

Planned Unit Development FYI

Fall Town Meeting 2016

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Community Development Director



What is a Planned Unit Development (PUD)?

- "Planned unit development" means a mixed use development on a plot of land containing a minimum of the lesser of sixty thousand square feet or five times the minimum lot size of the zoning district, but of such larger size as an ordinance or by-law may specify, in which a mixture of residential, open space, commercial, industrial or other uses and a variety of building types are determined to be sufficiently advantageous to render it appropriate to grant special permission to depart from the normal requirements of the district to the extent authorized by the ordinance or by-law."

Massachusetts General Laws

- "Planned Unit Development projects which combine residential, retail, office, and public institutional uses in compact, pedestrian-friendly villages or clusters. PUDs create opportunities to live and work close to shopping, and services; and placing housing and jobs in close proximity reduces the number of vehicle trips to work, home, or shopping, limiting air pollution."

Pioneer Valley Planning Commission

- **Planned Unit Development (PUDs) promote a higher and better mix of uses while allowing a municipality the flexibility to focus development in areas beneficial to the community.**



What are the benefits of a PUD?

- “Through PUDs, a municipality can achieve greater design flexibility in the development of particular land areas, and guide commercial and mixed-use projects to reflect the needs and character identified by the community. PUDs also provide the opportunity to achieve flexibility in architectural design, a mix of compatible land uses as well as the preservation of key natural or historic features, that are otherwise difficult to achieve using traditional, lot-by-lot zoning.”

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- **Focused, mixed development**
 - **Increased commercial activity**
 - **Greater site design standards for construction**
 - **Pedestrian and environmentally friendly**
 - **Significant tax revenue and lower infrastructure costs**
- Other municipalities have used the Planned Unit Development language to spur investment, including Framingham, Rockland, Cambridge, North Reading, Amesbury, and Amherst, among others.



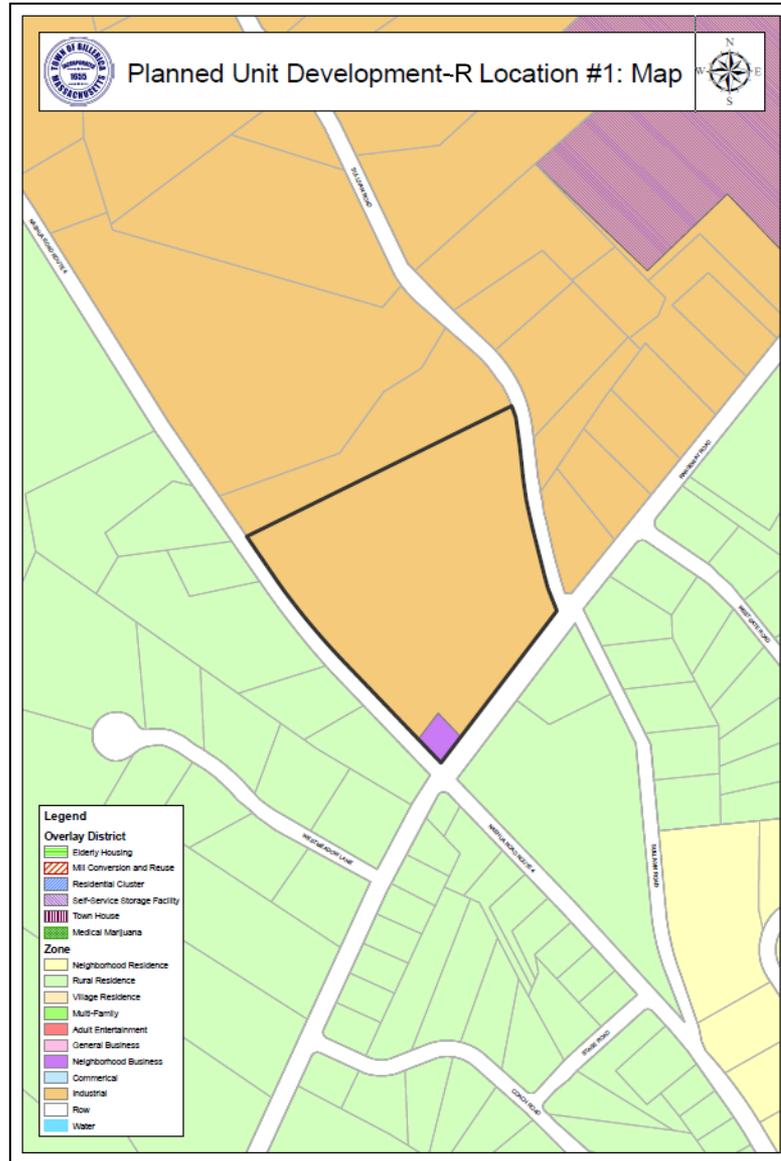
What is the process for forming a PUD?

- There are two parts to the PUD process:
 - PUD Language which needs Town Meeting Approval
 - Locations identified as PUDs
- The PUD Language can be researched on the Billerica website at:
<http://http://town.billerica.ma.us/668/Zoning-Planned-Unit-Development-FYI>
- Timing:
 - Research and language composed for the Planned Unit Development by Community Developer Director and Planning Director **July**
 - Language & Locations presented to Billerica's Department Heads **July**
 - Language & Locations presented to Billerica's Town Counsel **July**
 - Language & Locations presented to Board of Selectmen **August**
 - Presentation to Billerica's Planning Board for Sponsorship **August**
 - Warrant Articles written **August**
 - PUD Public Hearing with Planning Board for recommendation to Town Meeting **September**
 - PUD presented as a Warrant Article at Town Meeting **October**
 - PUD locations presented as Warrant articles **October**
- Town Meeting Vote**



PUD Location #1

A PUD should be placed in areas identified for increased development and to leverage existing assets.

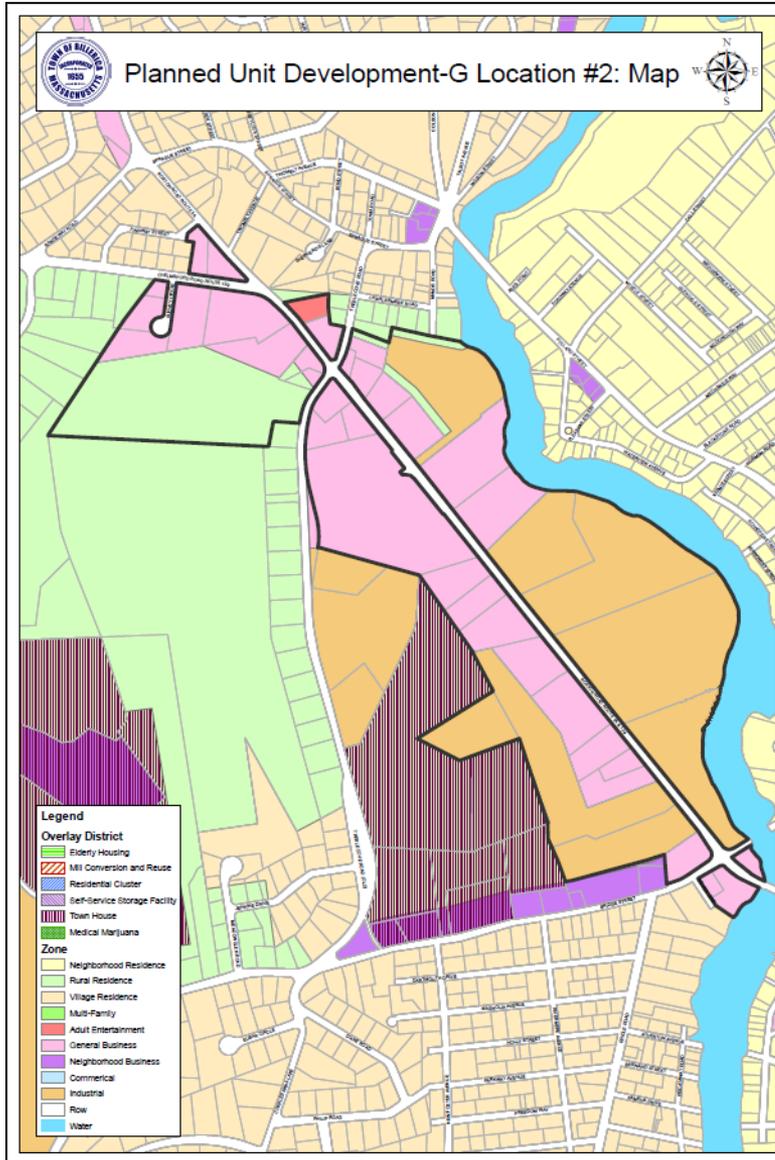


1. There is a potential project of ~136 units of independent living (55+) at this site.
2. Developer would put in sewer, create jobs (20+ FTEs), and invest \$13M+ in the project.
3. Site **can be used as a contractors yard** by right, whereas the proposed use cannot.
4. The identification of this as a PUD location will garner more for the community.
5. Provides a real world example of how a PUD works.



PUD Location #2

A PUD should be placed in areas identified for increased development and to leverage existing assets.

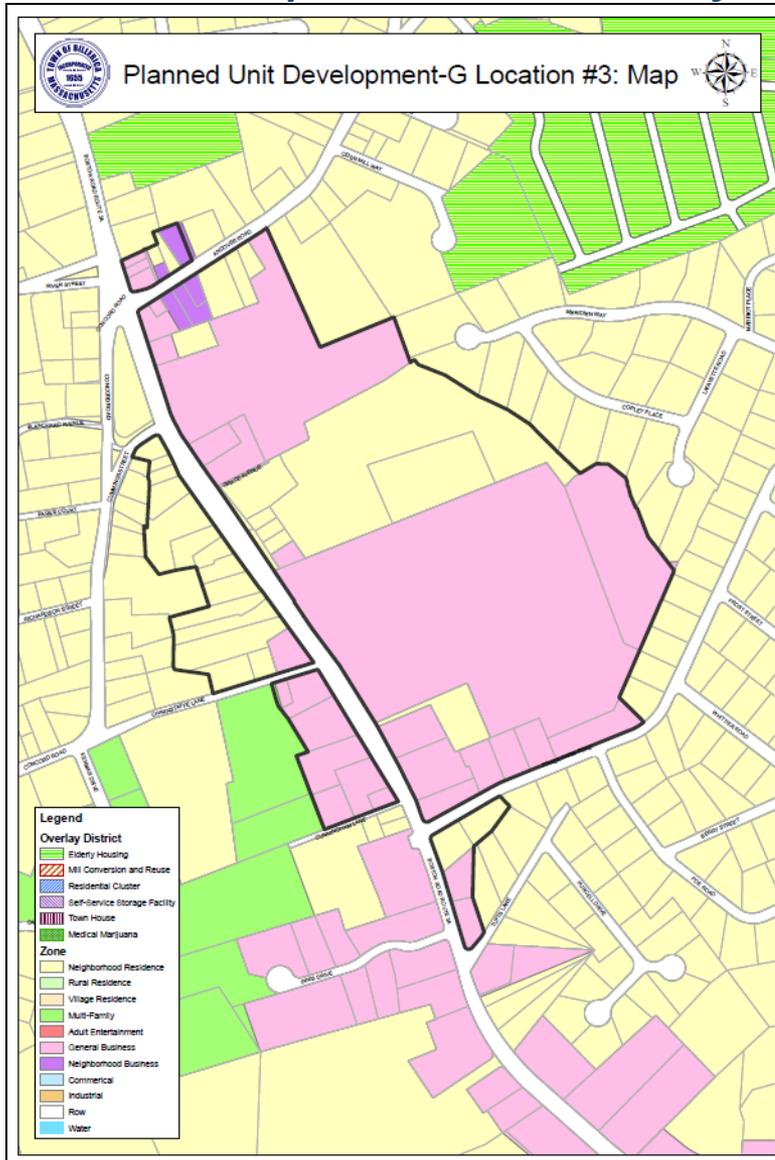


1. Boston Road in North Billerica has significant opportunities for redevelopment and new construction:
 - Iverson Ford
 - Pad site across from Treble Cove Plaza
 - Vacant Mobil site
2. The area is already zoned industrial or business, but a PUD will deter marginal and unsustainable uses.
3. Poise the area for better streetscape and infrastructure (MassWorks) improvements.



PUD Location #3

A PUD should be placed in areas identified for increased development and to leverage existing assets.



1. Billerica is using a MassWorks infrastructure grant to enhance the Center and Boston Road.
2. The Mall and O'Connor's Plaza are the center of the retail focus of Billerica.
3. More development at these sites is possible, and can spur redevelopment at adjoining parcels.
4. Creates a sustainable environment for the growth of existing and future businesses.



Why do this?

- Billerica does not exist in a vacuum and the town needs to remain competitive for business recruitment with other towns and states.
- A PUD demonstrates that Billerica is being proactive, and indicates to developers that the town has interest in partnering for the right type of new construction.
- The PUD language and identification of location in town enables the potential for higher and better uses without ceding control.
- Billerica still has public hearings for residents, and an application/approval process through the Planning Board; the voices of the neighborhood will still be heard.
- Billerica gains design standards that allow for the improvement of streetscapes and site characteristics.
- A PUD allows for Billerica to condense development that might otherwise result in costly sprawl.

