Community Meeting #4
January 6, 2020
1 Review of Feedback and Goals
   • Translating feedback into zoning goals

2 Consultant Introduction and Background
   • How can zoning yield the development and benefits we want?

3 Western Avenue Redesign
   • Review of feedback
   • Conceptual design options
Review of Feedback and Goals
Western Avenue Corridor Study & Rezoning

Benefits Prioritization

Place your stickers in the boxes representing the different benefits. You can place one in each box, all of them in one box, or distribute them according to your preferences. We'll tally up the totals to rank the different options.

- Affordable Housing
- Artist Housing
- Major Open Space
- Affordable Retail
- Public Realm/Placemaking
- Civic/Cultural Space
- Parking
- Major Transportation Improvements
- Other

Educational/Vocational
Rezoning Planning/Enforcement
Employment/Training
DEVELOPMENT BENEFITS PRIORITIES

1. Major Transportation Improvements (29)
2. Affordable Housing (24)
3. Major Open Space (14)
4. Affordable Retail AND Public Realm/Placemaking (13 each)
5. Civic/Cultural Space (11)
6. Parking (9)
7. Artist Housing (5)
8. Other: Educational, Resilience Planning, Employment/Training
GOALS FOR ZONING AND OTHER POLICIES

1. Get the density right!

- Ensure high-quality redevelopment is feasible and attractive.
- Ensure baseline development provides high-quality design, public realm improvements, street activation.
- Inform zoning with analysis of market, construction, retail.
GOALS FOR ZONING AND OTHER POLICIES

2. Capture a fair portion of the value created through zoning for the public.

• If zoning permits densities greater than what is minimally feasible, commensurate benefits should be required.
GOALS FOR ZONING AND OTHER POLICIES

3. Create an active streetscape, great public realm, and neighborhood retail.

- Zone for adequate density and a mix of land uses in the corridor.
- Use zoning and other tools to regulate form of buildings, ground floor uses, size of retail spaces, and other variables.
- Require setbacks with redevelopment.
- Use policy tools to align retail supply and demand now and in the future.
- Preserve grocery store use in neighborhood.
GOALS FOR ZONING AND OTHER POLICIES

4. Vary building heights and massing on Western Avenue to avoid a “canyon.”

- Determine where greater height is appropriate and can be supported and where it is not.
- Regulate building form to ensure appropriate massing and variety of character.
GOALS FOR ZONING AND OTHER POLICIES

5. Keep most of the height and density closer to Soldiers Field Road.

• Generally, any taller buildings should be north of Western Avenue, with step-backs so height is massed closer to Soldiers Field Road.
• Consider shadow impacts on Herter Park.
• New developments should have two fronts: on Western Avenue and Soldiers Field Road
GOALS FOR ZONING AND OTHER POLICIES

6. Zone for a new residential area south of Western Avenue.

- Build on 2008-2009 Community Wide Plan recommendations to zone for significant medium-density housing with a neighborhood-serving open space.
- Include open space as a development requirement.
- Inform zoning with analysis of market conditions and development costs.
GOALS FOR ZONING AND OTHER POLICIES

7. Zone for a mix of uses close to Lincoln Street.

- Zoning should consider the previous industrial character of Lincoln Street and proximity of I-90.
- Create a transition to the proposed residential Holton Street corridor.
GOALS FOR ZONING AND OTHER POLICIES

8. Use zoning and development review to create and reinforce key connections.

- Work with public and private partners to create more connections from Western Avenue to Soldiers Field Road and across Soldiers Field Road to the Charles River at key locations for all modes.
- Improve Telford and Everett Streets connections across I-90 and from Lincoln Street north for all modes.
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Consultant Introduction and Background
ABOUT JS&A

- **Who We Are**
- **Firm Experience**
- **Study Role**
- **Where We Are in the Process**
Western Avenue Corridor Study & Rezoning

ZONING UPDATE AIMS TO ALIGN WITH AREA CHANGES

- Increase in Recent and Proposed Development
- Neighborhood Regional, and National Changes
- Change in Resident Needs and Wants
STUDY AREA GOALS (TO DATE)

- Get the density right
- Capture a fair portion of the value created through zoning for the public
- Create an active streetscape, great public realm, and neighborhood retail
- Vary building heights and massing on Western Avenue to avoid a “canyon.”
- Keep most of the height and density closer to Soldiers Field Road
- Keep heights and densities lower on south side of Western Avenue west of Telford Street
- Zone for a new residential area south of Western Avenue
- Zone for a mix of uses close to Lincoln Street
- Use zoning and development review to create and reinforce key connections

In Short: Use Zoning to Best Serve the Public
WHAT IMPACTS DEVELOPMENT FEASIBILITY FOR DEVELOPERS?

• Balance of policy and development feasibility: where is there room to guide development and deliver community benefits?
  • Going-in vs. stabilized property
  • Cap rate = NOI / Cost
  • Anticipated return reflects risk
WHAT IMPACTS DEVELOPMENT FEASIBILITY FOR DEVELOPERS?

• Recent challenges:
  • Community benefits impact profitability
  • Sellers often unwilling to reduce sales price
  • More density does not necessarily mean more value (materials, parking, etc.)
  • Low interest rates and lots of capital = low returns
  • Costs in Boston are very high (labor, materials, time, taxes)
  • Future market uncertainty
HOW DOES CITY POLICY IMPACT DEVELOPMENT FEASIBILITY?

- Height and Density
- Affordable Housing
- Retail
- Civic and Cultural Uses
- Parking
- Transportation Improvements
- Streetscape Improvements
- Public Spaces
- Trade off increased density (more value creation) vs. community benefits (less value creation)
EXAMPLE: HEIGHT AND PARKING REQUIREMENTS

- New Carrollton, MD
- Prince George’s County Re-Zoning
- Obstacles: TOD Height and Parking
EXAMPLE: AFFORDABILITY AND COMMUNITY IMPACT

- Reunion Square, Washington, DC
- Fiscal & Economic Impact
- Community Benefits and City Consistency
EXAMPLE: RETAIL AND CREATIVE USES

- Lake Worth, FL
- Retail Viability
EXAMPLE: MIXED-USE DEVELOPMENT

- U Street Redevelopment Strategy, Washington, DC
- Mandates vs. Incentives
Western Avenue Corridor Study & Rezoning

PROCESS AND NEXT STEPS

- Community Engagement and Corridor Goals
- Local Policy Tools, Case Studies, and Best Practices
- Interviews with the Development Community
- Market Analysis & Financial Feasibility Analysis
- Scenario Testing
- End goal: help BPDA and community determine ideal zoning along the corridor
Western Avenue Corridor Study & Rezoning

Western Avenue Redesign
WESTERN AVENUE REDESIGN: CHALLENGE 1 (EXISTING ROW)

1. Buffered/Protected bike lane
2. Bus lane
3. Bike lane
4. Planting zone
5. On-street parking
6. Bus/Bike lane
7. Street furnishing zone
8. Cafe seating zone

- Not a lot of interest in street furnishing or café seating zone
- Priority clearly given to improving bicycle and bus accommodations
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**WESTERN AVENUE REDESIGN: CHALLENGE 2 (EXPANDED R.O.W)**

1. Buffered/Protected bike lane
2. Planting zone
3. Café seating zone
4. Bus/Bike lane
5. Bus lane
6. On-street parking
7. Street furnishing zone
8. On-street bike lane

- More interest in planting and café in this one
- Bike lane scores low because buffered/protected bike facility is the clear preference
- Bus lane?
Western Avenue Corridor Study & Rezoning

SCENARIOS

Bicycle Paradise

Magic Bus
IMPORTANT CONSIDERATIONS

1. Conditions vary along the corridor and we can’t just apply the same cross-section throughout.

2. Need to identify improvements in the short term as well as the longer term, as conditions and demand change.

3. Bicyclists need high-quality infrastructure along the entire corridor in order to be safe, while buses may benefit most from strategically located interventions like queue jump lanes.

4. However, we want to make sure that we’re planning for future conditions, which should include MORE and BETTER bus service in dedicated lanes.
TYPOLOGY OF STREET CONDITIONS

1. Places where we can achieve a wider cross-section in the short term. Setback = A good thing!

2. Places where a setback already exists and we may be able to work with property owners on private land

3. Places where the right-of-way is constrained
Building Blocks for the Mobility & Streetscape Design
Nexus & Zone 3: Current Conditions
Nexus & Zone 3: Near Term with the Nexus Development
Nexus & Zone 3: Longer Term

Western Avenue Corridor Study & Rezoning
McDonald’s & Skating Club: Current Conditions
McDonald’s & Skating Club: Interim
McDonald’s & Skating Club: Development at the Skating Club Site

* Curb-to-Curb dimension to be min. 42’ for future bus lane.
McDonald’s & Skating Club: Longer Term

- Future Development at the McDonald’s Site
- Future Development at the Skating Club Site

- Outdoor Seating: 7’-8’
- Sidewalk: 4’
- Trees: 5’
- Bus Lane: 11’
- Travel East: 10’
- Left Turning: 10’
- Travel West: 11’
- Trees: 5’
- Bike: 8’
- Sidewalk: 8’
- Landscaped / Outdoor Seating Area

- Curb-to-Curb: 42’
- Setback: 10’-12’
- Setback: 12’-15’

- R.O.W.: 60’

* Curb-to-Curb dimension to be min. 42’ for future bus lane.
Big Daddy's & 419-441 Western Ave
Big Daddy’s & 419-441 Western Ave: Current Conditions

- **9’**
  - Sidewalk
- **7’**
  - Parking
- **11.5’**
  - Travel East / Bike
- **11.5’**
  - Travel West
- **5’**
  - Bike
- **7’**
  - Parking
- **9’**
  - Sidewalk

**Curb to Curb:** 42’

**R.O.W.:** 60’

Parking Lot at 419 & 441 Western Ave
Big Daddy’s & 419-441 Western Ave: Interim w/ Westbound Parking Protected Bike & Bus-Bike Lane
Big Daddy’s & 419-441 Western Ave: Interim w/Westbound Sidewalk-level Bike & Parking/Bus Lane
Western Avenue Corridor Study & Rezoning

Big Daddy’s & 419-441 Western Ave: Longer Term