a way that enhances pedestrian

## PREFERRED CONCEPT- Development Massing View 1



level experiences, while a minimum 5-foot setback along the Riverfront Park could help reduce sightline obstructions when viewing the development from the street.

**Parking** would be accommodated in the 2-story podium on each building block. This concept is designed with a recommended average of 1.2 parking spaces per housing unit due to the accessibility of the site by transit. Discussions

with private developers revealed a desire for parking allocations ranging between 0.9 spaces-1.5 spaces per unit, depending upon the mix of market rate versus affordable units. Retail/commercial and visitor parking are served by the 64 existing on-street spaces located along Riverfront Drive.

**Green and sustainable design** should be considered to optimize energy use, optimize building space and materials, and to protect and

conserve water. Green infrastructure such as street trees and bioswales could be integrated into the streetscape design and the Community Park. As mentioned earlier, the development design must take into consideration the current floodplain conditions. Green infrastructure elements could aid in this effort. Other best practices for building design and site should also be researched and prioritized for this transformational and high-profile development.

## PREFERRED CONCEPT- Development Massing View 2



## PREFERRED CONCEPT- PROGRAM DETAILS

Project Component	Dimensions/Count
Site Size	277,260 sqft (6.3 acres)
Gross Floor Area (GFA)	624,000 sqft
Floor Area Ratio (FAR)	2.25
Residential	610 units
Parking Spaces	730
Commercial / Retail / Amenity Space	11,000 sqft
Open Space	28,300 sqft
Development Coverage	68%

Existing View



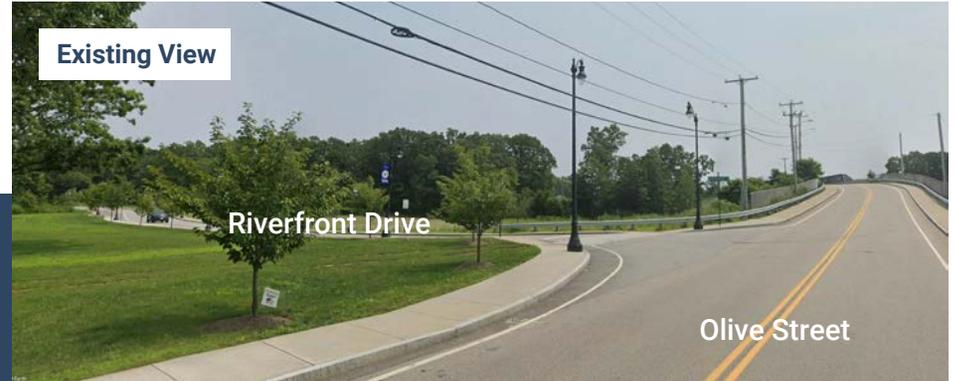
PREFERRED CONCEPT- Aerial View Rendering



**PREFERRED CONCEPT-**  
**Public Plaza at Transportation Center entrance**  
(Concept Illustration)



**PREFERRED CONCEPT-**  
**Riverfront Drive access at Olive Street**  
(Concept Illustration)



# Alternative Concept

## Diversify Housing Types

Unlike the preferred concept, the alternative plan suggests a public plaza that divides Block A in the middle of the block to provide a direct physical and visual connection from the T Station towards Riverfront Park. People could walk from the station to the park by first entering from the elevated parking lot side (with a pavilion), walking down a set of steps to an open plaza that is surrounded by retail, commercial and community spaces under building A and B, and then crossing Riverfront Drive (via a recommended crosswalk) to arrive at the park. The building lines of A and B at the plaza have been illustrated in this concept with a tapering angle to maximize the views from the open plaza into the park. The plaza and its activity could also be viewed and enjoyed by residents living in the upper floors, emphasizing the experience of urban living, while also providing a safe and dynamic environment for visitors and residents in the neighborhood.

Elements from the preferred concept which have been retained include the division of the site into four building blocks- A, B, C and D, with six buildings in total. Each building would be composed of a 2-story podium (concrete built) at ground level, topped by a 4 to 5-story main building. The upper portion of the building would be configured in a "C" shape to provide a sense of enclosure and privacy for the private green/open spaces on the roof deck of the podium.

As an alternate to development that demands a higher parking ratio of 1.5 spaces/unit in the podium for every building, this plan suggests reducing building heights from 6-7 stories



(preferred concept) to 5-6 stories.

To provide more housing type choices, Block C (with its narrowest depth being less than 60 feet) could be considered for potential townhome development. The typical floor plate of the townhomes could be between 30-40 feet deep and 18-22 feet wide. Two buildings- building 4 and 5- are proposed to accommodate a total of 20 townhome units. Given the dimensional constraints of the site, these urban-style townhomes would have a minimum setback of 5 feet from the property line. This would allow for the integration of front porches, small front yards, and small or even zero back yards depending on the garage location (either frontloaded or backloaded). The 2-3 story townhome buildings would bring variation to the building mass and height, while the building frontages could be recessed or projected in a way that mirrors the curvilinear profile of Riverfront Drive. In combination, this approach would result in a visually interesting façade and attractive streetscape.

## PREFERRED CONCEPT- PROGRAM DETAILS

Project Component	Dimensions/Count
Site Size	277,260 sqft (6.3 acres)
Gross Floor Area (GFA)	624,000 sqft
Floor Area Ratio (FAR)	1.87
Residential	480 units
Parking Spaces	660
Commercial / Retail / Amenity Space	14,000 sqft
Open Space	9,000 sqft
Development Coverage	74%

## ALTERNATIVE CONCEPT- Development Massing View



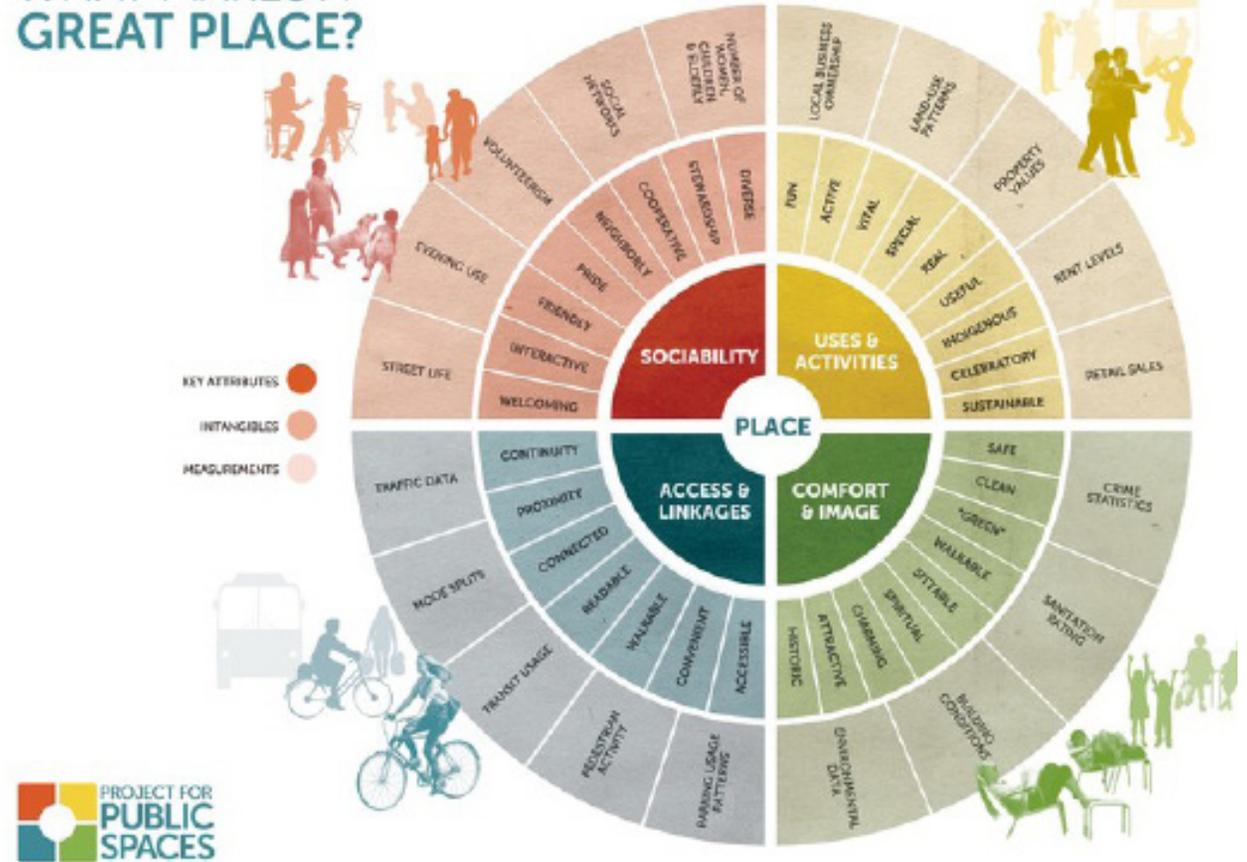
# Public and Private Realm Recommendations

## Balancing Best Practices and Preferences to Achieve Places

As mentioned previously, this TOD District Vision and Plan is not prescriptive regarding the details of the design and layout of individual developments; however, it aims to imagine the exciting and generally realistic development possibilities based on the understanding of the tools the City and potential developers have available. For example, the 2019 pandemic and other economic impacts of recent years have increased the volatility of construction material costs and labor, along with generating other new challenges. These complexities may inform or influence the reality of what is possible once the City and the ARA arrive at that future phase of finalizing plans and commencing construction.

For this effort, the project team developed multiple development scenarios which all represent 'places' instead of 'spaces' as their guiding principle. The preferred development scenario was refined through the culmination of discussions with stakeholders, feedback from the community. Within that understanding, a development offering the optimal balance of uses dedicated to serving the purposes and intents of a thriving TOD District was designed.

### WHAT MAKES A GREAT PLACE?



A sample of the complex range of characteristics that, together, establish desirable and sustainable places where people want to live, work, and play. (Source: Project for Public Spaces)

### Example Mixed Uses



The "right" mix of uses is completely unique to every city and should support its community goals while also generating a balanced blend of activity at different times of the day.

### Example Public Spaces



The scale and formality of public spaces is dependent on several factors, such as access to recreation, seasonality, ownership/maintenance of the space, and desire for programming.

### Example Public Amenities



Amenities in the public realm can beautify, increase comfort, encourage spontaneous social connections, and other benefits when they are creatively and thoughtfully integrated.

### Example Residential Properties



The architectural style of residential developments should include features that help support active lifestyles, safety, access to transit, and which reflect the character of the area.

# Public and Private Realm Recommendations

The quality of the physical environment and private buildings and storefronts plays an important role in the overall experience of a TOD district. Visually appealing, well-maintained, and comfortable streetscapes, together with inviting storefronts and clear signage impact the overall vitality, as well as the desirability .

## Public Realm

The physical characteristics of a community's public realm are critical to its success. The following recommendations can greatly aid in attracting and encouraging residents, MBTA commuters, and visitors toward the commercial area of the TOD district, as well as Downtown Attleboro. The public realm can encourage people to extend their stays from a one-stop-visit to several hours as they enjoy the retail establishments, public plaza, and other new additions to the district.

- Public plaza/square and green spaces are high quality and designed with the flexibility to support multiple uses ranging from small cultural gatherings and farmer/flea markets to larger programmed events (this also includes Riverfront Park)
- Sidewalks are wide enough to accommodate both the flow of visitors and spillover retail/dining activity. In addition, sidewalks are

be clean and well-maintained to ensure the safety and comfort of pedestrians.

- Sidewalks facilitate a variety of activities, including resting and socializing. Street trees and benches support such activities and are made available without disrupting the flow of pedestrians.
- Street lighting improves pedestrian visibility and personal safety, as well as aid in geographic orientation.
- Wayfinding supports overall accessibility of a commercial district. It benefits pedestrians and bicyclists, and directs motorists to parking. Without clear visual cues, visitors may find it difficult to park or may be less aware of local offerings.
- Roads are well-maintained to ensure safety of drivers and pedestrians. Crosswalks that are unsafe or inconvenient to visitors may undermine accessibility between stores and services and diminish their overall experience.

## Private Realm

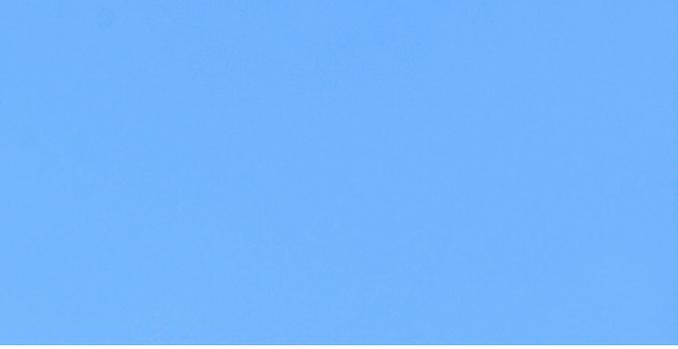
Just as a high quality public realm encourages people to spend time in the TOD district, the characteristics of the private realm should support economic activity and contribute to the overall vibrance of the district.

- Storefronts maintain a minimum of 70% window transparency (i.e. not obstructed by signs, window fixtures, etc) to ensure clear lines of sight between the business and the sidewalk to enhance attractiveness of storefront, as well as improve safety for the business, visitors, and pedestrians.

- Landscape enhancement in the form of planters, hanging plant baskets, and other small contributions to the overall landscape environment are utilized (a public/private initiative to support this effort could be developed)
- Multiple entrances into private buildings contribute to a sense of permeability and accessibility, and supports a more pedestrian-friendly approach.
- Attractive window displays and spillover retail/restaurant activity on sidewalks or adjacent parking or public spaces can help contribute to overall district vibrancy.
- Signage that can help visitors identify the location of storefronts and businesses from a distance. Signage should also reflect the visual brand and identity of tenants to help attract new visitors.
- Awnings can provide shade during warmer months, enabling comfortable outdoor dining arrangements for visitors. However, they must be well-maintained and designed in coordination with other elements.







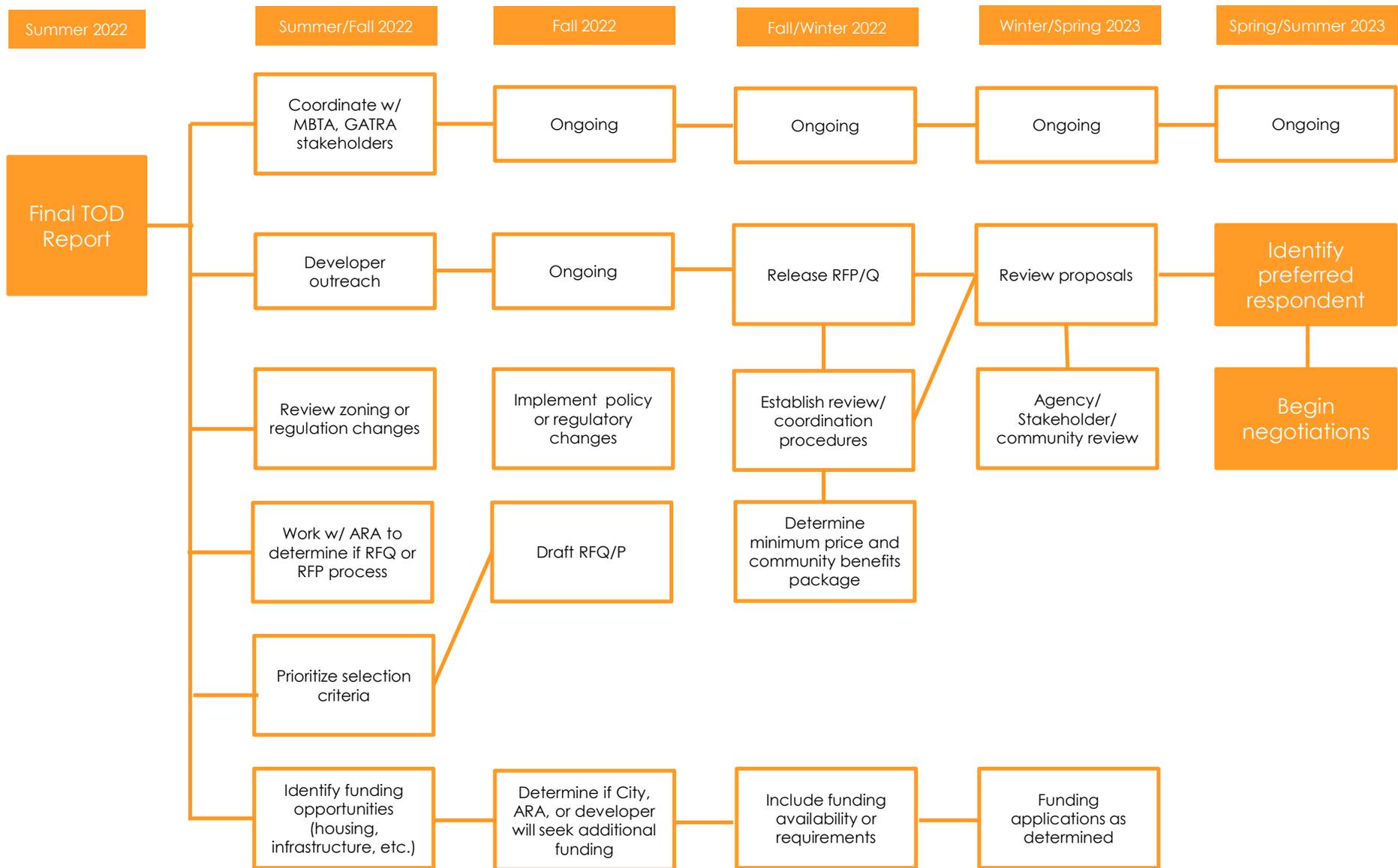
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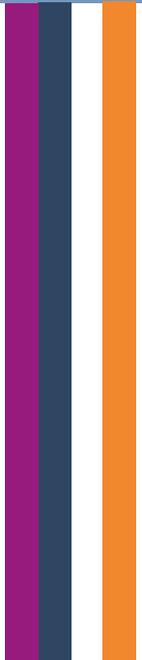
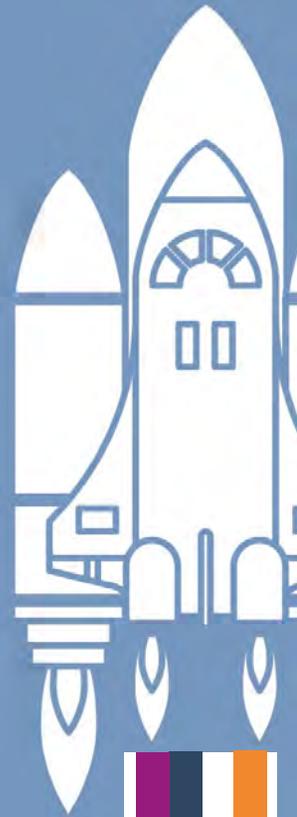
## Next Steps

# Implementation Matrix

The following Implementation Matrix outlines the next steps to be taken in order to be able to distribute a developer request for qualifications (RFQ) or possibly a request for proposal (RFP). An RFQ is generally more broad in scope and focuses on the experience of potential developer partners while an RFP will request potential developer partners to develop a more specific response to how they would redevelop a site. The goal is to issue an RFQ/RFP by the end of 2022 or early 2023.

Key implementation initiatives over the coming months will be maintaining communication and coordination with the MBTA and GATRA; continued research on identifying potential public funding resources to support private development funds; and active engagement of potential developer partners interested in the TOD site.







# 6 Appendices

- A. Built Environment Assessment
- B. Public Spaces + Streetscape Assessment
- C. Transportation + Mobility Assessment
- D. Public Engagement Materials

# Built Environment Assessment

- Land Uses
- Density Permitted
- Destinations/Activity Centers
- Development History
- Historic Details



## LAND USES

The TOD District is flanked by residential areas that could potentially complement new mixed uses that build upon those in the downtown area, such as retail and commercial offerings that aren't currently walkable for some residents.

The City has 4 business zoning districts. One of these, the "TOD" zoning district, as defined in the City's ordinance, is "established to accommodate a compact and very highly intensive mix of residential, retail, office, civic/entertainment, and institutional uses, and to promote the creation and retention of uses in areas with high potential for enhanced mass transit and pedestrian activity with less reliance on the automobile."

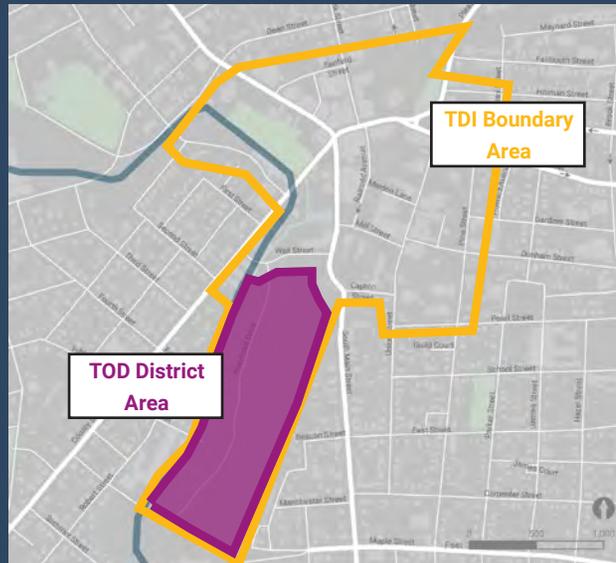
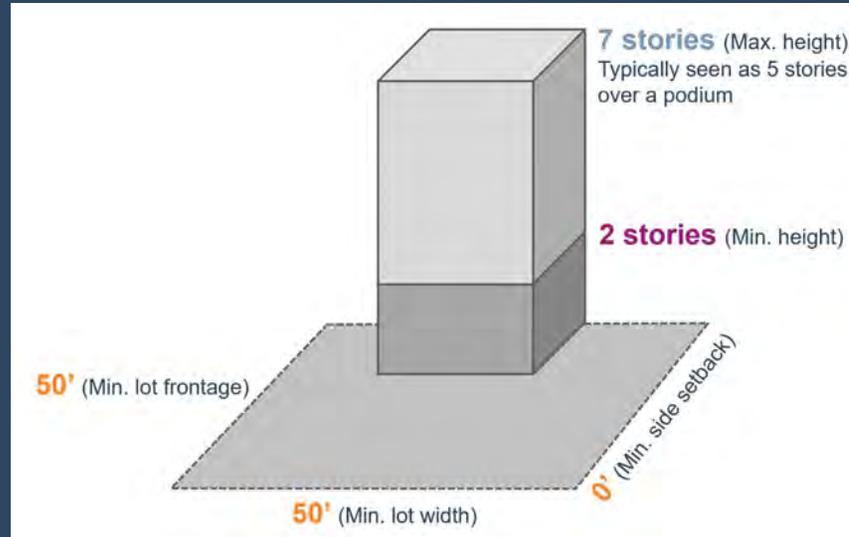


Source: Downtown Attleboro  
Mobility Study (2020)

## DENSITY PERMITTED IN THE TOD DISTRICT

The TOD District overlay welcomes the density that is necessary to create vitality while also creating a reasonable limit on height that isn't a significant departure from existing structures seen elsewhere in the downtown area.

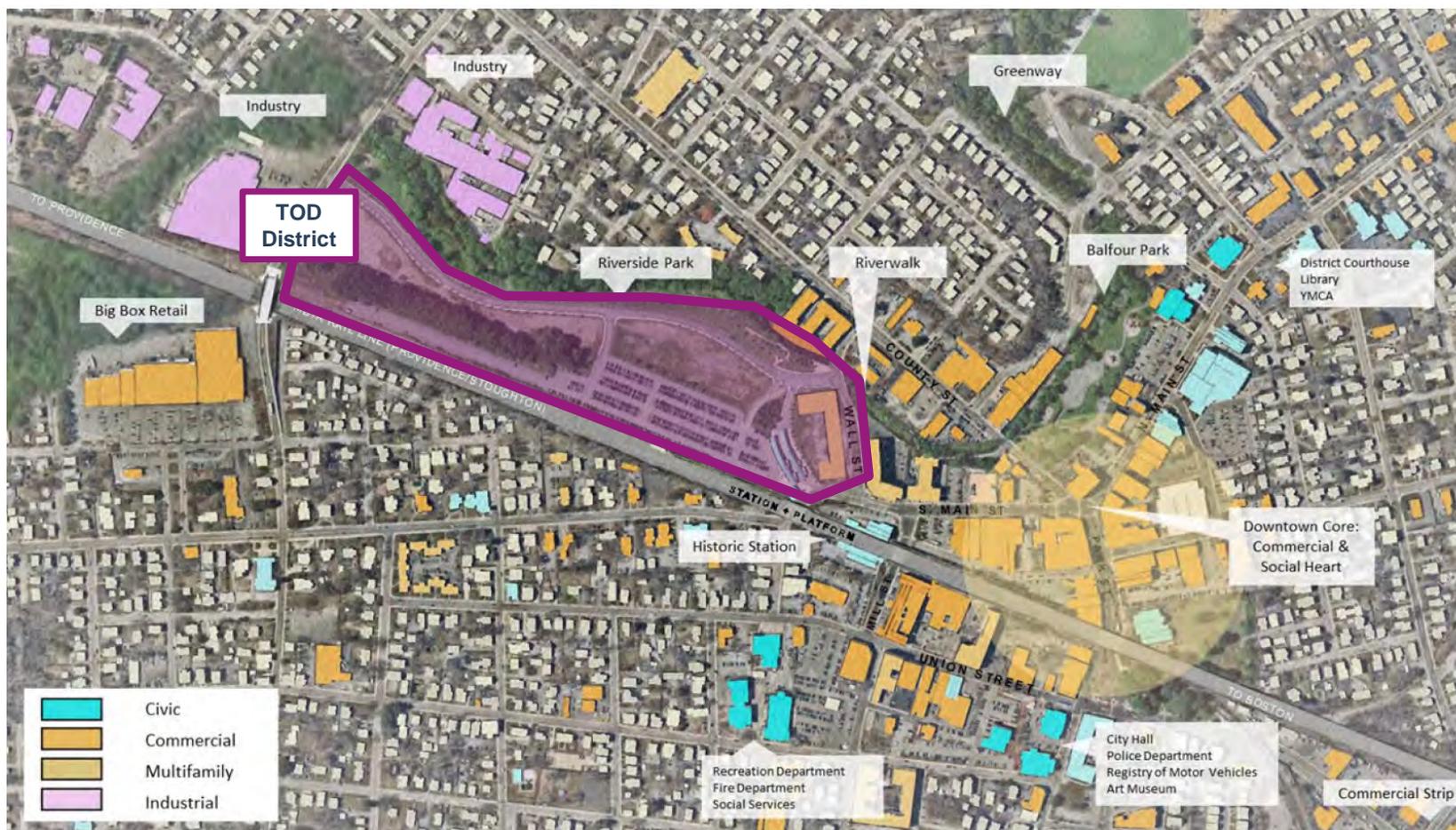
## TOD DISTRICT ZONING OVERLAY- DESIGN GUIDELINES



- Minimum 2 story height
- Maximum 7 story height
- Minimum lot area 20,000 sf
- Minimum building coverage 60%
- Maximum building coverage 85%

## DESTINATIONS AND ACTIVITY CENTERS

Activity centers near the TOD District area are generally found in clusters by type. Commercial activity dominates the central downtown core, although big box retail (Big Lots) and Attleboro Crossing also attracts visitors at the southern end of the TOD area. On the west side of the railway in this area, active industrial uses include Rust Oleum and Larson Tool & Stamping Company, which are mostly utilized by employees. Civic and multi-family destinations (YMCA, Library, City Hall, Museum, etc) are clustered towards either "end" of Main Street within the downtown boundary. Since these clusters attract very different types of visitors, they may not naturally attract a visitor to visit multiple destinations, including new uses in the TOD. Some destinations that might be naturally stacked (e.g. RMV followed by lunch at a cafe) are separated by primary roads (or railway arches) and may be perceived as not easy to walk to/from, including destinations in the TOD district that may be developed. The types of destinations the TOD supports should provide a balance of activities, and incorporate techniques to improve flow and encourage multi-destination visits to/from other areas in Attleboro.



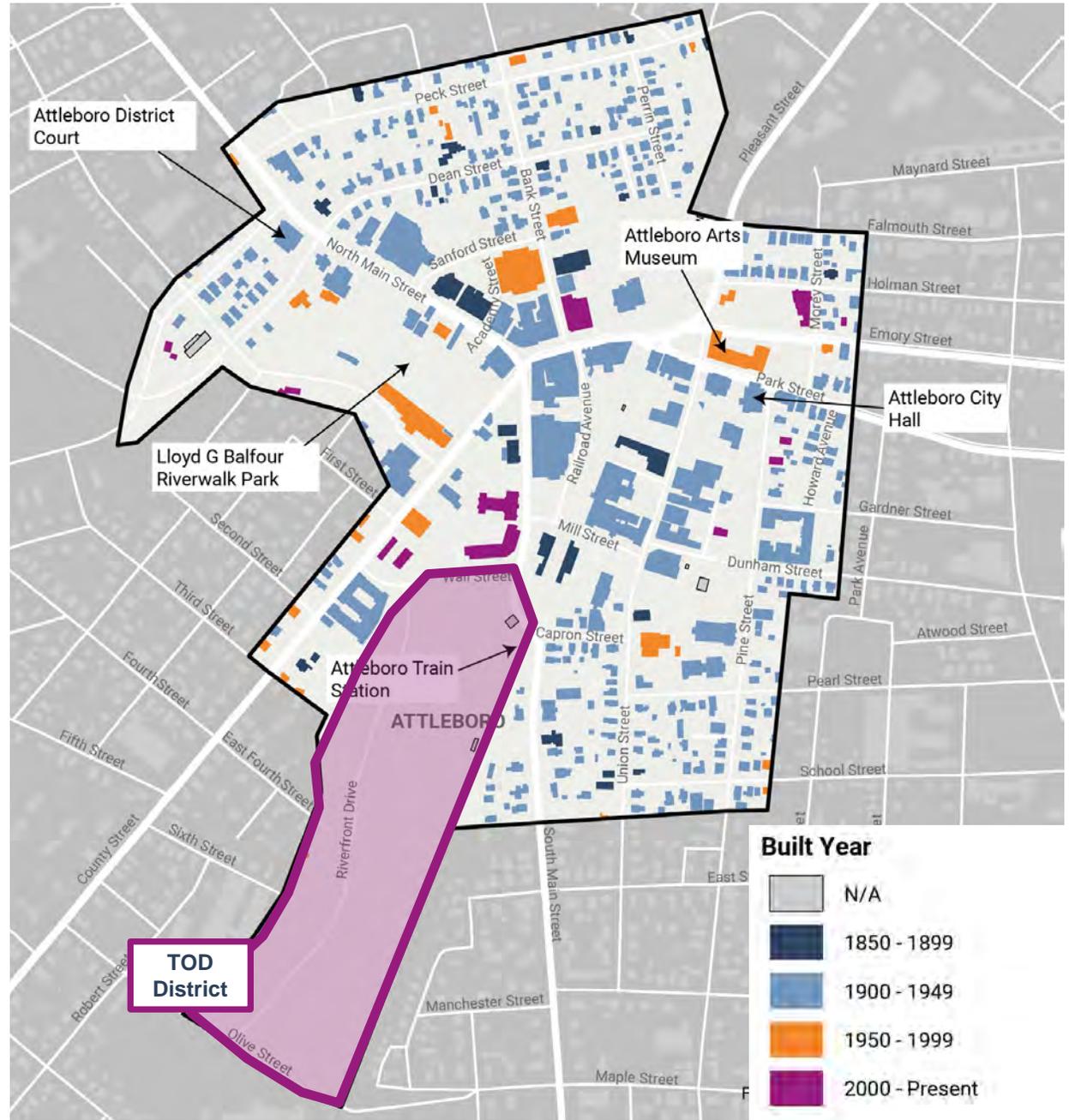
Source: Downtown Attleboro Action Strategy (2022)

## ATTLEBORO'S DEVELOPMENT HISTORY

The majority of Downtown Attleboro was shaped in the first half of the 20th century. This informed the architectural styles predominant in the City, and also contributed to a prioritization of accommodating infrastructure for cars.

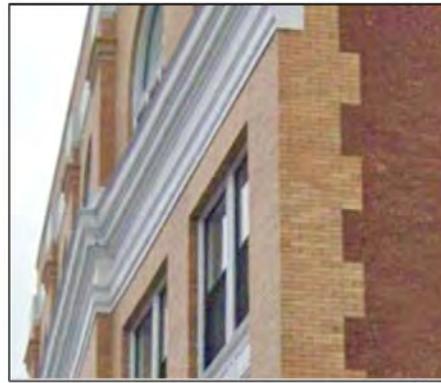
Only a small number of historic structures (pre-1900) remain, and the city is largely defined by its peak development period between 1900 and 1949.

A wave of recent and upcoming new construction will increase the concentration of modern structures in the downtown area.



## HISTORIC DETAILS

There are many beautiful, well-preserved, historic architectural details from the early 20th century which are concentrated in downtown Attleboro. These can celebrate the City's history by inspiring details which can inform the architectural styles and details represented in the TOD District.



# Public Spaces + Streetscape Assessment

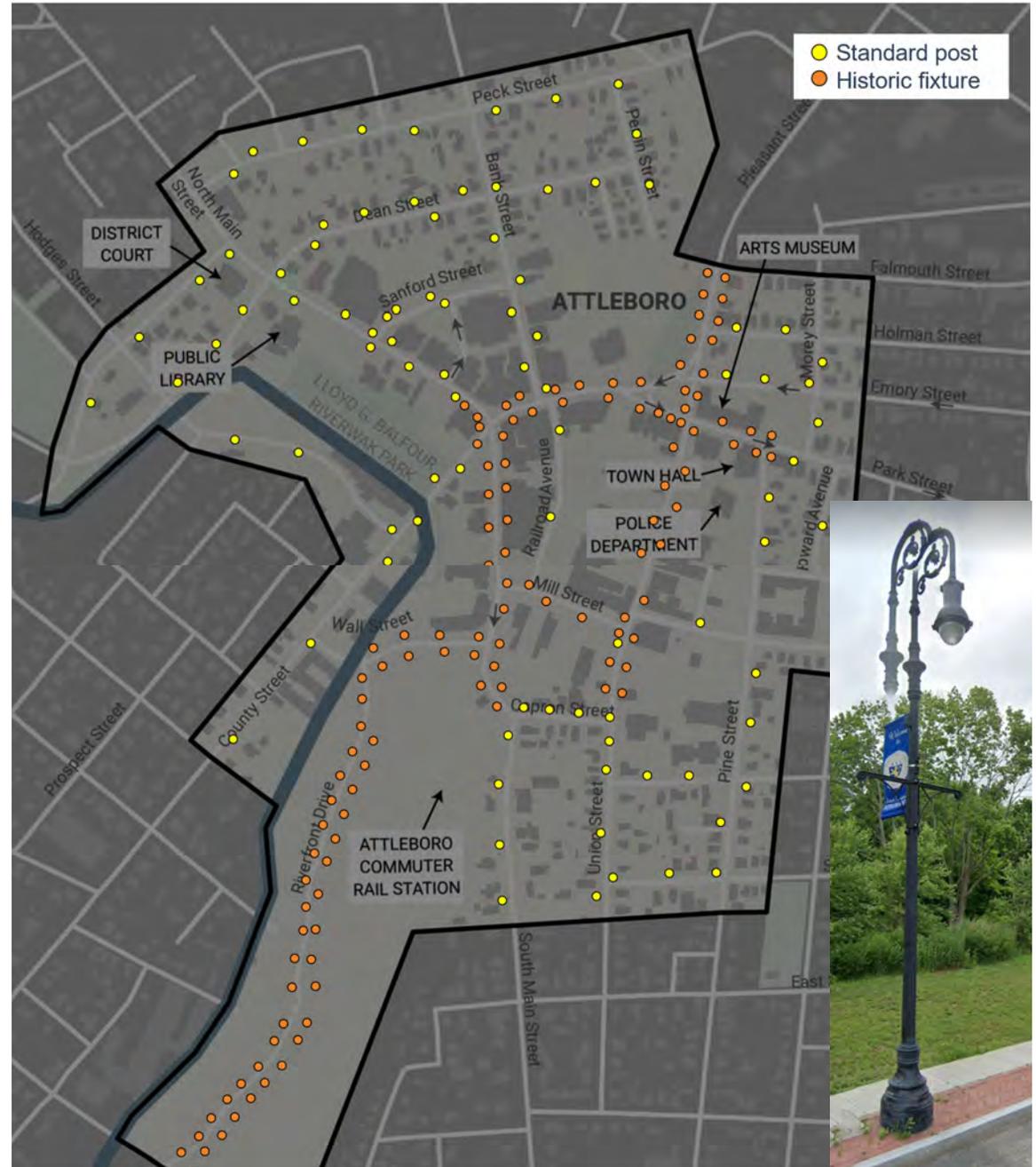
- Street Lighting
- Street Trees
- Natural Resources
- Perceptions
- Downtown Character



## STREET LIGHTING

General best practice standards for street lighting recommends the following: "The spacing between two light poles should be roughly 2.5–3 times the height of the pole. Shorter light poles should be installed at closer intervals. The density, speed of travel, and the type of light source along a corridor will also determine the ideal height and spacing." (*Global Designing Cities Initiative*)

The majority of existing lighting in the Attleboro downtown core and along Riverfront Drive follows best practice, setting a strong precedent for establishing quality lighting to support the needs of the TOD District. Street lighting is an essential feature to improve the safety of conditions for users of any travel mode. The use of lighting fixtures in a historic style demonstrates that the City is committed to prioritizing investment in features that supports pedestrian activity and safety. The existing lighting can help encourage active use of (or programming within) the Riverfront Park to ensure that the TOD District area is vibrant during all times of the day.



## STREET TREES

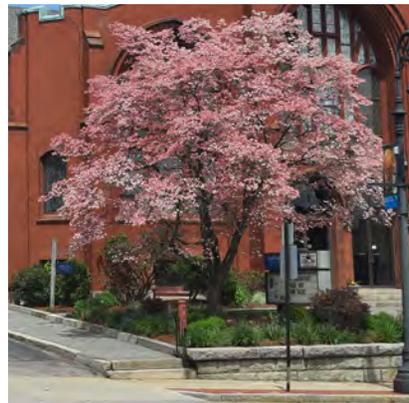
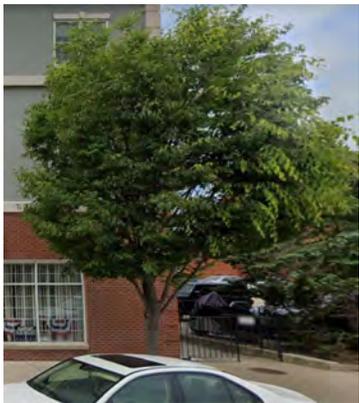
The high density and good condition/maintenance of the street trees in Attleboro's downtown area contributes to a sense of place and being welcomed as a visitor.

Street trees incorporated into the TOD District should be used to reinforce the frequency of downtown trees, while also taking into consideration the following:

- Maintenance required
- Visual appeal of trees as they transition throughout the 4 seasons (e.g. colors of foliage, flowers and fragrance, etc)
- Sightlines, including the placement of trees to increase privacy, preserve transparency, define an activity area, etc
- Integration with other green infrastructure
- Environmental benefits such as providing bird habitats
- Tree species appropriate to the region (e.g. resistant to known invasive pests)



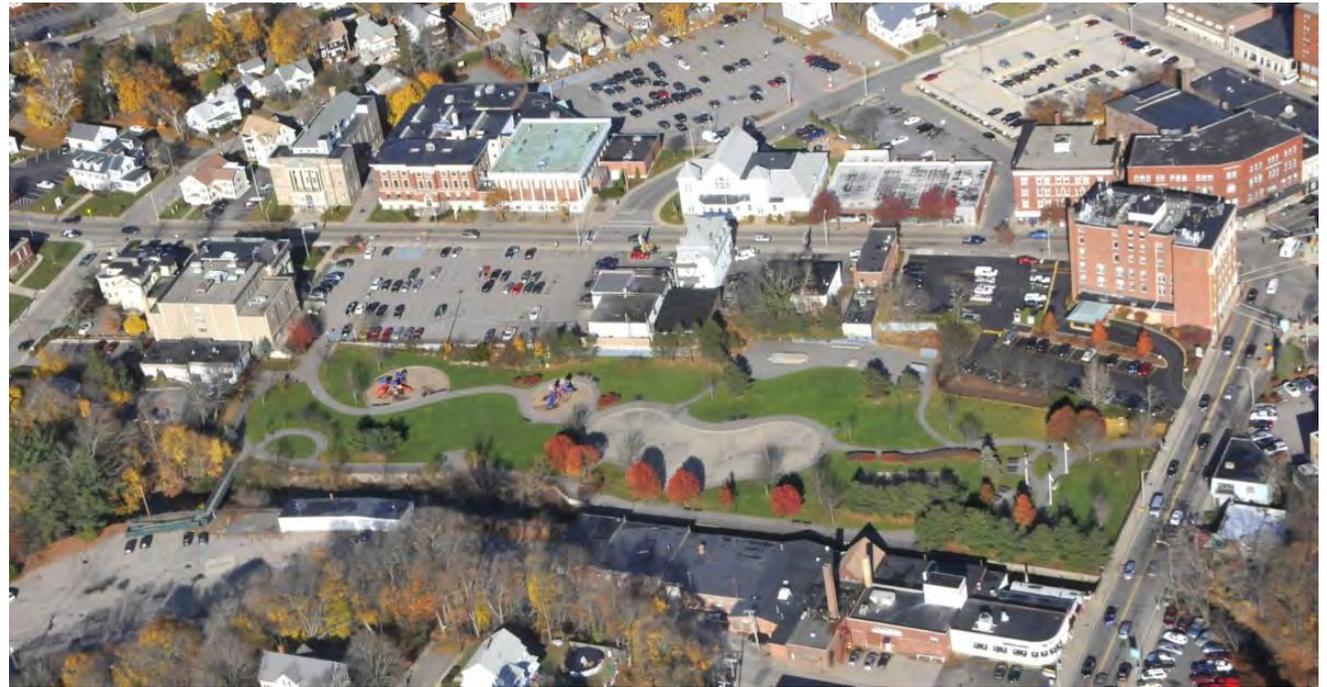
Enhanced photograph of existing street tree locations along Main St, S. Main St, and County St.



Trees seen in the downtown Attleboro area.

## NATURAL RESOURCES

The visibility of the Ten-Mile River, the Judith Robbins Riverfront Park, the Kevin Dumas Ten-Mile River Walkway, and proximity to the Balfour Riverwalk Trail are valuable, walkable assets to attract visitors to the TOD and to spend time enjoying the outdoors. Wayfinding signage in particular can help create improved connectivity between these areas and reinforce that new development requires balancing the built environment with the natural environment.



*The Kevin Dumas River Walkway*

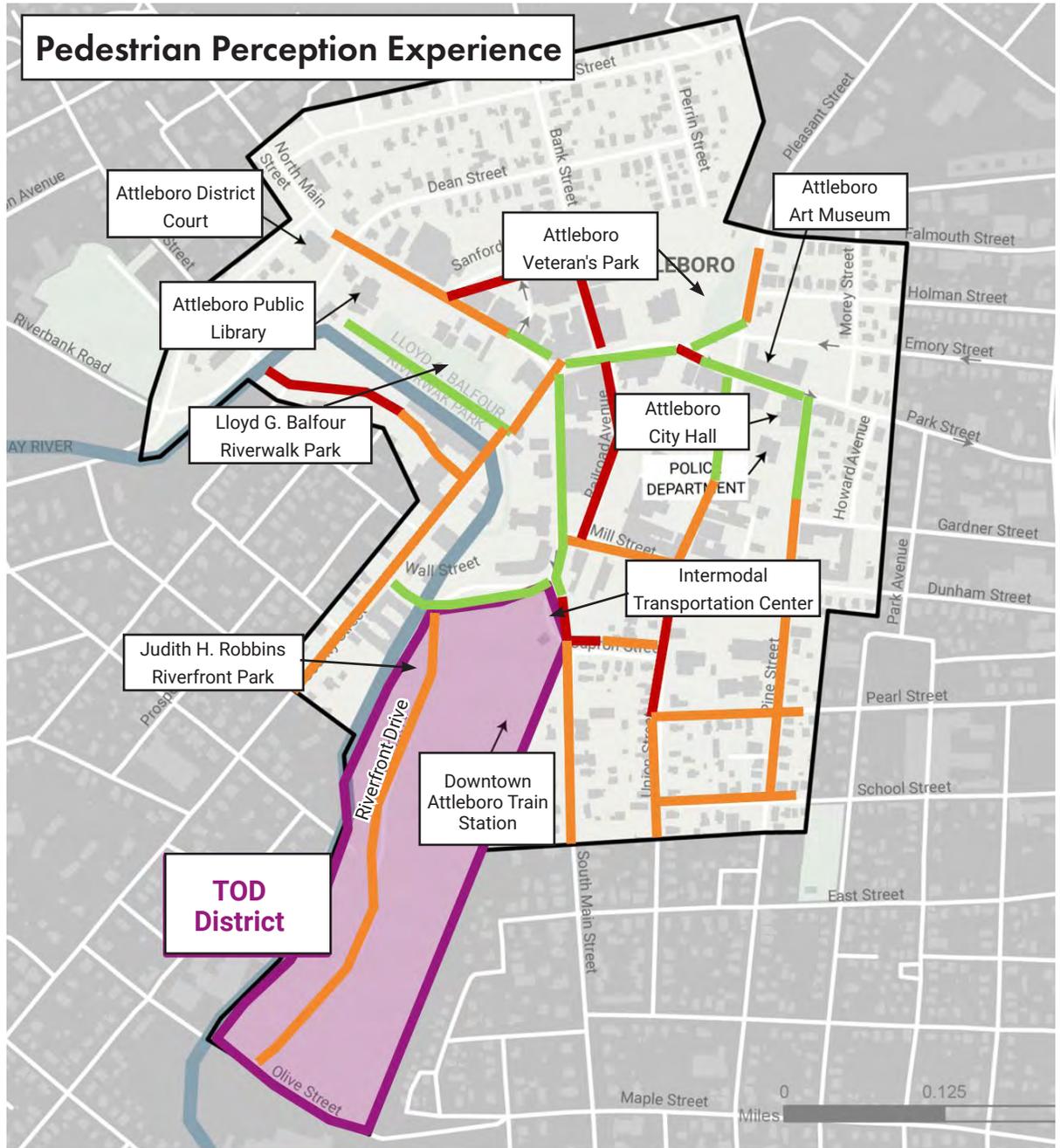


*Attleboro's nearby parks are well-maintained, and can encourage the active lifestyles a TOD District should support.*

## PERCEPTIONS

A visitor's association with a street, neighborhood, district, or city may be influenced by several factors and, in some locations, can vary from block to block. The elements that contribute to these perceptions are sometimes difficult to quantify but, in combination, should offer visitors and residents of Attleboro a feeling of safety, comfort, and visual interest. Generally, the TOD can achieve this through thoughtful streetscape design that prioritizes the pedestrian experience (particularly for those who feel more vulnerable) and establishing uses that are visibly active throughout the day.

<span style="color: green;">●</span>	<b>Positive Perception Area</b>
	Area is well lit Feels safe/eyes on the street Active frontages Attractive, well-maintained Feels welcoming, range of amenities
<span style="color: orange;">●</span>	<b>Neutral Perception Area</b>
	Combination of positive and negative associations
<span style="color: red;">●</span>	<b>Negative Perception Area</b>
	Area is lacking lighting Feels unsafe/no eyes on the street Blank walls/inactive frontage/vacancies In need of maintenance Feels unwelcoming, lacking amenities





Positive Perception Area



Neutral Perception Area



Negative Perception Area

# Transportation + Mobility Assessment

- Site Visibility
- Vehicle Access
- Road Network
- Pedestrian Network
- Bicycle Network
- Crashes
- Pedestrian Access Experience
- Crosswalk Conditions
- Sidewalk Conditions
- Transit Access
- Transit Ridership
- Transit Access Experience
- Parking Requirements
- Parking Types
- Parking Pricing
- Parking Compliance
- Future Parking Needs



## SITE VISIBILITY

Part of the success of the TOD District will depend on its visibility from vantage points near its primary access points for users of different modes. Strategic positioning of the development at these areas will be necessary to 1) improve navigation to/from the district and downtown, 2) attract visitors who may not be aware of the district and its offerings, and 3) establish a sense of place and distinction specific to the district, as well as reflecting a sense of integration as part of the downtown's identity.

Building heights, district wayfinding signage, public art, and other features could be used together to attract TOD visitors whether they walk, bike, or drive.



From the northeast (Wall St)



From the northwest (Riverfront Dr entrance)



From the east (Capron St)

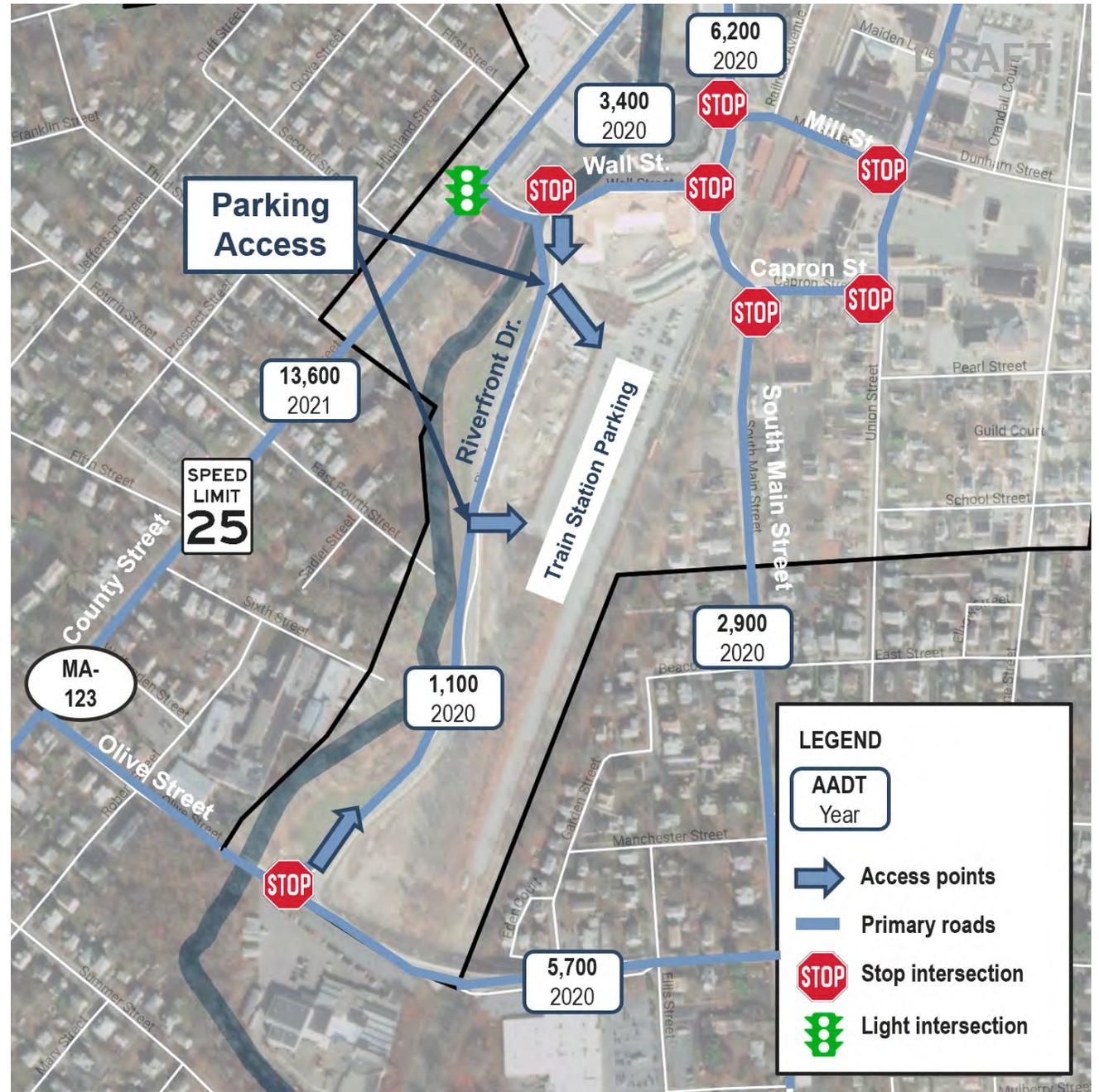


From the south (Riverfront Dr entrance)

## VEHICLE ACCESS

There are two points of vehicle access into the TOD area- either from the north end of Riverfront Drive at Wall Street, or at the south end of Riverfront Drive at Olive Street. Currently this allows for straightforward, uninterrupted traffic flow through the district as the majority of vehicles navigate towards or from train station parking.

Vehicle circulation and the layout of new roads to support flow into/from the TOD from downtown and other parts of the region will be an integral part of defining the optimal potential development configurations. The most recent data for Annual Average Daily Traffic (AADT) shows that vehicle volumes are well under the capacity for existing roads in and near the district. The potential projected increase of vehicles (based on the uses incorporated into the TOD) will require additional studies to determine the most appropriate configurations for circulation and access to get vehicles to parking and other destinations as safely as possible while also reducing the complexity of navigation. This may require stop-controlled intersections near the areas with the highest concentration of activity in the district.

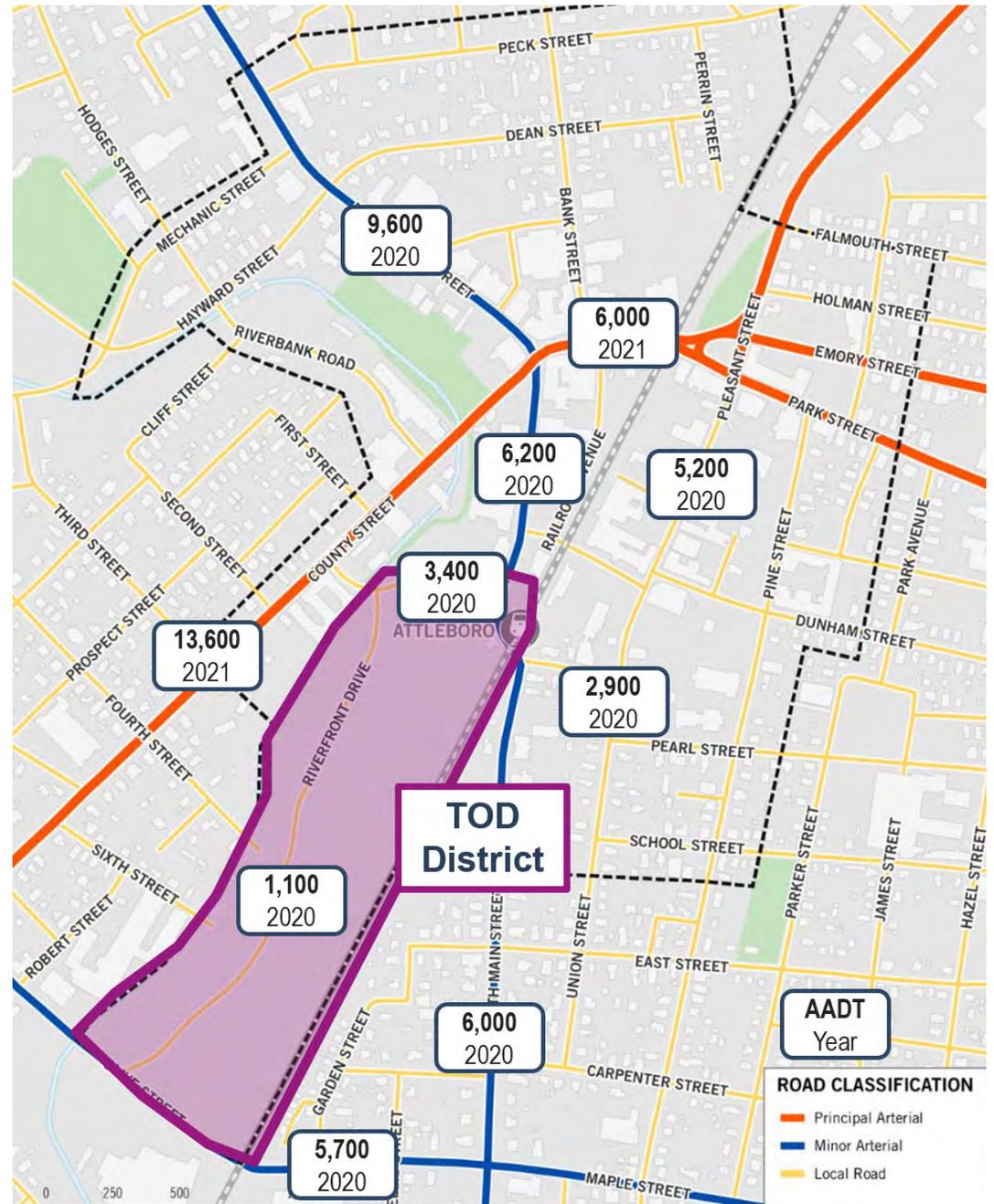


## ROAD NETWORK

The TOD District is well-positioned next to primary roads that connect to the region. This demonstrates that the TOD district should be developed with the intent of attracting not just those visitors local to the area, but workers and other visitors from the farther away who can also contribute to Attleboro's economy.

Recent traffic counts show that roads near the TOD district area are not at volume capacity. A study of the projected volume of vehicles anticipated to visit the TOD will be required as its uses are further defined.

The speed limit of the roads developed to support the TOD will be determined based on additional studies, and with consideration of the prioritization of the safe movement of people utilizing the district in a mode besides a car.



Source: Downtown Attleboro  
Mobility Study (2020)

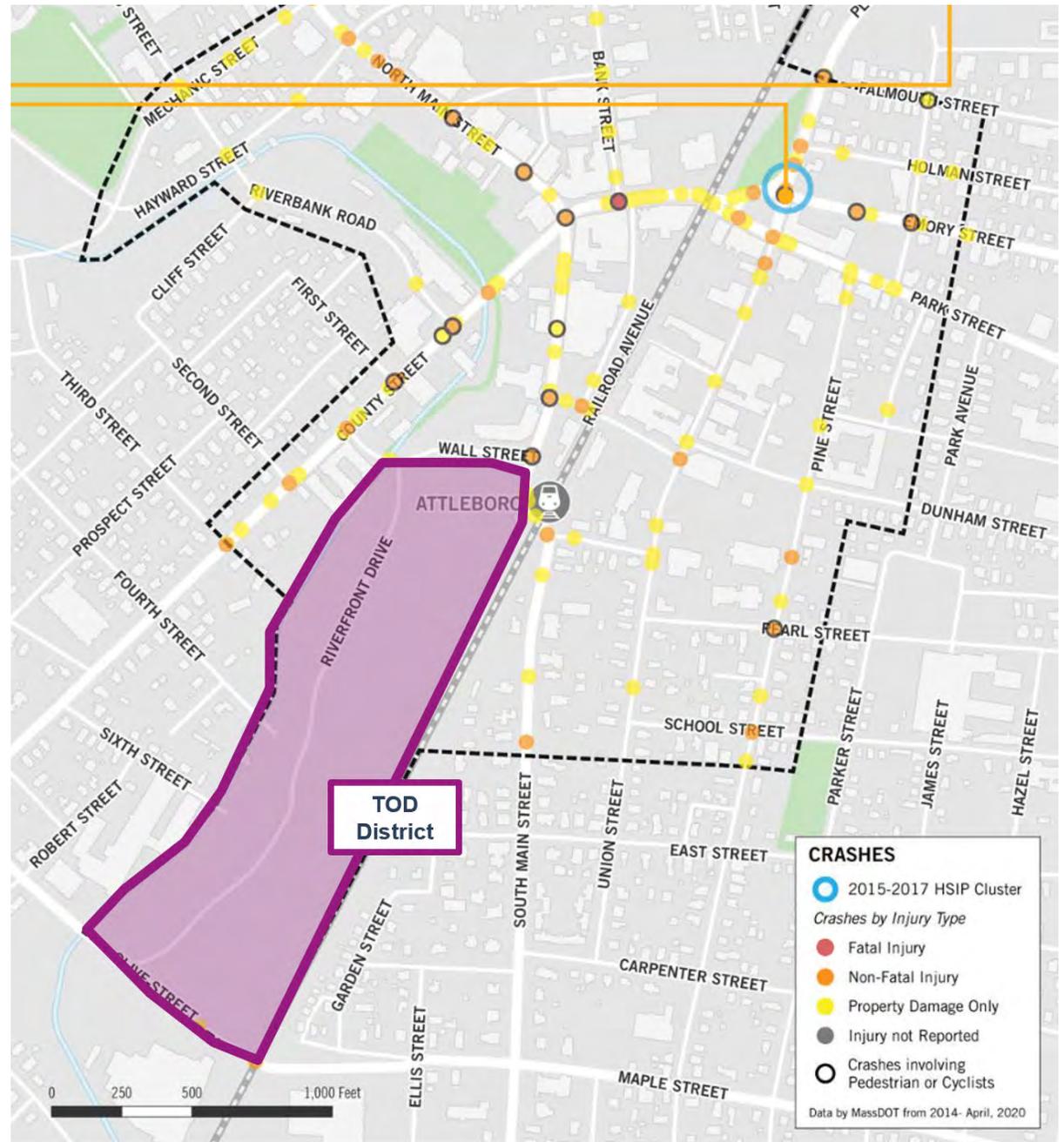
## CRASHES

A number of crashes in recent years have been documented (in non-concentrated areas) along the primary roads connecting to the northern access points into the TOD district area. Two locations in Attleboro have been identified by MassDOT as high crash locations:

1. **2017-2019 HSIP (Highway Safety Improvement Program) Cluster**- Intersection of South Main Street and Maple Street (16 crash counts)
2. **Top 200 Crash Clusters 2017-2019**- Intersection of Pleasant Street and Peck Street (34 crash counts)

To support safe movement of, and interactions between, users of different modes to and from the TOD district, enhanced safety measures and signage for different modes will be essential in the district and the nearby locations which will funnel visitors. Due to the lack of bicycle-dedicated infrastructure in the City, measures to support the safe movement of bicyclists on-street should be a priority for the TOD district.

Source: Downtown Attleboro  
Mobility Study (2020)



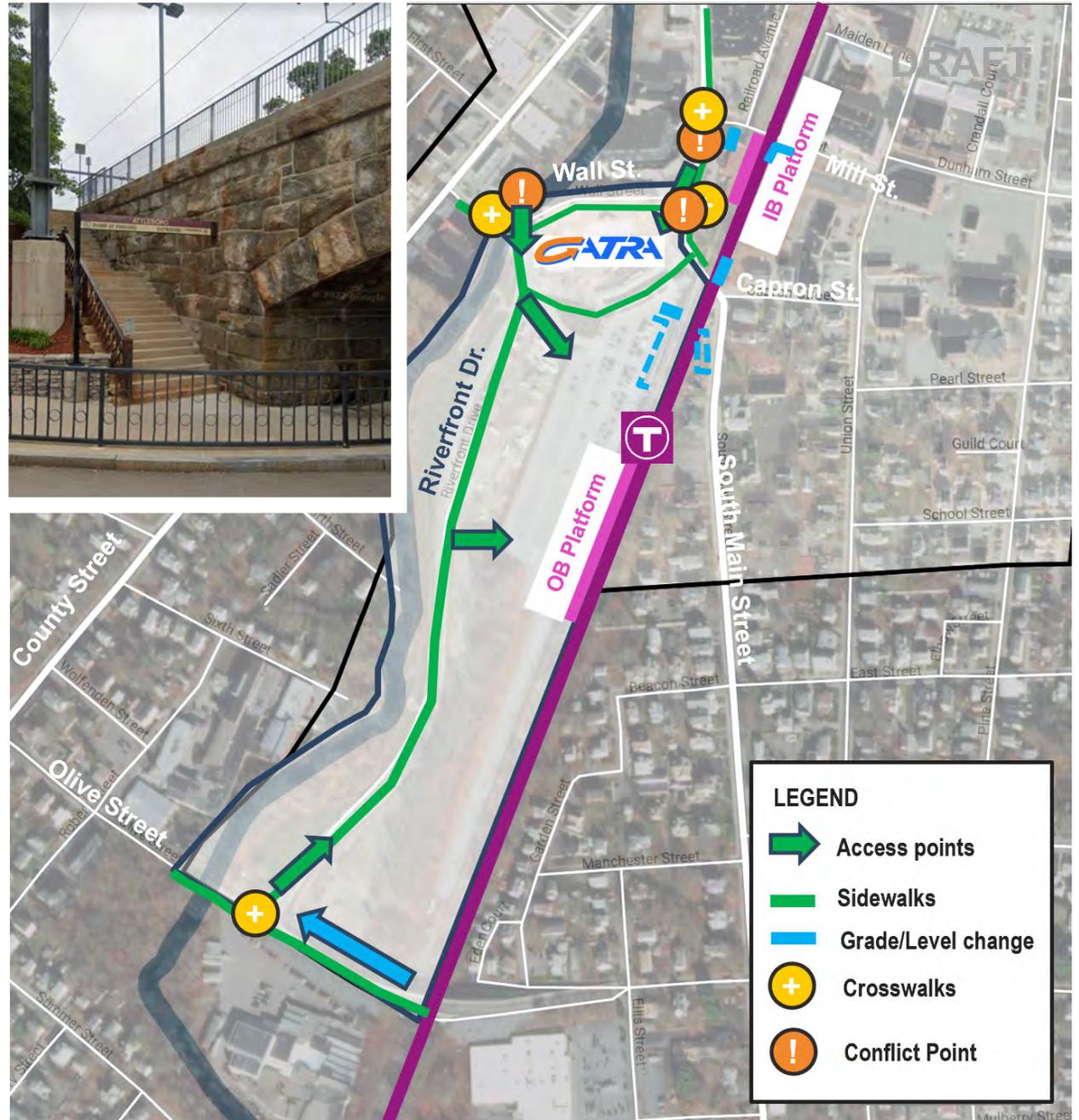
## PEDESTRIAN ACCESS EXPERIENCE

The TOD District site has some challenges for pedestrians, in particular. Because of the railway, the majority of the eastern side of the site area is impermeable (both visually and physically), and the western side is impermeable (both visually and physically) due to the river. Primary access points are at either end of Riverfront Drive via sidewalks (the southern access requiring walking westward on Olive Street with an incline), or at the plaza area of the Intermodal Transportation Center accessed via South Main Street.

Accessing the Commuter Rail train platforms is also a challenge as the outbound and inbound platforms are accessed on opposite sides of South Main Street. Both of these require the use of stairs or crossing under the railway arch.

The pedestrian infrastructure along Riverfront Drive is a strong starting point for the TOD but key conflict points nearby need safety improvements and enhanced pedestrian-targeted signage.

A strong network of pedestrian paths will be a priority in the design of the district in order for the TOD to achieve its purpose of serving pedestrians with all levels of mobility.



## CROSSWALK CONDITIONS

The functional purpose of crosswalks is to prioritize safe pedestrian street crossings. To achieve this, crosswalks must be highly visible to drivers from a distance to warn them to slow in advance. The crosswalks at the intersections immediately surrounding the TOD District area are in need of improvement to encourage visitors to walk to destinations in the TOD. Crosswalks in Attleboro should be improved using best practice guidance from resources like 'The MassDOT Municipal Resource Guide for Walkability' (May 2019) for increasing the visibility of street markings, enhanced signage, and other techniques.



Crosswalks at the intersection of South Main Street and Wall Street



Crosswalk on South Main Street near the Intermodal Transportation Center



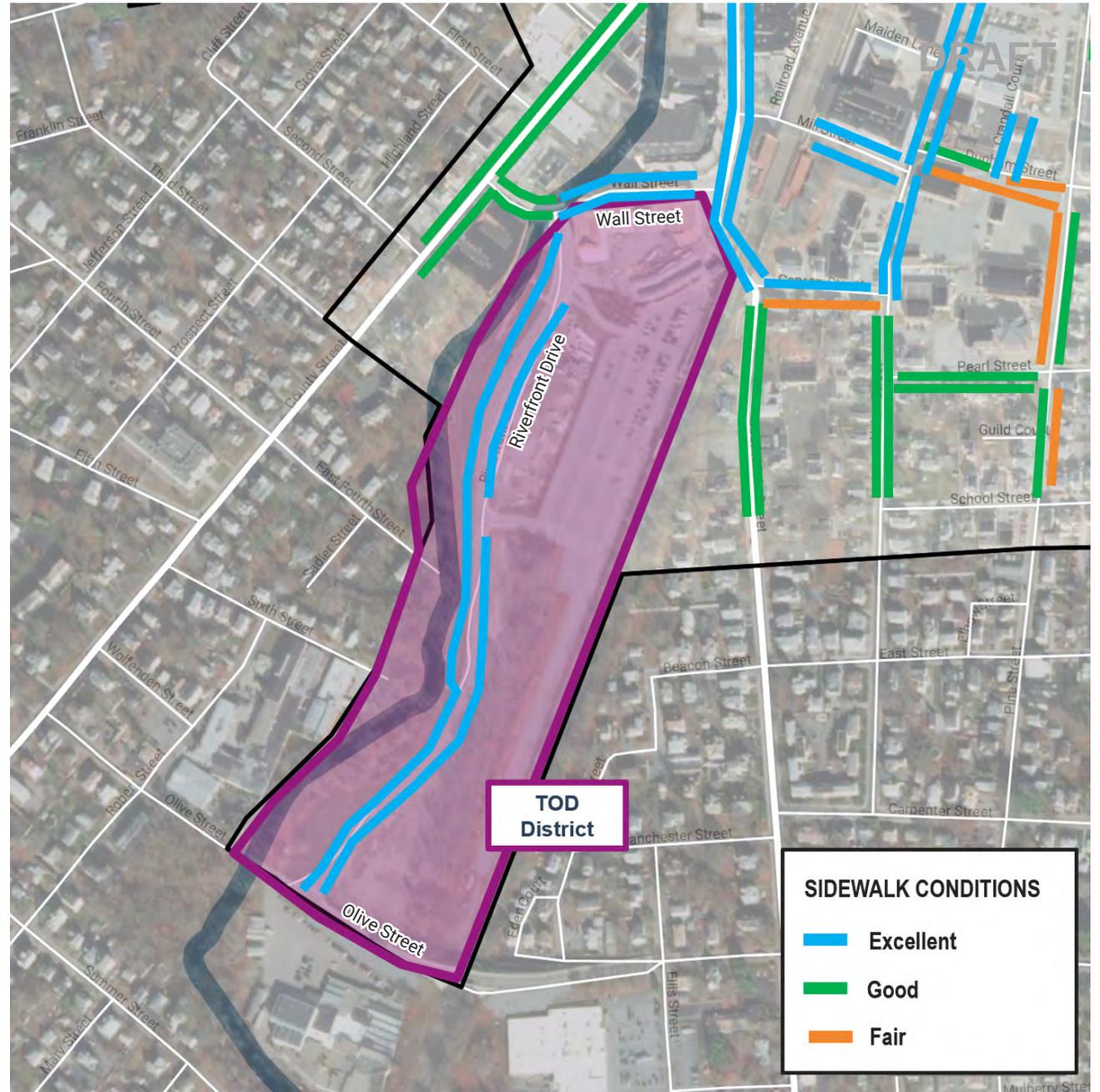
Crosswalk on South Main Street at the east end of Wall Street



Crosswalk on Wall Street from the north end of Riverfront Drive

## SIDEWALK CONDITIONS

The general condition of sidewalks near the TOD District was captured as part of the Downtown Mobility Study in 2020. The findings demonstrate that the majority of Attleboro's sidewalks are in generally good condition, and can support pedestrians with a seamless journey between the district and other destinations downtown. The excellent condition of the sidewalks in the TOD District area along Riverfront Drive will set a strong precedent for seamless connectivity and priority for pedestrians as the potential developments are defined.



Data Source: Downtown Attleboro  
Mobility Study (2020)

## TRANSIT ACCESS

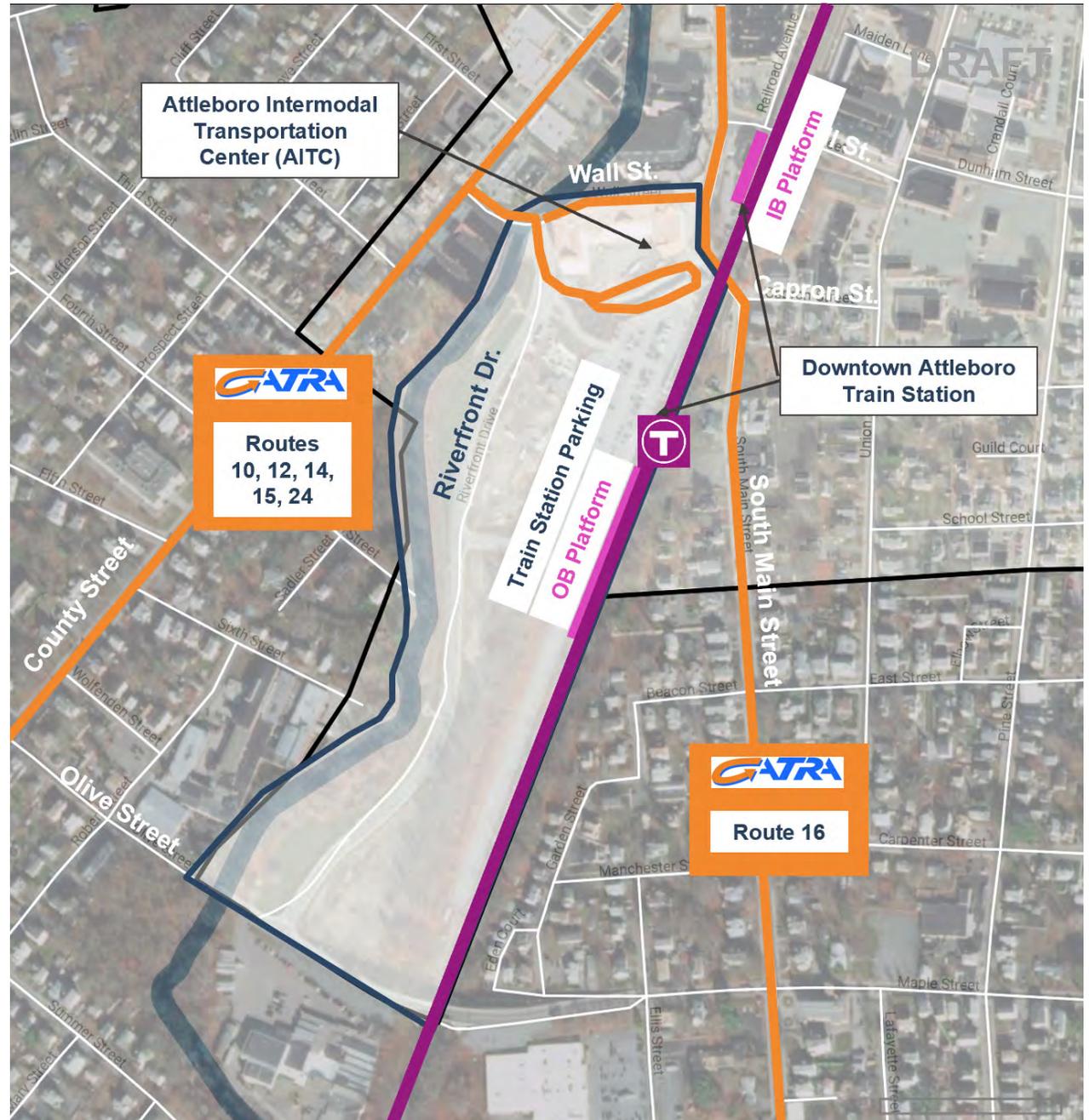
The TOD District area largely functions as a multimodal hub today, with six Greater Attleboro and Taunton Regional Transit Authority (GATRA) 'Central' routes flowing through the Attleboro Intermodal Transportation Center daily from key activity centers in the region, and the MBTA Commuter Rail Providence/Stoughton line stopping at Downtown Attleboro Train Station almost hourly (20 trains/day on a weekday). Bike parking is also available at the transportation center to further encourage the use of transit for those who require bicycles as a "last-mile" solution to utilize transit.



Route #	Destination	Via
10	AITC	Rte. 1 / N. Main St
12	Emerald Square	Rte. 123 / County St
14	AITC	Rte. 152 / S. Main St
15	Oak Hill	County St
16	AITC	Rte. 152 / S. Main St
24	AITC	Rte. 123 / County St



Direction	Destination
Outbound	Providence
Inbound	South Station via Mansfield, Sharon, Rte. 28 University Park, Ruggles, Back Bay



## TRANSIT RIDERSHIP

Transit ridership across Massachusetts and the country is near recovering back to pre-pandemic levels. The Downtown Attleboro Train Station's location near the heart of downtown, and easy access to the Commuter Rail routes connecting to large urban cities (14 mins. to Providence, 50 mins. to Boston) is a strong incentive for more people to live/work in Attleboro. The transit offerings within the TOD District can not only serve residents and businesses but also help increase the visibility of its uses and opportunities for people who may only be riding through the district and are less familiar with the area. The TOD District may encourage a diversion for these riders with new commercial, dining, and programming.



**1,387** Riders Daily



**3,312** Riders Daily (Spring 2018 average)

## TRANSIT ACCESS EXPERIENCE

Even if transit options provide convenient service to a person's desired destination, some people will be less likely to utilize transit if the experience of the journey is undesirable. The Attleboro Intermodal Transportation Center provides some important amenities such as covered waiting areas, and good lighting. Further amenities could improve the user experience further, such as improved wayfinding signage, real-time travel information, and additional places to sit while waiting.



*The Transportation Center is clean and well-maintained, and overhangs allow for protection for bus riders from the sun or adverse weather.*



*In the evening, the Transportation Center is well-lit and increases the perception of safety for those who ride GATRA buses in the evening.*



*The Intermodal Transportation Center can benefit from additional amenities such as improved navigation and public information, a place to purchase a drink or snack, and public restrooms to improve the experience of transit users.*

## PARKING REQUIREMENTS

How parking spaces are integrated into the TOD District is dependent upon both the spatial aspect (the dimensions of parking spaces based on the TOD zoning overlay requirements) and the number of parking spaces (based on requirements for different land uses).

The Attleboro TOD District zoning overlay requires the following for new development:

### OFF-STREET PARKING SPACES

At least 9' wide and 19' in length

#### Residential development parking spaces

- One (1) off-street parking stall per unit plus one (1) additional off-street parking stall for every four (4) residential units

#### Non-Residential development parking spaces

- Except three (3) off-street parking stalls per 1,000 square feet (where for restaurants application of this formula results in the fractional stall, the number of stalls required shall be the next highest whole number);
- Two (2) spaces for any use occupying more than 500 square feet and less than 1,000 square feet; and one (1) space for any use occupying 500 square feet or less.

As the land uses become defined at later stages in the planning of the TOD District, some of these numbers may benefit from being revised and adjusted slightly to help the TOD's parking system be as efficient as possible in relation to best practice and realistic needs. The City should consult the analysis and recommendations developed as part of the Downtown Attleboro Parking Study currently underway. These will be developed in response to parking demand modeling scenarios that take into account specific land uses and recommended parking ratios in the context of Attleboro.

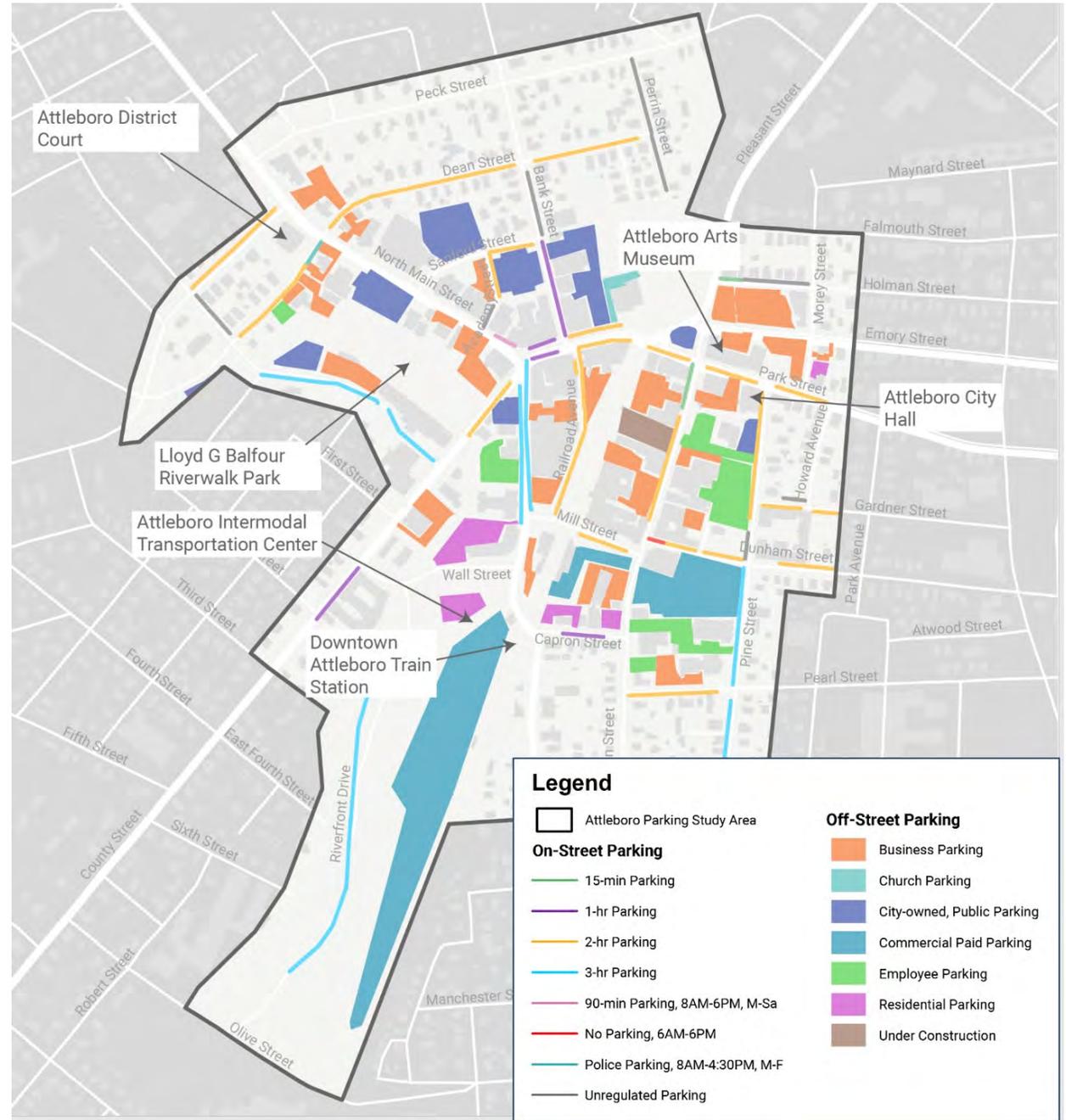


## PARKING TYPES

As specific land uses are identified as part of the TOD District, how parking is regulated or priced will need to be evaluated to make sure it is serving various users and contributing to efficiency of the overall parking system. The new uses will be utilized by users with a range of needs- long-term parking for employees and commuters, overnight parking for residents and their visitors, pick-up and drop-off parking for the Train Station and Intermodal Transportation Center, short-term parking for visits to shops and services, etc.

On-street parking along Riverfront Drive is a strong asset for the TOD and can help offset the demand for parking in the TOD for some users. There are also opportunities to consider how nearby lots within the Downtown's inventory might be able to effectively serve the needs of some specific uses.

The City should consult the analysis and recommendations developed as part of the Downtown Attleboro Parking Study currently underway. These will be developed in response to best practices and with the understanding of how and where Attleboro's parking system is or isn't meeting the needs for specific parking types in demand.



## PARKING PRICING

How parking is priced near the TOD will influence how parking in the TOD should be priced with the ultimate goal of maintaining efficiency of the overall system.

The City should consult the analysis and recommendations developed as part of the Downtown Attleboro Parking Study currently underway. These will be developed in response to parking demand modeling scenarios that take into account specific land uses and recommended parking ratios in the context of Attleboro.



## PARKING COMPLIANCE

As parking becomes incorporated into design proposals for developments of the TOD District, best practice recommendations and guidance relating to the size and positioning for parking (such as for bicycles, seen below), Massachusetts guidance relating to the ratio of recommended accessible parking spaces, and clearance required for parking in relation to other infrastructure, should be consulted.

Parking Space Number:	Required Accessible Spaces (521 CMR and ADA)
<b>Total Spaces</b>	<b>1 space without signage</b>
1-4 (ADA Only)	1 space
5-14 (ADA Only)	1 space
15-25	2 spaces
26-50	3 spaces
51-75	4 spaces
76-100	5 spaces
101-150	6 spaces
151-200	7 spaces
201-300	8 spaces
301-400	9 spaces
401-500	2% of total
501-1000	20, plus 1 for each 100, or fraction thereof, over 1000
1001 and Over	



**Desired minimum: 3 feet**

**Desired minimum: 3 feet**

**At transit stops, consider wrapping the cycle rack behind the transit stop zone to reduce conflicts with transit vehicles and passengers.**

**Alternate Protection Strategies**

- 16 Tubular Markers**
- 17 Movable Planters**
- 18 Raised Curb**

**Motor vehicle traffic crossing the cycle track should be constrained or channelized to make turns at sharp angles to reduce travel speed prior to the crossing.**

**19** Curb ramps, drainage inlets, and utility covers should be configured so as not to impede bicycle travel and to facilitate run-off.

**20** Sidewalk curbs and furnishings should be used to prevent pedestrian use of the cycle zone.

**21** Cycle track width should be larger at locations where the buffer zone extends more than 12 inches from the curb.<sup>16</sup>

**Optional Features:**

**22** Tubular markers may be used to protect the cycle track from the adjacent travel lane. The color of the tubular markers shall be the same color as the pavement marking they supplement.<sup>16</sup>

**23** Cycle tracks may be shifted more closely to the travel lanes on minor intersection approaches to put bicyclists clearly in the field of view of motorists. See Cycle Track Intersection Approach for other methods of transitioning a cycle track to an intersection.<sup>16</sup>

**24** A raised median, curb, bulb-out or curb extension may be configured in the cycle track buffer area to accommodate transit stops. Bicyclists should yield to pedestrians crossing the roadway at these points to reach the transit stop.

**25** At transit stops, consider wrapping the cycle track behind the transit stop zone to reduce conflicts with transit vehicles and passengers. Bicyclists should yield to pedestrians in these areas. At intersection bus stops, an extended mixing zone may be provided with signage directing bicyclists to yield to buses and loading passengers.

**26** Cycle tracks may be configured on the left side of a one-way street to avoid conflicts at transit stops.

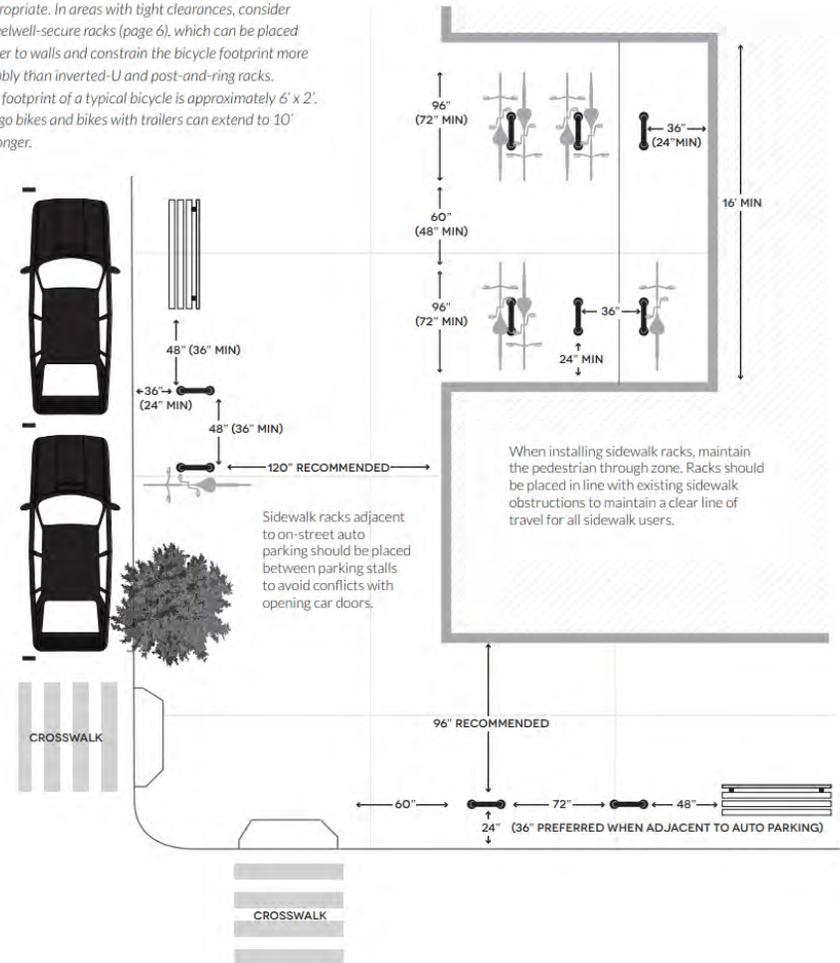
**27** A "Bike Lane" sign (MUTCD 303-17) may be used to designate the portion of the street for professional use by bicyclists. A supplementary "No Cars" selective exclusion sign may be added for further clarification.

**28** "Bike Only" legends (MUTCD 303-01) may be used to supplement the professional lane word or symbol marking.<sup>16</sup>

**29** Colored pavement may be used to further define the bicycle space.

## PLACEMENT

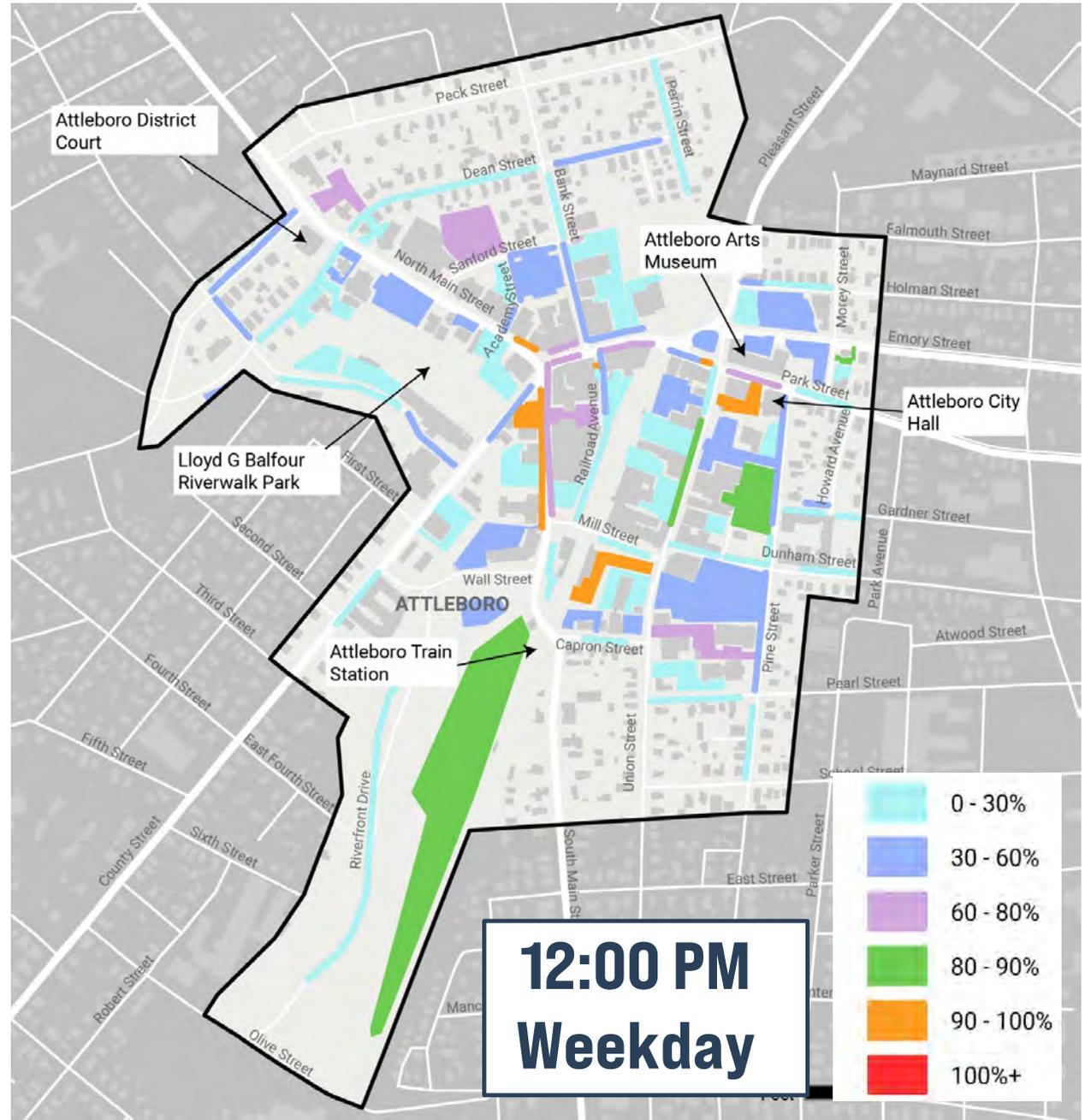
The following minimum spacing requirements apply to some common installations of fixtures like inverted-U or post-and-ring racks that park one bicycle roughly centered on each side of the rack. Recommended clearances are given first, with minimums in parentheses where appropriate. In areas with tight clearances, consider wheelwell-secure racks (page 6), which can be placed closer to walls and constrain the bicycle footprint more reliably than inverted-U and post-and-ring racks. The footprint of a typical bicycle is approximately 6' x 2'. Cargo bikes and bikes with trailers can extend to 10' or longer.



## FUTURE PARKING NEEDS

On a typical weekday, the lot serving the train station is 80-90% full. How future demand is accommodated (lot/garage) should consider how other nearby/ walkable lots are also being utilized.

As part of the Downtown Attleboro Parking Study, parking utilization data was captured in March 2022 to reflect various time periods throughout a typical weekday and weekend. The City should consult the analysis and recommendations developed for this plan, which is currently underway. These will be developed in response to best practices and with the understanding of how and where Attleboro's parking system is or isn't being fully utilized. There may be an opportunity for potential shared parking solutions in the earlier phases of the TOD District development, until further studies relating to true demand generated from the district can inform the need and scale of a potential new parking structure on site.



# Public Engagement Materials

The following materials were developed to support a visioning session with the general public on June 2, 2022.

### Top 5 Priorities

- 1.
- 2.
- 3.
- 4.
- 5.



 What do you see as the TOD District area's assets?

**LOVE**

 What are your concerns for the future of the TOD District area?

**CONCERN**

 What opportunities do you see for the TOD District area?

**OPPORTUNITY**



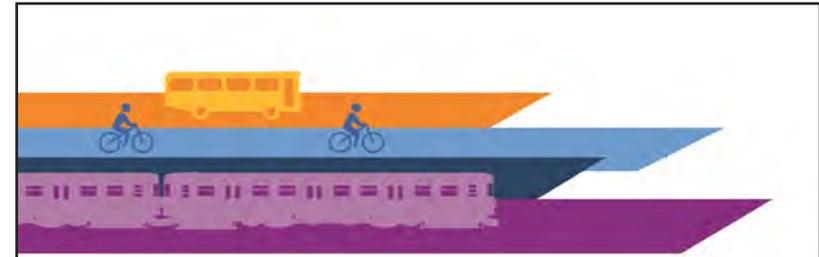
## ATTLEBORO TOD DISTRICT INDIVIDUAL VISION STATEMENT EXERCISE

The Attleboro TOD District area will act as both an extension of the downtown area while also functioning as a unique neighborhood with some new offerings. As you think about the range of opportunities and uses the District could potentially include, what is your vision for the District? Please write your thoughts below.

DRAFT VISION STATEMENT:

WHAT ARE THE **OPPORTUNITIES** YOU SEE IN THE DISTRICT?

WHAT ARE THE **CHALLENGES** YOU SEE IN THE DISTRICT?



# City of Attleboro Transit-Oriented Development District Vision+Plan

## Public Vision Session!

WHEN: May 16, 6:00-7:30pm

WHERE: 1 Wall Street, Community Room

Change is coming soon! New housing! New amenities! New economic impacts! This plan is going to define the new development near the Downtown Attleboro Train Station. Don't miss your chance to help us shape how this district should look and feel!

Questions?

Contact Catherine Feerick  
catherinefeerick@cityofattleboro.us

## ATTLEBORO TOD DISTRICT BUILD YOUR OWN DISTRICT EXERCISE

There are so many possibilities for how the TOD District could look and function. Using the options pictured on the stickers, pick your favorites and make a collage in the space to the right to show how you imagine the different buildings and uses public spaces of the District might look together. Use the markers to identify any other details or comments you'd like considered.





Stantec