

West Upton Visioning Project



- Presentation (30 mins)
- Q&A (15 minutes)
- Interactive Activities (60 minutes)
- Group Discussion and Visioning (30 minutes)
- Wrap up

Project Overview

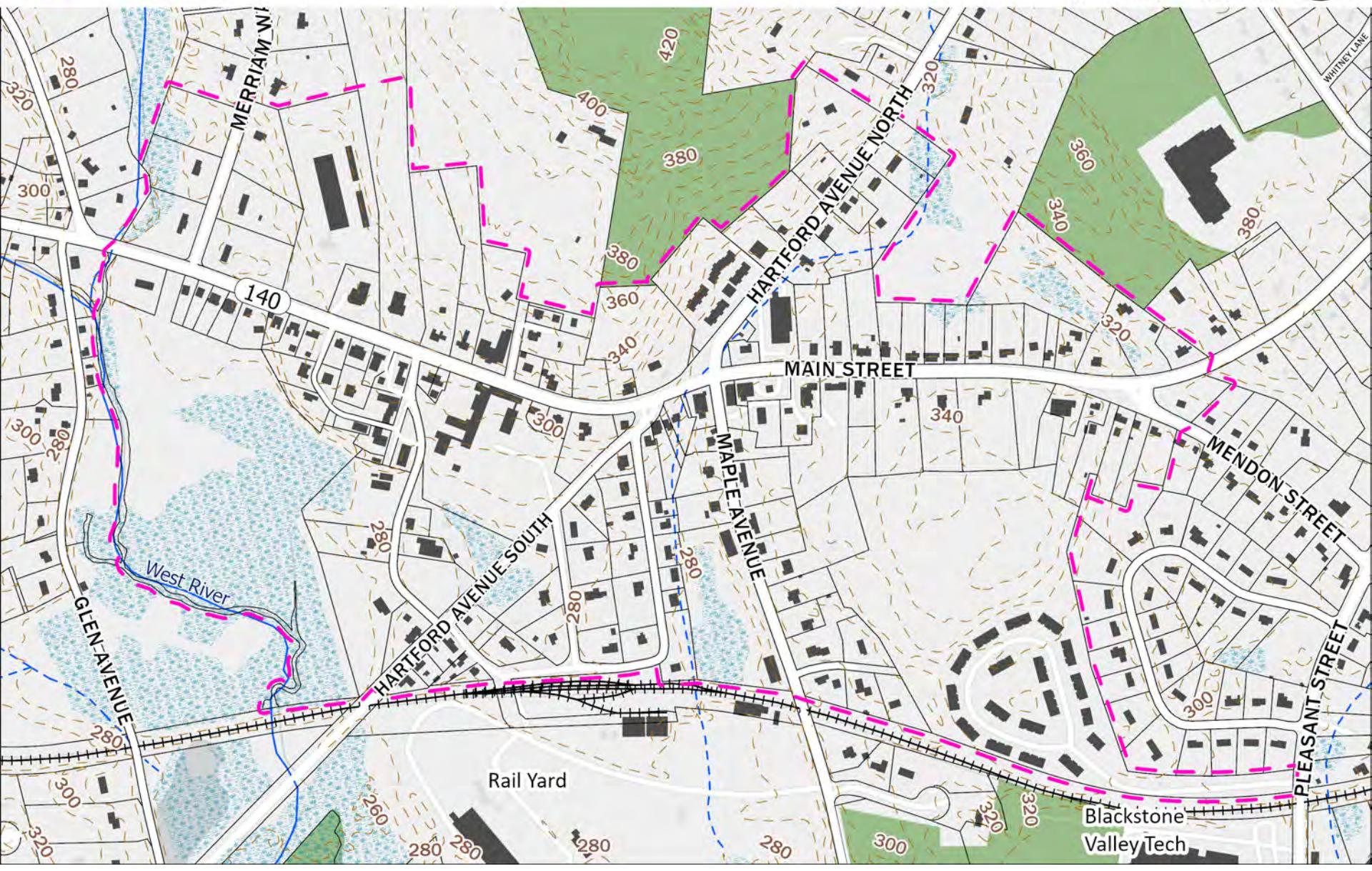


Parcels



Study Area

0 250 500 Feet



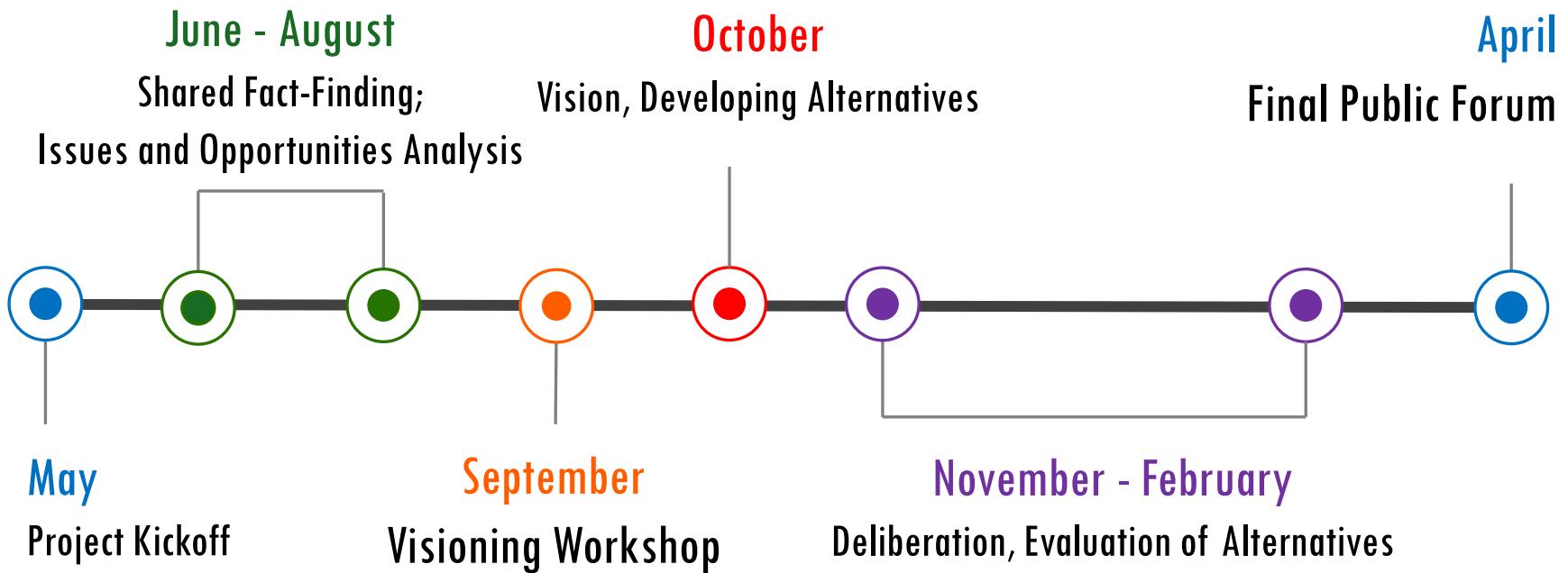
Purpose

Develop a long-term plan for West Upton Center to guide its future.

Funding

Economic Development Committee - EOHLG Chapter
268 of the Acts of 2022 Coronavirus State Fiscal
Recovery Fund Earmark

Timeline



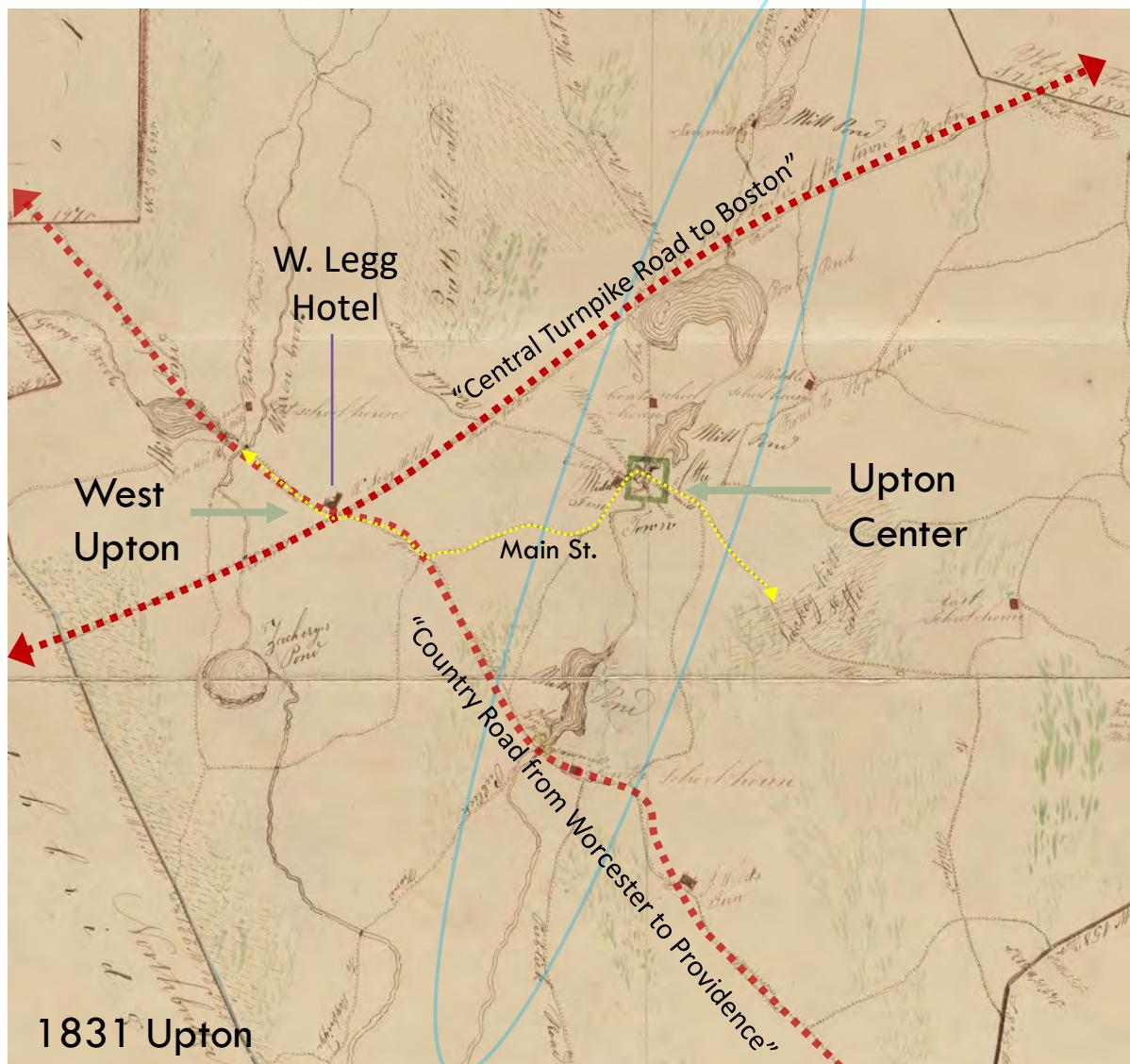
HISTORY

- What role has West Upton served in the town throughout history? What should its role be in the future?
- Which buildings need to be preserved to maintain the integrity of West Upton?
- Which existing buildings or building elements are the best precedents for future development in West Upton?

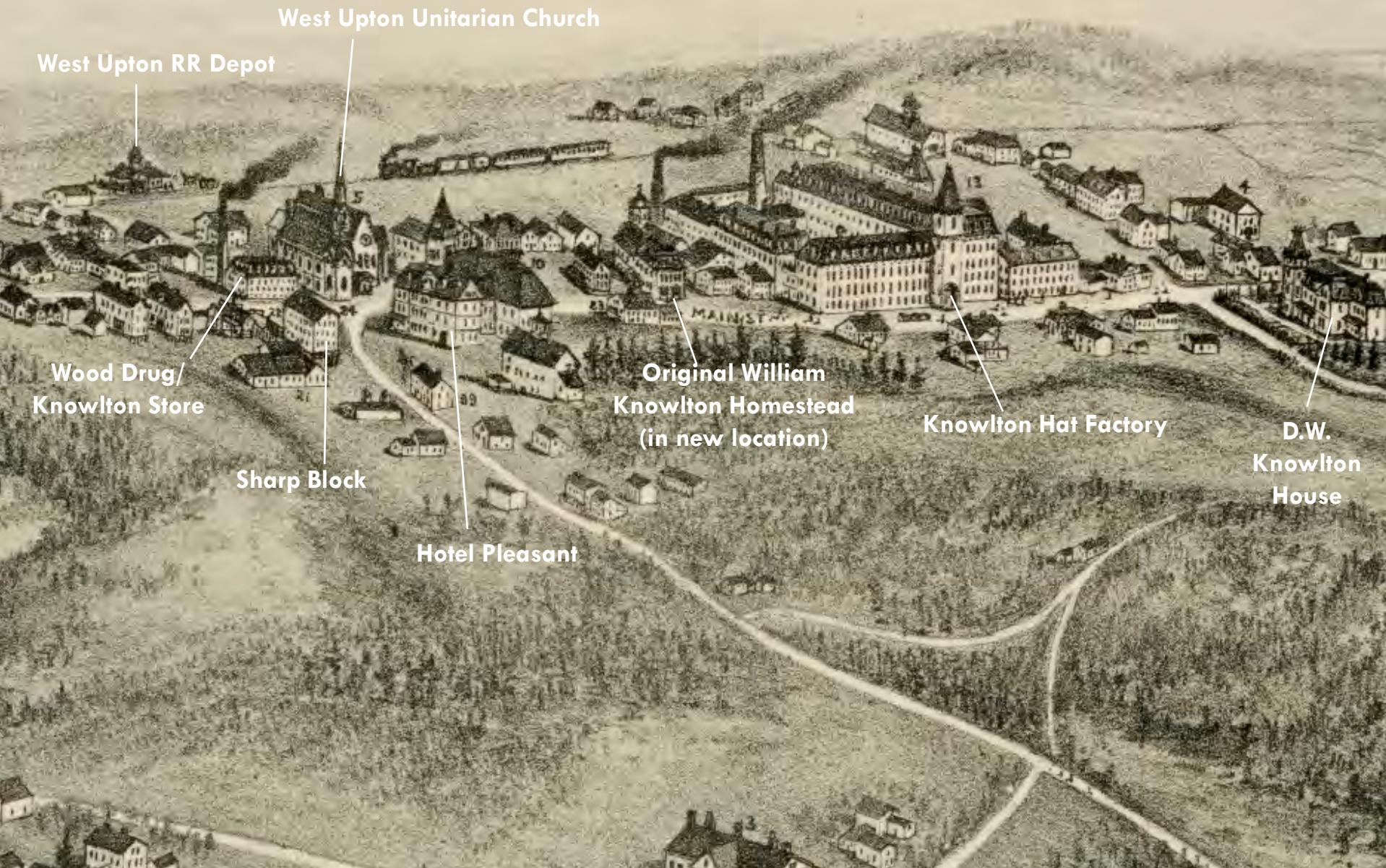


Early growth in West Upton was transportation-related

- Established as a village in 1735; home to farmers, millers, tanners, weavers, homesteaders
- Mill River powered small industries throughout the 1800s; including shoe manufacturing
- West Upton developed at key crossroads between Worcester and Providence, Boston and the west; anchored by W. Legg Hotel



West Upton, 1888



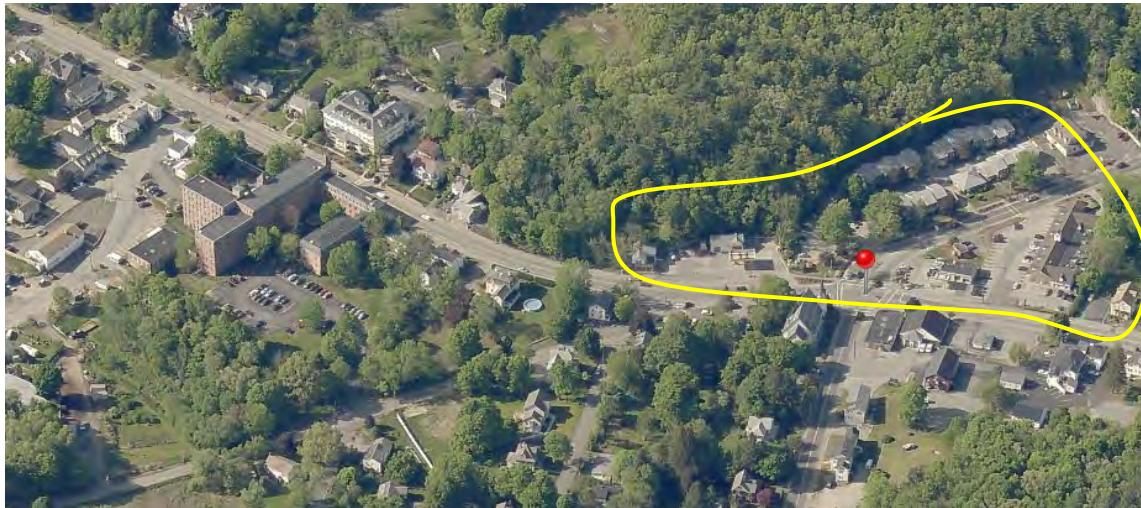
West Upton, 2025



Main St., Hartford Ave, Maple St. area has changed most



Prominent buildings lined the Main St. streetscape and defined the Main/Hartford/Maple St. intersection (1936)



Several prominent buildings removed mid-20th century. Gas stations and parking lots for automobiles now define the Main/Hartford/Maple St. intersection (present)



Knowlton School burned (1964)



Sharp Store removed after 1945



Hotel Pleasant 1886 (demolished 1961)

Pedestrian to Auto-Oriented

- West Upton's Main St/Hartford Ave/Maple St. once featured a very wide plaza-like streetscape served by trolley
- Multi-story buildings were built close to the street, making a recognizable center



West-facing view of Main St/Hartford Ave intersection in early 1900's



Same west-facing view of Main St/Hartford Ave intersection in August 2022

Historic Resources

-  Study Area
-  Other Parcels
-  Rail Tracks

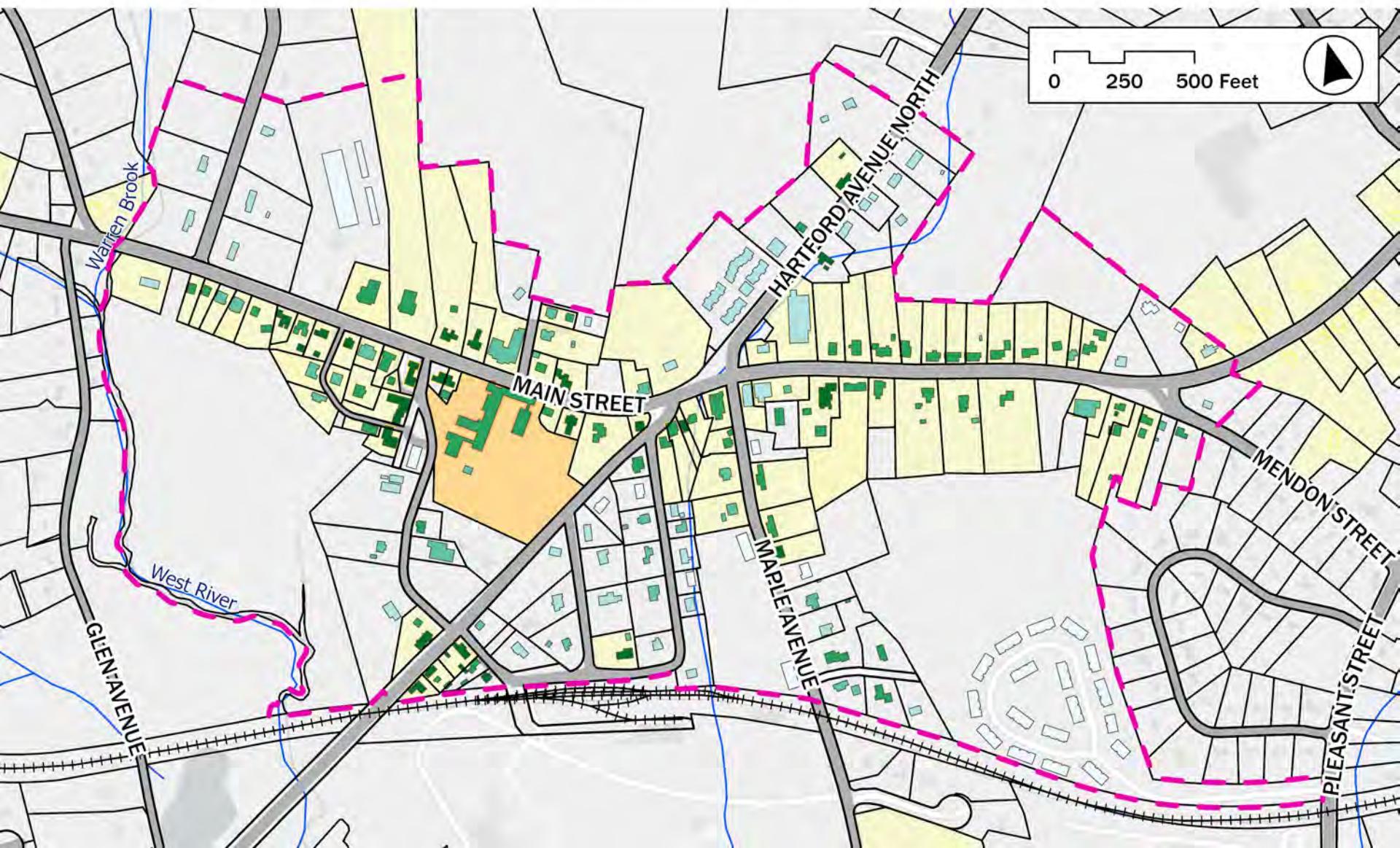
Historic Designation

-  National Register
-  Inventory Structure

Structures by Year Built

-  2000-Present (38)
-  1950-1999 (54)

-  1900-1949 (43)
-  1850-1899 (78)
-  Pre-1849 (33)



Historic Resources

- Study Area
- Other Parcels
- Rail Tracks

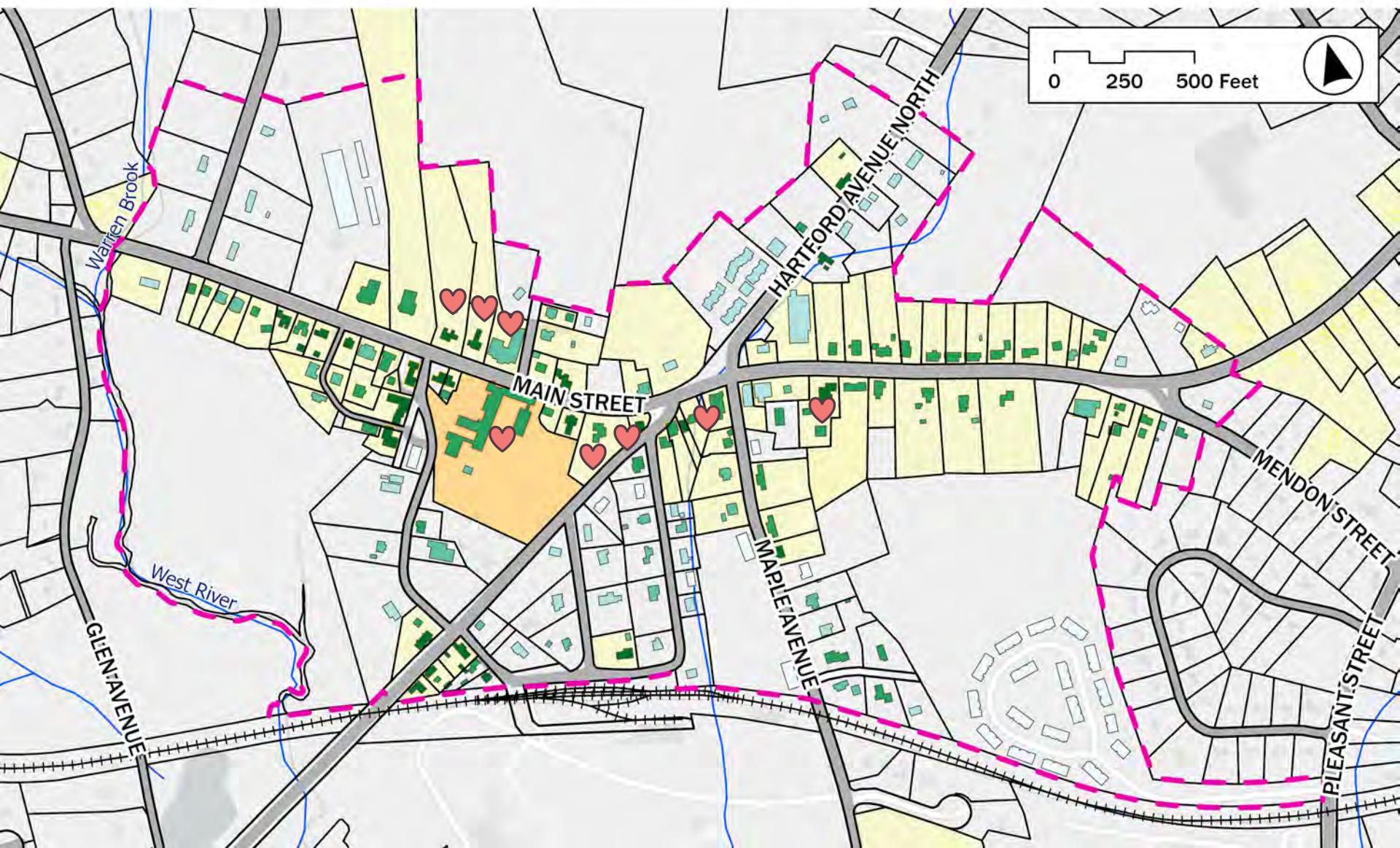
Historic Designation

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PHYSICAL SETTING

- What is possible in West Upton based on its physical characteristics?



Topography

Parcels

Perennial Stream

High Elevation

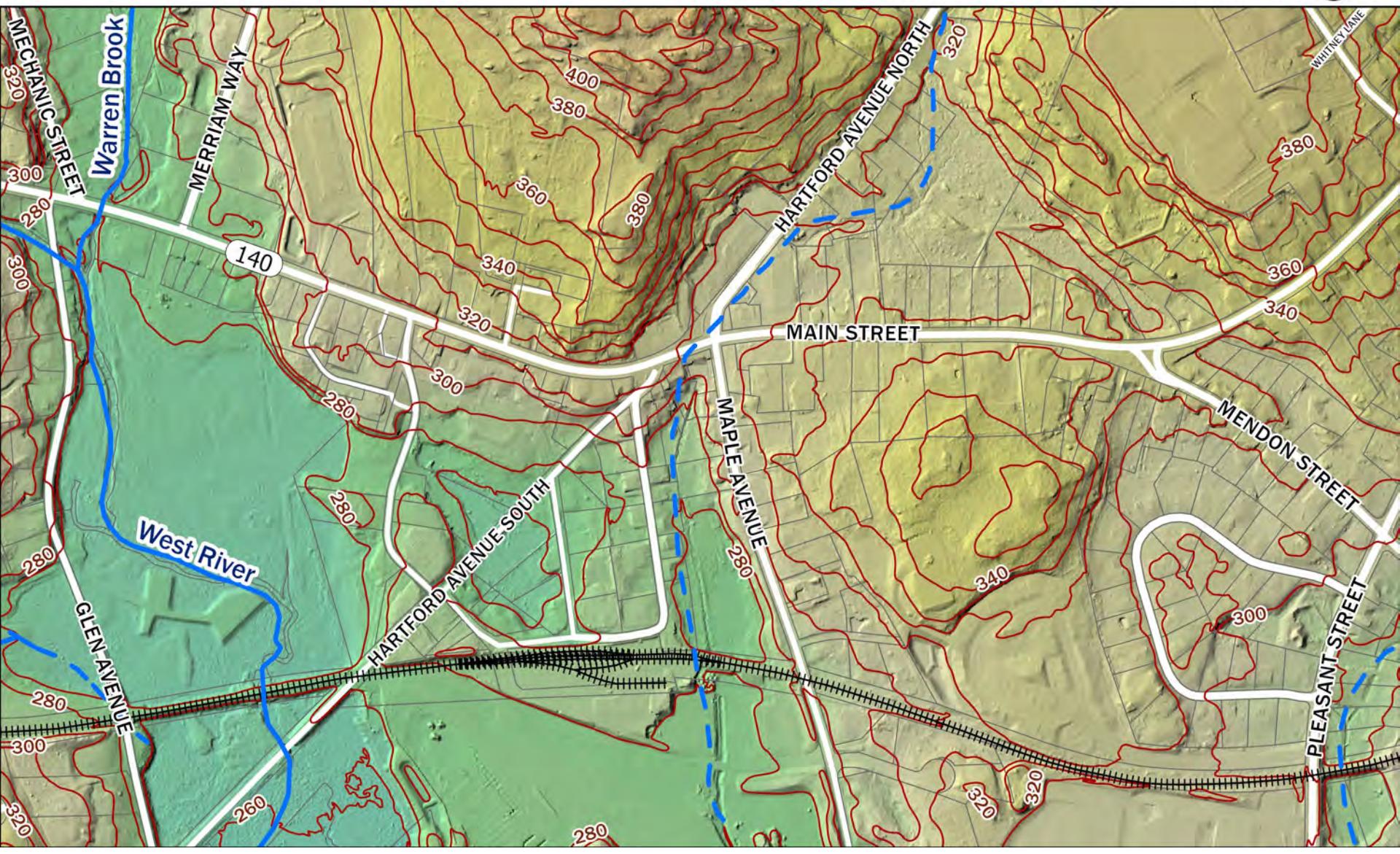
10-Foot Contours

Intermittent Stream

Rail Tracks

Low Elevation

0 250 500 US Feet



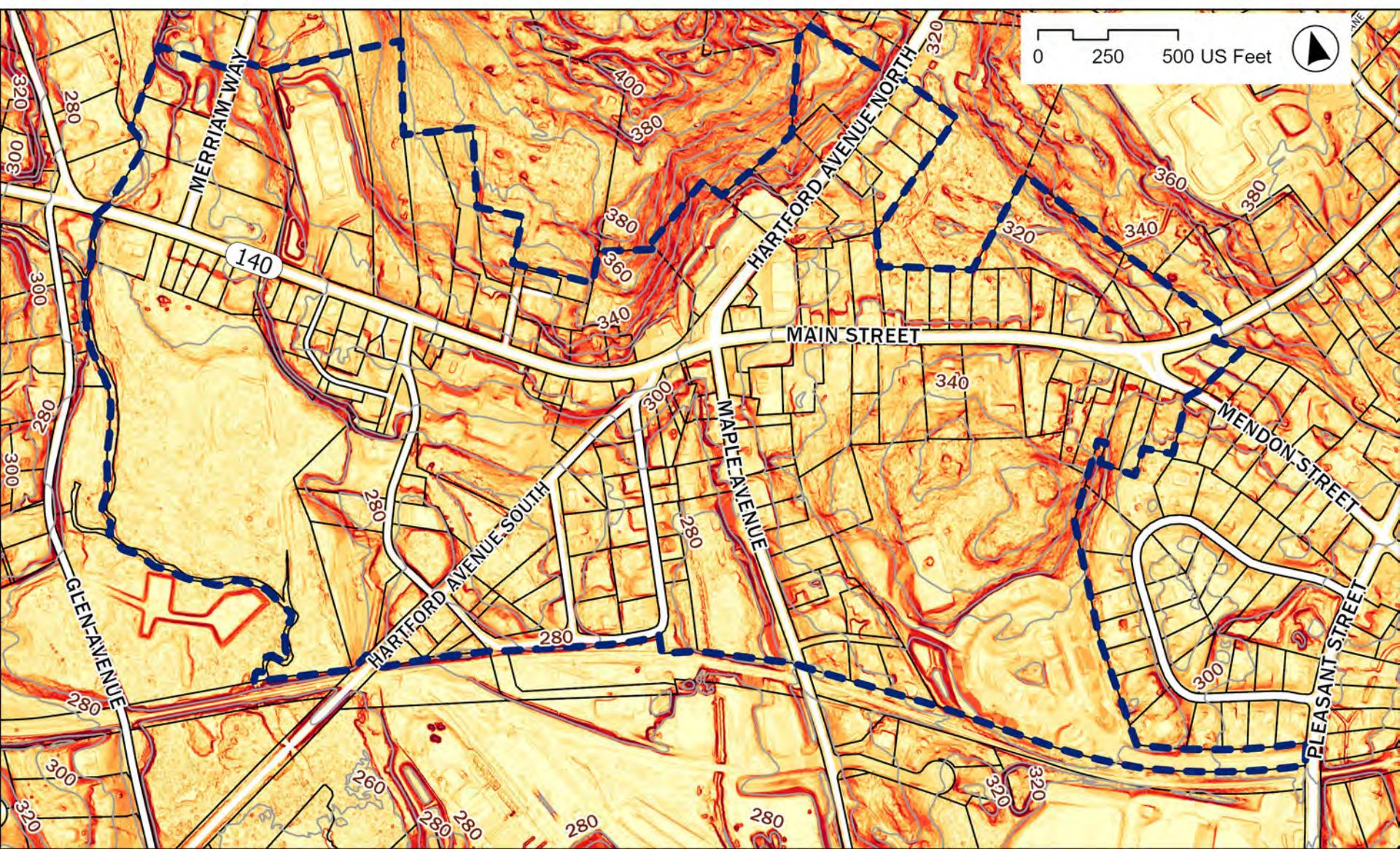
Slopes by % Rise

0-2%
2-5%
5-10%

10-15%
15-20%
20-30%

30-40%
40-50%
>50%

Parcels
10-Foot Contours
Study Area





Water Resources

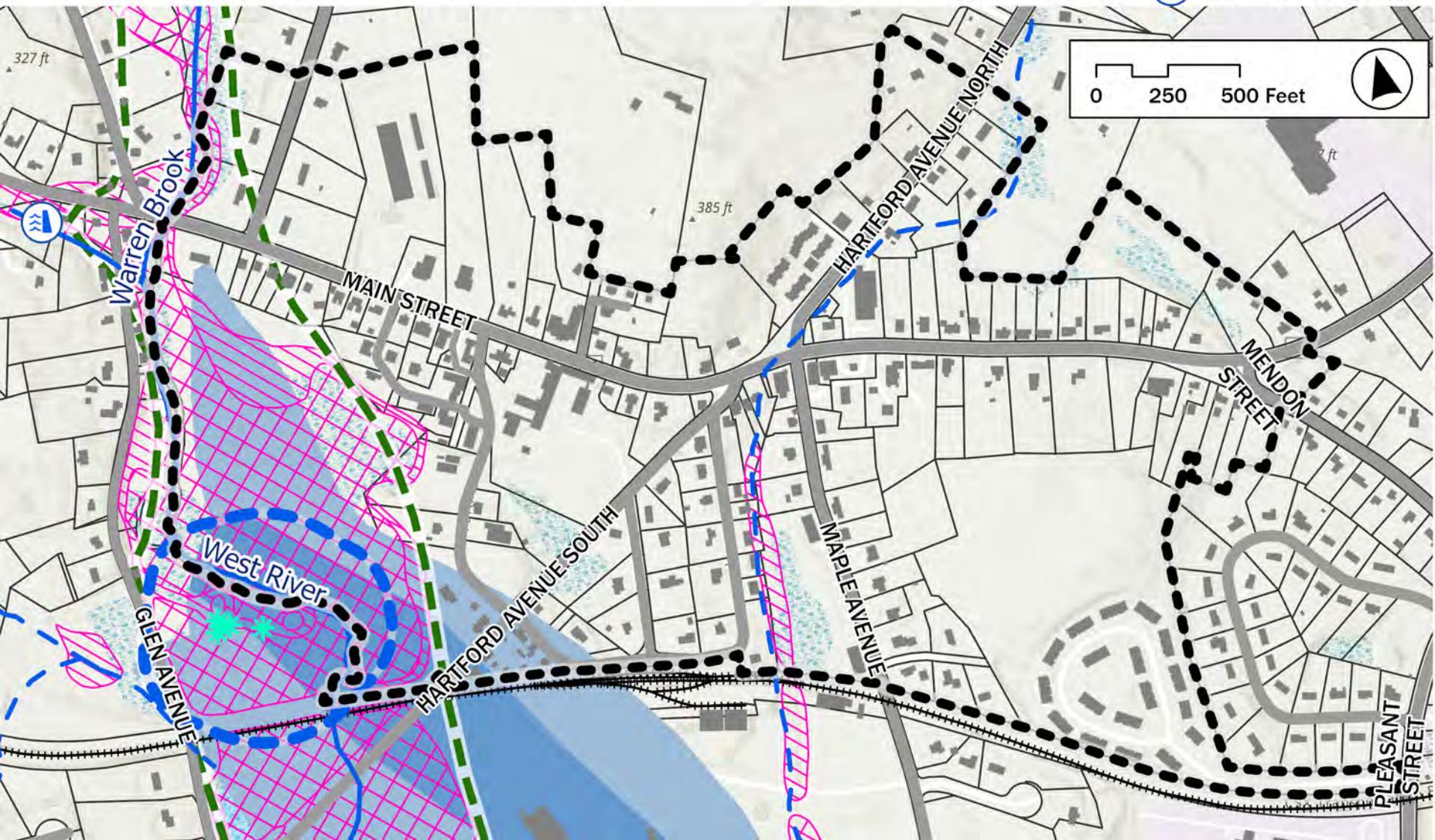
- Parcels
- Structures
- Rail Tracks
- Study Area

- * Wellhead (4)
- Zone I Wellhead Protection Area
- Zone II Wellhead Protection Area

Aquifers by Yield per Minute

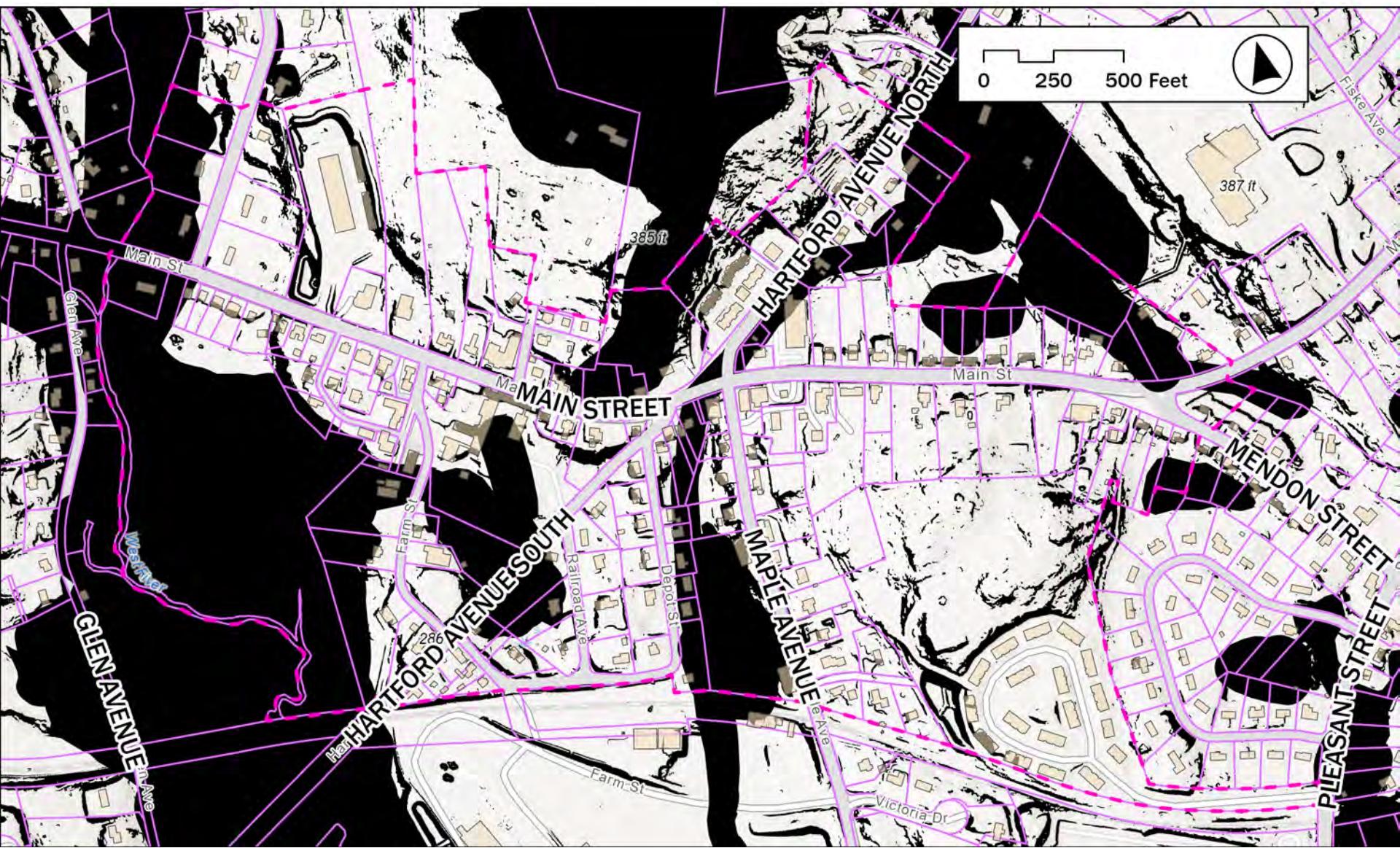
- >300 Gallons
- 100-300 Gallons
- Perennial Stream
- Intermittent Stream

- Wetlands
- FEMA Flood Probability
 - 1% Annually
 - 0.2% Annually
- Old Box Shop Dam



Physical Constraints to Development

- Parcels
- Study Area
- Structures
- Constraints to Development

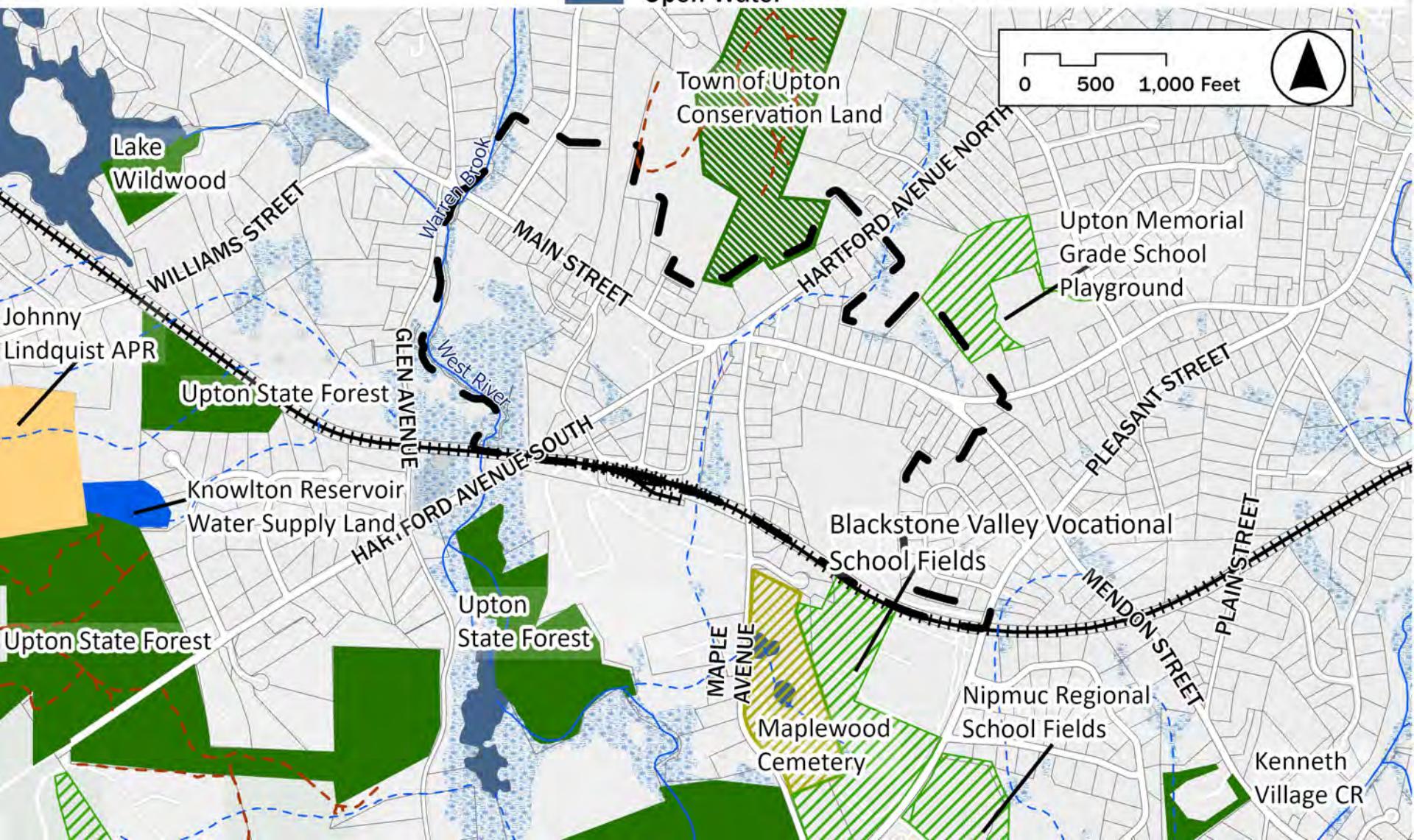


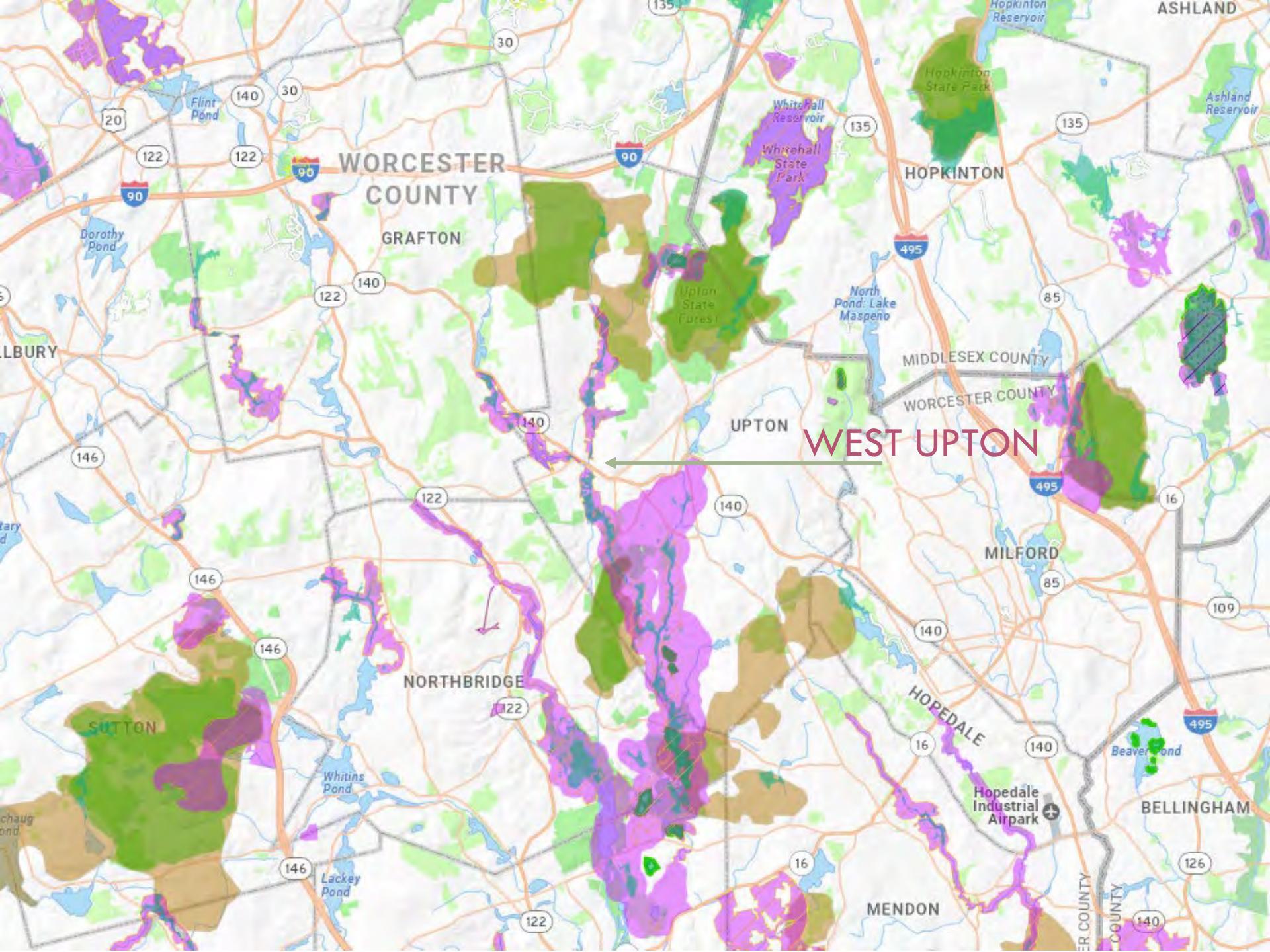
NATURAL RESOURCES

- Which natural areas near West Upton are most important?
- Is there an opportunity to connect them from West Upton?
- Are there opportunities for additional open spaces?



Open Space by Use and Level of Protection





BioMap and Protected Open Space

- Study Area
- Parcels
- Streams
- Certified Vernal Pool

- Potential Vernal Pool

NHESP/TNC BioMap3 Statewide Components

- Aquatic Core Habitat



- Aquatic Buffer-Critical Natural Landscape
- Wetland Core Habitat

- Rare Species Core Habitat

BioMap 3 Local Components

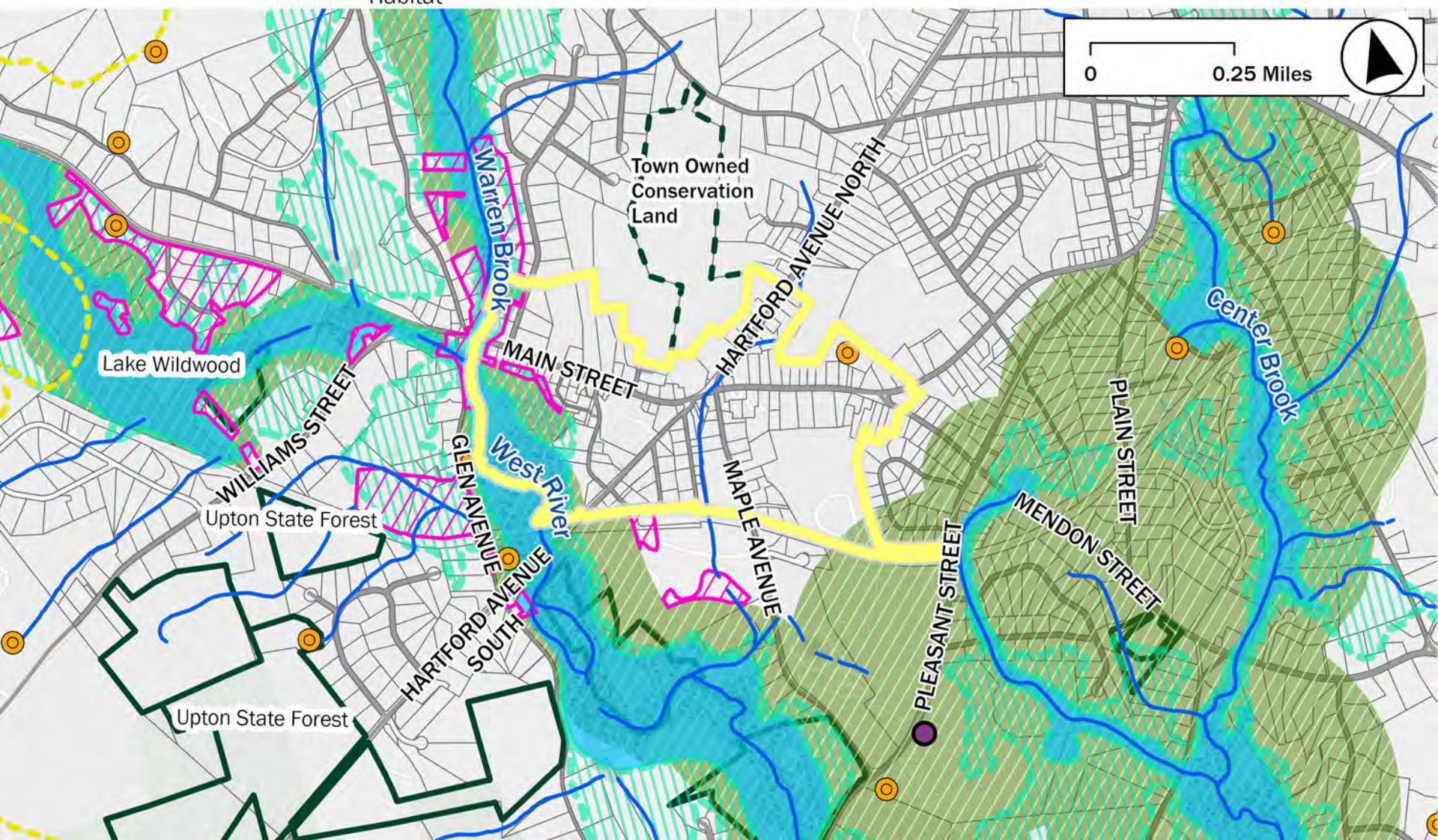
- Local Rare Species

- Local Landscapes

Protected Open Space

- Conservation

- Conservation (Limited Protection)



STREETS, TRAFFIC, AND CIRCULATION

- Are there opportunities for traffic and circulation improvements?
- Which streets need better sidewalks, lighting, trees, landscaping and other streetscape improvements?
- Are there any key pedestrian/bike connection missing?



General Comments

The area has a lot of pedestrian activity

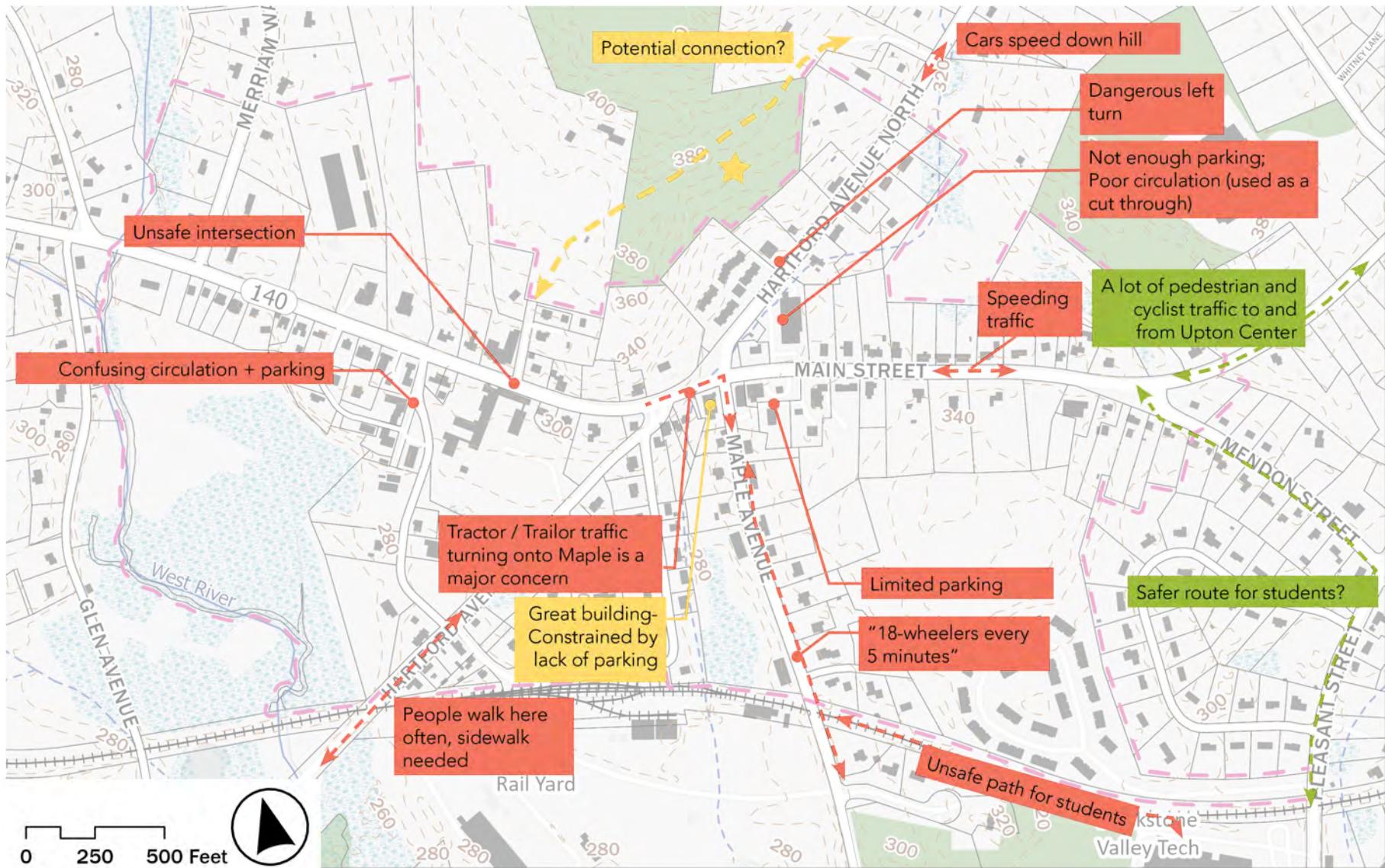
Not enough crosswalks

Want off-road bike trail

Doesn't always feel safe for pedestrians, especially in inclement weather

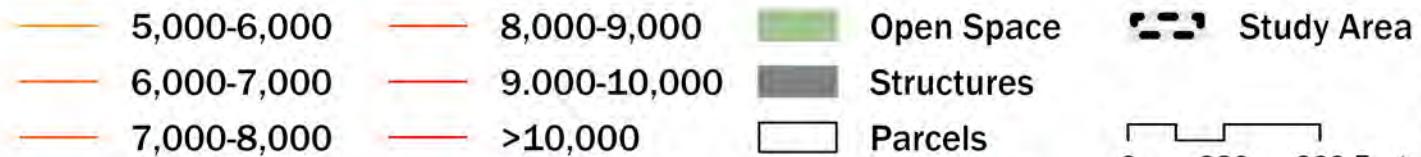
Want walkable shops and services

Strengths
Weaknesses
Opportunities
Concerns

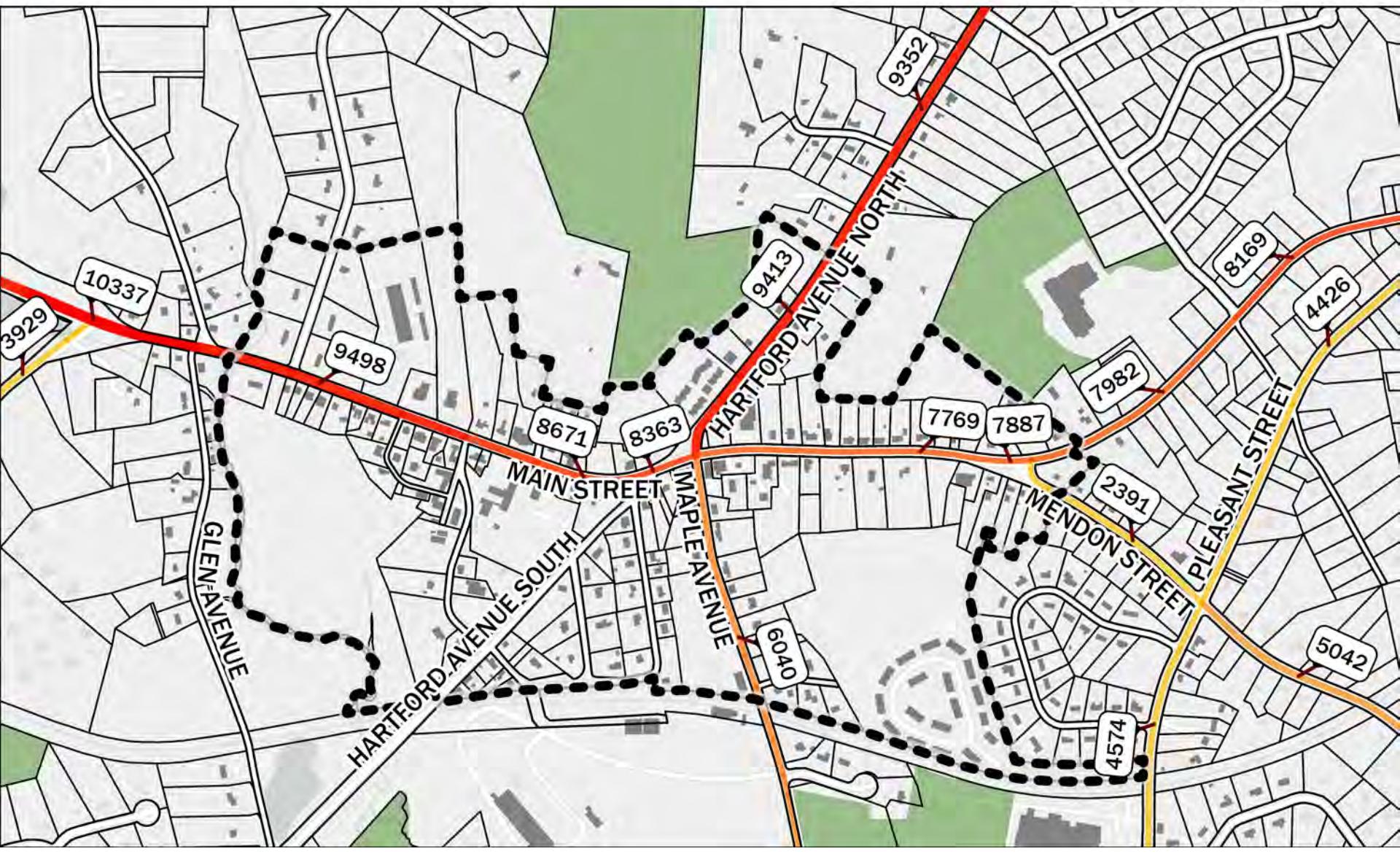


Traffic Volumes

Average Annual
Daily Trips



0 330 660 Feet



Crash Locations 2019-2024

Study Area

Number Within Study Area

Single Vehicle - No Injury (28)

- Single Vehicle - Minor Injury (6)
- Multiple Vehicles - No Injury (61)

Multiple Vehicles- Minor Injury (11)

Multiple Vehicles - Serious Injury (1)

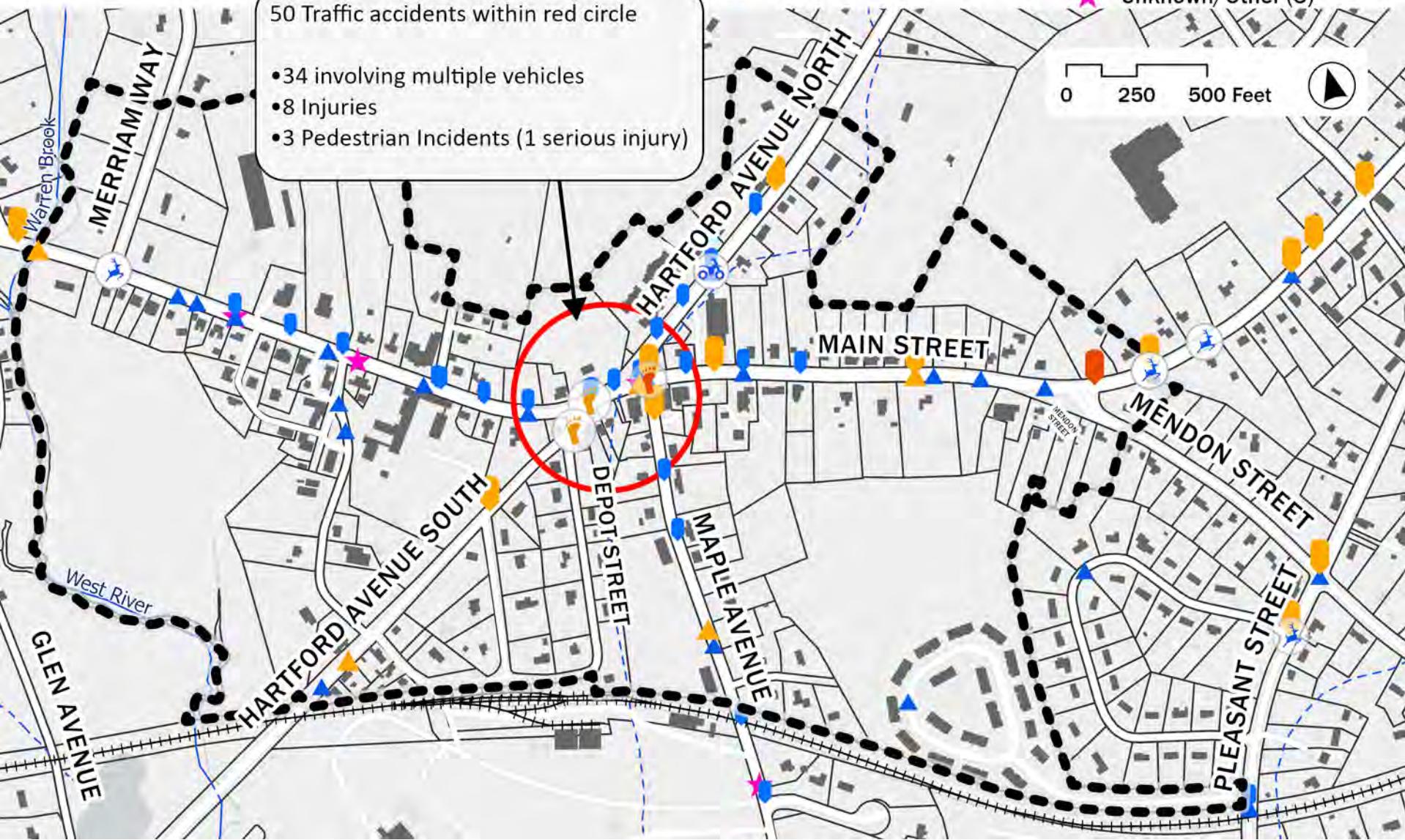
Cyclist - No Injury (1)

Pedestrian - Minor Injury (2)

Pedestrian-Serious Injury (1)

Animal - No Injury (4)

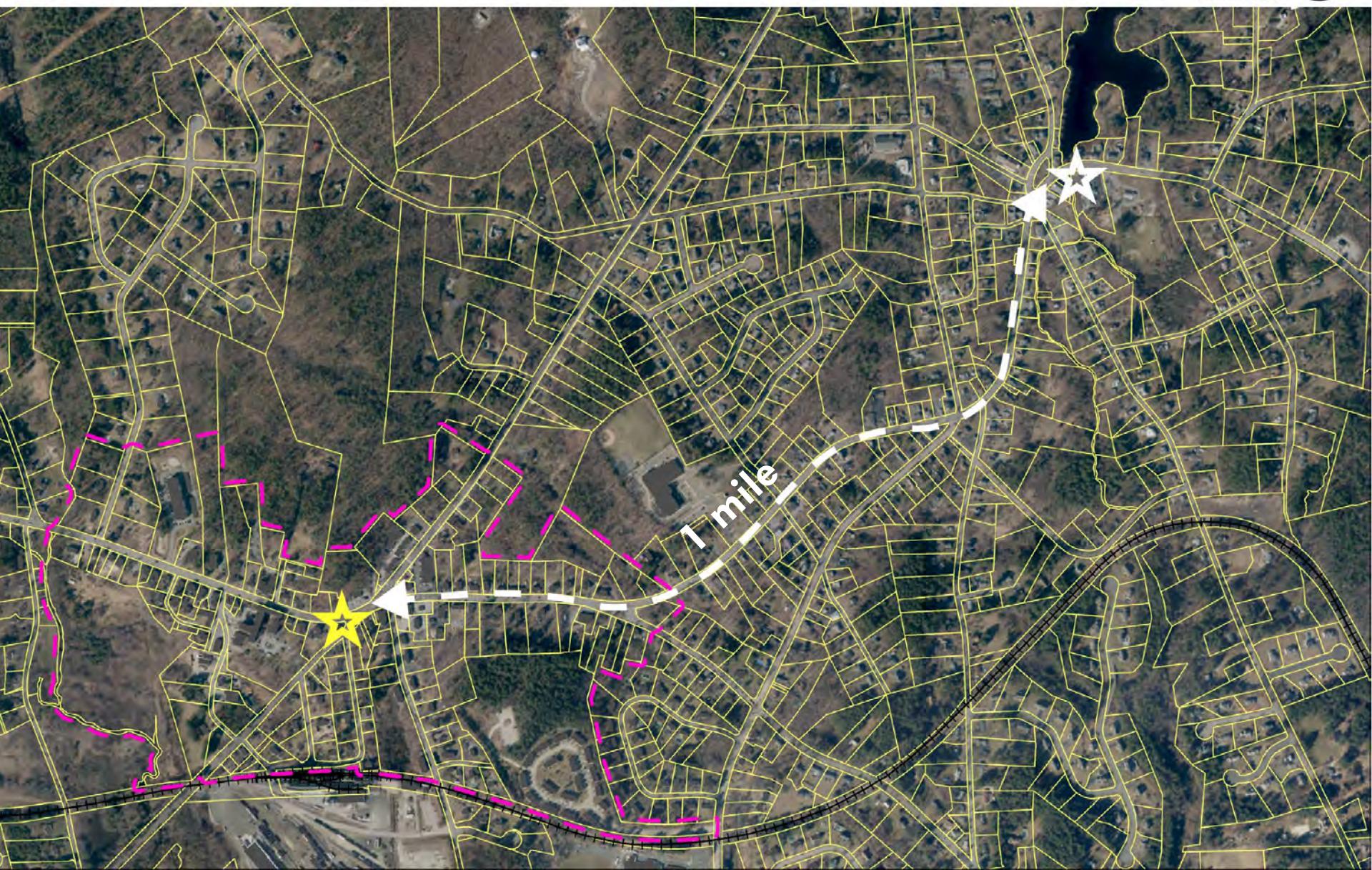
Unknown/Other (3)



0 250 500 Feet

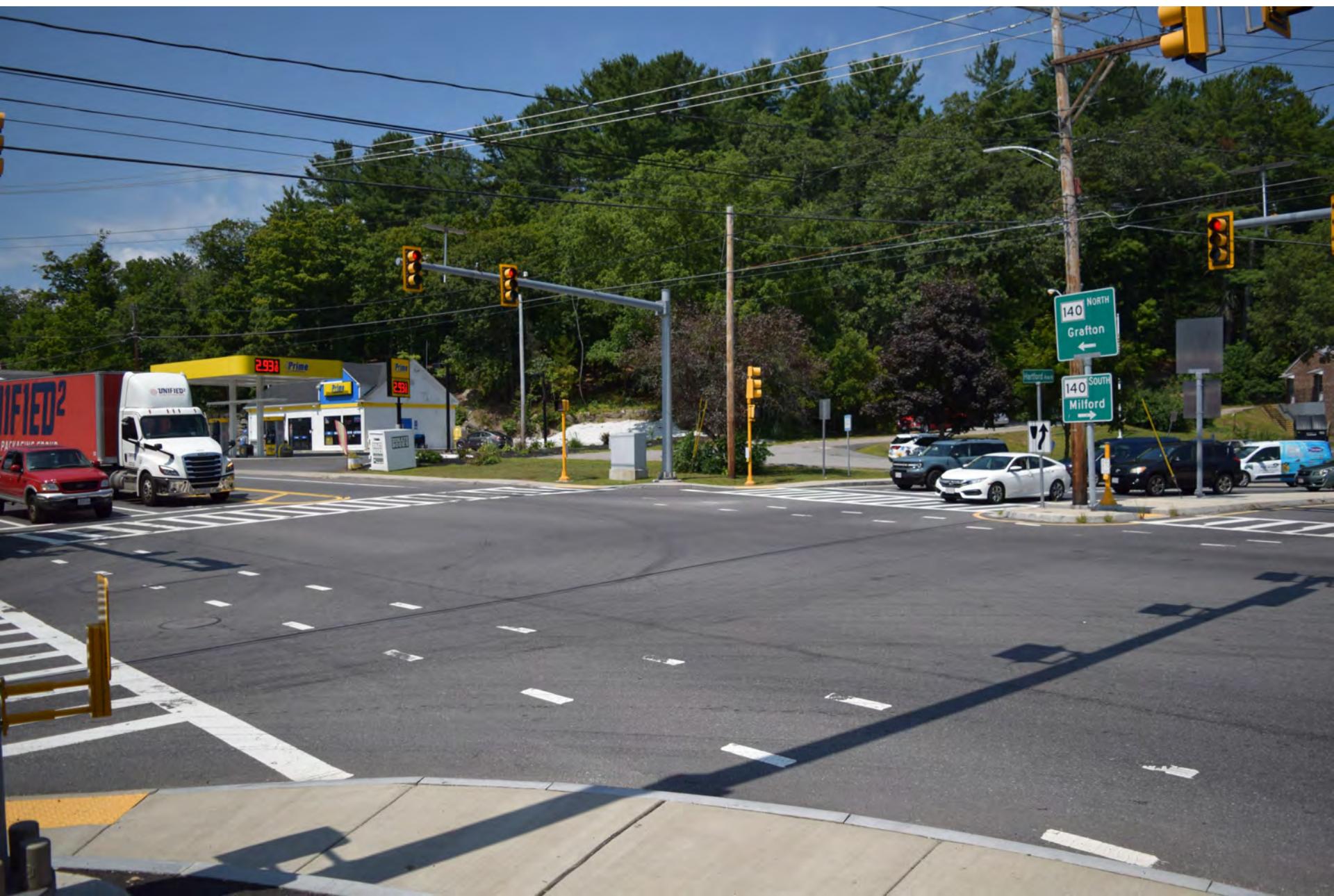
Parcels
Study Area

0 450 900 Feet





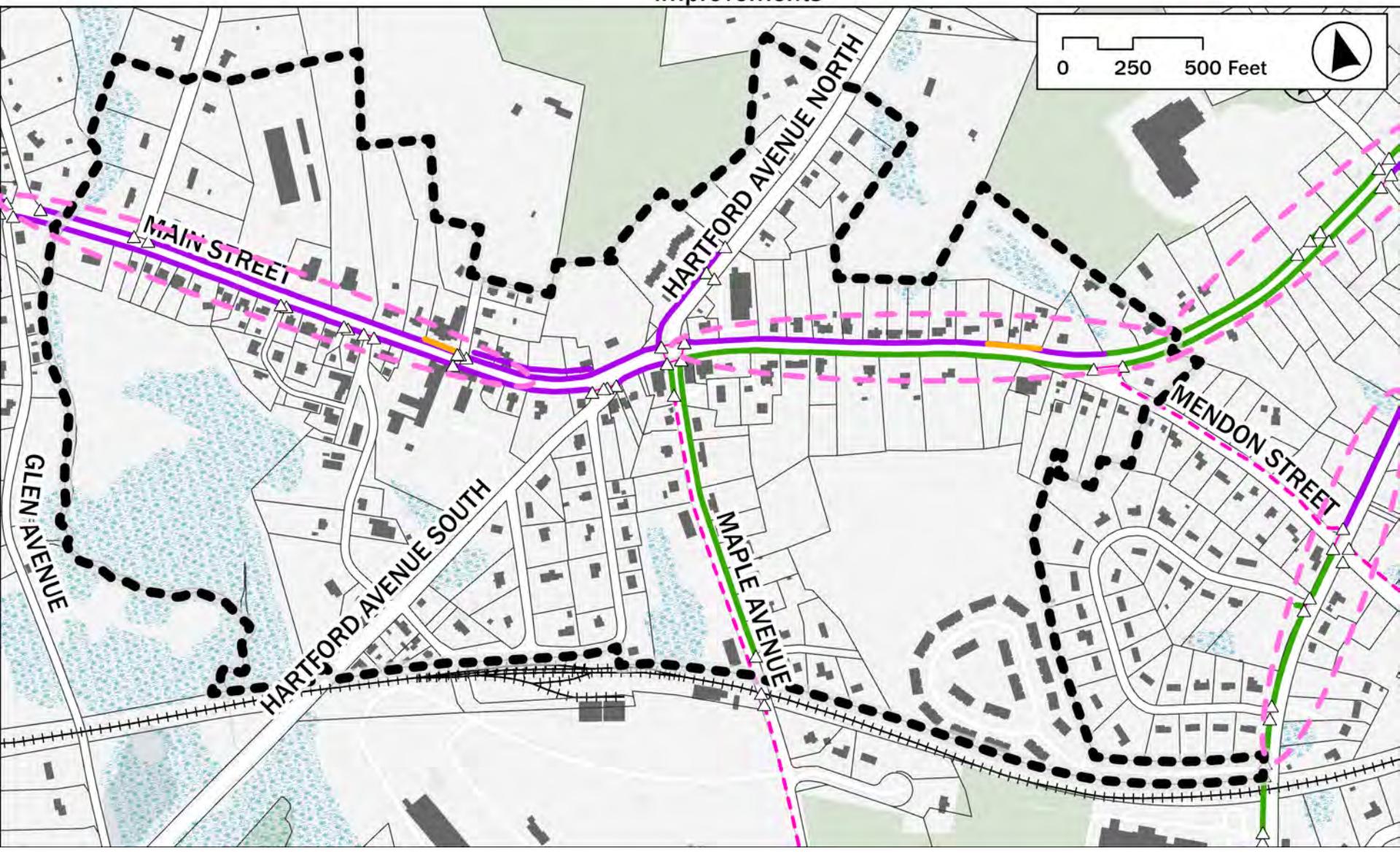
Looking west towards Main/Hartford Intersection on Main





Looking south on Maple Ave.

Pedestrian Infrastructure



LAND USE

- What uses are desired in West Upton?



Land Use

Town Owned Land

4-8 Units Residential

Manufacturing

General Office

Land Use by Parcel

>8 Units Residential

School

Rail Yard

1 Unit Residential

Open Space

Vacant

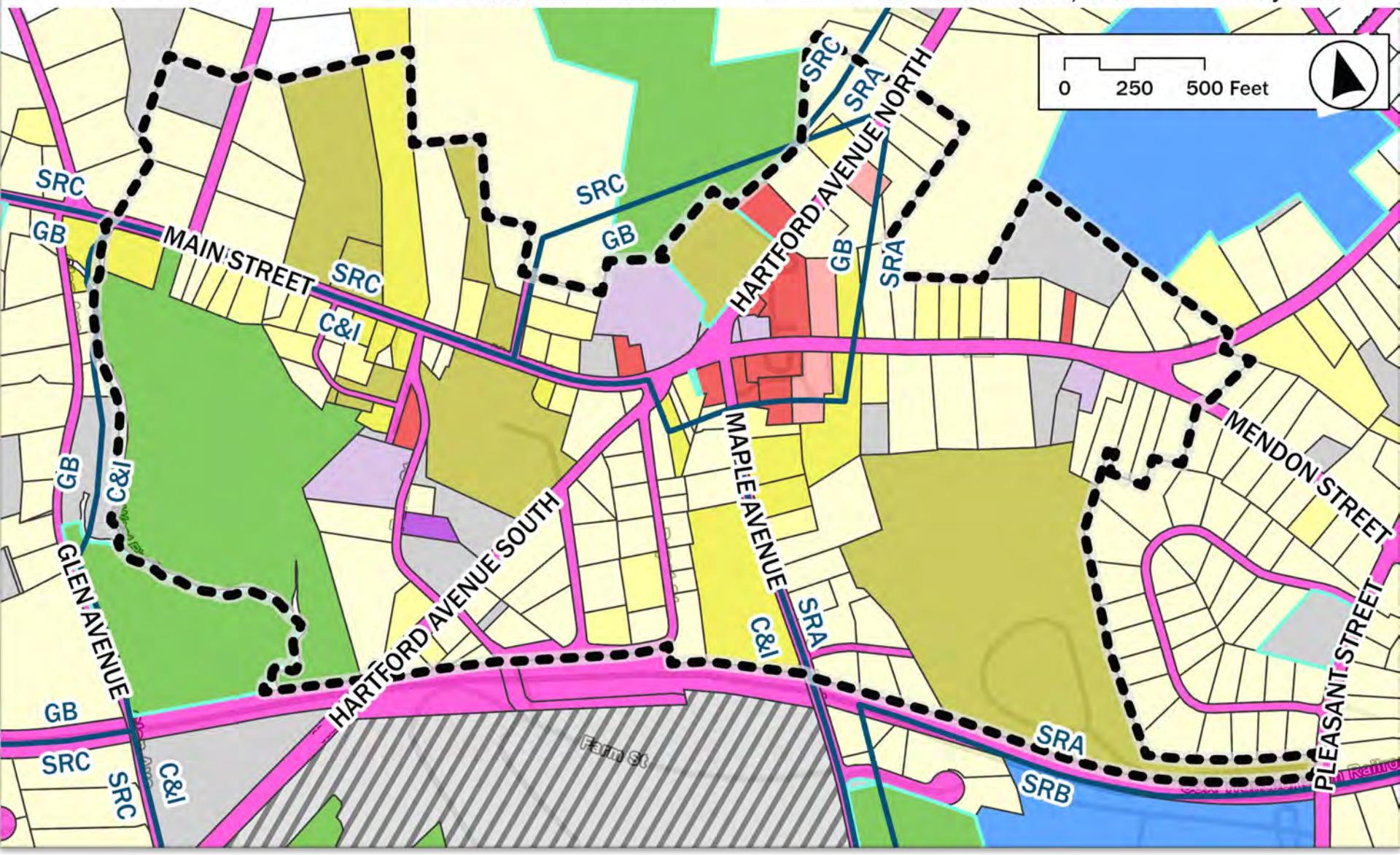
Right-of-Way

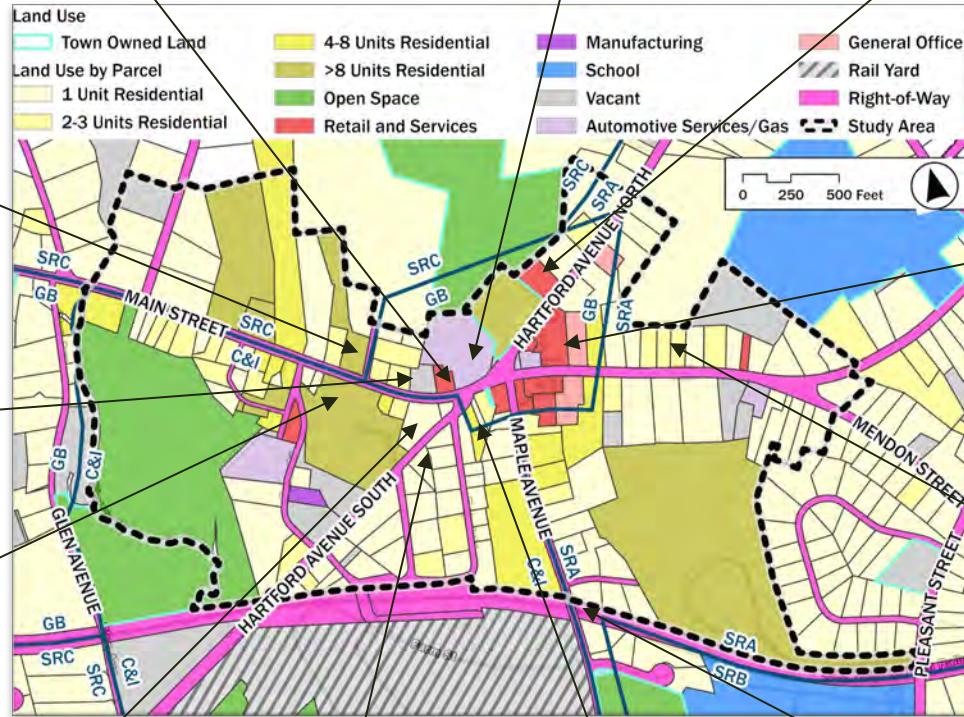
2-3 Units Residential

Retail and Services

Automotive Services/Gas

Study Area





ZONING



Zoning

Study Area

Parcels

Zoning Boundaries

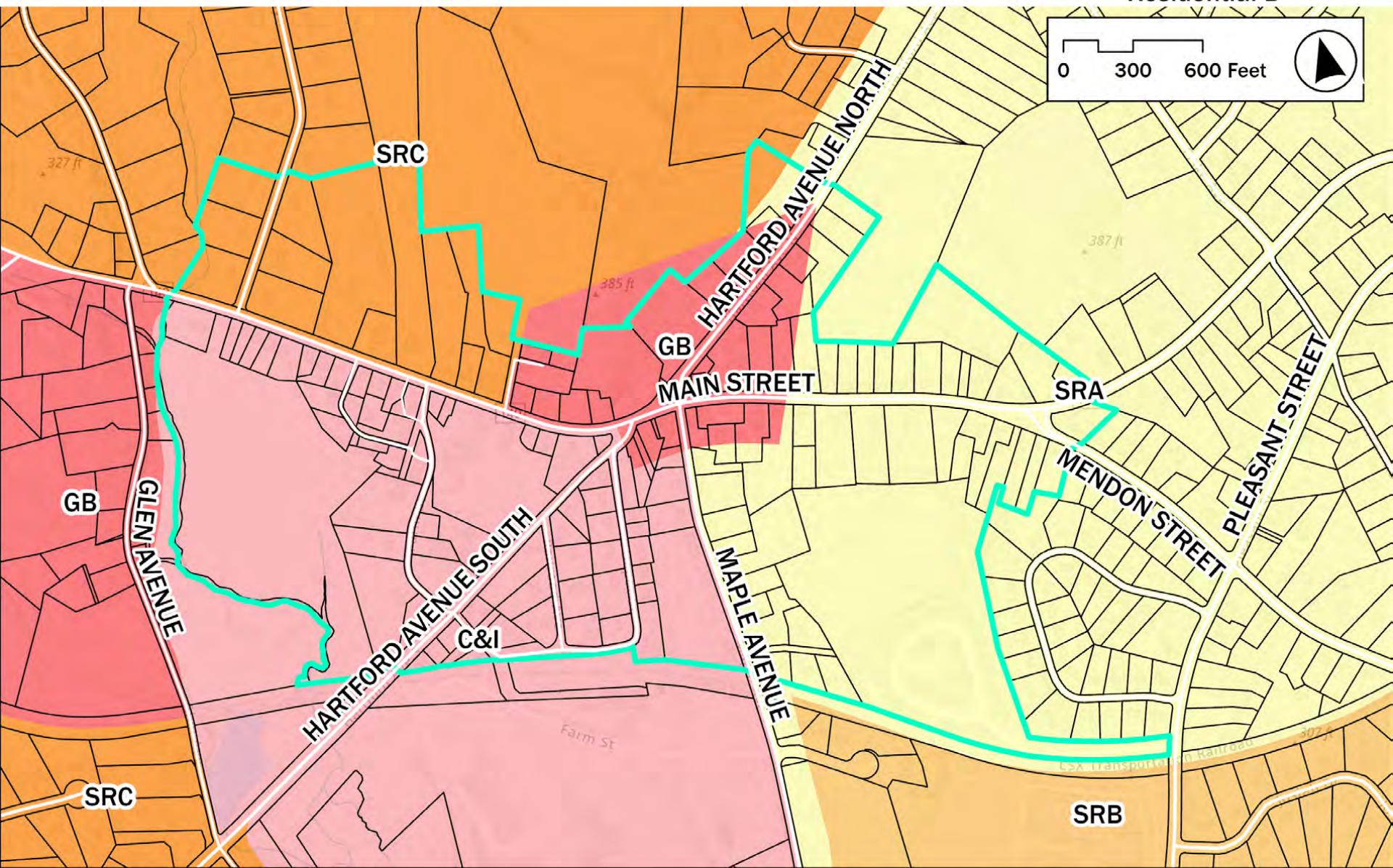
C&I: Commercial and Industrial

GB: General Business

SRA: Single Residential A

SRC: Single Residential C

SRB: Single Residential B



From Upton 2021 Economic Development Strategy plan

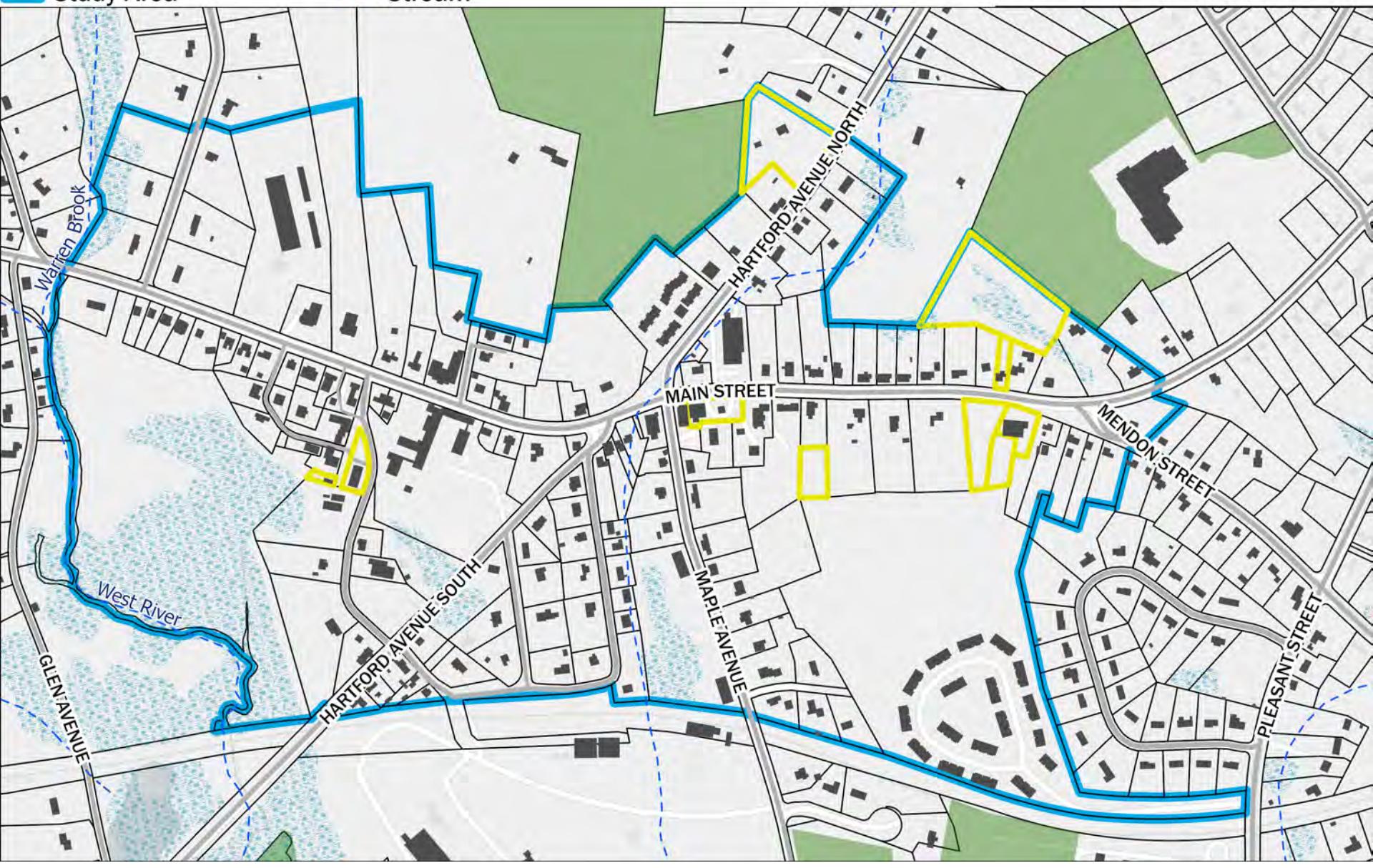
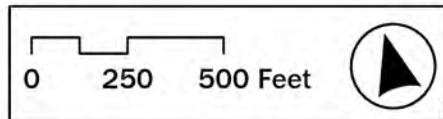
“West Upton Center [...] has been neglected for many years from a zoning perspective. Improvements to zoning and creation of Design Guidelines can help give West Upton center a needed face-lift, which will result in making that area more attractive to prospective new businesses.”

Build Out Parcels

- Parcels
- Structures
- Study Area

- Open Space
- Wetlands
- Stream

- Potential New Residential

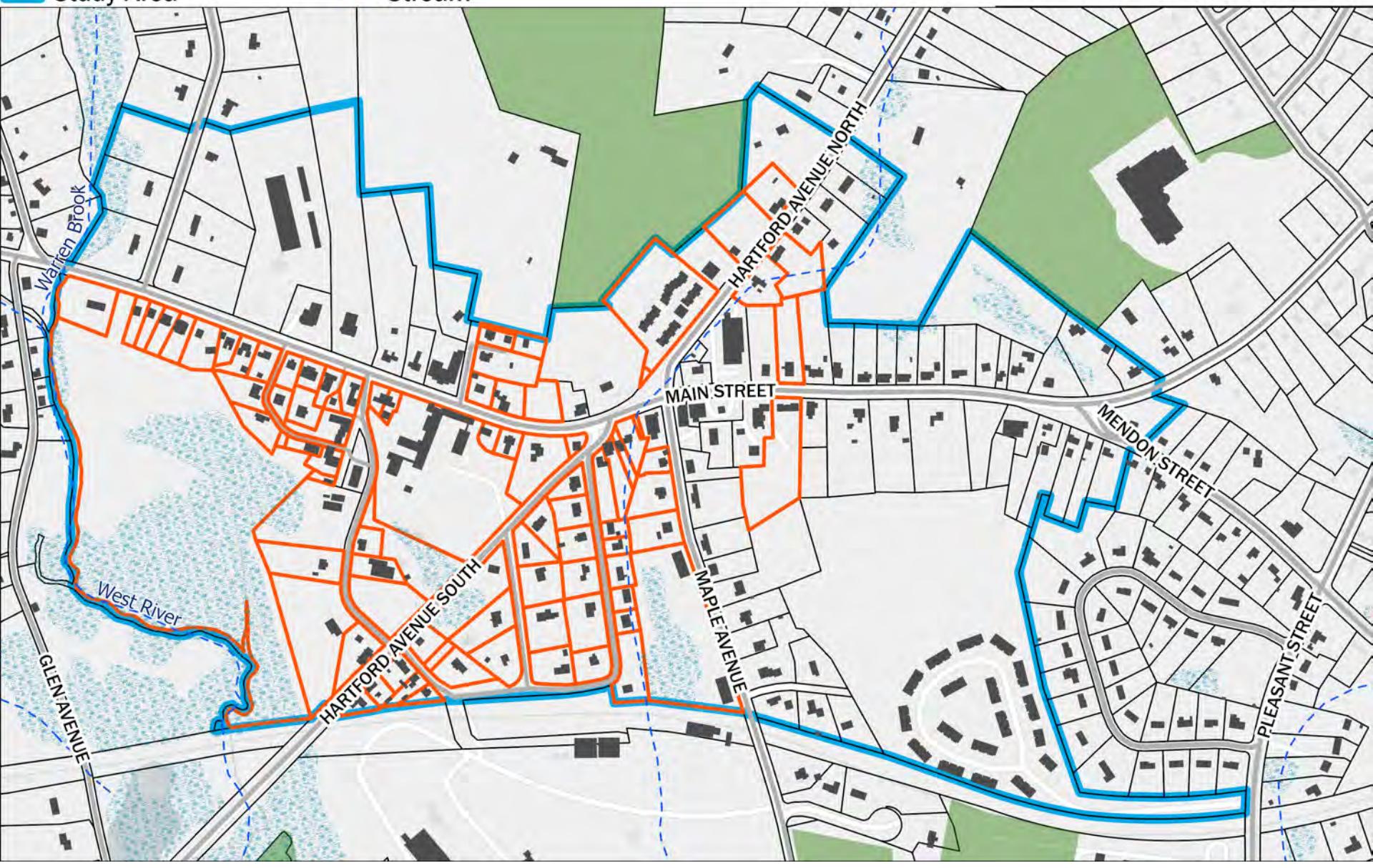
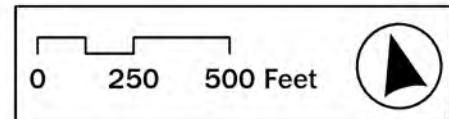


Build Out Parcels

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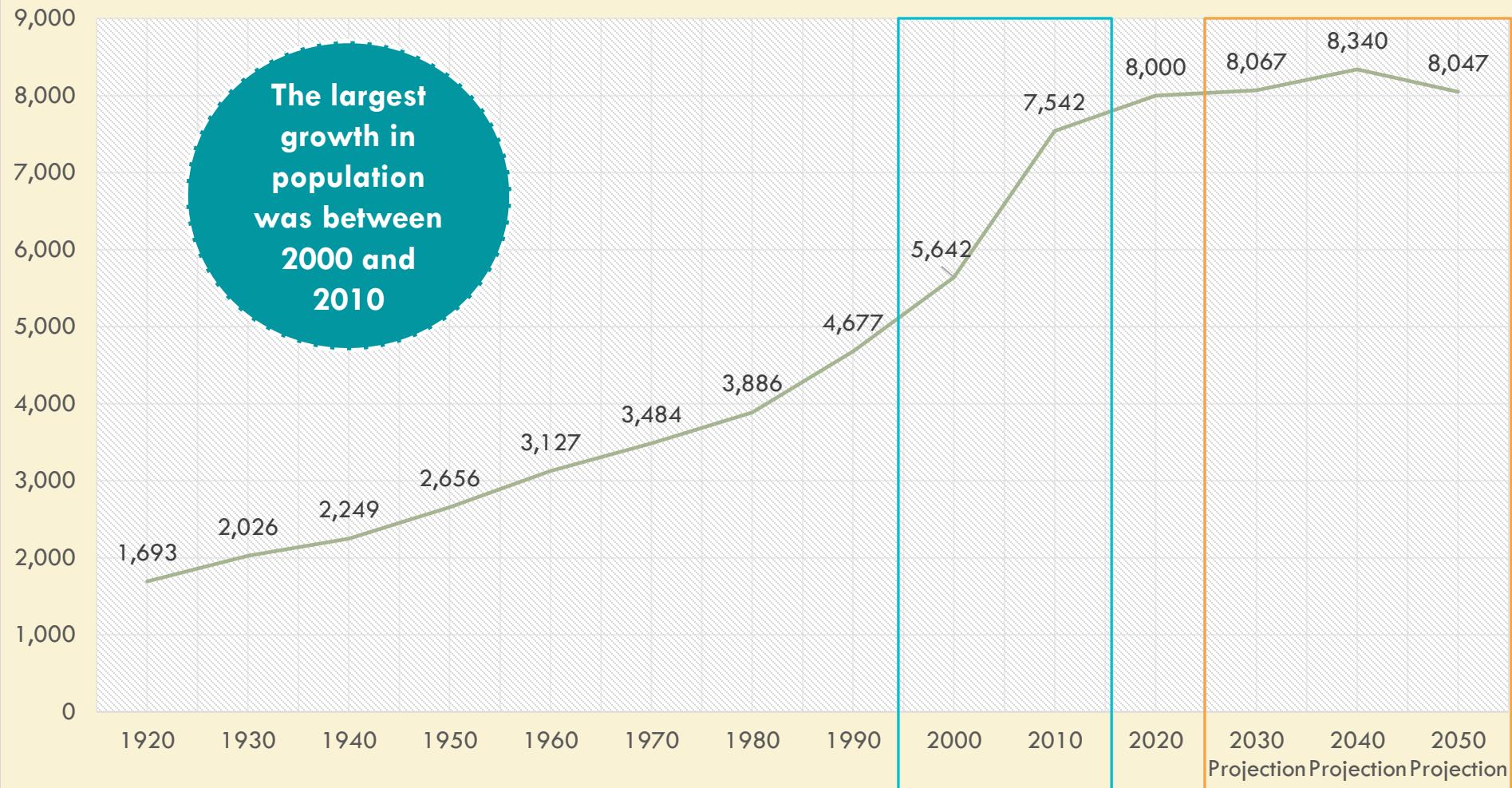
- Potential Conversion to Commercial



People and Economy

Upton's Population

UPTON POPULATION AND POPULATION ESTIMATES



Source: US Census, UMass Donahue Institute

Note: 1930-2010 data is from Decennial Census

2030 – 2050 Projections are from UMass Donahue Institute

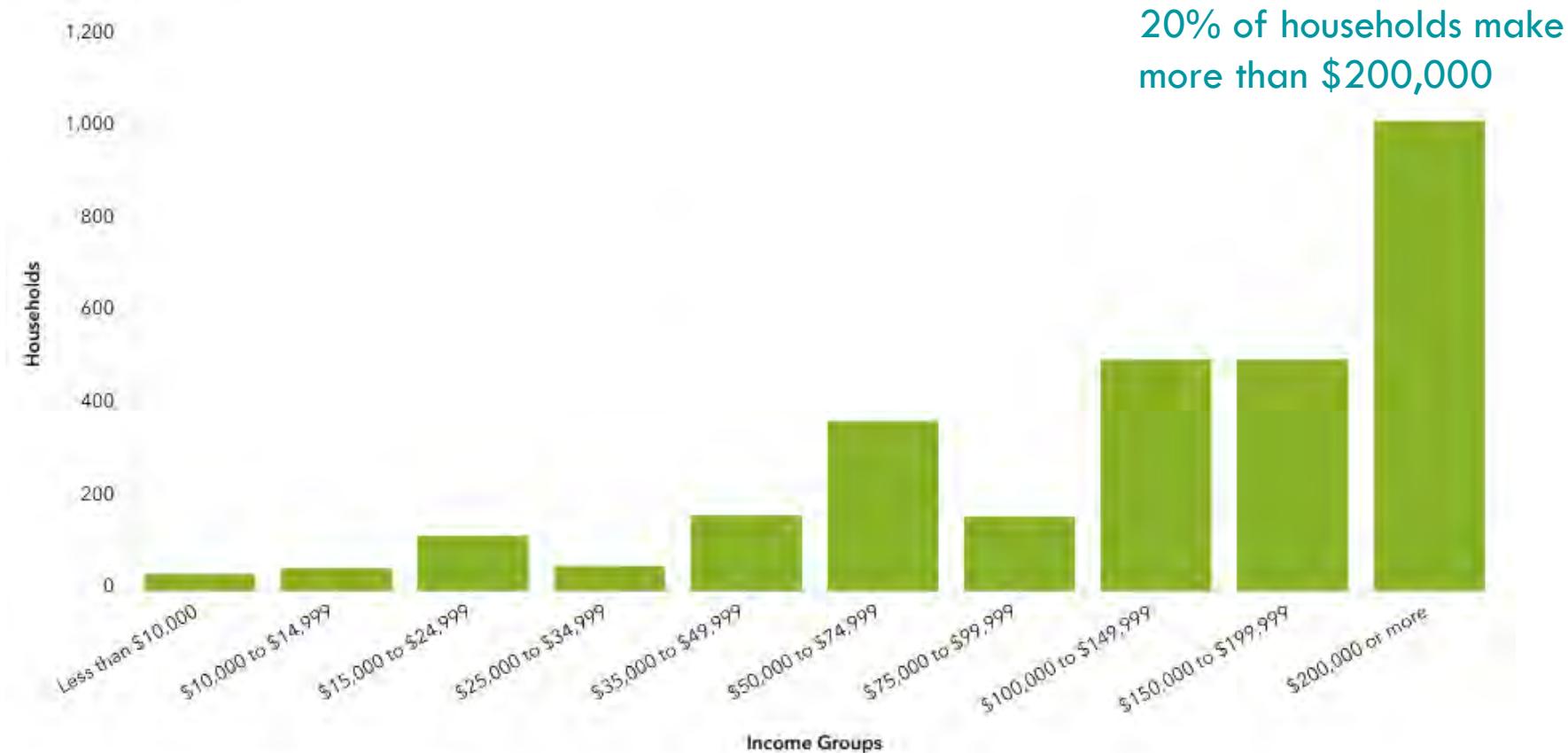
Income and Employment

\$155,952

Estimated Mean Household Income

Worcester County: \$94,099

Massachusetts: \$99,858



25%

**Upton households that are cost-burdened by housing
(pay more than 30% of their income towards housing
costs)**

Source: 2023 ACS: Mortgage status and selected monthly owner costs in Upton, Table: B25087

6.4%

Subsidized Housing Inventory

***Upton does not qualify for exemption from comprehensive
permitting allowed by MGL 40B***

Source: 2023 Housing Production Plan

Top industries that Upton residents work in:

- Health care and social assistance (587)
- Professional, Scientific, and Technical Services (524)
- Educational services (486)

Source: Job Counts by NAICS Industry Sector, 2022, All Workers (Census OnTheMap)

Top industries located in Upton:

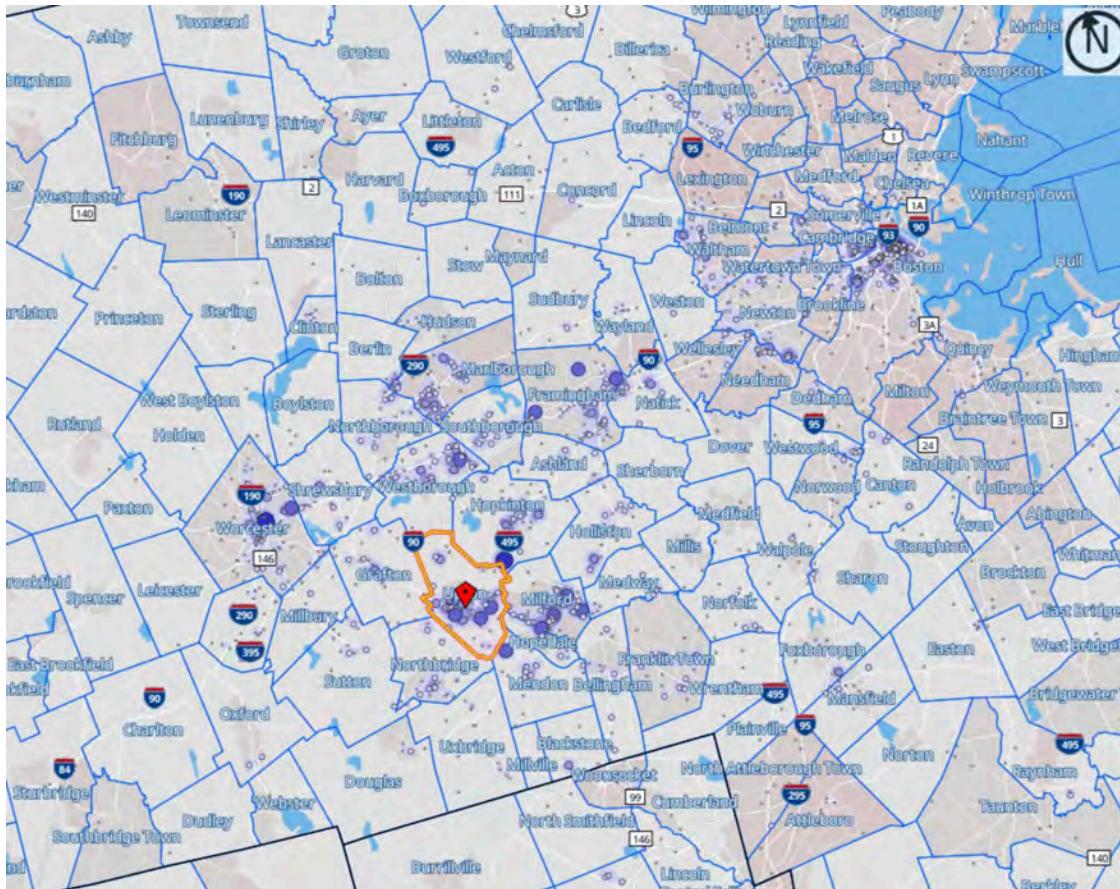
- Education and Health Services (451)
- Construction (172)
- Trade, Transportation and Utilities (161)

Source: 2023, MA Dept of Economic Research, Annual Average Employment and Wages All Published Industries by town all ownership

37.9 minutes

Average Travel Time to Work

Worcester County: 30.8 minutes
+8 minutes since 2000

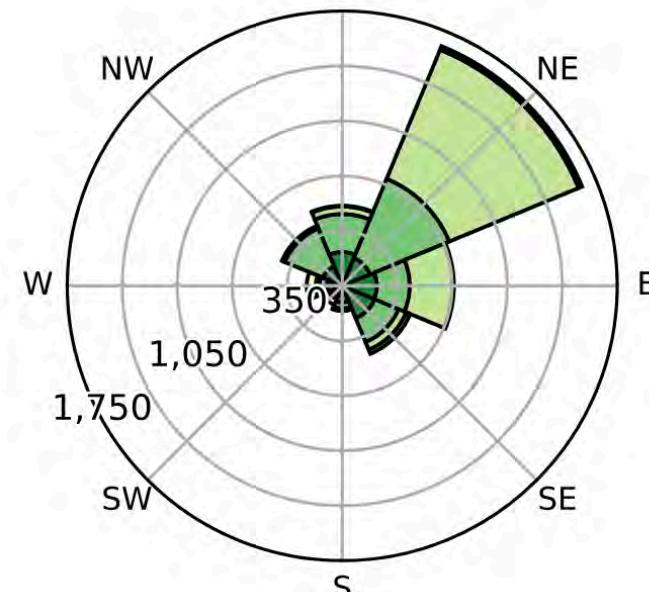


2022	
Count	Share
4,272	100.0%
1,268	29.7%
1,521	35.6%
1,314	30.8%
169	4.0%

Total All Jobs

- Less than 10 miles**
- 10 to 24 miles**
- 25 to 50 miles**
- Greater than 50 miles**

Job Counts by Distance/Direction in 2022
All Workers
N



Source: Census On the Map

Small Business Employment

“Upton has issued 321 business licenses, indicating that the town’s economy is dominated by small businesses and organizations.

[...] an estimated 172 of Upton businesses are home based.”

Source: 2021 Economic Development Strategy

Breakout Stations

Upton Center Visioning Project

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