

Memorandum

To George Meservey, Director of Planning & Community Development
Michael Domenica, PE, Program Manager

CC Betsy Shreve, AICP, AECOM Project Director
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Subject **Town of Orleans, MA**
Water Quality and Wastewater Planning
Task Number 1.b – Downtown Planning
Technical Memorandum on Updated Downtown Build-Out Analysis and Land Use/Market Conditions and Development Constraints – Outline

Project Number 60476644

From Thomas Parece, P.E., AECOM Project Manager

Date February 18, 2016

1. Background

- a. Purpose of Updated Downtown Buildout Analysis and Land Use / Market Conditions and Development Constraints Assessment.

2. Introduction

- a. Provide Overview of Goals for Downtown Planning for Water Quality and Wastewater Planning.
 - (1) Conduct updated economic / market analysis.
 - (a) Update 2010 Orleans Village Center Economic Analysis conducted by FinePoint Associates and expand to include new Town Center Study Area.
 - (b) Reassess the vision for the Village Center and selected strategy recommendations that came out of the 2010 study, and review any new strategy considerations from the updated analysis.
 - (2) Conduct updated build-out analysis for the Town Center Study Area.
 - (a) Conduct build-out analysis on a parcel basis and categorize by sub-watershed area.
 - (b) Conduct build-out analysis based on existing land use conditions and zoning.

3. Updated Economic Conditions and Market Trend Analysis

- a. Real Estate and Business Conditions
 - (1) Real Estate Conditions
 - (2) Business District Composition
 - (3) Business Interviews
- b. Understanding the Year Round and Seasonal Retail Market
 - (1) Overview of Market Segments and Trade Area Delineation
 - (2) Market Segment Characteristics
 - (3) Market Demand and Sales Capture
- c. Other Conditions Pertinent to Town Center Planning
 - (1) Orleans Demographic Profile and Trends
 - (2) Housing Supply and Needs
 - (3) Continuing Expansion of Arts and Culture

4. Updated Town Center Study Area Build-out Analysis

- a. Review build-out approach / methodology
 - (1) Review of previous planning studies and build-out analyses, including the economic analysis.
 - (2) Collection of data (land use, zoning, assessors, business inventory, on-line research, site visits).
 - (3) Develop GIS files, Access database, and Excel-based spreadsheet to allow for organization and subsequent calculation of relevant information.
 - (4) Conduct workshop with Board of Selectmen and other invited stakeholders
 - (5) Development of build-out scenarios and assumptions.
 - (6) Conduct second workshop with Board of Selectmen and other invited stakeholders.
- b. Present results of existing conditions build-out scenarios (study area-wide and by sub-watershed).
 - (1) Scenario 0a – Full Buildout Under Current Zoning with Wastewater Limitation.
 - (2) Scenario 0b – Full Buildout Under Current Zoning with Wastewater Limitation and Title 5 Systems Constructed Under Parking.
 - (3) Scenario 0c – Full Buildout Under Current Zoning with Wastewater Limitation, Title 5 Systems Constructed Under Parking, and Nutrient Management Regulations Removed.

5. Next Steps

- a. Develop range of future build-out scenarios (including high, low, and moderate growth) and consideration of market demand conditions.
- b. Prepare Technical Memorandum on Downtown Future Growth Scenarios, Strategies to Limit Growth, and Draft Regulations to Obtain Zero Interest Financing.
- c. Prepare Technical Memorandum on Implications for Wastewater Loading Impacts and Other Community Impacts in the Downtown.
- d. Prepare Technical Memorandum on Management of Future Downtown Wastewater Flows and Biosolids.