

*Canton Center Revitalization
Program Streetscape Improvement
Project, Canton, Massachusetts*

Public Works Economic
Development (PWED)
Program Application

Submitted By: Canton Board of Selectmen

June 13, 2000

TABLE OF CONTENTS

Section 1	Letter of Support Locus Maps
Section 2	PWED Grant Application
Section 3	Canton Center Streetscape Improvements prepared by Canton Planning Department May, 2000
Section 4	Conceptual Cost Estimates prepared by Canton Planning Department May, 2000
Section 5	Vision Plan and Action Strategy for the Canton Center Revitalization Process, Prepared by the Canton Planning Department, May, 1998
Section 6	Canton Center Downtown Revitalization prepared by the Metropolitan Area Planning Council (MAPC), December, 1999
Section 7	Canton Center Economic Opportunity District Zoning By-law (Adopted at Town Meeting, April 2000)
Section 8	Canton Center Revitalization Program Update Report on Overhead Wiring (Adopted at Town Meeting, April, 2000)

Town of Canton, Massachusetts
OFFICE OF THE SELECTMEN

BOARD OF SELECTMEN

UPPER MEMORIAL HALL
801 WASHINGTON STREET
CANTON, MA 02021

POLICE COMMISSIONERS
BOARD OF PUBLIC WORKS
LICENSING BOARD

TEL: (781) 821-5000
FAX: (781) 821-2935
EMAIL: BFRIEL@CANTON.MEC.EDU

TOWN EXECUTIVE SECRETARY
WILLIAM T. FRIEL

June 13, 2000

Mr. Kevin J. Sullivan, Secretary
Executive Office of Transportation and Construction
10 Park Plaza, Room 3170
Boston, MA 02116

Attn: Mr. Henry Clay
PWED Manager, Room 3191

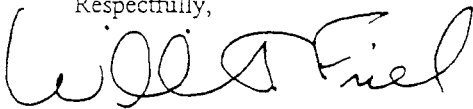
Dear Mr. Clay:

The Board of Selectmen and the Planning Board unanimously support the Town of Canton's Public Works Economic Development (PWED) Grant Application for Canton Center Streetscape Improvements. This proposed project is of the utmost importance to the Canton Center Revitalization Program, which has been underway since 1997.

Canton Center serves as the Town's commercial and civil center. Its revitalization is of the highest priority for the community. This high priority is documented by the Vision Plan and Action Strategy for Canton Center prepared by the Canton Planning Department, 1998 and the Canton Center Downtown Revitalization Report prepared by the Metropolitan Area Planning Council, 1999. Both reports have been approved by the Board of Selectmen and the Planning Board.

After extensive public input and numerous review sessions the initial concept streetscape design has been endorsed by the Canton Downtown Business Association, citizens, and impacted property owners. The design is consistent with the approved design guidelines for Canton Center. A consultant will be hired shortly by the Town of Canton to prepare a final concept design plan (25% design). The Town of Canton respectfully requests your support for this worthwhile community project.

Respectfully,

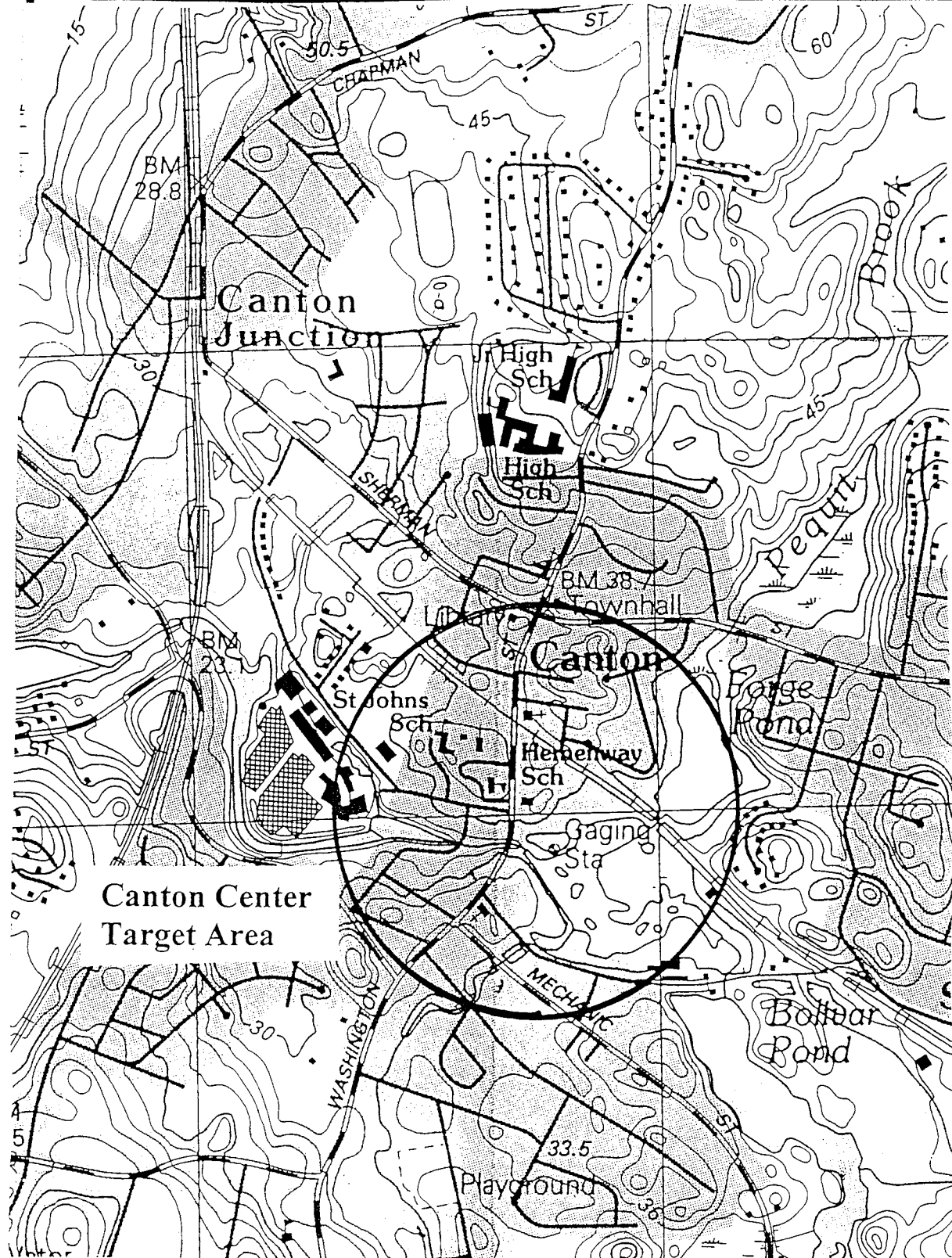


William T. Friel
Town Executive Secretary

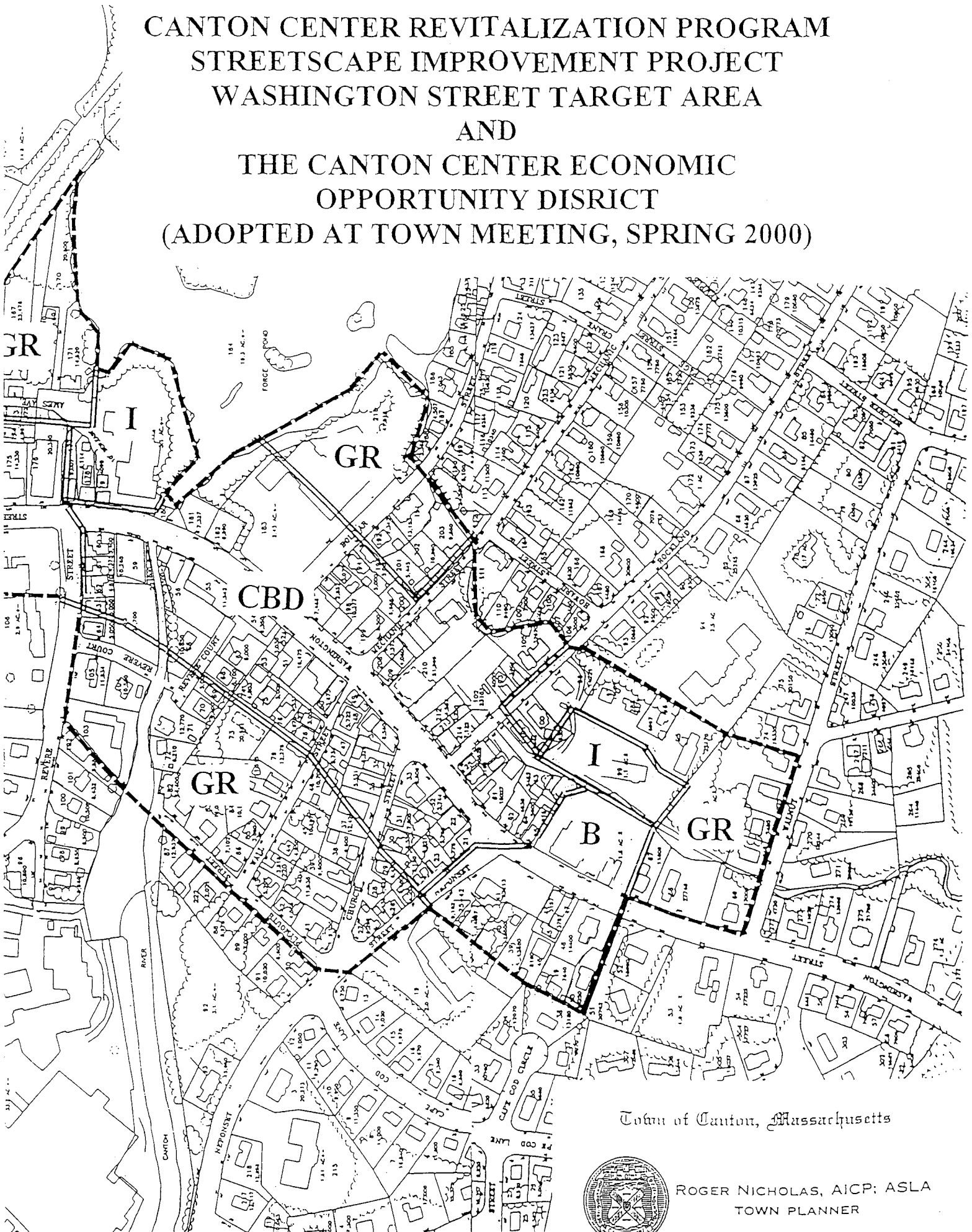
C: Board of Selectmen
Mr. Scott Lenhart, Chairman, Canton Planning Board
Mr. Roger Nicholas, Town Planner

WTF/dl
W: June 13

CANTON CENTER REVITALIZATION PROGRAM CANTON, MASSACHUSETTS



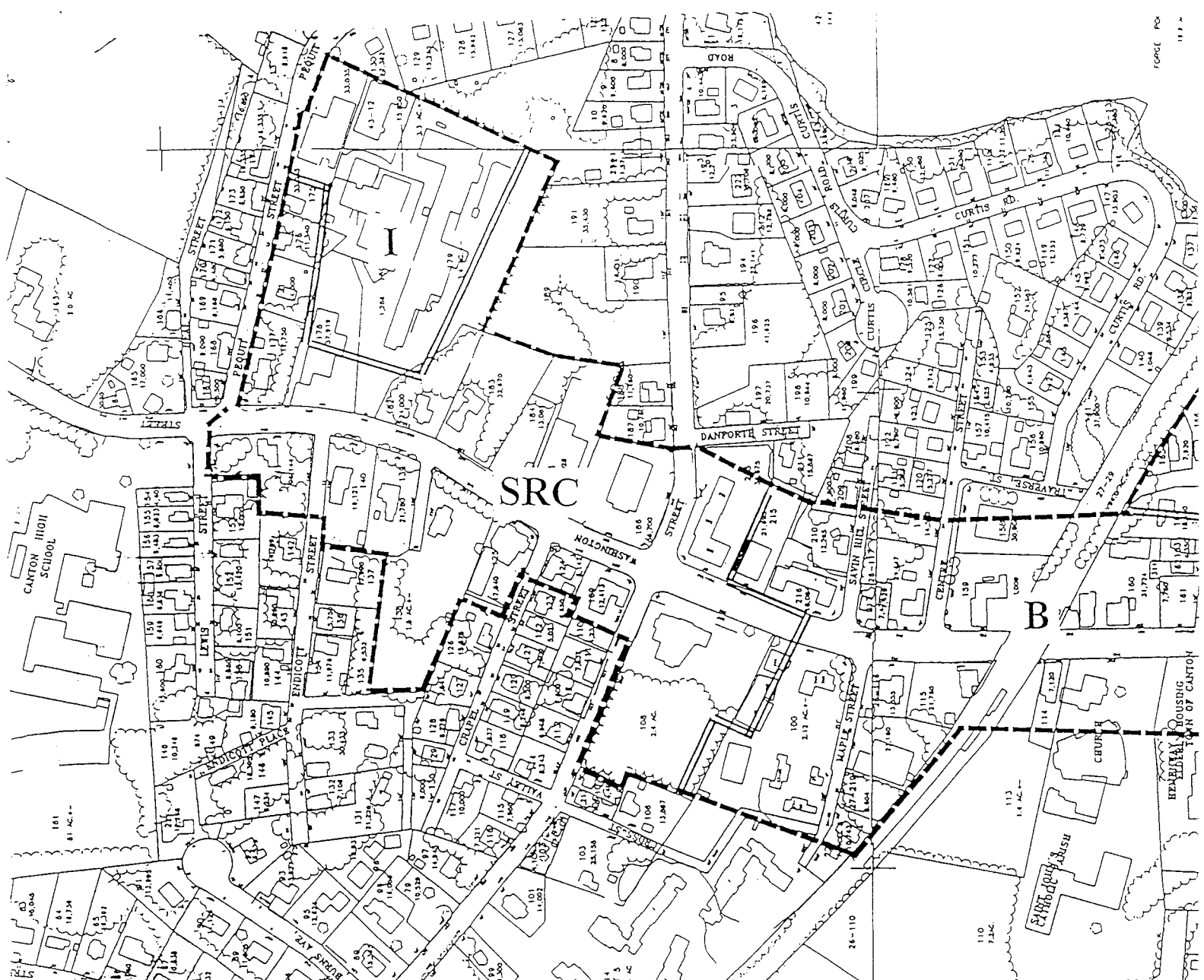
CANTON CENTER REVITALIZATION PROGRAM
STREETSCAPE IMPROVEMENT PROJECT
WASHINGTON STREET TARGET AREA
AND
THE CANTON CENTER ECONOMIC
OPPORTUNITY DISTRICT
(ADOPTED AT TOWN MEETING, SPRING 2000)



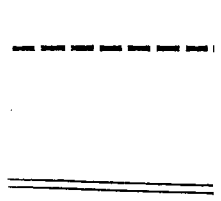
Town of Canton, Massachusetts



ROGER NICHOLAS, AICP; ASLA
TOWN PLANNER



LEGEND

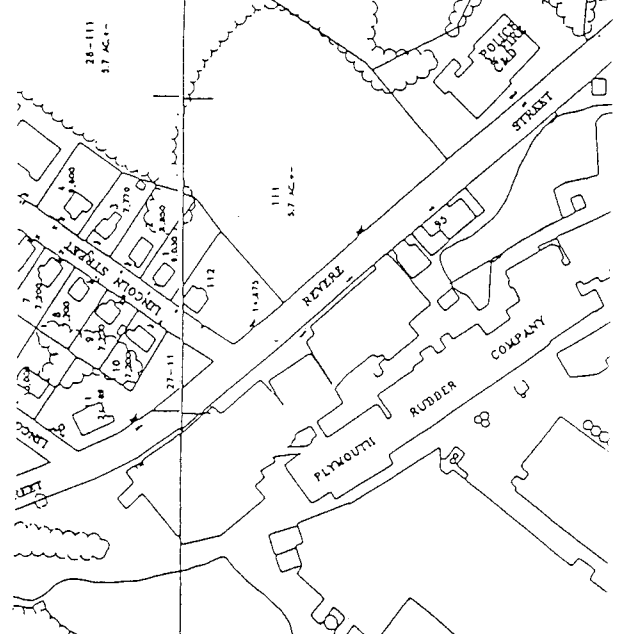


BOUNDARIES OF THE PROPOSED CANTON CENTER ECONOMIC OPPORTUNITY DISTRICT

BOUNDARIES OF EXISTING ZONING DISTRICTS

Canton Center Target Area

- CBD = CENTRAL BUSINESS DISTRICT
- B = BUSINESS DISTRICT
- I = INDUSTRIAL DISTRICT
- GR = GENERAL RESIDENCE
- SRB = SINGLE RESIDENCE B
- SRC = SINGLE RESIDENCE C



COMMONWEALTH OF MASSACHUSETTS
EXECUTIVE OFFICE OF TRANSPORTATION AND CONSTRUCTION
PUBLIC WORKS ECONOMIC DEVELOPMENT (PWED)
GRANT APPLICATION

MUNICIPALITY: Town of Canton, Massachusetts

PROJECT NAME: Canton Center Streetscape Improvements

LEAD AGENCY DESIGNATION

Name: William T. Friel, Town Executive Secretary

Address: Memorial Hall, 801 Washington Street
Canton, Massachusetts 02021

Municipal Contact Person: William T. Friel
Town Executive Secretary

1. PROJECT DESCRIPTION

A. Locus of Project
The Canton Center Streetscape Improvement Project follows Washington Street from the intersection of Sherman Street to the intersection of Neponset Street. Washington Street travels through the heart of Canton Center (See Section 1. Locus Maps)

B. Scope of Work:
The scope of work includes the following streetscape improvements: Installing new brick sidewalk; planting new street trees; installing 10'-foot high and 12'-foot high historic style street lights; installing a new street clock on Washington Street, installing Canton Center WELCOME signs; and other related streetscape items. A complete list of project items is included in the initial Conceptual Design Cost Estimate. (See Section 4. Conceptual Design Cost Estimates).

The town voted to adopt Chapter 166 of the Massachusetts General Laws at the Town meeting held during April/May 2000. The general by-law requires Bell-Atlantic, Boston Edison and Media One to remove its poles, overhead wires and associated overhead structures along Washington Street from Sherman Street to Neponset Street. This grant will make it possible to install historic style street lighting in place of the cobra head streetlights that will be supplied by Boston Edison. (See Section 8. Canton Center Revitalization Program Update Report on Overhead Wiring).

B. Purpose of Project:

Canton Center is a typical older New England downtown comprised of older buildings along a main street with 6' to 8' wide sidewalks and a fully developed infrastructure. In recent years, Canton Center has been struggling with high retail turnover rates and diminishing property values. For Canton Center to survive and prosper, a new mixed-use theme was developed that does not compete with regional and sub-regional shopping centers.

Both the "Vision Plan and Action Strategy for the Canton Center Revitalization Process" prepared in 1998 by the Canton Planning Department and the "Canton Center Downtown Revitalization" document prepared in 1999 by the Metropolitan Area Planning Counsel (MAPC) envisioned a vibrant mixture of commercial and residential uses.

As a result of these studies, the Town Meeting (ATM 2000) voted to adopt the Canton Center Economic Opportunity District Zoning By-law. The Canton Center Economic Opportunity Zoning District creates new areas of special quality within Canton Center by encouraging the mixing of a broad range of commercial establishments with housing. The proposal is also intended to encourage open space opportunities for Canton Center, Forge Pond and the Canton River.

A relatively continuous series of street-level pedestrian-oriented commercial uses with residences located above are deemed necessary for a successful Canton Center. Such a mix of commercial and housing activities create a vibrant interaction among the various commercial establishments and the residents.

To promote these desired changes, the new zoning establishes a new set of development standards. The proposal also establishes criteria and controls to promote and guide the creation of desirable new development. The standards for this new district are intended to mitigate potentially detrimental impacts upon nearby properties or the environment.

The true potential of Canton Center can be realized by enhancing the current real estate and by profiling the ready access of a historic mode of travel- the railroad. The rail line and station strengthens the attractiveness and marketability of Canton Center by directly and quickly linking it to downtown Boston.

With the adoption of this new zoning by-law, Canton Center can once again become a community gathering place where people live, eat, shop, and enjoy the Canton River and Forge Pond areas, two key natural attributes which are currently underutilized.

To promote this new mixed use theme, Washington Street, the Forge Pond Dam/Waterfall, Forge Pond and the Canton River have been targeted for clean-up and renewal. Physical improvements to these public spaces will give Canton Center an enhancing identity as the economic, cultural and social center of the community.

A set of guidelines was prepared that conceptually identifies the location, type and character of streetscape improvements. The scope of work for the initial conceptual streetscape improvements included:

- 1) Undertaking a visual survey of existing conditions.
- 2) Identify opportunities for improvement.
- 3) Identify a preferred streetscape improvement strategy.
- 4) Develop initial conceptual cost estimates.
- 5) Prepare initial concept plans and concept details.
- 6) Prepare a phasing/funding plan.

B. Need for Project:

Canton Center is in the throes of a steep decline. This decline began in the fifties as a result of the emergence of regional and sub-regional shopping malls. That phenomenon produced the South Shore Plaza and the Village Mall. Convenient mall parking caused shoppers to leave Canton Center just as it did to many other downtown areas throughout the country.

We are responding to that exodus by adapting at Town Meeting (ATM 2000) the Canton Center Economic Opportunity District Zoning By-law. In addition, Town Meeting (ATM 2000) voted to adopt Article 39 Removal of Overhead Wiring. This General By-law requires Bell-Atlantic, Boston Edison and Media-One to remove its poles; overhead wires and associated overhead structures in Canton Center along Washington Street from Sherman Street to Neponset Street.

In the late 90's, a drastic negative shift occurred in the retail business activity of Canton Center. This decline is directly related to the redevelopment of the South Shore Plaza as a regional mega-mall. In addition, re-openings of the "Village Mall", a revitalized new retail shopping center at Cobb's Corner just one mile away from Canton Center is expected to accelerate the decline of Canton Center.

The reopening of the "Village Mall", with its parking in front of the stores, is expected to spur the adjacent shopping plazas up at Cobb's Corner into a multi-million dollar overhaul.

Today, modern and attractive malls provide shoppers with the kinds of stores and services which once could only be found "downtown". The large malls attract large crowds of shoppers from opening to closing times.

Canton Center has seen longtime stores and pharmacies close or depart. Underutilized storefronts proliferate with low-grade retail or personal service operations with high turnover rates.

The streetscape needs a major face-lift, and this PWED Grant, along with the new Canton Center Economic Opportunity District and the removal of unsafe and unsightly overhead wiring, will help provide the incentive for the redevelopment of Canton Center.

2. PROJECT COSTS

A. Uses of Funds:

1.	Architectural/Engineering/Design	\$130,000.00
2.	Construction	\$1,861,359.00
3.	Other	N/A

B. Source of Funds:

1.	PWED Request	\$1,861,359.00
2.	Municipality (Chapter 90, etc.)	\$100,000.00
3.	Other State grants	
4.	Federal grants	
5.	Private funds	\$30,000.00
	Total Funding	\$1,991,359.00

C. Implementation Timetable:

1.	Project Start Date	Project End Date
	April, 2002	November, 2002
2.	Can project be phased?	No
	Cost for each phase?	Phase I
		Phase II
		Phase III

Estimated timetable for each phase?

Completion date – Phase I

Completion date – Phase II

Completion date – Phase III

3. ADDITIONAL PROJECT RELATED INFORMATION

A. Roadways included in project:

<u>Street Name/Route #</u>	<u>Limits of Work</u>
Washington Street	From Sherman Street to Neponset Street, including intersections.

B. Property interest to be acquired: None

<u>Location</u>	<u>Owner</u>	<u>Type of interest</u> (Fee/Easement)	<u>Estimate</u>
-----------------	--------------	---	-----------------

C. Highway considerations:

State highway included/intersected? No
Location:

Bridges included? Yes
Location: Canton River at Forge Pond Waterfall/Dam flows under Washington Street.

Roadway previously included in federal-aid project? No
Explain:

Roadway included in proposed federal-aid project? No
Explain:

Roadway included on federal-aid highway system? No
Section of road:
Federal Aid System:

Roadway subject to traffic control agreement? No
Section of road:
Date of agreement:

Traffic signals included? Yes

D. Environmental concerns: None

1. ENF filed with MEPA Yes No
Status
Note: MEPA regulations should be consulted before submitting a
PWED application

2. Nearest wetlands, to project: None

Site:
Distance from Project:

3. Project in national, state, or local historic district? No

4. National, state, or local landmark within project? No
Landmark:

5. Unlisted historic/archeological properties within project? No
Note: Consult Mass. Historic Commission

E. Permits required for project? No
Type:
Source:

F. Is the municipality in violation of any executive order, regulation, or other
administrative or legislative directive which limits its eligibility for PWED
grant? No Explain:

4. DESCRIPTION OF LOCAL ECONOMIC DEVELOPMENT EFFORTS

A. Does municipality have an economic or community development master
plan? Yes.
Town Meeting (ATM2000) voted to appropriate \$50,000 to update the
Canton's Community Development Master Plan. An additional \$ 30,000 is
expected from the Massachusetts Department of Housing and Community
Development. Executive Order 418, which Governor Cellucci signed on
January 24, 2000, provides monetary and technical assistance to
municipalities to create community development plans. The plan will
address four basic components:

- the creation of new housing
- commercial and economic development
- improvements to transportation infrastructure
- preservation of open space

1. How will proposed project help to promote this plan?

This proposed project is part of the Canton Center downtown revitalization strategy. (See Section 5 Vision Plan and Action Strategy for the Canton Center Revitalization Process and Section 6 Canton Center Downtown Revitalization).

2. If no plan exists, how will project promote economic development in community? N/A

B. Is project with a CARD? No

C. Public/Private Participation:

Will project ensure or enhance probability of public or private investment in the community or the project? Yes

The newly adopted Canton Center Economic Opportunity District Zoning By-Law is part of the Revitalization Strategy.

The Canton Center Economic Opportunity Zoning District creates new areas of special quality within Canton Center by encouraging the mixing of a broad range of commercial establishments with housing. The proposal is also intended to encourage open space opportunities for Canton Center, Forge Pond and the Canton River.

A relatively continuous series of street-level pedestrian-oriented commercial uses with residences located above are deemed necessary for a successful Canton Center. Such a mix of commercial and housing activities create a vibrant interaction among the various commercial establishments and the residents.

To promote these desired changes, the new zoning establishes a new set of development standards. The proposal also establishes criteria and controls

to promote and guide the creation of desirable new development. The standards for this new district are intended to mitigate potentially detrimental impacts upon nearby properties or the environment.

The true potential of Canton Center can be realized by enhancing the current real estate and by profiling the ready access of a historic mode of travel- the railroad. The rail line and station strengthens the attractiveness and marketability of Canton Center by directly and quickly linking it to downtown Boston.

With the adoption of this new zoning by-law, Canton Center can once again become a community gathering place where people live, eat, shop, and enjoy the Canton River and Forge Pond areas, two key natural attributes which are currently underutilized.

To promote this new mixed use theme, Washington Street, the Forge Pond Dam/Waterfall, Forge Pond and the Canton River have been targeted for clean-up and renewal. Physical improvements to these public spaces will give Canton Center an enhancing identity as the economic, cultural and social center of the community.

D. Economic Benefits and Demographic Support Data:

Potential Number of New Jobs

(Source: Canton Planning Department)

Approximately 150-200 new office jobs will be created. The estimate was determined by estimating the potential square footage of new office and retail space and restaurant employees at the new Mixed- Use Densities.

(1,000 SF/Employees). These new positions will have a median salary for professional and technical occupations ranging from \$20,000 to \$45,000 Per Year, and for clerical and administrative support ranging from \$18,000 to \$30,000 Per Year. These salaries will vary according to the type of business occupying the space.

Approximately 80 new retail jobs and 40 new restaurant jobs will be created.

The retail positions were determined by multiplying the potential new square footage of retail and restaurant space created at the Mixed- Use Density (2000 SF/Employee). The Median hourly rate for retail positions is \$6.50 to \$8.00 depending in responsibility and job description.

Approximately 200 new condominium units will be created.

The new condominium estimate was determined by estimating the potential square footage of new condominium units and the resultant number of new units (1,400 SF/ Unit). The new units are expected to sell at \$180,000 to \$210,00 each, thus providing much needed moderate income housing.

Approximately 100 new construction jobs will be created.

The majority of the construction work would be concentrated on the demolition of older building to develop Mixed- Use development now allowed under the Canton Center Economic Opportunity District.

The median salaries and hourly rates of construction workers is based on the Massachusetts Occupational Wage Statistics- Department of Employment Training.

Local Economic Characteristics

To be supplied during Final Concept Plan submission

Public Comment

One public meeting was held on June 13, 2000 by the Board of Selectmen to solicit views on the Initial Concept Plan. Additional Public Hearings will be held during the Final Concept Plan Design Process. Minutes of these additional Public Hearings will be submitted at the Final Concept Design Phase.

PWEDGrantApplication