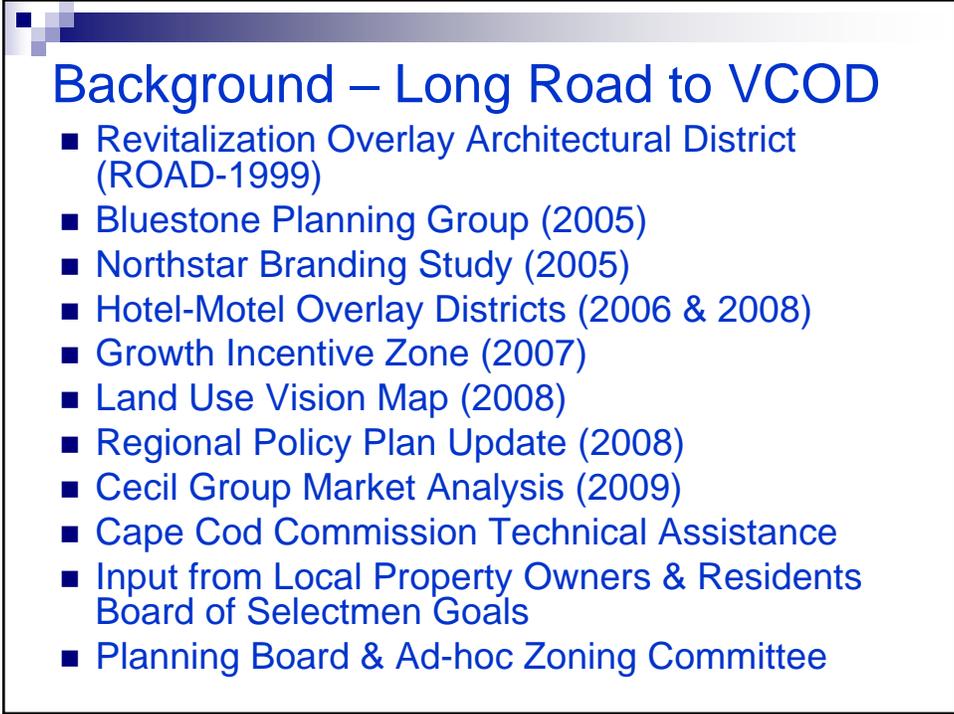


## Town of Yarmouth Planning Board Village Centers Overlay District (VCOD)

Special Town Meeting  
October 22, 2012



### Background – Long Road to VCOD

- Revitalization Overlay Architectural District (ROAD-1999)
- Bluestone Planning Group (2005)
- Northstar Branding Study (2005)
- Hotel-Motel Overlay Districts (2006 & 2008)
- Growth Incentive Zone (2007)
- Land Use Vision Map (2008)
- Regional Policy Plan Update (2008)
- Cecil Group Market Analysis (2009)
- Cape Cod Commission Technical Assistance
- Input from Local Property Owners & Residents Board of Selectmen Goals
- Planning Board & Ad-hoc Zoning Committee

## Economic Benefits

- New development increases tax base.  
(A 100 million investment = \$933,000 in new growth revenue.)
- Commercial development softens tax burden on residential property owners.
- Generates Rooms and Meals Tax Revenue.  
(A 300 room moderate hotel = \$450,000 in rooms tax alone.)
- Year-round tourism = year-round employment. Jobs attract & retain younger demographic.
- Investment = more investment and raises property values.

## Motivates Investment

- Allows property owners to do more with their property by:
  - Higher density
  - Building heights
  - Lot coverage
  - Reduced setbacks
- New development concepts (not currently allowed):
  - Mixed uses
  - Reduced, shared, and underground parking

## Design Standards



- Mandatory Design Standards create Cape Cod Community Character
- Improves Curb Appeal
  - Mandatory sidewalks on private property.
  - Site Design & parking layout.
  - Vehicular/Pedestrian/Bicycle circulation.
  - Landscaping (buffers, entrance, and parking)
  - Building location, size, modulation, entranceways, windows & dormers.
  - Roofline articulation & Building materials.
  - Lighting & supplemental signage restrictions.

## Establishes Four Geographic Centers

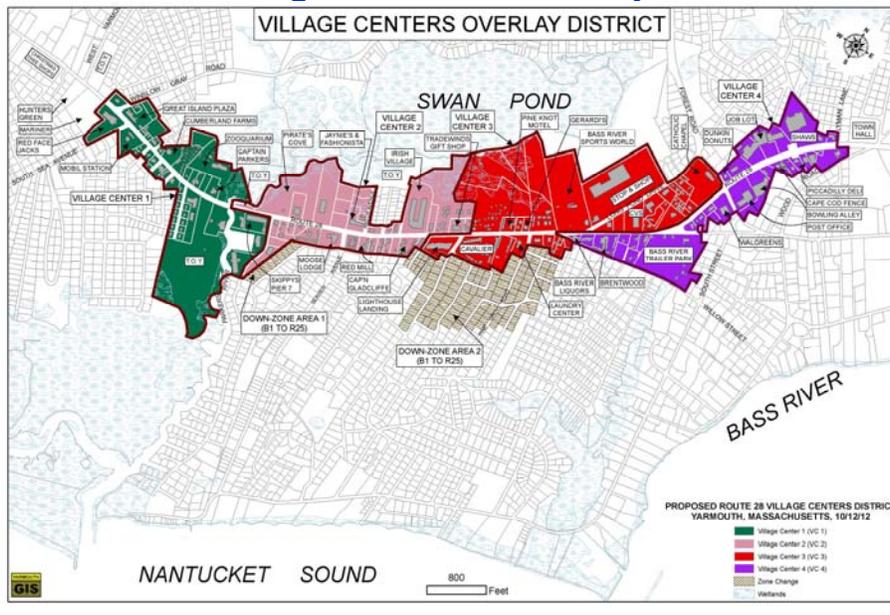
- Village Center 1 (VC1) – Parkers River Gateway
- Village Center 2 (VC2) – Mixed Residential
- Village Center 3 (VC3) – Family Destination
- Village Center 4 (VC4) – Year-round Service

## How do we differentiate?

- Uses (types of housing and businesses)
- Dimensional Requirements
  - Setbacks/Building Location
  - Lot Coverage
  - Height
  - Residential Density
- Specific Village Design Standards



## Route 28 Village Centers Overlay Districts



## Village Center 1 - Parkers River Gateway



### VC1 Concepts:

- “Main Street” feel on shallow lots to serve as gateway to the area.
- Small scale commercial with top-of-shop housing.
- Parkers River as focal point and destination.
- Destination for Visitors & Residents.

## Village Center 1 Vision



## Proposed Parkers River Marine Park



## Village Center 2 – Mixed Residential

### VC2 Concepts:

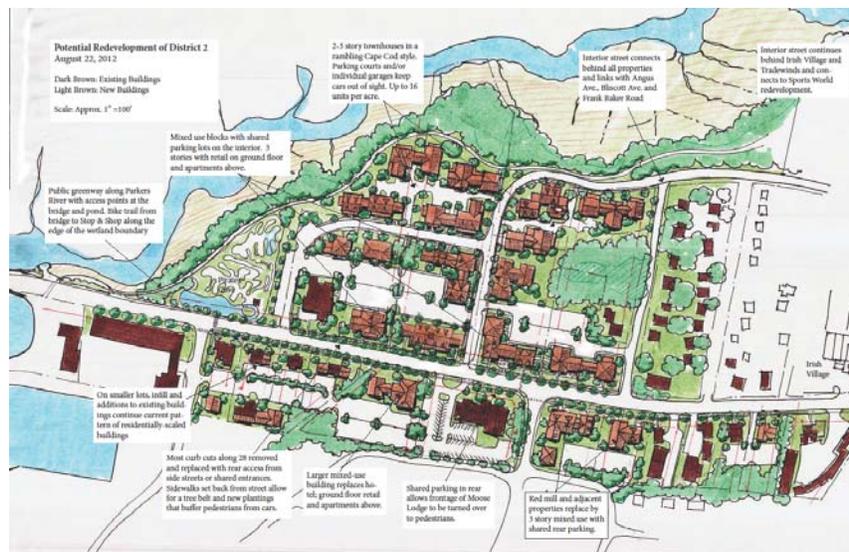
- Variety of housing types permitted.
- Reduced affordable housing requirements.
- Walking distance to Districts 1 and 3 encourages residents to live, work, shop & play in the area.
- Greater setbacks to encourage green space.



# Village Center 2 Vision



# Village Center 2 Concept





Proposed Village Center 2



Proposed Village Center 2 – Streetscape

## Village Center 3 - Entertainment & Services



### VC3 Concepts:

- Promote year round family oriented activities, entertainment & shopping, geared toward visitors **AND** residents.
- Provide year-round employment.
- Existing lot sizes and depth allow for master planning and larger scale projects.

## Village Center 3 Vision

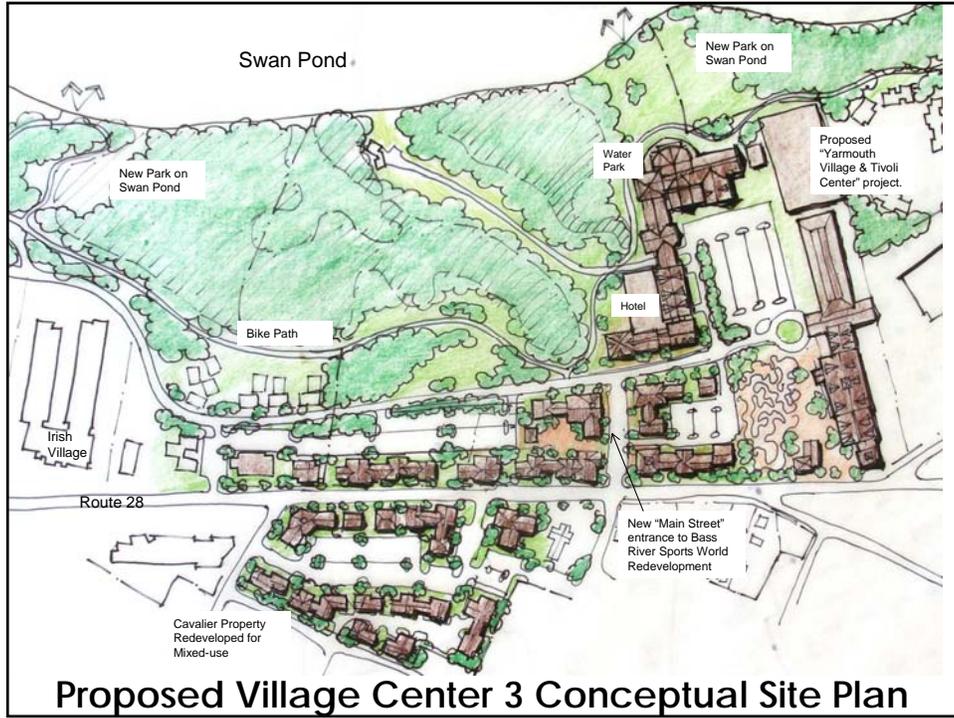


## Why Indoor Recreation/Entertainment

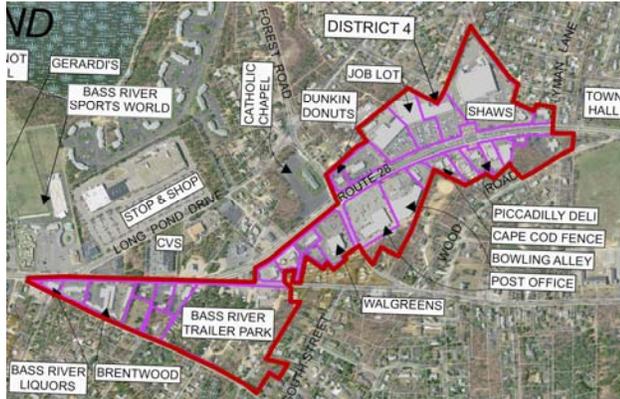
- Unmet demand for indoor, year-round recreation (indoor soccer, musical venues, and theatres).
- Expands the Season and provides jobs.
- Provides a destination within an established family vacation market.
- Multiplier Effect - Once people are here they use our hotels, other amusements, restaurants, and shops.

## Village Center 3 Property Owner Concept





## Village Center 4 – Resident Services



### VC4 Concepts:

- Expand & enhance existing residential service district.
- Building placement close to road.
- Larger tenants permitted.
- Differs in uses from District 3.

## Village Center 4 Vision



## Issues

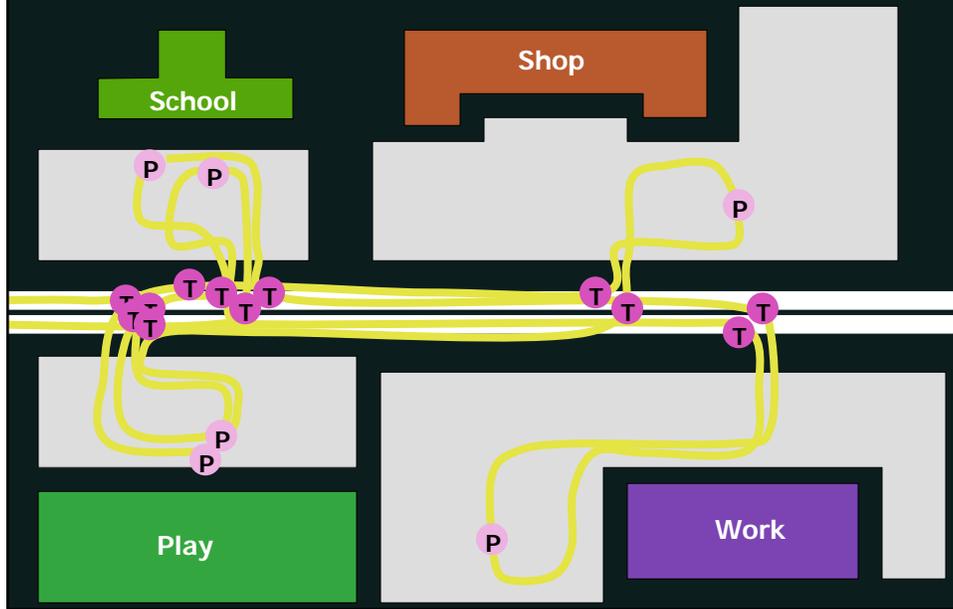
1. Traffic
2. Unrestrained development
3. Municipal Impacts

## 1. VCOD Bylaw Traffic Improvements

- VCOD development will occur gradually.
- VCOD mitigates traffic by promoting:
  - Eliminate curb cuts.
  - Pedestrian/bicycle improvements.
  - Interior roads.
  - Shared parking & mixed use.
  - Live/work/play in same neighborhood concept.
  - Reduces drive through traffic stacking onto Rte 28.

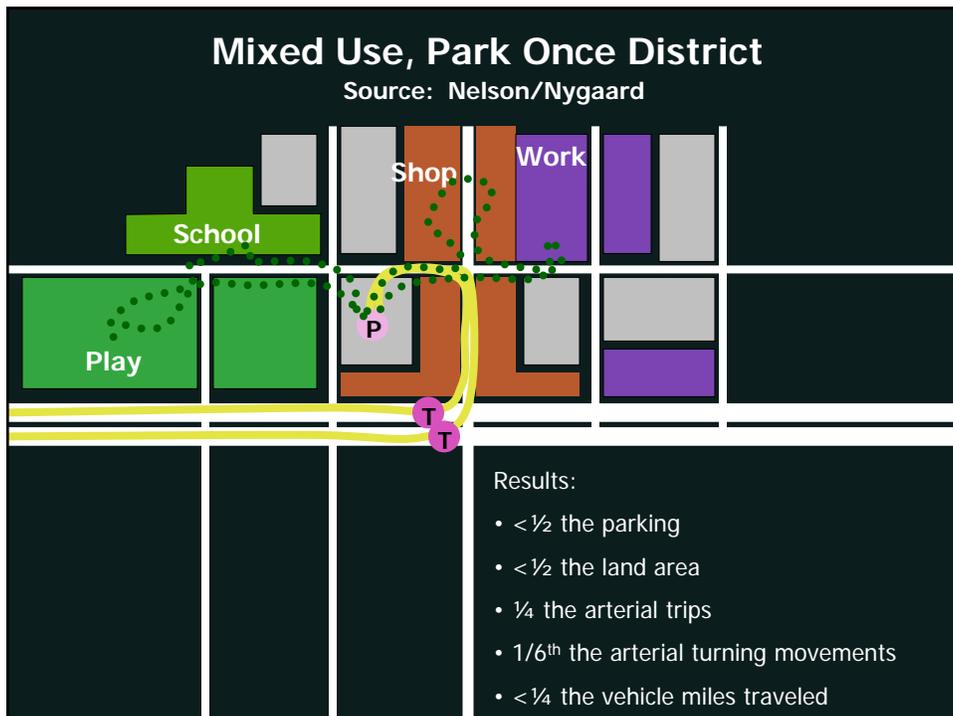
## Conventional Development

Source: Nelson/Nygaard



## Mixed Use, Park Once District

Source: Nelson/Nygaard



## Public Traffic Improvements

- Oct 2012 – Sept 2013: Cape Cod Commission Traffic Study & Recommendations; BOS Approval and PNF to MassDOT.
- 2018-2021 – Project Placed on TIP for construction. (TIP projects already set for next four years).
- MassDOT has limited resources and projects are prioritized.
- Who Pays? MassDOT Construction, Town may have to pay for the Design.

## Private Traffic Improvements

- Cape Cod Commission (CCC) Review of larger projects, defines study area well outside Rte 28.
- Traffic Mitigation: Trip Reduction/Safety/Congestion
- Fair Share Mitigation \$.
- Private developers can make traffic improvements faster and cheaper than public process.
- Mitigation \$ could also be utilized by the Town to pay for Design with construction by MassDOT.
- Who Pays? Project Proponents.
- Parallel path with public/private/zoning.

## 2. VCOD Process

- By-Right Development
  - Must meet Zoning Requirements
  - Design Review & Site Plan Review
  - Other Permits - Building, Health, Fire, Conservation, MassDEP, MassDOT, Mass Environ Policy Act, CCC.
- Special Permit Development
  - Same as By-Right Development, **PLUS**
  - Special Permit Review – Zoning Board of Appeals
    - Additional Criteria
    - Abutter Notification
    - Public Hearing
- Cape Cod Commission reviews DRI projects.

## 3. Municipal Impacts

- Project Proponents will pay for:
  - Private wastewater facilities
  - Road & Traffic improvements
  - Town services they utilize (trash, water, septage)
- Police/Fire Support Letters
- Increased revenues from new growth, and rooms and meals taxes.

## Why Vote Yes?

- Route 28 needs to change
- Economic Benefits to the Town
- Job Creation
- Aesthetics & Community Character
- Supported by Planning Board, Community Housing Committee, Community & Economic Development Committee, Finance Committee, Board of Selectmen, Police, Fire, Cape Cod & Yarmouth Chambers of Commerce
- **THE TIME FOR ACTION IS NOW -Vote Yes on Article 7.**

## Route 28 Village Centers Overlay Districts

