STERLING PLANNING BOARD MINUTES – October 26, 2016

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Present: John Santoro ~ Chairman
Charles Hajdu ~ Vice Chairman
Michael Pineo ~ Clerk & E. D. C. Member
Russ Philpot ~ ANR Agent
David Shapiro ~ Member
Betty Kazan ~ Administrative Assistant

Mr. Santoro called the meeting to order at 7:00 PM in Room 202 of the Butterick Building.

Minutes

Mr. Pineo moved that the Board approve the minutes for October 12, 2016 with corrections. Mr. Philpot seconded the motion. The motion passed with three in favor and two abstains (Mr. Shapiro and Mr. Hajdu were not present at this meeting.).

Warrants & Payroll

Board members reviewed a voucher for payroll. The Board signed vouchers CPTC (Workshop Registration for Mr. Shapiro).

Joint Meeting with the Economic Development Committee & MRPC Representatives

Members of the Economic Development Committee; James Patacchiola, Brian Kindorf, Roseanne Mapp and Dick Maki along with representatives from the MRPC; John Hume and Noam Goldstein were on hand to discuss the Sterling Route 12 Corridor Economic Development Analysis. Also in attendance was the Board of Selectmen.

E. D. C. Chairman Jim Patacchiola officially opened the meeting of the E. D. C.

Mr. Patacchiola explained that the E. D. C.'s goal is to undertake projects and activities to improve the business climate and attract desirable types of new business to Sterling. Mr. Patacchiola further explained that Governor Baker's administration is very interested in North Central Mass economic development.

Mr. Patacchiola stated that when the E. D. C. looked at Sterling's economic development, they noticed a very irregular zoning pattern that would discourage business investments and new development. Upon reviewing the situation, the E. D. C. decided that this was beyond their expertise. They decided to seek professional help. The E. D. C. applied for and received two successive grants to have the Montachusett Regional Planning Commission study the Route 12 Corridor zoning.

Mr. Patacchiola stated that the E. D. C.'s position is to work with the Planning Board to improve zoning in the Route 12 Corridor.

Mr. Patacchiola turned the meeting over to MRPC to present their findings.

Noam Goldstein of the MRPC reviewed the report of the Sterling Route 12 Corridor Economic Development Analysis and also reviewed their recommendations (See Attachment A).
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John Hume of the MRPC explained that the state funding for this analysis will conclude on December 31, 2016. He suggested an implementation strategy process which would include a step by step process that should be undertaken.

The E. D. C. and Planning Board agreed to hold an implementation strategy meeting on Wednesday, November 30, 2016 at 7:15 p.m. The Board of Selectmen will be kept informed of the progress.

Mr. Hume agreed to have a rough draft of a step by step process to be undertaken for the Planning Board meeting scheduled for November 30, 2016.

9:02 p.m. The Economic Development Committee adjourned.

ZBA Notices

The Board received notification from ZBA for a decision granting an amended special permit with stipulations for a Multifamily Development application by Sterling R.E. Dev. Co., Redstone Hill Road, Assessor Map 91 Lot No. 30/53.

The Board received notification of an application being filed by Jonathan and Jennifer Gorham for a Special Permit for purposes of building a two-car garage with an in-law apartment situation above and attached to the existing structure at property located at 184 Beaman Road.

Chairman Report/Notices/Discussions

Mr. Santoro acknowledged a letter from MRPC dated October 20, 2016 regarding a draft amendment #1 to the FFY 2017-2021 MTIP (TIP)

Administrative Assistant's Report/Notices

Travel Forms

Travel Reimbursement forms were given to Members who will be attending workshops.

Town Administrator Comments

The Board had no comments on the qualities of a new Town Administrator. The Board felt that the Search Committee will do a good job in finding a new Town Administrator.

New Public Records Law

Kopelman & Paige Law is offering a training session to be held a Leominster City Hall on November 10, 2016 if anyone is interested in attending.

Alternate for MRPC & MJTC

A memo was received from the Executive Assistant of the Board of Selectmen asking if the Planning Board was interested in having Mr. Dumas as their Alternate for the MRPC. The Board's response was they were not interested as Mr. Pineo is the Primary Representative for the Planning Board and the Selectmen Representative is the Alternate.

The Board also clarified that Mr. Pineo is the MJTC Alternate Representative for the Planning Board and the Board of Selectmen is the MJTC Primary Representative.

The Planning Board asked that an email be sent to the Executive Assistant to clarify this matter.

ANR Procedures & possible future public hearing

Mr. Philpot recommended that the Board sit down with Attorney Carolyn Murray to review the proposed changes and her comments to the ANR Procedures and application.

The Board agreed with Mr. Philpot's suggestion. The Board asked Ms. Kazan to coordinate a meeting date of Monday, November 7th at 7:15 p.m. with Attorney Murray. If Attorney Murray agrees then the Board will also ask the applicant for a proposed site plan review (previously scheduled for Wednesday, November 9th) to come in on November 7th. The Planning Board meeting scheduled for Wednesday, November 9th will be cancelled.

Discussion regarding relocating the Planning Board Office

Mr. Philpot reviewed the proposed office layout concept with the Board. Mr. Philpot explained that this The Board agreed that it was a good idea and encouraged Mr. Philpot to share his recommendations with the appropriate departments. If this plan comes to fruition, it will create meetings rooms on the third floor and the basement floor would make things more efficient and an all inclusive land use office.

Mr. Pineo moved that the Board authorize Mr. Philpot to move forward to share his recommendations. Mr. Hajdu seconded the motion. The motion passed unanimously.

Condition of General Bylaws

The Board agreed to postpone this discussion until a future meeting.

10:00 P.M. MOTION TO ADJOURN

Mr. Pineo moved that the Board adjourn. Mr. Hajdu seconded the motion. The motion passed unanimously.

APPROVED BY:

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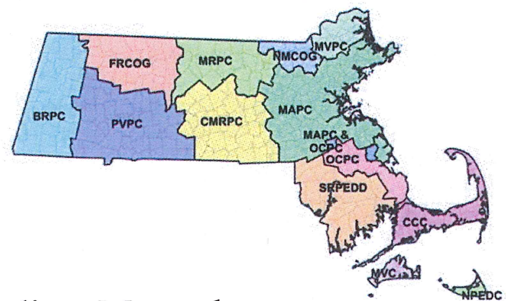
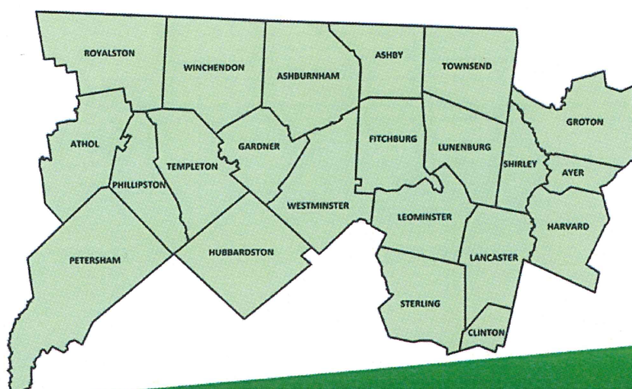
Attachment R

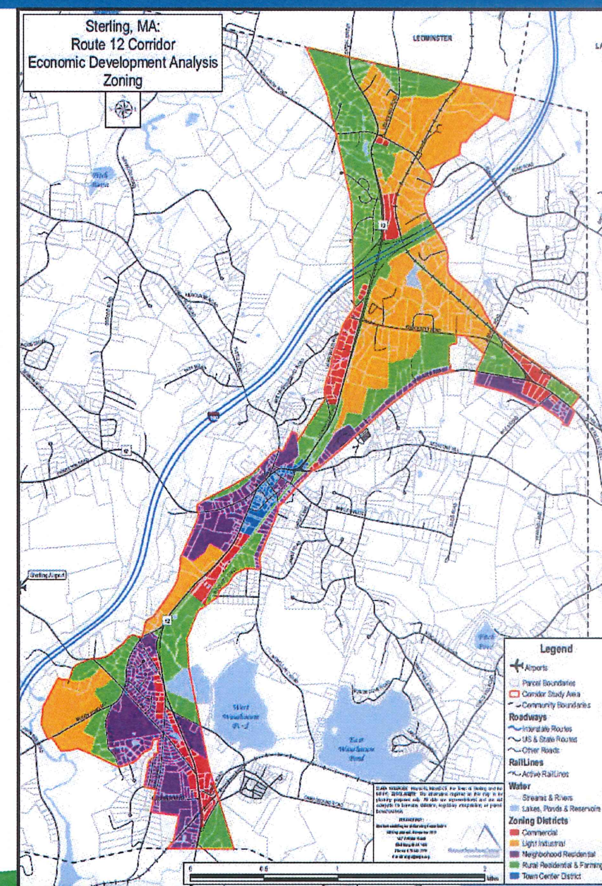
Sterling Rte. 12 Corridor Economic Development Analysis



A Presentation for the Town of Sterling, Massachusetts
by
the Montachusett Regional Planning Commission (MRPC)
October 26, 2016

1427R Water Street
Fitchburg, MA 01420
www.mrpc.org





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Sterling Rte. 12 Corridor Economic Development Analysis

Sterling Rte. 12 Corridor Economic Development Analysis
- Funded under DLTA

District Local Technical Assistance Program

MRPC's DLTA Program provides technical assistance at no cost to member communities funded through the Massachusetts Department of Housing and Community Development (DHCD)

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Sterling Rte. 12 Corridor Economic Development Analysis

Development Trends

Development Potential Analysis

Table 1
Sterling Route 12 Development Potential

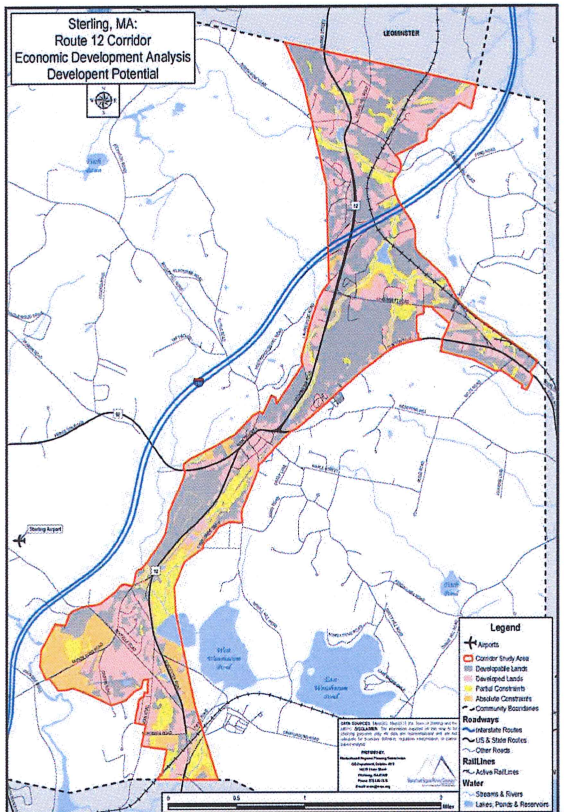
Absolute Constraints	
Type	Acres
DEP RPA Buffers 100	203.14
PPOS	340.37
Slope >26%	4.66
Water	40.83

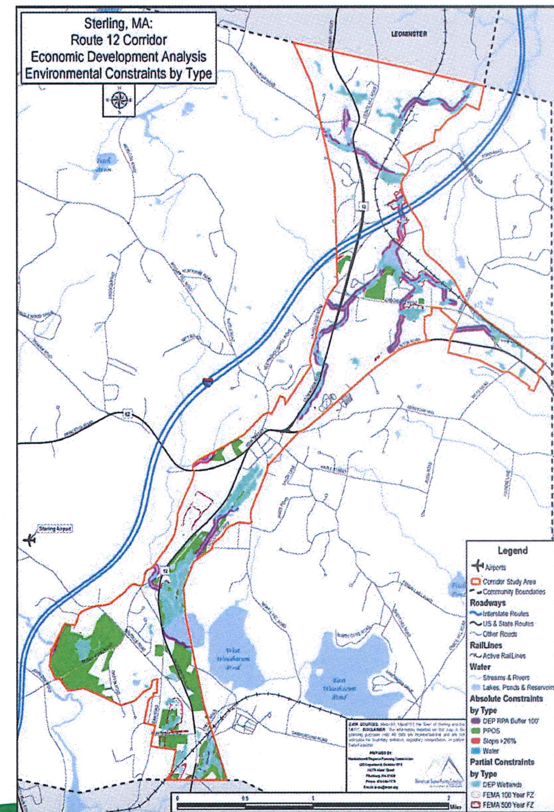
Partial Constraints	
Type	Acres
DEP Wetlands	226.91
FEMA 100 Year FZ	112.92
FEMA 500 Year FZ	60.88

Developed Lands	
	Acres
Total	761.38

Developable Lands (without Partial Constraints)	
	Acres
Total	1010.37

Developable Lands (with Partial Constraints)	
	Acres
Total	1323.53





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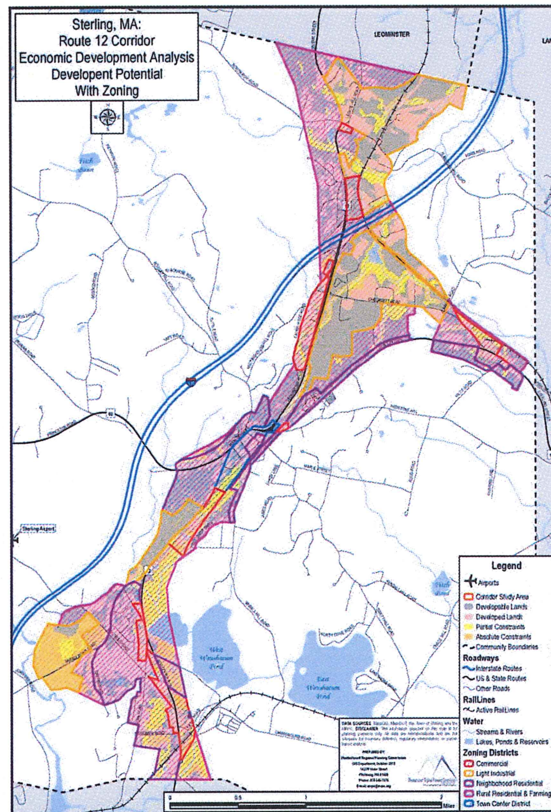
Sterling Rte. 12 Corridor Economic Development Analysis

Development Trends

Development Potential Analysis

Table 2
Sterling Route 12 Development Potential by Zoning District

Absolute Constraints	
Zone Code	Acres
Commercial	56.21
Light Industrial	234.68
Neighborhood Residential	56.73
Rural Residential Farming	241.37
Partial Constraints	
Zone Code	Acres
Commercial	23.62
Light Industrial	130.27
Neighborhood Residential	50.71
Rural Residential Farming	188.10
Town Center District	7.98
Developed Lands	
Zone Code	Acres
Commercial	91.83
Light Industrial	206.60
Neighborhood Residential	229.82
Rural Residential Farming	209.98
Town Center District	23.95
Developable Lands (without Partial Constraints)	
Zone Code	Acres
Commercial	56.25
Light Industrial	390.20
Neighborhood Residential	178.79
Rural Residential Farming	378.69
Town Center District	8.35
Developable Lands (with Partial Constraints)	
Zone Code	Acres
Commercial	79.53
Light Industrial	493.3
Neighborhood Residential	220
Rural Residential Farming	516.3
Town Center District	16.33



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Sterling Rte. 12 Corridor Economic Development Analysis

Development Trends

Business Market Analysis

Business Summary

Sterling Rt 12 Corridor Study Area
Area: 3.67 square miles

Prepared by MRPC
Latitude: 42.44278540
Longitude: -71.7552521

Data for all businesses in area				
Total Businesses:		166		
Total Employees:		1,604		
Total Residential Population:		1,136		
Employee/Residential Population Ratio:		1.41:1		

			Employees	
by SIC Codes	Number	Percent	Number	Percent
Agriculture & Mining	14	8.4%	97	6.0%
Construction	21	12.7%	94	5.9%
Manufacturing	10	6.0%	528	32.9%
Transportation	6	3.6%	34	2.1%
Communication	0	0.0%	0	0.0%
Utility	3	1.8%	13	0.8%
Wholesale Trade	13	7.8%	138	8.6%
Retail Trade Summary	20	12.0%	168	10.5%
Home Improvement	2	1.2%	11	0.7%
General Merchandise Stores	0	0.0%	1	0.1%
Food Stores	2	1.2%	14	0.9%
Auto Dealers, Gas Stations, Auto Aftermarket	2	1.2%	9	0.6%
Apparel & Accessory Stores	1	0.6%	1	0.1%
Furniture & Home Furnishings	3	1.8%	41	2.6%
Eating & Drinking Places	5	3.0%	72	4.5%
Miscellaneous Retail	4	2.4%	19	1.2%
Finance, Insurance, Real Estate Summary	19	11.4%	77	4.8%
Banks, Savings & Lending Institutions	7	4.2%	15	0.9%
Securities Brokers	1	0.6%	2	0.1%
Insurance Carriers & Agents	2	1.2%	6	0.4%
Real Estate, Holding, Other Investment Offices	10	6.0%	54	3.4%
Services Summary	47	28.3%	359	22.4%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	7	4.2%	19	1.2%
Motion Pictures & Amusements	4	2.4%	33	2.1%
Health Services	6	3.6%	131	8.2%
Legal Services	1	0.6%	2	0.1%
Education Institutions & Libraries	2	1.2%	61	3.8%
Other Services	26	15.7%	112	7.0%
Government	8	4.8%	65	4.1%
Unclassified Establishments	7	4.2%	31	1.9%
Totals	166	100.0%	1,604	100.0%

November 13, 2015

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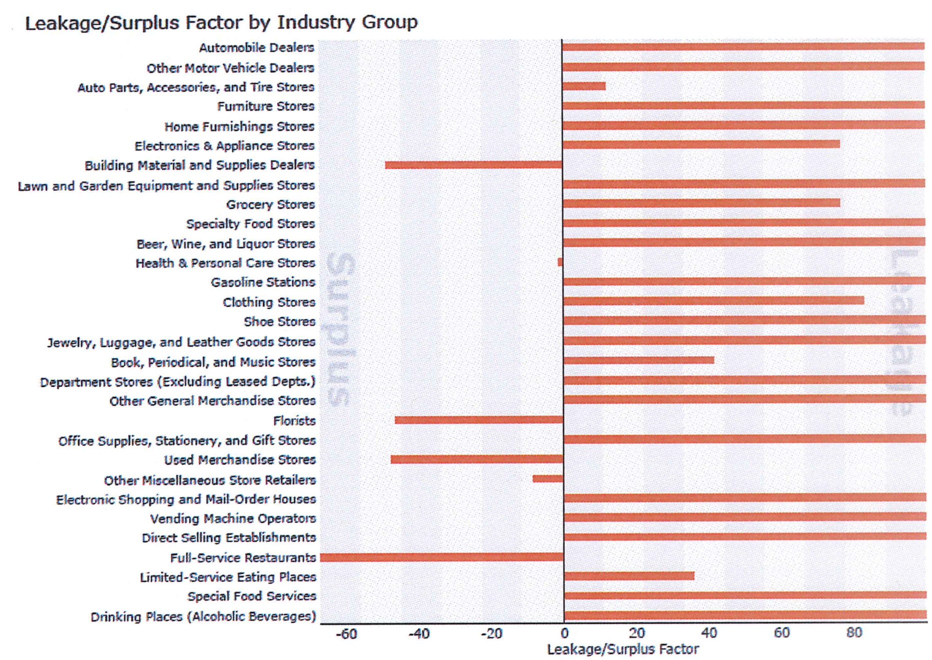

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Development Trends

Utilities – Water, Sewer, and High Speed Internet

- High Speed Internet is available throughout the Town per services through Comcast (Cable) and Verizon (DSL.)

- There are no public sewer services in the Town.

- There is public water service through most of the Town including the Route 12 Corridor.
  - However, the full capacity for water withdrawal has been met, which leaves very little or no room for industrial expansion without more investment in infrastructure.

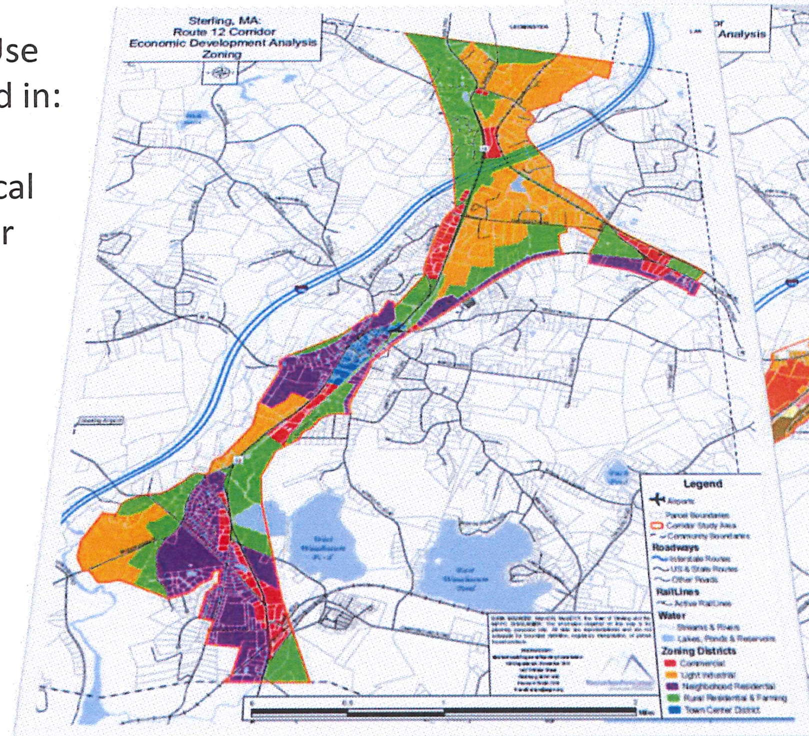
Sterling Rte. 12 Corridor Economic Development Analysis

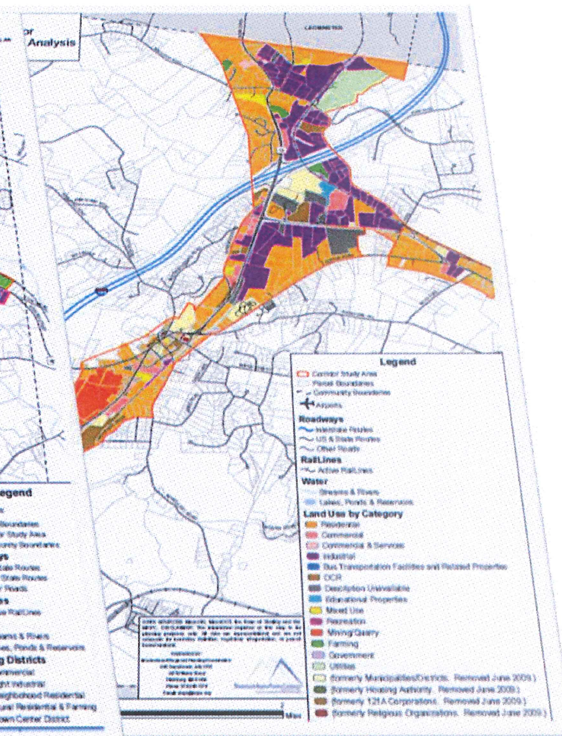
Development Trends

Land Use and Business Inventory

The methodology for the Land Use and Business Inventory consisted in:

- Gathering information on local businesses along the corridor through a virtual windshield analysis
- Compiling data from Town's Assessor's database
- Cross-referencing that with the current zoning and land -use patterns





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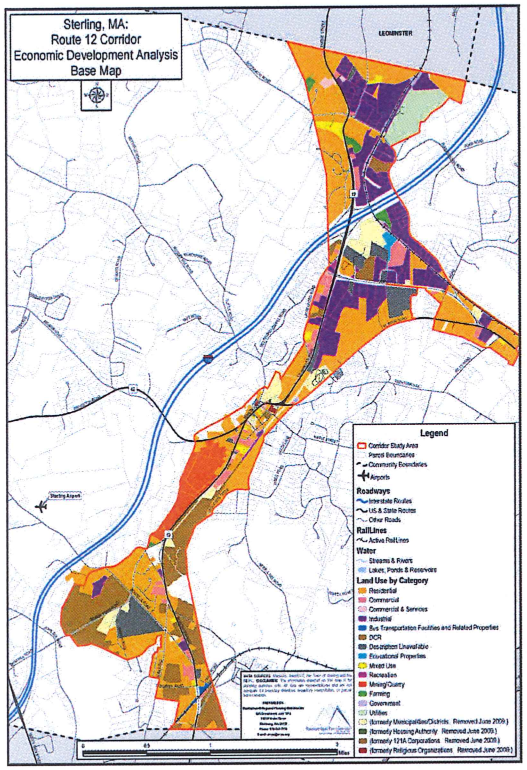
Sterling Rte. 12 Corridor Economic Development Analysis

Development Trends

Land Use and Business Inventory

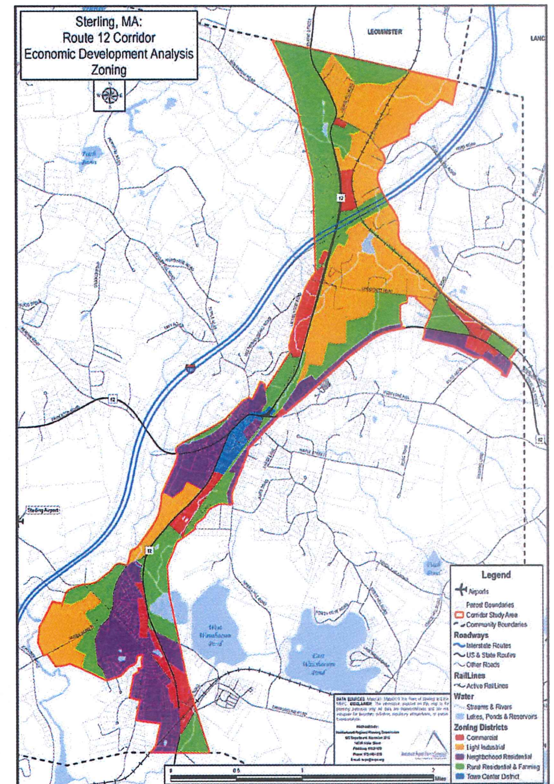


Establishments	89
Zoning districts	6
Land Use categories	18
Zoning/Land Use mismatches	32

Over a third of properties' land use differ from zoning bylaws

Lack of branding/wayfinding/billboard standards observed

Zoning overlays and district expansions can address excess of mismatches



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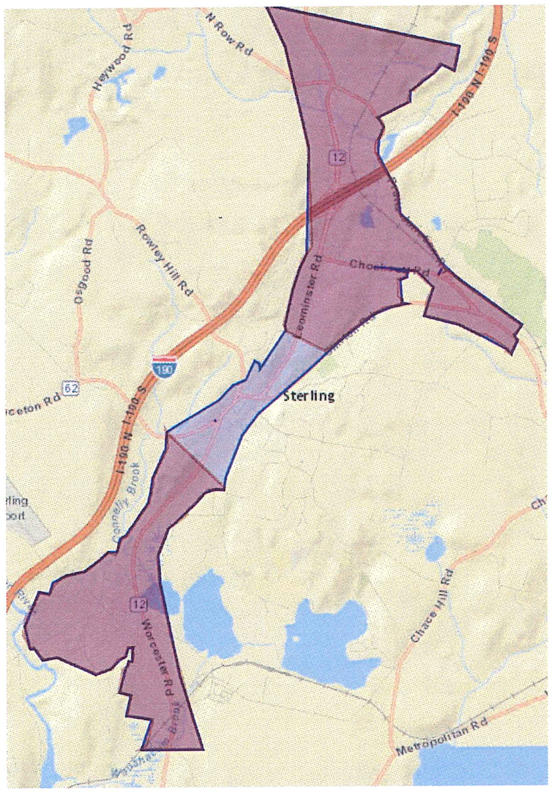
Sterling Rte. 12 Corridor Economic Development Analysis

Recommendations

Overview



- Re-Zone Land in the Corridor currently zoned residential to Commercial or Light Industrial
- Three main areas found with two potential overlay districts with design standards:
    - Northern Rte. 12 - Enterprise Overlay
    - Central Rte. 12 - Town Center District

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Recommendations

Examples of Design Guidelines

Water Quality
- Allow Low Impact Development (LID) as an alternative to catch basin-manhole systems to recharge more rainfall on-site and purify runoff to maintain water quality.

Open Space
- Large buffers and/or dense landscaping can protect residential properties from intrusive impacts.

Landscaping
- Require tree plantings along Rt. 12 and other road frontages to provide visual relief from buildings and parking lots.

Access Standards
- Establish regional identity at entrances through the use of landscaping, fencing, signage, etc. relying on native materials and local motifs.

Parking Standards
- Minimize the visual impact of parking lots from the roadway, e.g. use landscaped buffer for lots in the front yard or encourage placing parking lots behind buildings.

Lighting Standards
- Use decorative luminaires and require cut-offs to reduce glare on adjacent properties.

Building Layout
- Design for internal compact pattern to promote shared parking facilities and pedestrian environment

Architectural Standards
- Require elevations of proposed buildings from a professional architect.

View Protection
- Require analysis of visual impact of a project on the Corridor, and seek to retain scenic vistas from the highway.

Water Quality/Conservation
- Allow Low Impact Development (LID) as an alternative to catch basin-manhole systems to recharge more rainfall on-site and purify runoff to maintain water quality.

Sterling Rte. 12 Corridor Economic Development Analysis

Recommendations

Other Economic Dev't related Zoning Recommendations

- *Town Center District:* Revise the current bylaw for a mixed-use Center Village Zoning District to promote activity and diversity to foster an active, mixed-use village center. Also, expand the current district across the street for a more cohesive village environment.

- *Streamline Permitting*: Adopt chapter 43D Provision to help with this process it is recommended that per use either Site Plan Review or Special Permit separately is chosen as a mechanism to facilitate the permitting process thereby eliminating redundancy to the permitting process for the Town and the developer.

- *Business Needs:* The Economic Development Committee should survey local business to determine the needs of the local business community.

- *Utilities:* The Board of Selectmen, Economic Development Committee, and the Water Department should investigate this issue further by undertaking a Water Study to explore options to expand water service, especially to the areas for priority economic development.