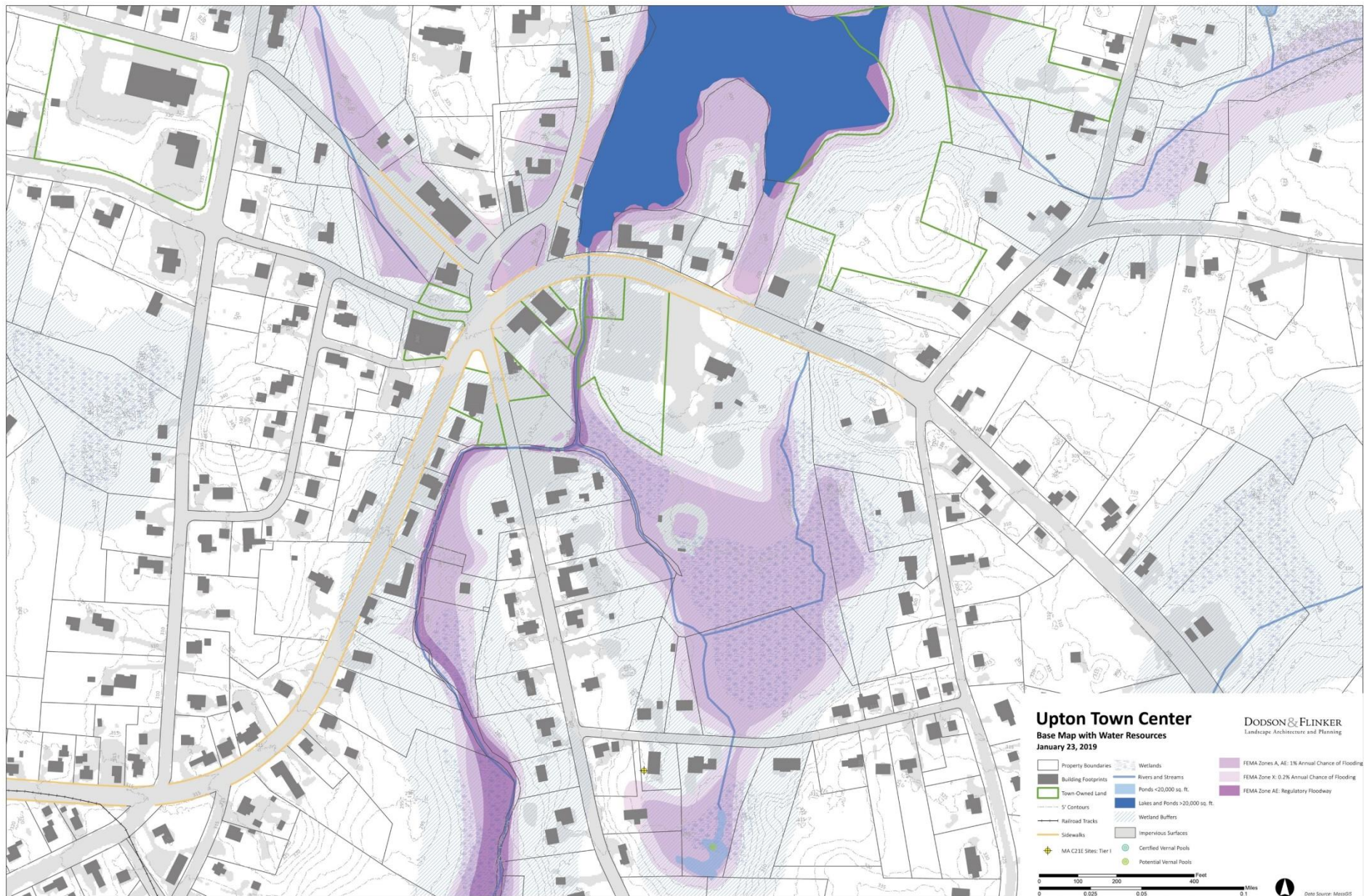


# Upton Center Visioning Project







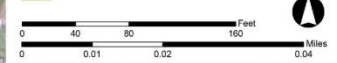


# Upton Town Center

Base Map with 2013 Ortho Photo  
January 23, 2019

DODSON & FLINKER  
Landscape Architecture and Planning

- 5' Contours
- Property Boundaries
- Town-Owned Land



# Working Group Process

**January**

**Kick-off Meeting**

**February**

**Working Group #1: Shared Fact-Finding**

- Walking Tour
- Review information the site and project context
- Discuss issues, problems and opportunities

**March**

**Working Group #2: Vision & Values**

- Verify understanding of site and context
- Verify key problems and opportunities
- Draft Vision and plan for public workshop

**Public Visioning Workshop**

**April**

**Working Group #3: Exploring Alternatives**

- Review ideas from public workshop
- Discuss alternatives and identify preferred plan

**Working Group #4: Deliberation & Decision-Making**

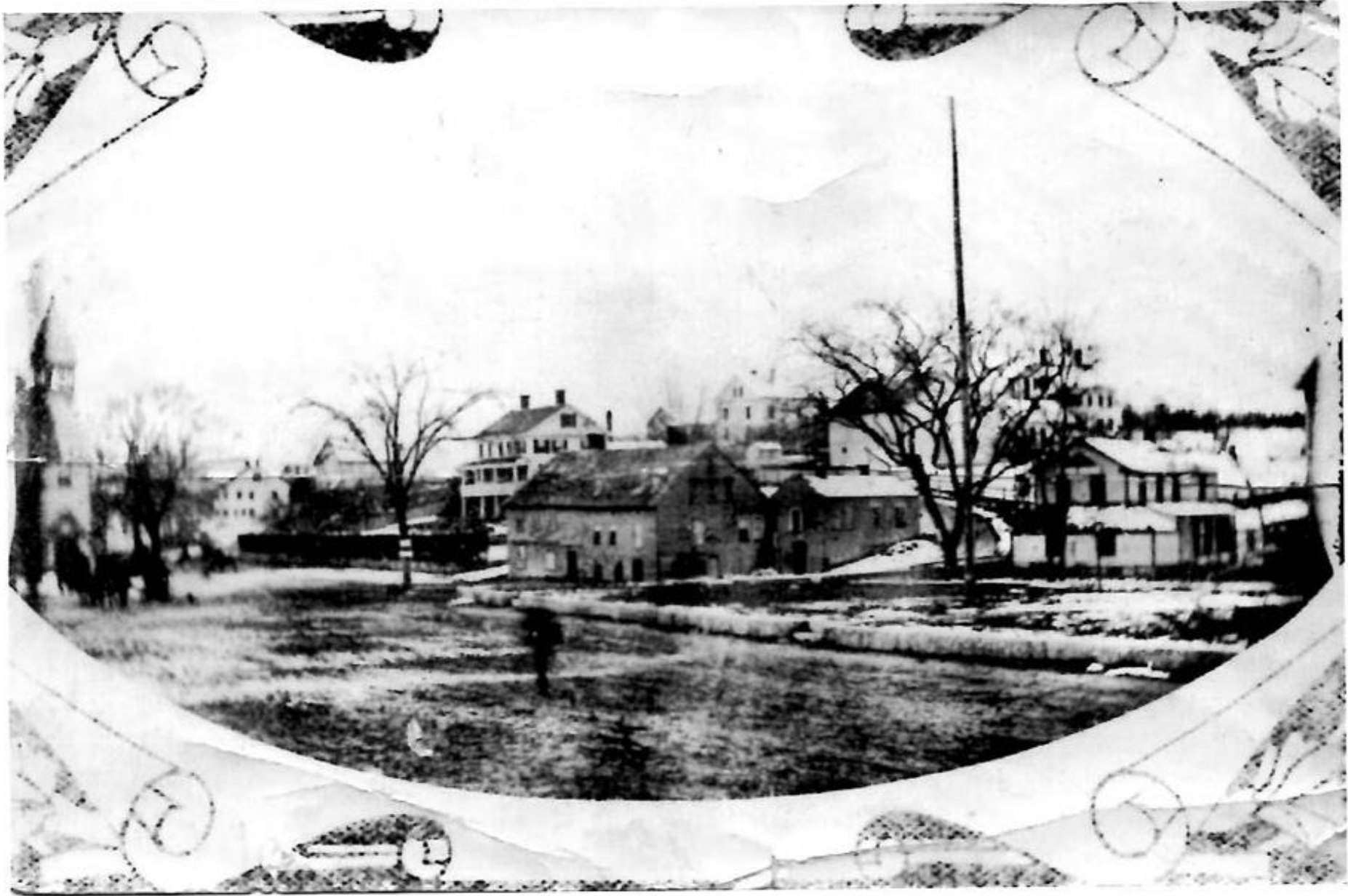
- Review preferred plan
- Discuss implementation strategies
- Plan for Town Meeting

**May**

**Town Meeting May 2, 2019**

# Town Center History



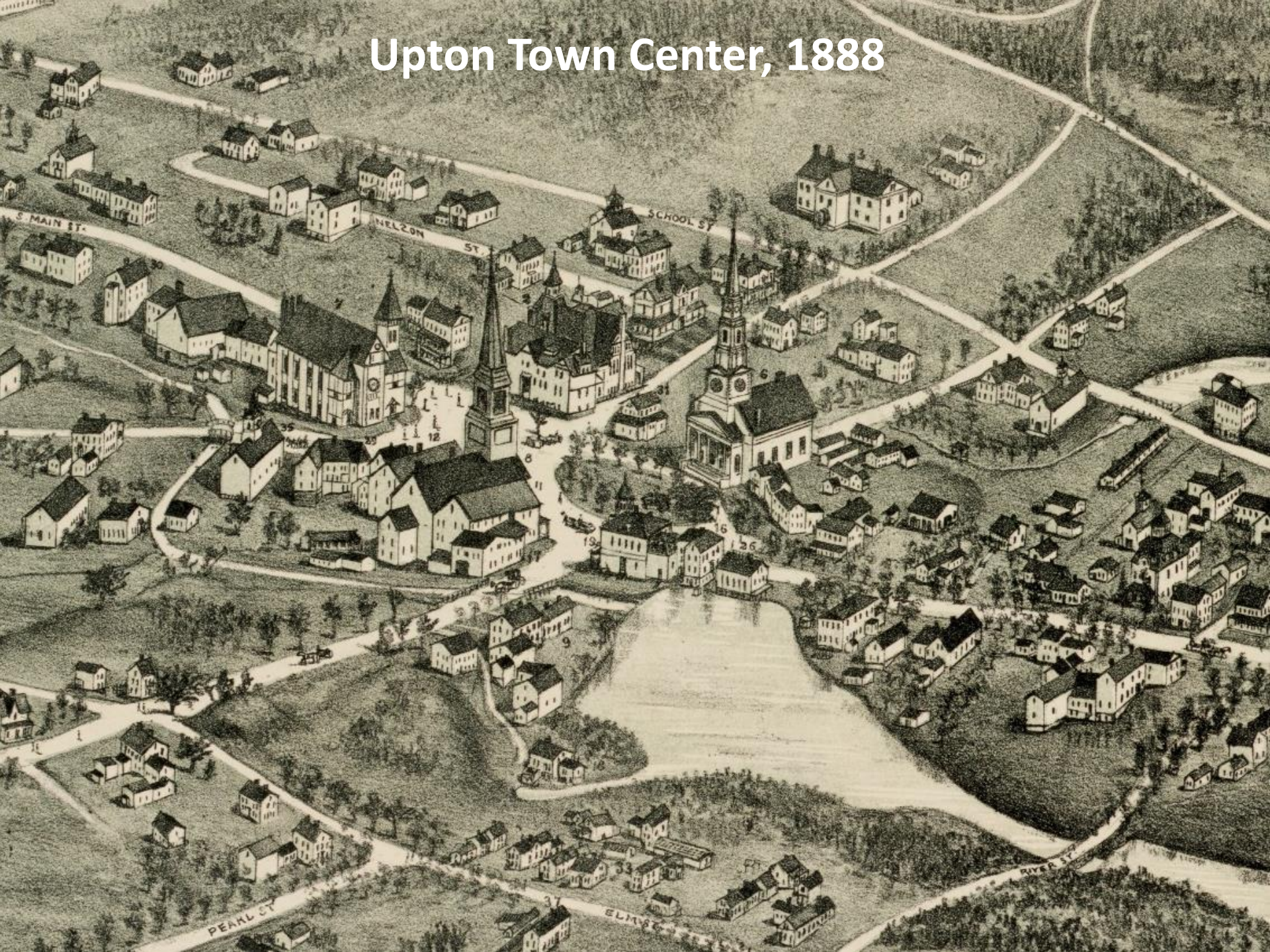


**Upton Town Center, 1882**

Southwick Tavern in middle—was replaced by Town Hall



# Upton Town Center, 1888







**Upton Town Center, 1908**





**Upton Town Center, 1919**





**Upton Town Center, 2017**



# Review of Past Plans



“The town center should be improved and enhanced through a combination of **mixed use village scale zoning** and a **town center improvement plan**. Transportation improvements should be sensitive to the unique, **pedestrian scale** of the center and future development should be of a **traditional form** where mixed use and a **diversity of housing** types prevail.”

## Suggested Elements of a Town Center Improvement Plan

- Construct **shared parking** for municipal uses. Buffer parking lots from view.
- Ensure design of **state roads and main intersection** aligns with Town's goals.
- Establish uniform **signage** styles, materials, etc.
- Improve **pedestrian paths**, crosswalks, and amenities
- Create a **child-friendly** area
- Install **amenities** such as benches, street trees, landscaping, trash receptacles, and decorative lights.
- **Link** the town center to any existing or planned pedestrian networks.



# 2007 Upton Open Space Project

## Action #7: Protect historic district from Elm Street to West Upton

- Pursue designation as a historic district
- Prepare GIS inventory of sites
- Seek grants for streetscape improvements
- Plan for historically-sensitive improvements to road corridor
- Adjust zoning to promote restoration and adaptive reuse
- Celebrate district with tours, maps, outreach

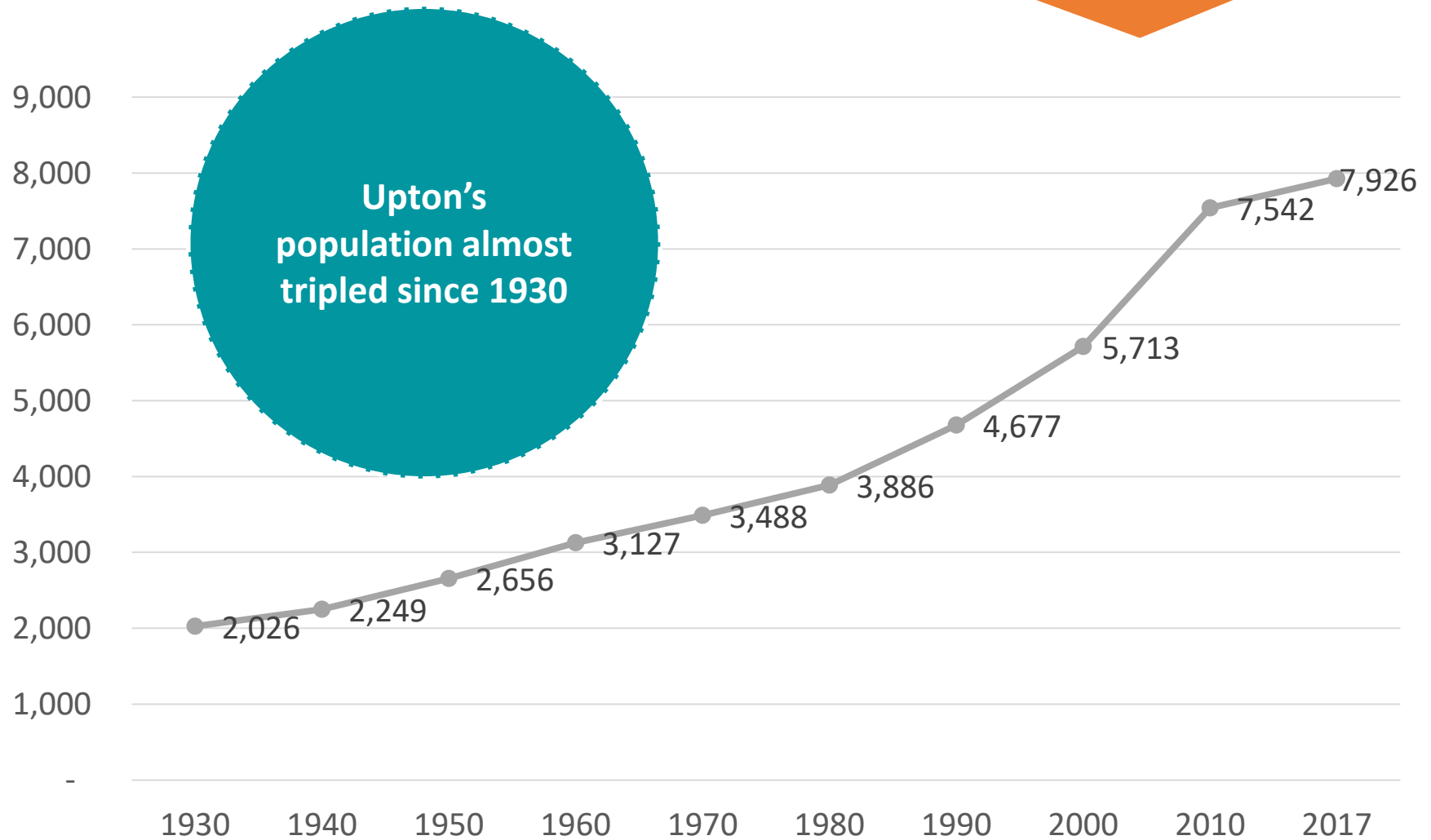
# 2012 Housing Production Plan

- Identified the Town Center as a preferred location for new affordable housing
- Recommended allowing multi-family homes by-right in Town Center
- Recommended promoting mixed-use development, including in the Town Center



# People and Economy

# Upton's Population



Source: US Census via Donahue Institute

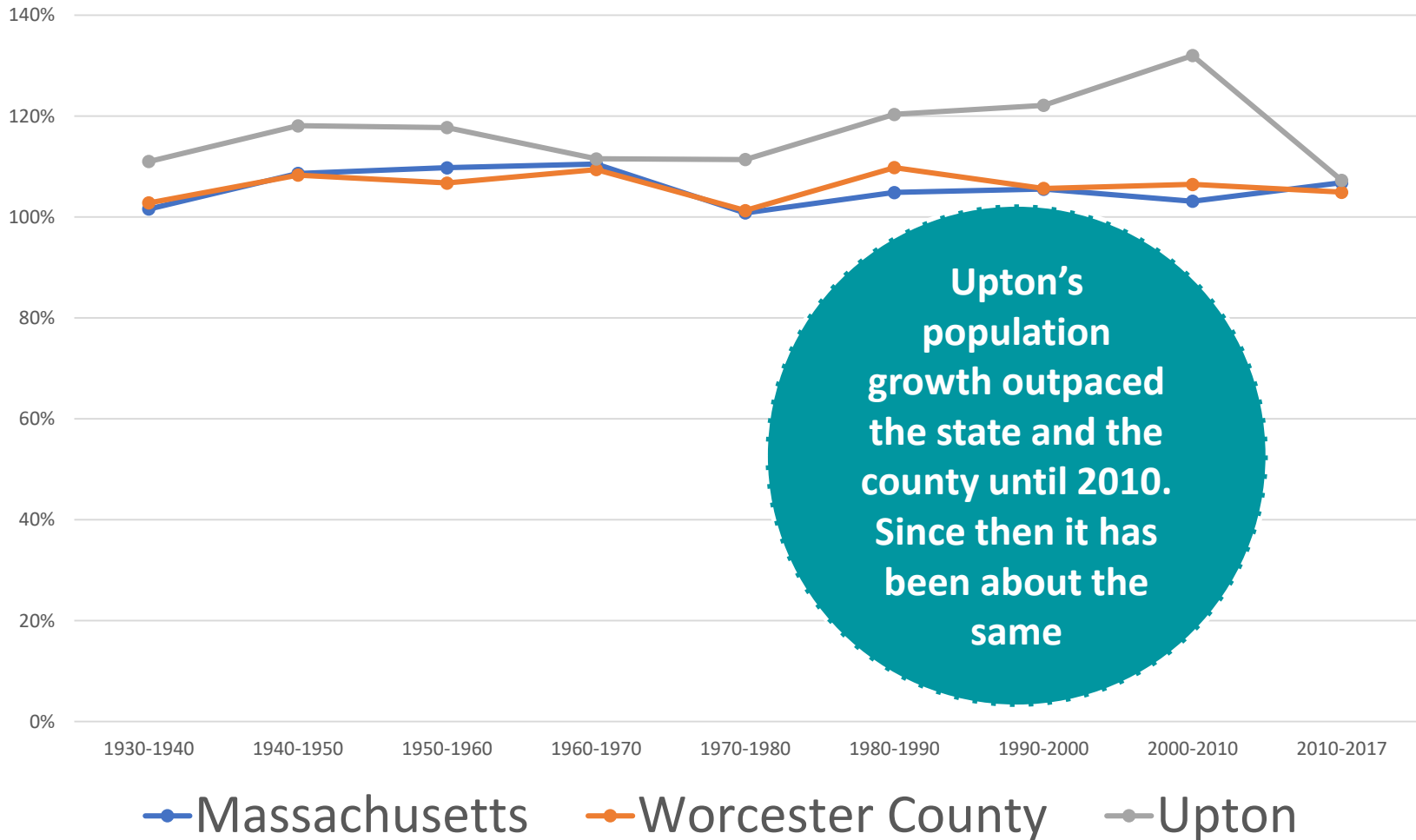
Note: 1930-2010 data is from Decennial Census

2017 data is an estimate from ACS.



# Upton's Population

## Percent Growth in Population



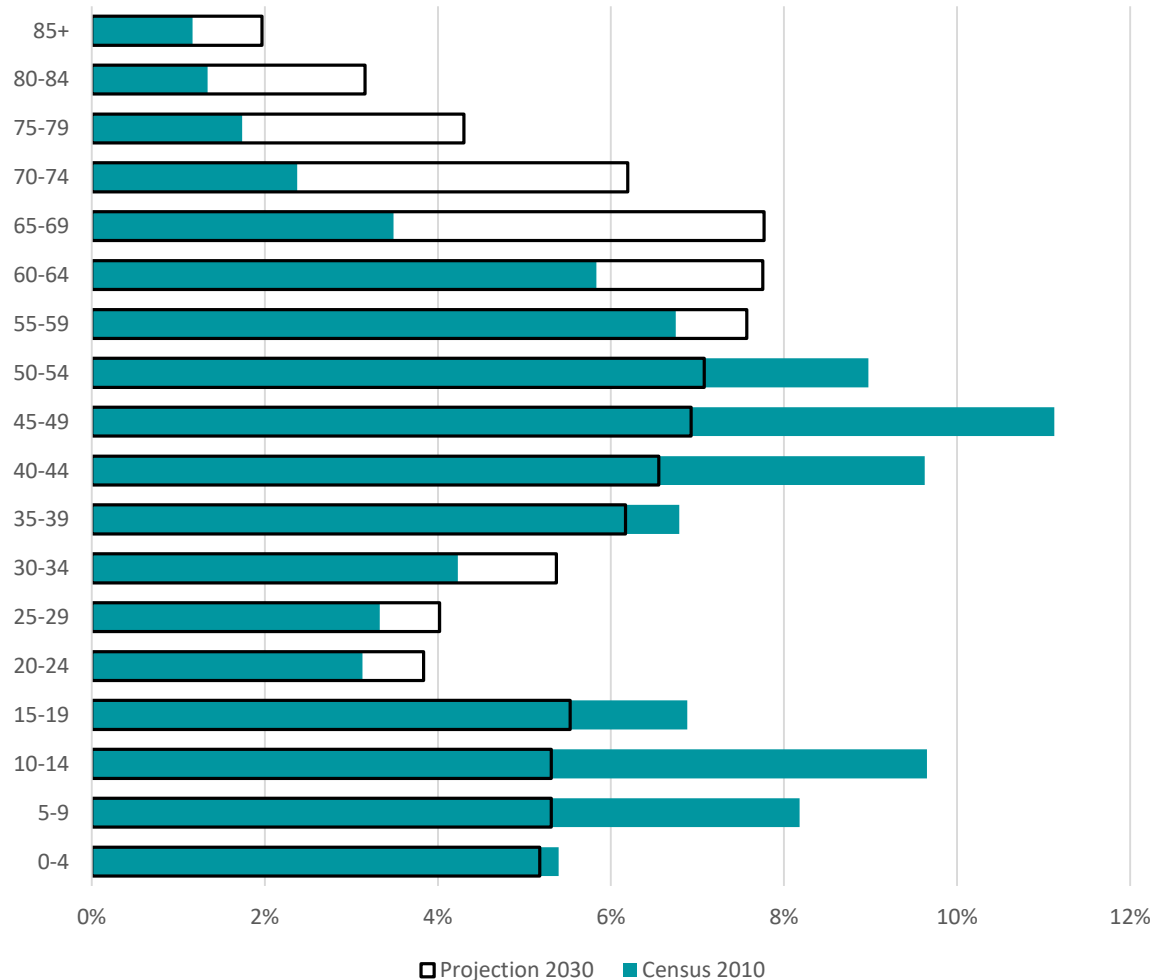
Source: US Census via Donahue Institute

Note: 1930-2010 data is from Decennial Census

2017 data is an estimate from ACS. Percent growth for 2000-2017 extrapolated based on 2017 estimate

# Upton's Population

## Projected Change in Distribution of Age Groups



### Expected Change

↑% Older Adults

↑% Young Adults

↓% Middle-aged

↓% School-aged

### 2030 Projection:

**12,000 people**

according to Donahue Institute, but their projection for 2015 was about 1,000 people over the 2017 ACS estimated count



# Upton's Population

Race	Worcester County		Upton	
	Number	Percent	Number	Percent
White	711,768	87.0%	7,508	96.6%
Black or African American	50,737	6.2%	48	0.6%
American Indian and Alaska Native	6,179	0.8%	12	0.2%
Asian	44,488	5.4%	435	5.6%
Native Hawaiian and Other Pacific Islander	1,095	0.1%	233	3.0%
Some other race	28,449	3.5%	122	1.6%

Source: 2011-2017 ACS.

# Upton's Economy

## Tax Rate

\$17.31/\$1000

**Ranked #101 out of  
342 cities and towns**

## Average Travel Time to Work

Upton: 34.9 minutes

Worcester County: 28.7 minutes

Massachusetts: 29.3 for MA

**Increased 4 minutes since 2010**

## Household Income

Upton: \$119,392

Worcester County: \$69,313

Massachusetts: \$74,167

**21% of households make more  
than \$200,000**

**Percentage of People whose  
income is below the Poverty  
Line: 4.8%**

**Less than ½ of the rate for Worcester  
County or Massachusetts**

Data for 65+ population is  
concerning (higher than county  
and state rates, but margin of  
error is very large).

## Employment by Industry

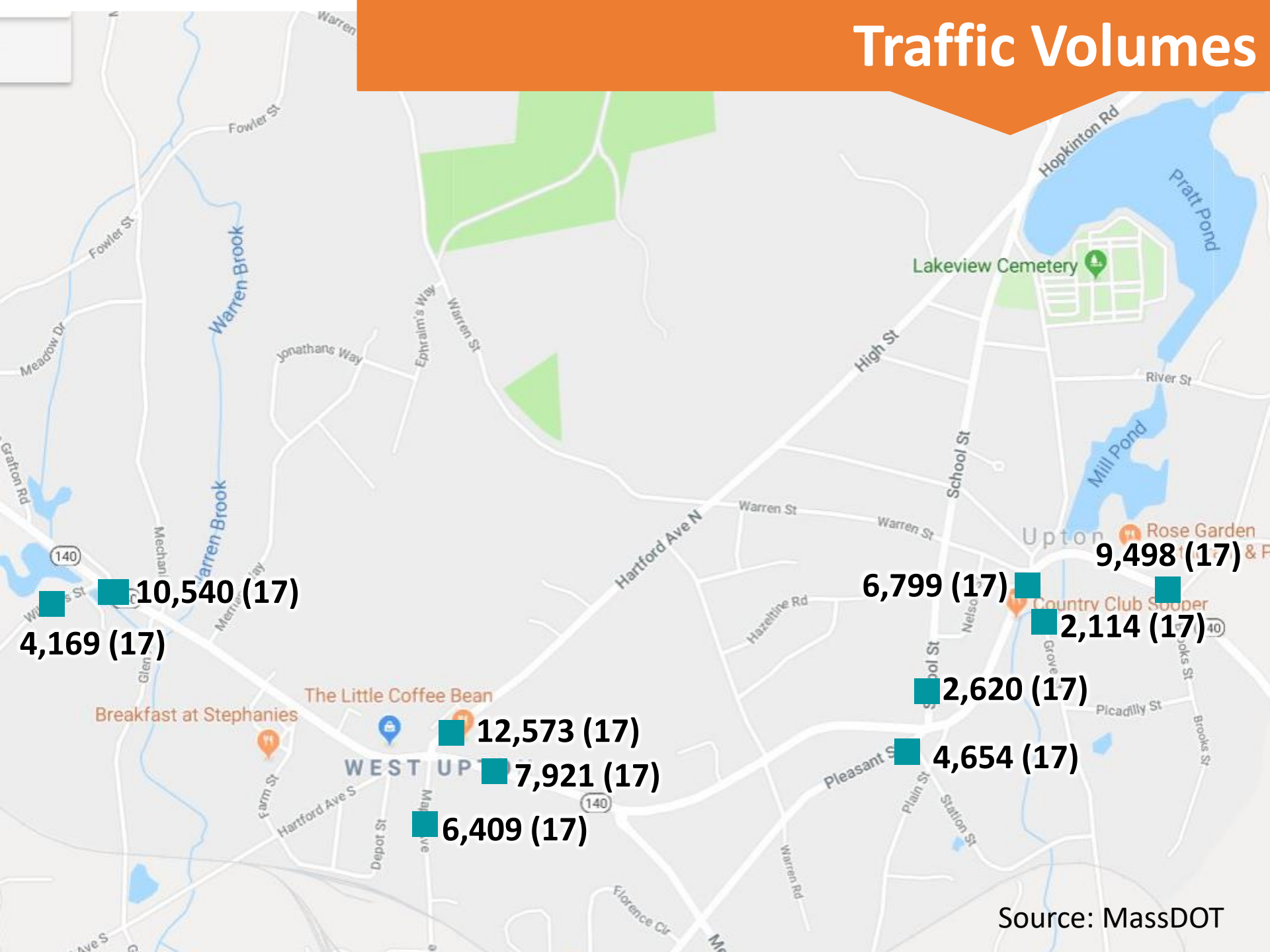
Similar to state and County

**Retains significant manufacturing  
employment (14.1%)**



# Physical Characteristics

# Traffic Volumes



Source: MassDOT





# Upton Town Center

Base Map with Ortho Photo  
January 17, 2019

- 5' Contours
- Property Boundaries
- Town-Districted Land



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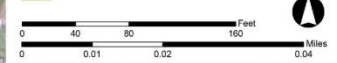


# Upton Town Center

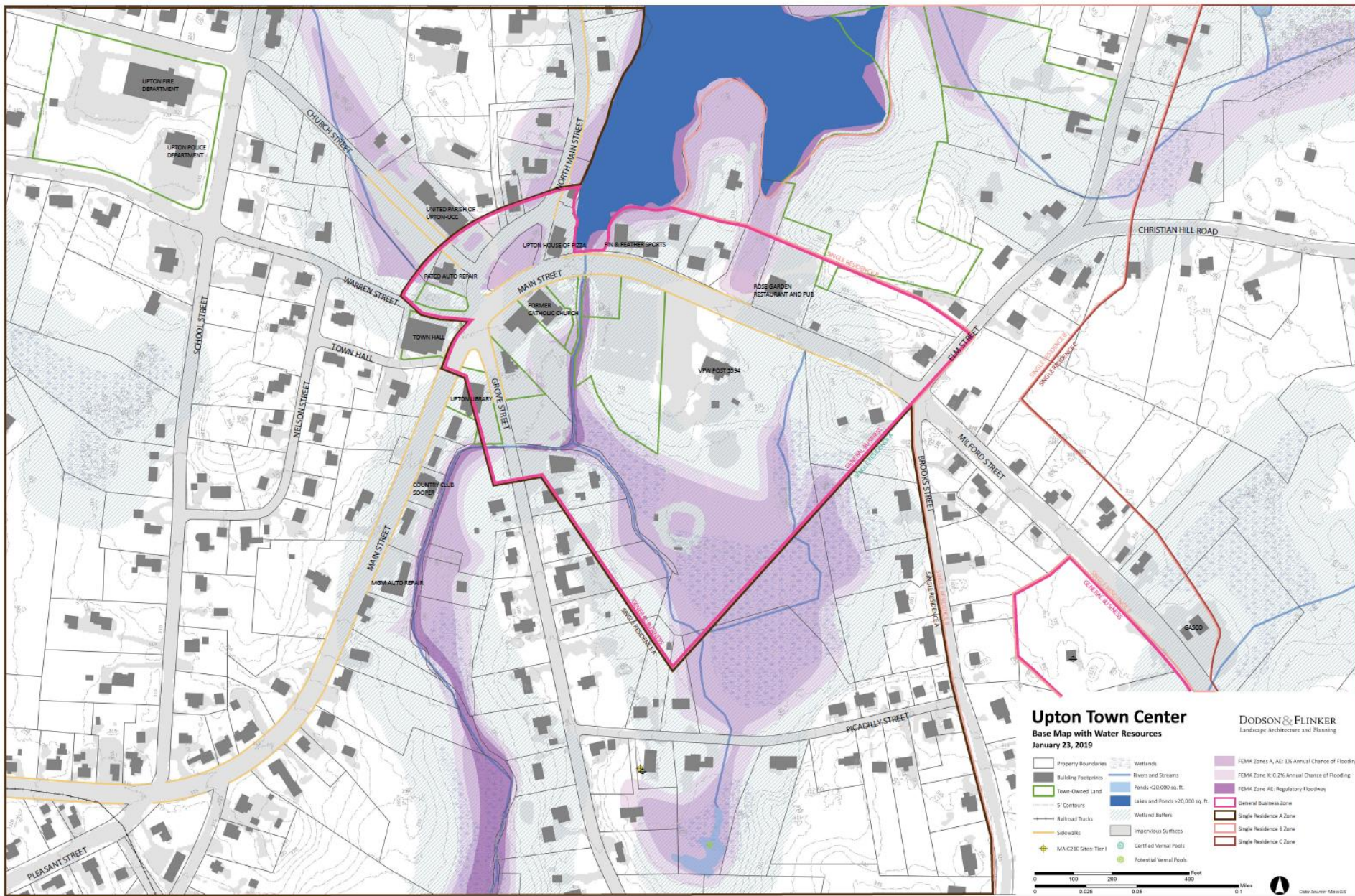
Base Map with 2013 Ortho Photo  
January 23, 2019

DODSON & FLINKER  
Landscape Architecture and Planning

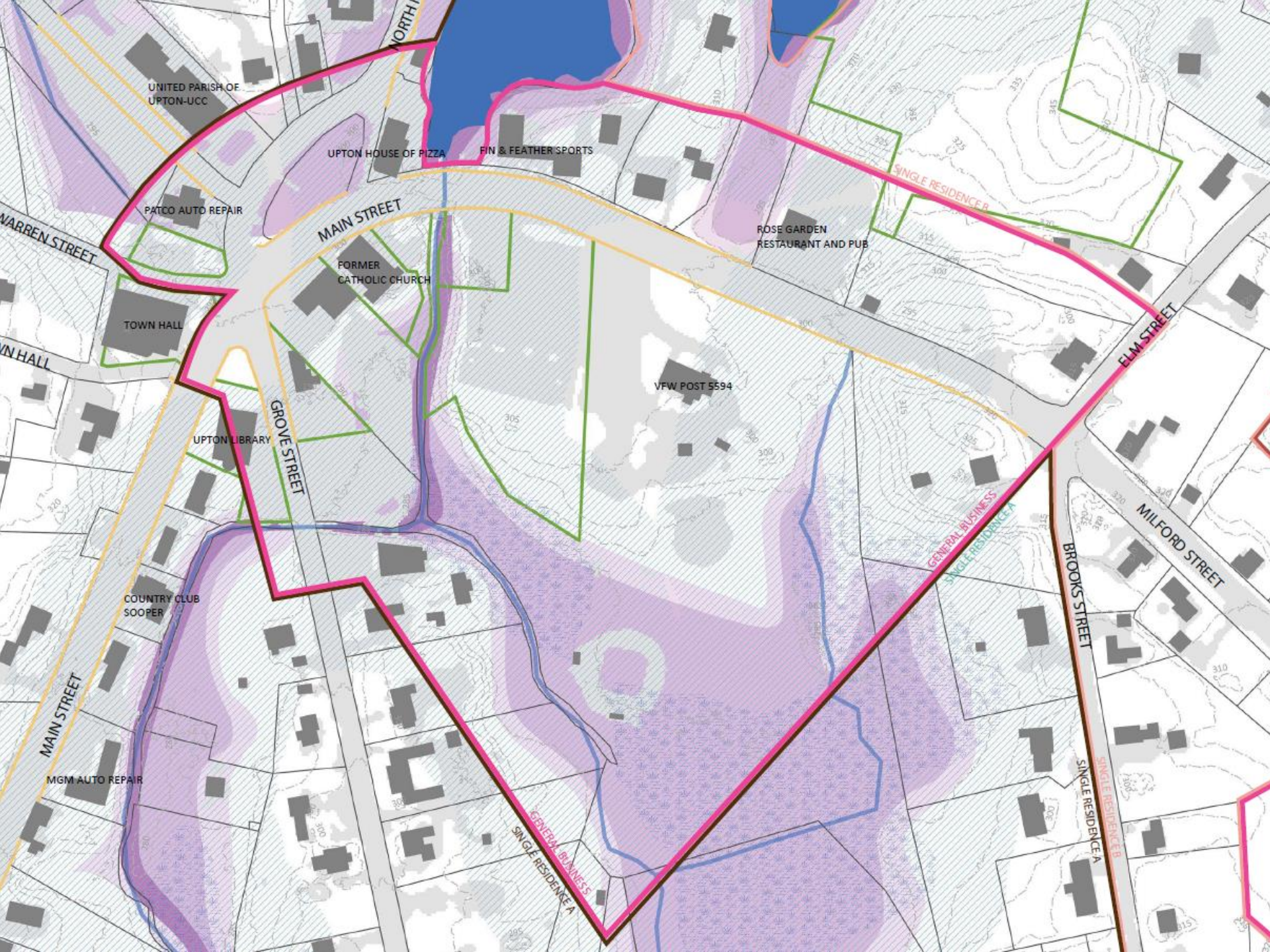
- 5' Contours
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- Town-Owned Land











UNITED PARISH OF  
UPTON-UCC

UPTON HOUSE OF PIZZA

FIN & FEATHER SPORTS

PATCO AUTO REPAIR

MAIN STREET

FORMER  
CATHOLIC CHURCH

TOWN HALL

UPTON LIBRARY

GROVE STREET

COUNTRY CLUB  
SOOPER

MGM AUTO REPAIR

VFW POST 5594

ROSE GARDEN  
RESTAURANT AND PUB

SINGLE RESIDENCE B

ELM STREET

MILFORD STREET

BROOKS STREET

SINGLE RESIDENCE A

SINGLE RESIDENCE B

GENERAL BUSINESS

SINGLE RESIDENCE C

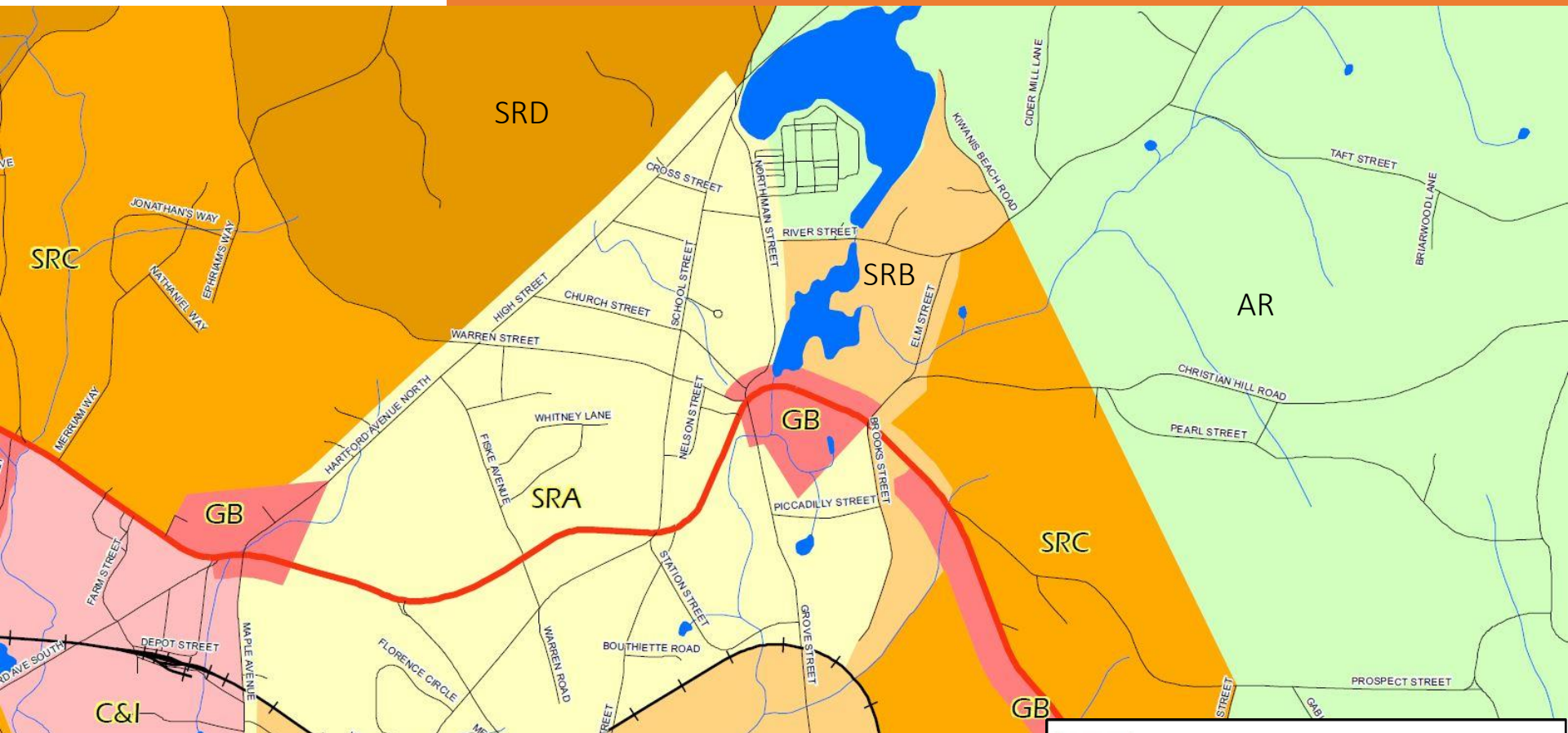
GENERAL BUSINESS

SINGLE RESIDENCE A














# Laws and Regulations

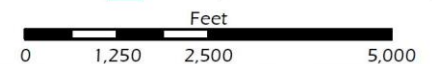


# Zoning



## Legend

- |   |               |   |                                       |
|---|---------------|---|---------------------------------------|
|  | Town Boundary |  | Single Residential A (SRA)            |
|  | Water Bodies  |  | Single Residential B (SRB)            |
|  | Streams       |  | Single Residential C (SRC)            |
| <b>Roads</b>  |               |  | Single Residential D (SRD)            |
|  | Interstate    |  | Agricultural Residential (AR)         |
|  | State Route   |  | General Business (GB)                 |
|  | Local         |  | Commercial & Industrial (C&I)         |
|   |               |  | Municipal Government Facilities (MGF) |





## Uses

- Residential: if allowed, requires a special permit
- Businesses: mostly allowed including retail, personal services, eating establishment, offices, banks. But bylaw lists the specific business types allowed and the list is not all-encompassing.
- Recreation: mostly not allowed, or by special permit
- Industrial, Manufacturing, Storage: mostly not allowed
- Municipal uses allowed
- Community center allowed
  
- Site plan review required for >2,000 sq. ft. area or change of use for municipal, institutional, commercial, industrial, or multi-family (4+ units)
- Site plan review required for construction or expansion of 10+ car parking lots

## Dimensional Requirements

	Minimum Lot Dimension (Note 1)		Minimum Setback Requirements (Note 6)			Maximum Building Height		Max % Coverage Including Accessory Building
District	Area Square Feet	Front Linear Feet	Front Linear Feet (Note 2)	Side Linear Feet (Notes 4 & 9)	Rear Linear Feet (Notes 5 & 9)	# of stories	Height Linear Feet (Note 8)	
GB	15,000 square feet	100'	30	10 50' if abuts another district	20 50' if abuts another district	2	25	40

## Parking

- Retail: 1 per 180 sq ft of ground floor, plus 1 per 360 sq ft of upper floor area
- Restaurant, theater, assembly: 1 per 180 sq ft of ground floor, plus 1 per 360 sq ft of upper floor area OR 1 per 3 seats, whichever is greater
- Mixed use: sum of various uses
- Parking must be on site or within 300' of building



## **Floodplain Overlay District**

Applies to all areas designated as Zone A or AE

- All encroachments, including fill, new construction, substantial improvements to existing structures, and other developments are prohibited unless certification by a registered professional engineer or architect is provided by the applicant demonstrating that such encroachment shall not result in any increase in flood levels within the community during the occurrence of the base flood discharge.
- In Zone AE, if watercourse has a designated regulatory floodway, then encroachment is prohibited if it would result in a an increase in flood levels in the community during base flood discharge

# Upton's Wetland Regulations

Type of Project/ Resource	No Disturb Zone (ft)	No Building Zone (ft)
Freshwater/Isolated Wetlands		
Residential Lot	30	50
Commercial/Industrial	30	75
Septic System	100	100
Driveways/Utilities Other Roads/Drainage	30 (except for permitted crossings)	
Vernal Pool Resource Area	0	30
Ponds	100	100
Rivers and Streams		
Perennial Stream/River	100	200
Intermittent Stream	30	50
Driveways/Utilities Other Roads/Drainage	30 (except for permitted crossings)	

# Upton Center Visioning Project

## **Dodson & Flinker**

40 Main Street, Suite 101

Florence, MA 01062

[www.dodsonflinker.com](http://www.dodsonflinker.com)

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[peter@dodsonflinker.com](mailto:peter@dodsonflinker.com)

Dillon: 413-628-4496 x 102  
[dillon@dodsonflinker.com](mailto:dillon@dodsonflinker.com)

