

**Plainville**  
— MASSACHUSETTS —



**NORTH ATTLEBOROUGH**  
MASSACHUSETTS



# KELLEY BOULEVARD AREA PLAN

April 2024

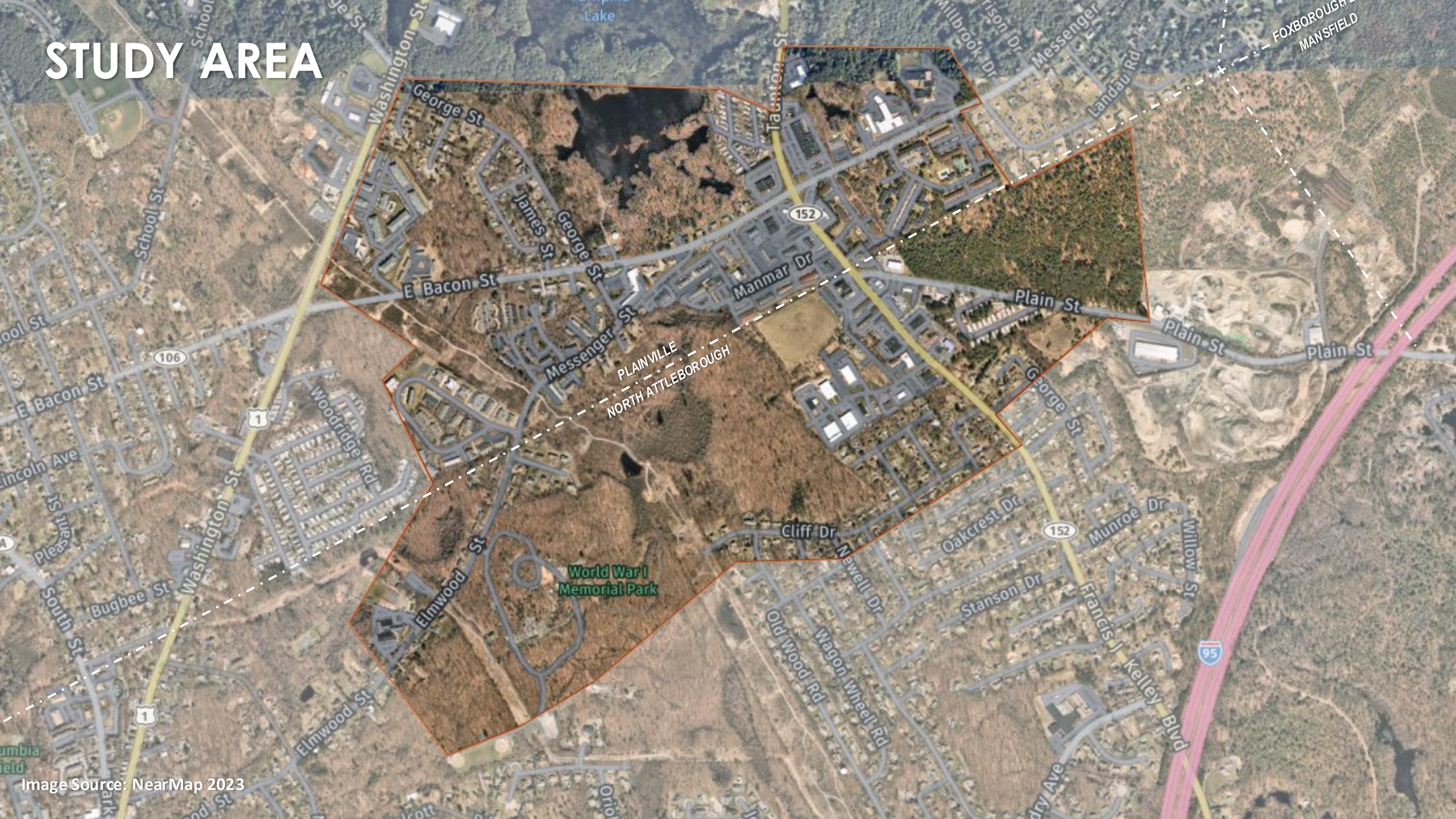


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# STUDY AREA





# PROJECT GOALS

## The goals of the Kelley Boulevard Area Plan are to:

- Create a **vibrant, walkable** community where residents, workers, and visitors can. live/work/play
- Prepare a future conceptual **land use plan** based on desired uses and developments.
- Provide a **high-level vision** to guide how people will move around and through the study area.
- Identify transportation improvements in the study area that address **connectivity, economic vitality, walkability, and livability**.
- Develop recommended policies and/or regulatory changes to guide and **encourage future housing development** in the study area.
- Lead a **stakeholder engagement process** to engage public sector and private stakeholders in the plan development.



# PROJECT APPROACH

## OBSERVATIONS

- What are the needs of the study area?  
What do people want to do?



## REVIEW ZONING REQUIREMENTS

- What are the current zoning requirements and how does its implementation impact the urban environment?



## IMPACTS TO TRANSPORTATION SYSTEMS

- How does the current zoning requirements impact how people move in the study area?



## ENVISIONING THE FUTURE

- What changes to the zoning code are needed to reach the area's potential?



# KEY DESTINATIONS AND ACTIVITY CENTERS

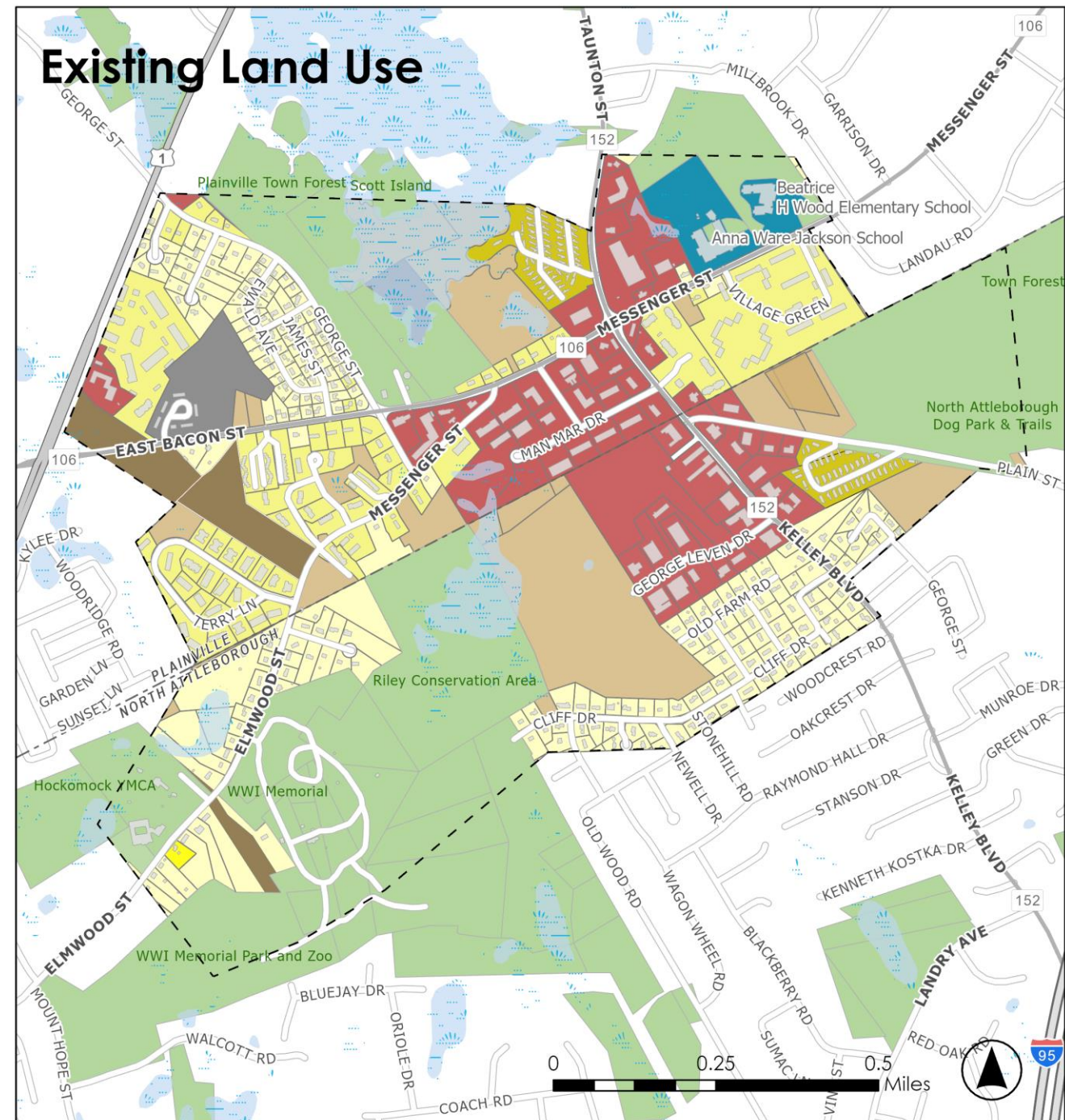
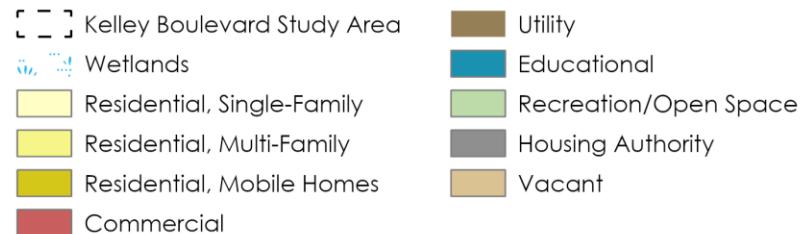




# LAND USE SUMMARY

Land uses in the area consist of:

- Low density and mostly single-story development
- Single-use lots
- Large parking lot coverage
- Low building coverage on lots
- Opportunities for infill in some parcels





# EXISTING CONDITIONS: ZONING

- Destinations are located in areas zoned for commercial or industrial uses.
- Some areas zoned for industrial uses are no longer used for industrial purposes.

 Kelley Boulevard Study Area  
 Wetlands  
 FEMA Flood Plains  
 Open Space


## Plainville Zoning

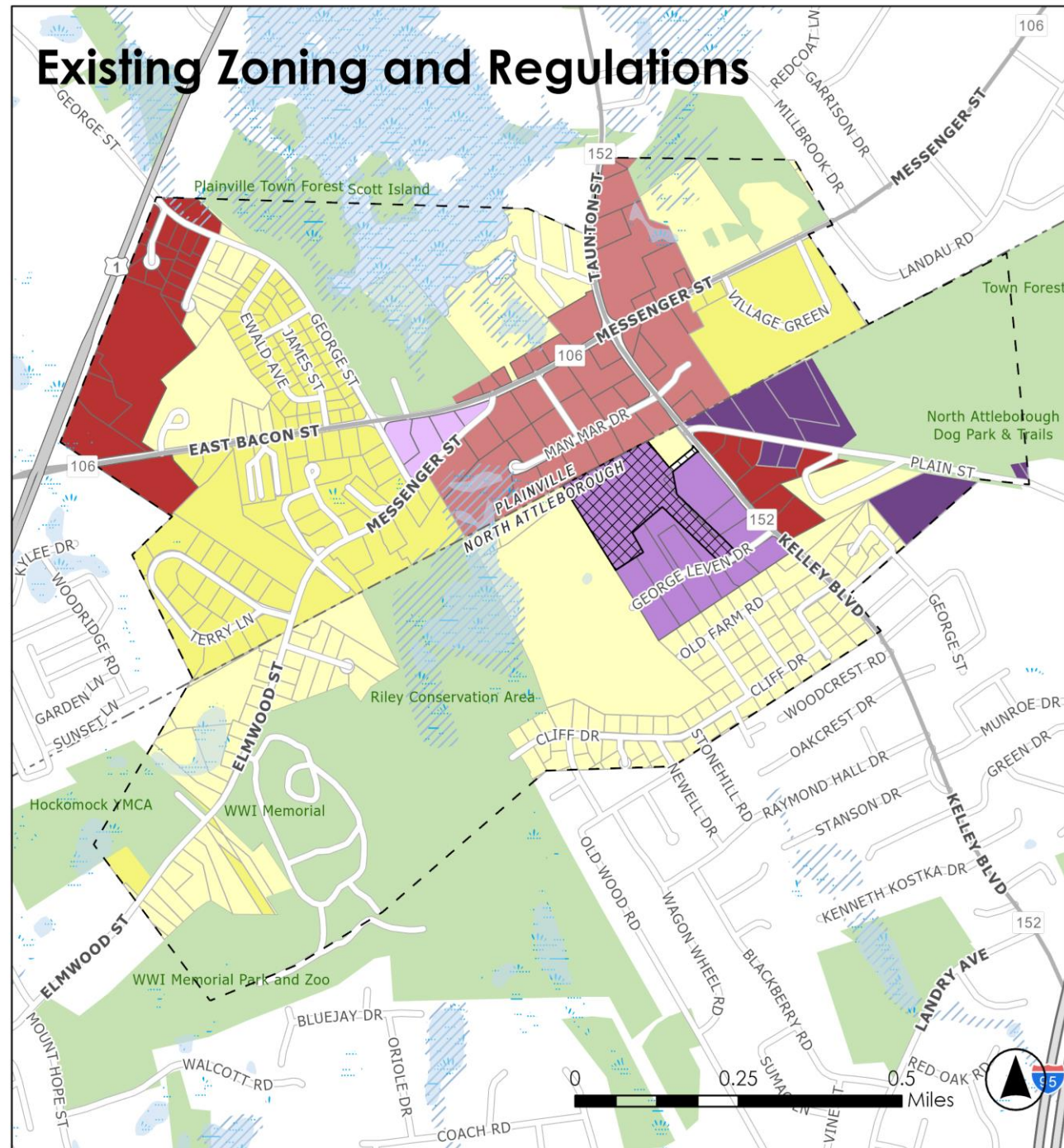
 General Residential  
 Single Family Residential  
 Commercial Shopping Center  
 General Commercial  
 Limited Industrial

## North Attleborough

 Smart Growth Overlay District (40R)

## Zoning

 Residential 15,000 sq ft  
 Residential 20,000 sq ft  
 Residential 30,000 sq ft  
 Commercial 30,000 sq ft  
 Special Industrial 30,000 sq ft  
 Industrial 60,000 sq ft

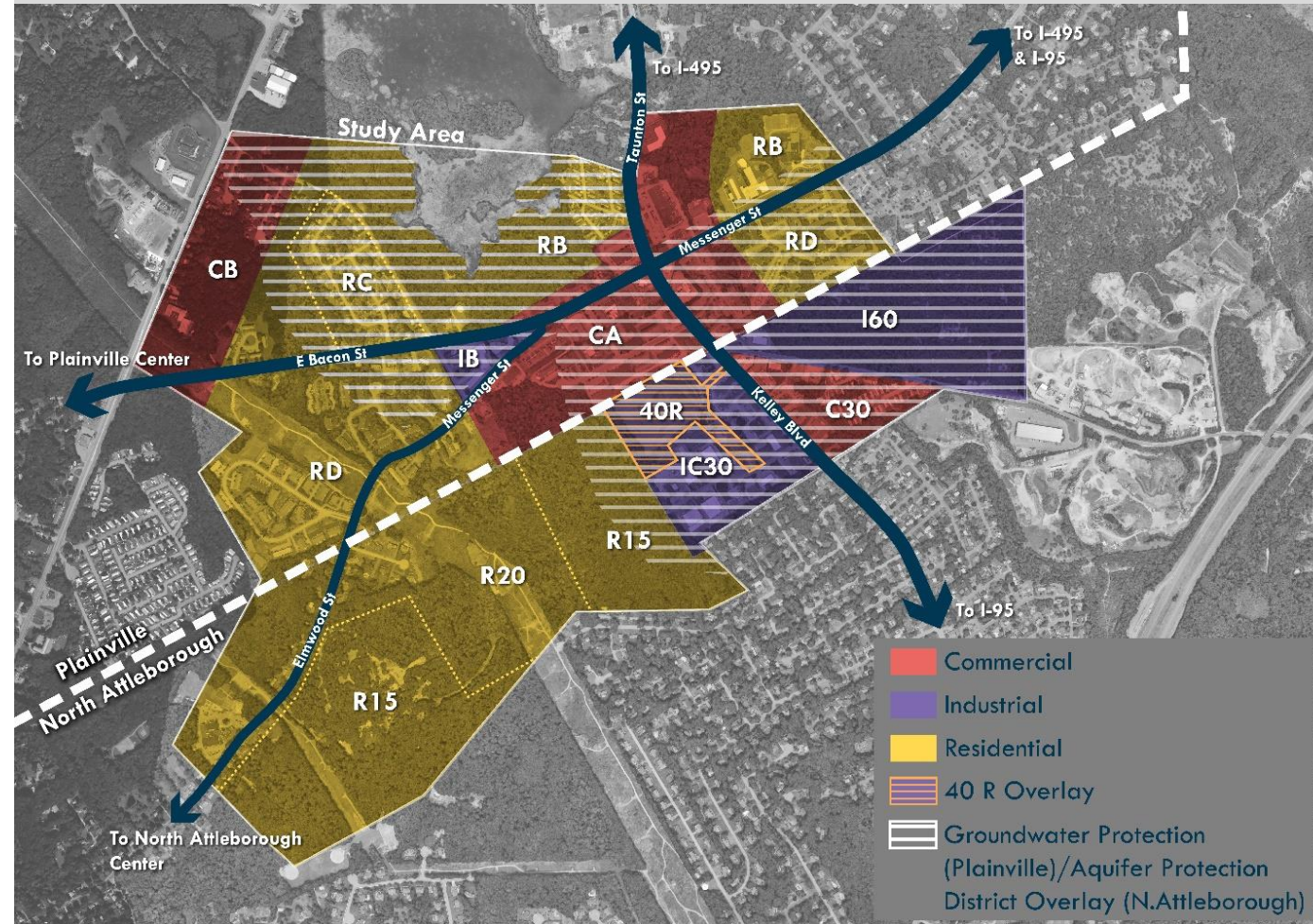




	NORTH ATTLEBOROUGH	PLAINVILLE
Zone	C30	CA
Uses	Commercial with a focus on retail and dining uses	Commercial with a focus on retail and dining uses
Residential Allowed	Only mobile homes with a special permit	Only mobile homes and cluster housing
Minimum Lot size	30,000 SF with 150' lot frontage and width*	30,000 SF and by Lot shape factor $(\text{Perimeter})^2/A \leq 22$ & "upland area"
Width	150'*	180'
Frontage	150'*	225'
Setbacks	50' front; 25 side and rear*	75'*** front, 15' side and 20' rear*
Height	30' or 2 1/2 stories*	2 stories
Max. Building Coverage (footprint)	35%	45%*
Most Restrictive Parking Min.	One per each 250 sq. Gfa	Multifamily 2.5 spaces for each family unit

\*With some exceptions.

# COMMERCIAL ZONING



Map source: DREAM, 2023



**EXISTING CONDITIONS**  
**CA ZONING DISTRICT**

*Man-Mar Drive, Plainville, MA Source:  
DREAM, 2023*



SMALL BUILDING FOOTPRINT

1-2 STORY, SINGLE-USE  
BUILDINGS

WIDE BUILDING SETBACKS

NO WALKWAYS IN OR  
AROUND PARKING LOT

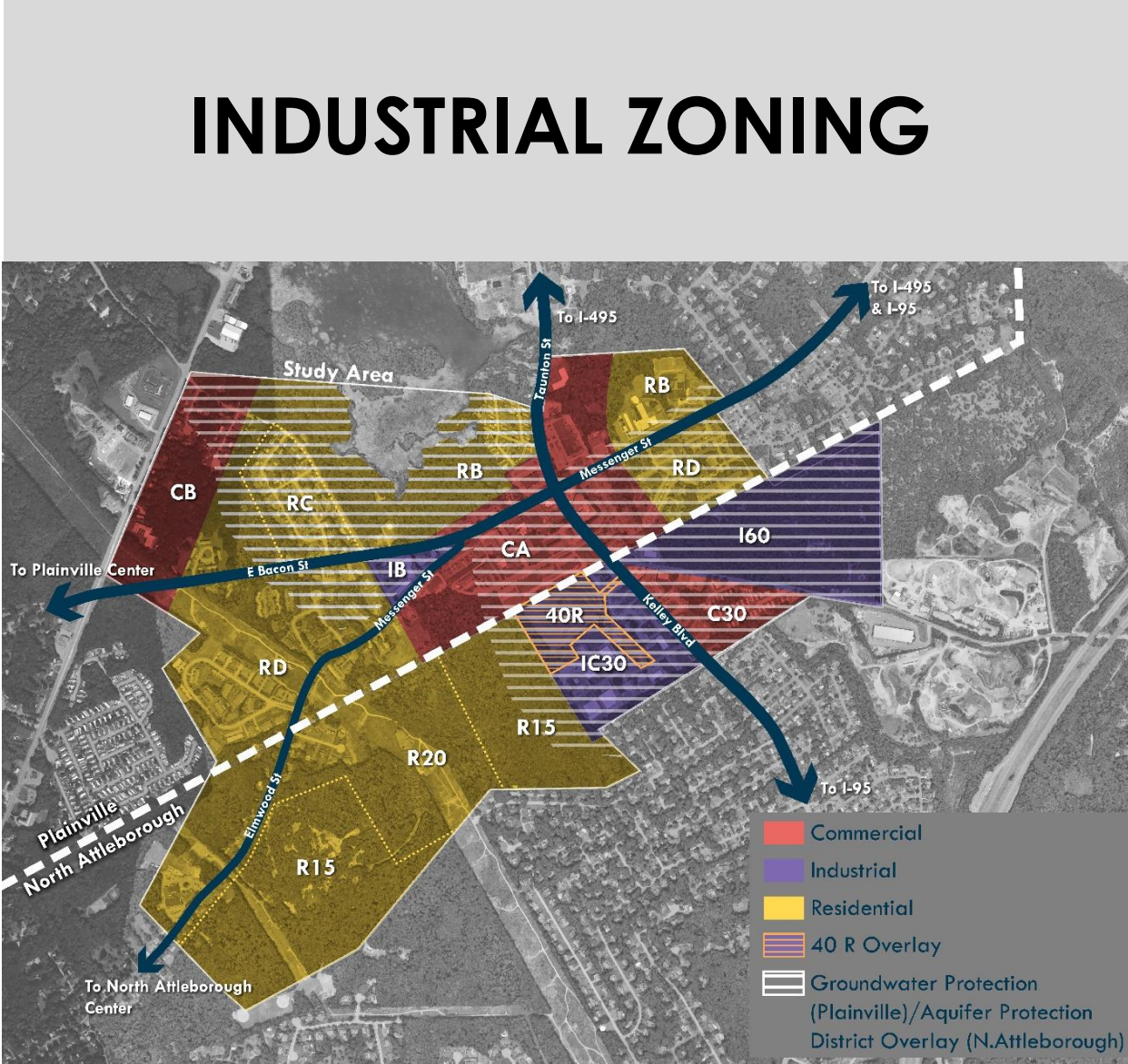
UNDERUTILIZED AND  
OVERDESIGNED PARKING  
LOTS

INFRASTRUCTURE  
INHOSPITABLE TO  
PEDESTRIANS

NO MATERIAL  
DIFFERENTIATION BETWEEN  
SIDEWALK, PRIVATE PARKING  
LOT, AND TRAVEL LANE



	NORTH ATTLEBOROUGH		PLAINVILLE
Zone	IC30	I60	IB
Uses	Mostly commercial uses and industrial uses	Mostly Vacant with some commercial and industrial uses	Commercial uses with some industrial uses
Residential Allowed	Multi-family and mixed residential/business dwelling by special permit, other residential forbidden	<b>Forbidden</b>	Private Boardinghouse; by special permit single-family, mobile, motel, hotel, or inn
Minimum Lot size	<b>30,000 SF*</b>	<b>60,000 SF*</b>	<b>100,000 SF</b>
Width	<b>150'</b>	<b>200'</b>	<b>160'</b>
Frontage	<b>150'</b>	<b>200'</b>	<b>200'</b>
Setbacks	50' front; 25' side and 25' rear	75' front; 25' side and 75' rear*	30' front and rear yards, 20' side yard
Height	30' for all permitted uses except for motel (40')	30'	2 stories
Max. Building Coverage (footprint)	40%	35%	45%*
Most Restrictive Parking Min.	Retail businesses: 1 space for every 250 square feet of gross floor space	Retail businesses: 1 space for every 250 square feet of gross floor space	Retail businesses: 1 space for every 250 square feet of gross floor space



Map source: DREAM

\*With some exceptions.



# EXISTING CONDITIONS

## IC30 ZONING DISTRICT



LARGE AMOUNT OF LAND  
DEDICATED TO PARKING  
SPACES, AISLES, AND  
DRIVEWAYS

LANDSCAPE BUFFER BUT NO  
SIDEWALK

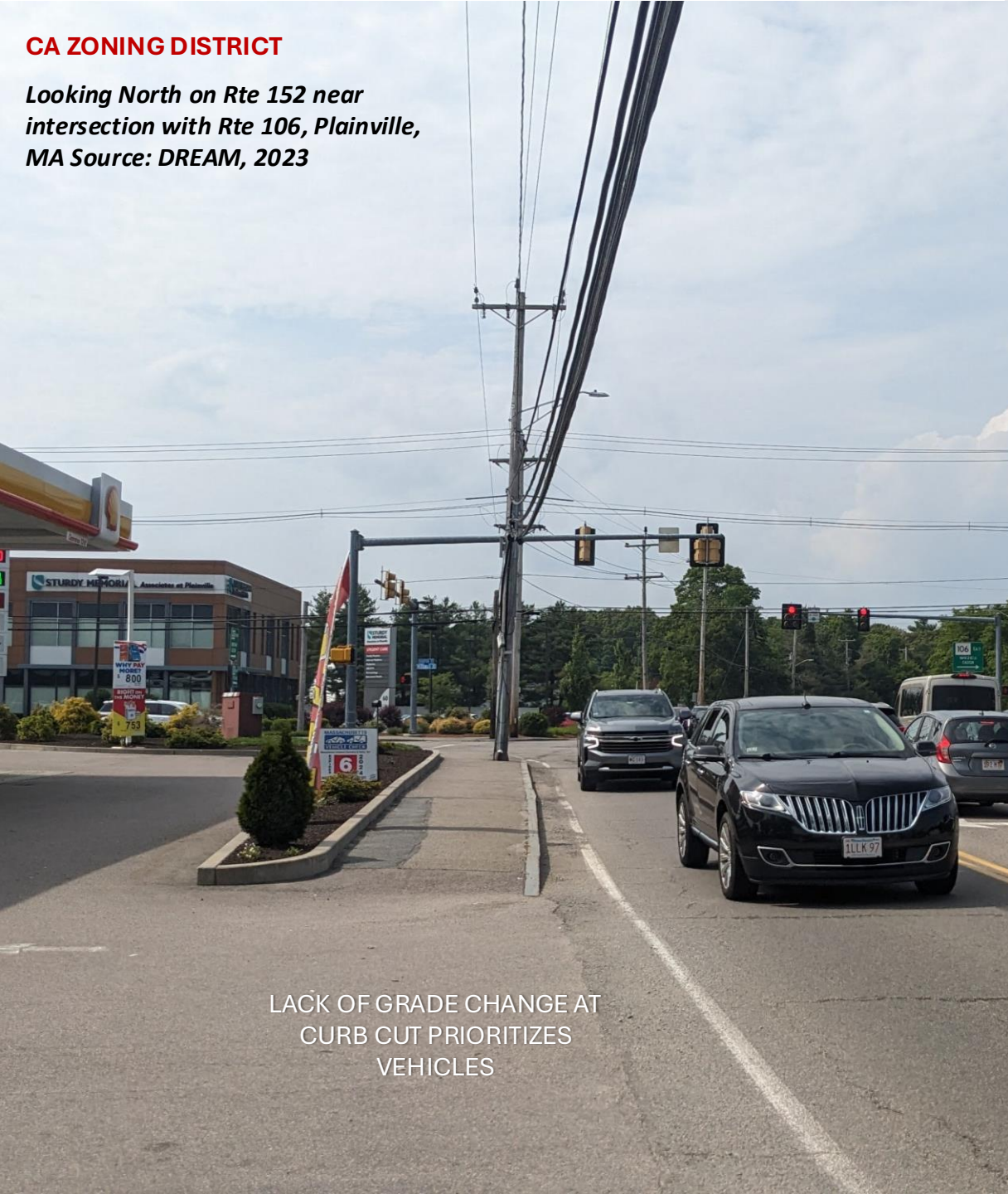
NO MIDBLOCK CROSSINGS  
ON LONG BLOCKS

EXTRA WIDE CURB CUTS AND  
NO GRADE CHANGE



**CA ZONING DISTRICT**

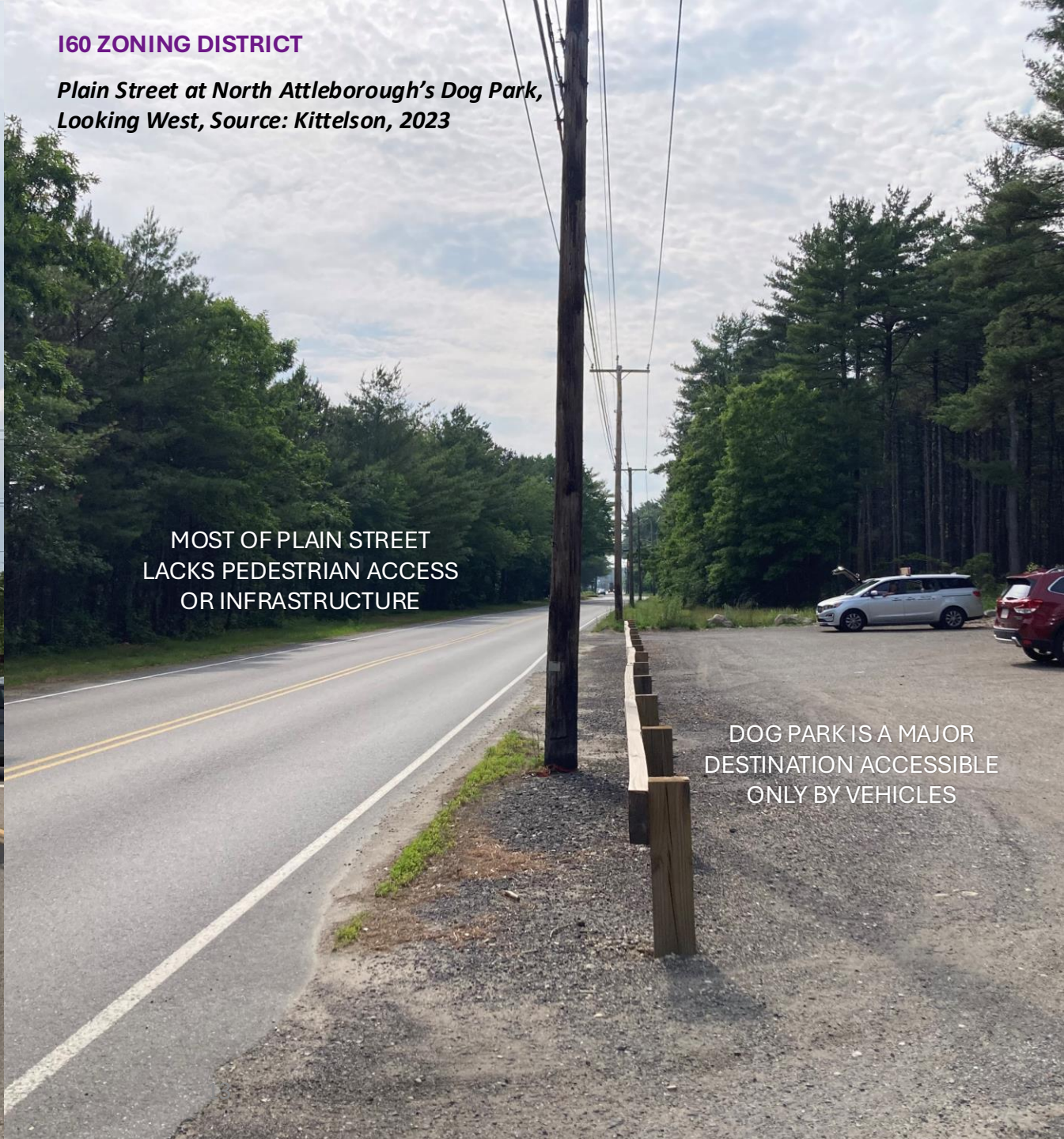
*Looking North on Rte 152 near intersection with Rte 106, Plainville, MA Source: DREAM, 2023*



lack of grade change at curb cut prioritizes vehicles

**I60 ZONING DISTRICT**

*Plain Street at North Attleborough's Dog Park, Looking West, Source: Kittelson, 2023*



most of plain street lacks pedestrian access or infrastructure

dog park is a major destination accessible only by vehicles



# EXISTING ZONING SUMMARY

- Mixed-use development is limited or not allowed in most uses except in overlay districts
- Mobile homes residential uses are allowed by special permit in commercial/industrial districts
- Generally, residential is not allowed in areas zoned for industrial or commercial
- Most of the areas zoned for industrial have commercial uses or are currently vacant
- Maximum building coverage is less than 50% of lot area in most areas for most uses
- Low building height maximums
- High yard requirements
- High minimum parking requirements
- Most open space requirements are intended for buffering site frontage. There are no landscape requirements for interior landscaping to break up large areas of asphalt.

2 Taunton Street, Plainville, MA  
Source: Kittelson, 2023





## EXISTING ZONING SUMMARY

- Mixed-use is not allowed by right
- Residential is not allowed in areas zoned for industrial or commercial uses with the exception of special permits in certain areas for mobile homes
- Most uses
- Built area
- Low
- High
- High parking requirements
- Most open space requirements are intended for buffering site frontage, not breaking up large swaths of asphalt in parking lots

### WHY DOES IT MATTER?

Zoning determines how we can interact with our built environment. Designing for the human scale means thinking about less parking, smaller lots, more thinking more about mixed uses and multimodal access to create active, inviting, and welcoming **neighborhoods**.

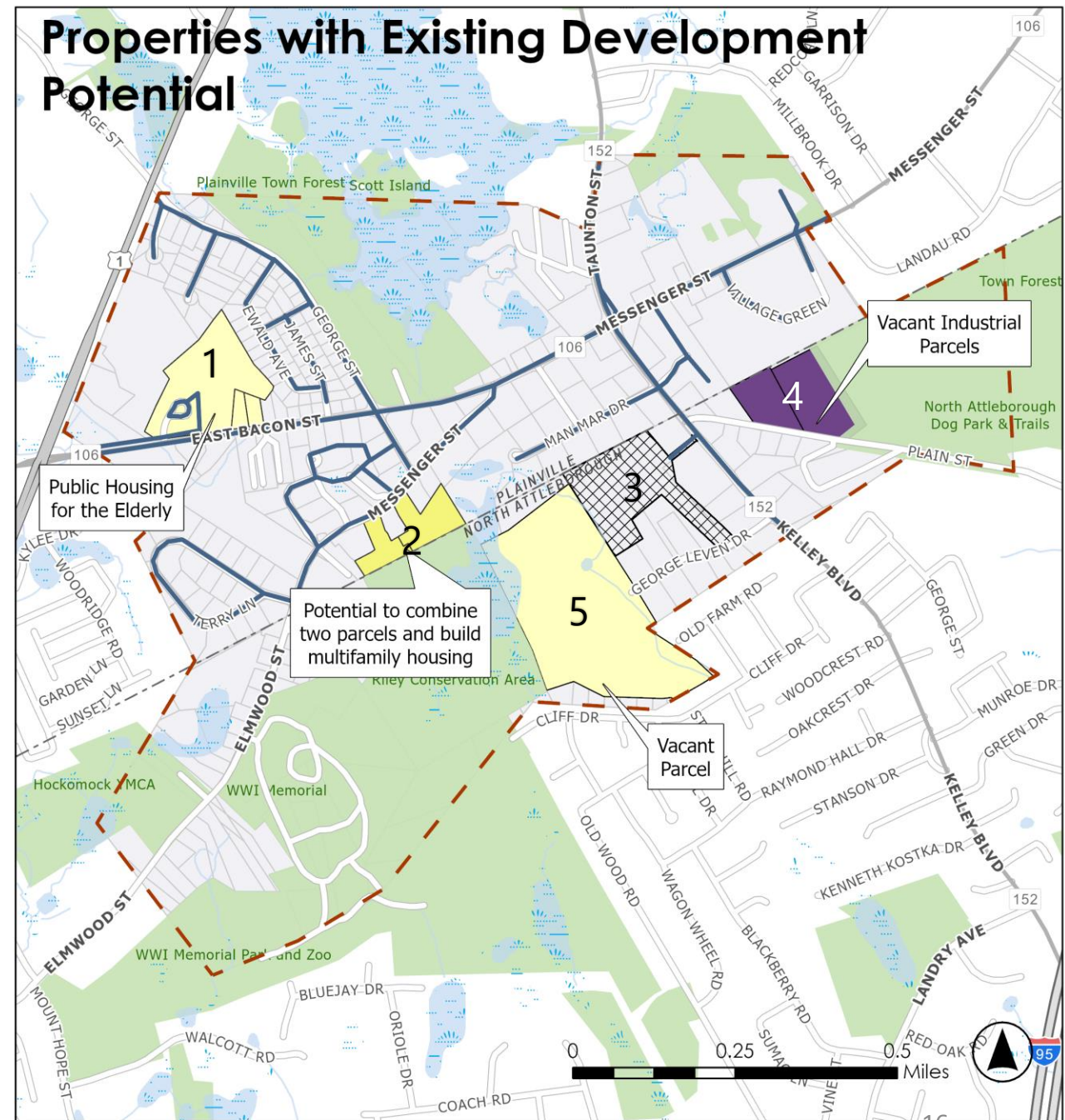
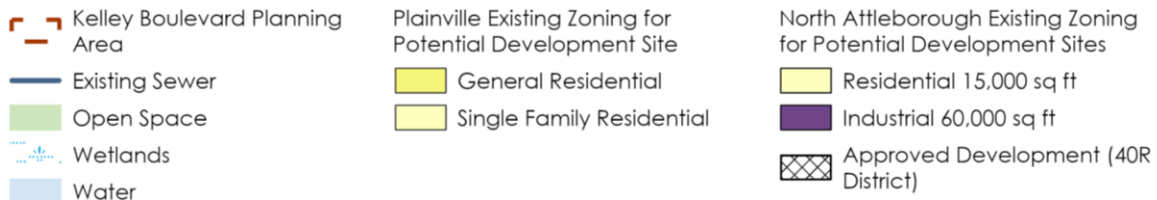




## POTENTIAL PARCELS FOR DEVELOPMENT AS IDENTIFIED BY TOWNS

1. Affordable Senior Housing parcel with opportunity to increase number of units
2. Opportunity for Medium Density/Mixed Use Development
3. Smart Growth Zoning Overlay District (40R District)
4. Vacant industrial parcel
5. Vacant residential parcel

The Towns noted that increased development in the area is conditional to the maintenance and upgrade of sewer infrastructure (shown here in the map as a blue line).



*Note: Map uses unadjusted study area boundaries.*



# EXISTING CONDITIONS: TRANSPORTATION

**MULTIPLE SCHOOLS + INCOMPLETE PEDESTRIAN NETWORK MEANS THERE ARE CHILDREN BIKING AND WALKING IN TRAVEL LANES**

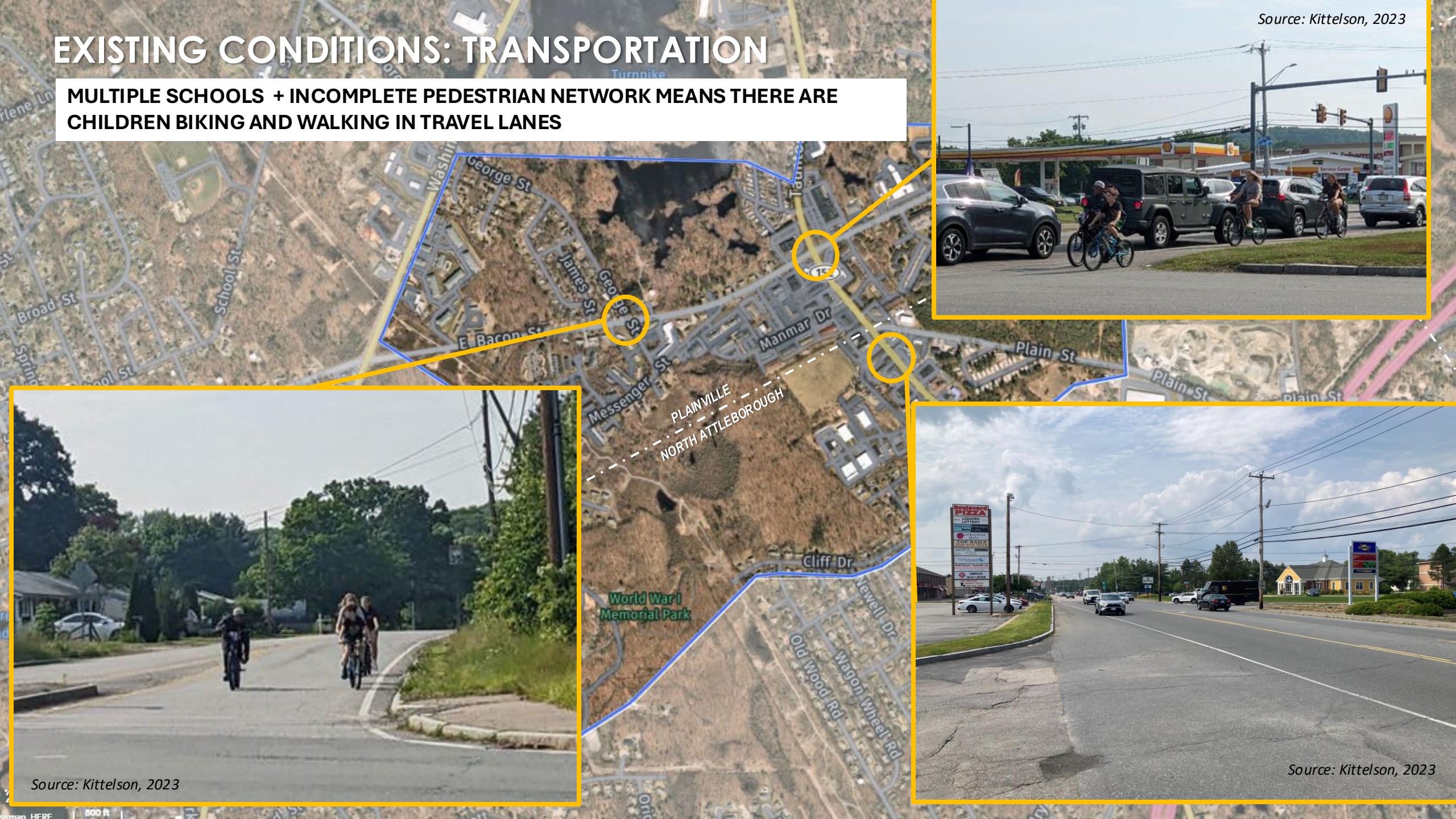
Source: Kittelson, 2023



Source: Kittelson, 2023



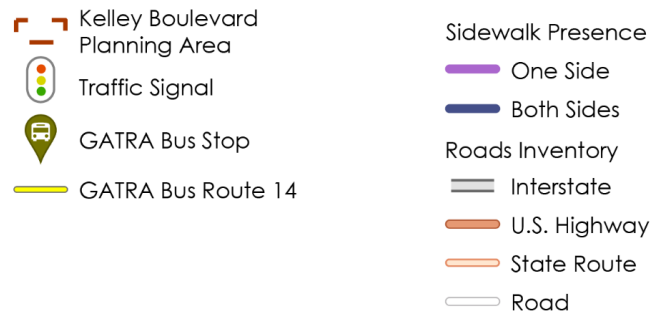
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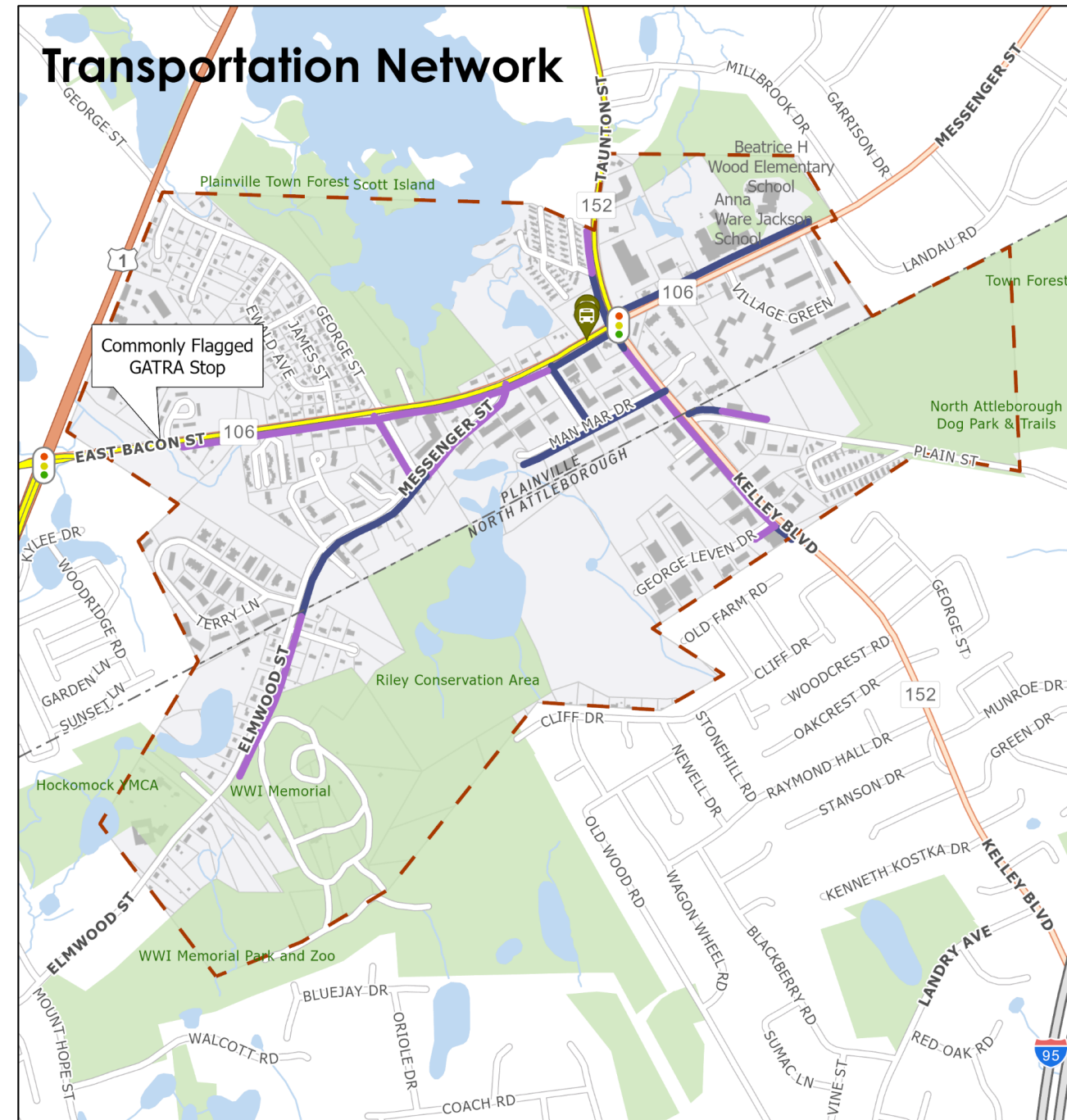


# EXISTING CONDITIONS: TRANSPORTATION

- Incomplete pedestrian facilities/sidewalks
- No bicycle facilities
- No midblock crossings
- Missing intersection crosswalks
- Missing ADA ramps



*Note: Map uses unadjusted study area boundaries.*





# ZONING RECOMMENDATIONS GOALS

## Primary goals of zoning changes:

- 1 Create a walkable, economically thriving area where lot sizes, parking, and developments are right sized to support diverse land uses, small businesses, and multimodal transportation;
- 2 Allow mixed use and multifamily residential by-right;
- 3 Reduce over-sizing dimensional elements in the zoning code that support multimodal options and increase density for higher and better uses.



# ZONING RECOMMENDATIONS SUMMARY

Summary of proposed zoning changes by category:

## Permitted Lot Uses

- Allow multifamily residential uses along commercial and industrial corridors
- Increase multifamily residential densities

## Lot & Building Standards

- Right-size parking minimum requirements and provide relief from penalties for multifamily residential buildings
- Reduce required minimum lot sizes. Smaller lots sizes make it easier for smaller builders to build, resulting in more variety in the built environment, finer-grain form, diversity, flexibility
- Adjust minimum yards to allow for more flexibility in future redevelopment, and to allow developments to be built closer to streets.

## Site Planning Standards

- Break up parking lots with landscaping and require a portion of the lot to be used for stormwater management strategies
- Limit curb cuts and prioritize locating curb cuts away from high volume streets
- Require safe walkways from parking areas to building entrances



# FUTURE POTENTIAL OUTCOMES OF ZONING & TRANSPORTATION RECOMMENDATIONS

Updates to the zoning code to allow mixed use development, increased density, public outdoor dining, reduce curb cuts, reduce parking, and increase greening opportunities

## NO CHANGE

- Minimal Impact
- Based on Current Zoning
- Development of vacant sites
- No changes to zoning code

## SCENARIO 1

- Development of 40R District and on vacant sites
- Strategic redevelopment
- Pedestrian/shared path facilities

## SCENARIO 2

- Development of 40R District and on vacant sites
- More development on Man Mar Drive
- Some new streets
- More robust green network and open space
- Pedestrian/shared path facilities

## SCENARIO 3

- Development of 40R District and on vacant sites
- Guiding developments to Man Mar and Wilkins which become secondary main streets
- Guidelines for developers to set aside dedicated public space
- Building more mixed income housing by right
- Pedestrian/shared path facilities
- Increasing Walkability on secondary streets
- Expanding Street Grid for maximum connectivity



# BUILD OUT SCENARIO 1

Potential Buildout		
Building Footprint Area (Sq. Ft.)	388,567	Square Feet
Total Building Area (Sq. Ft.)	1,325,668	Square Feet
Total Commercial Area (Sq.Ft.)	268,841	Square Feet
Total Office Area (Sq.Ft.)	60,445	Square Feet
Total Multi-Family Residential Area (Sq. Ft.)	996,382	Square Feet
Total Multi-Family Residential Units	448	Units
Total Potential Parking	722	Spaces

Source: Kittelson





# BUILD OUT SCENARIO 2

Potential Buildout		
Building Footprint Area (Sq. Ft.)	342,024	Square Feet
Total Building Area (Sq. Ft.)	1,084,695	Square Feet
Total Commercial Area (Sq.Ft.)	473,975	Square Feet
Total Office Area (Sq.Ft.)	259,740	Square Feet
Total Multi-Family Residential Area (Sq. Ft.)	350,980	Square Feet
Total Multi-Family Residential Units	234	Units
Total Potential Parking	1,259	Spaces

Source: Kittelson

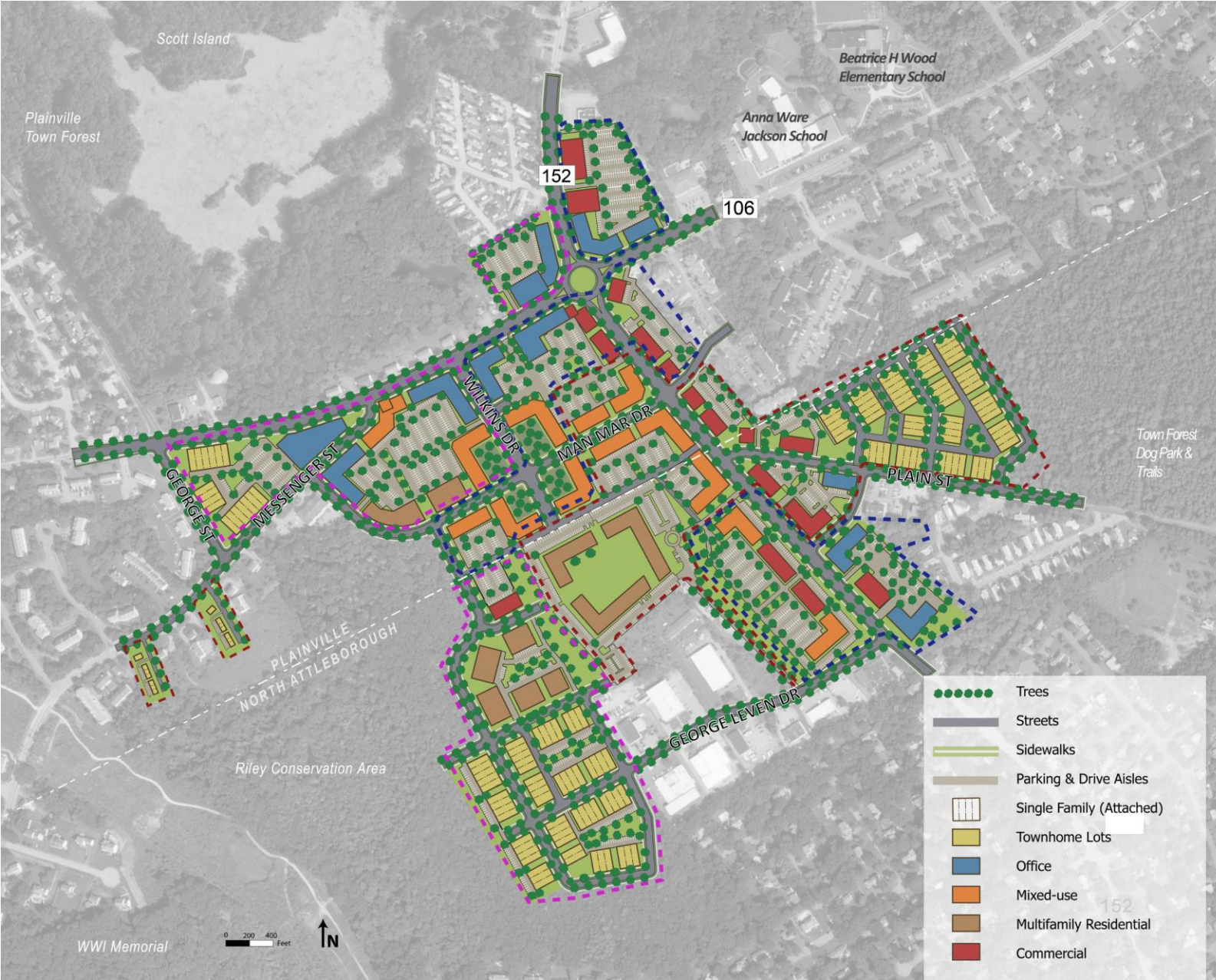




# BUILD OUT SCENARIO 3

Potential Buildout		
Building Footprint Area (Sq. Ft.)	483,094	Square Feet
Total Building Area (Sq. Ft.)	1,761,383	Square Feet
Total Commercial Area (Sq.Ft.)	197,269	Square Feet
Total Office Area (Sq.Ft.)	273,043	Square Feet
Total Multi-Family Residential Area (Sq. Ft.)	1,291,060	Square Feet
Total Multi-Family Residential Units	349	Units
Total Potential Parking	928	Spaces

Source: Kittelson





# BUILD OUT SCENARIOS (ALL)

- Conceptual development plans for the proposed improvement scenarios were developed based on existing and future characteristics identified along Kelley Boulevard.
- Three scenarios were developed.
  - Site area plans illustrate the potential of future development outcomes, outlining a new street network and opportunities for developments and open spaces.
- These conceptual plans include a review of current and future land use data for all relevant jurisdictions within the study area. Based on those findings and the economic development parameters, high level urban design plans were generated to show how redevelopment could occur over time.

Potential Total Build Out for All Scenarios		
Building Footprint Area (Sq. Ft.)	1,220,507	Square Feet
Total Building Area (Sq. Ft.)	4,218,538	Square Feet
Total Commercial Area (Sq.Ft.)	937,162.37	Square Feet
Total Office Area (Sq.Ft.)	642,953	Square Feet
Total Multi-Family Residential Area (Sq. Ft.)	2,638,422	Square Feet
Total Multi-Family Residential Units	815	Units
Total Single-Family Housing	472	Units
Total Potential Parking	2,910	Spaces



# ALL SCENARIOS: ILLUSTRATIVE CONCEPTS

This concept shows a potential future redevelopment of the area:

- Build out scenarios assumes:
  - Mixed use and multifamily residential development by right.
  - Pedestrian facilities throughout the site
  - Current vacant and infill parcels as a foundation for potential improvements within the scenarios



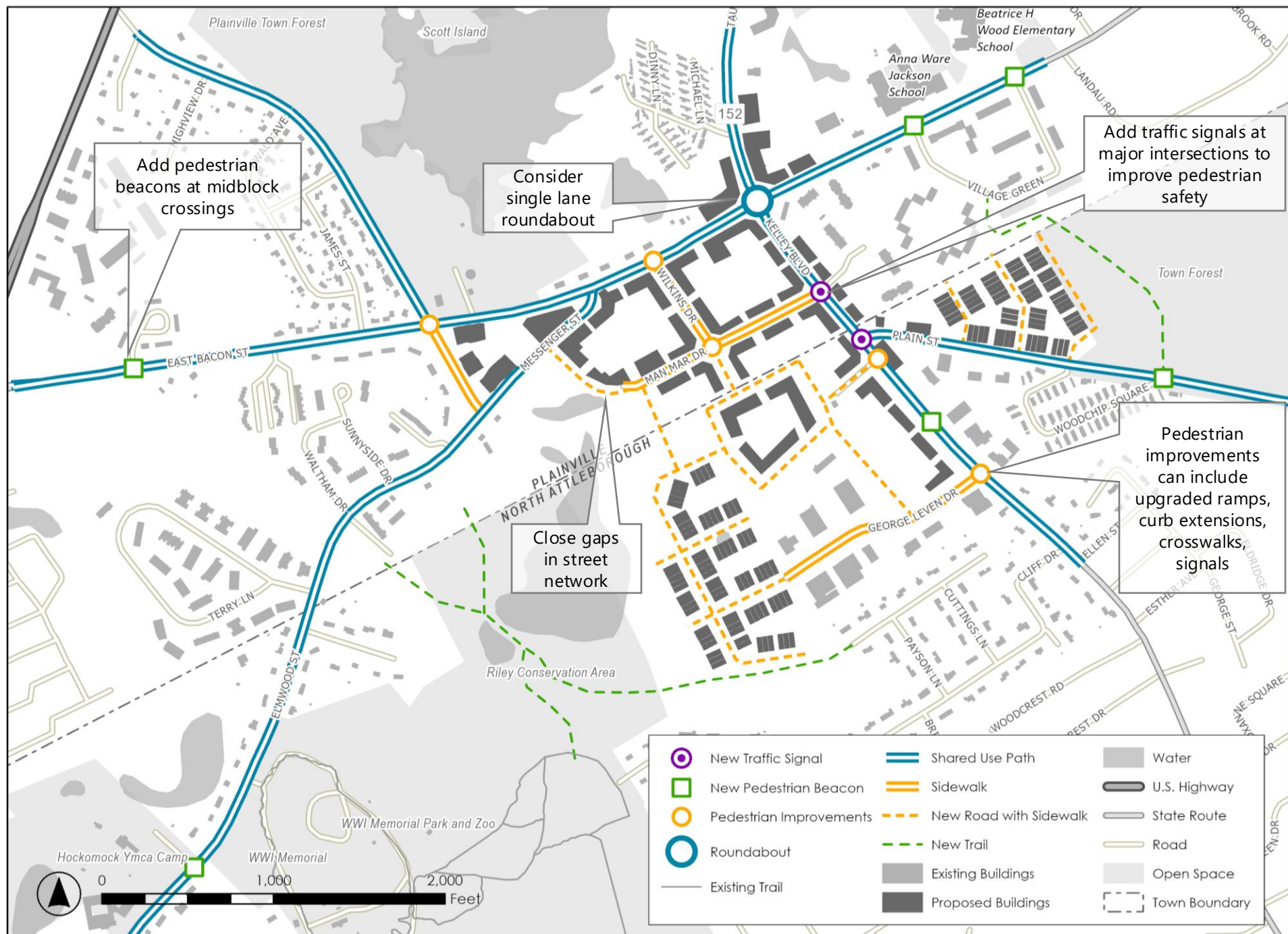
Source: Kittelson, 2024



# TRANSPORTATION IMPROVEMENT RECOMENDATIONS TO SUPPORT FUTURE DEVELOPMENT AND LAND USES









# TRANSPORTATION IMPROVEMENT EXAMPLES: ROUNDABOUT

*Examples of recommended transportation improvements*

## Why a roundabout?

- Reduces pedestrian and vehicular conflicts
- Facilitates greater number of through and turning traffic
- An initial review by Kittelson engineers shows there is enough existing space to allow for WB-50 trucks to get through plus pedestrian facilities around the intersection



Example of single lane roundabout  
Mansfield, MA  
Source: NearMap (2023)



# TRANSPORTATION IMPROVEMENT EXAMPLES: SHARED USE PATHS

- A **shared use path should be 10-14', paved, curbed and separated** from the vehicular travel lane
  - Should be buffered by a graded shoulder on each side
  - 8' wide paths allowed in some exceptions
- Given the two schools and YMCA in the study area, and young people biking in travel lanes, **a shared use path would create safer conditions for bicycles, pedestrians, and vehicles.**
- **Separated bicycle facilities are recommended** for roads with speeds above 25 mph and traffic volumes are above 6,000 vehicles per day.

Source: [MassDOT Separated Bike Lane Planning and Design Guide](#); [MassDOT Project Development and Design Guide](#)

Example of built shared use path around a roundabout on  
Route 28  
West Chatham, MA  
Source: HSH



Example of a shared use path with a bus stop along an arterial (Brookline Ave)  
Emerald Necklace,  
Brookline, MA  
Source: Kittelson (2024)





# TRANSPORTATION IMPROVEMENT EXAMPLES: MIDBLOCK CROSSINGS

- **Pedestrian warning signs or rectangular rapid flashing beacons (RRFB)** are midblock interventions with flashing lights to enhance safety at unsignalized intersections or midblock crossings
- **RRFBs** are recommended interventions for roads with 2-3 lanes, medium AADT volumes, and speeds above 25 mph.
- The standard for maximum crosswalk spacing for a suburban context is 1,000 feet and 500 feet for an urban context.

Source: [NCHRP Research Report 1036: Roadway Cross-Section Reallocation: A Guide \(2023\)](#)

Example of upgraded pedestrian improvements at midblock  
Source: Kittelson





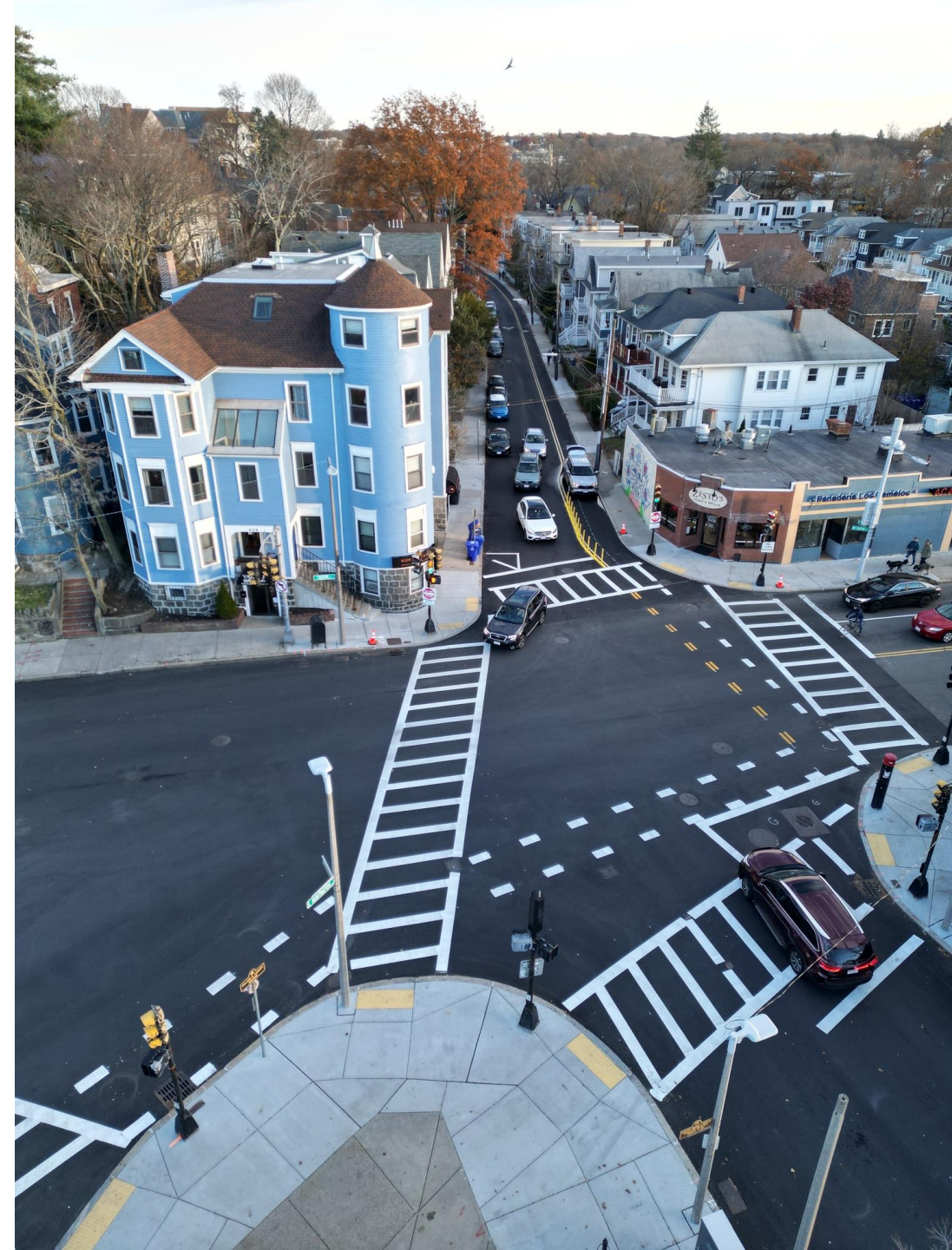
# TRANSPORTATION IMPROVEMENT EXAMPLES: INTERSECTIONS

Intersection improvements for pedestrians and bicyclists can include:

- **Adding traffic signals** to unsignalized intersection along corridors with high speeds and traffic volumes to protect pedestrian crossings
- **Constructing curb extensions:**
  - Allow pedestrians to have a shorter crossing distance and are more visible to drivers
  - Forces drivers to make a slower right turns
- **Making pedestrians crossing easier and safer** by adding raised medians for streets with 3+ travel lanes, upgrading ADA ramps, and installing high-visibility crosswalks

Example of improving wide signaled intersections through curb extensions and high visibility crosswalks.

*Source: Kittelson*





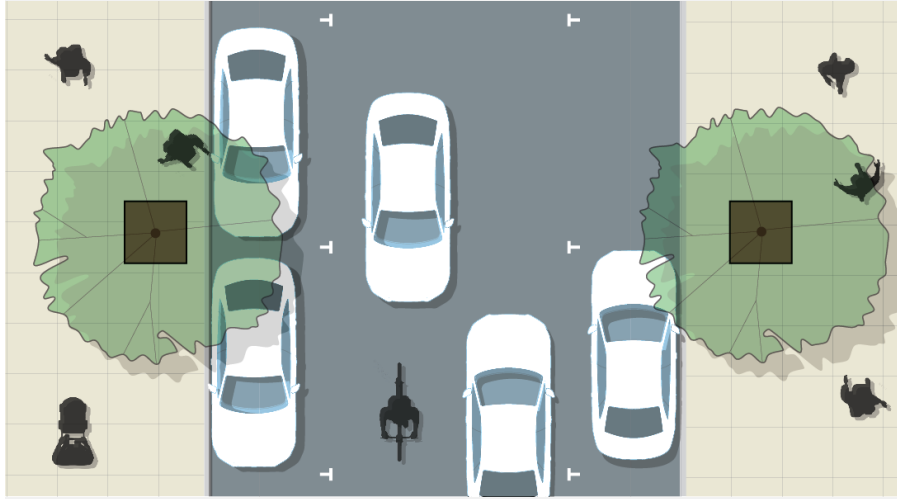
# TRANSPORTATION IMPROVEMENTS TO SUPPORT FUTURE DEVELOPMENTS



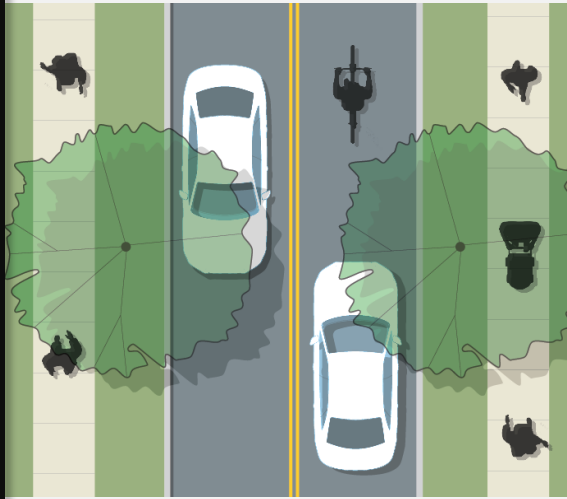


## TRAVELWAY TYPOLOGY MATRIX

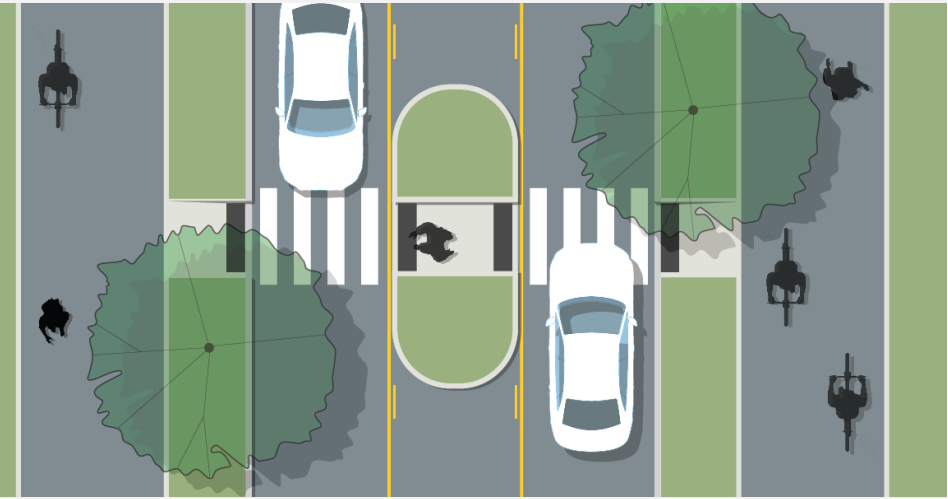
### MAIN STREET



### NEIGHBORHOOD CONNECTOR



### PRIMARY CONNECTOR



- Low speed street
- Mixed Use land uses including commercial and residential
- Wide sidewalks
- Example Streets: Man Mar Drive, Wilkins Drive

- Low speed, low volume vehicular streets
- Neighborhoods and residential areas
- Example Streets: Cliff Drive, new streets around 40R district

- Medium to high volume vehicular traffic
- Pedestrian friendly interventions such as midblock-crossings
- Shared use paths
- Bicyclists and pedestrians protected from vehicular traffic
- Example Streets: Kelley Boulevard, Messenger/Bacon Street, Plain Street



RENDERINGS: MAIN STREET





## RENDERINGS: NEIGHBORHOOD CONNECTOR





## RENDERINGS: NEIGHBORHOOD CONNECTOR





# ZONING RECOMMENDATIONS DETAILED SUMMARY TABLE (1/2)

Recommendations for all zoning districts for both Towns. NA = North Attleborough, PV = Plainville

BUILT FORM NEEDS	NA EXISTING CODE	PV EXISTING CODE	ZONING RECOMMENDATION / ACTION ITEM
PERMITTED USES			
Mixed-use	Forbidden except in the IC-30 subdistrict by special permit.	Excluded or prohibited	Promote mixed-use development in the Kelley Boulevard area within larger development parcels, and along future streets or important pedestrian connection paths that can serve as important links to the larger community.
Multifamily Residential with more than 4 or 5 units per structure	Forbidden except in the IC-30 subdistrict by special permit.	Excluded or prohibited use except in the RD subdistrict by special permit	Promote multifamily residential uses in areas along commercial and industrial zones.
LOT & BUILDING STANDARDS			
Right-sized parking standards	Parking ratios vary depending on use.		Revise existing ratios to encourage more compact development, remove any undue penalties on multi-family housing that do not meet parking minimum requirements, reduce the amount of impermeable area, and free up land for other uses.
Higher buildings	Limits to 1-3 stories		Increase max height to 3 to 5 stories. Consider adjusting the measurement of building height to incentivize the creation of sloping roofs. Consider a bonus height system that allows maximum heights of 5-6 stories, softened with upper-level step-backs, to meet various community goals such as at-grade green space, pedestrian walkways, etc.
Lot Size and Maximum Floorplate Area	Effectively results in low-density development (1 to 5 units per acre)		Reduce the min. lot size and increase max. floor area to allow densities of 10-30 units an acre, which are more conducive to walkable environments. Allow for a wider variety of housing types such as Accessory Dwelling Units and missing middle typologies (duplexes, triplexes, cottage clusters, fourplexes, and six unit developments). Smaller lots sizes make it easier for smaller builders to build, resulting in more variety in the built environment, finer-grain form, diversity, flexibility.
Right-sized yards	Minimum yards: Front 10-140', side 0-75', rear 15-115'.	Minimum yards: Front 25-75', side 10-15' , rear 20-25'.	Adjust minimum yards to allow for more flexibility in future redevelopment, tailoring standards to create more pedestrian-friendly environments. Reduce front yards for commercial districts to 10- 20 feet, with parking on the rear or the property side. Reduce side yards to 10 feet in residential neighborhoods and 0 feet in commercial areas. Consider also adopting maximum front setbacks in order to frame streets with buildings.
Right-sized building coverage	Max coverage ranges from 20-50%.	Max coverage ranges from 30% to 45%.	Increase allowable building coverage to support higher-density, compact neighborhoods. For the Kelley Boulevard Area, coverage should at least match the highest coverage allowed elsewhere in Town's more walkable districts, if any.



# ZONING RECOMMENDATIONS DETAILED SUMMARY TABLE (2/2)

Recommendations for all zoning districts for both Towns. NA = North Attleborough, PV = Plainville

BUILT FORM NEEDS	NA EXISTING CODE	PV EXISTING CODE	ZONING RECOMMENDATION / ACTION ITEM
SITE PLANNING STANDARDS			
<b>Greener Parking Lots</b>	Both towns have provisions under Planning Board, Site Plan review, and the Groundwater Protection District for adequate landscaping to buffer the site.		Require parking lots to be broken up by orchard-style planting of trees on islands, and trees and landscaping around perimeter, except as needed for accessways
<b>Stormwater Management</b>	Provisions under the Aquifer Protection District Overlay.	Provisions under the Groundwater Protection Overlay.	Require a portion of lot to be used for stormwater management strategies
<b>Safe pedestrian access in parking lots</b>	No existing provisions		Require safe walkways from parking areas to building entries, and from public sidewalks to building entries. Allow for more flexibility in larger-scale redevelopments, with the goal of creating more pedestrian-friendly environments.
<b>Efficient parking layout</b>	No existing provisions		Tailor standards to create more efficient circulation and parking distributions, including: cross-access easements and aligned drive aisles for adjacent parking lots, shared parking reductions, and maximum effective block sizes for permeability through large “superblocks”.
<b>Limit Curb Cuts (number and width)</b>	Only limits the number of curb cuts for Planned Business Developments.	Street Design Standards lack restrictions on number & width.	Limit one curb cut per street frontage except for one-way driveways, and allow shared driveways and curb cuts; set minimum distances from crosswalks, intersections, and other curb cuts. Prioritize location of curb cuts on secondary streets or streets with lower traffic volumes.