



Massachusetts Ave. Arlington Heights, Mass.

Arlington Heights Planning Project Community Forum

May 23, 2018

Facilitated by The Metropolitan Area Planning Council

Funded by the Barr Foundation, and MA District Local Technical Assistance Program



Welcome!

Arlington Heights Project Steering Committee

Arlington Park and Recreation Dept.

Arlington Public Works Dept.

Housing Corporation of Arlington

Old Schwamb Mill

Sunrise Senior Living

Support Arlington Heights



Tonight's Agenda

What is your vision for Arlington Heights?

Welcome and Introduction

Project Presentation

Table Exercise, Feedback, Questions

What do you like? What is missing?

What are the opportunities?

Design Preferences Presentation

Ballot voting

Next Steps

The MAPC Region

Minuteman Advisory Group on Interlocal Coordination (MAGIC)

North Suburban Planning Council (NSPC)

North Shore Task Force (NSTF)

Inner Core Committee (ICC)



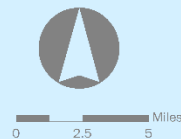
MetroWest Regional Collaborative (MetroWest)

South Shore Coalition (SSC)

South West Advisory Planning Committee (SWAP)

Three Rivers Interlocal Council (TRIC)

Dover is in Three Rivers and South West Subregions.
Milton and Needham are in Inner Core and Three Rivers Subregions.

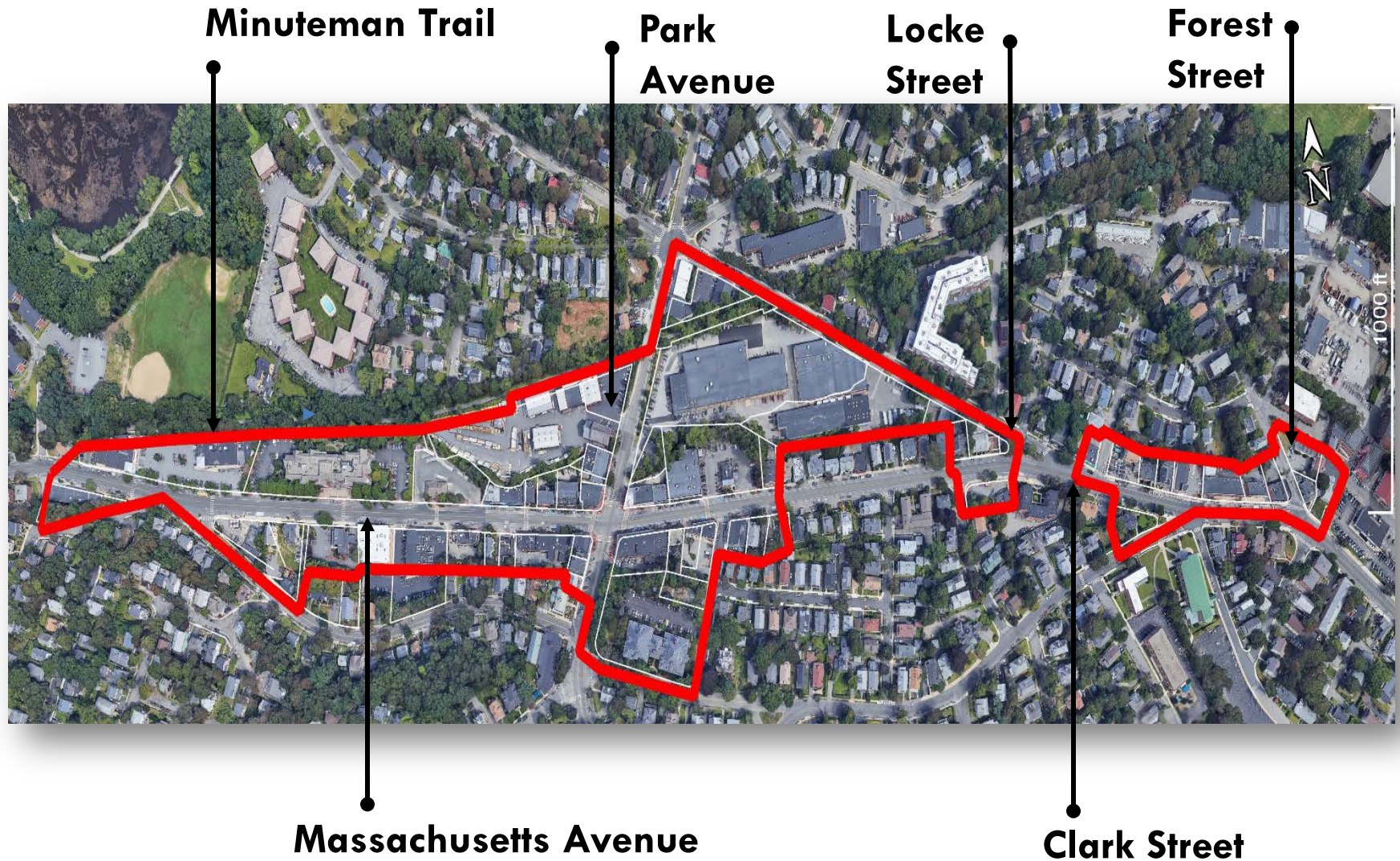




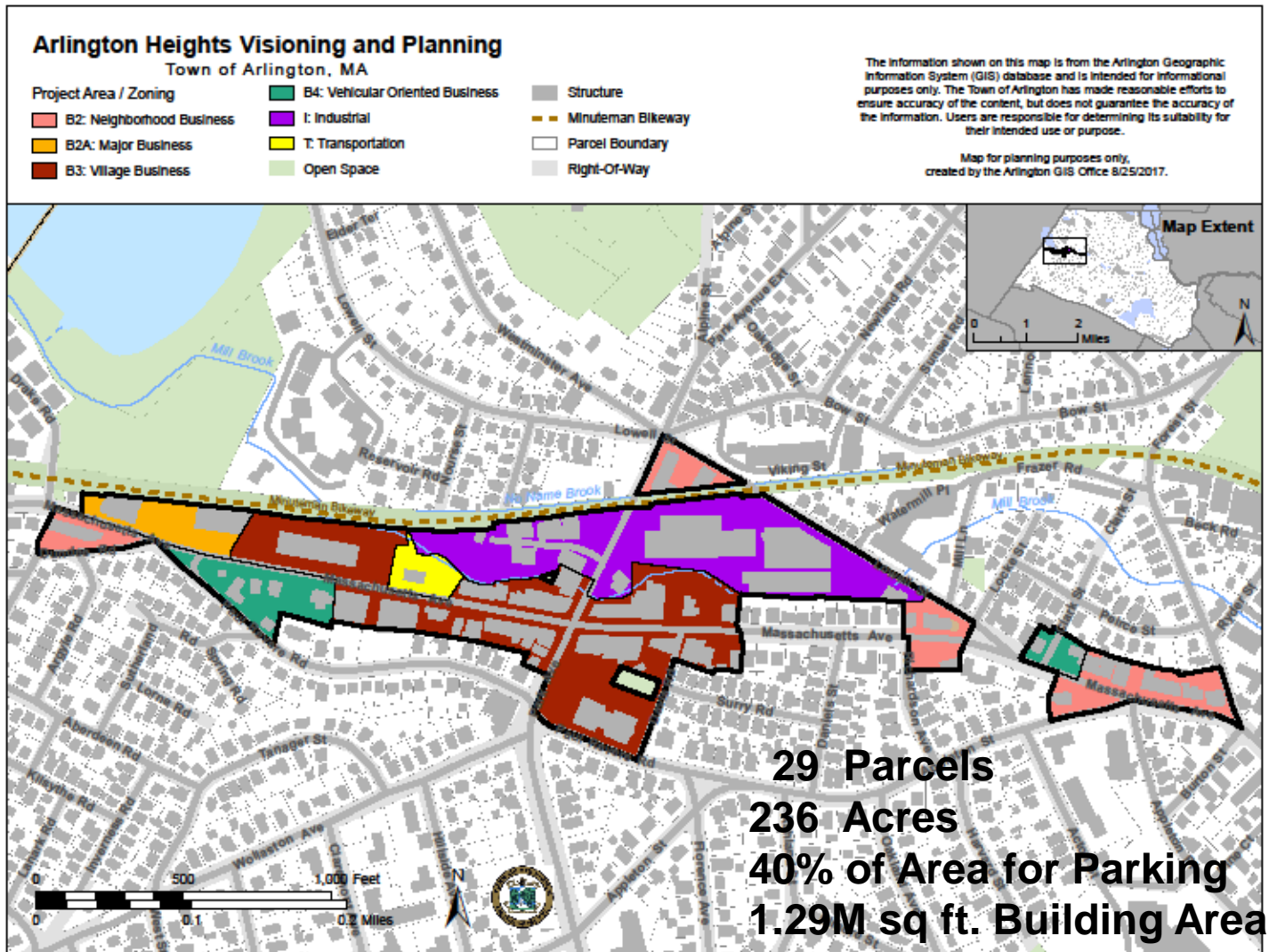
Planning Process



Project Study Area



Project Study Area



Study Area Context

68 businesses incl. 49 retail/services

600 employees

206 households – 272 residents

1.3 household size

Town Context

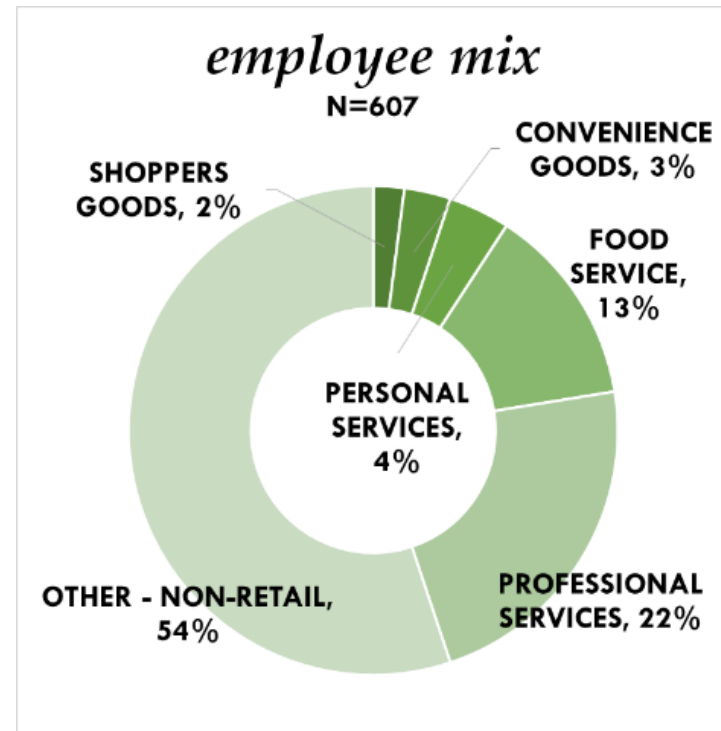
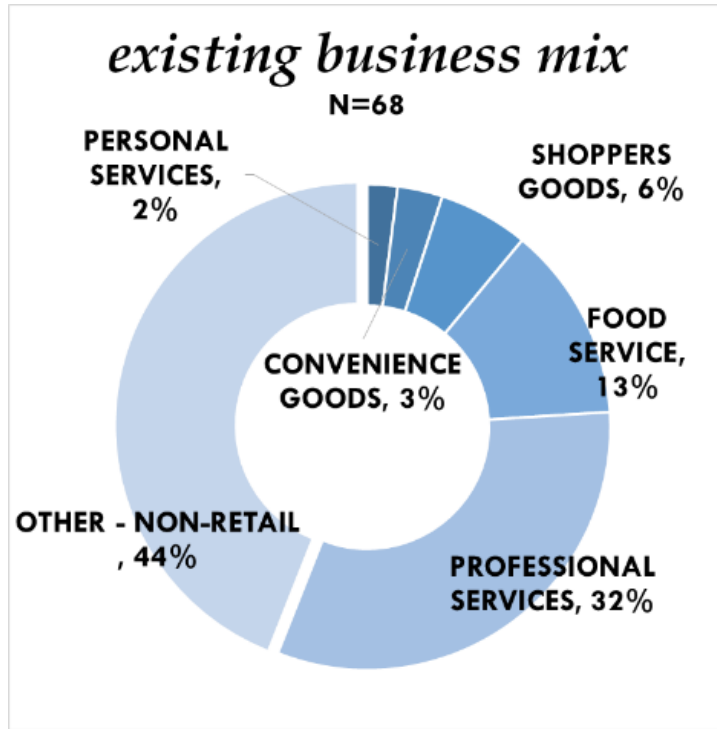
1,408 businesses incl. 880 retail/services

12,148 employees

18,652 households – 44,408 residents

2.4 household size

Economic Development



Tool to Assess Retail Potential

Snap-shot estimate

Potential supportable uses & amounts

Town can position itself better

Identify & attract specific types

Minimize competition

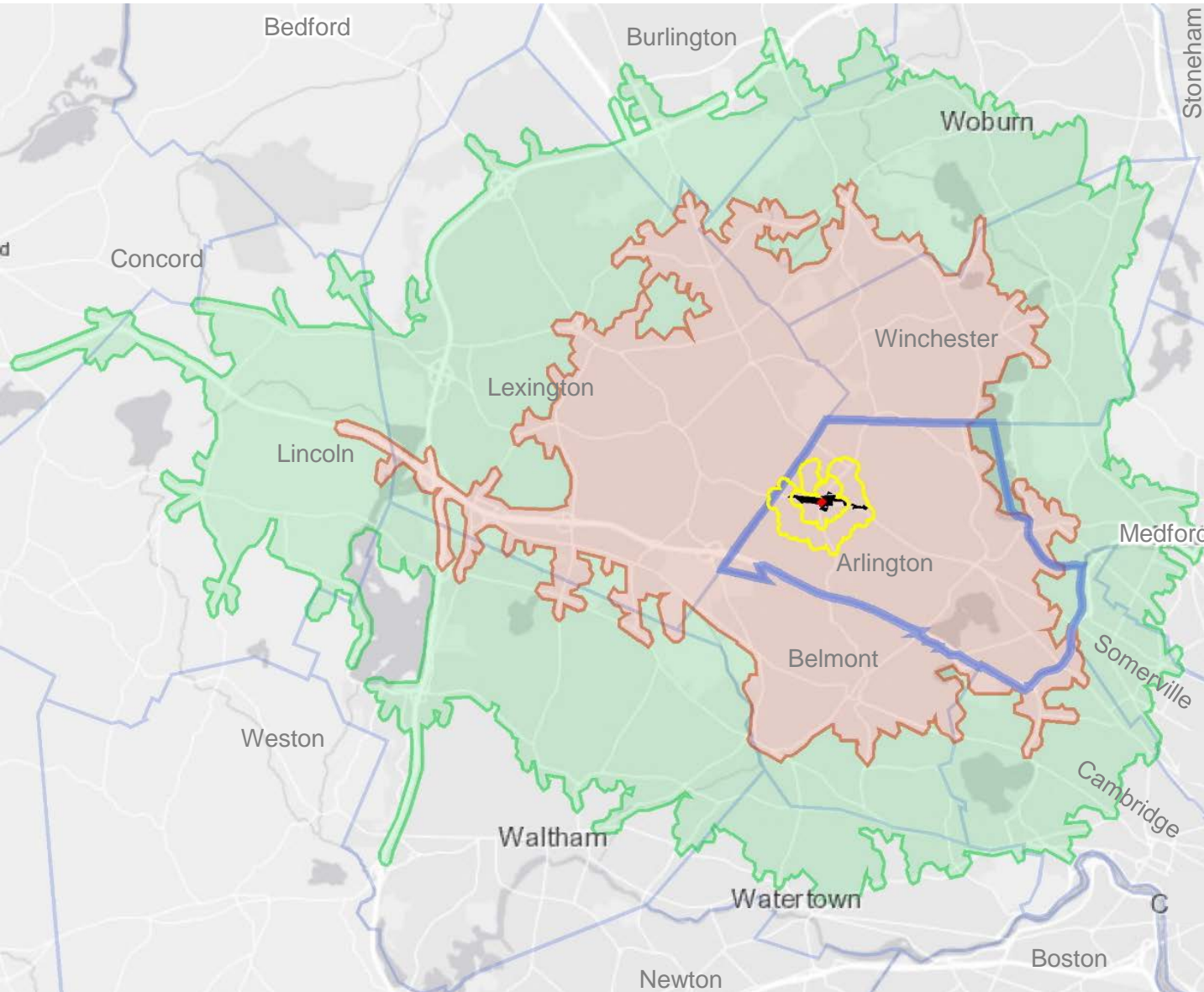
Invest, prepare & market

Physically possible

Examine why demand potential has not happened yet



Establish trade areas



10 MINUTE WALK
2,738 households
 subset

10 MINUTE DRIVE
35,203 households
29,527 workers

11-15 MINUTE DRIVE
65,905 households
79,853 workers

TOTALS
for applying conservative capture rates
101,108 households
109,380 workers

Retail Gap Analysis Estimated Potential

Conversion of untapped income into new retail square feet

Estimated disposable household income



Gap or difference

Is calculated by type of retail. A table shows where the market is saturated, and where opportunities exist.

Actual spending receipts



Gap dollar conversion

Divided by sales per SF

Those SF estimates are divided by the typical floorplate size for each retail type

Sales per square foot



**TYPICAL SALES PER SF
AVERAGE FLOORPLATE SIZE
FOR EACH RETAIL SUBTYPE**

- 1/3 GROSS~
- MAPC % CAPTURE RATE

An informed guesstimate

34+ potential stores



If you can capture

- 3% of untapped disposable income of 101,108 households within 15 minute drive +
- worker lunch/commute spending of 3-5% of 109,380 workers within 15 minutes

If the right conditions are set by the town

34+ STORES, DEPENDING ON SIZE

14,800 to 36,500 sf	7-18 restaurants
3,400 to 35,600 sf	2-18 clothing stores
5,200 to 13,600 sf	2-7 miscellaneous “other” stores



Arlington's Housing Opportunity

Master Plan Housing Goals

- ° Encourage mixed-use development that includes affordable housing, primarily in well-established commercial areas.
- ° Provide a variety of housing options for a range of incomes, ages, family sizes, and needs.
- ° Preserve the “streetcar suburb” character of Arlington’s residential neighborhoods.

From Housing Production Plan

Integrate affordable units in a range of housing types into the fabric of Arlington’s existing neighborhoods through redevelopment of certain underutilized properties and reuse of existing buildings.

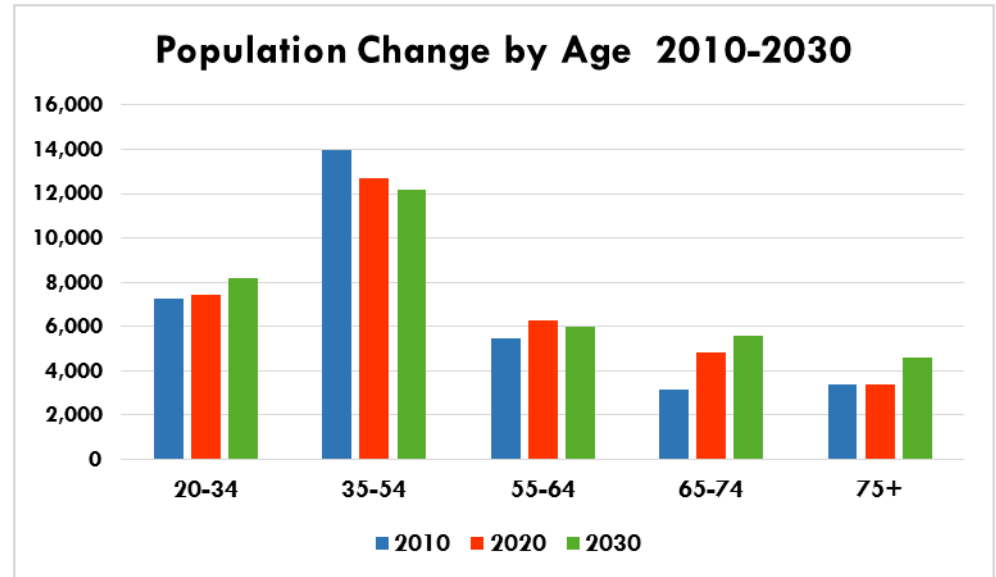
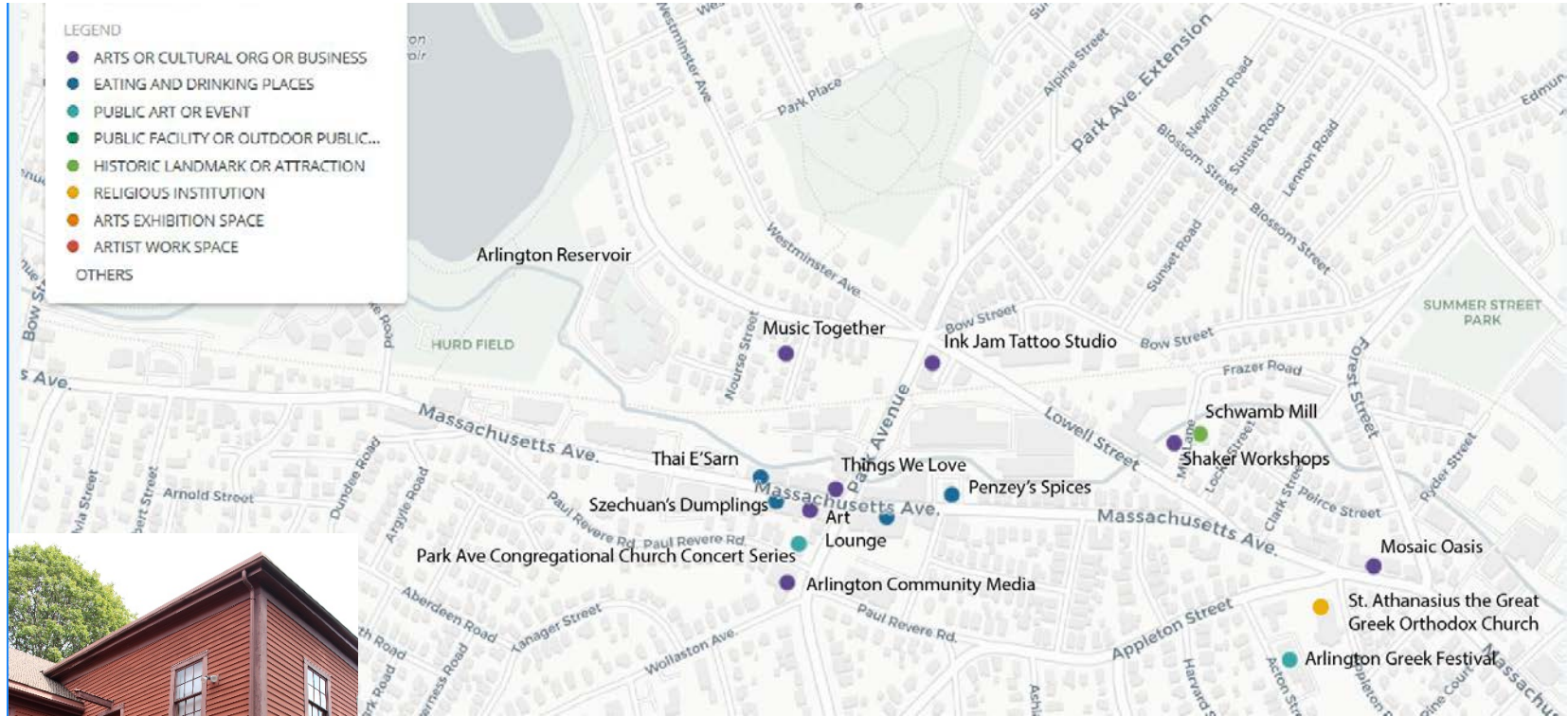


Table 1: Arlington Population Change by Age, 1990-2030

Age	2010	2020	2030	Change 2010-2030	% Change 2010-2030
1-4	2,843	2,537	2,417	-426	-15%
5-19	6,525	6,642	6,024	-501	-8%
20-34	7,264	7,413	8,178	914	13%
35-54	13,970	12,714	12,194	-1,776	-13%
55-64	5,481	6,289	5,976	495	9%
65-74	3,128	4,834	5,591	2,463	79%
75+	3,633	3,366	4,616	983	27%
Total	42,844	43,795	44,996	2,152	5%

Source: U.S. Census Bureau & MetroFuture Projections

Arts and Culture





What are Your Thoughts?

Table Exercise:

What do you like about Arlington Heights?
Greatest Assets?

What is missing?

Are there Critical Issues to Address?

What are the opportunities?

Arlington Heights Vision Statement

Vision



Implementation



Massachusetts Ave Arlington Heights, Mass.



Implementation

How can the Town use your Vision to improve Arlington Heights?

- Regulations

Zoning, for uses and dimensions, parking, signage

- Policies

Permitting requirements

For Example

Setting favorable conditions through things you can change

Choices for jobs & homes

Access to resources social and health

Clear regulations & public investment

Private development

Physical growth & development of places

Expand/diversify local economy

Increase tax base/revenue



Create conditions to

Capture share of market demand

Attract desired leisure retail uses

Conducive to social gathering & community building:



Placemaking



For Example: To foster a livelier corridor

Regulations can:

1. Allow additional uses, mixed uses, more housing
2. Manage parking – Allow higher buildings in some areas
3. Utilize design guidelines
4. Create incentives for development in exchange for public benefits



Design Preferences

Building Heights and Styles

Housing Types

Arts and Culture

Other

ARLINGTON HEIGHTS PLANNING PROJECT

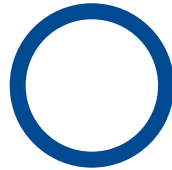
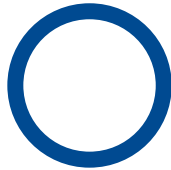
DIRECTIONS: Choose your first and second choices for the heights of new construction in town.

BUILDING HEIGHTS

FIRST

SECOND

Single Story

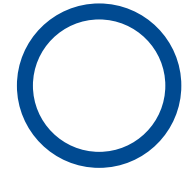
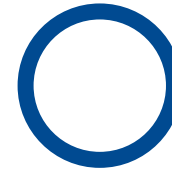


Three stories

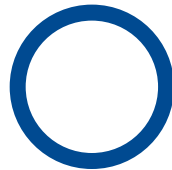
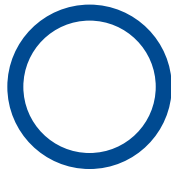


FIRST

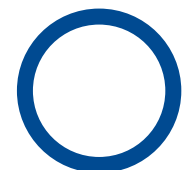
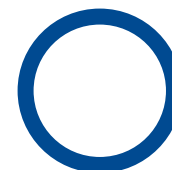
SECOND



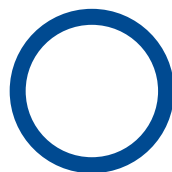
One and a half stories



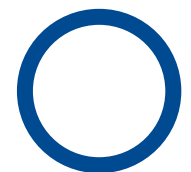
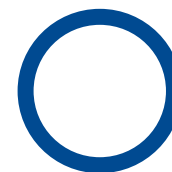
Four stories



Two stories



Five to six stories
(depending on location)



ARLINGTON HEIGHTS PLANNING PROJECT

HOUSING TYPES



Credit: Sunrise of Arlington



DIRECTIONS: Indicate your first, second, and third choices for housing types in Arlington Heights



Credit: 100 Resilient Cities



Credit: Monterey Cohousing Community, Minneapolis, MN

Apartments/Cond

or

2 to 3

bedrooms

Apartments/Cond

or

1 to 2

bedrooms

Apartments/Cond

or

Studios

FIRST CHOICE SECOND CHOICE THIRD CHOICE



FIRST CHOICE SECOND CHOICE THIRD CHOICE



FIRST CHOICE SECOND CHOICE THIRD CHOICE



Affordable Family Units

FIRST CHOICE SECOND CHOICE THIRD CHOICE



Affordable Senior Units

FIRST CHOICE SECOND CHOICE THIRD CHOICE



Other Types of Housing

(Such as Co-housing, Continuing Care)

FIRST CHOICE SECOND CHOICE THIRD CHOICE



ARLINGTON HEIGHTS PLANNING PROJECT

DIRECTIONS: Indicate whether you would support the listed amenities

AMENITIES

I would support these kinds of amenities in Arlington Heights:

Outdoor Seating At Restaurants



YES



NO

Public Art



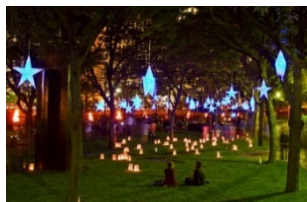
Credit: APA

YES



NO

Gathering Spaces For Community



YES



NO

Connections between Mass Ave/Stores/Minuteman



YES



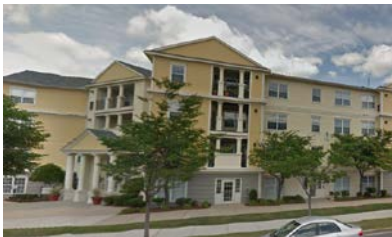
NO

ARLINGTON HEIGHTS PLANNING PROJECT

BUILDING STYLES

DIRECTIONS: Indicate what building styles you would like to see in town

I would like to see buildings that look like this:



Definitely Yes	Yes	No	Definitely No
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- Review Feedback
- Develop Recommendations
- Second Community Meeting
- Finalize Recommendations

Thank you, and Good Evening



Thank you!

If you have more questions or
comments please contact

Ali Carter

Economic Development Coordinator

acarter@town.Arlington.ma.us

Tel: (781) 316-3095