

Town of Salisbury

Lafayette-Main Rezoning Proposal
Public Hearing
April 8, 2015

RKG
ASSOCIATES INC





RKG Associates, Inc. is a multi-disciplinary real estate, economic development, and planning consulting firm with a 30+ year history of helping clients strategically position real estate assets, identify market opportunities, and evaluate zoning strategies to encourage new investment.

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Zoning + Economy

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Services include:

- Zoning Strategies and Zoning Bylaw Updates
- Demographic/Economic Base Analysis
- Land Use Planning and Implementation
- Residential, Commercial, and Industrial Market Analysis
- Downtown Revitalization
- Neighborhood Preservation & Revitalization Strategies
- Housing Affordability Analysis
- Fiscal & Economic Impact Analysis



PROJECT BACKGROUND

The **Town of Salisbury Master Plan**, adopted in 2008, identified shared values of the community and recommendations for municipal decision-making, particularly for land use and infrastructure goals and strategies.

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Key **Lafayette Road (Route 1)** Recommendations:

- Goal 1: Create a distinctive gateway corridor that portrays a positive image of Salisbury.
- Goal 2: Expand and enhance commercial and residential development consistent with desired character of the corridor.

Key **Main Street East** Recommendation:

- Goal 1: Maximize economic development opportunities.



PROJECT BACKGROUND

RKG was retained in January 2015 to assist the town with studying these corridors in accordance with the Town's Master Plan goals and strategies. A series of public discussions have lead to the proposed zoning, based on aspirations of the Town and realistic market opportunities.

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Public meetings held to date:

- *January 14* - Kickoff and Data Gathering
- *February 11* - Discussion and Node Identification
- *February 25* - Draft Zoning Review and Feedback
- *March 25* - Draft Update Review and Feedback
- *Tonight* - Public Hearing



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WHAT IS ZONING?

Zoning is the most widely used technique for controlling land use and development. The Zoning Article of the Town's Bylaw is the comprehensive set of regulations that control the type and intensity of uses of property. Zoning is a **tool** that the Town uses to regulate **new** development.

Zoning can:

- Preserve natural features,
- Promote infill and mixed use development,
- Provide design standards to developers, and
- Ensure Salisbury reaches established land use goals.

A **Zoning District** are parts of town that are legally divided into areas or zones. Zoning districts can specify the uses and dimensional requirements allowable for the property in these areas.



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ECONOMIC IMPACTS

Zoning can provide for or even encourage specific types of development where the Town aspires to provide amenities and services to residents and visitors, as well as increase the town's tax revenue base.

While the real estate market is almost never certain, putting suitable zoning in place now will help the town facilitate the type of development it wants when and if the market comes to this area.

Public discussions included choices such as:

- Where future growth or development should be directed
- Which land uses mix well, and which don't
- Where new housing opportunities could be best located
- Types and desired mixes of new housing opportunities
- Where new retail and office uses could be best positioned
- Types of desired retail and other commercial uses



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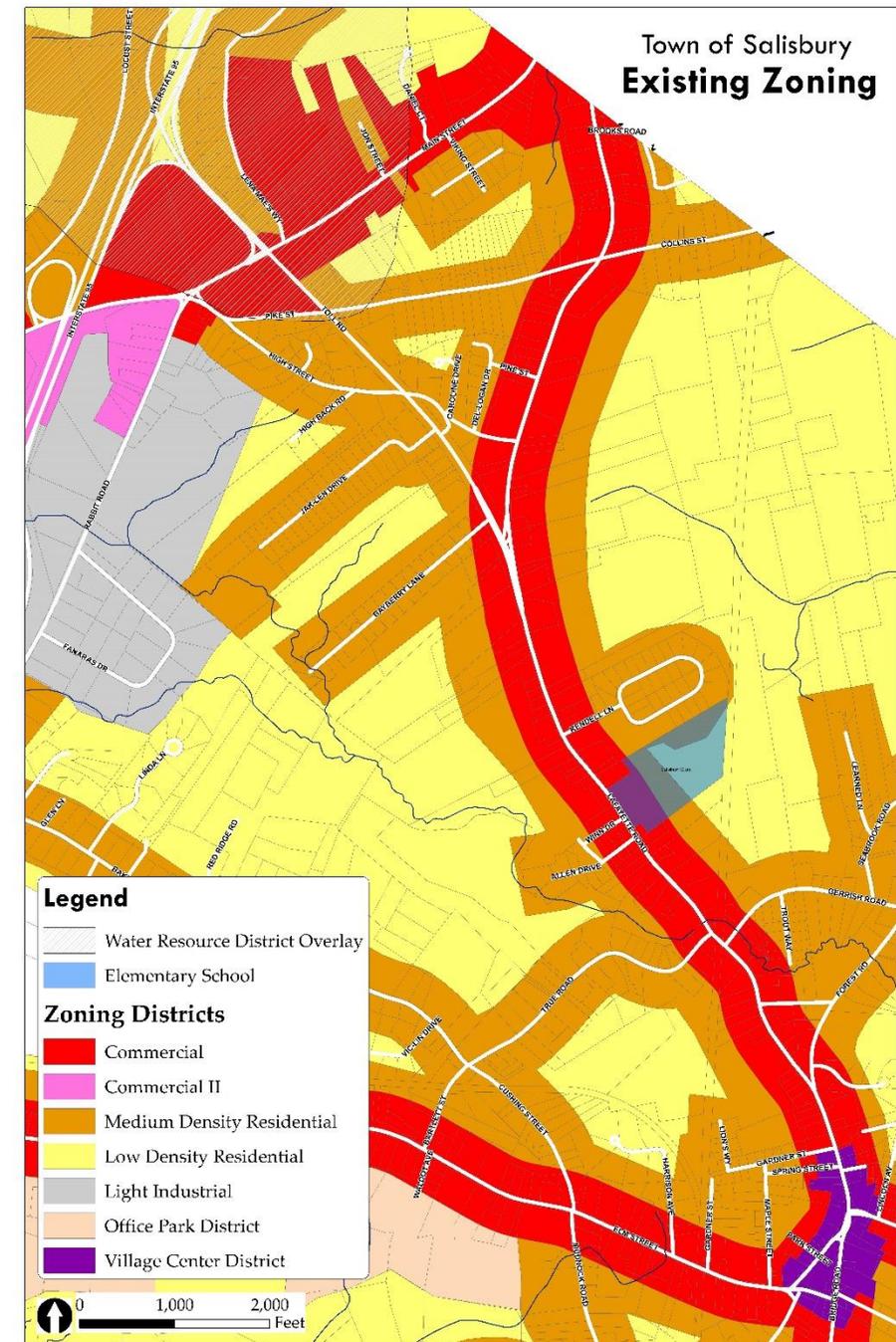
EXISTING ZONING

Existing zoning along Lafayette Road provides for commercial use at an arbitrary distance away from the road, splitting many long lots into commercial and residential or other use.

Resulting Issues:

- No targeted land for redevelopment
- Split zoned properties
- Not market based
- No distinctive design standards or qualities that are character defining

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PROPOSED DISTRICT

The newly proposed **Lafayette-Main District** is composed of a Lafayette-Main Commercial District and four additional separate and intentional nodes as subdistricts: A, B, C, and D.

The district is defined by parcel boundaries, not an arbitrary distance from Lafayette Road.

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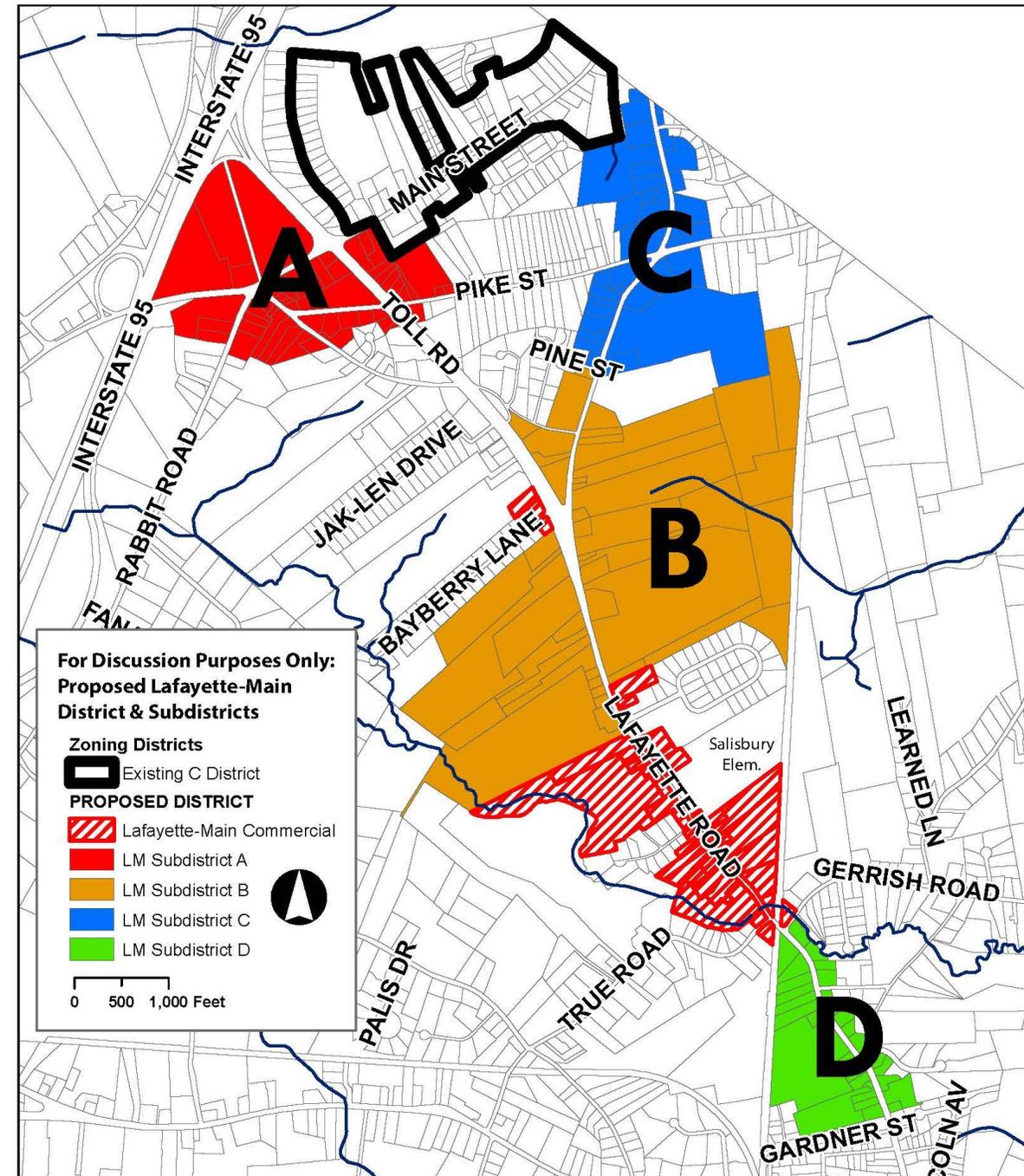
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PROPOSED DISTRICT

Proposed changes are to the actual underlying zoning, not a new “overlay” layer. This is easier for the Town to administer, and gives developers clear direction.

This **does not legally affect existing uses or structures** – they can continue to exist. **This is only for new development or redevelopment.**

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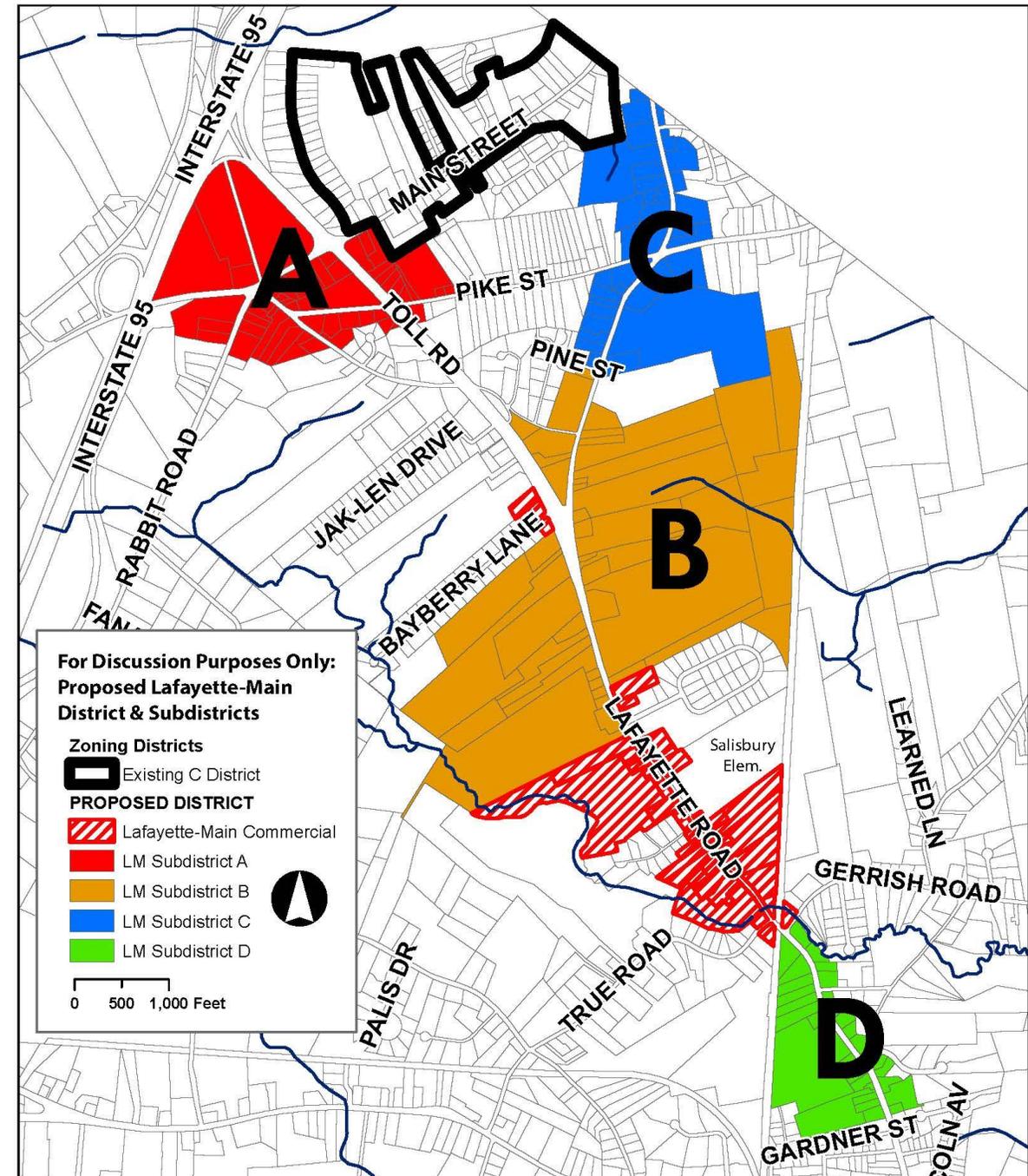
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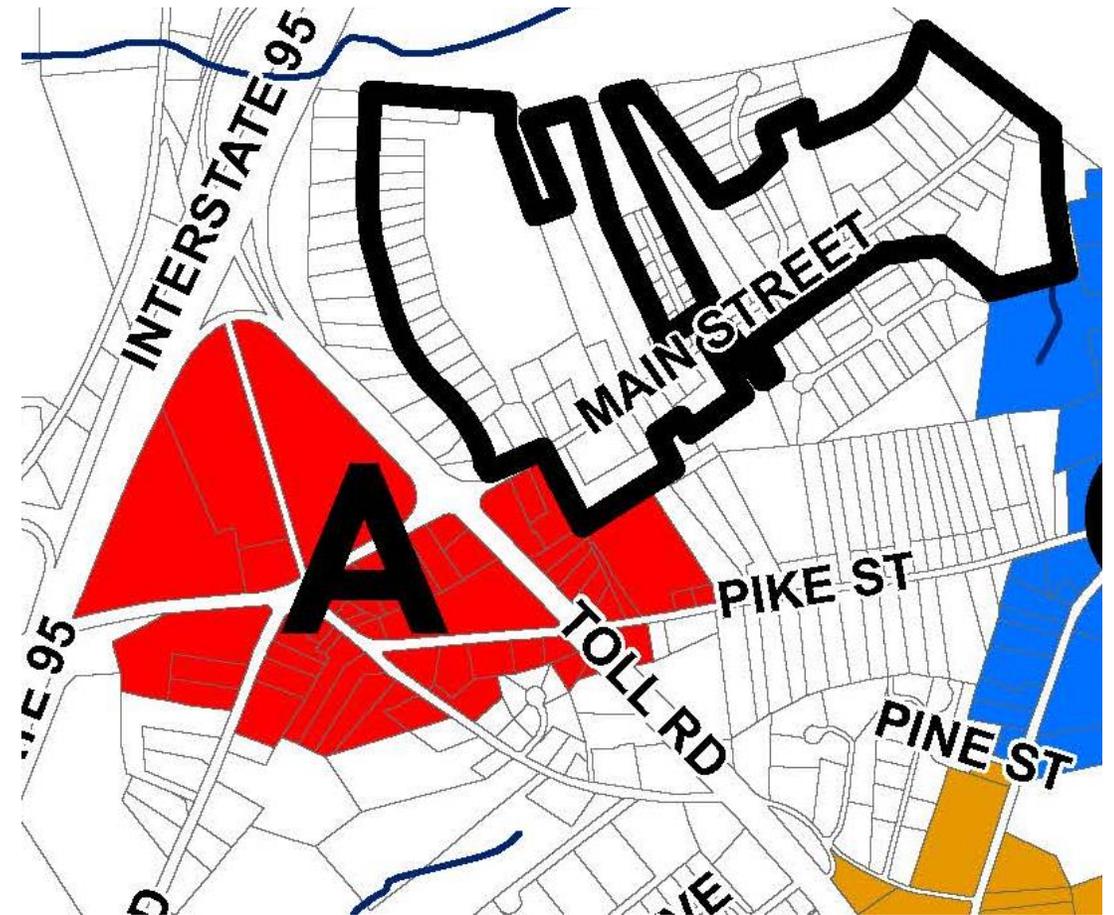
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SUBDISTRICT "A"

- Priority area for a large-scale development: hotel, grocery, and office
- Proximity to I-95 and higher levels of traffic volume/exposure
- Artificial water recharge issues need to be resolved
- Existing Commercial zone would remain along East Main Street





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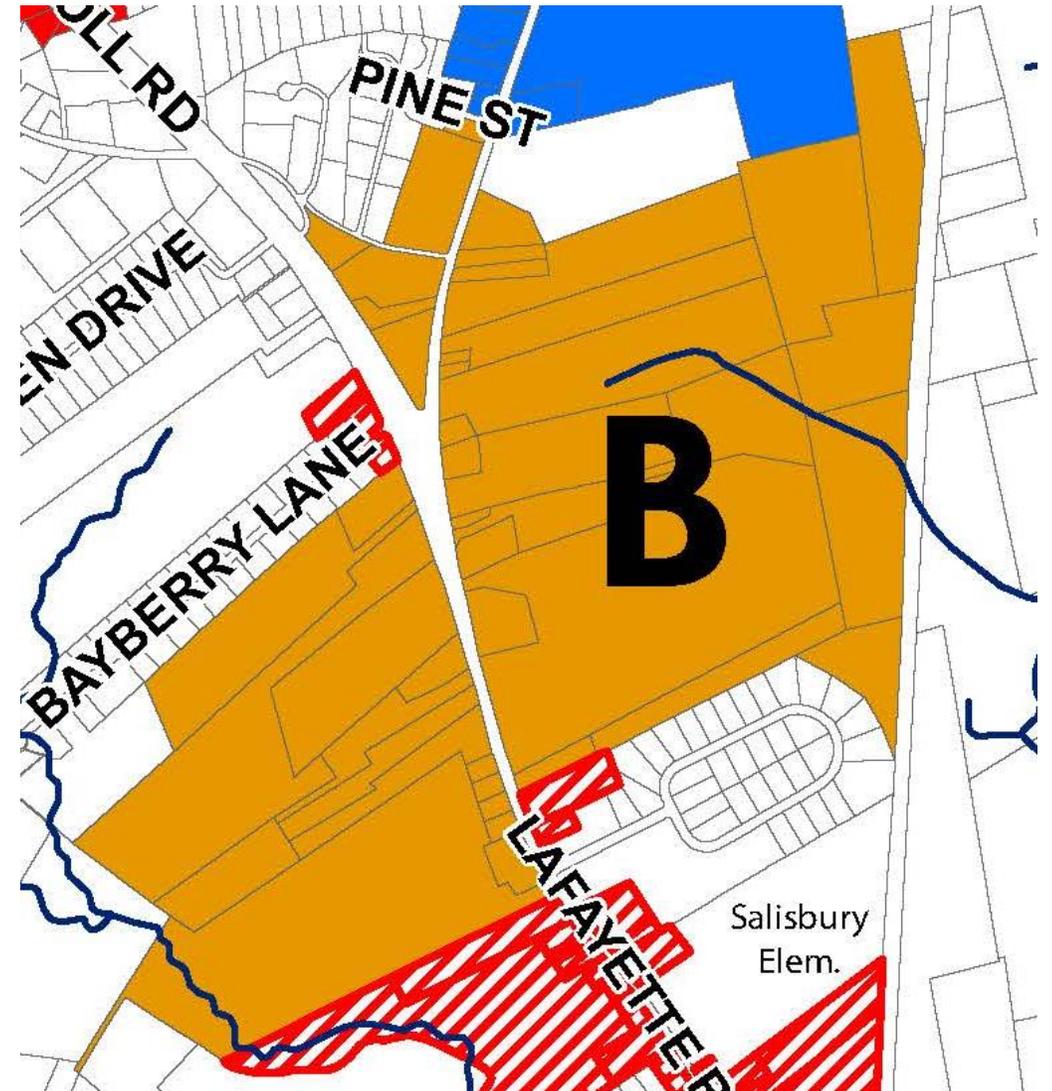
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SUBDISTRICT "B"

- Priority area for a cluster of retail and commercial along Lafayette Road with a mixture of housing
- Available land and proximity to existing town infrastructure
- Higher density housing helps retail potential; Mixture of housing type alleviates pressure on schools





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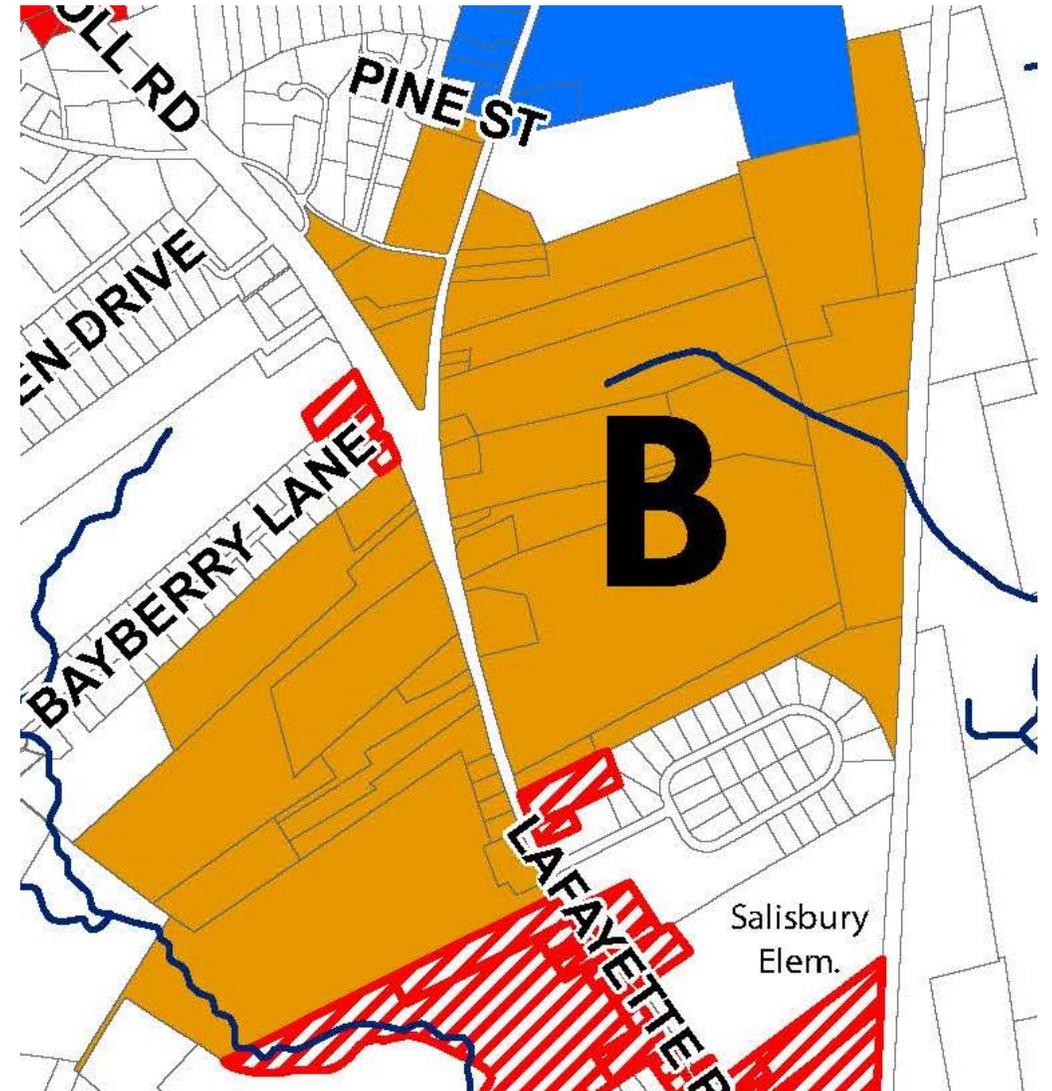
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RESIDENTIAL USE IN SUBDISTRICT "B"

- First 200 feet off of Lafayette Road reserved for commercial uses
- Multifamily buildings are permitted at up to 4 per acre behind that
- Detached single-family homes are permitted if a Mixed Residential Development (MRD) Special Permit is utilized
- Requires the number of single-family homes not





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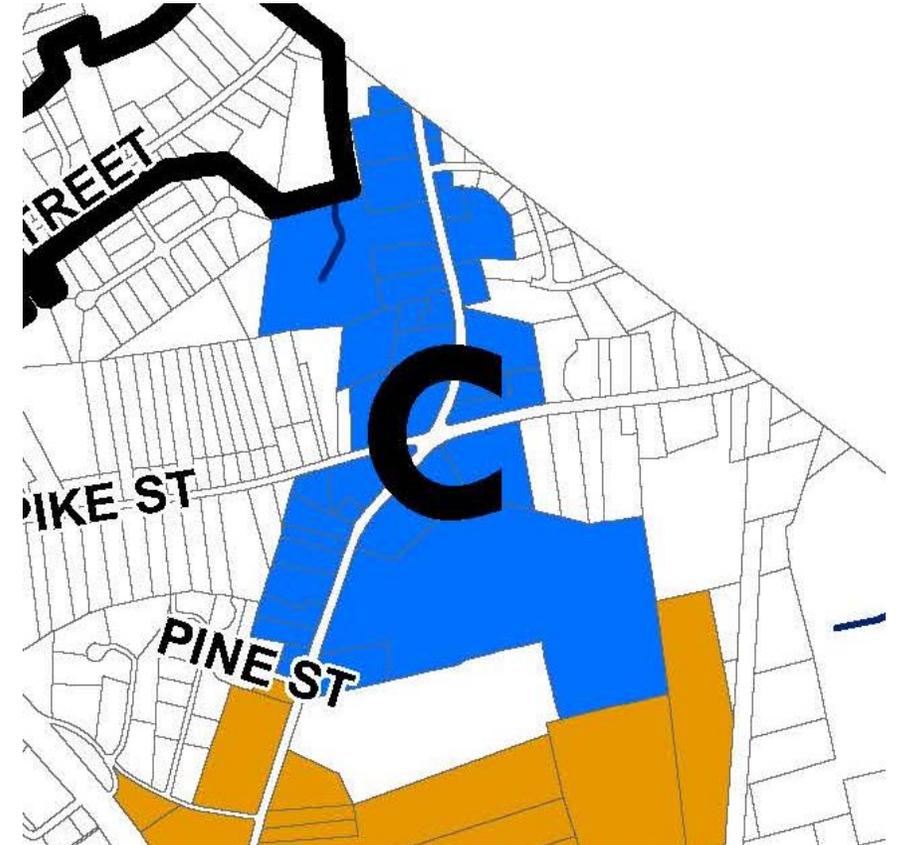
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SUBDISTRICT "C"

- Allow for low to medium density commercial uses
- Ideal for local residents with direct access to New Hampshire
- Lower traffic counts do not currently favor retail feasibility, but this area would be prepared to handle potential overflow from subdistrict B





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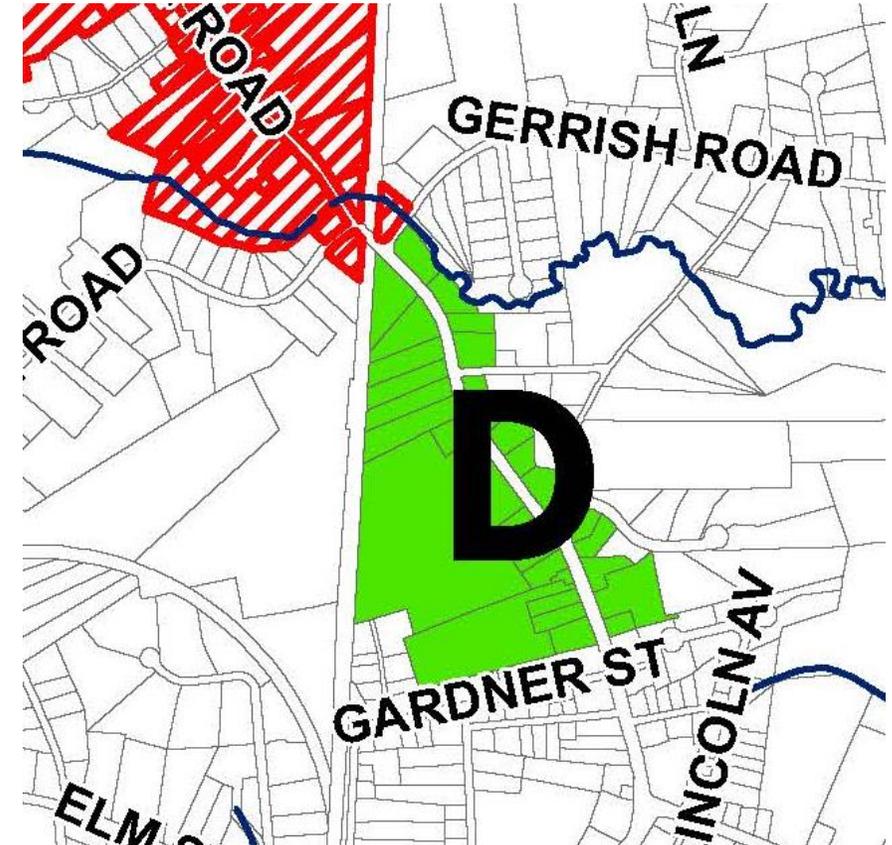
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SUBDISTRICT “D”

- With proximity to the existing Village Center area, this subdistrict’s focus is on smaller scale commercial uses and live/work units that encourage close building distances from Lafayette Road
- Unique shops, studios, or restaurants could enhance the Town’s core





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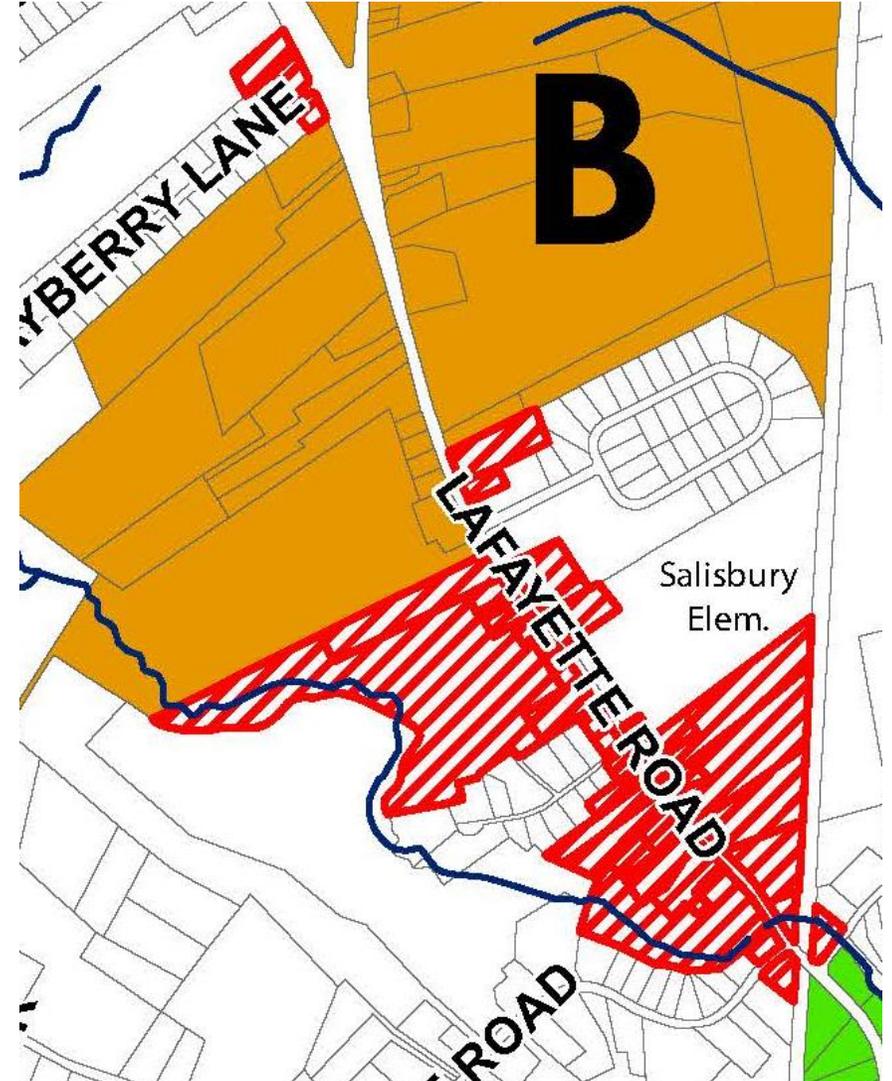
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LAFAYETTE-MAIN COMMERCIAL DISTRICT

- **Red hatch-marked** remaining areas
- Parcels **are not** large enough for intended scale of Sub District “B”
- Parcels **are** large enough to support a higher density of retail/commercial than in Sub District “D”
- More opportunities as opposed to leaving “as-is” in existing commercial district.





PERMITTED USES

Uses will be added as a new column/district to the existing “use table” in existing Zoning By-Law, with each subdistrict having a separate internal column.

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Refer to handout.

Definitions:

- P = use is permitted by-right (this use is legally allowed)
- PB = use is allowed by issuing a Planning Board Special Permit
- ---- = use is not allowed



DIMENSIONAL REGULATIONS

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	Subdistricts				
	LM	LM-A	LM-B	LM-C	LM-D
Minimum Lot Area (acres)	1/2	2/3	1/2 ⁴	1/2	1/4
Minimum Lot Frontage	100	150 feet ⁵	100 feet	100 feet	75 feet
Minimum Front Setback	30	30 feet	20 feet	20 feet	10 feet
<i>Maximum</i> Front Setback	50	50 feet	40 feet	40 feet	20 feet
Minimum Side Setback	20	30	15 feet	15 feet	10 feet
Minimum Rear Setback	20	25 feet	20 feet	25 feet	20 feet
Maximum Building Height	35	60 feet	45 feet ⁶	40 feet	35 feet
<i>Minimum</i> Building Stories ⁷	---	---	2	n/a	2
Maximum Building Stories	---	4	3	3	2.5
Minimum Open Space % Lot Area	15%	15%	20%	10%	20%
Minimum % Lot Width Occupied by Principal Building(s) at Maximum Front Setback	---	75%	65%	65%	75%



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MRD DENSITY STANDARDS

Mixed Residential Development (MRD) In Subdistrict B Review:

- First 200 feet off of Lafayette reserved for commercial uses
- Multifamily buildings are permitted behind that
- Detached single-family homes are permitted if a Mixed Residential Development (MRD) Special Permit is utilized. This requires the number of single-family homes not exceed 50% of total

Densities:

- Detached Single-Family dwelling: one unit per $\frac{1}{4}$ acre of Net Developable Area
- Multifamily dwelling: four units per acre of Net Developable Area

Net Developable Area is the total site area (in acres) *minus* the sum of water area and 50 percent of the wetlands area on the site, as determined by the Salisbury Conservation Commission; *minus* 10 percent of the site for roads and utilities. The net land available following application of this formula shall be the Net Developable Area of the site.



PARKING STANDARDS

Off-street parking is defined in this section as an all-weather, surfaced area having a width of not less than nine (9) feet and a length of not less than eighteen (18) feet.

The intent of off-street parking location standards is to hide parking as much as possible behind buildings or to the side (*e.g. CVS on Lafayette*), and provide for a landscaped buffer from nearby properties.

See handout for parking standards.

Key Standards:

- Residential: 1 space per unit; two or more bedrooms: 2 spaces
- Retail: 4 spaces per 1,000 gsf for first 10,000; 2.5 then 2 (*see handout*)
- Restaurant: 1 per three seats or 1 per 50 sf, whichever is greater

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DESIGN GUIDELINES

The Planning Board shall adopt rules and regulations to administer design guidelines to be considered during Site Plan Review under Article XVIII of this Bylaw. Such guidelines may include any or all of the following criteria:

- Building placement and orientation
- Open Space
- Pedestrian/bicycle/vehicular circulation
- Water quality and stormwater
- Utilities, lighting, parking, and snow removal
- Trees and landscaping
- Signage
- Safety
- Energy efficiency

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Questions?

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