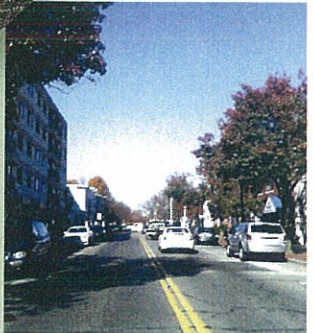
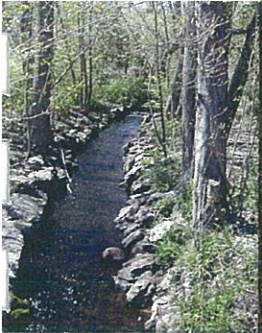
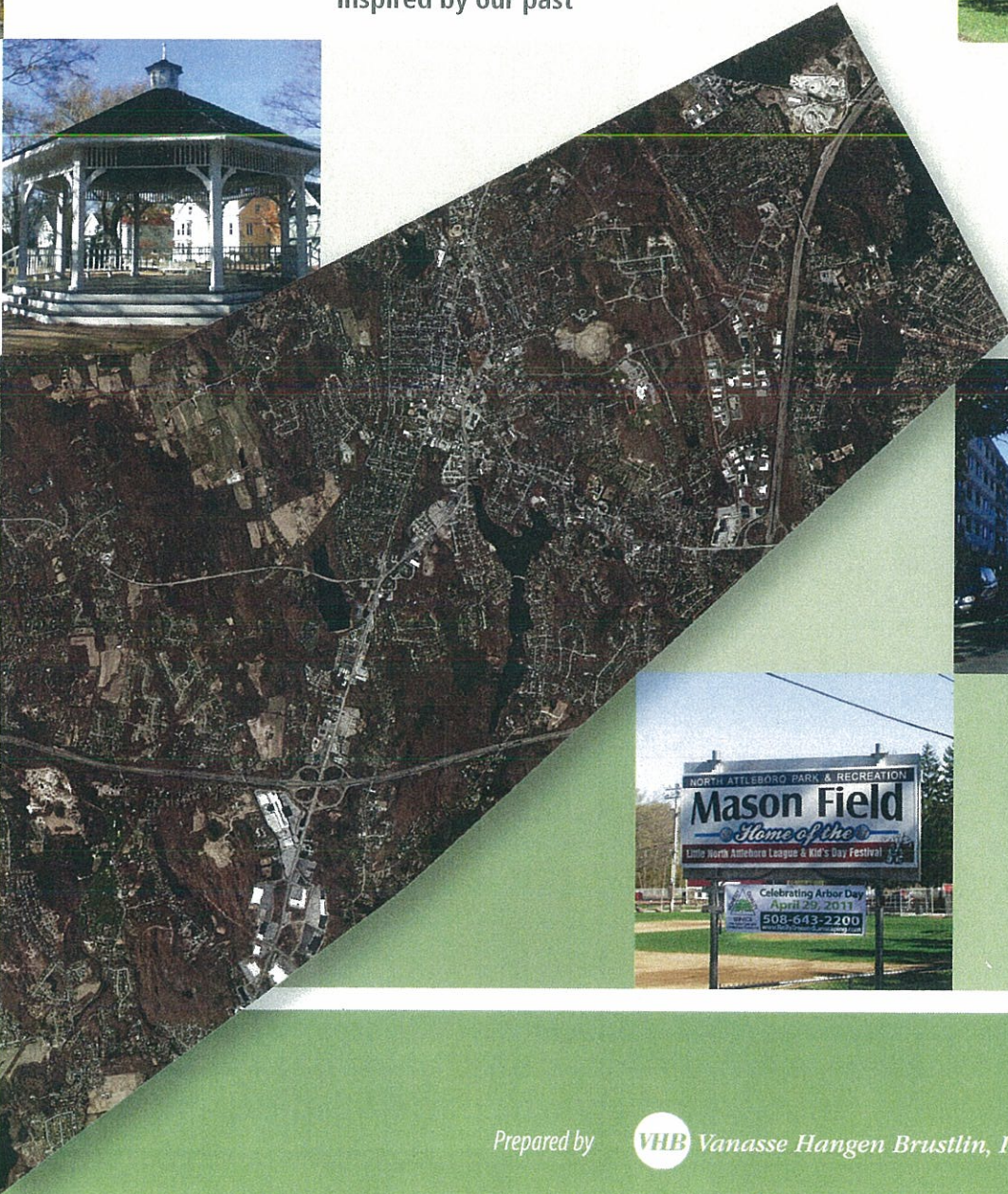




# north attleborough master plan

Committed to our future,  
inspired by our past



Prepared by  Vanasse Hangen Brustlin, Inc.

Prepared for The North Attleborough Planning Board

August 2014



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# Appendix

Appendix A – Summary of the February 13, 2013 Public Forum

Appendix B – Summary of the November 6, 2013 Public Forum

Appendix C – Results from Master Plan Survey

Appendix D – Results from the Open Space and Recreation Survey





# 1 Acknowledgements

The Town of North Attleborough would like to acknowledge the following for their assistance in preparing this Master Plan.

## **Town of North Attleborough**

Mark Fisher, Town Administrator

Board of Selectmen:

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- Michael Thompson
- Mark Williamson

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- Thomas E. Welch - Vice-chairman
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- Mary Burgess, Town Planner
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- Steve Cavalho, Parks and Recreation

- Frank Ward, Library
- Pam Hunt, Council on Aging
- Shannon Doyle, Conservation
- Bob Davis, Health Agent
- Suzan Cullen, School Superintendent
- Chief Michael Broussard, Fire
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- Bill McDowell, DPW
- Steve Cabral, Board of Public Works
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## 2 Land Use and Zoning

### Introduction

Land use within a community is the pattern of residential, commercial, industrial and public development, interspersed with what is generally considered as open space, such as forests and natural features, undeveloped land, agriculture, parks and recreational areas. The evolution of land use within a community is the product of local economic conditions and community preferences. Economic conditions dictate the growth and development within a Town. Other factors are access to jobs, employment, and the availability of land for new housing or commercial development. Community preferences are expressed as land use plans and regulations which mold the form, location, and sometimes the pace, of new development.

*Open Space is defined as land used for preservation purposes including:*

- 1. Conserve and enhance natural or scenic resources;*
- 2. Protect streams or water supply;*
- 3. Promote conservation of soils, wetlands, beaches or tidal marches;*
- 4. Enhance the value to the public of abutting or neighboring parks, forest, wildlife preserves, natural reservation or sanctuaries; or*
- 5. Enhance recreation opportunities*

Land use forms the basis for master planning and determines a Town's need to provide public facilities and infrastructure; transportation networks and services; and protection of environmental and natural resources. As communities plan for their future, determining how and where growth and development should occur provides the basis for planning for the future. The location of investments for municipal services, as well as determining what controls will be necessary to protect areas of the Town from inappropriate development. Communities have the ability to control land use and development patterns through a variety of mechanisms. Zoning and subdivision regulations offer residents protection and privacy from other encroaching land uses. The location of public utilities and infrastructure influences the magnitude of developments. Lastly, preservation of open space lands through direct acquisition and the acquisition or acceptance of conservation restrictions/easements protects sensitive land from development and allows for future generations to enjoy the rural aesthetic of the Town.

As in its past, the current and future challenges to North Attleborough are to ensure that growth and change enhances the prosperity and well-being of its inhabitants, while retaining the benefits of its natural resources and existing conflicts, congestion and pollution from growth and change. The following sections provide an overview of the historic and current land use pattern in North Attleborough; review the zoning patterns and initiatives in past years to manage growth and development; and discuss land use trends based upon the Town's initiatives and current land development activities.

## About North Attleborough

North Attleborough is situated in southeastern Massachusetts and is abutted by Mansfield, Foxboro, Attleboro, Plainville and Cumberland, RI. Located in Bristol County, North Attleborough is part of the Southeastern Regional Planning and Economic Development District (SRPEDD)<sup>1</sup> as well as Providence-Pawtucket-Warwick Standard Metropolitan Statistical Area (SMSA).<sup>2</sup>

North Attleborough has convenient access to major interstate highways including Interstate Routes 95, 495 and 295 and is approximately 45 minutes away from Boston and 15 minutes away from Providence by car. The regional location of North Attleborough attracts people and businesses and contributes to the economic growth of the Town. Due to the implementation of South Coast Rail, with commuter stops in Fall River and New Bedford, the Town can offer more transit opportunities, which may create an influx in residential growth.

The history of the Town of North Attleborough begins with the settlement of the Town of Attleboro, which consisted of the present day North Attleborough and City of Attleboro. In 1661, Captain Thomas Willett purchased the territory which was to become the Town of Attleboro from the Indian leader Wamsutta. In 1666, the area was settled and called the Town Rehoboth Purchase. Three years later, the area was renamed Attleboro, after a Town in England.

1 SRPEDD is the regional planning agency that provides the Town with planning support as well as 27 other communities in the area.

2 Standard Metropolitan Statistical Area (SMSA) is defined as "an area with a substantial population center, and adjacent area having a high degree of economic homogeneity, where economic integration is usually measured by commuting patterns."



Figure 2-1 Regional Context of North Attleborough



The Town of Attleboro was incorporated in 1694. Most of the early settlers of the Town gathered in the vicinity of what is known as Old Town, along Old Post Road (in present day North Attleborough), which was then known as Old Bay Path. This area was located just to the north of the present Attleboro city line. The First Congregational Church was built in this area in 1710, and the Town grew around it. Old Town remained the center of Attleboro throughout the 18th century, as the Town's settlers began to spread out into other areas and the community began to assume its various village centers. Land was cleared and farms were established. As early as 1677, a corn mill was established in Attleboro Falls. Agriculture occupied at least 50 percent of the Town's land areas in the early 1800's.

Industry, prominently jewelry manufacturing, gradually began to move into Town. The expansion of manufacturing was the primary cause of North Attleborough's prosperity and growth in the period of the Civil War and following years. New development clustered around streams and ponds, where water power and supply were vital to early industry. Numerous factory buildings and Victorian homes from this period are

concentrated in the Downtown area and Attleboro Falls. Railroads passed near the present day downtowns of North Attleborough and Attleboro.

In the mid 1800's the Town of Attleboro began to develop two distinct village centers, North Attleborough and East Attleborough. A division of the Town into two communities was formally discussed as early as 1855. In 1886, the issue of division came to a vote and the decision was 665 to 642 in favor of division. The Town of Attleboro was divided into the present day communities of North Attleborough, centered on what was then the village of North Attleborough, and Attleboro, centered on what was then the village of East Attleborough. The present day boundary line still exists.

As a separate Town, North Attleborough quickly organized its own Town governmental structure and assumed its own separate social and economic identity. The first Town Meeting was held in 1887. The population at the time of incorporation was 7,109. The Town's population increased slightly over the next 50 years to 10,359 in 1940. Many of the buildings which dominate the downtown area, including the post office, police station, library and the Hotel Hixon (now Madonna Manor) were built in the early 20<sup>th</sup> century. The construction of East Washington Street, the section of present-day Route 1 from Route 120 to Park Street was completed in 1931. This eventually altered the Town's commercial character, shifting retail trade somewhat from the old downtown area to other parts of Town. The populated centers and villages remained somewhat the same as they had been throughout the 18<sup>th</sup> century.

The Post World War II years saw a new period of expansion for the Town. Previously a large percentage of the Town's population lived adjacent to the downtown, with small population centers in Attleboro Falls, Adamsdale and Old Town. The addition of public water to Kelley Boulevard began to open up the east area of Town to development. However, the most significant factor impacting the character of North Attleborough's land use was the construction of Interstate 95 in the early 1960's, transforming the Town from its agricultural roots. As transportation investments grew improving regional accessibility, North Attleborough became part of a much wider metropolitan region centered around Providence. The growth of the past five decades from 1960 to 2000 has had a major impact on the physical development pattern of the Town. Earlier industrial and residential development tended to be clustered and compact, more recent development has dramatically altered the landscape of the Town with suburban subdivisions, industrial parks, highway strip development and commercial shopping centers. The accessibility offered by Interstate 95 has caused the Town to take on a more suburban character.

*Suburban is defined as the low- to medium- intensity development patterns which surround the downtown or other more intense areas of a city or town.*

Transportation systems, primarily widespread auto and truck use, and massive investments in new highways have greatly improved regional accessibility. Population has almost tripled since 1940, from 10,359 to its current population of 28,712 according to the 2010 U.S. Census. In the 1950's and 1960's population growth was at a rate of more than 20 percent per decade. The 1970's and 1980's saw a somewhat slower growth rate of only 13 percent. A sewer moratorium which was in effect from 1973 to 1981 caused an increase in the number of single family homes being built on septic systems, while multi-family development during this period was virtually at a standstill. For more detail on the Town's demographics and housing characteristics, see Chapter 3, Housing.

## Historical Land Use Patterns

Historically, North Attleborough has been a sound, stable social and economic community. It retains a good portion of its open space and agricultural land, as it has over two centuries of industrial and manufacturing activity. The growth of the past four decades has had a major impact on the physical layout of the Town. Earlier industrial and residential development tended to be clustered and compact, while more recent development has dramatically altered the face of the Town within suburban subdivision tracts, industrial parks, highway strip development and shopping centers. The completion of Landry Avenue, linking the eastern and western sections of Town, which has previously been divided by Interstate 95, can be expected to further alter land use patterns.

The land use trends in North Attleborough through the decades has shown a constant shift from agricultural and vegetated open land to dense suburban development patterns. Particularly since 1985, several major development projects have resulted in the consumption of several hundred acres of natural open land. As shown in Table 2-1, over 67 percent of North Attleborough's land was agriculture, open undeveloped land, or natural land/undisturbed vegetation in 1971; this total decreased to 60 percent by 1985 and to 52.3 percent by 1999.

**Table 2-1 Land Use Change in North Attleborough: 1971, 1985, 1999**

	1971		1985		1999	
	Size (acres)	% of Total	Size (acres)	% of Total	Size (acres)	% of Total
Agriculture	1,521.4	12.3%	1,201.4	9.7%	825.8	6.7%
Open Undeveloped Land	508.1	4.1%	723.8	5.8%	968.1	7.8%
Commercial	317.4	2.6%	337.0	2.7%	526.6	4.2%
Industrial/Transportation/Mining	568.3	4.6%	754.5	6.1%	685.5	5.5%
Higher Density Residential	42.9	0.3%	83.5	0.7%	181.2	1.5%
Medium Density Residential	1,937.5	15.6%	2,391.7	19.3%	2,863.0	23.1%
Low Density Residential	564.4	4.5%	685.2	5.5%	1,000.8	8.1%
Urban Open/Institutional/Recreation	358.6	2.9%	415.2	3.3%	400.1	3.2%
Natural Land/Undisturbed Vegetation	6,323.9	50.9%	5,566.3	44.8%	4,694.1	37.8%
Water	275.8	2.2%	259.7	2.1%	273.2	2.2%
<b>Total</b>	<b>12,418.4</b>	<b>100.0%</b>	<b>12,418.4</b>	<b>100.0%</b>	<b>12,418.4</b>	<b>100.0%</b>

Source: MassGIS

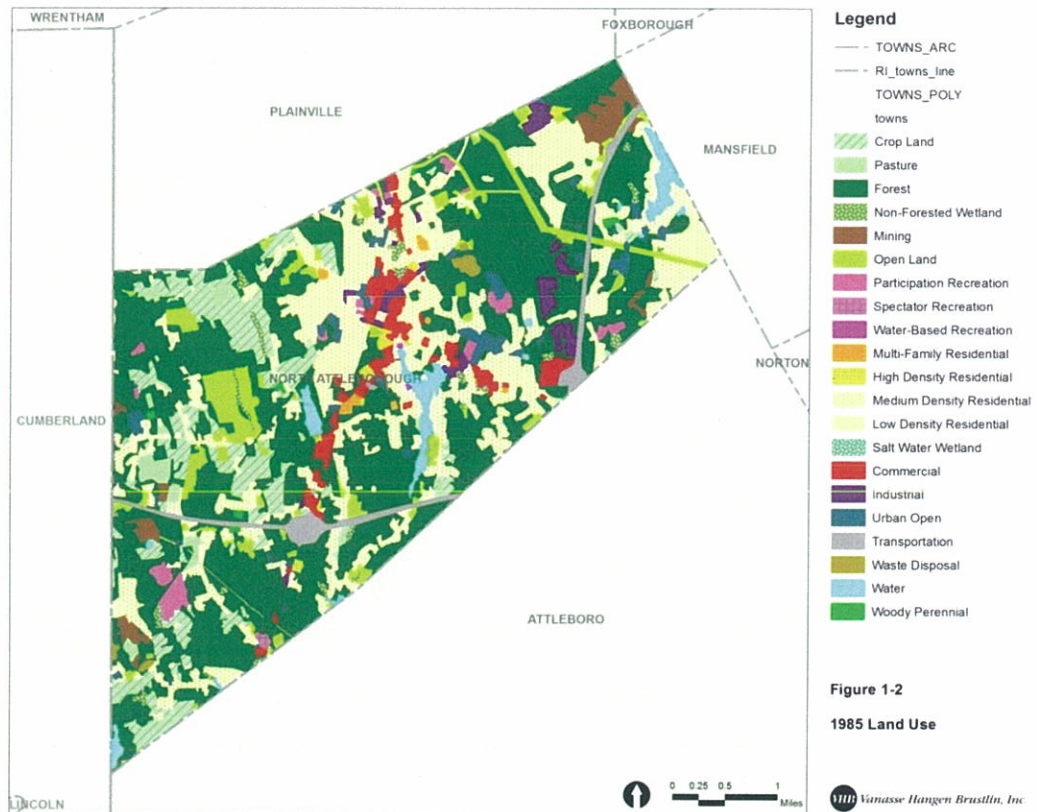
Between 1971 and 1999, the most significant acreage changes have been in the decrease of natural vegetated land by 1,629.8 acres and an increase of medium density residential land by 925.5 acres (see Table 2-2). Agricultural land experiences the most dramatic change of 45.7 percent decrease, whereas high density residential land, with its small base of 40.6 acres in 1971, had more than tripled over those decades.

**Table 2-2 Land Use Change in North Attleborough: 1971, 1985, 1999**

	1971-1985 Change		1985-1999 Change		1971-1999 Change	
	Size (acres)	Percent	Size (acres)	Percent	Size (acres)	Percent
Agriculture	-320.0	-21.0%	-375.6	-31.3%	-695.6	-45.7%
Open Undeveloped Land	215.7	42.5%	244.3	33.7%	460.0	90.5%
Commercial	19.6	6.2%	189.6	56.3%	209.2	65.9%
Industrial/Transportation/Mining	186.2	32.8%	-69.0	-9.1%	117.2	20.6%
Higher Density Residential	40.6	94.7%	97.7	116.9%	138.3	322.4%
Medium Density Residential	454.2	23.4%	471.3	19.7%	925.5	47.8%
Low Density Residential	120.8	21.4%	315.7	46.1%	436.5	77.3%
Urban Open/Institutional/Recreation	56.6	15.8%	-15.1	-3.6%	41.4	11.6%
Natural Land/Undisturbed Vegetation	-757.5	-12.0%	-872.2	-15.7%	-1,629.8	-25.8%
Water	-16.2	-5.9%	13.5	5.2%	-2.7	-1.0%
<b>Total</b>	<b>-</b>	<b>0.0%</b>	<b>-</b>	<b>0.0%</b>	<b>-</b>	<b>0.0%</b>

Source: MassGIS

Figure 2-2 1985 Land Use in North Attleborough

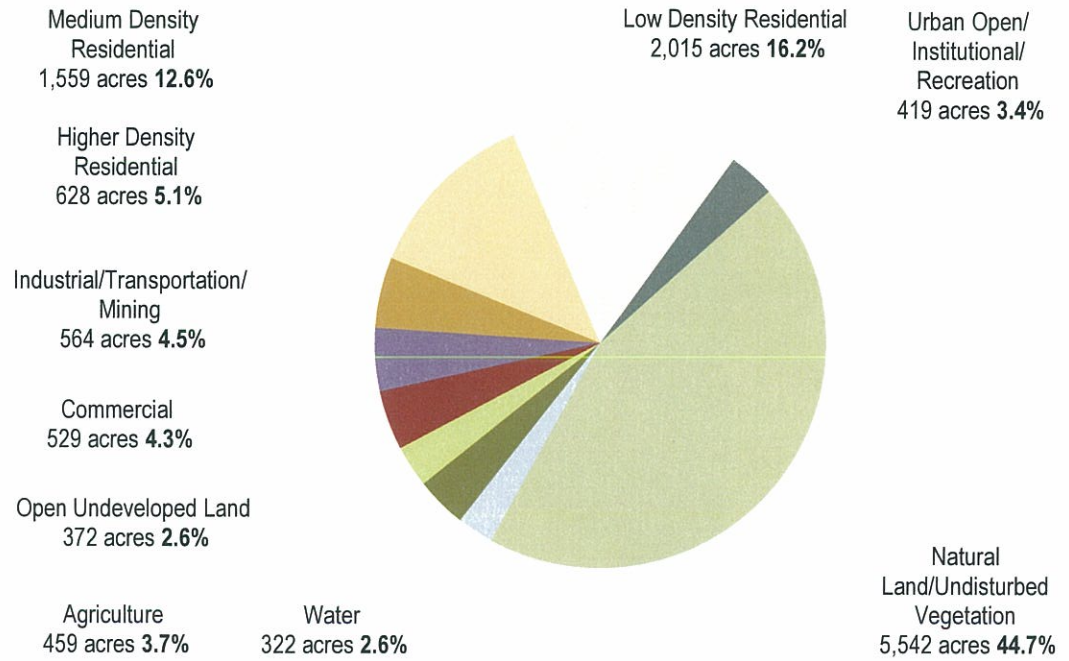


## Current Land Use

North Attleborough covers approximately 19.4 square miles (12,418 acres or 2.6 percent of the total area). According to the latest 2006 MassGIS land use data created using digital orthophoto interpretation,<sup>3</sup> about 44.7 percent of North Attleborough's land use was natural vegetated land; agricultural land took up 459 acres, or 3.7 percent of the total area, which is a significant decrease over the last forty years. Residential land accounted for a total of 33.9 percent of North Attleborough's land, while industrial and commercial uses respectively took up over 4 percent of the Town (see Figure 2-3).

<sup>3</sup> 1971-2005 land use data analyzed in this report comes from MassGIS. Due to evolved image interpretation and data production methods, as well as changes in land use categories, the 2005 land use data isn't legitimately comparable to that of the year 1971, 1985, and 1999. Data discrepancy exists when cross-comparing data from 2005 and previous years. Therefore while the 1971 to 1999 land use data is compared together, the 2005 data will be analyzed separately to reveal more up-to-date land use pattern.

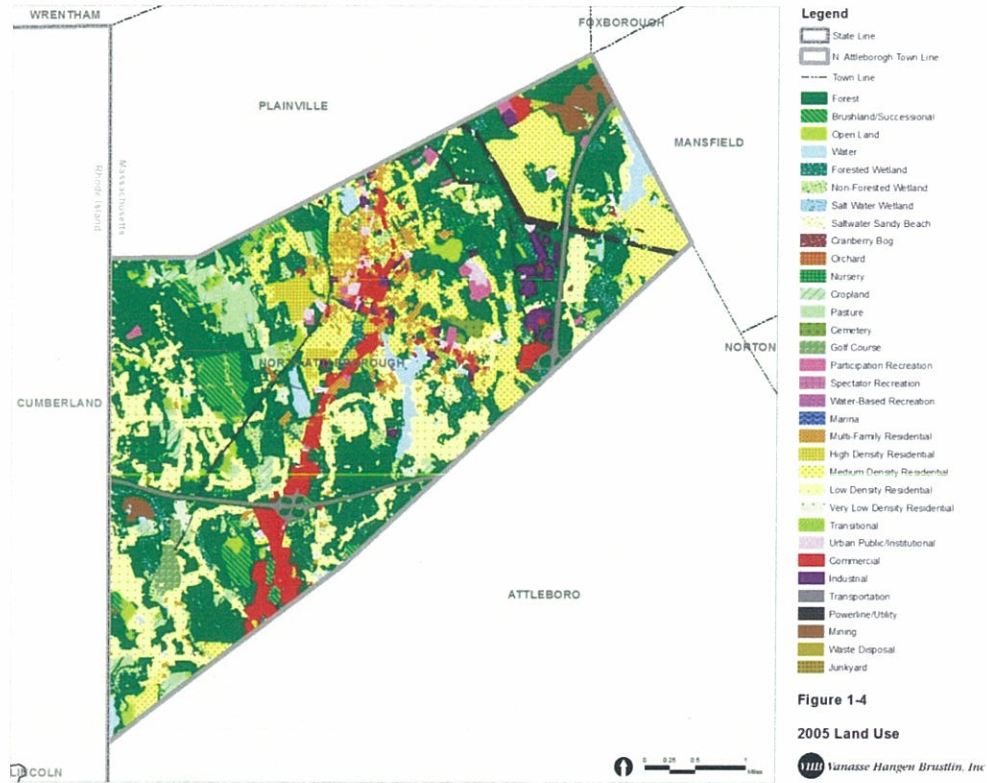
**Figure 2-3 Current Land Use**



Source: MassGIS

Overall, 55.2 percent of North Attleborough’s land was identified as undeveloped in 2005, compared to 44.8 percent of developed land. Among undeveloped areas, over 4,000 acres of forest land made up the largest percentage, followed by wetland, open water, and brushland. Despite the prevalent percentage, the amount of forest land in Town decreased by 24 percent from 1951 to 2005.

Figure 2-4 2005 Land Use in North Attleborough



Low and medium density residential alone, on the other hand, comprised 61.6 percent of all developed land in North Attleborough, followed by commercial, multi-family residential, and high density residential land.<sup>4</sup> Urban land in Town increased by approximately 120 percent between 1971 and 2005. According to the Massachusetts Audubon Society's Losing Ground report (2009), North Attleborough was ranked first in the state for acres developed per square mile from 1999-2005 (17 acres per square mile).

- 4 Definition of residential uses in 2005 MassGIS land use data:
- Multi-family residential: Duplexes (usually with two front doors, two entrance pathways and sometimes two driveways), apartment buildings, condominium complexes.
  - High density residential: Housing on smaller than ¼ acre lots
  - Medium density residential: Housing on ¼ - ½ acre lots
  - Low density residential: Housing on ½ - 1 acre lots
  - Very low density residential: Housing on >1 acre lots and very remote, rural housing

**Table 2-3 Undeveloped and Developed Land in North Attleborough: 2005**

Undeveloped Land			Developed Land		
Type	Acres	%	Type	Acres	%
Forest	4274.0	62.4%	Low density residential	1870.5	33.6%
Forested wetland	569.5	8.3%	Medium density residential	1559.3	28.0%
Non-forested wetland	377.2	5.5%	Commercial	529.0	9.5%
Water	322.2	4.7%	Multi-family residential	396.1	7.1%
Brushland/successional	321.7	4.7%	High density residential	231.5	4.2%
Pasture	282.0	4.1%	Transportation	211.0	3.8%
Open land	213.9	3.1%	Industrial	198.8	3.6%
Powerlines	158.5	2.3%	Very low density residential	144.7	2.6%
Mining	154.7	2.3%	Urban public	113.5	2.0%
Cropland	141.5	2.1%	Participation recreation	97.6	1.8%
Nursery	29.7	0.4%	Transitional	87.9	1.6%
Orchard	5.5	0.1%	Golf	78.7	1.4%
-	-	-	Cemeteries	39.9	0.7%
-	-	-	Water-based recreation	1.1	0.0%
<b>Total</b>	<b>6850.4</b>			<b>5559.6</b>	

South: MassGIS

The trend towards increasing urbanization is continuing, even in the harsher economic times of recent years as North Attleborough was one of the few communities in all of southeastern Massachusetts to experience a slow and steady growth.

More recent data from MassGIS reveals that in 2013 North Attleborough has a total of 2,012.6 acres of protected and recreational open space, among which 1,358.2 acres, or 67.5 percent, are legally protected in perpetuity for the purposes of agriculture, recreation, conservation, historical/cultural significance, and water supply. Another 430.6 acres of land are protected by other legal mechanisms. The remaining 223.8 acres are privately owned land and are not permanently protected.

## Local Development Regulations

Historically, growth patterns generally follow zoning and if zoning regulations are not updated to reflect desired land use policy, some land could be at risk to inappropriate development. Like most Towns, North Attleborough relies on several means to regulate development including zoning, site plan review, subdivision control, and wetland protection (Massachusetts Wetlands Protection Act).

Currently, the Town has five residential use districts, three commercial use districts, two industrial use districts, and one office and business use district:



- **R10: Intensive Residential (10,000 sq. ft. minimum lot size):** Intensive Residential Districts are deemed to be those in which residential dwellings and facilities may be provided in close proximity to places of service and employment. Most R10 districts can be found near the Downtown area along North Washington Street.
- **R10S: Special Intensity Residential (10,000 sq. ft. minimum lot size):** This is the district in which residential dwellings, particularly multi-level units, may be provided in close proximity to places of service and employment. There are two R10S districts in North Attleborough, one located along East Street between North Washington Street and East Washington Street, and the other one at the triangle where East Washington Street meets Jefferson Street.
- **R15: Residential (15,000 sq. ft. minimum lot size):** R15 Residential Districts are those in which the existing residential character and use of structures and land is to be preserved and protected. Single family dwellings are the primarily permitted use in R15 districts. Clustered residential, retirement community and assisted living facility are allowed by special permit. Community facilities are generally permitted in R15 districts by right or with a special permit.
- **R20: Residential (20,000 sq. ft. minimum lot size):** R20 Residential districts may be served by the municipal sewer collection system; however soil conditions may require additional area if on-site septic systems are used. Single-family dwellings are allowed by right and cluster residential development is allowed by special permit.
- **R40: Rural Residential (40,000 sq. ft. minimum lot size):** This is the district in which single-family dwellings are allowed by right and cluster residential development is allowed by special permit.
- **C7.5: Commercial (7,500 sq. ft. minimum lot size):** C7.5 Retail districts are those in which retail services are provided in connection with business, professional, and public services in close proximity to one another to provide convenient pedestrian access to a variety of goods and services for the residents of North Attleborough.
- **C30: Commercial (30,000 sq. ft. minimum lot size):** C30 Commercial districts are designed for commercial and retail uses on smaller lots.
- **C60: Commercial (60,000 sq. ft. minimum lot size):** Limited Highway Commercial Districts are intended to provide for a location for businesses requiring an outlying location along a major highway. Use of major highways, however, is intended for business of limited building size in relation to land area. Businesses must have a relatively open character. The purpose of these limitations is to preserve and protect

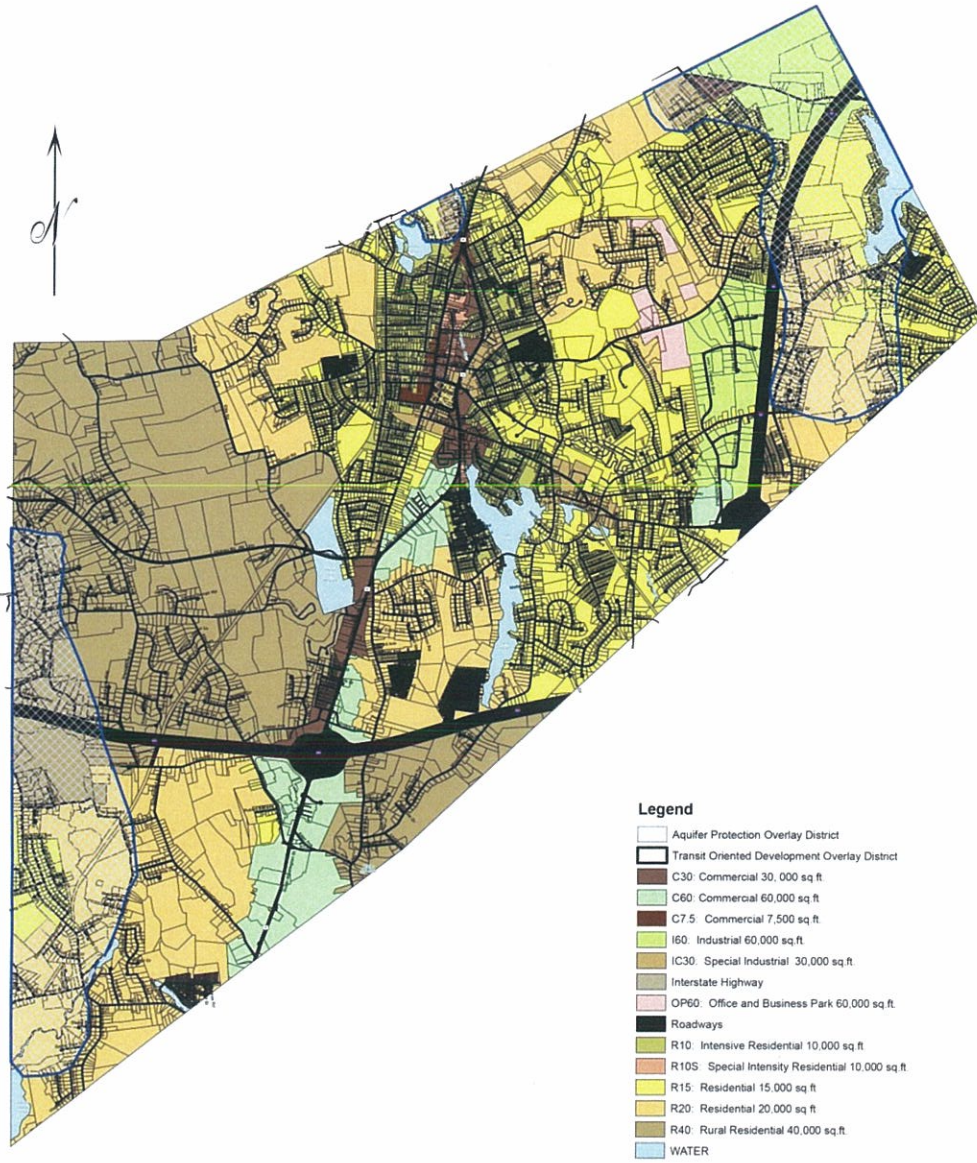
the traffic carrying capacities of major arteries and the attractive natural landscape surrounding approaches to the center of North Attleborough.

- **IC30: Special Industrial (30,000 sq. ft. minimum lot size):** Special Industrial and Commercial Districts are those in which industrial use exists at the time of adoption of the by-law. It is the intent of this special designation to allow industry to expand and to allow new development of light industry.
- **OP60: Office and Business Park (60,000 sq. ft. minimum lot size):** The Office and Business Park District is intended to provide for non-residential development in the area north and south of Landry Avenue between the North Attleborough Industrial Park and the school property. The purpose of this district is to provide a consistent area for office and business parks and to assure development which is sensitive to the environment.
- **I60: Industrial (60,000 sq. ft. minimum lot size):** Industrial Districts in this category are so located and shaped as to be highly suitable for heavy industrial use, which requires a minimum sixty thousand (60,000) square foot site, or larger, for buildings, parking, and related uses.

In addition, there are two overlay districts. The Aquifer Protection District (APD) was adopted by the Town in April 1998 as a zoning overlay district to protect the quality of the public water supply wells and groundwater for the residents of North Attleborough and abutting Towns such as Mansfield and Attleboro. The district includes all land mapped as a designated Zone II area by the Department of Environmental Protection. Uses permitted by right in the Aquifer Protection District include single family residences, normal and usual agricultural and forestry activities, and passive outdoor recreation. The principal or accessory uses authorized in the underlying district and not otherwise prohibited in the Aquifer Protection District are permitted upon issuance of a Special Permit. Dimensional, area, and other requirements of the zoning by-law applicable to the underlying district also apply to the Aquifer Protection Districts, except that when the requirements of the APD are more stringent or restrictive.

In January 2012, the Representative Town Meeting accepted the establishment of a Transit Oriented Development Overlay District (TOD), a 14 acre area in the main Downtown area. The intent of this district is to increase ridership for the Greater Attleboro Taunton Regional Authority (GATRA); reduce the use/need for vehicle travel; and support high density mixed-use in the Downtown area.

Figure 2-5 1985 North Attleborough Zoning Map



**Zoning By-Law Map  
of the  
Town of North Attleborough, Massachusetts**

1 inch = 1,000 feet

August 18, 2011  
Created by Southeastern Regional Planning and Economic Development District  
and Mary E. Burgess, Town Planner  
Amended 5/11 January 9, 2012  
Amended ATM June 4, 2012

In addition to the uses allowed in the underlying C7.5 and IC30 districts, the following uses are allowed by Special Permit: multi-family dwellings more than six dwelling units per building, when a part of a larger mixed use development; town houses, when a part of a larger mixed use development; mixed residential/business uses where all dwelling units are above the



first floor at a density greater than six dwelling units per building; retail and services; and accessory uses such as private day nursery, professional medical or dental offices, etc. The density and dimensional requirements in the table below apply to mixed use buildings within the TOD district. The zoning by-law also includes special design requirements that apply to special permit uses within the TOD overlay district.



**Table 2-4 Density and Dimensional Requirements in TOD overlay district**

Minimum Lot Area (sq. ft.)	15,000
Maximum Impervious Surface (percent)	70
Minimum Frontage (ft.)	100
Minimum Front Setback (ft.)	6
Maximum Front Setback (ft.)	12
Minimum Side Setback (ft.)	10
Minimum Rear Setback	20
Maximum Height (ft.)	70
Maximum number of stories	6
Maximum Residential Density (through a special permit)	35 units/acre

The Planning Board, through site plan review and subdivision control, has slowly been applying Low Impact Development techniques to help with water and drainage issues. Although it has been a slow transition, the Board has looked at other zoning alternatives. Besides the above mentioned overlay districts, the Planning Board submitted a modified Site Plan Review By-law and a new, Environmentally Friendly, Open Space Design By-law for acceptance at Town Meeting and successfully added these by-laws to the Zoning By-law. The changes to the Site Plan Review by-law include compliance with the DEP Stormwater Regulations, even if there are no triggering components to the plan such as wetlands or riverfront.

The recently adopted Environmentally Friendly Open Space Design Bylaw embraces Low Impact Design standards as well as preserving open space in the R20 and R40 zoning districts. This by-law targets those areas of land that have more than six acres, but inadequate frontage. The by-law also provides for a shared driveway for no more than five dwelling units, with a minimum of 20,000 square foot parcels, with the remaining land to be preserved as open space. Also, the design requirements promote opportunities to decrease impervious surface and to increase the use of alternative drainage strategy.

## Build-out Scenario

Existing zoning and planning regulations, in combination with the Town's current annual growth rate and amount of available land, could result in a considerable increase in the population of North Attleborough at full build-out.

*Build-out is defined as the development of land to its full potential or theoretical capacity as permitted under current or proposed zoning.*

According to the build-out study for North Attleborough carried out by Southeastern Regional Planning & Economic Development District (SRPEDD) in January of 2000, the northern and western areas of the Town were particularly susceptible to growth. Building constraints such as wetlands, slopes, soils and waterways will have an impact on growth in these areas, but most likely not enough of an impact to preserve the rural and agricultural landscapes intact. The lack of sewer is key to low land development. The retention of agriculturally viable land is important to preserving the character of northern and western North Attleborough. Most of the agricultural lands in Town are enrolled in M.G.L. Chapter 61A tax reduction programs. This designation creates temporary preservation of the land in exchange for a lower tax rate on agricultural land as long as the land is being utilized for legitimate agricultural purposes established in the law.

*Chapter 61 is a program that through tax incentives can help protect forest (61), agricultural (61A) and recreation (61B) land in Massachusetts. Landowners who wish to ensure the long-term protection of such land may be offered tax benefits as an incentive to manage the land for those purposes. However, this protection is not considered to be permanent.*

The potential build-out impacts for North Attleborough have been updated to account for 2010 data, and are summarized in Table 2-5 and 1-6 below. It is important to note that the full build-out has no time frame associated with it, but reveals conditions when full build-out (consumption of all developable land) is finally achieved.

**Table 2-5 Current Demographics and Build-out Projections**

Selected Demographics	2010	Build-out	Additions to 2010
Population	28,712	41,692	12,980
Students	4,750	7,418	2,668
Households	10,943	15,056	4,113
Water Use GPD	3,100,000	4,833,709	1,733,709

Source: SRPEDD Build-out Analysis 2000; updated 2013

**Table 2-6 Built-out Projections**

Selected Demographics	1990	2000	2010	Build-out	Additions to 2010
Population	25,038	25,973	28,712	41,692	12,980
Students	3,715	4,361	4,750	7,418	2,668
Households	9,235	9,235	10,943	15,056	4,113
Water Use GPD	-	2,748,000	3,100,000	4,833,709	1,733,709

**Table 2-3b Summary of Build-out Impacts**

Additional Developable Land Area (sq. ft.)	189,301,800
Additional Developable Area (acres)	4,346
Additional Residential Units	5,821
Additional Residents	15,719
Additional Commercial/Industrial Buildable Floor Area (sq. ft.)	12,091,394
Additional School Children at Build-out	3,057
Additional Water Demand at Build-out (gallons/day)	2,085,709
Additional Residential Water Demand at Build-out	1,178,854
Additional Commercial and Industrial Water Demand at Build-out	906,855
Additional Municipal Solid Waste (tons/year)	8,063
Additional Non-Recyclable Solid Waste (tons)	5,737
Additional Recyclable Solid Waste (tons)	2,326
Additional Roadway at Build-outs (miles)	124

Source: SRPEDD Build-out Analysis 2000; updated 2013

## Recent Land Use Studies

The Town of North Attleborough has been actively exploring land use strategies over the past decade. Particular focus has been on the western side of the Town where the existing land use pattern itself presents various development potentials.

### *Planning for Growth in the West Side of North Attleborough & Plainville*

The 2000 *Planning for Growth in the West Side of North Attleborough & Plainville* study looked at a 4,800 acres of area, approximately the western third of North Attleborough.

This area is zoned as “RA” in Plainville and “R-40” in North Attleborough. This zoning designation allows land to be developed in one acre lots. At the time, about 2,300 acres of the land in

North Attleborough were primarily undeveloped other than as farmland, forest or informal recreation, 61 acres were water or wetland, and another 458 acres were permanently protected open space.

The study proposed three development scenarios, respectively continuing on the current path of development and reaching built-out, maximizing conservation by preserving 75 percent of the remaining undeveloped land, and managing growth through “flexible development”. A shared future vision was then developed through extensive public outreach in order to reach a balance of protecting the treasured open spaces and natural features in the Town while also accommodating some new growth. The study suggested that the Town should combine land acquisition for conservation purposes with flexible open space/cluster development and implement a prioritization strategy for the remaining open space land, including consideration of its recreational potential. To implement the vision and achieve the goals, the study further recommended the Town should form a Land Prioritization Committee to pursue an ambitious land acquisition program, and update the Town’s zoning regulation to encourage cluster development. In addition, the study suggested the adoption of a small Office Park Zoning District, either as a designated district or as an overlay district, to accommodate new light industrial development and expand economic opportunities in the Town.





## ***Route 152 Corridor Land Use Study***

The *Route 152 Corridor Land Use Study*, completed in 2012, focused on the commercial area located on the northern section of Route 152 in North Attleborough through the intersection of Routes 152/106 into Plainville. The study area in North Attleborough consisted of older strip development with businesses providing services, retail and offices, vacant or underutilized parcels such as the Airport Golf site and the Walsh property (26 acres), as well as a residential neighborhood with small lot single family development just off Route 152.

The North Attleborough portion of the study area was zoned for Industrial (I60), Special Industrial (IC 30), Commercial (C30), and Residential (R15 and R20). Uses allowed in the North Attleborough R15 and R20 districts were predominantly single family housing units. Cluster residential developments, assisted living facilities and adult retirement communities are also allowed with a special permit. The C30 district allows smaller commercial enterprises as well as hotels and motels, banks, medical centers, and professional and business offices. It was the intent of this special designation IC30 district to allow the expansion of existing industry and new development of light industry. Retail uses, multi-family dwellings and mixed-use structures with residential above commercial uses were also allowed through a special permit. Finally, there was a small area of I60 district within the study area. This was an industrial district deemed suitable for heavy industrial use. Wholesale, manufacturing and transportation uses, including municipal parking, are allowed in this district.

The shared vision for the study area in both Towns was to create a bustling mixed use node that promotes economic, housing and sustainable growth. Three potential development scenarios were proposed in the study. Scenario 1 recommended a single commercial redevelopment – with 60,000-80,000 square feet of commercial space – on the industrially used properties of North Attleborough at the Airport Golf site on 582 Francis Kelley Blvd. to stimulate and support new development and/or redevelopment in adjacent areas. Scenario 2 proposed a mix of commercial activities on the Airport Golf site hosted in several buildings of varying height that included 50,000 to 60,000 square feet of commercial uses supported by retail, service, office or residential on the upper stories, all of which would utilize a central open space. The third scenario, in consideration of private ownerships over several major parcels in the area, suggested the potential for targeted residential and mixed use development on a parcel by parcel basis and recommended the adoption of a mixed use by-law to allow the types of development ultimately desired.

### ***North Attleborough Priority Development & Projection Areas***

This study – completed by SRPEDD in conjunction with the South Coast Rail project and the Southeastern Massachusetts Commuter Rail Task Force – identified areas in North Attleborough that were the most appropriate for development (Priority Development Areas or PDAs) and the most appropriate for protection (Priority Protection Areas or PPAs). PDAs are areas within a city or Town that are capable of handling more development or redevelopment due to several factors including good access, available infrastructure (primarily water and sewer), and absence of environmental constraints, and local support. PPAs are areas within a city or Town that deserve special protection due to the presence of significant environmental factors and natural features, such as endangered species habitats, areas critical to water supply, scenic vistas, or areas of historic significance.

Opportunities for Priority Development Areas in North Attleborough included:

- Infill, expansion, and reuse of the Route 1 commercial area;
- Potential for neighborhood nodes, village district and civic center district for downtown redevelopment;
- Shaw's Plaza redevelopment;
- Creation of a mixed use village setting located in the Northern Route 152 redevelopment area; and
- Redevelopment of the Emerald Square Mall.

Opportunities for Priority Areas of Protection in North Attleborough included:

- Bungay River preservation;
- Fales Road Farms and Blais Farm;
- Ten Mile River and Seven Mile River;
- Water resource areas; and
- Lower Falls.

In addition the study also identified several combination Priority Development and Priority Protection Areas, including:

- Cumberland Farm with preservation of the Town's rural character and development opportunity as a village node that provides passive recreation opportunities;
- Boro sand and gravel site with the opportunity to restore connectivity to the Town Forest and for less intensive residential development; and
- Robert Hill with protected wetland and opportunities for a park.

While some of the land use recommendations advanced by the above mentioned studies have been in the pipeline, others are waiting to be acted upon.

## Land Use and Zoning Goals

- **Goal 1:** Encourage a sound balance between residential, commercial and industrial development to ensure that the Town continues to prosper while protecting environmental resources and the character of the community.
- **Goal 2:** Promote growth that is environmentally sustainable.
- **Goal 3:** Update the zoning by-laws and incorporate creative zoning tools and techniques.
- **Goal 4:** Preserve the rural character of the Town's existing residential areas in the northwestern agricultural portion of the Town and around the wetland resources in the Town's southern section.

## Land Use and Zoning Recommendations

The recent land use studies cited above contained a number of recommendations that are carried forward within this Master Plan.

- **LU-1:** Encourage protection of agricultural land through the Agricultural Preservation Program. Educate agricultural landowners about the state's voluntary Agriculture Preservation Restriction Program, which provides an alternative to selling or developing their land. The program pays farmland owners the difference between the fair market value and agricultural value of their land, and in return, a deed restriction is placed on the land that prohibits uses that would negatively impact the property's agricultural viability.<sup>5</sup>
- **LU-2:** Encourage more mixed-use and infill development where appropriate, such as in the TOD Overlay District and through implementation of Scenario 2 from the *Route 152 Corridor Land Use Study* as described below.
- **LU-3:** Incorporate sustainability standards in the zoning by-laws. "Green" building practices encourage energy efficiency and ensure that projects are planned, designed, constructed, and managed to minimize adverse environmental impacts. This would include:
  - Energy efficient design inside and outside of the buildings
  - Comply with LEED criteria for green buildings

<sup>5</sup> Massachusetts Department of Agricultural Resources, Agriculture Preservation Restriction Program, <http://www.mass.gov/eea/agencies/agr/land-use/apr-program-objectives-and-benefits.html>

- Amenities that promote health and wellness
- **LU-4:** Adopt a Low Impact Development by-law to manage stormwater to reduce impervious cover and the preserve greenspace and other natural areas. The Environmentally Friendly Open Space Design (EFOSD) by-law includes a reference to using low impact development stormwater techniques, but a low impact by-law will incorporate more specific technical and design standards.
- **LU-5:** Use zoning to encourage redevelopment or reuse of vacant or underperforming buildings or parcels.
- **LU-6:** Consider amending the Cluster Residential Development Bylaw to allow them by right and reduce or eliminate the minimum threshold of 15 acres. Open Space Design can be a more effective tool for open space preservation for smaller project sites and its use would be encouraged by streamlining the permitting process for developers. The minimum clustered building area could be reduced as well. Create incentives for open space residential development to enhance protection of open space while providing for a more diverse range of housing types.
- **LU-7:** Develop design guidelines to be incorporated into the zoning by-law for new development along key roadway corridors (Downtown area, Routes 1 and 152) with an emphasis on creating a safe and friendly pedestrian environment. These guidelines could include provisions for building massing; building placement; window, door and façade treatments; signage; lighting; streetscape and landscape improvements; access management; and pedestrian amenities.
- **LU-8:** Improve design standards for landscaping, site design, and site amenities.
- **LU-9:** Preserve and enhance the rural aesthetic of existing neighborhoods by maintaining existing allowable densities and generous setbacks in the western part of Town.
- **LU-10:** The Town's Zoning By-law has not been updated and recodified since 1974. Obviously, much has changed in terms of land use development in North Attleborough, as well as in zoning law. Although the Town has adopted numerous amendments to the by-law, there are many new tools and techniques available to municipalities to address today's land use issues that are not incorporated into the by-law. A number of them are contained in recommendations suggested throughout this Plan. A couple of exceptions are the recently adopted Transit-oriented Development by-law for the Downtown area of North Attleborough and the Environmentally Friendly Open Space Design (EFOSD). The Town should consider a comprehensive update of the zoning by-law as a top priority recommendation of this Plan.

- **LU-11:** Implement Scenario 2 from the *Route 152 Corridor Land Use Study* that proposes a mix of commercial activities on the Airport Golf site hosted in several buildings of varying height. This would include 50,000 to 60,000 square feet of commercial uses supported by retail, service, office or residential on the upper stories, all of which would utilize a central open space.
- **LU-12:** Encourage local agriculture through the development of farmers' markets. The state Department of Agricultural Resources provides technical assistance to people interested in starting farmers' markets. The Town should also consider establishing community gardens on town-owned land. This could be done on a seasonal basis.

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# 3 Housing

## Introduction

Housing has evolved into a major issue in southeastern Massachusetts from about the mid 1990's with housing demand and high prices driven by low mortgage rates and low availability to the present with the national, state and regional housing crisis including: dramatic drops in home values, increased taxes and utility costs and evaporated bank lending, not to mention, record unemployment levels, bankruptcies and the rise in home foreclosures.

The regional housing market has tended to favor the construction of large, expensive single-family dwellings. This trend has been attributed, in part, to transit improvements (commuter rail), the expansion of high technology business in the region, limited land availability and cost and, the migration of more affluent families from the inner suburbs (Boston metro) to semi suburbs and more rural communities.

An analysis of the housing stock should consider three important aspects: the housing structures, the population inhabiting the housing and the environment in which the housing is located. The following sub-sections examine North Attleborough's housing stock in terms of age, condition, cost and availability, and consider the demographic trends as well as the specific needs of different population groups in the Town. This section also discusses housing affordability in North Attleborough as well as housing resources and programs, in addition to identifying planning and regulatory considerations to help meet local needs. The data and analyses in this Chapter are based on information obtained from the Town of North Attleborough, SRPEDD, the state and the U.S. Census Bureau.

## Existing Housing Stock

As of 2011, there were 11,155 housing units in North Attleborough<sup>1</sup>. This represents an increase of 520 units or a 4.9% increase from the 2000 total of 10,635 units. During this time, the number of housing units indicates that the Town's housing growth rate was higher than the county but lower than the state average.

<sup>1</sup> U.S. Census American Community Survey 2009-2011 3 Year Estimates

### ***Age and Condition of Housing Stock***

Information on the age of the Town's housing stock is presented in **Table 3-1**. Compared to other communities, North Attleborough has an older housing stock. The Town has 23% of its existing housing constructed prior to 1940. Of the housing units constructed after 1940, 37.5% were constructed prior to 1980, while nearly 39.5% (4,153) were constructed during the past 30 years. Field investigations of the Town's residential area reveal that most of North Attleborough's housing stock is in good condition. A few marginal areas exist, primarily around the downtown area where homes appear to be two family and/or multi-family rental properties and some scattered sites around the Falls Pond area.

**Table 3-1**      **Age of Housing Stock in North Attleborough**

<b>Year Built</b>	<b># of Units</b>	<b>% of Total</b>
1939 or earlier	2,560	23.0%
1940 to 1949	459	4.1%
1950 to 1959	830	7.4%
1960 to 1969	1,047	9.4%
1970 to 1979	1,854	16.6%
1980 to 1989	1,946	17.5%
1990 to 1999	1,249	11.2%
2000 to 2004	550	4.9%
2005 or later	660	5.9%
<b>Total</b>	<b>11,155</b>	<b>100.0%</b>

Source: U.S. Census American Community Survey 2009-2011 3-Year Estimates

### ***Housing Stock by Type***

**Table 3-2** compares the change in the number of different types of housing units in North Attleborough from 2000 to 2011. Consistent with national trends, single family detached housing comprises the majority of the Town's housing inventory. From 2000 to 2011 the Town's housing stock grew by 4.9%. Some of the fastest growing segments of the Town's housing stock were single-family detached units, single-family attached units, and five to nine unit structures, among which detached single family units comprised by far the largest number of new units, accounting for 549 of the 1,035 net new units. In contrast, mobile homes, which represent 4.1% of the total housing units in 2000, lost 150 units from 440 to 290 in 2011, while two-family units have decreased by nearly 30% over the past decade. There was also a significant contraction in three to four units structures which experienced a decrease of 11%.



**Table 3-2 Types of Housing Units 2000 and 2011 ACS Estimates**

Type of Structure	2000 Units	2009-2011 Est.	% Change 2000-2011
Single-family (detached)	6,041	6,590	9.1%
Single-family (attached)	426	708	66.2%
Two-family Units	753	533	-29.2%
Three or four units	1,314	1,169	-11.0%
Five to nine units	415	580	39.8%
Ten or more units	1,246	1,285	3.1%
Mobile Home	440	290	-34.1%
Other	0	0	-
<b>Total Units</b>	<b>10,635</b>	<b>11,155</b>	<b>4.9%</b>

Source: U.S. Census 2000 and American Community Survey 2009-2011 3-Year Estimates

### Ownership

The overall occupancy rate of housing units in North Attleborough has declined by 6% since 2000, indicating an increasing number of vacant units in the town. Within the occupied housing units, the percentage of owner-occupied units has increased by 5.2%, whereas that of the renter-occupied units experienced a decline of 5.2%.

**Table 3-3 Housing Occupancy, 2000 and 2011 ACS Estimates**

Category	2000		2009-2011	
	Number	Percentage	Number	Percentage
<b>Occupied Units</b>	10,391	97.7%	10,228	91.7%
Owner-occupied	7,113	68.5%	7,538	73.7%
Renter-occupied	3,278	31.5%	2,690	26.3%
<b>Vacant Units</b>	244	2.3%	927	8.3%
Seasonal, Recreational or Occasional	35	0.3%	-	-
Other vacant	-	-	-	-
<b>Total Units</b>	10,635	100.0	11,155	100.0

Source: U.S. Census 2000 and American Community Survey 2009-2011 3-Year Estimates

As shown in **Table 3-3**, approximately 73.7% of occupied units in North Attleborough were owner-occupied between 2009 and 2011 as compared to 68.5% in 2000. The Town's stock of rental units has declined by 588 units during 2000 to 2011, accounting for 26.3 of total occupied units.

### *Length of Residency*

Table 3-4 shows the length of residency for North Attleborough residents as compared to Bristol County residents and residents statewide. In 2011, the percentage of North Attleborough householders that moved in their units after 2007 (20.7%) was slightly lower than that of both Bristol County (20.9%) and the State (23.9%). The Town had a fairly large portion of householders (54.3%) that moved in their units between 1990 and 2007, which was somewhat consistent with but slightly higher than the county (53.2%) and statewide (52.7%) tenure patterns. The share of householders that moved in their homes before 1990, on the other hand, was lower for North Attleborough with 25.2% when compared to Bristol County with 25.9% but higher than that of the State with 23.4%. These trends indicate the effect of the Town's housing boom during 1990 to 2007 (hence the large number of residents that have moved in their homes during this time period).

**Table 3-4 Tenure of Year Householder Moved into Unit**

Year Moved In	Town of North Attleborough		Bristol County	State
	Number	% of Total	% of Total	% of Total
2008 or later	2,116	20.7%	20.9%	23.9%
2000 to 2007	3,739	36.6%	33.4%	33.5%
1990 to 1999	1,811	17.7%	19.8%	19.2%
1980 to 1989	1,372	13.5%	10.5%	9.9%
1970 to 1979	746	7.3%	7.7%	6.6%
1969 or earlier	444	4.4%	7.7%	6.9%
Total Householders	10,228	100.0%	209,980	2,528,073

Source: U.S. Census American Community Survey 2009-2011 3-Year Estimates

Although the town provides a sizable stock of rental housing, the relatively low amount of turnover reflects that North Attleborough not only tends to attract families with children but perhaps young, mobile individuals or families without children and the elderly to a lesser extent.

### *Vacancy Rate and Housing Occupancy*

Vacancy rate indicates the availability of housing units in a community. In general a vacancy rate of 5.0% is considered ideal because it allows the population to move more freely in the marketplace. A vacancy rate below 5.0% indicates that there is a demand for additional housing. A vacancy rate greater than 5.0% may indicate that a community has a problem with underutilization, has an overabundance of rundown and disinvested properties, or lacks an effective redevelopment/reinvestment policy. High vacancy rates can also be the result of economic weakness at state, regional or national level.

The vacancy rate for ownership units in North Attleborough in 2011 was lower than the rates experienced by both the county and the state: 0.9% in North Attleborough as compared to 1.3% for Bristol County and 1.5% for Massachusetts. The vacancy rate for rental units in North Attleborough, however, has risen significantly from 2.9% in 2000 up to 13.6% in 2011. This figure is much higher than both Bristol County and the statewide rates (see **Table 3-5**).

**Table 3-5 Vacancy Rate, 2000 and 2011 ACS Estimates**

Vacancy Rate	North Attleborough (%)		Bristol County (%)		Massachusetts (%)	
	2000	2011	2000	2011	2000	2011
Homeowner Units	0.5	0.9	0.8	1.3	0.7	1.5
Rental Units	2.9	13.6	5.5	7.0	3.5	5.4

Source: US Census 2000 and American Community Survey 2009-2011 3-Year Estimates

While the vacancy rate identifies the availability of units for rent or for sale, the percentage of vacant or unoccupied units includes dwelling units that are not available for rent or sale because they are abandoned, dilapidated, or otherwise not suitable for habitation. In 2011, North Attleborough had 927 unoccupied units, which comprised 8.3% of the Town’s housing stock. North Attleborough’s unoccupied unit count is lower than the count of 8.97% for Bristol County and the 10.1% count for the State.

### **Home Sale Activity**

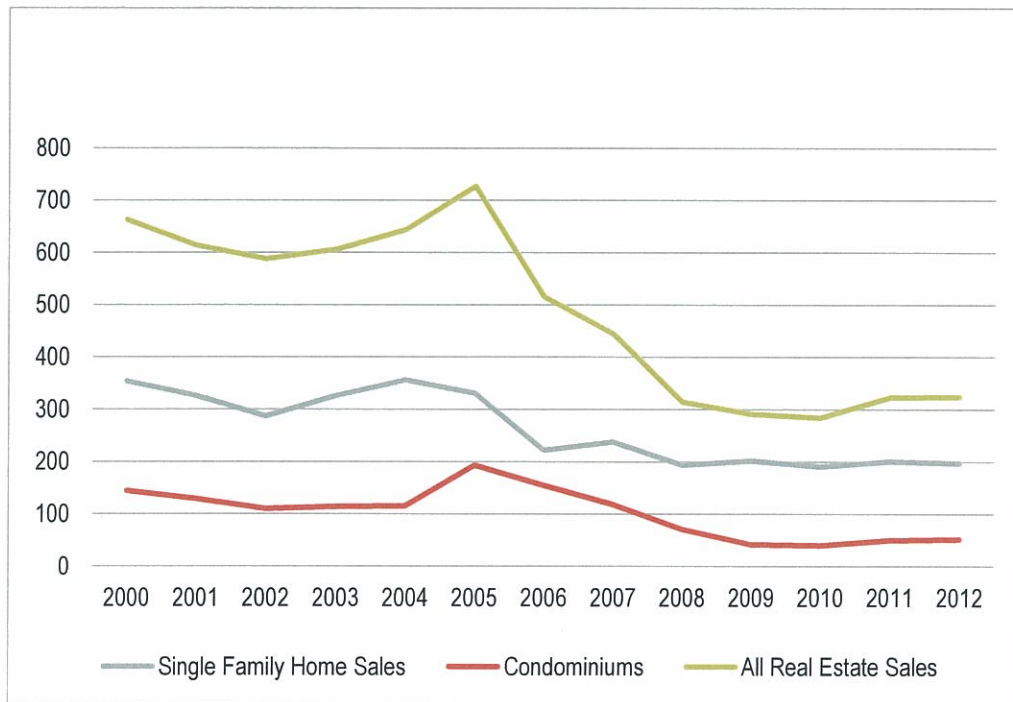
Home sales activity in North Attleborough revealed a fairly constant trend for single-family home sales for much of 2000, but began to unsteadily decline in 2007 thru 2012. The peak of single-family home sale activity was in 2004 with 356 units sold; the lowest point was in 2010 when only 191 homes were sold. The trends for all real estate sales were similar to single home sales, declining in the beginning of 2000 to 2003. From 2003 to 2005 all sales activity peaked at 727, and began a steady decline to its lowest point of 284 sales in 2010, and then saw a slight rebound in 2011 and 2012 as shown in **Table 3-6** and **Figure 3-1**. It should be noted that the condominium market is inclusive of the trends in all real estate sales. In addition, the home sale data for Bristol County, as shown in **Figure 3-2** indicates that the trend of North Attleborough’s home sale activities between 2000 and 2012 is consistent with the regional trend.

**Table 3-6 Single-family and All Real Estate Sales in North Attleborough, 2000-2012**

Year	Single Family Home Sales	Condominiums	All Real Estate Sales
2000	354	144	663
2001	326	129	614
2002	287	110	588
2003	326	114	606
2004	356	115	644
2005	331	193	727
2006	222	155	515
2007	238	118	444
2008	194	71	314
2009	202	42	291
2010	191	40	284
2011	201	50	323
2012	197	52	324

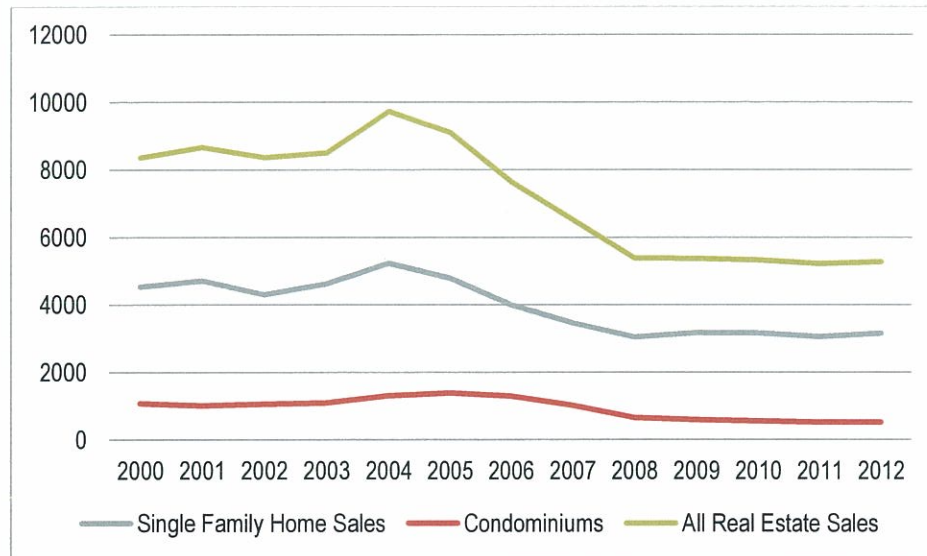
Source: Banker & Tradesmen and The Warren Group, 2012

**Figure 3-1 Single-family and All Real Estate Sales in North Attleborough, 2000-2012**



Source: Banker & Tradesmen and The Warren Group, 2012

**Figure 3-2 Single-family and All Real Estate Sales in Bristol County, 2000-2012**



Source: The Warren Group, 2012

## Residential Development Patterns and Housing Trends

Residential development is influenced by a number of factors, including historical development patterns, local zoning regulations, forces of supply and demand, transportation access and availability, school system and other quality of life considerations. This section provides an overview of the Town's historical and recent residential development patterns and trends. See Chapter 2 for a discussion of the Town's zoning regulations for residential uses.

### *Residential Development Patterns*

Prior to the 1950's and 60's, North Attleborough's residential development was fairly moderate. Residential populations were spread out and primarily located adjacent to the downtown and in the small centers or neighborhoods of Attleboro Falls, Falls Pond and Adamsdale where development was clustered and compact. The expansion of waterline to Kelley Boulevard eventually attracted development to the eastern side of town. Perhaps the most significant factor impacting the character and development pattern of North Attleborough relative to residential development was the construction of I-95 in the early 1960's. The growth in transportation investments improved regional access and North Attleborough began to emerge into a wider metropolitan area developing more like a suburb. By 1970-1980 residential subdivisions were developed throughout the area. In 1973 to 1981 a sewer moratorium was put into effect causing an increase and the number

of single-family homes to be built on septic systems, while multi-family during this period virtually stopped. Additional infrastructure improvements impacted land-use and increased residential development patterns including the completion of Landry Avenue in the late 1990's linking the eastern and western sections of the town, which had been previously divided by I-95.

Below in **Table 3-7** population in North Attleborough has more than doubled since 1950 from 12,146 to 28,712 in 2010. Between 1960 and 1970 the population growth in North Attleborough grew at a rate of more than 20% per decade. The 1970's experienced the highest growth at more than 26.0%. From the 1980's and 1990's the rate was slower and drastically dropped by 2000 to 8.4%.

**Table 3-7 Historic Population Growth 1950 - 2010**

Year	Population	% Change
1950	12,146	17.2%
1960	14,777	21.6%
1970	18,665	26.3%
1980	21,095	13.0%
1990	25,038	18.6%
2000	27,143	8.4%
2010	28,712	5.8%

Source: US Census Population 1950 - 2010

The Town of North Attleborough adopted its zoning bylaws in 1974. Currently the town has eleven (11) Zoning Districts five (5) are residential including R10 - Intensive Residential District (10,000 SFA), R10S – Special Intensive Residential District (10,000 SFA), R15 – Residential District (15,000 SFA) and R20 – Residential District (20,000 SFA) R40 – Rural Residential District (40,000 SFA). In addition, there are two mixed-use Districts including C-7.5 retail District (7,500 SFA) and IC 30 Special Industrial and Commercial District (30,000 SFA). The residential development patterns for North Attleborough are spread out across the town including single-family, multi-family, apartment complexes, duplexes, condominiums and mobile homes.

SRPEDD's 2000 Build-out analysis identified that the northern and western areas of the Town are susceptible to future residential growth. Building constraints such as wetlands, slopes, soils, and waterways will have an impact on growth in these areas, but most likely not enough to preserve the rural and agricultural landscapes intact.

### ***Housing Permit Data and Construction Trends***

In reviewing housing permit data and construction trends, the number of units for North Attleborough and Bristol County appear to be fairly stable. Dramatic declines emerge for both relatively around the same time period from about 2005 to 2011. The number of units peaked in North Attleborough during 2001 with 130 units compared to Bristol County which peaked in 2002 with 1,540 units. North Attleborough experienced its lowest numbers in 2005 with 6 units compared to Bristol County's 454 units 2009.

The average construction cost of a single-family home in North Attleborough is significantly higher than the Bristol County average. In 2006 North Attleborough's average single-family construction cost peaked at \$393,706 compared to Bristol County's highest average of \$208,580 in 2008, which was 47.0% lower than North Attleborough's highest average.

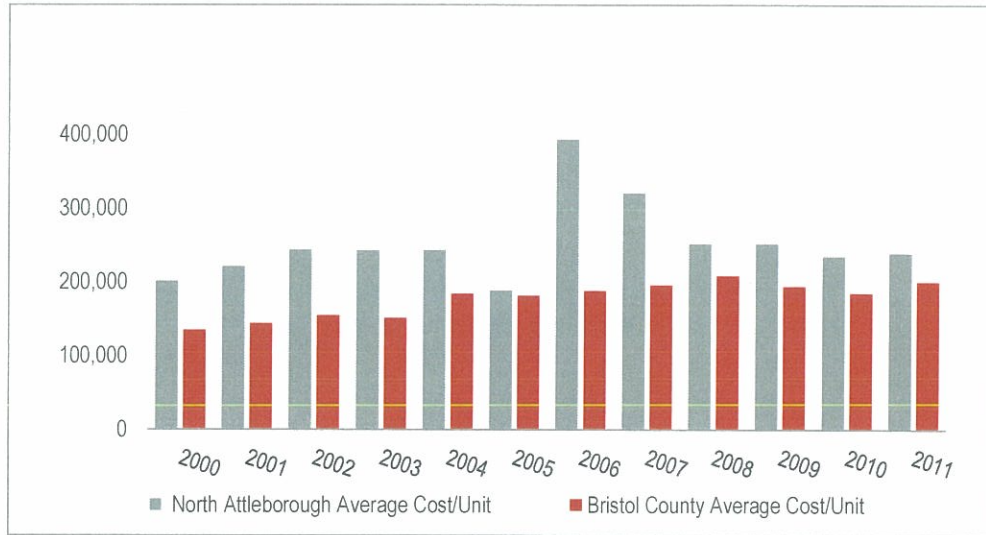
**Table 3-8 Building Construction Cost of Single-family Units 2000-2011**

Year	North Attleborough			Bristol County		
	Total Cost	Number of Units	Average Cost/Unit	Total Cost	Number of Units	Average Cost/Unit
2000	18,549,000	92	201,620	205,526,367	1,526	134,683
2001	28,834,000	130	221,800	192,827,966	1,337	144,224
2002	29,559,300	121	244,292	238,725,962	1,540	155,017
2003	26,061,418	107	243,565	210,823,790	1,390	151,672
2004	28,273,858	116	243,740	276,714,766	1,500	184,477
2005	1,132,105	6	188,684	253,626,190	1,394	181,941
2006	16,929,352	43	393,706	194,027,420	1,030	188,376
2007	8,435,600	26	320,985	166,013,559	846	196,234
2008	6,054,410	24	252,267	103,038,276	494	208,580
2009	6,054,410	24	252,267	88,413,458	454	194,743
2010	4,470,131	19	235,270	88,540,975	478	185,232
2011	3,834,780	16	239,673	78,701,124	392	200,768

Source: US Census Building Permits Survey, 2000-2011

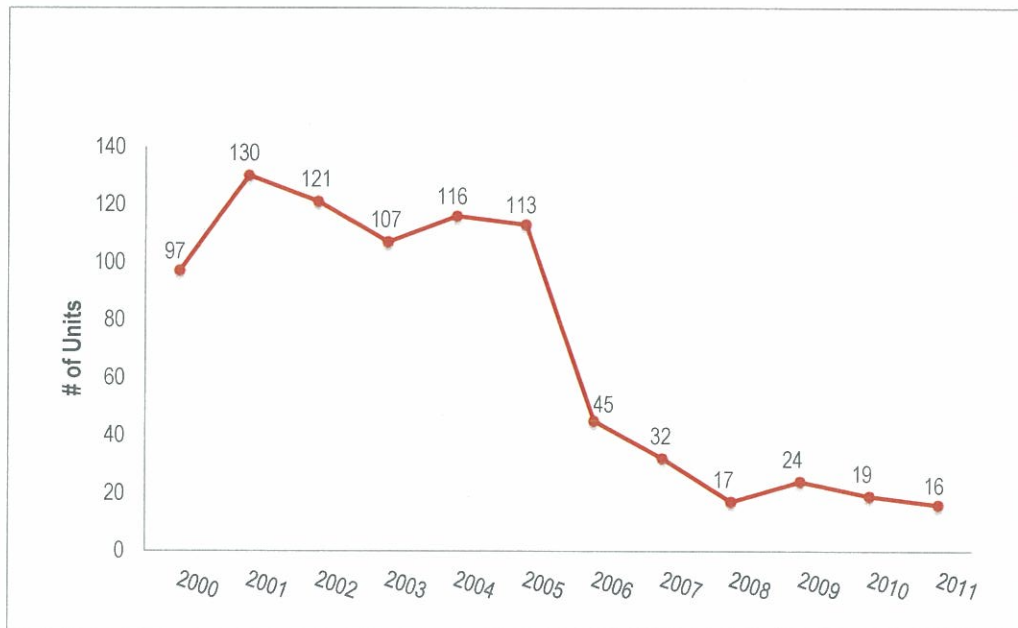
In 2011 the average building construction cost of single family units in North Attleborough was \$239,673, which is significantly higher than that of Bristol County at \$200,768. It should be noted that the construction cost figures cited in **Table 3-8** and **Figure 3-3** exclude land cost. (Figure 3-4 for number of residential building permits)

**Figure 3-3 North Attleborough Average Construction Cost Single family Housing**



Source: US Census and SRPEDD

**Figure 3-4 North Attleborough, Number of Residential Building Permits, 2000-2011**



Source: US Census 2000, Building Permits Survey, and N. Attleborough Building Inspector



### **Potential for Future Residential Growth**

The SRPEDD build-out analysis completed in 2000 estimated the potential for a total of 15,056 housing units in North Attleborough in the built-out scenario, representing an increase of 4,113 new housing units from 2010. The new housing is estimated to result in an additional 12,980 new residents and 2,668 new public school children over the baseline numbers in 2010. The study indicated that much of this new growth would occur in the northern and western areas of the Town. The build-out scenario is discussed in detail in the Land Use Chapter.

**Table 3-9 Build-out Projections**

<b>Selected Demographics</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>Build-out</b>	<b>Additions to 2010</b>
Population	25,038	25,973	28,712	41,692	12,980
Students	3,715	4,361	4,750	7,418	2,668
Households	9,235	9,235	10,943	15,056	4,113
Water Use GPD	-	2,748,000	3,100,000	4,833,709	1,733,709

Source: SRPEDD Build-out Analysis 2000

These numbers would have been larger, but in 1995 the Town undertook zoning changes in a 245 acre area located in the northeastern section of North Attleborough at Landry Avenue with the rezoning of the R-20 District to a new OP-60 District (Residential, 20,000 square feet to Office Park, 60,000 square feet) decreasing the amount of land available for housing units in this area.

### **Housing Affordability Analysis**

Housing affordability is a critical factor that determines who will be able to live in North Attleborough and, in turn, what type of community North Attleborough will be. This section provides an analysis of housing costs and affordability, as well as existing programs and policies for providing affordable housing in the Town.

#### **Cost of Homeownership Units**

According to Banker and Tradesman and The Warren Group, the median sales price for single-family houses sold in North Attleborough during 2009 was \$321,500 or a 35.1% increase compared to \$208,500 in 2000. Yet in 2012 the median sales price for single family house in North Attleborough came down to \$292,000. Overall in comparing North Attleborough to its neighbors in 2012, North Attleborough ranked third to Mansfield with the highest median sales price of \$342,000 and Plainville with \$295,000, followed by

Norton and Attleboro with \$230,000 and \$224,000 respectively. Nearly all the communities have seen a peaked median price in 2005; Mansfield was identified with a median sales price of \$427,450 while in North Attleborough it was \$370,386.

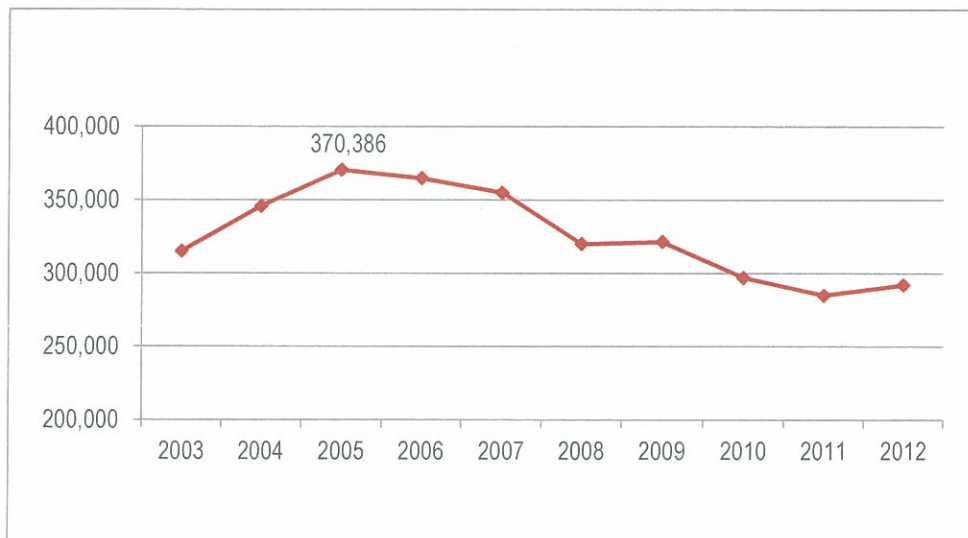
Below see **Figure 3-5** for history of median single-family home sales prices in North Attleborough and **Table 3-10** for a more detailed comparison of the median home sales price trends in neighboring communities.

**Table 3-10 Median Sales Price Single Family Home North Attleborough and Neighbors, 2003-2012**

Comm.	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Attleboro	275,000	312,750	327,400	318,000	300,000	200,000	252,500	232,000	223,250	224,000
Mansfield	363,750	402,000	427,450	422,000	385,000	380,000	345,000	357,500	352,000	342,400
N. Attleborough	315,000	345,700	370,386	364,750	355,000	320,000	321,500	297,000	285,000	292,000
Norton	305,000	339,800	346,500	357,700	325,000	290,000	272,500	258,250	259,950	230,000
Plainville	335,000	368,950	379,000	366,450	349,500	352,500	304,000	287,500	300,000	295,900

Source: Bankers & Tradesman, The Warren Group

**Figure 3-5 Change of Median Single-family Home Sale Prices North Attleborough, 2000 – 2012**



On additional review Banker and Tradesman identifies the median sale price for condominiums sold in North Attleborough for 2009 was \$160,000 or a 38.1% increase from \$99,900 in 2000. The Warren Group's 2012 data indicates that the median sale price fell to \$142,250. In comparing North Attleborough to its neighbors in 2012, the median sales price was significantly higher in Norton with \$201,000 and Plainville with \$207,000. North Attleborough ranked the third before Attleboro and Mansfield. The peak price in Norton occurred in 2006 with \$335,000

while North Attleborough peaked in 2005 with only \$209,900. See **Table 3-11** below for more details on the area’s median condominium sales price.

**Table 3-11 Median Sales Price Condominiums North Attleborough and Neighbors, 2003-2012**

Comm.	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Attleboro	190,000	207,900	204,900	230,000	216,000	200,000	185,000	166,000	128,450	139,950
Mansfield	163,000	211,900	212,000	207,000	206,500	206,750	200,000	166,250	147,000	135,000
N. Attleborough	169,250	203,500	209,900	194,000	186,750	183,500	160,000	158,500	142,000	142,250
Norton	262,524	269,900	293,450	335,000	311,450	225,000	222,900	240,000	267,500	201,000
Plainville	220,000	235,900	285,438	305,750	280,000	302,500	215,500	275,000	219,000	207,000

Source: Bankers & Tradesman, The Warren Group

### *Cost of Rental Housing*

Rental housing in eastern Massachusetts has become more expensive in recent years. Although historically rental units in the outlying areas have risen more slowly in the past, the pressure on the rental market is increasing in the suburbs as housing availability grows tighter in the city. In 2000, median gross rent in North Attleborough was \$648 per month which was more than Bristol County’s \$499 per month but less than the Mass median gross rent of \$684 per month. In 2011, median gross rent in North Attleborough was \$942 per month which was greater than Bristol County (\$789) but still less than the state rate (\$1,036). From 2000 to 2011 North Attleborough experienced a growth change of 45.4% compared to 58.1% for Bristol County and 51.5% for Mass respectively.

**Table 3-12 Median Gross Rent Per Month, N. Attleborough, Bristol County and Mass 2000-2011**

Year	North Attleborough	Bristol County	Massachusetts
2000	\$648	\$499	\$684
2011	\$942	\$789	\$1,036
% Change	45.4%	58.1%	51.5%

Source: US Census 2000 and American Community Survey 2009-2011 3-Year Estimates

### *Housing Affordability Indices*

The definition of affordability considers both the price of the housing unit and the income of the household living in it. It should be noted that the term “affordable housing” is relative, since it depends on the income of the household. Affordable housing is not the same thing as subsidized housing for persons of low and/or moderate income, although subsidized housing is one type of affordable housing.

The U.S. Department of Housing and Urban Development (HUD) defines affordability as a household spending no more than 30% of its annual income on housing. Families who pay more than 30% of their income for housing are considered to be cost burdened and may have difficulty affording necessities such as food, clothing, transportation and medical care. This federal definition of affordability housing has become the generally accepted standard. A guideline used by banks when evaluating home mortgage applications is that monthly payments should not exceed 30-33% of household income.

The 2011 ACS estimated that approximately 40.1% of North Attleborough homeowners spent 30% or more of their household income on housing costs while 50.7% of all renters spent the same percentage of their household income on housing costs. Additionally, 25.3% of homeowners spent between 20% - 30% of household income on housing costs compared to 23.3% for renters. Another 34.6% of homeowners spend less than 20.0% compared again to 25.9% for renters. These numbers indicate high and increasing housing costs burdens, especially when compared to 2000 housing cost data. See **Table 3-13** below for more details.

**Table 3-13 Housing Cost as a Percentage of Household Income**

	Homeowner				Renter			
	2000	%	2011	%	2000	%	2011	%
Less than 20 percent	3,031	52.8	2,610	34.6	1,301	39.7	698	25.9
20 to 29 percent	1,647	28.8	1,907	25.3	1,023	31.2	628	23.3
30 percent or more	1,049	18.3	3,021	40.1	831	25.4	1,364	50.7

Source: US Census 2000 and American Community Survey 2009-2011 3-Year Estimates

*Affordability Gap*

**Table 3-14** shows the trend in the affordability of single-family housing in North Attleborough from 2000 to 2011. It compares the median sales price of single-family homes with the “affordable housing price”. This is the cost of housing that would not impose a housing cost burden on a family earning the median family income (MFI). It shows the “affordability gap” between these numbers; that is, the difference between the median housing sales price and the pricing of housing that is affordable to those earning the median family income, using affordable as 30% of gross income based on Housing and Urban Development (HUD) standards.

**Table 3-14 Affordability of Housing: North Attleborough, 2000-2011**

Year	MFI <sup>1</sup>	Median Sales Price	Affordable Price <sup>2</sup>	Gap <sup>3</sup>
2011	\$74,500	\$285,000	\$248,333	\$36,667
2010	\$72,100	\$296,750	\$240,333	\$56,417
2009	\$72,500	\$321,500	\$241,667	\$79,833
2008	\$68,300	\$320,000	\$227,667	\$92,333
2007	\$68,300	\$355,000	\$227,667	\$127,333
2006	\$64,000	\$364,750	\$213,333	\$151,417
2005	\$63,850	\$370,771	\$212,833	\$157,938
2004	\$60,000	\$345,700	\$200,000	\$145,700
2003	\$58,400	\$315,000	\$194,667	\$120,333
2002	\$54,100	\$284,000	\$180,333	\$103,667
2001	\$52,800	\$235,000	\$176,000	\$59,000
2000	\$49,800	\$208,500	\$166,000	\$42,500

1 HUD Median Family Income for Providence-Fall River-Warwick, RI-MA MSA

2 Housing expenses less than 30% household income

3 Difference between median sale price and affordable price

Source: HUD Median Family Income Documentation System and The Warren Group

From 2000 to 2005 housing prices in North Attleborough rose steadily out pacing household income and drastically widening the affordability gap. In 2000 the median sale price of a home was \$208,500, median family income was \$49,800 and the gap was \$42,500. By 2005 the median sale price had risen to \$370,386, median family income was only \$63,850 and the gap was \$157,533. Although the down turn in the housing market has begun to close in on the affordability gap, as indicated by recent years' data in **Table 3-14** that 2011's affordability gap reached the lowest point over the past decade, North Attleborough still has a long way to go before it reaches further housing affordability.

#### Homebuyers Affordability Index

To determine the affordability of ownership units for any given family, it is necessary to estimate the maximum price of a home that the family could afford. A house is considered affordable when they don't spend more than 30.0% of their income on housing costs, including mortgage payments, property taxes and insurance. This calculation depends on many factors, including interest rates (which in turn are affected by the borrower's credit rating), length of the mortgage (e.g., 15 year vs. 30 year) and the amount of the down payment. Based on assumptions for a typical homebuyer, a family earning the 2011 median family income for the Providence-Fall River Metropolitan Statistical Area (MSA) of \$74,500 could afford a home costing about \$248,333. This is nearly \$37,000 (\$36,667) less than the North Attleborough 2011 median single-family sale price of \$285,000.

## ***Chapter 40B- Qualifying Affordable Housing***

Chapter 40B of the Massachusetts General Laws mandates that communities have 10% of their total housing units dedicated to households with low and moderate incomes as defined by HUD. In order to qualify as affordable under Chapter 40B, housing units must be subsidized by the state or federal government. Initially, “subsidized” in the context of Chapter 40B was taken to mean financial subsidies only. As a result communities had little incentive to undertake housing initiatives not involving direct state or federal financial assistance, even if they were otherwise consistent with the intent of the statute. This changed in 1990, the definition of “subsidized” was broadened to include programs providing subsidies in-kind or through technical assistance or other supportive services. As a result several non-traditional subsidy programs became more widely used including the Department of Housing and Community Development’s (DHCD) Local Initiative Program (LIP), the Federal Home Loan Bank of Boston Affordable Housing Program, and the New England Fund (NEF).

In communities that have less than 10% affordable housing, Chapter 40B allows private developers who construct affordable housing to circumvent local zoning and subdivision control regulations through the Comprehensive Permit process. This process allows developers to submit a single application to the Zoning Board of Appeals, and requires that the application must be approved unless it presents serious health or safety risks. A project must contain at least 25% affordable housing to be eligible for a Comprehensive Permit. Comprehensive permits have caused great concern in many Massachusetts communities because they strip cities and towns of their local land use control and sometimes result in developments that are poorly sited in remote or environmentally sensitive areas. On the other hand, they have also resulted in the creation of thousands of units of much-needed affordable housing statewide.

Communities that lack 10% affordable housing may nevertheless comply with Chapter 40B’s housing requirement (and thus deny Comprehensive Permit applications) if they have 1.5% of their buildable land area dedicated to low and moderate-income housing. As DHCD has not fully established the rules that govern the land area minimums, no Massachusetts communities have yet been approved as having met their Chapter 40B obligations under the land area minimum. Recent changes to Chapter 40B (2002) also protect cities and towns against “unfriendly” Comprehensive Permits if they have made significant recent progress ( as defined in the statute) toward meeting the affordable housing goal. In addition, accessory dwelling units created after July 2002 now count toward the affordable housing inventory even if they were created without a subsidy program.

As of April 30, 2013, 297 units or 2.6% of North Attleborough’s total housing inventory of 11,553 qualified as affordable under Chapter 40B. The average percentage of

affordable housing in the SRPEDD 27 community region is 8.1%; the Town of North Attleborough ranks 21 out of 27 in the region in terms of SHI eligible affordable units.

Below **Table 3-15** compares North Attleborough’s level of affordable housing to its neighbors identifying it with only 2.6% of all housing units as qualified toward the subsidized housing inventory (SHI). All of the neighboring communities had higher percentages; Mansfield had the highest SHI portion with 10.8%.

**Table 3-15 Level of Affordable Housing North Attleborough and Neighboring Communities**

Community	# Year Round Units	# Affordable Units	% Affordable Units
Attleboro	17,978	1,195	6.6%
Mansfield	8,725	944	10.8%
N. Attleborough	11,153	297	2.6%
Norton	6,707	405	6.0%
Plainville	3,459	176	5.1%

Source: Department of Housing & Community Development (DHCD) Subsidized Housing Inventory 4/30/13

## Summary of Housing Needs Assessment

**Table 3-16** summaries demographic and housing characteristics in North Attleborough and compares this information to that for Bristol County and the state.

**Table 3-16 Summary of Demographic and Housing Characteristics for North Attleborough, Bristol County and the State 2011**

Household Characteristics	North Attleborough	Bristol County	Massachusetts
Total population	28,693	548,261	6,553,538
% less than 20 yrs	30.9%	25.1%	24.8%
% 20 to 34 yrs	15.0%	18.5%	20.2%
% 45 to 54 yrs	15.9%	15.7%	15.4%
% 65 yrs or more	9.8%	14.3%	13.8%
Median Age	38.4	40.0	39.1
% Non-family households	27.3%	34.0%	36.8%
Average household size	2.79	2.54	2.5
Median Income	74,417	54,044	64,504
% Individuals in Poverty	4.8%	11.8%	11.2%
% Earning less than \$25,000	8.5%	14.4%	11.8%
% Earning more than \$100,000	20.0%	10.4%	17.1%
% Occupied housing	91.7%	91.0%	89.9%
% Owner-occupied	73.7%	63.4%	62.7%
% Renter-occupied	26.3%	36.6%	37.3
% in single-family, detached structures	59.1%	52.2%	52.0%
Median sales price (2011)	\$285,000	\$225,000	\$286,000
Median home value	\$336,200	\$283,600	\$332,800

Source: American Community Survey 2009-2011 3-Year Estimates and The Warren Group

The information shown indicates that North Attleborough is a moderately large, “small community” (local population under 50,000) with less families and children than other communities in Bristol County but more than the state as whole, providing a higher rate of owner occupancy and single-family homes. More specific comparisons of North Attleborough to Bristol County and the state are highlighted below.

- **Somewhat Younger Population:** A smaller portion of North Attleborough’s population includes seniors – 9.8% versus 14.3% for Bristol County and 13.8% for



the state. The median age of 38.4 years is fairly young when compared with Bristol County and the state, although it has been increasing as shown below.

- **Fewer Young Adults:** The numbers of those 20 to 34 years old have been decreasing, and North Attleborough had a lower percentage of these younger adults, at 15% of the population as opposed to 18.5% and 20.2% for the county and state, respectively.
- **Types of Households:** More Families: North Attleborough non-family households comprising 27.3% was lower than both the county (34%) and the state as a whole (36.8%). The percentage of children under 20 years in North Attleborough is 30.9%, while 25.1% of the county and 24.8% of the state is comprised of people under 20 years old. In addition the average household size is greater as well, 2.79, as opposed to 2.54 for the county and 2.5 for the state.
- **Significantly Higher Income Levels:** Median income levels per the 2011 ACS were significantly higher in North Attleborough, \$74,417 as opposed to \$54,044 and \$64,504 for the county and state, respectively. Additionally, the percentage of those earning less than \$25,000 was substantially lower in North Attleborough, 8.5% versus 14.4% for the county and 11.8% for the state. Also North Attleborough had 4.8% of its population living in poverty with a much higher levels for the county and state of 11.8% and 11.2%, respectively. North Attleborough also had more residents earning more than \$100,000, 20% in comparison to 10.4% for the county and 17.1% for the state. It is interesting to note that income levels in all categories are less now than before the start of the recession.
- **Housing Market Conditions:** The 2011 median housing prices provide a comparison of North Attleborough's housing market to that of Bristol County and the state; \$285,000 for North Attleborough, \$225,000 for the county and \$286, 000 for the state. Housing prices increased more than half (54.0%) between 2000 from \$208,500 to its peak at \$321,500 in 2009, although it has dropped significantly since the economic downturn.

### ***Changing Demographics***

Several demographic trends will influence the need for various types of housing in North Attleborough. A complete Demographic Profile follows.

#### *Population Growth*

North Attleborough's total population was 28,712 according to the 2010 Census, an increase of 1,569 residents or 5.8% since the 2000 census population count. **Table 3-17** presents US Census population data from 1990 through 2010 for North Attleborough and

its neighbors. North Attleborough ranks 2<sup>nd</sup> in total population in comparison to its neighbors and its population growth rate from 2000 to 2010 was also the second highest of the five communities. Mansfield had the highest growth rate from 1990 to 2000 at 35.3% but had the lowest growth rate in the decade followed. Plainville among the five communities had the highest growth rate from 2000 to 2010 at 7.6%.

**Table 3-17 Population Growth: North Attleborough and its Neighbors, 1990-2010**

Municipality	1990	2000	2010	% Change	
				1990-2000	2000-2010
Attleboro	38,383	42,068	43,593	9.6%	3.6%
Mansfield	16,568	22,414	23,184	35.3%	3.4%
N. Attleborough	25,038	27,143	28,712	8.4%	5.8%
Norton	14,265	18,036	19,031	26.4%	5.5%
Plainville	6,871	7,683	8,264	11.8%	7.6%

Source: US Census 1990, 2000 and 2010

Southeastern Regional Planning and Economic Development (SRPEDD) prepared population projections for cities and towns in their district. Table 3-18 shows population growth estimates for North Attleborough and its four neighbors for 2010 to 2020, 2020 to 2030 and 2030 to 2035. North Attleborough's population is estimated to have slower growth rate at 2.9% from 28,712 in 2010 to 29,539 by 2020. However its 2020 population is projected to grow rapidly at a rate of 19.6% to 35,329 by 2035.

**Table 3-18 Projected Growth 2000-2035**

Municipality	2000	2010	2020	2030	2035	% Change	
						2010-2020	2020-2035
Attleboro	42,068	43,593	46,333	46,766	47,226	6.3%	1.9%
Mansfield	22,414	23,184	24,738	26,031	27,013	6.7%	9.2%
North Attleborough	27,143	28,712	29,539	33,504	35,329	2.9%	19.6%
Norton	18,036	19,031	20,505	21,101	21,552	7.7%	5.1%
Plainville	7,683	8,264	8,800	10,728	11,285	6.5%	28.2%

Source: US Census 2000 and 2010, Southeastern Mass Metropolitan Planning Organization (SMMPO) 2035 Population Projection

North Attleborough Population, Sex and Age Trends

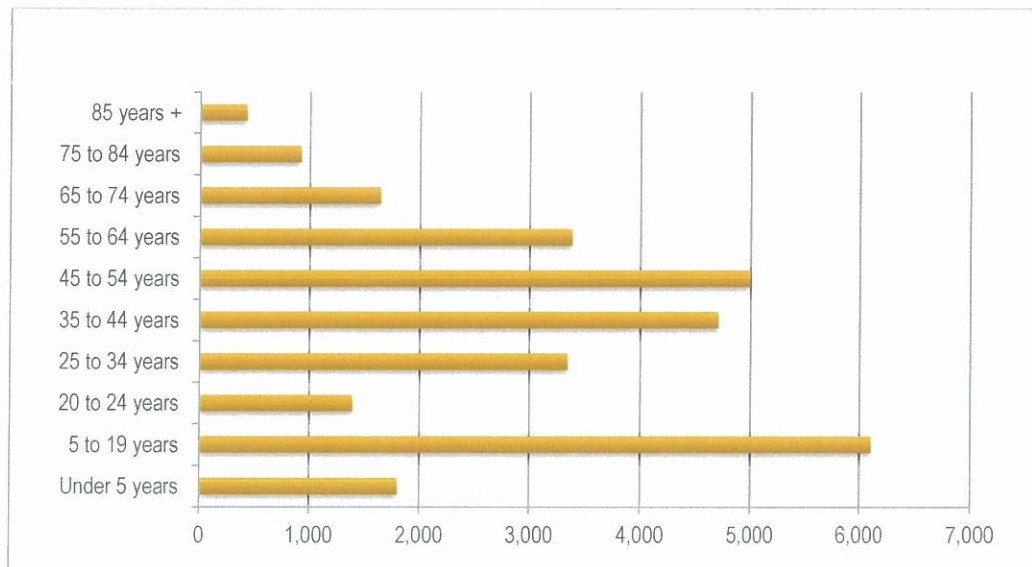
**Table 3-19** shows the sex and age distribution of North Attleborough's 2010 population. Females were 51.4% of the population while males were made up of 48.7%. **Figure 3-6** illustrates the age distribution of North Attleborough's population.

**Table 3-19 Town of North Attleborough Population, Sex and Age Characteristics, 2000 and 2010**

	2000		2010		% Change 2000-2010
	Number	%	Number	%	
Total Population	27,143	100.0%	28,712	100.0%	5.8%
Sex					
Male	13,192	48.6%	13,993	48.7%	6.1%
Female	13,951	51.4%	14,719	51.3%	5.5%
Age					
Under 5 years	1,957	7.2%	1,800	6.3%	-8.0%
5 to 19 years	6,117	22.5%	6,106	21.2%	-0.2%
20 to 24 years	1,251	4.6%	1,380	4.8%	11.1%
25 to 34 years	4,168	15.3%	3,345	11.7%	-19.7%
35 to 44 years	5,157	19.0%	4,707	16.4%	-8.7%
45 to 54 years	3,966	14.6%	4,994	17.4%	25.9%
55 to 64 years	2,148	8.0%	3,385	11.8%	57.6%
65 to 74 years	1,371	5.1%	1,641	5.7%	19.7%
75 to 84 years	934	3.4%	919	3.2%	-1.6%
85 years +	317	1.2%	424	1.5%	33.8%
Under 18 years	7,831	28.8%	7,318	25.5%	-6.6%
65 years and older	2,622	9.7%	2,984	10.4%	13.8%

Source: US Census 2000 and 2010

**Figure 3-6 Age Distribution of North Attleborough Population 2010**



The age distribution information in **Table 3-19** provides some insights on recent demographic trends. First, there was a small decrease of about 6.6% in the number of children under the age of 18 from 7,831 in 2000 to 7,318 in 2010. Those over 65 years increased by 362 individuals, from 2,622 in 2000 to 2,984 in 2010, representing an increase of 13.8%. In addition those individuals age 85 years and above increased from 317 in 2000 to 424 in 2010 or 33.8%. It is important to note that a subset of the population of those younger adults entering the workforce and forming their own families, age 25 to 34 decreased in North Attleborough by 823 individuals or 19.7% from 2000 to 2010. Although the high costs of living and housing in particular may have caused this population decrease, this age cohort still comprises nearly 12% of the total population.

The Metropolitan Area Planning Council (MAPC) prepared population projections by age group through 2030, which appear in **Table 3-20**. These demonstrate a decrease in school age children and a substantial increase in those over 60. For example, those under the age of 14 are projected to decrease by about 435 individuals. Those age 15 to 29 drop slightly from 16.8% in 2010 to 16.4% in 2030. Additionally, the age group 45 to 59 is projected to shift downward from 23.8% in 2010 to 20.4% in 2030. Those between ages 30 to 44 are projected to decrease by 0.9% in 2030. Significant projected growth is estimated to occur in the over 60 age cohort increasing by 2,412 or 53.1% by 2030. It can be reasonably estimated that additional housing will be needed to meet the needs of “empty nester” couples as well as older adults seeking independent or assisted congregate living options.

**Table 3-20 North Attleborough Population Projections by Age Group**

Age Range	2010		2020		2030	
	Number	%	Number	%	Number	%
0 to 14 years	6,031	21.0%	5,366	18.3%	5,596	18.5%
15 to 29 years	4,840	16.8%	5,336	18.2%	4,978	16.4%
30 to 44 years	6,478	22.6%	5,884	20.0%	6,579	21.7%
45 to 59 years	6,823	23.8%	6,963	23.7%	6,174	20.4%
Over 60	4,540	15.8%	5,817	19.8%	6,952	23.0%
Total	28,712	100.0%	29,366	100.0%	30,279	100.0%

Source: US Census 2010 and MAPC MetroFuture Projections 2030, December 2007

North Attleborough Household Trends

From 2000 to 2010 North Attleborough’s total households grew by 552 households or 5.3%. Other indicators that experienced growth included non-family households increased by 194 or 6.1%, households with persons under 18 had an increase of 97 households or 2.5% and households with persons age 65 + increased rapidly from

1,871 in 2000 to 2,179 in 2010 or 16.4%. In addition the average household and family size remained stable, with a minor increase from 2.60 and 3.15 in 2000 to 2.61 and 3.16 in 2010 respectively. See **Table 3-21** below for additional details.

**Table 3-21 Household Composition, North Attleborough 2000 and 2010**

	2000		2010	
	Number	%	Number	%
Total Households	10,391	100.0%	10,943	100.0%
Family Households	7,227	69.6%	7,585	69.3%
Family with children under 18	3,741	36.0%	3,802	34.7%
Married-couple family	5,918	57.0%	6,044	55.2%
Married with children under 18	3,002	28.9%	3,002	27.4%
Female householder, no husband	976	9.4%	1,094	10.0%
Female householder with children under 18	578	5.6%	590	5.4%
Non-family Households	3,164	30.4%	3,358	30.7%
Householder living alone	2,568	24.7%	2,725	24.9%
Householder 65+	762	7.3%	1,848	16.9%
Households with person under 18	3,941	37.9%	4,038	36.9%
Households with person 65+	1,871	18.0%	2,179	19.9%
Average household size <sup>1</sup>	-	-	2.79	-
Average family size	3.15	-	3.16	-

Source: US Census 2000 and 2010

1 Note: American Community Survey 2009-2011 3-Year Estimate

As shown in **Table 3-22** the number of households in North Attleborough grew by 5.3% from 2000 to 2010, which was the slowest of the five neighboring communities.

Plainville's household growth was the highest among the five communities at 9.8% followed by Norton at 9.3%. In most communities the number of persons per household declined from 2000 to 2010, reflecting regional and national trends towards smaller households, with the exception of North Attleborough whose average household size increased slightly from 2.6 in 2000 to 2.61 in 2010.

**Table 3-22 Total Households, North Attleborough and its Neighbors, 2000-2010**

Municipality	Households (HH)		Difference	% Change	Annual Rate of Growth	Persons/HH	
	2000	2010				2000	2010
Attleboro	16,019	16,884	865	5.4%	0.5%	2.57	2.55
Mansfield	7,942	8,399	457	5.8%	0.6%	2.82	2.76
North Attleborough	10,391	10,943	552	5.3%	0.5%	2.60	2.61
Norton	5,872	6,416	544	9.3%	0.9%	2.79	2.69
Plainville	3,009	3,303	294	9.8%	1.0%	2.53	2.49

Source: US Census 2000 and 2010

### Income Distribution

The median household income in 2011 was \$74,417 representing an increase of 25.3% from the 2000 median income, not adjusted for inflation. Based on the percentage change in HUD's median income levels from 2000 to 2010 (44.7%), from \$49,800 to \$72,100, an adjusted income level of \$85,910 can be calculated that perhaps better reflects current economic conditions.

**Table 3-23 Household Income Distribution**

	2000		2011	
	Number	%	Number	%
Households	10,413	100%	10,228	100%
Less than \$10,000	356	3.4%	307	3.0%
\$10,000 to \$14,999	496	4.8%	440	4.3%
\$15,000 to \$24,999	902	8.7%	644	6.3%
\$25,000 to \$34,999	1,179	11.3%	972	9.5%
\$35,000 to \$49,999	1,360	13.1%	1360	13.3%
\$50,000 to \$74,999	2,374	22.8%	1422	13.9%
\$75,000 to \$99,999	1,828	17.6%	1391	13.6%
\$100,000 to \$149,999	1,436	13.8%	2158	21.1%
\$150,000 to \$199,999	245	2.4%	798	7.8%
\$200,000 or more	237	2.3%	736	7.2%
Median Household Income	\$59,371	-	\$74,417	-

Source: US Census 2000 and American Community Survey 2009-2011 3-Year Estimates

Between 2000 and 2011, there were decreases in the numbers of households in several income categories including those in the income range earning less than \$10,000 through to those earning in the income range \$75,000 to \$99,999. The largest losses occurred in the income ranges of those earning \$50,000 to \$74,999 with a drop of 952 households or about 40.1% and those earning \$75,000 to \$99,999 which experienced a drop of

437 households or 23.9%. Those households earning between \$100,000 and \$149,999 increased to 2,158 or 21.1% of the population in 2011 from 1,436 or 13.8% in 2000. During this same period both those households earning \$150,000 to \$199,999 and households earning \$200,000 or more have tripled, with the former rising from 245 in 2000 to 798 in 2011 (which represents about 7.8% of all households), and the latter increasing from 237 in 2000 to 736 or 7.2% of total households in 2011.

Despite increasing household wealth, there still remains a population living in North Attleborough with very limited financial means. Of the 10,228 total households estimated in 2011, 307 or 3.0% had incomes of less than \$10,000 and 1,084 or 10.6% had incomes between \$10,000 and \$24,999, representing extremely low-income levels at or below 30% of area median income. An additional 972 households had incomes within what public agencies would define as very low-income, within 50% of area median income based on 2011 levels. The total number of households within these lower income categories was 2,363 households in 2011 or 23.1% of all North Attleborough households, a significant number given the general affluence of the community.

#### Poverty Status

**Table 3-24** shows 2009 - 2011 poverty data for North Attleborough. Less than 4% of all families lived below the poverty level, while female headed households with no husband had much higher rates of poverty at 18.8%. These female headed households with children under the age of 18, and those under 5, included 24.6% and 69.4% respectively of all such households. Additionally, more than 7% of individuals aged 65 and older lived below the poverty level.

**Table 3-25** shows poverty status for North Attleborough and its neighboring communities. Of the five neighboring communities Attleboro ranked the highest for overall families and individuals under the poverty level with 4.2% and 6.8% respectively, while Mansfield had the highest poverty rates for families with children under 5 years and unrelated individuals 15 years and above. North Attleborough had the highest poverty rate for two of the major categories, including families with related children under 18 years old with 6.7% under poverty level, and families with female householder no husband present with 18.8% under poverty level. In most other categories when compared to the other communities, North Attleborough generally fell between the 2<sup>nd</sup> and 4<sup>th</sup> positions.

**Table 3-24 Poverty Status 2009-2011, North Attleborough**

	# Below Poverty Level <sup>1</sup>	% Below Poverty Level
Families	7431	3.6%
w. related children under 18 yrs	-	6.7%
w. related children under 5 yrs	-	9.3%
Families w/ female householder, no husband	1172	18.8%
w. related children under 18 yrs	-	24.6%
w. related children under 5 yrs	-	69.4%
Individuals	1,377	4.8%
18 to 64 years	-	4.7%
65 years and older	-	7.1%
Related children under 18 yrs	-	4.4%
Related children 5-17 yrs	-	5.1%
Unrelated individuals 15 yrs and over	-	18.0%

Source: American Community Survey 2009-2011 3-Year Estimates Selected Economic Characteristics  
 1 No complete data for this column in the 2010 Census or ACS 2009-2011 Estimates

**Table 3-25 Percentage Below the Poverty Level 2010-2011, North Attleborough and its Neighbors**

	Attleboro	Mansfield	North Attleborough	Norton <sup>1</sup>	Plainville <sup>1</sup>
Families	4.2%	3.2%	3.6%	3.8%	4.2%
w. related children under 18 yrs	5.9%	4.7%	6.7%	4.5%	4.9%
w. related children under 5 yrs	4.8%	13.4%	9.3%	12.1%	7.4%
Families with female householder, no husband	12.7%	14.2%	18.8%	4.8%	5.7%
w. related children under 18 yrs	14.1%	21.6%	24.6%	4.1%	11.5%
w. related children under 5 yrs	24.8%	37.9%	69.4%	0.0%	-
Individuals	6.8%	5.9%	4.8%	4.7%	4.2%
18 to 64 years	6.7%	5.8%	4.7%	4.7%	2.6%
65 years and +	7.8%	5.7%	7.1%	5.8%	9.6%
Related children under 18 yrs	5.5%	6.2%	4.4%	3.4%	5.0%
Related children 5-17 yrs	5.6%	2.0%	5.1%	2.5%	4.6%
Unrelated individuals 15 yrs and +	18.2%	21.2%	18.0%	16.8%	7.8%

Source: American Community Survey 2009-2011 3-Years Estimates and 2006-2010 5-Year Estimates  
 1 Norton and Plainville data from ACS 2006-2010 5-Year Estimates



## Senior, Family, Special Needs and Other Housing

### Existing Supply

The Department of Housing and Community Development identifies North Attleborough with having 297 affordable units, representing 2.6% from the 11,155 town-wide total housing units in 2013. The North Attleborough Housing Authority (NAHA) has created nearly all (about 93.0%) of the affordable housing stock in the town. Currently there are a total of 272 rental units housing 365 individuals including 220 elderly, 20 handicapped and 62 children. The breakdown of units include: 224 1 bedroom units, 27 2 bedroom units and 21 3 bedroom units. The remaining 21 units or 7.2% have been developed by the Department of Mental Retardation (DMR) as group homes and their locations are confidential.

The North Attleborough Housing Authority, Executive Director, Carol Lyons indicated that there is a 5-7 year waiting list for family housing with two years for emergencies. All have local preference.

**Table 3-26 North Attleborough Chapter 40B Subsidized Housing Inventory, April 2013**

Property Name & Address	Housing Type / Agency	Total Units / Type	Subsidizing Agency
Circle Court	Over 60 and/or disabled/ N. Attleborough Housing Authority (NAHA)	104 units / 1 Bdrm	DHCD <sup>1</sup>
Elm Terrace	Over 60 and/or disabled/NAHA	72 units 2 2 Bdrm and 70 1 Bdrm	DHCD
22 Washington St	Veterans / NAHA	50 units / 1 Bdrm	DHCD
340-368 Smith St	Family / NAHA	2 3 Bdrm	DHCD
2-18 Falmouth St	Family / NAHA	2 3 Bdrm	DHCD
40A-48B Clinton St	Family / NAHA	10 units / 2-3 Bdrm	DHCD
77-79 Jefferson St	Family / NAHA	4 units / 2-3 Bdrm	DHCD
11-15 Goldie St	Family / NAHA	4 units / 2-3 Bdrm	DHCD
99-103 Hope St	Family / NAHA	12 units / 2-3 Bdrm	DHCD
Group Home	-	15 units	DMR <sup>2</sup>
Group Home	-	6 units	DMR

Source: DHCD and North Attleborough Housing Authority, August 2010

1 Department of Housing and Community Development

2 Department of Mental Retardation

### Future Needs

As discussed above, the number of elderly residents in North Attleborough is expected to increase dramatically in the next 20 years. In addition to senior citizens, people needing special housing include physically and mentally handicapped persons of all ages, and persons with debilitating illnesses. Some common types of housing for seniors and other persons with special needs include age-restricted townhouses or condominiums, assisted living complexes, congregate living, and single room occupancy units. Future population trends in North Attleborough will create local demand of all of these housing types.

According to U.S. Census 2011 ACS 3-Year Estimates, the population age 5 to 17 years old is identified as with having 480 individual or 8.4% with a disability. The population age 18 to 64 years old were identified with 1,580 individual or 8.9% who claimed some type of disability, but 56 % of this group were employed, leaving approximately 44% unemployed, possibly due to the disability. In regard to the population 65 years of age or older 778 or 28.7% claimed some type of disability.

### ***Affordable and Subsidized Housing***

Additional subsidized affordable housing, meeting the definition provided by the Department of Housing and Community Development (DHCD), is needed in North Attleborough to meet the state's 10% affordable housing requirements under Chapter 40B. More importantly, new affordable housing could make it possible for groups who cannot now afford to live in North Attleborough to do so in the future, such as young people who were born and raised in North Attleborough and are looking for an affordable rental or a small starter home as their first residence.

DHCD counts 297 units in North Attleborough that meet affordability requirements under 40B and are included in the Town's Subsidized Housing Inventory (SHI). Chapter 40B mandates that the town should have 10% of its year-round housing stock as affordable housing which would total 1,115 units out of its 11,153 year-round housing units (2011 ACS Estimates). With a current inventory of 297 affordable units or 2.6%, North Attleborough has a deficit of 818 affordable units.

## Housing Resources

The Town of North Attleborough has limited local and area housing resources. The resources that have been identified include the following:

### North Attleborough Housing Authority

*Description:* The Mission of the North Attleborough Housing Authority is to provide decent, safe, and sanitary affordable housing to residents of the Community, and to assist them in full participation within their community of North Attleborough.

North Attleborough Housing Authority  
P.O. Box 668, 20 South Washington Street  
North Attleboro, MA 02761  
Tel: 508-695-5142  
Fax: 508-695-6847  
Contact: Carol Lyons

### Attleboro Office of Community Development

*Description:* The Attleboro Office of Community Development (AOCD) engages residents, non-profit organizations and the general public in articulating the city's needs and priorities in an effort to revitalize neighborhoods by increasing safe, decent, and affordable housing, stimulating economic development, and supporting programs and services that use federal resources to help low and moderate income residents attain economic self-sufficiency and achieve their vision of a healthy and viable community.

Attleboro Office of Community Development  
77 Park Street  
Attleboro, MA 02703  
Tel: 508-223-2222  
Fax: 774-203-1891  
Contact: Salvador Pina, Community Development Director

### Old Colony Habitat for Humanity (HFH)

*Description:* Habitat for Humanity is an ecumenical, non-profit Christian ministry dedicated to building simple, decent homes in partnership with families in need. The organization has grown over the past two decades into one of the largest private homebuilders in the world with almost 1,600 U.S. affiliates worldwide, including several in close to North Attleborough including Attleboro, Providence and Fall River that have

been able to build new homes for first-time homebuyers through donated land, materials, labor and funding as well as other special financing strategies

Old Colony Habitat For Humanity  
118 South Main Street  
Attleboro, MA 02703  
Tel: 508-226-8833

#### Community Preservation Act (CPA)

*Description:* The Community Preservation Act (CPA) is enabling legislation designed to help communities plan ahead for sustainable growth and raise funds to achieve their goals. CPA allows cities and towns that accept its provisions to levy a community wide real estate tax surcharge of up to 3 percent for the purpose of creating a local Community Preservation Fund and qualifying for state matching funds. The CPA surcharge is calculated based on one's real estate property tax and not based on assessed valuation. The Fund may only be used to acquire, create and preserve open space and land for recreational uses, to acquire and preserve historic buildings and landscapes, and to create, preserve and support affordable housing. The state will provide matching funds to communities approving CPA.

Executive Office of Energy and Environmental Affairs  
100 Cambridge Street, Suite 900  
Boston, MA 02114  
Tel: 617-626-1000  
Fax: 617-626-1181  
Email: [env.internet@state.ma](mailto:env.internet@state.ma).

## Housing Goals

Housing development is not only contingent on the construction of housing but on the planning and regulatory tools that enable localities to make informed decisions to strategically invest limited public and private to create housing. In order to capture additional housing including those that are affordable, greater flexibility will be needed in the Town's Zoning Bylaws to better guide new development to smarter "locations" and certain permitting reforms should be considered.

**Goal 1:** Provide for a diverse range of housing options that meet the needs of people in all income categories.

**Goal 2:** Encourage the creation of more affordable housing, particularly for younger professional and to meet the growing needs of our senior citizens.

**Goal 3:** Ensure that future generations of North Attleborough residents and employees are able to remain in North Attleborough as long as they choose to.

## Housing Recommendations

The Town of North Attleborough should consider the following planning, regulatory and zoning-related strategy to promote housing development and address local needs.

- **H-1** – Adopt Inclusionary Zoning Bylaw: Inclusionary zoning not currently included in North Attleborough’s Zoning Bylaw is a zoning provision that requires a developer to include affordable housing as part of a development or potentially contribute to a fund for such housing. This mechanism has been adopted by more than one-third of the communities in the state to ensure that any new development project over a certain size includes a set-aside in numbers of affordable units or funding from the developer to support the creation of affordable housing. This bylaw applies to development that typically meet local zoning requirements, but most communities have determined it appropriate to incorporate density bonuses in their inclusionary bylaw. Many of the communities that have inclusionary zoning in place are reaping the rewards of these actions through the creation of actual affordable units and/or cash contributions to the locality for investment in affordable housing production. Most of the bylaws include mandated percentages of units that must be affordable, typically 10% to 20% and density bonuses. Some have allowed the development of affordable housing off-site and/or cash in lieu of actual units.
- **H-2** – Adopt Accessory Apartment Bylaw: The Zoning Bylaw does not allow for accessory apartments. The availability of accessory apartments would provide small rental units that could help diversify the housing stock. It is generally recognized that there are illegal accessory apartments in town as well that may in fact possibly pose health and safety hazards.

Accessory units are helpful in meeting a number of public policy objectives including the following:

- Enables homeowners to capture additional income, which is particularly important for elderly homeowners or single parents where such income may be critical to remaining in their homes. Also, some young families or moderate-

- income households might be able to afford homeownership if they could count on income from an accessory apartment.
- Provides appropriately sized units for growing numbers of smaller households.
- Are inexpensive ways of increasing the rental housing stock at lower cost than new construction and without loss of open space, without significant impact on the surrounding neighborhood, and without additional Town services such as streets or utilities.
- Tenants in accessory apartments can also provide companionship, security and services for the homeowner, from shoveling the sidewalk for an elderly owner to babysitting for a single parent.
- Provide the opportunity for keeping extended families in closer contact.
- New accessory units typically generate tax revenue in a locality because accessory units add value to existing homes.
- **H-3 – Promote Mixed-Use Development:** North Attleborough’s Zoning Bylaw allows mixed-use development (mixed residential and business uses) where residential is allowed above the first floor level on a limited basis. For example mixed–use is allowed in the Intensive Residential 10,000 SF (R-10) and Special Intensive Residential 10,000 SF (R-10S) Districts under special permit from the Zoning Board of Appeals. Mixed-use development is also encouraged in the Retail District: 7,500 (C-7.5) as well as in the Special Industrial & Commercial District 30,000 SF (IC30). Again both are under special permit granted by the Zoning Board of Appeals.

This zoning reflects a recognition that it is appropriate to look towards promoting mixed uses, particularly mixed commercial and residential uses, in areas that already allow commercial development and where somewhat higher density makes sense. Although North Attleborough allows mixed-use development in several districts consideration should be given to encourage more opportunities, specifically along the south portion of Route 1 and in the area along Route 152 and Plain Street at the North Attleborough/Plainville town lines.

- **H-4 – Allow “Starter Home” Development on Nonconforming Lots:** There are parcels of land that at this time cannot be developed because they do not meet the dimensional requirements of the Zoning Bylaw such as minimum lot size as well as front, rear and side yard provisions. It is likely that some, if not many, of these parcels could in fact be suitably developed for housing. Smaller lots will encourage the construction of smaller homes under appropriate guidelines to provide some

housing options that are not currently being created by the private market as starter housing.

One potential model is to adapt a bylaw that has been approved in Dennis to allow affordable lots that enables nonconforming lots to be built on by special permit if they meet the following conditions:

- Contains at least 10,000 square feet of land and satisfies other Board of Health requirements.
  - Has safe and adequate access to a public or private way.
  - Is similar in size and shape to surrounding lots.
  - The dwelling cannot have more than three bedrooms. Each bedroom must have a minimum bedroom size of at least 500 sq. ft.
  - The applicable front, rear and side yard requirements are determined by establishing an average setback based on the homes adjacent and across the street from the lot in question.
  - Where two lots are in common ownership, one of the two lots must be deed restricted to ensure permanent affordability. If there are more than two lots held in common ownership, the second and third lot as well as fifty percent of the remaining lots shall be deed restricted as permanently affordable (the fourth lot may be market rate, fifth affordable, sixth market rate, etc.).
- **H-5** Adopt the Community Preservation Act to create new affordable housing opportunities.
  - **H-6** Continue to look for ways to meet the needs of the growing elderly population, including senior cottage housing.
  - **H-7** Revise the zoning bylaw to encourage the development of more duplex and townhouse dwellings in selected areas of the Town, which are currently not allowed.
  - **H-8** Inventory town-owned land and tax title property to identify potential parcels for use as affordable housing sites.





# 4

## Economic Development

### Introduction

The Town of North Attleborough is located in southeastern Massachusetts. The community is bordered by Plainville on the north, Mansfield on the east, Attleboro on the south and Cumberland, Rhode Island, on the west. North Attleborough is 32 miles southwest of Boston and 12 miles north of Providence, Rhode Island. This region offers excellent transportation facilities and access. Principle highways include Route 1 and Interstate 95 running between Boston and Providence, both highways provide direct to Interstate 495. In addition, Interstate 295 provides access from I-95 to Providence, Rhode Island and Route 152 running north-south represents a secondary service to neighboring communities. North Attleborough has access to commuter rail service to Boston and Providence from both Attleboro and Mansfield Stations.

The Town of North Attleborough began with the settlement in 1666 of the Town of Attleboro, named after a town in England, which today consists of North Attleborough and the City of Attleboro. In the 18th century industry began to move into the region with the establishment of iron works. In 1780 the first jewelry manufacturing business in America was established in what now is North Attleborough, near the present junction of Chestnut and Washington Streets. During the 18th and 19th centuries other industries were established including cotton mills, button manufacturing and leather goods. Manufacturing expansion was the primary cause of North Attleborough prosperity and growth during the period of the civil war and following years. By 1834, it was said that North Attleborough produced more buttons than anywhere in the United States.

In the mid 1800's the Town of Attleboro began to develop as two distinct village centers, North Attleborough and East Attleboro. In 1886 the Town of Attleboro was divided into the present day communities of North Attleborough and Attleboro. The construction of a segment of Rte. 1 (East Washington Street) from Park Street to Rte. 120 completed in 1931 shifted the town's commercial character away from the downtown retail center to other parts of the community.

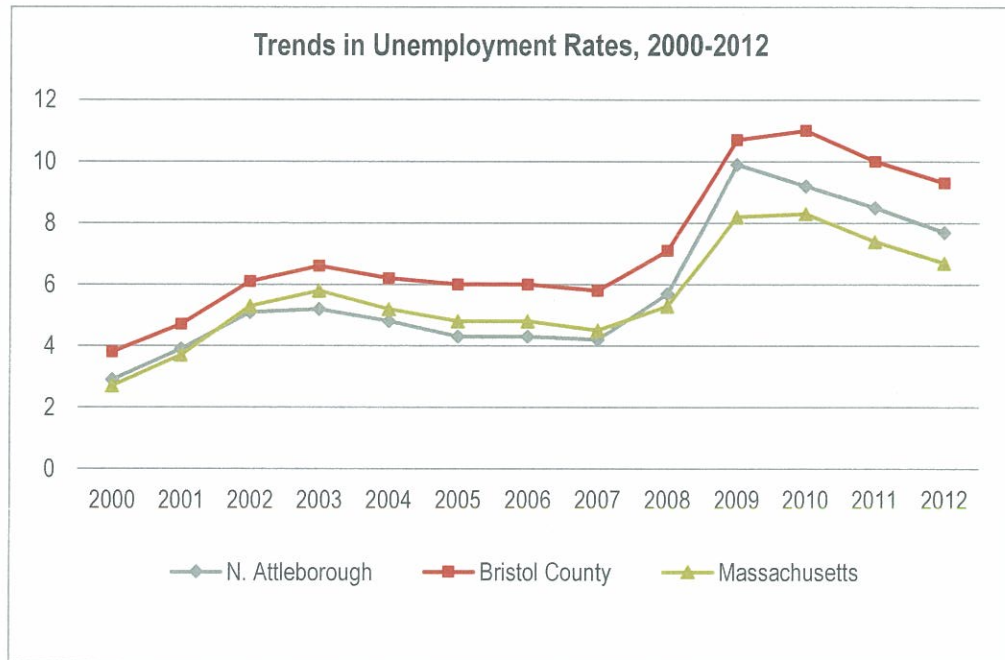
Historically, North Attleborough has emerged as a sound, competitive, stable social and economic community. There are new opportunities and challenges for North Attleborough as it attempts to balance quality suburban living and protection of natural

resources while accommodating continued growth as a sub-regional commercial center and the potential for emerging industries.

## Labor Force and Employment

**Figure 4-1** shows from 2000-2012 that overall North Attleborough’s unemployment rate of 5.8 percent was slightly lower than the state with North Attleborough averaging 0.2 percent lower than the statewide average of 5.6 percent. On a regional perspective comparing North Attleborough to the Bristol County the unemployment rate gap remained relatively constant identifying North Attleborough 1.4 percent lower than the county average of 7.2 percent between 2000 and 2012.

**Figure 4-1** North Attleborough and Massachusetts Unemployment Rates, 2000-2012



**Table 4-1** compares unemployment rates for the 3<sup>rd</sup> quarter of 2011 with the 3<sup>rd</sup> quarter of 2012 for North Attleborough and surrounding communities. In 2011 Attleboro is identified having the highest unemployment of 9.5 percent while North Attleborough experienced 8.6 percent followed by Plainville with 8.0 percent. In the 3<sup>rd</sup> quarter of 2012 while Attleborough, Mansfield, and North Attleborough experienced unemployment rate decrease of between 0.5 – 1.1 percent, Norton and Plainville had increased unemployment rates. The highest unemployment was identified in Attleborough with

9.0 percent followed by Plainville with 8.1 and North Attleborough with 7.5 percent. Overall, North Attleborough's unemployment rate is less than that of Bristol County but greater than the Statewide rate.

**Table 4-1 Third Quarter Unemployment Rates: North Attleborough and Neighboring Communities**

	3rd quarter 2011	3rd quarter 2012
Attleboro	9.5%	9.0%
Mansfield	6.6%	5.6%
N. Attleborough	8.6%	7.5%
Norton	7.3%	6.8%
Plainville	8.0%	8.1%
Bristol County	9.8%	8.9%
Massachusetts	7.3%	6.3%
US	9.1%	8.1%

Source: MA EOLWD, US BLS

Below in **Figures 4-2** the highest employment in North Attleborough in 2011 is identified in three primary sectors. The trade (41%) and service industries (30%) dominate, followed by manufacturing which ranks third at 14.0 percent or 16.0 percent behind the service sector. In addition, construction and FIRE, which is financial, insurance and real estate businesses (3.0% and 2.0% respectively) contribute to 5 percent of North Attleborough's total employment. The remaining sectors make up another 10 percent. Together both trade and service sectors account for 71.0 percent of all jobs in the Town.

**Figure 4-2 Employment by Industry: North Attleborough, 2011**

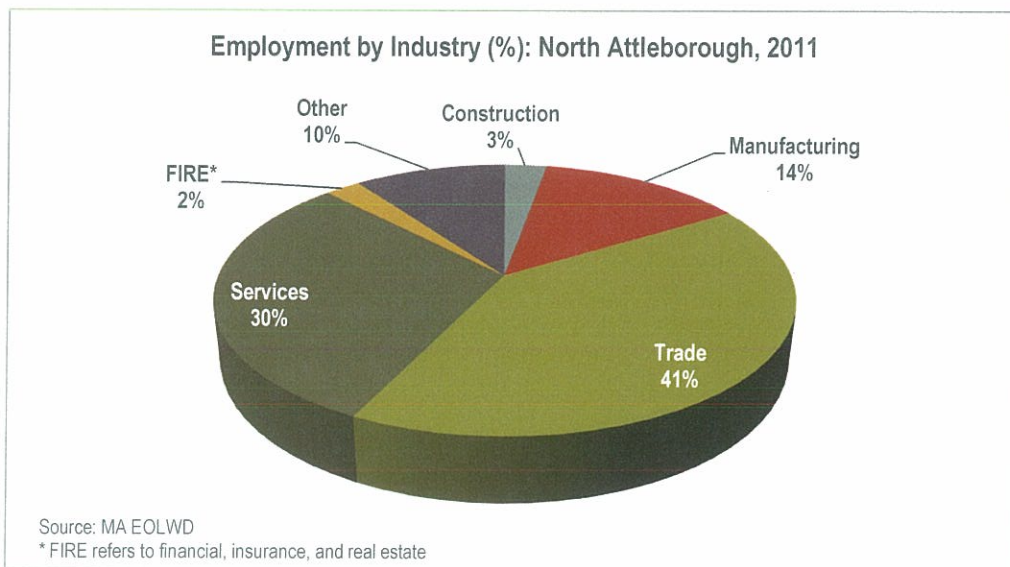
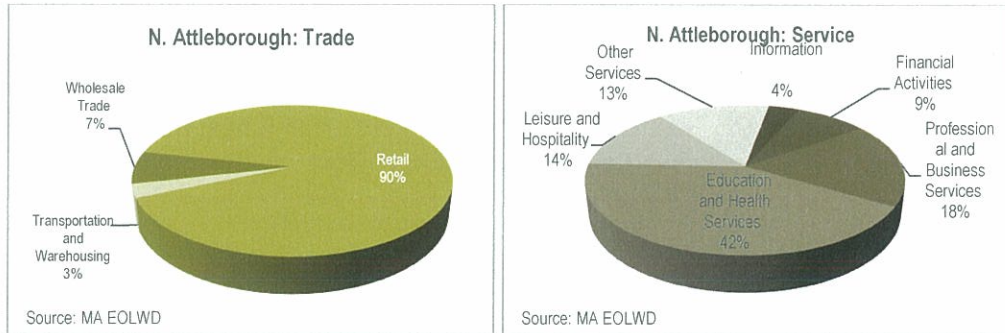


Figure 4-2A and 4-2B Sub-categories of Trade and Service Sector Employment 2011



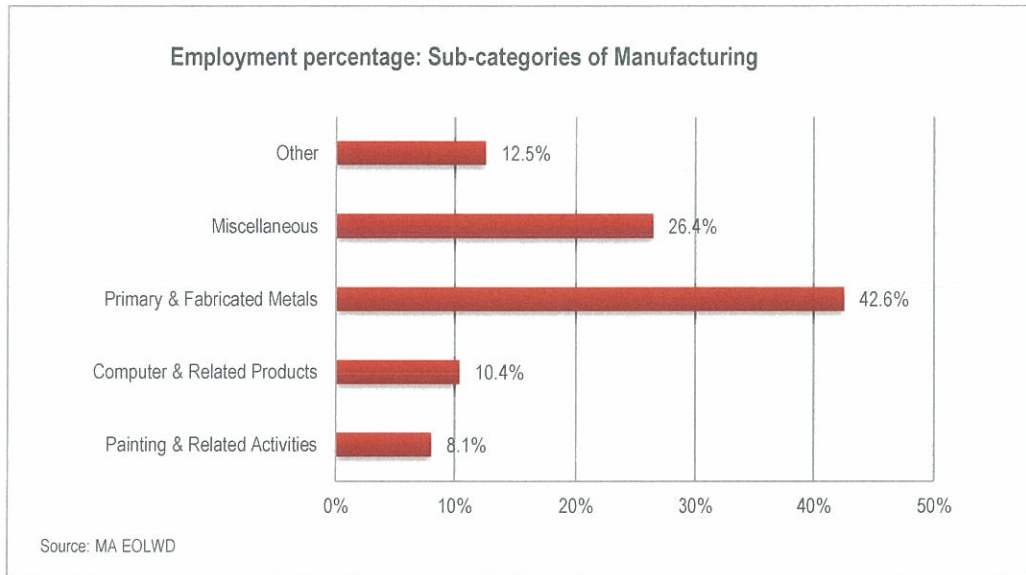
Some industry sectors contain breakdowns (as shown in **Figure 4-2A** and **4-2B**) of industry classifications or specific sub-categories. Trade includes retail trade and wholesale trade, while service contains several industry categories. Under trade represented with 41 percent of the total employment retail is identified as a sub-category accounting for 90 percent and wholesale at 7 percent. The service sector, which represents 30 percent, contains several sub categories including education and health services with the highest employment of 42 percent, professional and business services the second with 18 percent, and leisure and hospitality services with 14 percent. Other services (most of which are maintenance & repair and personnel care services) were identified with another 13 percent of total employment.

Table 4-2 Employment by Industry in North Attleborough, 2001-2011

Year	Total Establishment	Avg. Wage	Good-Producing		Service-Providing						
			Construction	Manufacturing	Trade	Information	Fire	Professional & Business	Education & HealthCare	Leisure & Hospitality	Other
2001	798	\$26,632	319	2,177	5,167	133	227	925	1,147	979	779
2002	862	\$26,319	332	2,006	5,381	138	330	946	1,230	1,147	969
2003	891	\$26,490	266	1,841	5,333	125	341	910	1,222	1,229	1,028
2004	906	\$27,729	295	1,900	5,359	123	328	864	1,322	1,243	1,086
2005	908	\$27,888	328	1,665	5,462	118	385	794	1,321	1,288	1,122
2006	900	\$28,741	329	1,609	5,264	111	322	583	1,513	1,189	1,166
2007	902	\$28,988	330	1,482	5,209	116	313	555	1,495	1,211	1,152
2008	888	\$30,210	356	1,487	4,791	132	318	503	1,521	1,211	1,168
2009	892	\$30,184	336	1,226	4,468	126	302	515	1,530	1,162	1,156
2010	923	\$30,854	310	1,352	4,660	134	283	509	1,494	1,171	1,228
2011	932	\$31,906	312	1,539	4,683	124	268	516	1,557	1,260	1,158
% Change	16.8%	19.8%	-2.2%	-29.3%	-9.4%	-6.8%	18.1%	-44.2%	35.7%	28.7%	48.7%

Source: MA EOLWD

**Figure 4-3 Employment distribution in Manufacturing Sector, North Attleborough 2011**



In reviewing manufacturing (see **Figure 4-3**), ranked as the third highest employment sector with 14.0 percent of the total employment base, several sub categories have been identified including primary and fabricated metals manufacturing representing nearly 42.6 percent of the total manufacturing employment, followed by miscellaneous manufacturing with 26.4 percent, computer and electrical products 10.4 and, printing and related support 8.1 percent. The remaining 12.5 percent includes other manufacturing. Targeting these industry sub-sectors may provide potential future growth opportunities.

**Table 4-3 Average Wage by Industry in North Attleborough, 2011**

	Number of Employees	Average Annual Wage
<b>Trade*</b>	4,683	\$22,516 - \$70,356
<b>Service**</b>	4,839	\$15,060 - \$77,376
<b>Manufacturing</b>	1,539	\$49,348
<b>Construction</b>	312	\$49,221
<b>FIRE</b>	268	\$38,132 - \$51,087
<b>Other</b>	1,158	\$16,299

1 Retail and Wholesale

2 All service categories

Source: MA EOLWD

In 2011 management of companies and enterprises is identified with the highest average annual wage by industry providing \$77,376, followed by wholesale trade at \$70,356. Under retail trade wages are significantly lower at \$22,516. The third highest wage can be found in the service sector under professional and technical services with \$56,472. A review of all industries revealed that accommodation and food services under the service sector had the lowest average annual wage of \$15,080. Transportation and warehousing, and finance and insurance ranked 4rd and 5th with \$52,364 and \$51,064 respectively. Manufacturing followed finance and insurance with \$49,348. It's not surprising that both trade and service industries, which have the highest employment, provide the lowest annual wages.

## Commercial Space

Information provided by the North Attleborough Assessors office identified that in 2009 the town had a total of 3,589,590 square feet of retail space, 1,710,679 square feet of industrial space, 301,092 square feet of office space followed by multi-use with 168,025 square feet and hotel/motel at 58,692 square feet. **Table 4-4** below indicates nearly 52.6 percent of the total space is located along the Route 1/1A corridor, which is dominated by retail, 20.4 percent is in the industrial park that provides the largest concentration of industrial space, miscellaneous areas (locations off 1,1A & other) and the downtown are identified with 11.1 and 6.2 percent respectively and, offer additional industrial space. The balance, 9.7 percent is located along the Route 152 corridor, Plain Street and Elm Street, Commonwealth Ave and Toner Blvd. Additional findings include a high concentration of industrial space in the downtown verse retail as a secondary space in the industrial park.

**Table 4-4 Commercial Space in North Attleborough, 2009**

	Rte. 1/1A	Downtown	Rte. 152	Plain Street	Industrial Park	Elm St./ Com Ave./ Toner Blvd.	Misc. Areas	Total
<b>Retail</b>	2,809,237	96,821		165,074	239,019	89,582	189,857	3,589,590
<b>Office</b>	62,450	48,081	10,621	16,442	19,730	95,239	48,529	301,092
<b>Industrial</b>	112,864	121,368	46,920	5,796	931,710	99,191	392,830	1,710,679
<b>Multiple-use</b>	28,103	98,081	720			22,553	18,568	168,025
<b>Hotel/Motel</b>	58,692							58,692
<b>Total</b>	<b>3,071,346</b>	<b>364,351</b>	<b>223,335</b>	<b>22,238</b>	<b>1,190,459</b>	<b>306,565</b>	<b>649,784</b>	<b>5,828,078</b>

Source: North Attleborough Assessors

**Table 4-5 Top 20 Largest Employers in North Attleborough, 2014**

Employer Name	Number of Employees	Employer Name	Number of Employees
Three C Enterprises Inc	500-999	Checon Corp	100-249
Walmart Supercenter	500-999	Distron Corp	100-249
Macy's	250-499	Fresh Catch Inc	100-249
Alcoholism & Drug Detox Help	100-249	Fuller Box Co	100-249
Best Buy	100-249	Lowe's Home Improvement	100-249

Source: EOLWD Labor Market Information

## Educational Attainment

**Table 4-6** shows 2010 ACS 5-Year Estimates data under educational attainment identifying North Attleborough with 93.3 percent of persons over the age of 25 as having a high school education compared to Mansfield with 94.6 percent and Attleborough with 92.4 percent. In comparing the percentage of those with a college education North Attleborough still ranks the second with 40.2 percent as compared to Mansfield with 47.7 percent and Plainville with 36.9 percent. Further review identified North Attleborough's percent of college educated persons was 11.4 percent higher compared to Bristol County but slightly lower than the State as a whole.

**Table 4-6 Educational Attainment 2010: North Attleborough and Surrounding Communities**

	% High School Education	% College Education
<b>Attleboro</b>	92.4%	34.8%
<b>Mansfield</b>	94.6%	47.7%
<b>N. Attleborough</b>	93.3%	40.2%
<b>Norton</b>	91.5%	36.6%
<b>Plainville</b>	92.0%	36.9%
<b>Bristol County</b>	87.7%	28.8%
<b>MA</b>	91.9%	42.7%

Source: 2006-2010 American Community Survey 5-Year Estimates

## Employment Base

The jobs-to-labor force ratio is an indicator of whether a community is a net importer or exporter of employment. If a community has a ratio of less than one it is represented as a net exporter of employment; on the other hand, if a community has a ratio greater than

one it is a net importer of employment. In North Attleborough’s case the ratio for 2011 was .70 indicating the Town as an exporter of employment. In other words, there are more residents in the labor force than there are jobs in North Attleborough. A review of the jobs and labor force data from 1990 to 2011 by MA EOLWD and the ACS 3-Year Estimates identifies a steady decrease of the ratio (.78 to .74 to .70), perhaps signaling a trend that first, there is an increase in the number of residents leaving North Attleborough to find employment and second, there is a decrease in amount of people coming into North Attleborough for employment.

**Table 4-7      Jobs to Labor Force Ratio**

	1990	2000	2011
<b>North Attleborough Jobs</b>	10,753	10,986	11,641
<b>North Attleborough Labor Force (employment)</b>	13,844	14,883	16,537
<b>Jobs/Labor Force Ratio</b>	0.78	0.74	0.70

Source: MA EOLWD, 2009-2011 American Community Survey 3-Year Estimates

Further review of the 2000 data on journey to work suggests that a large portion of North Attleborough’s residents working outside town belong to the higher income “white collar” professions or are employed in higher wage/skilled “blue collar” manufacturing industries (i.e., medical devices, electrical equipment or other instruments). In addition there are increases in employment to communities that host major regional employment centers, i.e. industrial and business parks (Fall River, Mansfield, New Bedford, Norton, Raynham and Taunton).

This premise can be supported by several indicators e.g. per capita income, median household and family incomes and, educational attainment levels. Further support can be identified by building permit statistics, construction trends favoring more expensive and larger single-family homes and, residential sale prices.

In 2000, the data also reveals that there was a loss of nearly 17 percent of North Attleborough residents working in the community and a 2.0 percent increase of persons coming from outside communities to work in North Attleborough. This trend increases the likelihood that individuals employed in North Attleborough under lower paying retail and service occupations are more likely to live in other communities (note: JTW is compiled under the US Census every ten years).



**Table 4-8 Place of Work and Place of Residence, North Attleborough 2000<sup>1</sup>**

Place of work North Attleborough Residence by City/Town					Place of Residence of Persons employed in North Attleborough by City/Town				
City/Town	1990	%	2000	%	City/Town	1990	%	2000	%
North Attleborough	3680	26.6%	3021	20.3%	North Attleborough	3680	34.2%	3021	27.5%
Attleboro	1895	13.7%	1369	9.2%	Attleboro	2040	19.0%	1638	14.9%
Plainville	578	4.2%	589	4.0%	Plainville	477	4.4%	235	2.1%
Mansfield	507	3.7%	558	3.7%	Norton	282	2.6%	197	1.8%
Taunton	139	1.0%	278	1.9%	Taunton	232	2.2%	244	2.2%
Norton	115	0.8%	253	1.7%	New Bedford	-	-	202	1.8%
Fall River	67	0.5%	140	0.9%	Seekonk	184	1.7%	117	1.1%
New Bedford	19	0.1%	137	0.9%	Mansfield	171	1.6%	168	1.5%
Raynham	18	0.1%	143	1.0%	Rehoboth	135	1.3%	140	1.3%
Seekonk	-	-	111	0.7%	Fall River	99	0.9%	228	2.1%
Other	92	0.7%	296	2.0%	Other	233	2.2%	542	4.9%
Boston Metro	1633	11.8%	2069	13.9%	RI	2403	22.3%	3120	28.4%
RI	1195	8.6%	1415	9.5%	Boston	129	1.2%	178	1.6%
MassNEC	3482	25.2%	3720	25.0%	Mass NEC	629	5.8%	754	6.9%
Other	424	3.1%	784	5.3%	Other	59	0.5%	202	1.8%
<b>Total</b>	<b>13844</b>		<b>14883</b>		<b>Total</b>	<b>10753</b>		<b>10986</b>	

Source: 1990 and 2000 Census Journey to Work

<sup>1</sup> 2010 census data not yet available as of May 2014

## Regional Role

North Attleborough's economic strength within the region is indicated by comparing its retail, service and manufacturing industries to those of the four adjacent municipalities. A review of these industries in 2007 identified no clear leader across all sectors, although Attleboro led the service and manufacturing sectors having the greatest number of businesses and employees and the highest dollars amounts in sales and payroll. North Attleborough's major strength is in the retail sector followed by service and manufacturing sectors.

Both retail and service represent the major drivers of the local economy: North Attleborough ranks first in retail with the greatest number of stores and employees and, highest sales and payroll. While North Attleborough ranks third in the service sector behind Attleboro and Mansfield, it has a significant presence with the second highest number of establishments and total number of employees, although its sales and payroll volumes were identified showing wide gaps. In manufacturing North Attleborough ranked second to Attleboro in in terms of establishments and employees. One important

comparison to note is North Attleborough had more than doubled the number of manufacturing industries than Mansfield, which ranked third in this sector.

**Table 4-9 Economic Activities in North Attleborough Region, 2007<sup>1</sup>**

Retail				
	Stores	\$ Sales (000)	\$ Payroll (000)	Employees
Attleboro	158	664,756	58,698	2,716
Mansfield	81	410,044	39,581	1,317
North Attleborough	235	763,956	82,596	4,418
Norton	41	102,831	13,040	567
Plainville	31	118,384	11,204	598

Service				
	Stores	\$ Sales (000)	\$ Payroll (000)	Employees
Attleboro	443	542,746	216,034	7,609
Mansfield	257	187,348	82,426	2,472
North Attleborough	320	181,730	63,627	2,875
Norton	185	132,219	46,962	1,887
Plainville	134	89,663	38,181	1,827

Manufacturing				
	Stores	\$ Sales (000)	\$ Payroll (000)	Employees
Attleboro	109	1,711,299	\$289,037	5,721
Mansfield	24	419,324	80,707	1,618
North Attleborough	67	337,653	78,498	1,881
Norton	28	79,473	23,100	559
Plainville	26	110,361	34,467	799

Source: Economic Census 2007

<sup>1</sup> Note: 2007 Economic Census is the latest. The 2012 EC is underway, but no report will be available until late 2014.

## Tax Base

The tax base in North Attleborough is primarily residential, with homeowners providing 79 percent of the total tax revenues. Commercial and industrial combined accounts for 19.2 percent of the total tax revenues, followed by personnel property (e.g., automobile excise tax) at 1.78 percent.

**Table 4-10 North Attleborough Tax Base, 2013**

Tax Classification	Assessed Valuation	Percentage of Total Valuation
Residential	\$ 2,651,282,178	79.02%
Commercial	\$ 550,390,622	16.40%
Industrial	\$ 93,814,300	2.80%
Personal Property	\$ 59,750,790	1.78%
Total	\$ 3,355,237,890	100.00%

Source: Mass DOR, Municipal Data Bank

**Table 4-11 Comparison of Tax Base – Neighboring Communities (FY 2009)**

City / Town	Avg. Res Tax Bill	% of Total Assessed Valuation			Tax Rate Res/CI	Avg. Res. Assessed Value
		Residential	Commercial	Industrial		
Attleboro	\$3,049	83.7	8.4	5.1	\$10.09/16.77	\$302,157
Mansfield	\$4,849	77.0	6.9	12.5	\$12.01/13.62	\$403,713
North Attleborough	\$3,499	77.9	17.6	2.8	\$9.82	\$356,291
Norton	\$3,570	84.7	7.1	5.5	\$10.91	\$327,236
Plainville	\$4,337	77.8	15.2	4.6	\$11.89	\$364,747
Region Avg.	\$3,314	82.6	10.4	4.0	\$9.40	\$355,112
State Avg.	\$4,110	83.8	10.6	3.2	NA	\$403,705

Source: Mass DOR, Municipal Data Bank

**Table 4-11** compares North Attleborough's tax base with five neighboring communities, three including North Attleborough have a flat tax rate (residential and non-residential are taxed at the same rate). Compared to the other communities in the area, North Attleborough's tax rate is the lowest at \$9.82 per \$1,000 in valuation. Attleboro has the second lowest residential rate of \$10.09 however; it has a split tax rate with a CI rate of \$16.77 verse Mansfield with the highest residential rate of \$12.01 and CI at \$13.62. Norton has the third lowest rate at \$10.91 followed by Plainville with \$11.89, both communities offer flat tax rates. In terms of assessed values for residential properties, North Attleborough ranks as the third highest with \$356,291 after Mansfield and Plainville, Attleboro has the lowest assessed value of \$302,157. North Attleborough's position is the same when compared to the average residential property tax with the third highest tax bill however, both Mansfield and Plainville rates are higher than the statewide average. For future build-out of the Town, it must be done with the concept of balancing the tax burden between residential and commercial properties.

## Competitive Regional Position

North Attleborough is a competitive player as a member of a sub-regional commercial center offering access along Route 1, I-295 and I-95 corridor and the advantage of a flat tax rate. The difference in tax rates illustrates a greater reliance on industry to financially support the community as the commercial and industrial tax rates for Attleboro and Mansfield are between 28 and 41 percent higher than North Attleborough's flat tax rate. Studies have clearly shown that even at the same tax rate (flat tax rate) commercial and industrial uses more than pay their way for the services they use whereas residential users generally do not cover the cost of services provided (particularly public education costs).

It is important to note that all the neighboring communities including North Attleborough are designated as Economic Target Areas (ETAs) and have the ability to attract new commercial and industrial development under special tax agreements referred to tax increment financing (TIF) or special tax assessments (STAs) that provide substantial tax relief. Generally communities designate specific areas such as industrial parks where the incentive can be applied. The Town of North Attleborough has been employing the TIF program for over a decade. The Town has negotiated three TIFs, though only two were utilized. The Town's Industrial Park has been designated as an area approved for TIFs.

**Table 4-12** shows that total tax revenues for North Attleborough represent 44.0% of the total municipal budget. In comparing the four neighboring communities, North Attleborough falls in the middle of the list at third with 31.0% in state aid. Per capita and equalized valuation per capita affect state aid percentages as evidenced by Attleboro's 35.6% verse Plainville's 20% state aid.

**Table 4-12      Municipal Budget Revenue By Source (FY 2013)**

	Tax Levy	State Aid	Local Receipts	All Others
<b>Attleboro*</b>	45.66%	32.14%	20.35%	1.85%
<b>Mansfield</b>	55.20%	24.78%	17.17%	2.89%
<b>North Attleborough</b>	48.07%	27.00%	20.39%	4.55%
<b>Norton</b>	52.63%	26.19%	14.86%	6.32%
<b>Plainville</b>	61.00%	15.71%	17.73%	5.57%

Source: Mass DOR, Municipal Data Bank

\* Attleboro is entitled to more state aid than the other towns because of its socio-economic status.

## Need Assessment

### *Issues*

- Future development should be designed with building financial stability of the Town;
- Allow more mixed-use development options;
- Identify areas for LID (low impact development);
- Redevelopment opportunities for vacant industrial buildings and sites (i.e., commercial, industrial, mixed-use, business, office, medical, R&D and business/office park);
- 43D designations;
- Revise zoning to enhance flexibility and promote appropriate development;
- TOD options extending transit;
- Downtown Revitalization, and
- Other

### *Regional Commercial Real Estate Trends*

Below in **Table 4-13** is an analysis of the number and size of industrial parks in North Attleborough compared to other regional communities. It is evident from the analysis that North Attleborough is far behind Mansfield and Attleboro but better than Norton relative to total acres and space. Although there has not been any market studies undertaken for North Attleborough to demonstrate the potential for industrial space evidence suggest that opportunities may exist for **electronic and electrical components, medical devices** and fabricated machine parts, medical office and associated service industries, intellectual business/organization office and other (see Labor Force and Employment).

A number of municipalities in the region, including North Attleborough, Mansfield, Attleboro and to a lesser extent Norton, are actively developing their industrial bases. All these communities offer good access as well as active organizational structures such as an Economic Development Industrial Commission, Economic Target Area (ETA) designation with optional tax increment financing (TIF) incentive, 43D expedited permitting and marketing initiatives through commercial real estate consultants.

**Table 4-13 Industrial Parks, North Attleborough Region**

City / Town	Name and Location	Access Route	Total Acres	Total sq. ft.
Attleborough	Attleboro I.P. County St.	I-95	153	750,000
	Northwest I.P. North Ave	I-95	50	300,000
	Business / I.P. (proposed) Tiffany St.	I-95	182	805,000
Mansfield	Cabot Business Park, Rte. 140	I-495	800	6,500,000
	Mansfield I.P. S. Main St.	I-495	254	1,500,000
	Mansfield I.P. Oakland St.	I-95	172	770,000
N. Attleborough	North Attleborough I.P. Toner Blvd	I-95	287	931,710
Norton	Commerce Center Hill & Washington St.	I-495	245	700,000
Plainville	Commerce Center (proposed) Rte. 1A	I-495	80	529,000

Source: SRPEDD Fact-Book and CEDS, 2009; MAED, Mass IP Directory and Local Assessors

The Massachusetts Alliance for Economic Development has provided a Colliers Meredith & Grew Report (3rd Quarter 2009) identified a total supply of more than 3,728,000 square feet in this market area (i.e. Attleboro, North Attleborough, Mansfield, Norton and Plainville) and a vacancy rate of 9.2%. The rental rates were quoted in the \$6-11 per SF range for flex space, \$4-7 range for industrial and in the \$14-31 range for office space.

The report indicates North Attleborough's existing space including: flex, industrial and office totals 1,652,742 SF, with available space of 342,771 SF and an average rental rate of \$7.00, which is higher than other communities in the market area. See **Table 4-14** below for municipal comparisons of availability and vacancy.

**Table 4-14 Availability and Vacancy, 3rd Quarter 2009**

Community	# Bldg	Existing Space (Bldg)*	Vacancy Rate %	SF Available	Avg. Rate
Attleboro	110	4,876,837	11.9%	1,160,523	\$3.88
Mansfield	116	7,020,925	13.6%	1,452,566	\$5.54
N. Attleborough	94	1,652,742	9.8%	342,771	\$6.95
Norton	33	2,111,110	6.6%	672,060	\$5.95
Plainville	87	1,253,205	4.8%	100,217	\$6.39

\* Flex, Industrial, and Office  
Source: MAED, Meredith & Grew, 2009

### **Priority Development Areas (PDAs)**

In the fall of 2008 SRPEDD in conjunction with the South Coast Rail project and the Southeastern Massachusetts Commuter Rail Task Force worked with all 27 cities and towns in the region including North Attleborough to identify those areas appropriate for development and those valued for protection. These areas are referred to as Priority Development Areas (PDAs) and Priority Protection Areas (PPAs). PDAs are locations

capable of additional development considering a number of factors, including: access, infrastructure, environmental constraints, zoning, existing development and local support. Examples of areas or sites to designate as PDAs may include industrial parks, commercial corridors, downtowns, brownfields or other vacant industrial and commercial sites. Many of these areas or sites may already be designated under the Economic Development Incentive Program (EDIP) as Economic Target Areas (ETAs) and Economic Opportunity Areas (EOAs) (see I-495/95 South Regional Technology ETA, 2003) and/or are designated as 43D sites under Chapter 43D Expedited Streamlined Permitting Program.

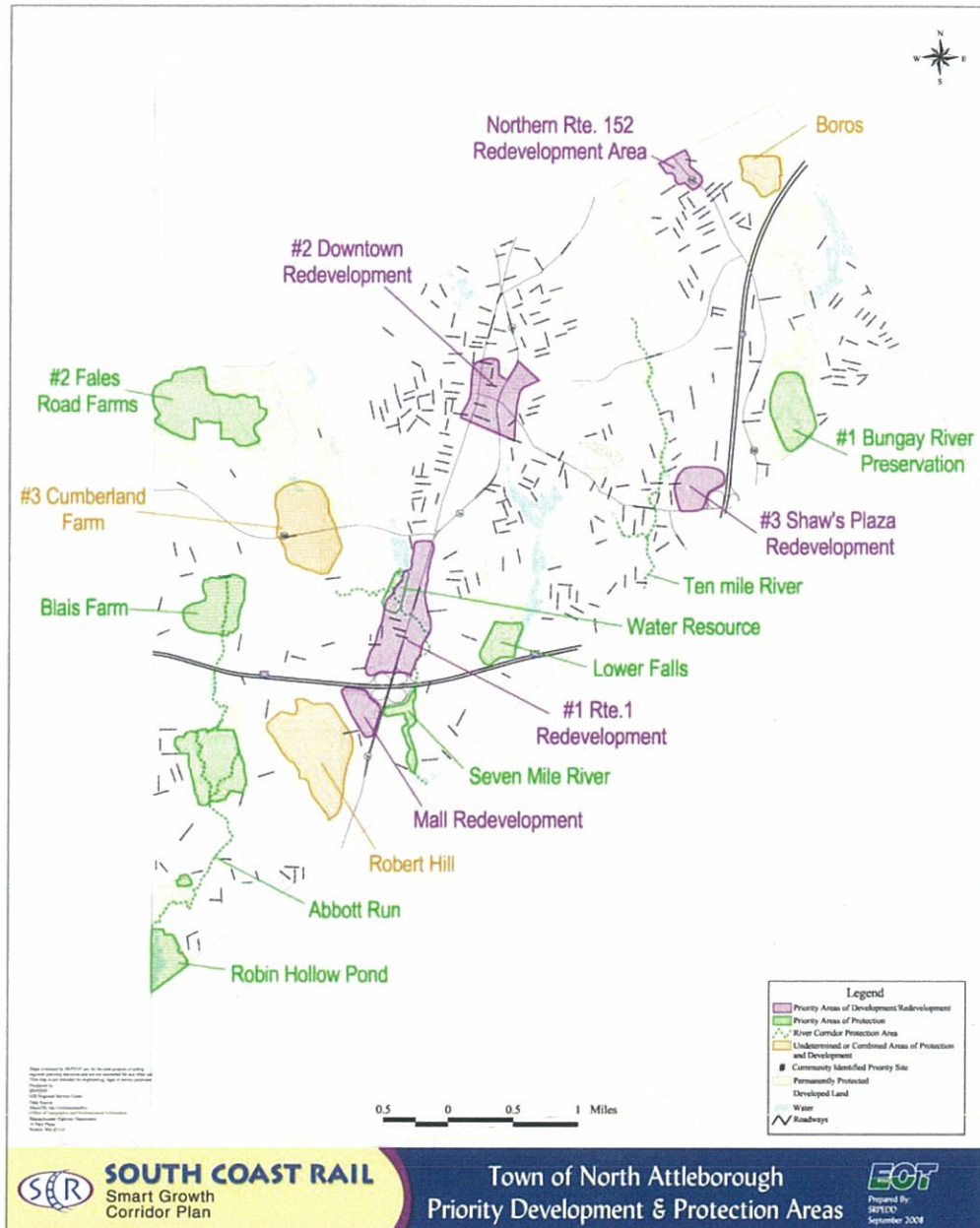
In the spring, 2008 SRPEDD assisted the Town of North Attleborough in identifying areas for development and protection, and locations with a combination of both. Focusing on economic development, five (5) PDAs were targeted as priorities for redevelopment. A draft report entitled "North Attleborough Priority Development & Protection Areas" was prepared identifying and describing the areas with recommendations for potential development; a map series locating the designated sites is included. Below is a description and map of the designated PDAs for North Attleborough.

#### Route 1 Redevelopment

The area represents a segment of North Attleborough's Route 1 commercial corridor starting in the north, south of Route 120 (Hickory Road) and running south down both sides of the Route 1 corridor to the I-295 and Route 1 interchange. The area contains approximately 190 acres of highway commercial development including retail, office and service industries, and residential. Opportunities may exist for office, commercial and mixed-use redevelopment in addition to infill potential. Economic Target Area (ETA) and 43D designations are available to attract potential redevelopment interests.

#### Downtown Redevelopment

This area is identified as the central business district extending from Leonard Street to Chestnut Street between Route 1 (North Washington Street) and Route 1A (East Washington Street). The downtown consists of approximately 132 acres offering a healthy mixed of businesses including: retail, service, office, municipal, and civic institutions (town hall, police, school, library, and post office). There is potential for mixed-use redevelopment of vacant and/or underutilized properties in and around the downtown area, infill opportunities, parking lot improvements, pedestrian linkages to downtown destination, greening and other improvements. Revitalization would enhance the downtown as an attractive, vibrant livable/ workable, pedestrian friendly neighborhood center.



Shaw's Plaza Redevelopment

The 61 acre site offers excellent transportation access located at the I-95 /Robert F. Toner Boulevard interchange and could provide redevelopment opportunities for ancillary businesses to complement the adjacent industrial park (i.e. hotel space) or business and office development. The Town of North Attleborough is designated as an Economic Target Area (ETA) and could offer development incentives to attracted redevelopment. In



addition the site could also be promoted under the Chapter 43D expedited permitting program.

Northern Route 152 Redevelopment Area

This is a 33-acre commercial/industrial area located along a segment of Route 152 in the northeast section of North Attleborough at the Plainville line. Potential mixed-use redevelopment should be reviewed. In addition Plainville has identified the adjacent area located at Routes 106 and 152 southward as a priority development area for mixed-use redevelopment opportunities. North Attleborough should initiate discussions with Plainville officials to enable consistency with proposed planning and redevelopment efforts.

**Emerald Square Mall Redevelopment** – This super regional mall is located at the I-295 and Route 1 (South Washington Street) interchange. The 51 acre site contains a 3-level complex with 160 stores offering nearly 1.2 million square feet space, major tenants include JC Penny, Macy’s and Sears. The Mall, which was developed in 1988/89, is approaching its life expectancy of 20-25 years as such North Attleborough should consider a future planning assessment to address redevelopment options for this signature site. Redevelopment options may include mixed-use, hotel and conference center, office, business, medical, and educational (satellite campus site) potential. Additional consideration should be given for infill development, specifically in the area of the southern surface parking lot.

**Plainridge Park Casino** – In February 2014, the Massachusetts Gaming Commission approved a license for a new \$225 million integrated harness racing and gaming facility that will include slot machines, video poker and video blackjack. It will be located at 301 Washington Street in Plainville. The slot parlor structure will contain approximately 106,000 square feet of gaming space and amenities such as restaurants. It is projected to create 1,000 construction and 500 permanent jobs. Construction commenced in March 2014 and the facility is expected to open for business in mid-2015.

***Underutilized Areas and Sites on the Route 1, Route 1A and Route 152 Corridors***

In order to identify and analyze the existing conditions of specific sites and areas SRPEDD utilized data and other relevant information from the Assessor’s Office online databases and conducted several “on the ground” sites visits along the town’s major transportation routes and corridors including the industrial park and the downtown. Although there are numerous underutilized and/or vacant locations SRPEDD concentrated on the larger, more significant areas and sites that may offer the best potential for development or redevelopment providing greater economic impact. To determine what sites to recommend SRPEDD applied a set of criteria to each site/area

including: location, zoning, acreage, access, existing conditions (vacant land or building), adjacent uses and other (See attached Map of Underutilized and Vacant Sites).

#### Route 1 Area

For the purposes of this study the Route 1 Corridor was broken down into represents three (3) separate segments including Route 1 North (the downtown), Central and South. This entire area itself extends from North Attleborough's downtown south along Route 1 to the Attleboro line.

- I-1. The Route 1 North segment, which is represented by North Attleborough's downtown several underutilized sites have been identified consisting predominately of vacant land and buildings. Potential redevelopment sites for this area include the following:
  - A. Webster Mill Building - 262 Broadway, 1.6 acre vacant manufacturing building (40,900 SF). No known brownfield issues;
  - B. Proposed NA Commerce Center (former Balfour property) – 21 East Street, 5.0 acre vacant manufacturing building (98,370 SF). Site is classified as a brownfield, existing contamination issues (See Route 1A Area and TOD Opportunities);
  - C. Country Farms – 54 South Washington Street, .40 acre existing convenience store (3,150 SF). See TOD Opportunities;
  - D. Sun Chronicle Building – 66 South Washington St, .62 acre existing office space with partial vacancy (2,846 SF). See TOD Opportunities;
  - E. East Street Lots – between North Washington St and East St from Bruce St to Holbrook Ave, less than 2.0 acres, consisting of (6) six vacant lots in single ownership. (See TOD Opportunities).

#### Secondary Site:

- F. Jeweled Cross, Co – 117 South Washington Street, 5.5 acre site, existing manufacturing and office space (43,736 SF).
- I-2. Route 1 Central segment extends south along the Route 1 commercial corridor Between Route 120 (Hickory Road) in the north and the interchange at I-295 and Route 1 in the south. This segment has several underutilized properties containing vacant land and buildings and, existing undervalued uses. As previously stated, SRPEDD concentrated on sites and areas determined to offer the best opportunity

for redevelopment. Other secondary sites identified may offer long-term redevelopment potential.

- A. Former Pride and other auto dealership sites & associated parking lot – 849, 855, 865 and 891 South Washington (Route 1), 16.5 acres, vacant auto Dealerships and associated storage lots including 2 lots on Draper Street, approximately 60,000 SF, primarily under single ownership. The area represents two (2) contiguous properties comprised of multiple lots under primarily single ownership.

Secondary Site:

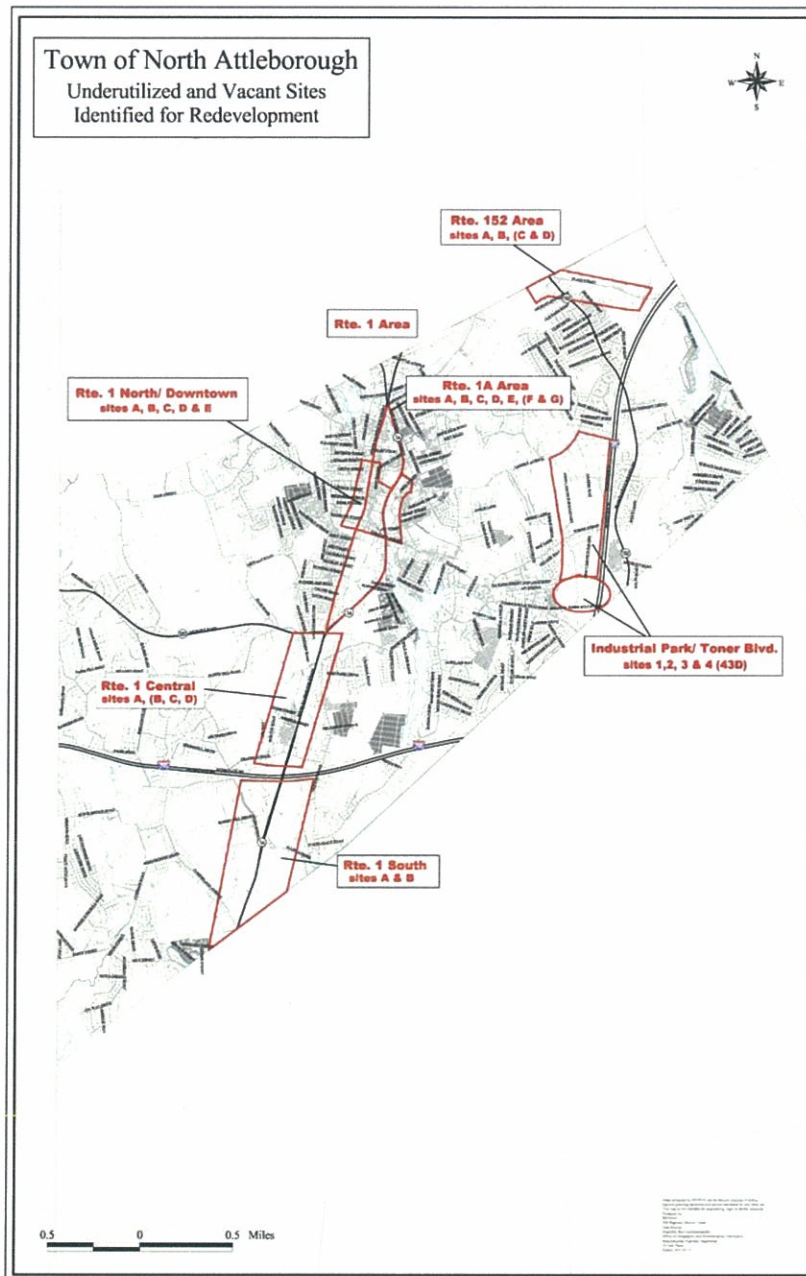
- B. 553 South Washington Street (Route 1), 11.7 acres, existing motel, 16,260SF);
- C. Pineapple Inn – 633 South Washington Street, 3.81 acres, (27,397 SF);
- D. Showcase Cinemas North Attleborough - 840 South Washington Street, 22.8 acres, (53,331 SF). Note: Site contains approximately 12 acres of parking.

I-3. Route 1 South segment represents the area from the I-295/Route 1 Interchange extending south along the corridor to the Attleboro Line. The majority of the area has been developed as commercial strip malls containing large, big box retail developments with the exception of a residential area located east of the Emerald Square Mall across Route 1. There is additional residential development located on Alden Avenue behind the Emerald Square Mall.

- A. Emerald Square Mall, 999 (Route 1) South Washington Street - The Mall developed in 1988-89 is up against its life expectancy of 20 –25 years. The 51-acre property currently contains 1.2 million SF of space, 160 stores, provides approximately 2,800 to 3,000 jobs and is estimated to generate over \$2.2 million in annual tax revenues. In addition to Emerald Square's life expectancy, other pressures (i.e. local competition from neighborhood big-box retailers and strip mall development, existing economic conditions, decline in commercial real estate and development market and, regional competition; Providence Place, Wrentham Outlets and Mansfield Crossing) reinforce the need for the town to initiate a planning assessment or feasibility study to determine future redevelopment options for this valued site. Some redevelopment and infill options to consider are mixed-use, office, business, medical and education. Any potential redevelopment will be concentrated around a primary commercial component (See 2.3 Priority Development Areas).

- B. Toy R Us, Office Depot and Dollar Tree Plaza, 1190 (Route 1) South Washington Street – This commercial plaza is located on the northbound side of Route 1 at the Alden Avenue intersection adjacent to a residential area. The site consists of 14.7 acres and currently contains a single 88,000 SF building with two tenants and a vacancy. This plaza is also approaching its life expectancy, has a vacancy and exhibits signs of distress. Combined with these factors and its proximity to an adjacent residential neighborhood may provide for a mixed-use redevelopment option with potential pedestrian linkages reducing isolation to create a “sense of place.” In addition, there may be further residential opportunities in the rear of this area between the site and Old Post Road; however, environmental constraints may exist. Other redevelopment options may include office, medical or commercial. This site has the potential to initiate changes in use (mixed-use, office and/or medical) along the southern end of the Route 1 corridor (See 2.5 Mixed-Use Development).

Relative to the remainder of this segment of the corridor the majority of the big-box retailers (Old Navy, Dicks, Bed Bath & Beyond, Walmart, Lowes, Best Buy, Target and Home Depot) are intact. Although there are some commercial vacancies recent trends indicate that these spaces are slowly being refilled especially, along a regional commercial corridor as significant as Route 1. It is expected that current commercial real estate conditions will continue for the foreseeable future.



In terms of potential redevelopment options within this area it is unlikely that anything other than commercial activity will continue, which is not to suggest that mixed-use or uses other than commercial won't occur in the future.

Route 1A Area:

The Route 1A Corridor starts at the intersection of Elmwood and North Washington Streets extending south along Route 1A (East Washington Street) to the intersection of Route 1 (South Washington Street) and Route 1A (East Washington Street). Within this area several underutilized sites including two (2) brownfields have been identified for consideration as potential redevelopment opportunities. These sites are as follows:

- A. Advanced Materials System (former Handy & Harmon Refining property) – 72 Elm Street, 6.7 acres, vacant manufacturing building (93,900 SF). Site is classified as a brownfield;
- B. Proposed NA Commerce Center (former Balfour property) – 21 East Street, 5.0 acre, vacant manufacturing building (93,900 SF). See Route 1 Area North, North Attleborough Downtown. Site is classified as a brownfield;
- C. Former Jolly Charlie's site (directly across Route 1A from Super Stop N Shop) – 169 East Washington Street (Route 1A), 7.1 acres vacant land adjacent to former North One Development Corporation property;
- D. Former North One Development Corporation site, currently bank controlled due to foreclosure (former Westcott Construction property) 3, 135 East Washington Street (Route 1A) and rear lots, 27 acres predominantly vacant, (1 building @ 6,900 SF);

Town should initiate discussions with owner of sites C, D & E to determine future redevelopment plans and land assembly options. If the owners of site D could acquire sites C & E assembly of a single site totaling over 35.0 acres maybe possible.

Secondary Sites:

- A. Former ABC Vacuum Building – 99 Chestnut Street, .82 acres, vacant manufacturing building (22, 140 SF);
- B. Noble Hardware site – 605 East Washington Street (Route 1A), 1.97 acres, existing hardware store (33,980 SF);
- C. 575 and 585 East Washington Street, (Route 1A), 1.5 acres, existing stores, shops and automotive sales and service (15,666 SF);
- D. 96 Orne Street, 1.5 acres, existing warehousing (7,200 SF).

Route 152 Area:

This area is located on the North Attleborough and Plainville town lines at the intersection of Route 152 and Plain Street. The analysis reviewed the commercial and

industrial zones extending along Plain Street to I-95 and a segment of Route 152 from the town line south to Old Farm Road. Several areas have been identified as vacant and/or underutilized, and long-term may offer the best opportunities for redevelopment. The industrial area at the town lines extending along Route 152 maybe an appropriate location for a transit-oriented development (TOD) opportunity, North Attleborough should coordinate redevelopment with Plainville to ensure both communities have a consistent plan for the area and development is complementary.

A new development proposal has emerged in this area for the construction of a \$3.0 million mini Fenway Park, which could attract several redevelopment opportunities. Below are the following sites recommended for this are:

- A. Airport Golf Driving Range including shops and plazas - 560, 580, 582, 584 and 586 Route 152 (Francis Kelley Boulevard), 19 acres, 67,083 SF (includes several bldgs. containing existing shops & plazas), multiple lots, primarily single ownership;
- B. Vacant parcels – 40 Plain St and Plain St, 13 acres consisting of three (3) lots adjacent to North Attleborough town forest;
- C. Bella Sarno – 553 Francis Kelley Boulevard (Route 152), 1.0 acre, vacant restaurant building, (16,742 SF).

**Secondary Sites:**

- D. Boro Sand and Stone Corporation – 192 Plain Street, 97.3 acres primarily vacant, 5 buildings @ 26,024 SF; long-term redevelopment potential. Options include open space, mixed-use and, business park opportunities or a combination of thereof. Significant transportation improvements required;
- E. George Levin Drive Industrial Area – Existing commercial and industrial businesses, some marginal or inactive;
- F. North Attleborough Volkswagen – 563 Francis Kelley Boulevard (Route 152), 1.92 acres, existing auto dealership (9,792 SF);
- G. Jiffy Lube – 547 Francis Kelley Boulevard (Route 152), 1.8 acres, existing auto service, (7,343 SF).

***Appropriate Areas for Mixed-Use Development***

A mixed-use development can be a single or multiple building developments that incorporates two or more different uses generally residential and commercial that is

within walking distance of one another. Developments may include a variety of housing types, retail, office, restaurants, civic, institutional and open space, which provides pedestrian linkages within and around the development area. The overall goal is to create a livable, walkable and vibrant environment, a sense of place.

Several areas in North Attleborough offer potential mixed-use redevelopment opportunities including:

- The Webster Mill Building – 262 Broadway, 1.6-acre industrial site containing a vacant manufacturing building. Site presents an excellent redevelopment opportunity providing a complementary reuse for this existing residential neighborhood with pedestrian friendly linkages to downtown destinations. Additional redevelopment options may include residential. Zoning revision required.
- Former Balfour property – 21 East Street, 5.0-acre residential/commercial site containing vacant manufacturing buildings, which has been designated for TOD development. Site offers excellent redevelopment opportunity representing one of several major components of an overall downtown revitalization strategy. Redevelopment will incorporate pedestrian friendly linkages to downtown destinations. Brownfield issues identified and zoning revisions may be required.
- Advanced Materials System (former Handy & Harmon property) – 72 Elm Street, 6.7- acre industrial/commercial site containing a vacant manufacturing building. Site offers a potential redevelopment opportunity, which would enhance and complement surrounding area. Appropriate design and development may address green space as provided by Ten Mile River and pedestrian friendly linkages to downtown and other destinations. A potential mixed-use development may encourage future transportation improvements (traffic calming measures) to the area of Route 1A (East Washington and Elm Streets) including sidewalks, crosswalks, streetscape, signage, lighting and other aesthetics. Additional redevelopment options may include mixed commercial, office, medical and business. Brownfield issues identified and zoning revisions may be required.
- Former Jolly Charlie's site – 169 East Washington Street (Route 1A), 7.1-acre vacant commercial site offering potential mixed-use redevelopment opportunity. Redevelopment could be an appropriate complement to existing residential area along Jefferson Street and Falls Pond. Additional redevelopment options include commercial, office, medical and business. There may be an opportunity to assemble this site into a larger site with the adjacent former North One Development Corporation. Zoning revisions required (See: Route 1A Area: Sites D & E).



- Former North One Development Corporation – 103 & 135 East Washington Street (Route 1A), approximately 27-acre vacant commercial site offering potential mixed-use redevelopment opportunity. Additional options may include mixed commercial, medical and office. There may be opportunity to assemble this site into a larger site with the adjacent former Jolly Charlie’s site. Zoning revision required and potential environmental constraints could limit redevelopment (See: Route 1A Area: Sites C & E).
- Toys R Us Plaza – 1190 South Washington Street (Route 1), 14.7-acre commercial site consisting of an 88,486 SF building including Toys R Us, Office Depot (vacant) and Dollar Tree. This commercial plaza is approaching life expectancy; partial vacancy and visible distress exist, which may allow for a mixed-use redevelopment opportunity.
- Redevelopment would complement the area’s existing residential. In addition a mixed-use redevelopment may encourage similar redevelopment in some areas in this segment of the Route 1 commercial corridor. Other redevelopment options include medical, office and business. Zoning revisions maybe required (See Route 1 South Area).
- Airport Golf Driving Range – 560,580,582,584 & 586 Francis Kelley Blvd (Route 152), 19.0 acre industrial area consisting of a driving range, retail shops and plazas. The area offers several components appropriate for a mixed-use redevelopment including a commercial and residential mix, open space, vacancies and signs of distress. In addition transit service is provided by the Greater Attleboro Taunton Transit Authority (GATRA) to the intersection of Route 106 and 152 in Plainville and potentially could be extended to the proposed mixed-use area. The mixed-use redevelopment may present an additional opportunity to allow for a transit passenger center, which would be incorporated in the redevelopment design.

It is important to note, that this area on both sides of North Attleborough and Plainville town lines has been identified as a Priority Development Area (PDA) intended for potential mixed-use redevelopment (See 2.3 PDAs and 2.6 TOD Opportunities for more detail).

### ***Transit-oriented Development (TOD) Opportunities***

A transit-oriented development (TOD) is a compact, “pedestrian friendly”, walkable, mixed-use residential or commercial development area centered on a train station or bus stop. Generally, a TOD neighborhood provides for a mix of uses including housing, shopping, employment, and recreational facilities design to serve transit and pedestrians. TODs are typically located within a radius of one-quarter to one-half mile of a transit stop, which is considered to be the appropriate scale for pedestrians. TODs are smart growth tools used to

address sustainable development principles such as concentrating development, provide transportation choices, expanding housing options and redevelop first.

SRPEDD has identified and is recommending for consideration two (2) areas that may offer potential for transit-oriented development (TOD). These areas include:

#### **A. Downtown District**

The downtown represents North Attleborough's Central Business District (CBD) a principle center for employment and business and, is an obvious candidate for the creation of a TOD. The downtown offers a wide mix of residential, commercial and mixed-use rental, condo, single and multifamily and, elderly housing units, restaurants, shops, convenience store, service station, banking, office (i.e. medical, legal and real estate). In addition, the downtown is the location for the town hall, police station, elementary school, library and several social and cultural institutions. Access to the downtown is available from Route 1 (North and South Washington Streets) and Route 1A (East Washington Street). The Greater Attleboro Taunton Regional Transit Authority (GATRA) provides bus service to the downtown via Route 1.

A potential TOD opportunity could represent one strategy of an overall plan towards stimulating downtown revitalization and the Town has a designated TOD Overlay District in this area.

There are several underutilized and/or vacant sites within the downtown area where a TOD center could be established. The center would be a location used as a "passenger station" or a designation for arrival and departures and, transfers including a bus shelter and limited space for the queuing of buses. Three (3) sites have been identified to establish a potential TOD center or passenger station:

1. Country Farm property – 54 South Washington Street, .40 existing convenience store (3,150 SF);
2. Sun Chronicle Building – 66 South Washington Street, .62 acre existing underutilized office space (2,846 SF);
3. East Street Lots – area between North Washington and East Streets (rear of sites 1 and 2) from Bruce Street to Holbrook Avenue, approximately 2.0 acres comprised of six lots under single ownership.

A TOD center has been designated to complement and support the redevelopment of the former Balfour site at 21 East Street.

## **B. Route 152 North at North Attleborough-Plainville town lines**

Route 152 North and North Attleborough-Plainville town line at the intersection of Route 152 (Francis Kelley Boulevard) and Plain Street – Although this area is distinctly different from the downtown environment it has several existing attributes offering a good foundation to establish a TOD. These attributes include:

- Access and proximity;
- Existing transit (bus) service;
- Existing residential, commercial and industrial mix;
- Existing employment base;
- Existing recreation and open space, and
- Inter-municipal PDAs (North Attleborough and Plainville) identifying mixed-use redevelopment in the same area.

Within this area SRPEDD recommends concentrating efforts on TOD establishment and mixed-use redevelopment on the Airport Golf Driving Range site and adjacent commercial strip plazas located at 560, 580, 582, 584 and 586 (Francis Kelley Boulevard), Route 152. The site consists of 19 acres, industrial zoned and primarily vacant. A mixed-use redevelopment of the site incorporating a central destination for a passenger station may present an appropriate opportunity (long-term planning). Additional redevelopment opportunities (hotel/motel, restaurants) will emerge as the mini Fenway Park Project moves forward.

### ***Potential 43D Priority Development Sites (PDS)***

#### *Purpose and Overview*

Chapter 43D Expedited Permitting Program provides cities and towns with a tool to promote commercial development on pre-approved parcels by offering expedited local permitting on those sites. Cities and towns that accept the provision of Chapter 43D will be eligible for a one-time technical assistance grant to assist the municipality to improve and streamline the local planning process for commercial development.

#### *PDS Criteria and Designation Process*

A priority development site (PDS) can be a privately or publicly owned property that is: (1) commercially or industrially zoned, or zoned for mixed-use development (both residential and commercial uses); (2) eligible under applicable zoning provisions, including special and discretionary permits, for development or redevelopment

containing at least 50,000 square feet of gross floor area in new or existing buildings or structures; and (3) designated as a priority development site by the board. Several parcels or projects may be included within a single priority development site. Whenever possible, priority development sites should be located adjacent to areas of existing development or in underutilized buildings or facilities or close to appropriate transit services.

A proposed priority development site requires a town meeting vote to accept Chapter 43D and a city must accept Chapter 43D by a majority vote of city council members. In order to qualify for PDS designation, written authorization of the property owner of each parcel included in the PDS application must be granted. Upon local acceptance of Chapter 43D, the governing body, must apply to the board for PDS designation.

#### Definitions

Some important definitions include: “Area of existing development”, an area within .5 (½) miles of parcels with existing public or private infrastructure either currently in use or recently abandoned, which is served by transportation services that include roads, highways, or other forms of public transit.

“Underutilized building or facility”, a commercial or industrial building or collection of buildings that are currently vacant or that has 50% of its floor area unused, or a site that has previously been cleared of industrial or commercial use, or a site that has been remediated and is vacant or used sporadically (See Appendix 3: Chapter 43D Detailed Program Information).

Considerations for area designations are located in and adjacent to the North Attleborough Industrial Park including the following sites:

1. Leach and Garner, 57 John Dietsch Square, 34/A, 371/C 105,607 SF; including a vacant manufacturing building (10.0 acres). Currently in negotiations;
2. 417 John Dietsch Blvd, 34/A 16/B, 21,800 SF vacant manufacturing building (2.20 acres);
3. Jelyan Corp Property, 60 John Dietsch Blvd, 34/612, 10,000 SF including vacant building (1.52 acres);
4. 300 John Dietsch Blvd, 34/A-125/E, 7,136 SF including vacant manufacturing building (1.8 acres);
5. Former Corliss Landing property (adjacent to WEMAH, 344 John Dietsch Blvd), remaining 4-6 acres of vacant industrial land, a recent bank foreclosure.

Located south, adjacent to the industrial park, two (2) sites have been identified for additional 43D designations including:

6. CLC North Attleborough, 15 John Dietsch Blvd, 34/A 565, 2 buildings 105,000 SF. including one 71,000 SF underutilized manufacturing building (currently used as a health club and church) and a 34,000 SF vacant manufacturing building (12.0 acres);
7. Former Triboro Theatre site, 10 John Dietsch Blvd, 34/575, 6.7 vacant commercial acres

Additional sites identified for possible 43D designation:

8. Landry Avenue – 34/122, 26 acres, zoned office park, vacant and
9. Landry Avenue - 33/61, 6.5 acres zoned office park, vacant.

The North Attleborough Industrial Park contains approximately 287 and is currently over 90 percent built-out hosting between 40–45 companies with the majority representing small manufacturing and assembly operations. Preliminary data indicates potential industry clusters of electronics, electrical components, medical devices, machine automation and parts fabrication may exist. Opportunities may be available to expand and attract ancillary or other supporting uses.

In addition, North Attleborough may want to consider expanding the industrial park to include properties located at 10 and 15 John Dietsch Boulevard. The properties could offer greater economic development potential than currently being generated and represent the major “gateway” into the industrial park. Consideration should be given for the Town of North Attleborough to assist the North Attleborough Industrial Park Tenant Association with providing greater visibility for the industrial park including improving signage at the I-95 and Route 152 interchange and at the entrance of the industrial park at Robert F. Toner Boulevard and John Dietsch Boulevard. Opportunities to relocate the industrial park directory to the front end of J. Dietsch Blvd, roadway improvements, curbing, streetlights, landscaping and other aesthetics to J. Dietsch Blvd. In addition signage, visibility and infrastructure improvements the Town of North Attleborough in partnership with the industrial park tenant associations need to increase marketing of the park. This may be done with a commercial real estate brokerage and assistance of the United Chamber of Commerce, Attleboro which companies in the industrial parks have membership.

Along the Route 1A Corridor (East Washington Street) several sites should be considered for 43 designations including:

1. Advanced Material Systems Inc. site (the former Handy and Harmon Complex) - 72 Elm Street, 4 vacant buildings totaling 93,900 SF, 6.7-acre vacant brownfield site;

2. Former Balfour Property – 21 East Street, vacant manufacturing building @ 98,370 SF, 5.0-acre vacant brownfield site (now designated for a TOD development);
3. Former Jolly Charlie’s site - 169 E. Washington Street (Route 1A), 7.0-acre vacant site;
4. Former North One Development Corporation – 103, 135 E. Washington Street (Route 1A), 27.0-acre vacant property (1 building @ 6.900 SF).

Route 1 Central Area potential 43D considerations include:

1. Former Pride and other auto dealers sites - 849, 855, 865, 891 South Washington Street (Route 1) and 115 & 120 Draper Avenue vacant and underutilized auto dealership sites in addition to a 3.0-acre construction storage site total acreage 16.5.

### ***Downtown Redevelopment Strategies***

The following outline identifies some critical actions that the Town of North Attleborough will need to take if it chooses to move forward with a Downtown Revitalization Project. The recommended redevelopment strategies should be viewed as the basis for a Comprehensive Downtown Redevelopment Plan.

#### *First Steps*

1. Town Hall consensus and support: The Town of North Attleborough will need to assume the leadership role and partner with the Downtown Associates of North Attleborough (DANA) to prepare a Downtown Redevelopment Plan;
2. Vision Statement: “What do you want your downtown to look like?” Conduct meetings, workshops and surveys to develop a vision for the downtown.

#### *Strategies*

Following the initial actions, North Attleborough prepares a Comprehensive Downtown Redevelopment Plan including downtown redevelopment strategies, funding and implementation. SRPEDD has identified several specific redevelopment strategies recommended for consideration. These strategies are as follows:

- Redevelopment opportunities: Identification of priority sites to attract investment and stimulate revitalization;
- Explore possible Transit-oriented Development (TOD)/ Transit “Passenger Station”;

- “Reconnecting Downtown”: Enhance connection to public destinations (i.e. post office, town hall, police station) and other anchors in the southern portion of the downtown with destinations in the north and central areas;
- Utilize and expand previous efforts;
- Market the Downtown as a destination location;
- Improve diversification of shops, restaurants, services and entertainment uses;
- Improve mixed-use and housing choices;
- Maintain and preserve historic character;
- Conduct market study for the downtown;
- Re-establish the storefront and facade improvement program;
- Infrastructure improvements: street & sidewalks, streetscape and pedestrian linkages, open space and greening, signage (way-finding system) and parking and other amenities;
- Redesign and improve public open space for entertainment and outdoor events;
- Improve communication between town hall officials and DANA;
- Work with and assist private development initiatives in the downtown;
- Conduct a survey of existing condition on residential properties (single & multi-family) within and surrounding the downtown for the eventual establishment of a housing rehabilitation program, and other.

#### Financial Resources and Incentives:

- Community Development Fund (CDF), Department of Housing and Community Development (DHCD)

Housing rehabilitation, infrastructure, recreation, planning, façade improvement, acquisition & social services

- Housing Development Support Program (HDSP), DHCD
- Housing development & rehabilitation
- Community Development Action Grant (CDAG), DHCD
- Infrastructure, commercial & industrial development, housing, acquisition
- Land and Water Conservation Funds (LWCF), Executive Office of Energy and Environmental Affairs (EEOEA)

- Acquisition, development and redevelopment of open space and recreational facilities (i.e. farmland, parks, playgrounds commons, beaches, public boat docks etc.)
- Economic Development Fund (EDF), DHCD
- Infrastructure, economic development, business financing and planning
- Mass Downtown Initiative Program (MDI), DHCD
- Limited downtown planning and technical assistance
- Public Works Economic Development Grant Program (PWED), Executive Office of Transportation (EOT)
- Infrastructure and economic development
- Federal Transit Administration (FTA)
- Transportation and transit
- MassDevelopment
- Infrastructure, mixed-use, residential, commercial brownfield assessment & cleanup and bond financing
- South Coast Rail and Transit-oriented Development (TOD), Executive Office of Transportation (EOT)
- South Coast Rail funds housing, economic development & transportation planning
- Environmental Protection Agency (EPA)
- Site asset and remediation
- District Improvement Financing (DIF), Executive Office of Housing & Economic Development (EOHED)
- Bond financing and tax credit incentives
- Tax Increment Financing (TIF), Massachusetts Office of Business Development (MOBD)
- Economic Target Area (ETA) - Tax credit incentives
- State Housing Investment Tax Credit Program, EOHED
- State tax credit for development and/or rehabilitation of private housing
- Brownfield Remediation Tax Credit Program, EOHED
- State tax credit for brownfield remediation



More details on these general strategies and financing mechanisms would evolve as North Attleborough considers the preparation of a Downtown Redevelopment Plan (See: Appendix 4: Downtown Redevelopment Strategies: Conceptual Map).

## Economic Development Goals

**Goal 1:** Encourage a more sustainable mix of commercial businesses that are capable of withstanding economic downturns.

**Goal 2:** Revise the zoning by-laws to encourage growth where appropriate and to modernize the commercial and industrial zoning districts to meet today's economic needs.

**Goal 3:** Create opportunities to encourage development and redevelopment of Priority Development Sites identified in earlier planning studies.

**Goal 4:** Consider Transit-Oriented Development (TOD) in downtown North Attleborough and along Route 152 North at the North Attleborough-Plainville town line.

**Goal 5:** Expand opportunities to redevelop underutilized buildings into mixed-use projects that create a livable, walkable and vibrant environment, including implementation of the recommendations from the Route 152 Corridor Study.

## Economic Development Recommendations

- ED-1: Establish Transit-oriented Development districts on Route 152 at the town border with Plainville using Scenario 2 (See Land Use – Chapter 2).
- ED-2: Adopt the Chapter 43D Expedited Permit process for targeted commercial properties.
- ED-3: Prepare a downtown plan that focuses on redevelopment strategies, funding and implementation.
- ED-4: Expand the industrial park to include underutilized priority development sites along John Dietsch Boulevard and increase visibility of the industrial park through better signage and other infrastructure improvements.
- ED-5: Re-establish the storefront and facade improvement program.

- ED-6: Make improvements to the downtown infrastructure including streets and sidewalks, streetscape and pedestrian linkages, open space and greening, signage (way-finding system) and parking and other amenities to make it more attractive for new businesses and visitors.
- ED-7: Create opportunities for more entertainment, markets and cultural events in the downtown area.
- ED-8: Develop or redevelop underutilized commercial sites with sufficient supporting infrastructure for businesses compatible with local and regional industry clusters (e.g., small manufacturing, food production and distribution, green technologies, creative/arts-oriented businesses, healthcare, professional services, skill trades and education).

# 5

## Open Space and Recreation

### Introduction

An important aspect in judging quality of life, open space and recreational resources are crucial to sustaining a community's appeal. The Commonwealth recognizes this importance and encourages each community in the state to have a current Open Space and Recreation Plan (OSRP), which is to be updated every seven years. When an OSRP is completed and approved by the Division of Conservation Services (DCS), the community is eligible for grant programs administered by DCS to fund open space acquisition or enhance recreational facilities.

North Attleborough's latest Conservation, Recreation, and Open Space Plan (CROSP) was updated in 2013 by the Open Space Committee with technical assistance from the Southeastern Regional Planning and Economic Development District (SRPEDD), the regional planning agency. The update reflects the physical, social and economic changes that have occurred during the past decade, not only in North Attleborough, but in Massachusetts as well. The 2013 CROSP represented a strong collaborative effort among the various stakeholders in the community and involved a concerted and thorough public outreach component. This included a series of issue-specific meetings held by the Open Space Committee that were open to the public during the planning process. An open space survey was developed by the Open Space Committee and was made available to the public online through Survey Monkey, the Town's website, and the Park & Recreation Commission's website. The Conservation Commission also did a random mailing of 450 surveys (50 per each of the nine town Precincts), as well as making hard copies available at Town Hall. The information obtained in the 287 total responses was used as one of the primary means of gauging the public's needs and concerns. A final public meeting to review the plan and prioritize the "Action Plan" was held in December of 2012.

While open space resources, passive and active recreation are discussed in this chapter, natural resources, such as water and wildlife, are discussed in the Natural, Historic and Cultural Resources chapter.

## Summary of Open Space and Recreation Resources

North Attleborough is a town of contrasts. The dense development of the downtown area, historically growing around the Ten Mile River in order to accommodate business and industry, is not in evidence to the eastern, southern and western portions of the Town. These areas are more rural, with large areas of passive and active open land. Agricultural parcels, located primarily in the northwestern portion of town, have been very important in the overall preservation of the more rural characteristics of the Town, as have the unique landscapes (the famous “red rocks”) and wetland areas in the southern portion of town.

This section of the Master Plan will provide an overview of existing open space and recreation resources in Town.

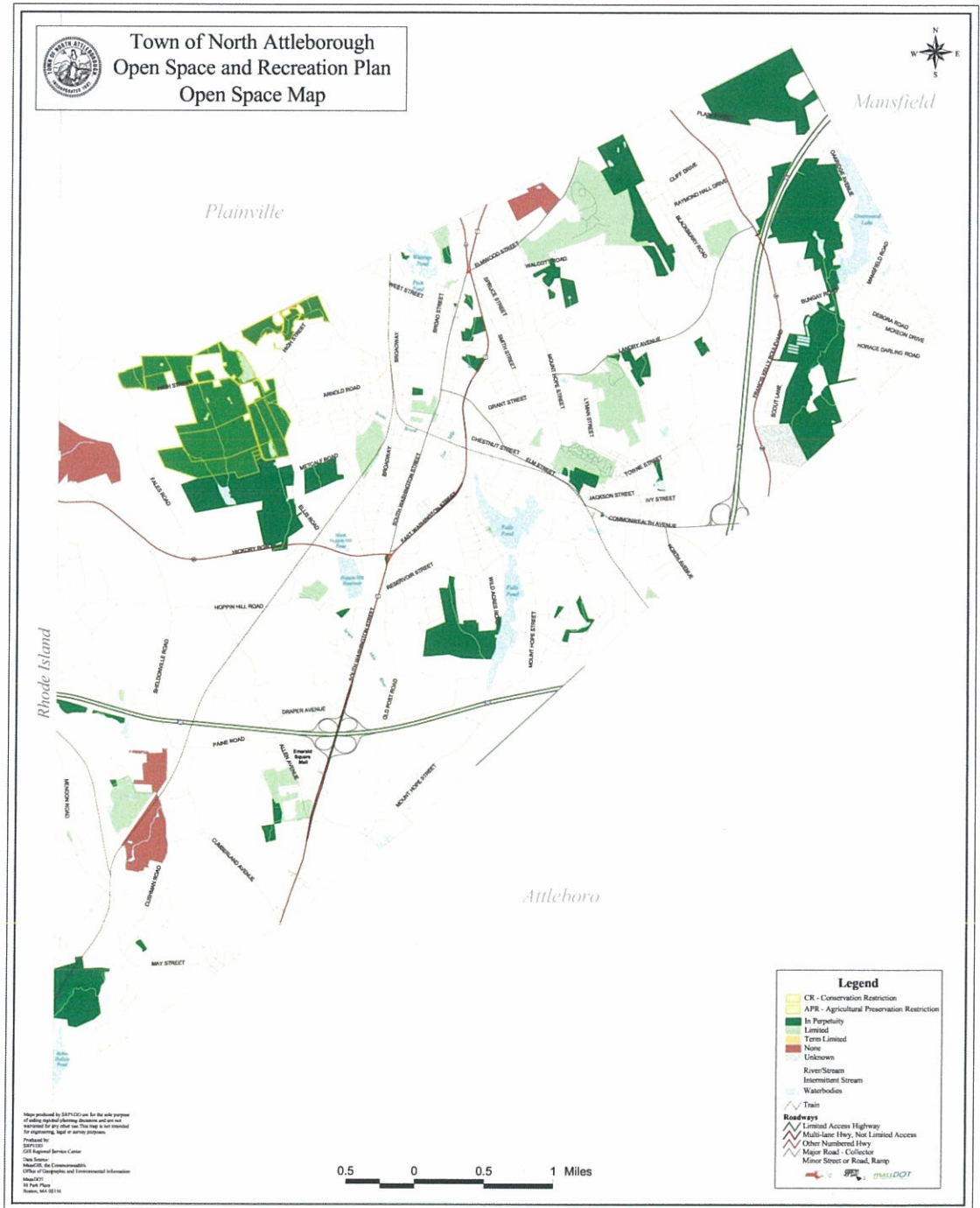
### *Lands of Conservation and Recreation Interest*

Preserving and protecting undeveloped land is necessary for conserving biodiversity, preserving the character of the landscape, and protecting the drinking water supplies. One way to protect open space is through land acquisition. Historically, North Attleborough has been one of the more efficient communities in southeastern Massachusetts in terms of acquisition and retention of open land. While most of this activity has been facilitated locally through direct “kitchen table talks” with landowners, the Town has, on occasion, worked with the state’s Division of Conservation Services (DCS) and Massachusetts Department of Agricultural Resources (MDAR) to secure properties.

In addition, the Town has been particularly active in promoting the economic viability of open land through enrollment in agricultural property tax reduction (MGL Ch. 61A) and the Agricultural Preservation Restriction (APR) Programs under which MDAR purchases development rights from landowners. These land retention practices, along with the foresight and commitment of local landowners, have enabled North Attleborough to maintain a good deal of its rural and agrarian landscapes.

Figure 5.1 shows the location of open spaces with various levels of protection. Currently there are large intact riparian corridors existing in the Seven Mile and Bungay River Watersheds. The northwest side of Town has been the beneficiary of over 500 acres of land protected through the APR Program. All open space and recreational parcels, whether publicly or privately owned, including Chapter 61 parcels are specifically listed in the 2013 Conservation, Recreation, and Open Space Plan. In total, there are approximately 1,580 acres of permanently protected land owned publicly or by private non-profit agencies, among which 259.43 acres are federally owned by U.S. Fish and Wildlife Service and 312.81 acres are protected under the APR Programs. Another 169.75 acres of land in North Attleborough under the public ownership of the Park Department, School Department and the Town are unprotected or temporarily protected. There are a total of 217.62 acres of privately owned land with various levels of protection and an additional 1,106.48 acres land temporarily protected under Chapter 61 programs.

Figure 5-1 North Attleborough's Open Space Resources – SRPEDD 2013



The Town's Conservation, Planning and Recreation offices are acutely aware of the potential loss of open land in the relatively undeveloped and agricultural areas in Town, particularly in regards to Chapter 61A lands. This has led the Town to begin developing a prioritization and ranking criteria for the protection of open land, as well as highlighting those areas best suited to accommodate development. During the course of the South Coast Rail study, the Southeastern Regional Planning and Economic Development District (the regional planning agency) worked with the Town to identify areas best suited for protection or development in order to help communities prepare for direct or secondary impacts of development associated with the improved transportation system. These areas were identified at local community meetings as Priority Protection Areas (PPA's) that deserve special protection due to the presence of significant environmental and historical features, and Priority Development Areas (PDA's) that have the capacity to accommodate development or redevelopment within North Attleborough. All of these sites in the twenty-seven SRPEDD cities were placed on local maps and submitted to the state to be considered for inclusion on a state PPS/PDA map. In 2009, Governor Patrick signed Executive Order 525, aligning state investments in infrastructure and land preservation with the PPA/PDA Map produced as part of the South Coast Rail Corridor Plan (2009) (See Figure 5-2 - PPA/PDA Map for North Attleborough). This state investment strategy may afford the Town the opportunity to address some of its long standing desires to create multimodal urban trails to improve access and connectivity between the urban core and recreation, conservation, and cultural/historical resource areas<sup>1</sup>.

### ***Parks and Recreation Facilities***

Parks and recreation facilities are significant community assets. They provide residents and visitors alike with recreational opportunities in usable, managed open space and generally enhance the quality of life and the appearance of a town. This section expands upon the discussion of conservation and recreation lands in the section above.

The Town has ten publicly accessible parks, playgrounds, and athletic fields managed by the Park Commission. These parks and fields, with various sizes, together total 219.27 acres of land in Town. The largest park is the World War I Memorial Park with 184 acres that includes a petting zoo, picnic areas, playground and playing fields, and wooded park area. Most of these parks and fields are equipped, to different levels, with amenities such as athletic fields, playgrounds, picnic areas, and parking, although some of the smaller parks have landscaping or basic park facilities like wooden benches and trash barrels. The School Department, in addition, manages three school fields that are mostly used by students during academic years with some town use of the fields during the summer months. Most of the Town's parks and fields are in good condition.

1 Town of North Attleborough Conservation, Recreation, and Open Space Plan 2013-2020

**Figure 5-2 North Attleborough's Priority Development Areas (PDA's) and Priority Preservation Areas (PPA's) – SRPEDD 2013**

**South Coast Rail  
Priority Area  
5-Year Update**

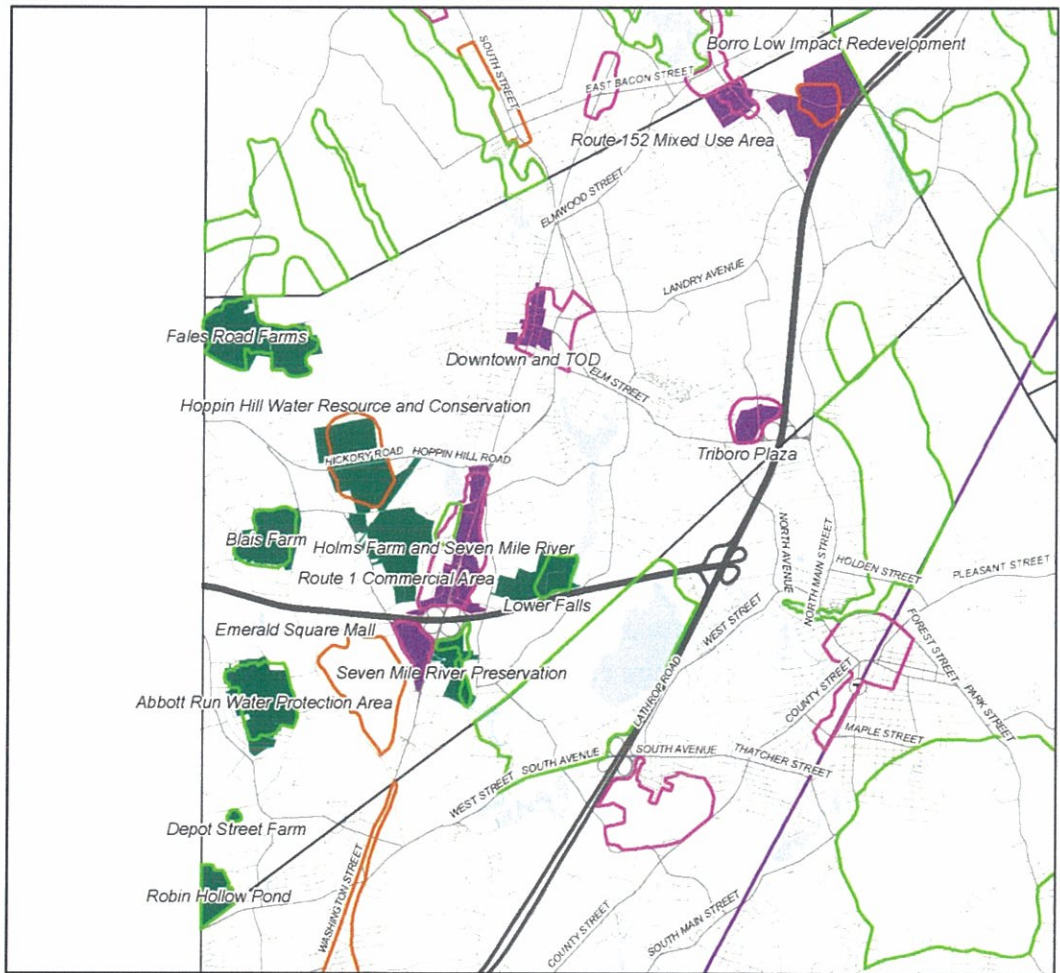
**North Attleborough**

DRAFT WORKING Map 1:  
Community Priority Area  
Designations, 2013 and  
2008

- Priority Development Areas (PDAs)
- Priority Protection Areas (PPAs)
- Combined PDA/PPA
- 2008-2009 PDAs
- 2008-2009 PPAs
- 2008-2009 Combined PDA/PPAs
- Water
- Municipal Boundaries
- Interstates
- Arterials and Collectors
- Local Roads
- MBTA Commuter Rail Stations
- MBTA Commuter Rail Lines
- MBTA Proposed Stations
- MBTA Proposed Rail Lines

This map is for the sole purpose of aiding regional planning decisions and is not warranted for any other use.

February 2013



In terms of passive recreational opportunities, many conservation or preservation areas in Town, such as the National Fish Hatchery, Martin Conservation Area, and Chorney Farm, offer public access for hiking and wildlife observation, etc. The wetland area in North Attleborough's National Fish Hatchery has a trail system for wildlife observation which is open to the public, as is the hatchery. In the Martin Conservation Area owned and managed by the Conservation Commission, nature trails have been established throughout the area. During the fall of 2011, the Conservation Commission worked with a local Boy Scout Troop to develop and permit an internal trail segment for one of the largest pieces of conservation land in the west side, the Chorney Property. The Commission hopes to extend this walking trail system to adjacent parcels to promote passive recreation and enjoyment of open space areas by all town residents.

North Attleborough is abundant with surface water resources such as the Ten Mile River and Seven Mile River. As the largest river in North Attleborough, the Ten Mile River is not easily accessible for recreational opportunities throughout most of the Town. However, the Town has other surface waters that offer vast recreational uses, including kayaking, fishing, boating, and swimming. Falls Pond, comprised of upper and lower Falls, is publicly accessible at two boat ramps (including one State ramp) and a public beach area off of Barbara Road. Since the completion of the 2000 Conservation, Recreation and Open Space Plan, the Town of North Attleborough allocated \$42, 000 from the Capital Improvement Plan (CIP) to make facilities at Barbara Road Beach and Boat Ramp more user friendly (grading, parking), ADA compliant, and less susceptible to erosion.

Whiting's Pond is a smaller pond with a state boat ramp and a beach area (resident only) off of Broadway Extension. The Department of Fish and Game stocks both ponds with trout in the spring and fall. These two ponds are managed by the Conservation Commission and are enjoyed by residents of all ages from April through November.

### ***Recreational Programs***

The Park & Recreation Department offers a variety of programs that help improve quality of life for people at different ages in Town. Programs targeting school age children include various summer camps and classes, such as recreation camp, sports camp, zoo camp, summer science and math classes, as well as several after-school programs featuring art, music, dance, and sports like soccer, basketball, and softball, etc. A pre-school program has also been offered throughout the year for pre-school children. Fitness and entertaining programs, such as Karate Club and Aerobics, ballroom dancing classes, and summer concerts that would benefit a broader population including senior citizens are also offered throughout a year. The Senior Trips program, which is specifically for senior citizens, offers trips for eleven months a year to museums, the theater, concerts, historical sites, shopping venues, the casino, and other tourist attractions. In addition to these recreational programs, the Park & Recreation Department hosts festive events such as Lighting the Town Christmas Tree, Breakfast with the Easter Bunny, and Halloween Parade.

### ***Bicycle and Walking Trails***

The CROSP discusses the Town's desire to further develop pedestrian friendly multimodal trails (biking and walking) that link the downtown with areas on the outskirts of Town. These trails would benefit those living in the downtown by improving access and safety for pedestrian and bicycle traffic. Moreover, the Historical Commission advocates for creating trail links to the Town's many historical resources in, and



immediately around, the downtown area in an effort to increase awareness of the Town's cultural and historical assets.

Additionally, the 2009 South Coast Rail Corridor Plan includes efforts to leverage state investments in infrastructure and land preservation in a way that may provide the Town with the opportunity to address its long standing goal to create multimodal urban trails that improves access and connectivity between the urban core and recreation, conservation, and cultural/historical resource areas.

## **Analysis of Needs**

### ***Conservation and Resource Protection Needs***

Since the completion of the 2000 Conservation, Recreation and Open Space Plan, the Conservation Commission has been attempting to address the need for passive recreational opportunities in North Attleborough while pursuing a long-term greenway plan for both the Seven Mile and Ten Mile River areas. The Commission worked with a Boy Scout Troop in 2011 to plan and develop a trail system at the Chorney Farm and would like to pursue similar efforts on the adjacent Arns, Mullen and Chastenet properties in the near future. This effort would help to meet the passive recreation and trail needs of the community as well as form the core of a greenway along the Seven Mile River.<sup>2</sup>

There are several specific parcels/areas in Town that are of particular interest in regard to resource preservation while providing more recreational opportunities. The 58 acre Lestage property has been discussed in terms of hosting a multi-field sports complex, providing a link to a municipal trail system, passive recreation opportunities, and even community gardens/agriculture. An assessment of the Lestage property should be undertaken to help guide the various Town departments and commissions in planning for site appropriate uses based on the suitability and carrying capacity of the land. The Martin Conservation Area has the potential to address multiple needs, such as providing access to water bodies, providing nature/education trails and a link in a local or neighborhood recreational trail system, and accommodating multipurpose fields. In addition, the 12 acre Graham property, acquired by the Conservation Commission in 2001, could be developed as a passive recreation/nature observation property for young and old alike, consistent with the wishes of Mrs. Graham.

In order to meet the financial need associated with developing a greenway and trail system in the Town, there has been preliminary discussion amongst Town boards and

<sup>2</sup> Town of North Attleborough Conservation, Recreation, and Open Space Plan 2013-2020

commissions about adopting the Community Preservation Act (CPA). This could be a means by which the Town could directly fund, or provide match funding for grants or partnership efforts to address conservation, historical preservation, community housing, and with the latest provision, recreational needs.<sup>3</sup>

Another major factor that poses challenges for conservation and resource protection in Town is the growing pressure of development encroachment. North Attleborough once experienced growth and land consumption at a rate that ranked the first in the state for acres developed per square mile between 1999 and 2005. The Town, through an aggressive land acquisition program and prudent use of the APR and enrollment in Chapter 61A programs, has been able to retain significant portion of its rural landscape and areas of conservation interest, while the Planning Board has been able to employ its cluster development provisions with some large tracts of land been preserved and dedicated to conservation<sup>4</sup>. However land enrolled in various tax abatement programs such as Chapter 61, 61A and 61B, which promote the preservation of forest, agricultural and recreational land respectively by providing tax benefits to maintain and management lands, are not permanently protected and are subject to change of use should these land owners cease to remain enrolled. There have thus been concerns over the future of the western and northwestern portions of Town where most of the Town's agricultural and open space lands under Chapter 61 and APR programs can be found. As indicated by the Open Space Plan public outreach feedback, as well as expressed by participants during the Master Plan community workshop, residents of the area and other towns people value the rural character and pastoral beauty of this area of Town. Yet as the Town continues its steady growth, this area of Town will face more development pressure.

The World War I Memorial Park and the Burns Wildlife Arboretum (and park land and open space in general), in addition, are faced with on-going threat of urban encroachment. Potential development on both sides of the Park, which also houses a zoo and a multi-purpose playing field, has created a concern for maintaining buffers and wildlife migratory corridors within and adjacent to Park boundaries<sup>5</sup>. Solutions to the need for additional fields and the ability to maintain the integrity of the outer boundaries of the World War I Memorial Park may lie in the Lestage parcel assessment discussed above.

### ***Park, Recreation and Community Needs***

The Program philosophy of the Park & Recreation Department is to promote activities which contribute to personal health, wellness and a sense of community, and invest in parks

3 Town of North Attleborough Conservation, Recreation, and Open Space Plan 2013-2020

4 *Ibid*

5 *Ibid*

and open space to enhance the environmental health, beauty and quality of life in the community. In promoting this philosophy, the Park & Recreation Department has worked with the Conservation Commission in addressing the Town's needs over the years.

However the continued growth of North Attleborough will provide challenges to Park & Recreation to maintain the current facilities and programs as well as to offer new opportunities to a diverse and expanding population. During the public outreach process, residents expressed their desire for better and more ball fields and playgrounds. When asked what they saw in other communities that would succeed in North Attleborough and make the Town a better place, many participants suggested passive recreational opportunities provided by more hiking areas and multi-use trails.

With a growing demand for recreational resources, the Park & Recreation staff and board have been working on Capital Improvements Plans that take into account upkeep, maintenance, and needs assessments for all recreational holdings in order to meet the fiscal challenges. Partnerships with local youth groups help to make sure the Town's athletic fields are well-maintained, despite their near-constant use. In addition to maintaining and expanding its present programs, Park & Recreation Department projects the need for three ball fields and an additional two multipurpose fields over the next three to five years to accommodate the growing population.<sup>6</sup> Based upon the heavy year-round public use of its recreational facilities and use limitations related to access issues at certain holdings, the Park & Recreation Department must address lingering compliance issues at their facilities to allow for the maximum and efficient use of several of the more developed Park & Recreation holdings, including compliance with the Americans With Disabilities Act. The alternative to improve facilities would be to put additional strain on regional and school related facilities on a year round basis.<sup>7</sup>

In terms of the development of a trail system in Town, there have been preliminary plans for a downtown multimodal trail proposed and drafted by the former Town Planner in 1999. The Planning Board, Conservation Commission, and Park & Recreation have all expressed an interest in rekindling plans for an urban trail system linking areas in the downtown with areas on the outskirts. These trails would greatly benefit those living in the downtown area, especially the income level based environmental justice population as indicated in the 2010 U.S. Census and American Community Survey data, by improving access and safety for pedestrian and bicycle traffic. The Historical Commission has also been working with Public Works to install signage along significant historical in hope to link trail development to the Town's many historical resources in, and immediately

<sup>6</sup> A recent Gale Associates study commissioned by the School Department indicated the Town needed five or six fields to meet projected needs.

<sup>7</sup> Town of North Attleborough Conservation, Recreation, and Open Space Plan 2013-2020

around, the downtown area. These new interests, along with the Conservation Commission's desire to develop a trail system on its holdings on the northwest side of town (Chorney and adjacent properties), could significantly help meet the long-stated need for recreational trails (hiking, biking, walking) in North Attleborough.

### ***Management Needs and Potential Change of Use***

The management of the Town's conservation, open space and recreation areas is primarily undertaken by the Conservation Commission and the Park & Recreation Department. The Conservation Commission and Park & Recreation Department together have worked in a cooperative and complementary fashion in planning to meet the community's needs. In terms of specific management needs, there has been discussion of the need to formalize the arrangement for cooperative management of the Town's beach areas. The Park & Recreation Department previously managed the beach program and provided seasonal staffing (lifeguards) at Falls Pond and Whiting's Pond. However over the last 10 years, the Conservation Commission assumed complete responsibility of the summer beach program which is currently managed by the Conservation Agent (including schedules, payroll and related issues). This should not be within the purview of the Conservation Agent whose principal duty is to enforce the Wetlands Protection Act and be the point of contact for the Town on conservation and natural resource related issues. Supervision and management of the seasonal employees should be turned over to Park & Recreation in order to promote a smoother flow of management, more efficient use of town staff time, and overall improved departmental efficiency.<sup>8</sup>

## **Open Space and Recreation Goals and Objectives**

In 2013 with a growing population, fewer financial resources with which to operate, and more competition for those remaining financial resources, the Town and its citizens remain committed to addressing the future open space, conservation and recreation needs listed below. The following goals and objectives are taken from the 2013 Conservation, Recreation and Open Space Plan.

**Goal 1:** Prevent the loss of the rural, cultural and historical qualities and assets of the Town.

- Objective 1: Support the preservation of open space through various traditional, innovative and creative means.

<sup>8</sup> Town of North Attleborough Conservation, Recreation, and Open Space Plan 2013-2020

**Goal 2:** Develop a town-wide multi-use trail system including walking, hiking, biking, and possibly, canoeing where feasible.

- Objective 1: Work to develop a local multi-use trail system.

**Goal 3:** Promote coordinated, responsible land use management and planning.

- Objective 1: Review the existing plans, management policies, and tools available to town departments, dealing with land use, acquisition, conservation, open space, and recreation to ensure compatibility and coordination of intent and effort.

**Goal 4:** Expand and improve recreational opportunities for all residents.

- Objective 1: Plan additional hiking and walking trails on conservation and park land.
- Objective 2: Address the recreational needs of a growing and diverse population, particularly needs for additional field space in Town.

## Open Space and Recreation Recommendations

The 2013 Conservation, Recreation and Open Space Plan contains a detailed seven-year action plan that includes specific recommendations, identifies the parties and partners responsible for implementing that plan, and the timeline for implementation. The following includes many of those recommendations (others can be found in *Chapter 6 – Natural, Historic and Cultural Resources*).

- **OS-1:** Adopt the Community Preservation Act to provide funding to preserve open space, protect historic resources, and improve park and recreation facilities.
- **OS-2:** Establish a prioritization process and plan for acquisition of open space; acquisition/retention/ enrollment of farmland into Ch. 61 and APR programs.
- **OS-3:** Appoint a standing Open Space Committee in order to work internally and intra-municipally to plan, develop, and implement projects and update the Open Space Plan as changes occur and milestones are met.
- **OS-4:** Evaluate sites, plan, and develop passive recreation (hiking, walking, nature observation, etc.) and trail options for the Conservation Commission lands (Arns, Mullen, Chastenet, and Graham properties) near the Seven Mile River.
- **OS-5:** Assess the potential for trails at Town Park and facilities at WWI Memorial Park.

- **OS-6:** Undertake a comprehensive reuse study for the Lestage Property that includes the potential for necessary athletic and recreational facilities, community agriculture, cultural plots, recreational trails (and possible link to Angle Tree), and the retention of the integrity of the Historic Register properties on site.
- **OS-7:** Develop a policy that no town park land will be encroached upon for non-recreational purposes.
- **OS-8:** Address the needs highlighted in the ADA Transition Plans for Park & Recreation and Conservation properties and facilities.
- **OS-9:** Review existing land use and planning regulations in terms of exercising options such as limited development plans, transfer of development rights (TDR), conservation development, etc.
- **OS-10:** Using existing on-road and off-road trails, and the ability to tie into other municipal and regional trails, develop a plan and timetable for the creation of additional local trails and links to existing trails; capitalize on the success of the 2011 Chorney trail effort.
- **OS-11:** Assess the ability of the Town to link key open space parcels, town properties, schools, recreation facilities, etc. (“knit” together existing open space holdings).
- **OS-12:** Secure funding sources for multi-purpose trail/facility planning and construction.
- **OS-13:** Develop and publish a Town Trail Map/Brochure.
- **OS-14:** Review and revise, as necessary, policies and procedures for inter-board communications, cooperative management of town assets, etc.
- **OS-15:** Develop a digitized Open Space and Recreation parcel database for the Town so that all departments are working off of the same data when addressing acquisition, preservation, planning and remediation issues.

## 6 Natural, Historic, and Cultural Resources

### Introduction

Natural, historic, and cultural resources are highly valued by North Attleborough residents as expressed in public meetings throughout this planning process. As addressed in previous planning studies, the preservation of places of historic value, buildings of historical or architectural interest, and farmlands, and rural landscapes has consistently been considered as an important attribute of living in North Attleborough.

### Natural Resources Overview

#### *Topography, Soils, and Landscape*

##### Topography

The topography of North Attleborough is characterized by gently rolling countryside with elevations ranging from 96 to 385 feet above sea level. Some significant changes in elevation provide needed visual relief and aesthetic variety, with the high points evident mostly in the northeast and northwest portions of the Town. The World War I Veterans' Memorial Park in North Attleborough, dominated by a fire tower that offers a panoramic view of the entire region, is the highest point in Bristol County. Other sites in the Town that offer special views and vistas due to their geology and location include the drumlin on which Fales Road is located and the formation known as Hoppin Hill. Extensive rock outcroppings, including the red felsite ledge of the "Red Rocks" area, are evident both in Veteran's Park and the area crossed by Cumberland Avenue.

##### Soil

The soils in North Attleborough, like those in surrounding communities, reflect the broad geological activities and are based on the composition of the underlying bedrock and the glacially transported debris left by the last glaciation some 10,000 years ago. One way to conceptualize the soils of the Town is to view the detailed classification by grouping associations of similar soils. The Natural Resources Conservation Service (NRCS) has inventoried the location and extent of the best land for producing food, feed, fiber, forage, and oilseed crops, designated as prime or unique farmland, or farmland of statewide importance based on soil surveys and national or state criteria. Prime farmland is the land

that has the best combination of soil properties for growing crops, while unique farmland is land other than prime land that is used for production of high quality specialty crops. Farmland of statewide importance is the land that is also important for growing crops but it has one or more soil properties which do not qualify for prime farmland. According to the soil surveys published by NRCS, North Attleborough has approximately 881 acres of land that contains prime farmland soils.

To preserve important farmland resources, the State provides farm owners with alternatives to selling their lands for non-farm purposes or commercial development through the Farmland Assessment Act (General Law Chapter 61, 61A, and 61B) and the Agricultural Preservation Restriction Act (APR). North Attleborough presently has three farm owners participating in the APR program. The parcels under APR restriction account for over 300 acres of land. The Town also has 1,106.48 acres of land enrolled in the various Chapter 61 programs. This acreage is predominantly agricultural land and is located entirely in the western and northwestern portions of the Town. However, this land is not considered to be permanently protected since property owners could get out of the Chapter 61 programs and sell their land.

### ***Landscape Character***

The gently rolling countryside, relatively flat topography and prominent river corridors of North Attleborough have given rise to its particular landscape, which plays a vital role in defining the character of the Town. Elevations in town range from 96 to 385 feet above sea level with the highest elevation occurring in World War I Veterans' Memorial Park. The dense, urban area around the historic center is home to the remnant of the industry that grew up around the Ten Mile River. The Bungay River Watershed land to the east is still characterized by its natural land riparian corridors located around and through the Federal Fish Hatchery lands. The meadow and forested land to the west and north, along the Seven Mile River, remains largely agricultural and undeveloped to this day. Much of this land is protected as open space or through agricultural restrictions however; development of the remaining unprotected lands in the western portion of town will significantly affect the aesthetic value and recreational opportunities in this area<sup>1</sup>.

1 Town of North Attleborough Conservation, Recreation, and Open Space Plan 2013-2020

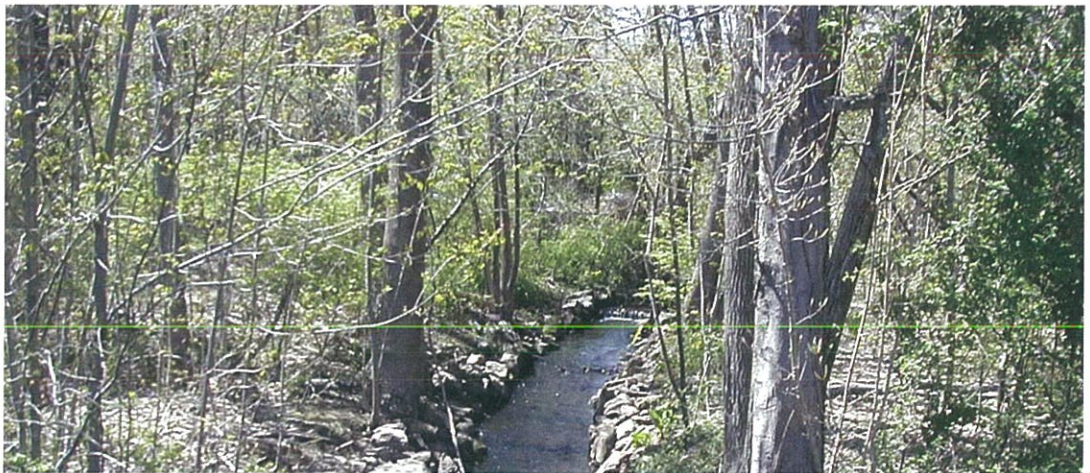


## ***Water Resources***

### *Watershed, Surface Water, and Aquifer*

North Attleborough is broken into four major watersheds: The Bungay River; the Ten Mile River; the Seven Mile River; and Abbott Run. The Bungay River is also a major tributary of the Ten Mile River, with its confluence located in the City of Attleboro. The Bungay River in North Attleborough flows through Greenwood Lake, the North Attleborough National Fish Hatchery, and the upper reach of the Bungay Swamp. The Bungay River drainage area covers approximately 2,400 acres and is located in the eastern portion of the Town.

The Ten Mile River has its headwaters in the Towns of Wrentham and Plainville. It flows in a southerly direction through a series of ponds in Plainville before entering North Attleborough along its northern corporate limit. The Ten Mile River in North Attleborough extends from Whiting Pond along parts of Routes 1 (Washington Street) and 1A (East Washington Street), to the Falls Pond and Attleboro Falls areas, and finally into Attleboro. The Ten Mile watershed drains two major areas – Scotts Brook and the Ten Mile itself – totaling roughly 4,300 acres. Scotts Brook originates in Plainville and flows south through the western part of the Town to join the Ten Mile River north of Falls Pond.



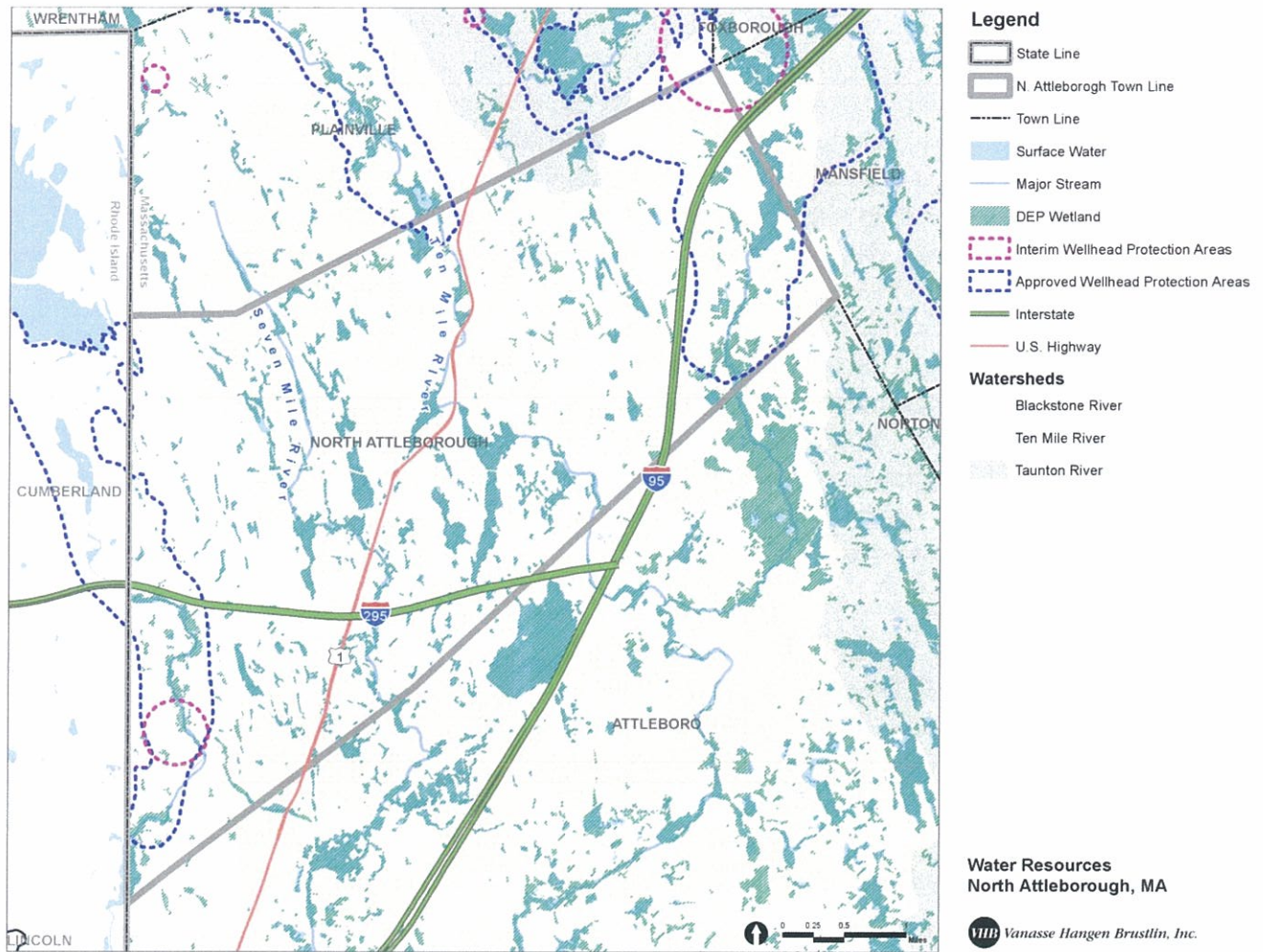
The Seven Mile River is located in the western half of North Attleborough and flows in a southerly direction parallel to the Ten Mile River. It is the largest tributary to the Ten Mile River, with its confluence located further downstream in Pawtucket, Rhode Island. The Seven Mile River watershed drains approximately 2,900 acres of North Attleborough while supplying water to both the Hoppin Hill and Luther Reservoirs. Its use as a water supply system mandates maintenance of pollution-control programs within the watershed. Under these circumstances, adjacent land use becomes an extremely critical parameter.

Abbott Run originates in Franklin and Wrentham, Massachusetts before flowing through a series of large reservoirs and ponds in Cumberland, Rhode Island. It then flows along the western boundary of North Attleborough in a southerly direction before entering the Blackstone River in Cumberland, Rhode Island. The Abbott Run watershed is roughly 2,500 acres in size and lies in the western section of North Attleborough. It contributes water to the Millers River in Central Falls, Rhode Island and Robin Hollow Pond. Much of the drainage in the area consists of small streams arising in numerous swampy areas.

Within these watershed areas lay the Town's three major aquifers: the Abbott Run Aquifer, the Ten Mile River Aquifer, and the Bungay Aquifer. And, while the capacity and condition of the water supply within these aquifers would seem sufficient for the Town for years to come, these are the only major sources of water available. In April 1998, the Town adopted the Aquifer Protection District, as a zoning overlay district, to protect the quality of the public water supply wells and groundwater for the residents of North Attleborough. The district includes all land mapped as a designated Zone II area by the Department of Environmental Protection. See Figure 6-1 which shows the Town's water resources.



**Figure 6-1 North Attleborough Water Resources**



### ***Vegetation***

North Attleborough is vegetated with a variety of plant communities commonly found on well-drained upland soils throughout southeastern Massachusetts. The upland woodland community, predominantly naturally occurring pine-oak and oak-hickory forests, is the Town’s most abundant vegetative resource, covering about 36 percent of the total land area. However, the relative proportions of pine, hickory and oak varies throughout the area. In terms of percent crown cover; the oak species are by far the most predominant.

Several plantations of red pine and mixed red pine-white pine established during the 1930’s are located throughout the Town. The Martin Conservation Area and Town Forest provide examples of these types of pine stands. Perhaps, due to a lack of proper maintenance during their formative years, their location and stress associated with roadway activities, these stands are presently of moderate to low quality.

North Attleborough also supports a substantial amount of wetland communities, areas where water is at or just below the surface of the ground such that they support a preponderance of wetland indicator plants. The wetland areas of North Attleborough are a mix of fresh scrub-shrub swamp areas, wet forested areas and areas of slow moving streams and adjacent floodplains. The scrub-shrub swamps are dominated by persistent emergent wetlands vegetation while the forested areas are predominately occupied by broad leaved deciduous vegetation. Significant wetland areas occur in the Seven Mile River Watershed in the central to southwestern portions of town and the Bungay River Watershed in proximity to the Federal Fish Hatchery lands in the eastern and southeastern sections of town. The quality of these wetlands varies according to their proximity to major roadways and surface water impoundments. River and stream flow is somewhat slow due to the relatively flat topography in corridors. Wetlands serve a number of important natural functions, including: protection of public and private water supply; protection of groundwater supply; flood control; storm damage prevention; prevention of pollution; protection of land containing shellfish; protection of fisheries and protection of wildlife habitat. The Conservation Commission administers and enforces the Massachusetts Wetlands Protection Act, which protects wetlands and the public interests they provide<sup>2</sup>.

### ***Fisheries and Wildlife***

The diversity of habitat in the Ten Mile, Seven Mile and Bungay River Watersheds provides good to excellent habitat opportunities for numerous wildlife species. Large undeveloped areas of swamp, forest, river corridor and agricultural land attract a variety of wildlife species, indigenous and migratory, to these watersheds. As a result, these large open space areas, particularly on the west side of town, have historically provided excellent hunting opportunities for the residents of North Attleborough.

### ***Rare Species and Significant Natural Communities***

According to the Massachusetts Natural Heritage & Endangered Species Program, North Attleborough has 12 listed species ranging from endangered to species of special concern (see Table 6.1).

### ***Vernal Pools***

A vernal pool (sometimes referred to as a spring pool), is a shallow depression in the landscape that contains water for only a portion of the year. These pools may be only a few square feet in size or cover acres of land. Vernal pools also vary in appearance, as well as when and how long they are full, and their principal source of water.

<sup>2</sup> Town of North Attleborough Conservation, Recreation, and Open Space Plan 2013-2020

**Table 6-1 Massachusetts Endangered Species Act (MESA) Listed Species and Status**

Scientific Name	Common Name	MESA Status	Most Recent Observation
<i>Ambystoma laterale</i>	Blue-spotted Salamander	SC	1994
<i>Ambystoma opacum</i>	Marbled	T	1994
<i>Eubranchipus intricatus</i>	Intricate Fairy Shrimp	SC	1994
<i>Lampetra appendix</i>	American Brook Lamprey	T	2001
<i>Alasmidonta undulate</i>	Triangle Floater	SC	1999
<i>Alasmidonta varicose</i>	Brook Floater	E	Historic
<i>Boechera missouriensis</i>	Green Rock-cress	T	1998
<i>Panicum philadelphicum</i>	Philadelphia Panic-grass	SC	1984
<i>Platanthera flava</i>	Pale Green Orchis	T	1984
<i>Podostemum ceratophyllum</i>	Threadfoot	SC	2002
<i>Ranunculus micranthus</i>	Tiny-flowered buttercup	E	2005
<i>Scleria triglomerata</i>	Tall Nut-sedge	E	2006

Note:

"Endangered" (E) species are native species which are in danger of extinction throughout all or part of their range, or which are in danger of extirpation from Massachusetts, as documented by biological research and inventory.

"Threatened" (T) species are native species which are likely to become endangered in the foreseeable future, or which are declining or rare as determined by biological research and inventory.

"Special concern" (SC) species are native species which have been documented by biological research or inventory to have suffered a decline that could threaten the species if allowed to continue unchecked, or which occur in such small numbers or with such restricted distribution or specialized habitat requirements that they could easily become threatened within Massachusetts.

While vernal pools do not support fish, they do provide very important habitat for various species of frogs, turtles and salamanders. Many of these species must return to these vernal pools in order to breed. Some of the species found in vernal pools include: Wood frogs, Spring peepers, Spotted salamanders, Spotted turtles, and Wood turtles. Vernal pools are also often part of wildlife corridors allowing the movement of these species between other wetland areas.

The Massachusetts Natural Heritage & Endangered Species Program (NHESP) has published GIS maps of the Commonwealth showing potential and certified vernal pools. NHESP has a documentation and certification process for vernal pools available online or by contacting their offices. According to NHESP's 2010 data, North Attleborough currently has two (2) certified vernal pools; one is located in the northern part of town, east of Route 1 between Ryder Road and Ryder Circle, while the other is located in the western part of town, near the Rhode Island border, between Hawkins Road and Germaine Drive.

There are many more potential vernal pool sites in the Town according to the NHESP database that should be documented as part of a community natural resource inventory and assessment. Figure 6-2 shows North Attleborough's featured habitats and vernal pools.



One of the most recognized areas in the entire Ten Mile River Watershed is the “Red Rocks” area in North Attleborough. Named for its distinctive red felsite ledge, this particular land form represents a very limited occurrence in Massachusetts and neighboring Rhode Island. The surrounding area also supports several very uncommon and high priority natural communities, including: Southern New England Rich Mesic Forest, which is characterized by its hardwoods on nutrient rich soil, a mature canopy (including sycamore and basswood) with hop hornbeam in the understory (this rare forest type is more common to Massachusetts’ four western counties); outcrop community; talus slope; several rare plants and vernal pools. This is one of the most important and unique natural resources in the Ten Mile Watershed.

The Pitch Pine Scrub Oak Barrens in the North Attleborough Town Forest (equivalent to the more familiar Cape Cod Pine Barrens) is a globally rare and threatened habitat type. The best examples of Pine Barrens remaining in the world are New Jersey, Long Island, and Southeastern Massachusetts. The barrens in North Attleborough represent an isolated patch of this rare habitat, which persisted on the droughty soils probably due to periodic fires (every 5 to 20+ years). This habitat is threatened because of its vulnerability to residential development and also natural change resulting from fire suppression – the habitat requires fire to be sustained. Apparently much habitat may have been lost from the gravel mining in the surrounding area. Aside from being a rare vegetative community, there are several rare plants and animals which are found in Pine Barrens in Massachusetts, including over 12 rare moth species which feed primarily on the scrub oak. It is unclear how important a small (less than 100 acres) remnant may be, however, these smaller barrens may provide stepping stones to other barrens in Rhode Island and New York. The species of the larger barrens would become isolated without the smaller barrens in-between. Regardless, it represents a remarkable natural feature in the Town of North Attleborough.

The “Cascades,” as it is known locally, is a unique forested wetland area north of the Emerald Square Mall. Its name derives from its natural waterfall which occurs at a drop in the topography as the wetland emerges on the fringe of the more open and the developed land.

## ***Environmental Challenges***

### *Hazardous Waste Sites*

According to the Department of Environmental Protection’s (DEP) bureau of Waste Site Clean-Up, there are 171 brownfield sites in the Town of North Attleborough, among which 140 sites have received remediation resolution and are classified as “Closed” sites, 23 sites have been remediated to some degree but with restrictions for reuse and are listed

as having “Activity and Use Limitations”, while 8 other sites still await remediation resolution and are classified as “Open Sites”. Approximately one-half of these listed sites involve petroleum related contamination. The remaining sites involve contamination related to the manufacturing processes employed by North Attleborough’s more historic and traditional industries, such as foundries, jewelry, plating and metal finishing, and are mostly confined to the industrial and urban downtown areas<sup>3</sup>. The Economic Development chapter of this Plan identifies a number of these brownfield sites, which is a potential constraint to redevelopment.

#### Landfills

The North Attleborough Landfill, located off Landry Avenue at 777 Mt. Hope Street, has been capped and closed with approximately 25 acres of land surrounded by wetlands to the south, east and west. A gas vent flare was installed to mitigate landfill odors and control gas migration at the landfill site and has been in continuous operation since. The Town received its final approval of the capping and closure from MADEP on January 14, 2009, along with an authorization to operate a residential transfer station, which is currently located on a portion of the land.

Discussions regarding any post-closure use of the landfill property include the recreational use of a portion of the capped landfill as a golf course and the use of the property as a solar power plant. While no final agreement has been reached, intermittent issues with the methane gas collection system have forestalled any post-closure recreational use discussion at this time.

#### Chronic Flooding and Sedimentation

The Ten Mile River Basin in Attleboro, North Attleborough, and to a lesser degree, Plainville, has experienced chronic flooding and flood related problems largely due to historical development patterns which have resulted in flood plain encroachment and diminished floodway capacity. These problems have been compounded siltation and blockages along the Ten Mile River and its tributaries, particularly along the Route 1 corridor where silt, sand, and debris from roadway run-off has left many of the stormwater receiving areas (streams, wetlands, culverts) silted up and limited the ability of the man-made and natural systems to convey stormwater during periods of intense rain, causing detrimental stream and stream habitat impact, as well as public safety concerns due to flooding and overtopping of local roads.

Other areas experiencing chronic flooding problems during heavy rain events include Chestnut Street, East Street, the culvert where Route 1 crosses Elm Street, and a number of intersections and local streets including Whiting Street at Broad Street; School Street

3 Town of North Attleborough Conservation, Recreation, and Open Space Plan 2013-2020



at Broad Street; North Washington at Park Street; East Street at Holbrook Avenue; Chestnut Street at the Ten Mile River; Riley Court to the end; and Dexter Street to the end. The Town has recently created a Stormwater Committee and a Ten Mile River Committee to work towards stormwater management and flood mitigation strategies in the Ten Mile River Watershed and throughout the Town<sup>4</sup>.

Inflow and Infiltration (I/I) Problems

The Town has long been experiencing infiltration/inflow (I/I) problems at the Wastewater Treatment Facility. Infiltration problems can be attributed to groundwater entering the system through aging, defective or, broken sewer pipes. Inflow problems are the result of stormwater entering the system through catch basins, roof drains, sump pumps, or defective manhole covers. The volume of water entering the sewer collection system through inflow and infiltration reduces the capacity of the system to transport wastewater.

The Town has been working to remedy these problems by extending sewer service to those areas of town currently experiencing septic/on-site failures as well as replacing again sewer pipes responsible for the majority of I/I problems. This is part of a multi-year plan developed for the North Attleborough Board of Public Works (BPW) by Earth Tech, Inc., during 1999-2000. The project also involves the use of closed circuit camera surveys of the pipes throughout the system in order to develop a televised/video record of potential problem areas. These existing and potential I/I hot spots can be analyzed and given the appropriate repairs. The BPW has also spent a considerable amount of time and effort to inspect and repair manhole covers.

<sup>4</sup> Town of North Attleborough Conservation, Recreation, and Open Space Plan 2013-2020

## Cultural, Historic, and Archaeological Resources Overview

### *Cultural and Historic Resources*

North Attleborough has long recognized the significance of preserving the Town's cultural and historic resources, reflected in its buildings, structures, and sites, as they provide the community with a continuing sense of its past and a tangible visual example of its heritage. Planning and preservation efforts have been made to prevent significant historical resources from being destroyed, changed beyond recognition or encroached by incompatible structures as the Town grows and develops.

The Commonwealth of Massachusetts provides a means for communities to preserve their historic resources through the establishment of historic districts. As stated in the Massachusetts Historical Commissioners' "Guideline for Establishment of Historic Districts", the purpose of the Historic District Act is to promote public welfare through the preservation and protection of: a) the distinctive characteristics of buildings and places significant in the history of Massachusetts and its cities and towns, b) to maintain and improve the settings of buildings and places, and c) to encourage new designs that are compatible with the existing buildings in a district<sup>5</sup>. This guideline refers to Locally Designated Historic Districts. Currently, the Town has not designated any local historic districts, which would require property owners to adhere to historic district zoning regulations.

The North Attleborough Historical Commission (NAHC) was formed in 1978 and since then has inventoried surviving structures of historical significance in Town and established nineteen individual and district designations on the list of the National Register of Historic Places (NRHP) and the State Register of Historic Places. These designated sites together contain 497 properties<sup>6</sup>. Properties listed in the NRHP include sites, buildings, structures, districts, and objects that are significant in American history, architecture, archaeology, engineering, and culture. Contrary to popular perception, listing in the NRHP does not limit a property owner's right to alter, manage, or sell the property when using private funds. Instead, the designation acts as a key to access preservation programs and incentives at the federal, state, and local level.

<sup>5</sup> Town of North Attleborough Conservation, Recreation, and Open Space Plan 2013-2020

<sup>6</sup> MA Register of Historic Places 2011

**Table 6-2 Properties listed in the MA Register of Historic Places**

Property/Location	Number of Properties	Property/Location	Number of Properties
Angle Tree Stone, High Street	1	Holmes School Historic District, Hoppin Hill Ave at Holmes Rd	2
Attleborough Falls Gasholder Building, 380 Elm Street	1	North Attleborough Town Center Historic District, Bank, Bruce and Church Streets, Grove and Mason Avenues and North and South Washington Streets	52
Attleborough Falls Historic District, Mt. Hope Street and Towne Street	72	Number 2 School, Hoppin Hill Ave	1
Barrows, H.F. Manufacturing Company Building, 102 South Washington Street	2	Old Town Historic District*, Southeast junction of I-295 and Washington St	94
Codding Farm, 217 High Street	7	Richards Memorial Library, 118 North Washington Street	1
Commonwealth Avenue Historic District, North side of Comm Ave. from Stanley St. to Robinson St.	15	South Washington Street Historic District, 145-327 South Washington St and 1-6 Hunting St	77
Cottage- Freeman Historic District, Cottage and Freeman Sts. from Commonwealth Ave to Ten Mile River and Park Ln	39	Towne Street Historic District, Town St east of Jackson St	9
Fire Barn, (Fall Fire Station #2) Commonwealth Avenue	1	Woodcock Garrison- Dagget, John House, 362 North Washington Street	2
Grace Episcopal Church, 104 North Washington St	1	Woodcock-Hatch- Maxcy House Historic District, 362 North Washington Street	4
High, Church and Gould Streets Historic District, 28-122 High Street; 29-117 Church Street and 9-17 Gould Street documentation	98		

\* Includes the state designated "scenic road," Old Post Road

One success story of the NAHC's preservation efforts is the reuse of the Barrows Building located at the edge of the Town Center Historic District. In the spring of 2000, the NAHC completed National Register nomination forms for the Barrows Building, which was eventually purchased by the Town and became the new home of the Police Department. The exterior architectural integrity of the Barrows Building, as well as its famous clock tower, has been preserved through these actions.



### ***Archaeological Resources***

The Massachusetts Historical Commission (MHC) recommends that special attention be given to potential sites of archaeological significance that exist within the Town. The archaeological resources in North Attleborough are expected to date to the earliest period of Native American exploration and settlement of New England about 13,000 years ago. A distinctive type of volcanic rock, called Attleboro Red Felsite, which outcrops as exposed bedrock in the Town, was highly favored by Native Americans to fashion stone tools as artifacts made from this rock type appear at the region's earliest archaeological sites and have been found as far away as the Connecticut River Valley and Maine.

The MHC's Inventory of Archaeological Assets of the Commonwealth records 19 ancient Native American sites in North Attleborough, among which five sites are indicated as significant by sufficient information that's available, seven sites have insufficient information, and the last seven sites are limited deposits that are not significant.

Areas with well-drained soils and close to any water or wetlands were preferred by Native Americans for occupation. Land in the vicinity of Ten Mile River was probably an especially densely settled area as the river was once an important channel for travel between Narragansett and Massachusetts Bay. The Town was located at a nexus of important local and regional Native American trails, one of which stretched to Narragansett Bay, later known as the Bay Path. Its probable location was Elmwood

Street, Washington Street, and Old Post Road. According to the MHC reconnaissance survey report, the likelihood of surviving early settlement artifacts in North Attleborough, including Indian sites, is greatest in the relatively undeveloped northwestern section of town. Fragments of such early period sites may also remain along the southern portion of the Ten Mile River and around the Falls Pond.

There have been only eight archaeological testing surveys conducted for development projects in the Town, therefore the available data do not provide a representative inventory of the ancient and early historic period archaeological resource base. It is expected that many more archaeological sites exist within the Town, but have not yet been identified or evaluated, making consideration and protection of these resources difficult. A town-wide reconnaissance-level archaeological assessment to identify areas that are likely to have important archaeological sites is recommended to assist town planners and residents to make decisions when land development or acquisition proposals arise. Funding for a town-wide survey could be sought through matching state grants. The known important sites and sensitive areas should be proposed for land acquisition for conservation with funding by private non-profit, state, and federal grants<sup>7</sup>.

<sup>7</sup> Edward L. Bell, Massachusetts Historical Commission, October 4, 2011

## Natural, Historic, and Cultural Resources Goals and Objectives

The following goals and objectives are taken from the 2013 Conservation, Recreation and Open Space Plan.

**Goal 1:** Protect the quality and quantity of the Town's ground and surface water resources.

- Objective 1: Assess and eliminate possible pollution sources in important water resource areas in the most practical and efficient manner possible.
- Objective 2: Support natural resource conservation and protection in important water resource, wetland and watershed areas.

**Goal 2:** Prevent the loss of the natural resources and habitat.

- Objective 1: Work to document species habitat records for the Town and the NHESP database in order to preserve our biodiversity, variety of habitat, and intact ecosystem.

**Goal 3:** Prevent the loss of the rural, cultural and historical qualities and assets of the area.

- Objective 1: Promote cultural and historical preservation and renovation projects.
- Objective 2: Identify and preserve significant archaeological resources.

## Natural, Historic, and Cultural Resources Recommendations

The 2013 Conservation, Recreation and Open Space Plan contains a detailed seven-year action plan that includes specific recommendations, identifies the parties and partners responsible for implementing that plan, and the timeline for implementation. The following includes many of those recommendations (others can be found in Chapter 5 – Open Space and Recreation).

The following recommendations pertain to the Town's natural resources (NR).

- **NR – 1:** Adopt a Low Impact Development by-law to manage stormwater to reduce impervious cover and the preserve greenspace and other natural areas. Note – this issue is discussed in the Land Use and Public Facilities and Services chapters as well.
- **NR – 2:** Review the DEP 303d list, Narragansett Bay Comprehensive Management Plan (Narragansett Bay Program, RI), DCR Water Assets Study, and other recent

environmental issue reports; prioritize the most sensitive, at-risk areas; and seek mitigation or corrective action.

- **NR – 3:** Assess municipally-owned properties for potential environmental issues, particularly around water resource areas, drinking water supply areas, and recreation areas/facilities, and address concerns as required.
- **NR – 4:** Review and improve, as necessary, the existing Aquifer Protection District provisions of the Zoning Bylaws, as applicable.
- **NR – 5:** Secure open land adjacent to important water supply areas, conservation, recreation or water access holdings, using various tools (conservation restrictions, deeded easements, purchase, etc.).
- **NR – 6:** Promote public education on land and water related issues through outreach, media, printed materials, charrettes, workshops, seminars.
- **NR – 7:** Review municipal land holdings for conservation land value and status of protection.
- **NR – 8:** Work to resolve the long-standing issues with sediment build-up and structural deterioration within the Ten Mile River and its tributaries, including sediment and debris removal from the river bottom; removal of wall remnants from the river; assess and improve drainage systems in the Route 1 corridor; dredge and reclaim former flood storage areas (former ponds) along Route 1; address chronic sedimentation/ culvert problems at Elm Street..
- **NR – 9:** Begin a comprehensive survey and registration process of species, habitats, unique natural communities, rare, endangered or threatened communities, etc.; pay particular attention to those areas highlighted on EOEEA's BioMap II area wide resource maps, TNC maps, etc.
- **NR – 10:** Work cooperatively to protect or preserve land that links existing protected areas and provides habitat connectivity and wildlife passages, without concern for municipal boundaries.
- **NR – 11:** Adopt a municipal Wetlands Protection Bylaw.
- **NR – 12:** Consider adopting the Community Preservation Act (CPA) to help fund conservation and open space acquisition in priority areas.

The following recommendations pertain to the Town's historic and cultural resources (HR).

- **HR – 1:** The community should prepare and adopt a Historic Preservation Plan in order to determine new and update old priority projects.
- **HR – 2:** Consider adopting the Community Preservation Act to fund potential historic restoration, acquisition, planning, preservation and related priority projects.
- **HR – 3:** Highlight the scenic, cultural and historical assets of the Town as a true regional resource for social and cultural opportunities; look to restore and revitalize the historic and cultural core; continue the historic signage efforts to promote and link cultural and historical assets.
- **HR – 4:** Assess the feasibility of projects that retain local historical landmarks, cultural links, and regional connections (kiosk to commemorate Columbia Field and the “Little World Series”; the relocation of Adamsdale Depot building to a transportation hub; creation of a regional “Powderhouse Trail” in the Greater Attleboro Area; revisit the idea of the “Gee Whiz” trail between the Attleboros; more markers for local historical sites that are not otherwise well known).
- **HR – 5:** Adopt measures to protect areas of potential cultural and archaeological sensitivity (look at the Medfield Historical Commission’s Archaeological Advisory Committee’s guidebook as an example).
- **HR – 6:** Conduct a town-wide reconnaissance-level archaeological assessment to identify areas that are likely to have important archaeological sites.



# Transportation Element

## Introduction

The Town of North Attleborough is located in Bristol County of southeastern Massachusetts. The southeastern region has a healthy mix of cities, suburbs, and rural areas. The community is bordered by Plainville to the north, Mansfield to the east, Attleboro to the south and Cumberland, Rhode Island, to the west. North Attleborough is 32 miles southwest of Boston and 12 miles north of Providence, Rhode Island. The highways in the community offer excellent region transportation access and mobility including:

- **Route 1:** an arterial that bisects the Town and provides north-south mobility and access to a significant amount of the Town's retail and commercial industry.
- **Interstate 95:** an interstate with limited access that is located on the easterly side of Town that provides north-south mobility to the region, but only one interchange exists in Town and it is located on the Attleboro line.
- **Interstate 295:** an interstate with limited access that is located on the southerly side of Town and provides east-west mobility, and one interchange exists in Town; which provides access to Route 1.
- **Route 152:** an arterial roadway that provides north-south mobility and access to mostly residential homes and neighborhoods connecting to Attleboro to the south and Plainville via Route 1 to the north.

Figure 7-1 illustrates the North Attleborough transportation network. While North Attleborough does not have direct access to the commuter rail, the adjacent towns of Attleboro and Mansfield offer access to commuters traveling to Boston, Providence or destinations in-between. In addition, the town is served by the Greater Attleboro Taunton Regional Transit Authority (GATRA) and four (4) routes that serve the community; including Route 10, Route 11, and Route 12 that serve Attleboro and North Attleborough, and Route 14 that serves Attleboro, North Attleborough and Plainville. In town these routes generally travel along Route 1 and Commonwealth Avenue and Elm Street .

Prior planning efforts locally and regionally identified a number of challenges for the community as a whole to be considered and targeted certain areas for the community to

focus on. The construction of highways has spurred significant retail and commercial development (and thus an increase in traffic and congestion) in the region and North Attleborough.

During meetings with Town Officials, or online surveys, a number of transportation themes were identified, including:

- Traffic congestion; especially on Route 1.
- Loss of open land to development.
- Lack of sidewalk facilities.
- Lack of recreation facilities; including lack of bicycle and walking paths.

This Transportation Element of the North Attleborough Master Plan identifies the range of transportation issues, needs, and deficiencies over the near and long-term and establishes goals and strategies for physical enhancements and policies worth implementing. Key goals identified include:

- Provide a safe transportation system with adequate capacity for all users.
- Plan for Sustainable Transportation with emphasis on pedestrians, bicyclists, and transit.
- Continue to identify and implement safety improvements along the Route 1 corridor; especially at signalized intersections such as Elmwood Street.
- Study the feasibility of an on-road and an off-road bike path.
- Initiate Traffic Advisory Committee (TAC) to address concerns on traffic in Town.

## **Regional Context**

Regionally, North Attleborough is positioned on the easterly edge of Rhode Island, just outside I-495 with great access to Interstate 295 and Interstate 95, as well as the major arterials of Route 1 and Route 152. The town is approximately 32 miles southwest of Boston and 12 miles north of Providence, Rhode Island. While positioned close to these urban centers, North Attleborough can be identified as a thriving center of business and commerce with a small industrial park and many shops and stores along US Route 1; which travels through the center of town.

### ***Regional Planning***

For the development of this Master Plan, it is important to acknowledge and understand past transportation planning and land use efforts in town and the region to ensure that recommendations are consistent and complimentary. Regional planning agencies (RPAs)

play a key role in the development and execution of any municipality's Master Plan. As overseers of a larger area, RPAs help ensure that regional plans are complementary to each community. The Southeastern Regional Planning & Economic Development District (SRPEDD) is the RPA to which North Attleborough belongs. The SRPEDD also provides support for the Southeastern Massachusetts Metropolitan Planning Organization (SMMPO). Plans that have been prepared include:

***SMMPO Regional Transportation Plan (2012):*** The SMMPO Regional Transportation Plan outlines a number of goals, objectives, and implementation strategies for the future of the region. This updates the previous plan that was issued in 2007. Key transportation goals for the region generally focus on ensuring that people will have more transportation choices. The following summarizes some of the regional goals; which could be used to develop local goals and strategies for North Attleborough:

- Improve the integration of land use and transportation planning;
- Improve the time and cost efficiency of the transportation system;
- Reduce the number and severity of vehicular, pedestrian, and bicycle crashes;
- Improve traffic flows, especially during peak traffic hours;
- Improve the accessibility of the transportation infrastructure for all persons;
- Study all forms of freight movement, including rail, truck, air and seaport;
- Improve access and safety through sound Access Management practices;
- Promote alternative modes of transportation to decrease the number of vehicles on our roadways while developing a more sustainable transportation system;
- Ensure environmental justice in all forms of transportation planning;
- Consider environmental impacts in all transportation projects;
- Maximize connectivity between origins and destinations and the modes used to travel between them;
- Use of real time driver message boards;
- Implementation of improved tracking systems for the GATRA;
- Concentrate development in Priority Development Areas;
- Enhance the capacity and efficiency of the transportation network; and
- Preserve and improve the existing transportation infrastructure.

Some of the specific recommendations from this report identified the need to further evaluate or monitor the following locations in North Attleborough:

- Route 1 near the Attleboro/North Attleborough line where there is a significant number of driveways and access management techniques (driveway consolidation, new frontage roads, etc.) could benefit operations.
- Traffic congestion and intersection delays have been identified at three intersections, including: (i.) Route 1/Elmwood, (ii.) Route 1/Elm Street, and (iii.) Route 1/Walmart.

***SRPEDD Regional Truck Route Study (2009):*** The study reviewed truck movements throughout southeastern Massachusetts as well as inhibitors to truck movements including deficient bridges, roadway congestion, and unsafe intersections. The study's goals include identifying and prioritizing regional truck routes and prioritizing potential improvements to enhance truck mobility within the region. It is noted that MassDOT recognizes Interstate 295 and Interstate 95 as designated truck routes, since they are on the National Highway System (NHS).

***SRPEDD Comprehensive Economic Development Strategy (CEDS):*** The Southeastern Regional Planning & Economic Development District (SRPEDD) finalized their CEDS document in June 2013. This document reviewed existing economic statistics in the region and developed visions and goals, as well as identified current activities and progress in the region. The following goals were identified to be realized by 2020:

- Support the development of small business and new startups in the region
- Support the development of infrastructure for economic development
- Pursue sustainable development and enhance the regions quality of life
- Promote employment opportunities in emerging sectors such as marine science, biotech and creative economy
- Provide institutional support for economic development

***Local Master Plans:*** Several Towns within the region have developed Master Plans in recent years, including Seekonk (2012), Plainville (2009), and Mansfield (2008). The Town of Franklin is expected to complete a new Master Plan in 2013. While these plans are focused on specific local issues, each have the following similar underlying goals:

- Improved traffic safety;
- Upgraded facilities and access for pedestrians and cyclists;
- Adopt complete streets methodologies; and
- Pursuit of a wide-range of funding sources.

## ***Local Planning***

For the development of a Master Plan, it is also important to acknowledge and reflect on previous plans developed within the Town. The Town of North Attleborough has undertaken several planning efforts over the past ten years that should be reflected within the overall Master Plan, these plans include:

***Priority Development & Protection Areas (2008):*** Completed in collaboration with the SRPEDD, this document outlines specific areas that should be targeted for open space protection or re-development. While not a transportation topic, redevelopment or development could increase traffic and worsen congestion in the areas noted. Many of the redevelopment areas were identified along Route 1, downtown, or the Shaw's Plaza adjacent to the Interstate 95 interchange. In addition, the South Coast Rail Corridor Plan (Five-Year Update of Community Priority Areas) presents the updated Priority Development Areas (PDAs) and Priority Protection Areas (PPAs) in North Attleborough; which was prepared by SRPEDD in 2013. These areas are described and shown on maps in the Economic Development and Open Space and Recreation chapters of this Plan.

***Route 152 Corridor Land Use Study:*** In 2012 the SRPEDD completed a land use assessment of a portion of the Route 152 corridor that straddles the Plainville / North Attleborough town lines. While this was a land use study, as described in greater detail in the Land Use Chapter, the following transportation recommendations were developed:

- Faded pavement markings identifying limits of the center turn lane/left-turn lane;
- Pavement is highly stressed and has extensive patches, depressions and cracks
- Sidewalks only on the easterly side of the roadway;
- Significant number of access points on the westerly side of the roadway, and access management techniques should be considered;
- Bicycle accommodating shoulders should be considered;
- Potential future signalization at Plain Street; and
- Seek construction funding through the State's Transportation Improvement Program (TIP) for improvements.

## Statewide Transportation Improvement Program (TIP)

The Transportation Improvement Program (TIP) and Air Quality Conformity Determination is an intermodal program of transportation improvements produced annually by SMMPO. The TIP serves as the implementation arm of the SMMPO's Regional Transportation Plan by incrementally programming funding for improvements over the next four-year period. It programs federal-aid funds for transit projects and state and federal aid funds for roadway projects.

**Table 7-1 Jurisdiction of Roadways in North Attleborough**

MassDOT Project #	Description and Location	Project Type	Status	TIP Year
605368	Route 1 (East Washington St)/South Washington St and Route 120 (Hoppin Hill Rd)	Traffic Signals	Design	2014
605372	Route 1 (East Washington St)/Chestnut St	Traffic Signals	Design	2016
606017	Cleaning, painting and repairing 12 bridges on or over I-95 in North Attleborough and Attleboro	Maintenance	Design	2013/2014
606030	Bridge deck replacement I-91 over Toner Blvd	Maintenance	Design	2015
607348	Bridge superstructure replacement and substructure rehabilitation on Mendon Rd over Abbott Run River	Bridge Replacement	Design	2019

Source: MassDOT, 2013

North Attleborough currently has three projects programmed in the 2014-2017 SMMPO TIP; projects that are scheduled beyond 2017 are more of a placeholder until that specific TIP year is developed by the MPO. The three projects currently planned are:

1. East Washington Street (Route 1) & South Washington Street & Hoppin Hill Road (Route 120) Intersection Improvements (2015); and
2. East Washington Street at Chestnut Street Intersection Improvements (2015); and
3. Replacement of the bridge deck on Toner Boulevard over I-95.

Other projects within North Attleborough that, while not on the TIP, are being investigated include:

- Design of a GATRA Transit Hub (FTA Supplemental Project Needs List)
- Intersection improvements Route 1 & Route 1A & Elmwood Street (at preliminary design stage with MassDOT as the proponent).

## Existing Conditions

Mobility in and around North Attleborough is the central theme of the Transportation Element of the Master Plan. The sections below discuss the components that comprise the existing transportation network in North Attleborough.

### *Roadway Jurisdiction/Functional Classification*

The jurisdiction of roadways in North Attleborough is depicted on Figure 7-2 and summarized on Table 7-2. The jurisdiction of a roadway indicates the ownership and responsibility for maintenance, enhancements, and repairs.

**Table 7-2 Jurisdiction of Roadways in North Attleborough**

<b>Roadway Ownership</b>	<b>Length (miles)</b>	<b>Length (%)</b>
Town-owned roads	104	57%
MassDOT roads	26	14%
Other	54	29%
Total	184	100%

Source: Office of Geographic Information (MassGIS), Commonwealth of MA Information Technology Division

The majority of the roadway system falls under the jurisdiction of the Town of North Attleborough (104 miles, or 57 percent). The state owned roadways include the segment of I-295, I-95 and Route 1; which total 26 miles and account for 14 percent of the roadway network.

The functional classification of roadways in North Attleborough is depicted on Figure 7-1 and summarized in Table 7-3. A roadway functional classification indicates its design function to serve local demands with multiple driveways to maximize access; or to serve regional demands with limited access points to maximize mobility.

**Table 7-3 Functional Classification of Roadways in North Attleborough**

<b>Functional Classification</b>	<b>Length (miles)</b>	<b>Length (%)</b>
Town-owned roads	128	70%
MassDOT roads	25	14%
Other	12	6%
Total	184	100%

Source: Office of Geographic Information (MassGIS), Commonwealth of MA Information Technology Division

The majority of the roadways in North Attleborough are classified as local roadways totaling 128 miles, or 70 percent of the total roadway miles in Town, followed by arterial roadways that comprise 14 percent of the roadway network. Based on the hierarchy of roadway functional classifications, arterials and interstates typically provide mobility, whereas local and collector roadways typically provide more access to land developments, etc. After reviewing the data in Table 7-2 above, the Town has more roadways that should promote access than mobility.

### ***Roadway Network***

Several regional highways travel through the Town including U.S. Route 1 and I-95 in the north-south direction and I-295 in the east-west direction. These roadways provide access both within the Town and the region, or connections to I-495 and other interstates or major roadways.

#### *Route 1*

Route 1 provides the primary north to south access through the Town of North Attleborough. Route 1 is also known as North Washington Street, East Washington Street and South Washington Street moving through the town. The land use and roadway characteristics along this roadway vary from retail, commercial industry, fast food, and restaurants. Route 1 also provides access to a number of residential neighborhoods, with most of the residential development located along the northerly section of the corridor. The following provides a summary of other key statistics of the corridor:

- In general the speed limit is 40 mph for the majority of the corridor; however, a portion of the corridor from Elm Street to Chestnut Street (southbound) is 45 mph and a portion south of Hoppin Hill Road is also 45 mph.
- The roadway generally consists of two northbound and two southbound through lanes, or a four lane roadway. Turn lanes are present at major intersection. The corridor is under MassDOT jurisdiction.
- Narrow shoulders are present along the majority of the corridor; Figure 7-2 provides an illustration of the roadways in Town that have shoulder widths greater than 5-feet.
- Sidewalks are generally present on both sides of the roadway along Route 1; Figure 7-3 illustrates where sidewalks are located in town.
- Raised medians are present between Orne Street and Chestnut Street; across the Kings Shopping Center (north Goldie Road to south of Rodney Street); and from just north of Quinn Street to the Attleboro Town Line.



### Route 152

Route 152, also known as Francis Kelley Boulevard, provides the primary north to south access along the easternmost side of the Town running between Route 1 in Plainville and Downtown Attleboro. The land use and roadway characteristics along this roadway vary from residential in the south to retail in the north.

#### Plainville Line to George Levin Drive

This northernmost segment of Route 152 consists of three-lane cross-section with single travel lanes in each direction and a two-way left-turn lane (TWLTL). A wide shoulder is provided on the westerly side of the roadway, while a narrow shoulder and sidewalk are provided on the easterly side of the roadway. However, the roadway provides a wide pavement cross section with minimal locations to cross Route 152. The land use along this roadway segment is primarily retail in nature. This segment was also identified as a Priority Development Area as part of the South Coast Rail Corridor Plan. The speed limit in this area is 30 mph.

#### George Levin Drive to Attleboro Line

This segment of Route 152 consists of a two-lane cross-section with wide shoulders on both sides of the roadway and a sidewalk on the easterly side. The land use along this portion of Route 152 is a residential area consisting predominantly of low-density housing. The roadway has a posted speed limit of 40 mph. The south segment of the roadway has poor pavement conditions.

### Route 120

Route 120, also known as Hickory Road and Hoppin Hill Road, is an arterial roadway that provides east-west access between Route 1 in North Attleborough and Cumberland, Rhode Island, providing a connection to the City of Woonsocket, Rhode Island. Route 120 is two lanes with wide shoulders for its entire length. No sidewalk is provided between Ellis Road and the Rhode Island state line. A sidewalk is provided on the north side of the roadway between Ellis Road and Lakeview Avenue and on both sides of the roadway between Lakeview Avenue and Route 1. Route 120 has a posted speed of 40 mph.

### North/South Washington Street

North Washington Street runs north-south between North Attleborough Center and the intersection of Route 1 and Route 1A to the north. South of North Attleborough Center the roadway becomes South Washington Street and continues south to the intersection of Route 1 and Route 120. North and South Washington Streets are arterial roadways serving as the primary north-south route through North Attleborough Center, providing access for the local retail and commercial areas, as well as the surrounding residential areas. North Washington Street is a wide two-lane roadway with no marked shoulders. A

sidewalk is provided on the easterly side for the full length of the roadway, while the continuous sidewalk on the westerly side begins at Park Street. On-street parking is allowed on both sides of the roadway, although striped spaces are not provided until south of Fisher Street. South Washington Street has a similar cross section as North Washington Street with the sidewalk on the westerly side of the roadway ending south Calvin Road. North Washington Street has a posted speed of 30 mph. The land use along Route 120 is residential in nature.

### Elm Street

Elm Street is an arterial roadway that provides east-west access in North Attleborough between Route 1 and the Attleboro Falls neighborhood and beyond to I-95 and Route 152 via Commonwealth Avenue. Between Route 1 and Mt Hope Street, Elm Street is a wide two-lane roadway with no marked shoulders and sidewalks on both sides of the roadway. Beyond the signalized intersection with Mt Hope Street, Elm Street has wide marked shoulders on both sides of the roadway, which continue onto Commonwealth Avenue. Elm Street has a posted speed of 30 to 35 mph.

The intersections of Elm Street and Chestnut Street has been identified by MassDOT as high crash area (2010 Highway Safety Improvement Program (HSIP) cluster database); which had 29 crashes over the most recent three years from 2008 to 2010.

### ***Vehicular Traffic***

To gain an understanding of existing travel patterns, historical traffic data and transportation mode choice data were obtained.

### Traffic Volumes

Table 7-4 summarizes traffic volumes on various roadways throughout North Attleborough using MassDOT historical traffic volume data and traffic volume data collected in the town for other transportation or development projects.

**Table 7-4 Traffic Volumes on Select Roadways in North Attleborough**

Route	Source	Count Date	Average Daily Traffic Volume
Interstate 95	MassDOT	2013	113,700
Interstate 295	MassDOT	2013	43,000
Route 1 – North of Elmwood St	SPRERPD	2011	22,400
Route 1 – South of Elmwood St	MassDOT	2012	17,500
Commonwealth Avenue – West of North Ave	MassDOT	2012	17,500
Route 152 – West of I-95	MassDOT	2011	11,900
North Washington St (Rte 1A) – North of Elmwood St	MassDOT	2012	10,800
Route 120 – East of Fales Rd	MassDOT	2012	6,800
Old Post Road – South of Draper Ave	MassDOT	2011	5,400
Mt. Hope Street – South of I-295	MassDOT	2011	2,100

Source: Historical MassDOT and traffic study traffic count data  
 1 Average daily traffic volumes expressed in vehicles per day (vpd).

Interstate 95 and Interstate 295 carry the most traffic, as would be expected since these roadways offer regional mobility. Route 1 carries between 17,500 and 22,400 vehicles per day in the north and traffic appears to be around the 20,000 vpd mark leading up to the I-295 interchange. Traffic volumes through the interchange and the south on Route 1 appear to increase significantly to around 40,000 vpd; however, most of the data just north and south of I-295 is over 10-years old.

Journey-to-Work

A review of US Census American Community Survey journey-to-work data for North Attleborough residents and employers reveals commuting trends - specifically work location and mode choice. Tables 7-5 and 7-6 summarize these data.

Approximately 21 percent of the 14,668 North Attleborough residents surveyed were also employed in North Attleborough. The top commute single destinations outside North Attleborough were Attleboro (9 percent) and Boston (5 percent). The remaining commute destinations represent a variety of Massachusetts and Rhode Island cities and towns, the majority of which are located within 15 miles of North Attleborough. The table above illustrates 10 other communities that have between two and five percent of residents working outside North Attleborough. The balance of the residents, or approximately 37 percent, worked in a total of 124 other communities.

The journey-to-work census data was also reviewed to determine where people live who commute to North Attleborough; Table 7-6 summarizes this data.

**Table 7-5 Census Journey-to-Work Data for North Attleborough Residents**

Location of Employment	Percent of Residents
North Attleborough	21%
Attleboro	9%
Boston	5%
Plainville	4%
Mansfield	4%
Foxboro	3%
Providence	3%
Norwood	3%
Wrentham	3%
Franklin	2%
Walpole	2%
Taunton	2%
Norton	2%
124 other communities (totaled)	37%

Source: U.S. Census Bureau, 2000 Census Journey-to-Work Data

1 Other towns and cities not listed comprise one percent or less each of employment locations of North Attleboro residents.

**Table 7-6 Census Journey-to-Work Data for North Attleborough Employees**

Location of Employment	Percent of Residents
North Attleborough	21%
Attleboro	15%
Boston	6%
Plainville	4%
Mansfield	4%
Foxboro	2%
Providence	2%
Norwood	2%
Wrentham	2%
Franklin	2%
Walpole	2%
Taunton	2%
Norton	2%
124 other communities (totaled)	30%

Source: U.S. Census Bureau, 2000 Census Journey-to-Work Data

1 Other towns and cities not listed comprise one percent or less each of employment locations of North Attleboro residents.

Approximately 27 percent of 11,030 North Attleborough workers also live in North Attleborough. Approximately 15 percent of people employed in North Attleborough resided in Attleboro, while the next three top locations were in Rhode Island (6 percent in

Pawtucket, 4 percent in Providence, and 4 percent in Cumberland). The majority of the remaining locations of residence of employees of North Attleborough are within Bristol County or eastern Rhode Island. The table above illustrates seven other communities that have between two and four percent of workers in North Attleborough. The balance of the workers in North Attleborough, or approximately 30 percent, traveled from 115 other communities.

Mode Choice

Similar to the journey-to-work evaluation, Table 7-7 summarizes the mode choice for North Attleborough residents.

**Table 7-7 North Attleborough Journey-to-Work Mode Choice**

Mode	Percent of Employed Residents
Single-Occupant Automobile	87%
Multiple-Occupant Automobile	6%
Transit	3%
Walk/Bicycle	2%
Work at Home	2%
Total	100%

Source: U.S. Census Bureau, 2007-2011, American Community Survey

Approximately 93 percent of North Attleborough residents take a car to work – either alone (87 percent) or with others (6 percent). Approximately three percent of North Attleborough residents use public transportation.

The low transit mode share for North Attleborough residents and workers reflects the limited public transportation options in the Town.

**Safety**

Potential transportation safety issues in the Town of North Attleborough were identified through previous studies and through the MassDOT crash cluster database; which depicts locations in Town that could be considered eligible for safety funding under the Highway Safety Improvement Program (HSIP).

A total of thirteen locations in North Attleborough could meet the 2010 HSIP eligibility requirements. Eight locations are not on interstate highway; here are the locations:

1. East Washington Street (Route 1) at Elm Street;
2. East Washington Street (Route 1) at Chestnut Street;

3. East Washington Street (Route 1) at South Washington Street/Hoppin Hill Road (Route 120);
4. South Washington Street (Route 1) at Old Post Road;
5. South Washington Street (Route 1) at I-295;
6. South Washington Street (Route 1) at Cumberland Avenue (intersection is located in Attleboro); and
7. Elm Street at Chestnut Street.
8. Commonwealth Avenue at I-295

In 2007, MassDOT began a Road Safety Audit (RSA) program to study roadways in which fatal and incapacitating injury cross median crashes had occurred. Today the RSA program has become an integral part of their HSIP program. MassDOT now requires that all HSIP locations have a RSA performed to determine if they are eligible for HSIP funding. As previously noted, eight locations could be eligible for funding if a RSA was performed and improvements justified. It is noted that MassDOT has recently conducted Road Safety Audits (RSA) at three locations in Town; which include:

- I-95 Attleboro/North Attleborough: Major Highway Median Cross-Over Crashes, June 2009;
- Route 1 and Route 120 (Hoppin Hill Road) intersection, July 2011 (#3 above); and
- Route 1 (East Washington Street) at Chestnut Street, August 2011 (#2 above).

### *Transit*

The Town of North Attleborough receives bus service through the Greater Attleboro Taunton Regional Transit Authority (GATRA). The Massachusetts Bay Transit Authority (MBTA) provides commuter rail service to several nearby Towns, as well. The availability of public transit provides greater mobility to populations that do not have access to a private automobile such as low income, young adults, and the elderly. Currently there are four fixed bus routes operating within North Attleborough that provide access to surrounding Towns. The four current bus routes are:

- **Route 10 – Attleboro/North Attleboro:** This route runs between the Emerald Square Mall to North Attleborough Center and on to the Attleboro Bus Shelter/Commuter Rail Station.

- **Route 11 – South Attleboro Connector:** This route runs between the Emerald Square Mall and the Broadway/Benefit stop in South Attleboro, where connections can be made to other regional bus routes.
- **Route 12 – South Attleboro/Attleboro:** This route runs between the Emerald Square Mall and the Attleboro Bus Shelter/Commuter Rail Station.
- **Route 14 – Attleboro/North Attleboro/Plainville:** This route runs between Man Mar Drive in Plainville to North Attleborough Center to the Attleboro Bus Shelter/Commuter Rail Station.

The northeasterly portion of the Town is not served by public transit.

### ***Bicycle Facilities***

Currently, there are no designated off-road bicycle facilities within the Town. Bicycle accommodations are currently limited to wide shoulders on a number of streets, but there are no continuous routes through Town or on-road signage. At this time the only designated bicycle route in North Attleborough is located on Plain Street; which connects Mansfield and Plainville. It is noted that Route 120 in Cumberland, RI is designated as an on-road bikeway beginning at the State Line.

Figure 7-2 illustrates the roadways with shoulders that are greater than 5-feet; which are typically acceptable widths for accommodating bicycles (a MassDOT standard).

### ***Pedestrians Facilities***

Pedestrian access and mobility are mixed in North Attleborough. The town center and the immediately outlying areas have the sidewalks and crosswalk connectivity necessary for safe and desirable walking. South and North Washington Street have sidewalks on both sides of the corridor, and shoulders are approximately 4-feet wide on both sides of the roadway until you get into the downtown. In the downtown these designated shoulders are replaced with on-street parking. Crosswalks in the downtown are also painted brick red to enhance each crossing.

In 1997 the Board of Public Works contracted with Vanasse Hangen Brustlin, Inc. (VHB) to develop a roadway management program for the Town. All of the roads and sidewalks were studied in this effort. The roadway management study describes existing conditions for sidewalks and rates the sidewalks in four categories: Excellent, Good, Fair and Poor condition. There are approximately 49.32 miles of sidewalks in the Town of North

Attleborough. The description of the rating categories and the results of the study are detailed here (Rating, Length, % of Total, Comments)

- Excellent, 11.49 miles, 23%, no defects
- Good, 6.17 miles, 13%, few deficiencies including: ruts, uneven surfaces, some cracking.
- Fair, 30.56 miles, 62%, large cracks, spauling, heaves/settlement less than one inch.
- Poor, 1.1 miles, 2% Major cracks, heaves/settlement more than one inch, depressions.

Note that priority road repair projects on the Capital Improvement Program are identified in Chapter 8 – Public Facilities and Services.

### ***Bridges***

There are several bridges in North Attleborough that are routinely inspected by MassDOT using National Bridge Inspection Standards (NBIS). The primary purpose of the NBIS is to locate, evaluate, and act on existing bridge deficiencies to ensure that the bridges are safe for the traveling public. Each NBIS bridge is inspected at regular intervals of two years with certain types or groups of bridges requiring inspections at less than two-year cycles.

In addition, there are 18 bridge under the jurisdiction of the Department of Public Works in the town of North Attleborough.

There are two locations (bridges) within North Attleborough that are classified as “Functionally Obsolete” and there are two bridges that are “Structurally Deficient”. Structural deficiencies are characterized by deteriorated conditions of significant bridge elements and reduced load-carrying capacity. Functional obsolescence occurs when the geometry of the bridge is not meeting current design standards based on traffic demands carried, including lane or shoulder widths or horizontal/vertical curvature. Neither type of deficiency indicates that a bridge is unsafe.

The following summarizes the bridges in North Attleborough that fall in these two categories.

1. I-295 over Route 1 (South Washington Street) eastbound and westbound: Functionally Obsolete;
2. I-295 over Old Post Road eastbound and westbound: Functionally Obsolete;
3. Mendon Road over Abbott Run River: Structurally Deficient; and
4. Hunts Bridge Road over Abbott Run River: Structurally Deficient.



## Future Conditions

The next step in the planning process is to identify growth trends in the area (see Chapter 3 for population and housing forecasts). These trends are often based on previous traffic volume patterns (as described in Table 7-4), past and forecasted population growth, and major development projects.

### *Future Challenges and Opportunities*

North Attleborough's population has steadily grown over the last six decades and is expected to continue growing through 2030 due in part to its accessibility to major highways. While the population has been increasing, local traffic counts suggest that traffic volumes have been remaining constant or decreasing slightly over the past 5 to 7 years.

### *Planned Developments*

In 2008 the SRPEDD prepared a report identifying priority development areas. This report was reviewed in greater detail earlier in this chapter. Since development tends to have a negative impact to transportation (increase in traffic and congestion), the priority development areas should be understood. The following summarizes these areas in Town:

- **Route 1 Redevelopment:** there could be infill opportunities on some parcels along Route 1 due to the economic downturn over the last few years;
- **Downtown Redevelopment:** the Town would like to encourage mixed use development between South Washington street and Route 1A, as there are several vacant buildings and factories that would offer opportunities for housing and affordable housing rentals above street level retail;
- **Shaw's Plaza Redevelopment:** this area has been redeveloped since the preparation of the SRPEDD report;
- **Northern Route 152 Redevelopment Area:** located on the border with Plainville, a redevelopment of this area could benefit both Towns if smart growth techniques were implemented and a village center atmosphere created for this area.
- **Mall Redevelopment:** over the next decade it is expected that the Emerald Square Mall's useful life will come to an end, and redevelopment of this area will need to be reviewed.

In addition to potential development areas (or redevelopment areas), Table 7-8 illustrates developments in Town that are currently planned or under review.

**Table 7-8 Planned or Projects Currently under Review**

Project Name	Address	Project Type	Status
Subaru / Starbucks	553 South Washington St	Planned Business Development	Special Permit Approved
Dunkin' Donuts	387 North Washington St	New Commercial	Work shop (review)
Speedy Oil	543 Kelley Blvd.	Commercial Addition	Work Shop (review)
GreatBridge 40B	9 Hoppin Hill	45 residential units	pre application w/DHCD
180 Park St LLC	180 Park St	32 attached Town House	In construction
East Street Commons	21 East St	TOD: 196 Residential / 31,000 sf Commercial	Work shop
D'osanjos 40B	Cooper/Adams St	40 residential units	Work shop
Christina Estates	Cumberland Road	105 residential single family lots	In construction
Chauncey Village	23 Chauncey St	10 residential single family lots	In construction
Cushman Village	Cushman Road(29-37)	7 Residential single family lots	Approved
Cobblestone	253 Draper Ave	55 residential single family lots	Approved
Over 55 Reed Ave	68 Reed Ave	18 residential attached units	Approved
Mt. Hope Farms	193 Mt. Hope St	17 residential single family lots	Approved
East Street Commons	East Street(4-104)	Commercial 115 Parking Spaces	Work Shop (review)
Municipal Parking	4 Orne St	Municipal 80 Parking	Work Shop (review)

Source: Town of North Attleborough Planning Department

## Goals and Implementation Strategies

North Attleborough transportation must meet the needs of its residents, commuters, and businesses through vehicular, public transportation, bicycle and pedestrian means. Transportation must be convenient, safe, aesthetically pleasing and environmentally friendly as it meets the complex needs of residents and travelers. A thorough transportation plan which both provides active and passive connectivity internally to neighborhoods within North Attleborough (and to the greater region) is essential to ensure a sustainable system over the long-term. The goals and strategies described in this section are based upon this framework.

### *Transportation Goals*

As the Master Plan process progressed and community input was received, the following were common transportation needs for North Attleborough:

- Improve and enhance pedestrian and bicycle access and facilities throughout town.
- Enhance GATRA options as an alternative to automobile dependence and establish a Transportation Center along Route 1 to be a hub.
- Improve roadway infrastructure.
- Improve sidewalk connectivity.

- Improve bicycle accommodations (racks and signs).
- Look for opportunities to create an off-road recreation multi-use path
- Improve the Route 152 corridor and access near the Plainville line

Transportation goals were developed from these needs. The following summarizes the goals that have been developed:

- **Goal 1:** Define a long-term vision for intersection or corridor “hot spots” where issues have been identified.
- **Goal 2:** Identify sustainable transportation and infrastructure improvements that minimize the impact of new development or re-development.
- **Goal 3:** Develop a roadway, intersection and access improvement strategy (complete streets/access management initiatives) along the northerly section of Route 152 adjacent to the Plainville Town Line.
- **Goal 4:** Improve connections of bicycle lanes and sidewalks among neighborhoods and other destinations in Town.
- **Goal 5:** Work with MassDOT to develop an Access Management/Corridor Study for Route 1.
- **Goal 6:** Develop a transportation/parking/land use study for downtown.
- **Goal 7:** Seek funding for the construction of a Transportation Center on East Street in corporation with GATRA.
- **Goal 8:** Develop a storm water management plan that is sustainable and uses best management practices (bmps).
- **Goal 9:** Request that MassDOT conduct a Road Safety Audit (RSA) for Elm Street/Chestnut Street intersection; which is currently on the HSIP list.
- **Goal 10:** Pursue improvements at Route 1 and Elmwood Street.

## ***Transportation Strategies***

Taking into account the existing and future issues, needs, and the goals of this transportation element, the following specific recommendations have been developed.

### *Expand Public Transportation Options*

**Issue:** Dependency of the automobile.

**Recommendation:** Transit planning is an important part of the complete streets focus area for the transportation system in the community. The Town of North Attleborough should focus on expanding the existing transit program to provide the maximum coverage for the Town. This may be accomplished by reaching out to surrounding communities who all have varying levels of services provided by the GATRA and MBTA (commuter rail).

- **T-1:** Explore options for providing transit services (GATRA) along the Route 152 corridor, whether this is through the reorganization of existing routes or a new route. This would serve a large residential population that is currently unserved as well as any future development in the Priority Development Area located at the northern end of the corridor.
- **T-2:** Continue to explore TOD options, and coordinate with GATRA on Transit Hub.
- **T-3:** Expand promotion of existing public transportation opportunities including a new transit hub on Route 1.

### *Complete Streets Programs within the Community*

**Issue:** Infrastructure projects should consider all forms of transportation prior to being finalized.

**Recommendations:** The three-pronged approach of complete streets seeks to incorporate multimodal designs into roadway projects to ensure that streets are shared by all users and not dominated by cars.

Complete streets also often look to place an emphasis on green design elements that promote an environmentally sensitive, sustainable use of the public right-of-way. Greener designs incorporate street trees, rain gardens, bio-swales, paving materials and permeable surfaces, with plants and soils collecting rain water to reduce flooding and pollution.

Lastly, smarter technology-assisted design elements incorporate intelligent signals, electric vehicle sharing, car and bicycle-sharing, way-finding and social networks for greater system efficiencies and user convenience.

The Town of North Attleborough should develop a complete streets checklist that is appropriate for the community goals and objectives. Elements should be respectful of the specialized needs and environmental resources within the Town. But these should also be balanced with the overarching goal of providing for all modes of transportation.

Specific recommendations should include:

#### Develop Scenic Streetscapes

- **T-4:** Durable landscaping that is close to the highway or along medians can increase the driver's awareness of the immediate environment and alter behavior, resulting in slower speeds and a safer street. The following streetscape strategies should be considered:
  - Consider expanding downtown streetscape beyond current extents;
  - Consider developing gateways at entrances to downtown;
  - Design ADA compliant sidewalks that include a landscaping buffer between the sidewalk and roadway on residential roadways;
  - Where appropriate, replace the existing faded crosswalks with imprinted/textured crosswalks at intersections and mid-block locations along major through routes through the downtown.

#### Consider Traffic Calming Measures

- **T-5:** Traffic calming involves changes in street alignment and other physical measures to reduce traffic speeds in the interest of street safety and livability. The following traffic calming elements could be considered for the downtown and within the established neighborhoods that abut high-volume roadways, and would be implemented by the Traffic Study Committee or new Traffic Advisory Committee:
  - Curb extensions/bump outs/neckdowns along with complimentary on-street parking;
  - Narrowed travel lanes and widened shoulders with potential for bike lanes;
  - Rumble strips (only in non-residential/non-business areas due to noise);
  - Raised crosswalks; and
  - Roundabouts.

#### Access Management and Compact Development

- **T-6:** Develop access management and traffic impact study guidelines and incorporate them into the zoning by-laws and subdivision regulations. Minimizing curb cuts and greater separation between driveways improve safety, appearance, and the viability of roadways. An access management approach would benefit the northerly segment of Route 152 particularly with it being designated as a priority development area.
- **T-7:** Review the zoning by-laws and consider amendments that would encourage mixed-use (residential, office, retail) and compact/clustered development in areas

already served by transportation infrastructure, particularly in the downtown area or in priority development areas.

#### Intersection / Corridor Improvements

**Issue:** A number of intersections and corridors in North Attleborough are problematic. Traffic flow, character, and safety need to be improved. For intersections with state-owned roadways, these recommendations would have to be vetted with MassDOT.

#### **Recommendations:**

- **T-8:** MassDOT has identified several intersections eligible for HSIP funding that should be investigated for improvements. The following intersections, along with those identified by MassDOT, were identified as being potentially high-crash locations. These intersections/roadway segments should be studied in more detail to determine the best course of action; through the preparation of a Road Safety Audit (RSA). It is noted that some of the locations previously mentioned in this chapter have already been evaluated through a RSA, and therefore are not listed below. This list should be reviewed annually and updated as needed to reflect the most recent crash data.
  - Elm Street at East Washington Street (Route 1) (HSIP Eligible)
  - Elm Street at Chestnut Street (HSIP Eligible)
  - Toys R Us Driveway at South Washington Street (Route 1) (HSIP Eligible)
  - Old Post Road at South Washington Street (Route 1) (HSIP Eligible)
  - Best Buy Driveway at South Washington Street (Route 1) (HSIP Eligible)
  - Cumberland Avenue at South Washington Street (Route 1) (HSIP Eligible)
  - Commonwealth Avenue – Between Elm Street and I-95

#### Pedestrians

**Issue:** Need to provide a more safe and walkable environment.

#### **Recommendations:**

- **T-9:** Install or upgrade sidewalks to be ADA compliant and include a landscaped buffer where there is available right-of-way and a buffer is applicable.
- **T-10:** Enhance the areas in and around public open spaces (parks, schools, athletic fields) so that children and parents who live nearby can make choices about how they can travel between home and these uses. Currently, in many locations, automobile use is perceived to be the safest mode of transportation.
- **T-11:** Construct crosswalks that enhance the awareness of drivers to pedestrians; could include raised and or textured treatments.

- **T-12:** Install crosswalk signage to reinforce vehicle and pedestrian awareness.
- **T-13:** Install countdown pedestrian signal heads at signalized crossings that do not currently have them.
- **T-14:** Improve pedestrian mobility on residential roads.
- **T-15:** Educate public to "Stop- Look- and Wave" in the Town of North Attleborough at crosswalks.
- **T-16:** Investigate locations for installation of future walking trails, similar to Chauncy Path.

#### Bicyclists

**Issue:** Need to make areas within North Attleborough more bikeable – for both commuter and recreational users.

#### **Recommendations:**

- **T-17:** Develop, update, and implement a town wide Bicycle Master Plan that addresses both commuter and recreational bicycling.
- **T-18:** Develop and sign on-road bicycle routes.
- **T-19:** Consider installation of bicycle racks at activity centers.
- **T-20:** Improve bicycle mobility on residential roads.
- **T-21:** Explore ways to improve east-west bicycle mobility, particularly between Route 152 and downtown.
- **T-22:** Explore possibility of providing bicycle accommodations along Route 120 in order to tie into the accommodations provided once Route 120 crosses into Rhode Island.
- **T-23:** Educate the public of existing bicycling opportunities.
- **T-24:** Look for opportunities to provide off-road bicycle connections between corridors and traffic destinations.

#### Parking

**Issue:** The downtown area of North Attleborough is perceived by many to lack adequate parking supply to accommodate the residents, services, and businesses in the town. Future demands related to increased population and economic development will require increased parking availability.

**Recommendation:**

- **T-25:** Create a parking plan that focuses exclusively on the current and future needs of the downtown;
- **T-26:** Evaluate future development proposals with an eye towards increasing the publicly available parking supply, particularly in the downtown; and
- **T-27:** Seek to create reserved and/or dedicated parking supply for the public buildings in the Town (Library and Town Hall, in particular).

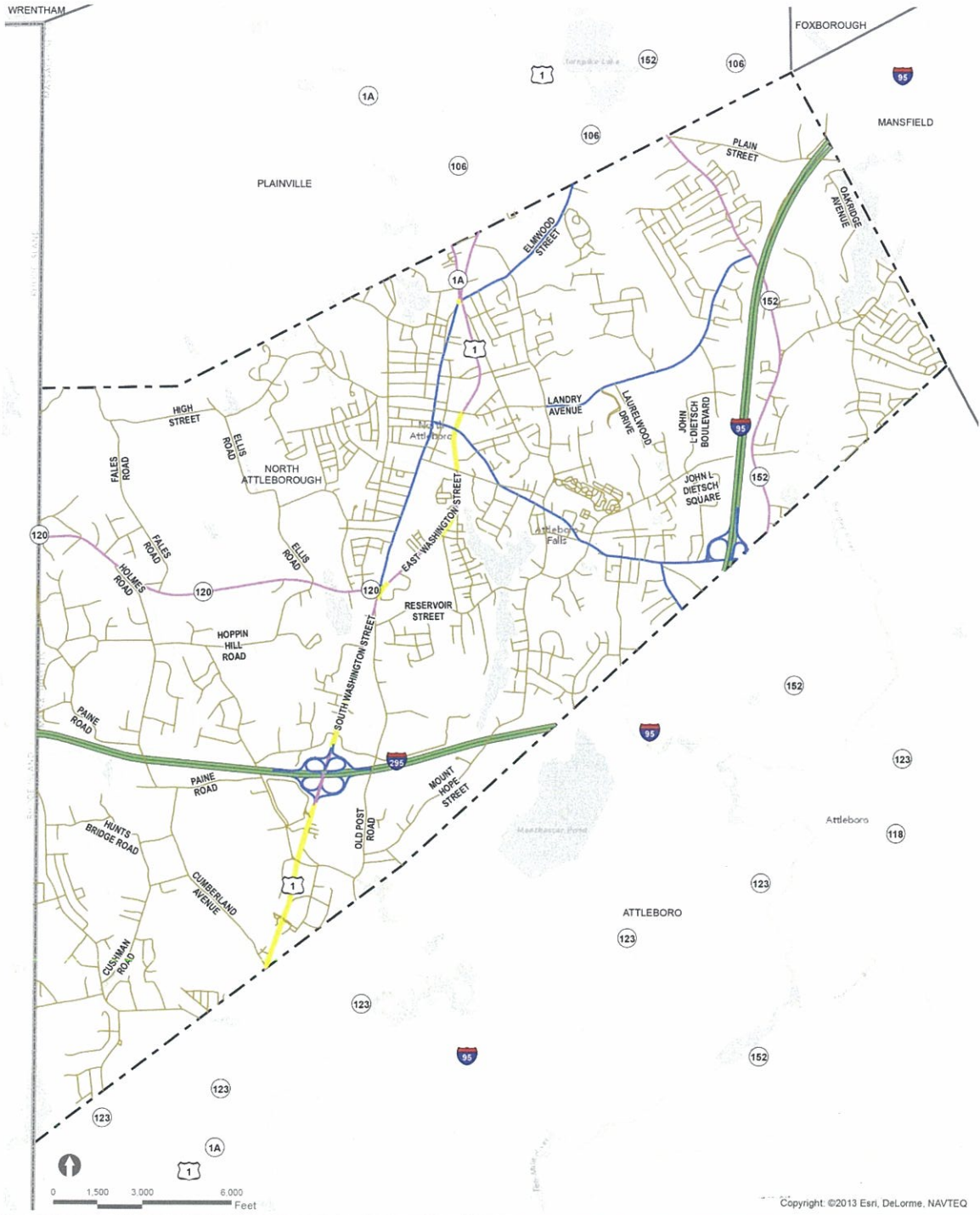
Signage

**Issue:** Need to address signage on town roadways.

**Recommendations:**

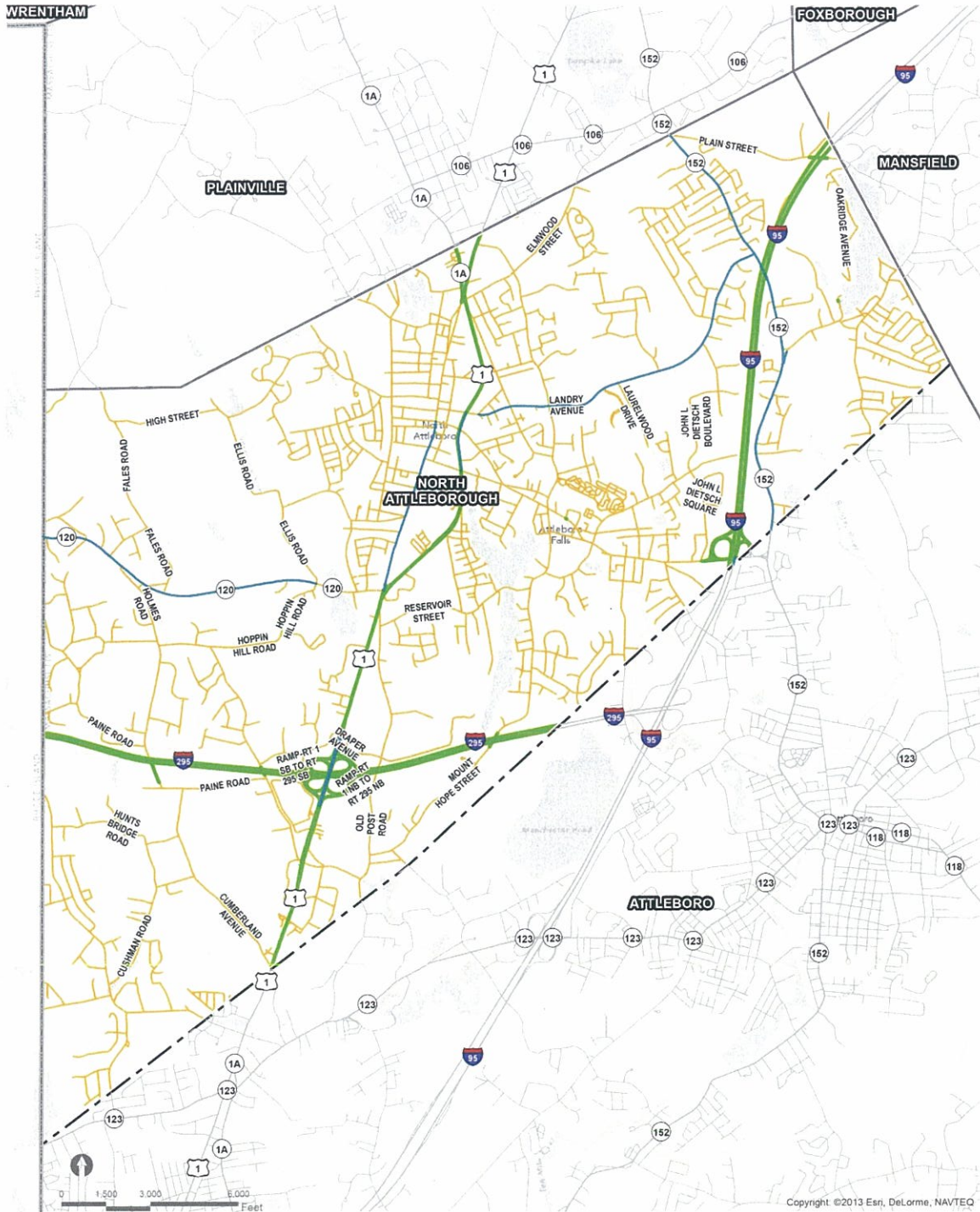
- **T-28:** Collaboratively (DPW and MassDOT) remove existing sign clutter along state routes;
- **T-29:** Commission a “Way-finding Program” to assist visitors to navigate to and from the downtown areas of North Attleborough and direct them to public parking opportunities by using branded signage for the community; and
- **T-30:** Upgrade the overall consistency of traffic signage throughout Town by reviewing current regulatory signage and assuring that it is consistent with the current Manual on Uniform Traffic Control Devices (MUTCD) guidelines.





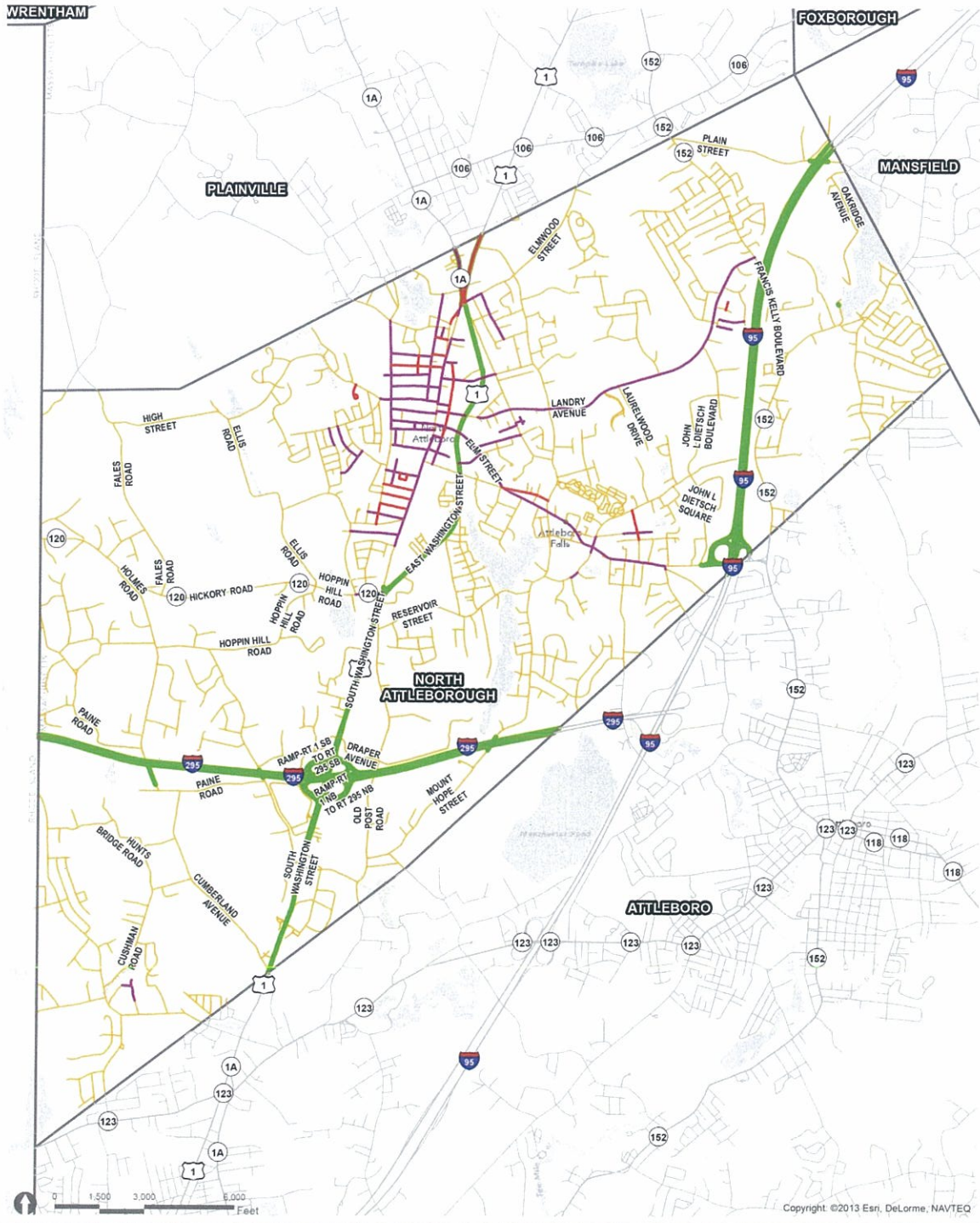
Vanasse Hangen Brustlin, Inc. Map 7-1 Transportation and Circulation/Functional Class, North Attleborough, MA

- Legend**
- Limited Access Highway (Interstates)
  - Multi-lane Highway (Arterial)
  - Other Numbered Route (Arterial)
  - Major Road (Arterials and Collectors)
  - Local Roads
  - Surrounding Town Boundaries
  - North Attleborough Town Boundary
  - State Line



Vanasse Hangen Brustlin, Inc. Map 7-2 Transportation and Circulation/Jurisdiction and Shoulder Information, North Attleborough, MA

- Legend**
- Shoulder (5' - 11' Wide)
  - Other Jurisdiction Road
  - MassDOT Jurisdiction Road
  - Surrounding Town Boundaries
  - North Attleborough Town Boundary
  - State Line



Vanasse Hangen Brustlin, Inc. Figure 7-3 Transportation and Circulation/Sidewalk Conditions, North Attleborough, MA

- Legend**
- Less Than 5' Wide Sidewalk
  - Greater Than 5' Wide Sidewalk
  - Town/Other Jurisdiction Road
  - MassDOT Jurisdiction Road
  - Surrounding Town Boundaries
  - North Attleborough Town Boundary



## Public Facilities and Services

### Introduction

The public facilities element of a master plan should guide decisions about the public buildings, utilities, and infrastructure a local government will need in order to meet future needs. Public facilities make it possible for municipal employees and volunteers to provide services for the public good. The adequacy of municipal and school facilities for the functions they serve is largely determined by four factors:

- The form, size and organization of the local government;
- Projected population and economic growth;
- The community's land use pattern; and
- The expectations of the community's residents.

A town's ability to provide adequate facilities depends on effective capital planning and a commitment to implementation, asset management policies, and the amount of revenue available for local government operations. As an affluent suburb, North Attleborough receives very little funding from non-local sources and relies almost entirely on its own residents and businesses for financial support.

Although the Town has recently improved some its facilities for local services, such as the new police station, some of North

Attleborough's facilities are inadequate to meet current and future needs in order to accommodate the personnel, equipment, technology and records storage that government organizations need to run efficiently. Some departments are also under-staffed, yet it has been a challenge for the Town to balance demands for excellent schools with its other municipal needs.

Like residents of other towns, North Attleborough voters have traditionally supported their public schools and worked hard to assure that children receive an excellent education. Good schools benefit a community's families and help to preserve high

#### *What is a Public Facility?*

*A public facility is any municipal property that has been improved for public purposes, such as a town hall, library, police or fire station, parks and playgrounds, and schools.*

*It also includes municipal services and utilities such as water or sewer service, and solid waste facilities such as a transfer station or recycling center.*

property values for everyone, so investing in public schools is very important. At several points during the public outreach residents mentioned the quality of the schools as a significant asset in North Attleborough. In addition, many people come into contact with school buildings, not only parents and children, but also residents participating in community or recreational activities that take place inside school facilities. In contrast, few people ever venture inside a police station and for the most part, the same can be said for fire station or the DPW facilities (aside from the transfer station). Residents may go to Town Hall to pay a tax bill, purchase a dog license, or obtain a copy of a birth certificate, but except for the most motivated citizens who routinely attend night meetings of town boards, a small percentage of a community's population spends much time in government office buildings. This fact of life for most towns makes it hard to build a constituency for high-quality municipal facilities and often causes both ordinary maintenance and capital improvements to be deferred for many years.

When communities make investment decisions on a year-to-year basis, without direction from a broadly accepted long-range plan, they are at greater risk of placing short-term needs and popular causes ahead of capital improvements. Although North Attleborough has a capital budget, the process for developing it does not appear to be integrated very well with the Town's overall financial planning framework. Today, North Attleborough has some public facility needs that should be addressed within the next few years, but needs a more comprehensive manner for prioritizing those needs in terms of projected growth.

## **Existing Conditions**

### ***Public Services***

The municipal services that North Attleborough provides are fairly typical of Massachusetts towns. Like most communities, North Attleborough does more for its population than it is required to do by law. To residents and businesses in just about every city or town, many local government services qualify as "essential" regardless of whether the state mandates them. For example, municipalities do not have to provide solid waste disposal services, recreation programs, a senior center, or a public library, but the towns that provide these services often consider them important to quality of life and an indispensable part of what it means to be a community.

**Table 8-1 North Attleborough's Public Services**

Administration and Finance	Public Safety	Public Works
Town Administrator	Police	Highway/Fleet Services
Town Clerk	Animal Control	Water and Sewer
Assessor	Fire and Rescue	Wastewater
Town Accountant	Health	Solid Waste
Human Resources		Electric Department
Town Treasurer/Tax Collector		
Land Use	Human Services	Culture and Recreation
Building	Council on Aging	Public Library
Planning	Commission on Disability	Parks and Recreation Department
Conservation	Schools	
	Veterans	

Source: North Attleborough Town website, <http://www.nattleboro.com/>

### *Public Facilities and Services*

North Attleborough's government operates from numerous buildings, scattered throughout the Town including Town Hall, schools, police and fire stations, DPW facilities, and the Senior Center. Below is a description of the municipal facilities summarized in Table 8-2.

**Table 8-2 North Attleborough's Municipal Facilities, 2013** (see Table 8.4 for Schools)

Facility	Location	Functions	Year Built/ Renovated	Condition
Town Hall	43 South Washington Street	Government offices	1977	Good
Library	118 North Washington Street	Library	1894, renovated 1990	Fair
Police Station	102 S. Washington Street	Public Safety	2004	Excellent
Fire Station 1	50 Elm Street	Headquarters	~1910	Fair
Fire Station 2	465 Kelley Boulevard	Substation	Early 1970's	Good
Fire Station 3	210 Allen Avenue	Substation	1990	Good
DPW Headquarters	49 Whiting Street	Offices	2007	Fair
Water Treatment	49 Whiting Street	Water treatment	2001	Very Good to Excellent
	71 Mary Kennedy Drive	Water treatment	1999	Very Good to Excellent
DPW Highway and Fleet Services	240 Smith Street	Highway, vehicle maintenance		
Composting	Plain Street	Yard waste		
Transfer Station and Recycling Facility	777 Mount Hope Street	Offices, transfer station, recycling		Good
Wastewater Treatment Facility	Cedar Road, Attleborough	Wastewater treatment	1980 with 7 recent renovations, new buildings under construction	Very Good to Excellent
Senior Center	204 Elm Street	Senior Citizen Center		

Source: North Attleborough Town website, <http://www.nattleboro.com/>, information provided by department heads

### Town Hall

The Town Hall of North Attleborough is located at 43 South Washington Street, an area considered as the town center of North Attleborough. The two-story Town Hall building, built in 1977, has its front entrance facing the Veterans Park on the east. The original goal for the Town Hall, when it was built, was to house all Town Departments except the Department of Public Works. However, several departments have moved out of the building over the years, including Park & Recreation, Retirement, and North Attleborough Electric Department. Currently the building contains the offices of the Selectmen, Town Administrator, Town Clerk, Accountant, Assessor, Town Planner, Town Treasurer/Tax Collector, Landfill/Recycling/Refuse Collection, Veterans Services, Building Department and Conservation Commission. In consideration of the existing and future needs, the Town Hall does not have enough storage areas and meeting rooms to adequately support various operations and functions, although no space study has been conducted to quantify those needs. A number of meetings are now held in a conference room or community meeting room at the new police station. The larger community meeting room is set up to allow audio and visual equipment and presentations. Finally, the Town is seeking a long term solution to document storage that is focused on the conversion to an electronic format.

### Public Works

The North Attleborough Department of Public Works (DPW) is responsible for town roadways, the water and sewer systems, and the wastewater treatment facility. The Department of Public Works is organized into eight divisions and maintains a number of facilities, both staffed and unstaffed. The divisions are located in three major facilities. The Administration Offices, located at 49 Whiting Street, has been upgraded in 2007 and currently houses DPW Administrative and Water and Sewer Billing office operations, and the Water Distribution crew garage. The Highway and Fleet Services complex is located at 240 Smith Street. The Wastewater Treatment Facility is located in Attleboro Falls. In total, DPW has 53 full-time employees, among whom five are in Administration, 14 in the Highway Division, 17 in the Water Division, and 17 in the Sewer Division.

Within the Sewer Division, there are ten full-time employees at the wastewater treatment plant and three in the collections group. The Sewer Division shares two other employees with the Water Division who are responsible for half their salaries. In addition there is one part time worker. The Sewer Division is charged with maintenance of the North Attleborough Wastewater Treatment facility, the sewer collection system, and seven wastewater pumping stations. The wastewater treatment facility is located on Cedar Road in Attleboro. It consists of nine buildings, one of which was built in the early 1950s, six



were built in the late 1970s, and two are currently under construction. The treatment facility, which has undergone seven facility upgrades within the past decade, provides advanced tertiary treatment and has a capacity of 4.5 million gallons per day (MGD).

The sewer collection system contains over 80 miles of pipe which convey wastewater to the treatment facility. The piping varies from 6 inch to 36 inch in size and dates from 1890 through today. The average daily flow is 4 – 4.2 MGD, but ranges from 2.4 MGD (during the dry season) to over 10 MGD during storm events (due to infiltration and inflow of clean water into the sewer). The seven pumping station maintained by the Sewer Division are located throughout the Town. They were built between 1980 and 2005. In addition, the Sewer Division has a total of nine trucks and three trailers. All buildings and equipment managed by the Sewer Division are in very good to excellent condition and are constantly being upgraded to ensure uninterrupted service. Several of the buildings have had their heating systems replaced with high efficiency boilers, with a few exceptions. All electric motors have been replaced with high efficiency motors with variable frequency drives. While the Sewer Division is considered to have adequate capacity to meet current demand for services, maintaining such capacity for future needs of the Town is always a top priority. A Comprehensive Wastewater Management Plan was accepted by the Department of Environmental Protection in November 2012.

Other pressing issues that need to be addressed include implementing the infiltration and inflow removal program and complying with increasingly stringent regulations and permits for discharge. Current estimates show that extraneous sewage flow is around 66 percent of the daily flow. DPW is expending approximately \$1 million per year in design and implementation of a phased removal program calculated to remove 15 – 25 percent of extraneous water from the system. There are 18 sewer subareas in town and DPW has implemented removal in five of them thus far and will continue so long as the program is effective.

The Water Division manages several water treatment facilities and well fields. The Whiting Street Water Treatment Facility, constructed in 2001, is currently equipped with Greensand filters and houses the Water Department Laboratory. There are four other unstaffed treatment facility and well fields, including:

- Plainville Well Field is located on a parcel of over 25 acres of wooded wetland between Fuller and West Bacon Street in the Town of Plainville. It has four drinking water well stations constructed at various times between the 1900s and 1980s.
- Adamsdale Well, constructed in 1980, is located at the Grandview Drive cul-de-sac.
- Hillman Well, constructed in the 1990s, is located at Huntsbridge Road.

- McKeon Water Treatment Facility and well field are located at 71 Mary Kennedy Drive. The wells were constructed in the 1960s and 1970s. The treatment facility with Greensand filters was constructed in 1999.

The wells can produce over six million gallons a day with an average daily usage of three to four million gallons, seasonally. The Town has over 150 miles of water main, dating from 1885 through today. Pipes vary from 1 inch to 4 inch diameters in size and are constructed of cast iron, transite (asbestos cement), and ductile iron. The Water Division strives to maintain the quality of water supply for North Attleborough and comply with increasingly rigorous Department of Environmental Protection standards. In the foreseeable future, the Division will need to plan for future capacity needs for the Town and manage to upgrade and replace the aged infrastructure. Improving the electronic data maintenance and retrieval system is also a priority for the Division.

The Highway Division is responsible for maintaining roadways, sidewalks and right-of-way in North Attleborough. Currently the Division maintains 120 miles of roadway, 50 miles of sidewalk, and approximately 5,000 catchbasins in the Town. Additional responsibilities include regulatory sign maintenance, snow removal, street sweeping, drainage repair, litter cleanup, landscaping and urban forestry on town-owned property, and operation of the composting facility which is operational between April and October. Top priorities for the Highway Division include construction of new sidewalks along school walking routes and long-term maintenance of the catchbasins and drainage infrastructure throughout town. Major Highway Division projects planned include the reconstruction of Chestnut Street and replacement of the bridge over the Ten Mile River and the Kelley Boulevard reconstruction.

At the present time, demand for highway services has exceeded the Division's abilities to provide them. Other issues such as financial limitations and future growth of the Town will further compromise the Department's ability to meet service demands. Therefore, careful planning for the west side of town, which is currently less intensively developed, is essentially needed in order to balance the growing demand for all service divisions. DPW needs to continue to plan ahead and address future build out without waiving guidelines that are designed to ensure a well maintained infrastructure.

#### Police Department

The North Attleborough Police Department is composed of 55 full-time employees. These employees are divided into the following categories: the Chief of Police, a Captain, two Lieutenants, a Detective Sergeant, five Sergeants, two Detectives, a Court Prosecutor, 28 Patrol Officers, nine dispatchers, and administrative staff.

The Department currently maintains three buildings. These buildings include the North Attleborough Police Facility at 102 South Washington Street and a detached garage on Chestnut Street across from the police station. Police Headquarters is housed in a completely renovated, circa 1906, jewelry factory. The Department moved into this building in July 2004. The renovation of this building is a model example of urban reuse. The police facility is in an excellent state of repair and after nearly a decade of usage it remains a state-of-the-art asset to the Department and Town. Since moving into the facility, several energy efficiency improvements have been implemented. These improvements include motion detecting light control sensors and a computer controlled heating and air conditioning system. The heating and air conditioning system is programmable to activate/deactivate in specific areas of the facility based on times of expected occupancy.



The Police Department maintains a fleet of 27 vehicles. These vehicles are divided into the following categories: ten marked police cruisers, three marked police SUVs, one marked police pickup truck, one prisoner transport van, one marked emergency response armored van, five unmarked sedans, two motorcycles, two dirt bikes and two surveillance vehicles. The Department also maintains two speed enforcement trailers.

The Department adheres to a capital improvement plan for major expenses. This plan allows the Department to regularly replace police cruisers as they reach the end of their recommended service life. Additionally, this plan allows for maintenance and improvement of the communications system which is indispensable to the operation of the police service.

In 2012, the Police Department had responded to 24,635 separate incidents that includes calls for service and proactive self-initiated activity. This is equal to an average of 67 incidents per day.

The economic difficulties of recent years have seriously impacted the Department since it has lost staff. In 1999, the Department had 36 patrol officers while in 2013 there are only 28. However, it has been able to meet current demand for services. In the event of simultaneous critical incidents, the Town would be reliant on assistance from other towns and/or the State Police to provide necessary service. To meet anticipated future needs as the Town continues to grow, it is essential that the Department grows commensurately.

Given the demand for police service the growth of the Town, consideration will have to be given restoring previous staffing levels.

#### Fire Department

North Attleborough's Fire Department currently has 55 full time firefighters and EMS personnel, five full time dispatchers, and one administrative assistant. There are three fire stations managed by the Fire Department. The headquarters is located at 50 Elm Street in a 100 year old building which is outdated and not accessible. The heating system and windows of the building were upgraded in 2013. The building is on the Capital Improvement Plan to be replaced within five years.

Fire Station 2 is located at 465 Kelley Boulevard. The building was constructed in the early 1970s and is currently in good condition. Windows of the building have been upgraded while doors and siding upgrade has been scheduled for 2013. Within the next five years the building will need new HVAC system. Fire Station 3 is located at 210 Allen Avenue. The building, built in 1990, is in good condition and is mostly accessible. Window replacement is scheduled for 2013.

Besides the stations, the Fire Department manages a number of equipment critical to the daily operations, including four fire engines (one of which needs replacement), two ladder trucks, one brush truck, one bucket truck, and three ambulances. Several of these vehicles are more than 25 years old and the newest ones are 2010 models.

The North Attleborough Fire Department averages approximately 3,800 annual emergency responses or 300 per month. While most of the Town is adequately served by

the Fire Department, Oakridge Avenue has been identified as one of the few neighborhoods that have access issues. At the present time, the Fire Department is able to meet the demand for services in North Attleborough while trying to increase the EMS coverage to meet future needs as well.

Parks and Recreation

The North Attleborough Parks and Recreation Department provides the townspeople with park facilities and recreation programs that help enhance the quality of life in the community. Residents expressed a great deal of satisfaction and pride in the recreational programs offered by the Department. Currently the Department has almost 300 year-round staff. Additionally, they hire about 100 seasonal employees over the summer and 60 for fall, winter, and spring. The Parks and Recreation Department offers an array of year round and seasonal programs with varied levels of participations that range from 10 to 800 participants. Table 8. 3 shows a list of recreation programs offered.

**Table 8-3 North Attleborough Parks and Recreation Department Programs**

Season	Programs
Year Round	Kid's Night Out; Yoga (Adults); Zumba; Dance & Gymnastics
Spring	Softball; Yoga; NAMS Intramural Track
Summer	Summer Playground Program; Summer Sports Weeks; Summer Zoo Crew; Swim Lessons; Red Tide Swim Team
Fall	Soccer; Robotics; Field Hockey; NAMS Intramural (Fall)
Winter	Basketball; Ski Trips; NAMS Intramural (Winter)

Source: North Attleborough Parks and Recreation Department

Facilities managed by the Parks and Recreation Department are generally constructed over 25 years ago and are currently showing signs of age. There are three lighted fields serving the whole town, including Community Field, Mason Field, and Columbia Field, all of which are very old and in need of upgrades. The same is true for most of the park facilities in Town. While they are considered to be safe, these facilities require extensive work in order to keep up with the growing recreational demands for all types of playing fields. The Department has put in place a schedule to maintain all fields and playgrounds and has made attempts to pursue funding to further assess community needs. An assessment of the Town's playing fields is currently underway and the Department routinely requests funding in the CIP for upgrades to its buildings and facilities.

Solid Waste Department

The Solid Waste Department is in charge of the landfill, recycling, and refuse collection in North Attleborough. In the late 1990s the Town closed and capped the 20 acre landfill located at 777 Mt. Hope Street. An Enterprise Fund was created by the Town to set aside

the tipping fees still coming to the landfill while it was brought up to its ultimate height. This effectively makes the Solid Waste Department and its operations a self-sustaining department, and the cost and liability of capping and monitoring the closed landfill in the future would not impact the Town's operating budget. In order to promote recycling and help limit the financial impact of paying a per ton disposal cost for municipal solid waste, the Town adopted the "Pay As You Throw" program in 1998, which is a curbside program requiring residents purchasing town provided bags for trash.

The current program to manage trash disposal and recycling processing involves an annual per household fee, a bag and tag program for curbside waste, a large wheeled cart for single stream recycling, a per pound tipping fee and other flat fees for disposal of items at the Recycling Center (transfer station).

### Library

The Richards Memorial Library is located at 118 North Washington Street. The library currently has 18 employees, including seven full-time and 11 part-time staff. Besides the Library Director position, there are two children's librarians, one cataloguer, and one reference librarian.

The original library was built in 1894 and additions to the original structure were completed in 1929 and 1963. It is the only building under the authority of the Board of Trustees. The entire building was renovated in 1990. This made the basement usable and added an elevator to the building. Within the past two years the air conditioning, boiler, and fire alarm system were completely replaced.

The library is part of the SAILS library network, which serves over 40 communities in southeastern Massachusetts. This consortium works cooperatively with its members to promote the collection and sharing of library resources. The circulation for FY 2013 at Richards Memorial library was about 160,000 items, while the SAILS network has 4,590,000 available to its member communities.

The Town's growing population plus the changing role of the library and the ways in which information is delivered requires further expansion of the library facilities. The Board of Trustees intends to submit a letter of intent to the Massachusetts Board of Library Commissioners to compete for a design grant to pursue an expanded facility.

### Public Schools

The North Attleborough School District includes a preschool Early Learning center, five neighborhood elementary schools, a middle school and a high school. Buildings under the Department's jurisdiction also include an administrative office building. Despite the age of some of the buildings, all are considered to be in at least good condition which recent

additions and a series of heating, windows and roof upgrades within the last ten years. Some of the additions have been achieved through the construction of modular units to add classroom space. Table 8.4 displays a list of the schools.

**Table 8-4 North Attleborough’s Schools, 2013**

School	Location	Type of School	Year Built/ Renovated	Condition
Woodcock Administrative Building	6 Morse Street	Administrative offices	1918, renovated 2000, upgrade 2005	Good
Early Learning Center	45 School Street	Preschool - K	1954, upgrade 2004	Good
Community School	45 S. Washington Street	Grades K-5	1918, additions in 1938 & 1953, upgrades 2006, 2011	Good
Roosevelt Avenue	108 Roosevelt Avenue	Grades K-5	1954, addition 1968, modular 1990, upgrades 2004, 2013	Good
Amvet Boulevard	70 Amvet Boulevard	Grades K-5	1961, modular 1990, upgrades 2004 & 2013	Good
Allen Avenue	290 Allen Avenue	Grades K-4	1951, modular 2003, upgrade 2004	Good
Joseph W. Martin, Jr.	37 Landry Avenue	Grades K-5	1968, addition 1996, upgrade 2009	Good
Falls School	2 Jackson Street	Grades K-5	1948, modular 1990, upgrades 2011	Good
Middle School	564 Landry Avenue	Grades 6-8	1996, upgrades 2012 & 2013	Excellent
High School	1 Wilson Whitty Way	Grades 9-12	1973, modular 2002, upgrades 2009, 2011, 2013	Good

Source: North Attleborough School District, [http://www.naschools.net/pages/North\\_Attleborough\\_Public\\_Scho](http://www.naschools.net/pages/North_Attleborough_Public_Scho)

Currently, the student population is approximately 4,700 students. Based on current projections, student enrollment is expected to remain relatively level over the next few years. For the 2012 – 2013 academic year, there were just under 280 teachers in the system, which is down from around 300 four years earlier. The student teacher ratio stands at 16.8 to 1 during the 2012 – 2013 academic year, which is slightly increased from a few years earlier when it was 16 to 1. In 2012, the average cost per pupil was \$10,139.<sup>1</sup>



<sup>1</sup> MA Department of Elementary and Secondary Education

The district has 15 buses that range from one to twelve years old and four vans that are between 13 and three years old.

The North Attleboro Special Education Department currently provides services to 728 students ages 3-22, (696 students in North Attleborough programs and 32 in out of district placements). All of the students are provided special education services in the least restrictive environment. Also, there are 22 self-contained programs that provide more intensive programming for students who are diagnosed with autism, emotional disabilities, neurological and multiple disabilities. In addition to the academic support provided by the special education teachers and paraprofessionals, the district provides therapies in the following areas; speech and language, occupational therapy, physical therapy, vision, orientation and mobility, adaptive physical education and counseling.

School District requests for capital expenses are included in the Town's annual CIP. The District sees the potential for a new school in the future to consolidate some of the smaller schools (the Early Learning Center and the Allen Avenue schools for example). There are also a multitude of programs that the state is endorsing such as full day kindergarten and universal pre-kindergarten which could potentially create capacity issues in the future.

#### North Attleborough Electric Department

The North Attleborough Electric Department (NAED) is a public utility, established by a Special Act of the Massachusetts General Court in 1894. The Department operates under the provisions of Massachusetts General Laws, Chapter 164 and has the responsibility of providing electric service to the Town of North Attleborough. The Department supplies a combined residential, commercial, and industrial load of approximately 13,257 customers' meters.

There are about 11,900 residential customers that make up nearly 90 percent of the NAED customers. NAED is interconnected to National Grid at NAED's Sherman Substation on Landry Avenue. The Sherman Substation is NAED's only currently operating substation.

NAED recently completed a conversion of its distribution system, which significantly simplifies its operations. This provides flexibility in restoration during outages and even can help minimize areas affected for emergency work. The conversion, in addition to increasing the distribution voltage also upgraded the system's infrastructure, including overhead improvements such as new poles, wires, transformers, etc.



NAED has an aggressive equipment maintenance programs for both the distribution system and substation. The Department expends significant fiscal resources and personnel time in capital upgrades since 2006 to the distribution system.

Reliability is often a major contributor in determining the need for substation and distribution system improvements. These improvements include substation expansions, replacement of aging equipment, adding substations, upgrade of distribution wire, and the addition of distribution circuits. The system's above average level of reliability is due in large part to the Department's efforts to improve the NAED distribution system.

The Department's plan identifies specific potential areas of growth over the next five years which would include the Kelley Boulevard area near Plain Street, the potential for increased Industrial Park, the commercial area on Route 1 which is likely to see future redevelopment of existing vacant or underutilized properties, the revitalization of the Downtown area, specifically the Balfour property, and future residential growth assuming that 20-50 homes are built annually. The total anticipated growth over the next five years is 6 MW for a total projected peak load of 70 MW. The peak load could reach 100 MW within 30 years based on conservative estimates of future build-out and growth.

Given that substation additions require significant incremental increases (25 MW or more) and require at least 3-5 years for design, equipment procurement, and construction, it is important to consider and reevaluate NAED's current load projections regularly in order to plan for the future.<sup>2</sup>

#### Council on Aging

The mission of the Council on Aging is to enable older residents of North Attleborough (60 and over) to live independently and with dignity within the community. The Senior Center is located at 204 Elm Street in a building the Council rents from the North Attleborough Housing Authority.

The Council on Aging operates a number of different programs for senior citizens. The Outreach Worker assisted a total of 350 clients; approximately 60 percent were SHINE (Serving the Health and Informational Needs of Elders) clients. A good percentage of those clients came back to the Senior Center for other services, including congregate lunch, senior center programs, food stamp applications and other outreach information and referrals. The Outreach Worker is available three days per week.

Additionally, the following services and programs are based on the individual or couple's income guidelines: Food Stamps, Fuel Assistance, AARP Money Management Program,

<sup>2</sup> NAED "Distribution System Master Plan" - 2013 Updated

Legal Assistance, Hearing Aid and Vision Assistance, and the Minor Home Repair Program which provides small grants for labor expenses.

A variety of services are available without the need for income verification including assistance on medical insurance, money management, protective services, Meals on Wheels, Senior Center meals, transportation assistance, health screenings, outreach services, and recreation.

While preparing the Master Plan, it became evident through the census data and current trends in population, that the Council on Aging/Senior Center will need to expand in order to assist the growing number of patrons. In comparison to other local communities, the current facility is in need of expansion. With a projected 25% increase in population (between 2013 and 2020) for this demographic, the existing location/building will not be sufficient in size to allow for staffed programs. The Massachusetts Executive Office of Elder Affairs recommends 5.5 square feet per elder be used as a redevelopment tool. The Town of North Attleboro currently provides a ratio of .48' per elder. It is apparent by both the state standard and projected growth, that the COA needs to expand to not only accommodate the existing conditions but also for projected growth.

Volunteers supplement the work of the five staff people.

## Public Facilities and Services Goals

**Goal 1:** Continue a comprehensive planning process for short- and long-term capital improvements for all town facilities and services.

**Goal 2:** Given the often conflicting demands, establish priorities for building and facility upgrades and replacement.

**Goal 3:** Ensure that municipal buildings, facilities, equipment, and operations meet the Town's needs and are accessible, efficient, resilient, well-staffed, and well-maintained.

**Goal 4:** Lead by example in community facilities and operations by establishing sustainability principles and initiatives.

## Public Facilities and Services Recommendations

North Attleborough, like many other communities in Massachusetts, is facing an uphill battle in trying to meet the needs of residents and businesses to provide cost effective services and to maintain and improve its public facilities. The Town, through its Capital Improvement Planning process, recognizes the need to plan, schedule, and budget for its capital investments.

The funding situation is exacerbated by two primary factors that were out of the Town's control. First, the nation faced a significant economic downturn during the 2008 recession, which stressed municipal budgets across the country. Second and somewhat related, the State of Massachusetts was not in a position to assist through grant programs or other initiatives.

### *Capital Improvement Planning*<sup>3</sup>

- **PFS-1:** The Town should establish a systematic process for developing, maintaining and implementing a CIP. The Town should continue its capital improvement planning process and update it on a regular basis. However, much of that planning is done by the individual departments, as well as by the School District. While that helps to establish priorities for each department, the plans need to be looked at in a more coordinated and comprehensive manner

so that the Town can better prioritize needs on a town-wide basis across all departments. The Town has a five-year CIP that list departmental requests and levels of priority. Some items are recurring requests for maintenance and repairs or vehicle replacement.

By way of background, a CIP is typically a three to six-year financing plan for a series of agreed-upon capital projects. Projects anticipated to extend beyond the plan's window should be memorialized in an appendix or future projects list, and revisited as the plan is

#### *What is a Capital Improvements Plan?*

*A capital improvements plan (CIP) is a road map for planning and funding public facilities and infrastructure. It typically incorporates both the construction of new facilities and the rehabilitation or replacement of existing capital. Typically, a CIP covers a period of three to six years and serves as a declaration of intent by a locality to make capital expenditures on the schedule indicated. A CIP may or may not consider multiple forms of funding.*

<sup>3</sup> Terry Holzheimer, FAICP, Capital Improvement Programming, PAS QuickNotes No. 25, a publication of the American Planning Association's Planning Advisory Service (PAS), April 2010.

updated each year. Developing a CIP is not difficult, but developing a long-range CIP that a community can actually implement requires all of the following:

- A complete, descriptive inventory of existing assets – real estate, equipment, vehicles, infrastructure, and other items defined as a capital project under local policy;
- An assessment of the lifespan of existing assets;
- Criteria for evaluating and ranking capital project requests;
- A roster of current and anticipated near-term capital funding requests from town departments and the schools, including a description of each request, the time required to start, carry out and complete each request, and the estimated capital and operating costs associated with each request;
- An analysis of potential funding sources on a project-by-project basis, i.e., a determination of each project’s eligibility for general fund, enterprise fund, recreation fees, grants, developer contributions, bonds, proceeds from sale of existing assets, and so forth, and the approximate amounts that should be contributed from each source;
- Six-year financial goals for the Town;
- Debt evaluation standards;
- Local revenue projections, and a transparent methodology for preparing them;
- An analysis of the CIP’s impacts on the tax rate, cash reserves, enterprise reserves, and bonding capacity; and
- A financing plan for all projects included within the CIP.

Years of deferred maintenance will aggravate the condition of facilities that need to be renovated, replaced or expanded. Substantial funds are needed to meet these needs and with all these pressing requirements, it is necessary to address the long-term priorities for making improvements, recognizing that continued deferral of these expenses will result in ever increasing expenses over time.

Essentially, the Town should ensure that a coordinated CIP process takes a holistic and comprehensive view of all the Town’s capital needs. The process needs to allow for the integration of recommendations from various plans and studies with other capital needs. The goal is for all departments to continue to work closely together to obtain the funding necessary to provide the best services and support to all North Attleborough residents.

An effort should be made to share information and resources between different departments and the School District. The Town needs to look for opportunities to break down the “silos” between municipal functions and enhance more efficient resource allocation to limited

resources go further. The Town needs to develop a program for comprehensive capital planning to look at the “big picture” in setting budget priorities.

- **PFS-2:** The Town could also consider developing a town-owned property inventory for the CIP to identify surplus property and conduct an assessment of a site’s suitability for municipal facilities or open space. The properties should be ranked by relative importance to the Town, based upon criteria that are established for potential suitability to meet the Town’s needs.
- **PFS-3:** To that end, the Town should establish Capital Improvement Planning Committee and charge it with the organization and oversight of the CIP; to conduct a consensus process for ranking capital project requests, with staff support from the Town Planner; identify potential sites for municipal facilities; and monitor progress toward implementation. The Committee would start with the planning efforts that have already been undertaken by each department as referred to in this chapter. A new or updated capital plan should be prepared and updated on an annual basis.

### ***Meeting Facility Needs***

- **PFS-4:** Continue to explore how to meet the space and staffing needs of municipal services. As North Attleborough grows and changes in how it provides municipal services throughout the Town, it will need to continue to consider how to meet space and staffing needs of its municipal services. With the need to provide more space for the library and Town Hall, as well as a new Fire Department headquarters building, it is important to move forward with applicable space studies, site identification and design to move these potential projects forward in a timely manner. A continued assessment of similar municipal services and their facilities will enable the Town to plan for where it needs to grow and reduce space and staffing needs.
- **PFS-5:** With growing fiscal constraints, it has become more difficult for municipalities in Massachusetts to provide services in a cost-effective manner. As an alternative, municipalities around the country have considered ways in which supplies can be purchased and services provided across municipal boundaries. Examples include inter-municipal agreements to provide public safety, solid waste disposal, library (the Town is already part of a large regional system), and public works services and shared facilities.

Although there are some challenges to implementation of a regional approach to the sharing of municipal responsibilities, such as funding disparities between small and large municipalities, control of budgets and services, and potential resistance among

employees, the Town should attempt to work with SRPEDD and neighboring communities to begin a dialog on options for shared services and facilities.

### ***Specific Department Needs***

- **PFS-6:** Fire Department: A five year goal of the Fire Department is to work toward putting forth a plan to build a new headquarters building. The Town should evaluate the options for its location and design to ensure it meets the needs of a growing community.
- **PFS-7:** Parks and Recreation Department: Continue maintenance of existing parks. Many cities and towns establish routine maintenance plans that describe what is to be done at each park and ball field on a revolving basis to address short-term maintenance issues and identify where repairs are needed so that they do not become long-term problems into the future. This can also help to extend the life of each field and minimize the effects of overuse.

In order to further expand the opportunities to improve the Town's recreational facilities, the Town should consider adopting the Community Preservation Act. For more details, see Chapter 5, Open Space and Recreation.

- **PFS-8:** Library: A modern library, as a source of knowledge, culture, literature, arts, music, and a community gathering place is an essential element of North Attleborough's public infrastructure. Although the library of the future may look and act much differently in the way it serves the community and uses technology, its core function to provide community access to knowledge resources is vital for the foreseeable future. To meet that core function, North Attleborough's public library must develop and execute a vision for a 21st century public community library. The Library Board of Trustees has been examining a number of possibilities for expansion or replacement of the current library facility. The Library needs to stay relevant with the latest technologies so that it can provide the services to meet the needs of the Town's residents. Once a recommendation has been brought forward, the Town should incorporate it into the CIP process as described above.
- **PFS-9:** Town Hall: Explore the feasibility of an expanded Town Hall so that staff can more easily communicate and collaborate by allowing for more meeting spaces and consolidation of municipal office space.

### ***Sustainability and Energy Efficiency***

The Town should take a leadership role in "greening" North Attleborough through its operations, governance, and management. This is particularly true with respect to municipal

buildings and facilities. As an example, the Town has been upgrading energy efficiency in some municipal buildings and seeking ways to reduce energy costs across all municipal operations. These are substantial projects that can serve as models for making cost-effective, sustainable planning and building practices part of project design, planning, construction, and operations.

The Town should seek ways to reduce the cost of municipal energy use and its carbon footprint. This strategy could advance efforts to develop public and private partnerships to also reduce residential and business energy use.

- **PFS-10:** Develop a long-range energy reduction plan for municipal operations.
- **PFS-11:** Develop sustainability principles or guidelines for Town projects, operations, policies and regulations including new or renovated municipal facilities.
- **PFS-12:** Incorporate cost-effective Green Infrastructure and Low Impact Design (LID) strategies into all municipal projects and work with developers and residents on what they can do. This strategy will enable the Town to move forward with implementing green infrastructure best practices into projects.
- **PFS-13:** Adopt a Green Stormwater Infrastructure Bylaw that addresses the Town, developers, and residents. Use rain gardens, bioswales, permeable pavement, and green parking lot design when upgrading or permitting all roads, parking lots, sidewalks, and parks.
- **PFS-14:** Develop and implement Strategic Education and Outreach Plan on the benefits of Green Infrastructure through public/private partnerships that include information on water management, building healthy soil (instead of using chemical fertilizers, herbicides etc.), the value of native trees, shrubs, and vegetation that offer shade and support biodiversity.





# 9 Implementation

## Introduction

The implementation element is based on the goals and objectives of this Master Plan and the data that was collected and analyzed. It summarizes the recommendations from each of the Master Plan elements.

The Planning Board, Board of Selectmen and other Town Boards, Commissions and Committees, with the assistance of the Town staff, should use this Master Plan as a guidance and policy document for the time period of 2014 to 2024.

It is important to note that planning is a dynamic process and priorities can shift over time. A consistent review process allows for these issues to be acknowledged while keeping each specific recommendation on the table unless a situation dictates that it be reconsidered. A regular evaluation or follow-up procedure will at least indicate how a particular action item was ultimately addressed, or it calls out those that still need attention.

In order to ensure follow-through on the recommendations of this plan and provide some “accountability” for plan implementation, the Town should consider some mechanism for reporting on progress on a regular basis. This reporting should include updates on progress and achievements as well as information on barriers to implementation that have been identified. Some communities provide this information in annual reports to the Board of Selectmen and/or Town Meeting. Others have developed a follow-up evaluation form that specifically lists each action item and asks for responses.

Although the Planning Board played an oversight role as the plan was being drafted, it will be important to consider the establishment of a separate entity to coordinate implementation of the Plan. The Planning Board will be responsible for a number of the Plan’s recommendations, so this separate Committee can help in reducing the burden on the Planning Board. The appointment of a Master Plan Implementation Committee could assist in the oversight and coordination of the Plan’s implementation.

The implementation plan intends to deliver on the promise of the goals and objectives expressed throughout this process, with a program of tangible steps for the Town to take over the next ten years and beyond. There is a high level of activity on these issues, based upon the input received during the planning process.

Table 9-1 below summarizes the specific recommendations found at the end of each of the plan's elements. The timing for implementation of the recommendations are assigned for years 1 – 2, years 3 – 5, and years 6 – 10 to assist in determining the timeframe in which each item is to be considered. Some recommendations do not necessarily fall into those designations and are noted in each column to reflect that they are ongoing in nature. The responsible parties are also listed. If more than one entity could be charged with implementing a particular strategy or recommendation, the “lead agency” is listed first in **bold**. Table 9-2 sorts the recommendations by the agency that has the lead responsibility for implementation.

The following list identifies the acronyms used for responsible parties in the table:

- Assessor – Assessor’s Office
- BIC – Business and Industrial Commission
- BOH – Board of Health
- BOS – Board of Selectmen
- CoC – Chamber of Commerce
- ConComm – Conservation Commission
- CoA – Council on Aging
- DPW – Department of Public Works
- ED – Electric Department
- FD – Fire Department
- HC – Historical Commission
- Lib – Library
- PB – Planning Board/Town Planner
- P&R – Parks & Recreation
- SD – School District
- SRPEDD – Southeastern Regional Planning and Economic Development District
- TA – Town Administrator
- Ten Mile – Ten Mile River Study Committee
- TSC – Traffic Study Committee
- WD – Water Department

**Table 9-1 Plan Recommendations – Priority and Responsible Party**

	Land Use Recommendations	Time Period for Implementation (years)				Responsible Party
		1-2	3-5	6-10	Ongoing	
LU – 1	Encourage protection of agricultural land through the Agricultural Preservation Program.				✓	PB, ConComm
LU – 2	Encourage more mixed-use and infill development where appropriate.	✓				PB
LU – 3	Incorporate sustainability standards in the zoning by-laws.		✓			PB
LU – 4	Adopt a Low Impact Development by-law to manage stormwater to reduce impervious cover and the preserve greenspace and other natural areas.	✓				PB, DPW
LU – 5	Use zoning to encourage redevelopment or reuse of vacant or underperforming buildings or parcels.				✓	PB
LU – 6	Consider amending the Cluster Residential Development Bylaw to allow them by right and reduce or eliminate the minimum threshold of 15 acres. Open Space Design can be a more effective tool for open space preservation for smaller project sites and its use would be encouraged by streamlining the permitting process for developers.		✓			PB, ConComm
LU – 7	Develop design guidelines to be incorporated into the zoning bylaw for new development along key roadway corridors with an emphasis on creating a safe and friendly pedestrian environment. These guidelines could include provisions for building massing; building placement; window, door and façade treatments; signage; lighting; streetscape and landscape improvements; access management; and pedestrian amenities.		✓			PB, DPW
LU – 8	Improve design standards for landscaping, site design, and site amenities.		✓			PB
LU – 9	Preserve and enhance the rural aesthetic of existing neighborhoods by maintaining existing allowable densities and generous setbacks in the western part of Town.				✓	PB
LU – 10	Consider a comprehensive update of the zoning by-law as a top priority recommendation of this Plan.	✓				PB
LU – 11	Implement Scenario 2 from the Route 152 Corridor Land Use Study that proposes a mix of commercial activities on the Airport Golf site hosted in several buildings of varying height. This would include 50,000 to 60,000 square feet of commercial uses supported by retail, service, office or residential on the upper stories, all of which would utilize a central open space.	✓				PB
LU – 12	Encourage local agriculture through the development of farmers' markets.				✓	BIC

**Table 9-1 Plan Recommendations – Priority and Responsible Party (Continued)**

	Housing Recommendations	Time Period for Implementation				Responsible Party
		1-2	3-5	6-10	Ongoing	
H - 1	Consider adopting an Inclusionary Zoning bylaw.		✓			PB
H - 2	Consider revisions to the zoning regulations to allow for accessory apartments to make them more viable housing options, especially for senior citizen households. Consider them as a by-right use without the need for a special permit.	✓				PB
H - 3	Encourage more mixed-use and infill development where appropriate.	✓				PB
H - 4	Allow starter homes on smaller non-conforming lots.	✓				PB
H - 5	Adopt the Community Preservation Act to create new affordable housing opportunities.		✓			TA, BOS
H - 6	Continue to look for ways to meet the needs of the growing elderly population, including senior cottage housing.		✓			PB
H - 7	Revise the zoning bylaw to encourage the development of more duplex and townhouse dwellings in selected areas of the Town, which are currently not allowed.	✓				PB
H - 8	Inventory town-owned land and tax title property to identify potential parcels for use as affordable housing sites.				✓	PB

**Table 9-1 Plan Recommendations – Priority and Responsible Party (Continued)**

	<b>Economic Development Recommendations</b>	<b>Time Period for Implementation</b>				<b>Responsible Party</b>
		<b>1-2</b>	<b>3-5</b>	<b>6-10</b>	<b>Ongoing</b>	
<b>ED – 1</b>	Establish Transit-oriented Development districts on Rt. 152 at the town border with Plainville.	✓				<b>PB</b>
<b>ED – 2</b>	Adopt the Chapter 43D Expedited Permit process for targeted commercial properties.	✓				<b>PB, BIC, CoC</b>
<b>ED – 3</b>	Prepare a downtown plan that focuses on redevelopment strategies, funding and implementation.		✓			<b>PB</b>
<b>ED – 4</b>	Expand the industrial park to include underutilized priority development sites along John Dietsch Boulevard and increase visibility of the industrial park through better signage and other infrastructure improvements.		✓			<b>PB, BIC, DPW</b>
<b>ED – 5</b>	Re-establish the storefront and facade improvement program.				✓	<b>BIC</b>
<b>ED – 6</b>	Make improvements to the downtown infrastructure including streets and sidewalks, streetscape and pedestrian linkages, open space and greening, signage (way-finding system) and parking and other amenities to make it more attractive for new businesses and visitors.				✓	<b>DPW</b>
<b>ED – 7</b>	Create opportunities for more entertainment, markets and cultural events in the downtown area.				✓	<b>BIC, CoC</b>
<b>ED – 8</b>	Develop or redevelop underutilized commercial sites with sufficient supporting infrastructure for businesses compatible with local and regional industry clusters (e.g., small manufacturing, food production and distribution, green technologies, creative/arts-oriented businesses, healthcare, professional services, skill trades and education).				✓	<b>PB, BIC, DPW</b>

**Table 9-1 Plan Recommendations – Priority and Responsible Party (Continued)**

	Open Space and Recreation Recommendations	Time Period for Implementation				Responsible Party
		1-2	3-5	6-10	Ongoing	
OS – 1	Adopt the Community Preservation Act to provide funding to preserve open space, protect historic resources, and improve park and recreation facilities.		✓			BOS, ConComm, HC, PB
OS – 2	Establish a prioritization process and plan for acquisition of open space; acquisition/retention/ enrollment of farmland into Ch. 61 and APR programs.	✓				ConComm, Assessor, BOS, PB, P&R
OS – 3	Appoint a standing Open Space Committee in order to work internally and intra-municipally to plan, develop, and implement projects and update the Open Space Plan as changes occur and milestones are met.	✓				BOS
OS – 4	Evaluate sites, plan, and develop passive recreation (hiking, walking, nature observation, etc.) and trail options for the Conservation Commission lands (Arns, Mullen, Chastenet, and Graham properties) near the Seven Mile River.				✓	ConComm, PB, SRPEDD
OS – 5	Assess the potential for trails at Town Park and facilities at WWI Memorial Park.				✓	P&R, BOS, DPW
OS – 6	Undertake a comprehensive reuse study for the Lestage Property that includes the potential for necessary athletic and recreational facilities, community agriculture, cultural plots, recreational trails (and possible link to Angle Tree), and the retention of the integrity of the Historic Register properties on site.	✓				P&R, BOS, ConComm, HC, PB
OS – 7	Develop a policy that no town park land will be encroached upon for non-recreational purposes.	✓				BOS
OS – 8	Address the needs highlighted in the ADA Transition Plans for Park & Recreation and Conservation properties and facilities.				✓	P&R, BOS, ConComm
OS – 9	Review existing land use and planning regulations in terms of exercising options such as limited development plans, transfer of development rights (TDR), conservation development, etc.				✓	PB, ConComm
OS – 10	Using existing on-road and off-road trails, and the ability to tie into other municipal and regional trails, develop a plan and timetable for the creation of additional local trails and links to existing trails; capitalize on the success of the 2011 Chomey trail effort.				✓	P&R, BOS, ConComm, PB, SRPEDD
OS – 11	Assess the ability of the Town to link key open space parcels, town properties, schools, recreation facilities, etc. ("knit" together existing open space holdings).				✓	ConComm, BOS, P&R, PB, SD
OS – 12	Secure funding sources for multi-purpose trail/facility planning and construction.		✓			ConComm, BOS, SRPEDD
OS – 13	Develop and publish a Town Trail Map/Brochure.		✓			P&R, ConComm, HC, PB
OS – 14	Review and revise, as necessary, policies and procedures for inter-board communications, cooperative management of town assets, etc.				✓	All
OS – 15	Develop a digitized Open Space and Recreation parcel database for the Town so that all departments are working off of the same data when addressing acquisition, preservation, planning and remediation issues.				✓	PB, Assessor

**Table 9-1 Plan Recommendations – Priority and Responsible Party (Continued)**

	Natural Resources Recommendations	Time Period for Implementation				Responsible Party
		1-2	3-5	6-10	Ongoing	
NR – 1	Adopt a Low Impact Development by-law to manage stormwater to reduce impervious cover and the preserve greenspace and other natural areas.	✓				PB, DPW
NR – 2	Review the DEP 303d list, Narragansett Bay Comprehensive Management Plan (Narragansett Bay Program, RI), DCR Water Assets Study, and other recent environmental issue reports; prioritize the most sensitive, at-risk areas; and seek mitigation or corrective action.				✓	BOH, ConComm, PB, SRPEDD
NR – 3	Assess municipally-owned properties for potential environmental issues, particularly around water resource areas, drinking water supply areas, and recreation areas/facilities, and address concerns as required.	✓				WD, BOH, BOS, ConComm, DPW, P&R, PB, SRPEDD
NR – 4	Review and improve, as necessary, the existing Aquifer Protection District provisions of the Zoning Bylaws, as applicable.	✓			✓	WD, ConComm, PB
NR – 5	Secure open land adjacent to important water supply areas, conservation, recreation or water access holdings, using various tools (conservation restrictions, deeded easements, purchase, etc.).				✓	BOS, ConComm, PB, WD
NR – 6	Promote public education on land and water related issues through outreach, media, printed materials, charrettes, workshops, seminars.				✓	WD, ConComm, PB
NR – 7	Review municipal land holdings for conservation land value and status of protection.				✓	ConComm, Assessor
NR – 8	Work to resolve the long-standing issues with sediment build-up and structural deterioration within the Ten Mile River and its tributaries.				✓	DPW, ConComm, Ten Mile, SRPEDD
NR – 9	Begin a comprehensive survey and registration process of species, habitats, unique natural communities, rare, endangered or threatened communities, etc.; pay particular attention to those areas highlighted on EOEEA's BioMap II area wide resource maps, TNC maps, etc.				✓	ConComm, SRPEDD
NR – 10	Work cooperatively to protect or preserve land that links existing protected areas and provides habitat connectivity and wildlife passages, without concern for municipal boundaries.				✓	ConComm, PB
NR – 11	Adopt a municipal Wetlands Protection Bylaw.	✓				ConComm, SRPEDD
NR – 12	Consider adopting the Community Preservation Act (CPA) to help fund conservation and open space acquisition in priority areas.		✓			BOS, ConComm, HC, PB

**Table 9-1 Plan Recommendations – Priority and Responsible Party (Continued)**

	Historic Resources Recommendations	Time Period for Implementation (years)				Responsible Party
		1-2	3-5	6-10	Ongoing	
HR – 1	The community should prepare and adopt a Historic Preservation Plan in order to determine new and update old priority projects.	✓				HC
HR – 2	Consider adopting the Community Preservation Act to fund potential historic restoration, acquisition, planning, preservation and related priority projects.		✓			BOS, ConComm, HC, PB
HR – 3	Highlight the scenic, cultural and historical assets of the Town as a true regional resource for social and cultural opportunities; look to restore and revitalize the historic and cultural core; continue the historic signage efforts to promote and link cultural and historical assets.				✓	HC, BOS, ConComm, HC
HR – 4	Assess the feasibility of projects that retain local historical landmarks, cultural links, and regional connections (kiosk to commemorate Columbia Field and the "Little World Series"; the relocation of Adamsdale Depot building to a transportation hub; creation of a regional "Powderhouse Trail" in the Greater Attleboro Area; revisit the idea of the "Gee Whiz" trail between the Attleboros; more markers for local historical sites that are not otherwise well known).				✓	HC, BOS, ConComm, P&R, DPW, PB
HR – 5	Adopt measures to protect areas of potential cultural and archaeological sensitivity (look at the Medfield Historical Commission's Archaeological Advisory Committee's guidebook).				✓	HC
HR – 6	Conduct a town-wide reconnaissance-level archaeological assessment to identify areas that are likely to have important archaeological sites.				✓	HC



**Table 9-1 Plan Recommendations – Priority and Responsible Party (Continued)**

	Public Facilities and Services Recommendations	Time Period for Implementation (years)				Responsible Party
		1-2	3-5	6-10	Ongoing	
PFS – 1	The Town should establish a systematic process for developing, maintaining and implementing a CIP. The Town should continue its capital improvement planning process and update it on a regular basis.				✓	TA, PB, BOS, SD
PFS – 2	The Town could consider developing a town-owned property inventory for the CIP to identify surplus property and conduct an assessment of a site's suitability for municipal facilities or open space.	✓				TA, PB
PFS – 3	The Town's Capital Improvement Planning Committee should continue its oversight of the CIP.				✓	TA, BOS
PFS – 4	Continue to explore how to meet the space and staffing needs of municipal services.				✓	TA
PFS – 5	Consider ways in which supplies can be purchased and services provided across municipal boundaries.		✓			TA, BOS
PFS – 6	The Town should evaluate the options for the location of a new fire station and design it to ensure it meets the needs of a growing community.	✓				FD
PFS – 7	Continue maintenance of existing parks. Establish a routine maintenance plan that describes what is to be done at each park and ball field on a revolving basis to address short-term maintenance issues and identify where repairs are needed so that they do not become long-term problems into the future.				✓	P&R
PFS – 8	The Library Board of Trustees has been examining a number of possibilities for expansion or replacement of the current library facility. The Library needs to stay relevant with the latest technologies so that it can provide the services to meet the needs of the Town's residents. Once a recommendation has been brought forward, the Town should incorporate it into the CIP process as described above.	✓				Lib
PFS – 9	Explore the feasibility of an expanded Town Hall so that staff can more easily communicate and collaborate by allowing for more meeting spaces and consolidation of municipal office space.		✓			TA
PFS – 10	Develop a long-range energy reduction plan for municipal operations.		✓			TA
PFS – 11	Develop sustainability principles or guidelines for Town projects, operations, policies and regulations including new or renovated municipal facilities.	✓				TA, PB
PFS – 12	Incorporate cost-effective Green Infrastructure and Low Impact Design (LID) strategies into all municipal projects and work with developers and residents on what they can do.		✓			DPW
PFS – 13	Adopt a Green Stormwater Infrastructure Bylaw that addresses the Town, developers, and residents. Use rain gardens, bioswales, permeable pavement, and green parking lot design when upgrading or permitting all roads, parking lots, sidewalks, and parks.		✓			DPW, PB
PFS – 14	Develop and implement Strategic Education and Outreach Plan on the benefits of Green Infrastructure through public/private partnerships that include information on water management, building healthy soil (instead of using chemical fertilizers, herbicides etc.), the value of native trees, shrubs, and vegetation that offer shade and support biodiversity.		✓			DPW

**Table 9-1 Plan Recommendations – Priority and Responsible Party (Continued)**

	Transportation Recommendations	Time Period for Implementation (years)				Responsible Party
		1-2	3-5	6-10	Ongoing	
T – 1	Explore options for providing transit services (GATRA) along the Route 152 corridor, whether this is through the reorganization of existing routes or a new route.			✓		BOS, PB, TA
T – 2	Continue to explore TOD options, and coordinate with GATRA on Transit Hub.			✓		BOS, PB
T – 3	Expand promotion of existing public transportation opportunities including a new transit hub on Route 1.		✓			BOS, PB
T – 4	Durable landscaping that is close to the highway or along medians can increase the driver's awareness of the immediate environment and alter behavior, resulting in slower speeds and a safer street. The following streetscape strategies should be considered: <ul style="list-style-type: none"> <li>▪ Consider expanding downtown streetscape beyond current extents;</li> <li>▪ Consider developing gateways at entrances to downtown;</li> <li>▪ Design ADA compliant sidewalks that include a landscaping buffer between the sidewalk and roadway on residential roadways;</li> <li>▪ Where appropriate, replace the existing faded crosswalks with imprinted/textured crosswalks at intersections and mid-block locations along major through routes through the downtown.</li> </ul>	✓				DPW, PB
T – 5	The following traffic calming elements could be considered for the downtown and within the established neighborhoods that abut high-volume roadways: <ul style="list-style-type: none"> <li>▪ Curb extensions/bump outs/neckdowns along with complimentary on-street parking;</li> <li>▪ Narrowed travel lanes and widened shoulders with potential for bike lanes;</li> <li>▪ Rumble strips (only in non-residential/non-business areas due to noise);</li> <li>▪ Raised crosswalks; and</li> <li>▪ Roundabouts.</li> </ul>			✓		DPW, PB, TSC
T – 6	Develop access management and traffic impact study guidelines and incorporate them into the zoning by-laws and subdivision regulations. Minimizing curb cuts and greater separation between driveways improve safety, appearance, and the viability of roadways. An access management approach would benefit the northerly segment of Route 152 particularly with it being designated as a priority development area.	✓				PB, DPW, TSC
T – 7	Review the zoning by-laws and consider amendments that would encourage mixed-use (residential, office, retail) and compact/clustered development in areas already served by transportation infrastructure, particularly in the downtown area or in priority development areas.	✓				PB
T – 8	MassDOT has identified several intersections eligible for HSIP funding that should be investigated for improvements. These intersections/roadway segments should be studied in more detail to determine the best course of action.		✓			DPW, TSC
T – 9	Install or upgrade sidewalks to be ADA compliant and include a landscaped buffer where there is available right-of-way.				✓	DPW
T – 10	Enhance the areas in and around public open spaces (parks, schools, athletic fields) so that children and parents who live nearby can make choices about how they can travel between home and these uses. Currently, in many locations, automobile use is perceived to be the safest mode of transportation.				✓	P&R, SD

**Table 9-1 Plan Recommendations – Priority and Responsible Party (Continued)**

	Transportation Recommendations	Time Period for Implementation (years)				Responsible Party
		1-2	3-5	6-10	Ongoing	
T – 11	Construct crosswalks that enhance the awareness of drivers to pedestrians; could include raised and or textured treatments.				✓	DPW
T – 12	Install crosswalk signage to reinforce vehicle and pedestrian awareness.				✓	DPW
T – 13	Install countdown pedestrian signal heads at signalized crossings that do not currently have them.				✓	DPW
T – 14	Improve pedestrian mobility on residential roads.				✓	DPW, TSC
T – 15	Educate public to "Stop- Look- and Wave" in the Town of North Attleborough at crosswalks.				✓	DPW, TSC
T – 16	Investigate locations for installation of future walking trails		✓			DPW, P&R
T – 17	Develop, update, and implement a town wide Bicycle Master Plan that addresses both commuter and recreational bicycling.	✓				PB, DPW, P&R
T – 18	Develop and sign on-road bicycle routes.		✓			DPW
T – 19	Consider installation of bicycle racks at activity centers.		✓			DPW
T – 20	Improve bicycle mobility on residential roads.		✓			DPW
T – 21	Explore ways to improve east-west bicycle mobility, particularly between Route 152 and downtown.		✓			DPW
T – 22	Explore possibility of providing bicycle accommodations along Route 120 in order to tie into the accommodations provided once Route 120 crosses into Rhode Island.		✓			DPW
T – 23	Educate the public of existing bicycling opportunities.				✓	DPW, PB
T – 24	Look for opportunities to provide off-road bicycle connections between corridors and traffic destinations.			✓		P&R
T – 25	Create a parking plan that focuses exclusively on the current and future needs of the downtown.		✓			BOS
T – 26	Evaluate future development proposals with an eye towards increasing the publicly available parking supply, particularly in the downtown.				✓	PB, TSC
T – 27	Seek to create reserved and/or dedicated parking supply for the public buildings in the Town (Library and Town Hall, in particular).				✓	BOS
T – 28	Collaboratively (DPW and MassDOT) remove existing sign clutter along state routes.				✓	DPW
T – 29	Commission a "Way-finding Program" to assist visitors to navigate to and from the downtown areas of North Attleborough and direct them to public parking opportunities by using branded signage for the community.				✓	DPW
T – 30	Upgrade the overall consistency of traffic signage throughout Town by reviewing current regulatory signage and assuring that it is consistent with the current Manual on Uniform Traffic Control Devices (MUTCD) guidelines.				✓	DPW, TSC

**Table 9-2 Plan Recommendations – “Lead Agency”**

Action Lead By	Time Period			
	1-2 years	3-5 years	6-10 years	Ongoing
Planning Board/Town Planner	LU-2, LU-4, LU-10, LU-11, H-2, H-3, H-4, H-7, ED-1, ED-2, NR-1, T-6, T-7, T-17	LU-3, LU-6, LU-7, LU-8, H-1, H-6, ED-3, ED-4		LU-1, LU-5, LU-9, H-8, ED-8, OS-9, OS-15, T-26
Board of Selectmen	OS-3, OS-7	OS-1, NR-12, HR-2, T-3, T-25	T-1, T-2	NR-5, T-27
Conservation Commission	OS-2, NR-11	OS-12	H-1, T-11	OS-4, OS-11, NR-7, NR-9, NR-10
Town Administrator	PFS-2, PFS-3, PFS-11	H-5, PFS-5, PFS-9, PFS-10		PFS-1, PFS-4
Department of Public Works	T-4	PFS-12, PFS-13, PFS-14, T-5, T-8, T-16, T-18, T-19, T-20, T-21, T-22	NR-18	ED-6, NR-8, T-9, T-11, T-12, T-13, T-14, T-15, T-23, T-28, T-29, T-30
Parks and Recreation	OS-6	OS-13	T-24	OS-5, OS-8, OS-10, PFS-7, T-10
Board of Health				NR-2
Historic Commission	HR-1			HR-3, HR-4, HR-5, HR-6
Library	PFS-8			
Water Department	NR-3			NR-4, NR-6
Business and Industrial Commission				LU-12, ED-5, ED-7
Fire Department	PFS-6			

# Appendix

Appendix A – Summary of the February 13, 2013 Public Forum

Appendix B – Summary of the November 6, 2013 Public Forum

Appendix C – Results from Master Plan Survey

Appendix D – Results from the Open Space and Recreation Survey





## February 13, 2013 Public Forum Summary Report

### Exercise 1. Name the top five things you like about the character of North Attleborough:

#### **Group 1 Top Five:**

1. Schools- high quality of education and efficient use of funds
2. Diversity of town- industrial/commercial/residential land
3. Convenience/access/location- highways/95
4. Services- Electric company, Fire, DPW, Police
5. Thriving downtown

#### Other things mentioned:

- Form of government - RTM (representative town meeting)
  - Likes having access to multiple people
- Geography/physicality/topography
- Recreational facilities
  - Quality is good
  - Diversity/lakes/conservation
- Micro communities
  - Neighborhoods
  - Lake areas, subdivisions, apartments
  - Housing downtown, diversity

- People and demographics
- Low property taxes
- Single tax rate
- Shopping/mall
  - Moved to town because of mall

**Group 2 Top Five:**

1. Good schools
2. Great downtown
3. Good Parks and Recreation Department
4. Mix of character of land uses
5. Community participation and spirit
6. Public Safety

**Other things mentioned:**

- North Attleborough Municipal Light
- Supportive of businesses
- Proximity to major highways and transportation
- Youth sports
- Proximity to retail centers
- Excellent community hospital
- Zoo
- World War I Park
- Neighborhoods and village centers
- Close knit neighborhoods
- Diverse religious community



**Group 3 Top 5:**

1. Good place for family
2. Great public Safety
3. Good school system
4. Availability of Parks
5. Perfect Location for both business and residents

Other things mentioned:

- Trees and plantings
- Small town feeling
- Availability of Jobs
- Great Police force
- Caring people/friendly community
- Active downtown

**Group 4 Top Five:**

1. Community events
2. Historical building, traditional downtown – mom and pop shops
3. Amount of involvement in business in town to support community
4. Trail in town on Ellis Road – Boy Scouts work
5. Close to commuter rail

Other things mentioned:

- Kids day
- Downtown beach day
- Mix of land use property uses (from rural to downtown, etc.)
- Open areas preserved areas
- Public safety

- Heritage of the people in town
- World War I Park
- Julia's garden
- Fire barn
- Mount Hope Cemetery

**Exercise 2. Name the top five things you would like to improve:**

**Group 1 Top Five Improvements:**

1. More commercial and industrial space
2. Downtown parking
3. Senior housing developments +55
4. Affordable housing for young people. Mix of rental/owner/starter homes
5. Brownfield redevelopment/remediation

**Other things to improve:**

- Taxes too low
- Road improvements
- More playing fields
- More hiking trails
- Need better balance of commercial/industrial and residential (need more commercial/industrial development)
- New town hall
- Centralize elementary schools to improve efficiency
- Improve water and sewer distribution
- New zoning bylaws

**Group 2 Top Five Improvements:**

1. More housing for senior citizens (including assisted living)
2. More housing for younger adults (affordability)
3. Better and more ballfields
4. Pedestrian access/ connection along Route 1
5. Attract more businesses to town

Other things to improve:

- Artificial turf field at high school
- More sidewalks/trails
- Reduce commercial vacant space
- More industrial space (rezone in industrial park)
- More focus on activities and services for elderly

**Group 3 Top Five Improvements:**

1. Address abandoned buildings/revitalize downtown
2. Bigger senior center/library
3. Public transit
4. Improve infrastructure - road/sidewalk/waterways/greenery

Other things to improve:

- More business growth/jobs
- Affordable housing for the elderly
- Road improvements
- Revitalize downtown
- More recreational opportunity

**Group 4 Top Five Improvements:**

1. Platform for mom and pop shops to grow

2. Better jungle gym playground area
3. Change zoning to bring back old historical feel in downtown
4. Downtown should be more 'upscale'
5. Need Ballfield improvements

Other things to improve:

- Improve key properties that need help
- Deal with abandoned properties in town
- Public/private partnerships
- Work with federal government to deal with regulations and barriers to development
- New senior center
- Better educational system - leverage online education to allow earning of "credits"

**Exercise 3. What do you see in other communities that you would like to see here?**

**Group 1:**

- Indoor sports complex/ice rink, basketball courts
- Bike trails/walking paths, multi-use trails
- Community farming/gardens – Cumberland
- Turf playing fields
- Improved sidewalks/ADA compliant
- Senior center in Foxborough
- Nantucket Town Hall - fire, police centralized
- New fire station
- RMV back in town
- New library
- Make downtown more quaint/improvements

- Historic preservation and open space preservation
- Flood control in center of town

**Group 2:**

- Mixed use development
- Incentives to develop blighted/vacant parcels
- Major hotel
- Parking lot and shuttle to Mansfield MBTA station
- More information/ dissemination of town's assets – historic resources
- Better ocean view
- Less blight
- Amenities and services for industrial park occupants
- An iconic town hall in New England style
- Emphasize live, work, play
- Gateway to downtown

**Group 3:**

- Franklin has a growing industrial sector
- Non-chain, locally-owned good restaurants (need our own North End)
- More pet friendly public spaces – dog walk path
- Receptacles in streets
- More recreation
- A concrete/physical focal point where people want to come like Providence's Water Fire (with parking)
- Explore housing options
- Recreational/amusement park

**Group 4:**

- Open space and farmlands
- Aesthetics around the public use areas such as recreation and schools
- Bike path like East Bay/Blackstone
- Appearance of Route 1

- Quaint feel of downtown shops like Wellesley
- Hospital/day surgery/medical center
- Better industrial park
- Better playgrounds
- Regionalize stuff to make it super

#### **Exercise 4: North Attleborough Master Plan – Logo/Slogan ideas**

##### **Elements for Logo:**

1. Imply water & energy
2. A compass pointing north (implying “North”)
3. 10 Mile River running through the town is a major natural resource

##### **Elements for Slogan:**

1. North
2. Big Red
3. Pride/Togetherness/Generosity/Caring
4. Going Forward
5. Big Red Moving Forward
6. North Attleborough on the water (10 Mile River)
7. Big Heart



## *North Attleborough 2013 Master Plan*

### *November 6, 2013 Public Forum Summary Report*

**MEETING DATE:** November 6, 2013

**LOCATION:** North Attleborough Middle School Cafetorium

**TIME:** 6:30 PM – 9:30 PM

**ATTENDEES:** About 50 Citizens  
Mary Burgess, Town Planner  
Richard Houle, Chair, North Attleborough Planning Board  
Richard Peterson, Vice-Chairman  
Mary Signoriello, Secretary  
Richard J. McCarthy, Jr.  
Thomas Welch, PTP  
Ralph Willmer, VHB  
Geoffrey Morrison-Logan, VHB  
Renee Guo VHB

**PREPARED BY:** Renee Guo, VHB

**DATE PREPARED:** November 14, 2013

On Wednesday, November 6, 2013, the Town of North Attleborough convened the second public forum for the North Attleborough 2013 Master Plan project. Approximately 50 citizens attended the forum, which was held at the North Attleborough Middle School Cafetorium from 6:30 PM to 9:30 PM. In addition to the members of the public, the forum was attended by Mary Burgess, Town Planner; Richard Houle, Chair, North Attleborough Planning Board; Richard Peterson, Vice-Chairman; Mary Signoriello, Secretary; Richard J. McCarthy, Jr.; Thomas Welch, PTP; and representatives from the consulting team including Ralph Willmer, Project Manager; Geoffrey Morrison-Logan; and Renee Guo.

The purpose of the meeting is to: 1) summarize the work done to date; 2) collect public feedback on planning goals for each topic, including Land Use and Housing, Economic Development, and Natural,

Cultural, and Historic, Open Space and Recreation Resources.; 3) begin to consider implementation strategies and priorities.

The meeting involved four activities. Upon signing in, each participant received a handout package that contained copies of the meeting agenda and a summary of the draft Master Plan Goals and Strategies for the Plan elements. The first section of the meeting was run in an open house format, where participants visited each of the three stations exhibiting the baseline data, maps, and proposed Goals and Strategies for the Plan elements. During the open house, participants had the chance to familiarize themselves with the presented information and engage in conversations with each other as well as with town staff and other facilitators from the consulting team.

Following the open house was a presentation. Ralph Wilmer introduced the goals of the meeting and led the public through a brief presentation on the proposed Goals and Strategies for Land Use and Housing; Economic Development; and Natural, Cultural and Historic, Open Space and Recreation Resources. A set of TurningPoint (electronic polling) questions was asked after the introduction to the Goals and Strategies. The results of these questions are shown below:

1. How long have you living in North Attleborough?
  - 1) Less than one year **0%**
  - 2) 1-3 years **4%**
  - 3) 4-10 years **4%**
  - 4) 11-20 years **33%**
  - 5) 21-30 years **24%**
  - 6) More than 30 years **28%**
  - 7) I don't live here, but come to work/visit/play **7%**
2. What are the 3 most important priorities regarding the Town's recreational and natural open spaces? (participants ranked their top 3 responses)
  - 1) Water quality protection **24%**
  - 2) Connections with other open spaces and parks **9%**
  - 3) Wildlife habitat protection **13%**
  - 4) Access to rivers **3%**
  - 5) Farmland preservation **13%**
  - 6) Wetland protection **6%**
  - 7) Active recreational activities **17%**
  - 8) Trails and hiking **14%**
  - 9) Other **2%**
3. What should North Attleborough's first priority be to protect historical resources?
  - 1) Protect historic buildings **25%**
  - 2) Protect historic neighborhoods **18%**
  - 3) Protect historic landscapes/scenic views **20%**
  - 4) Protect scenic roads and stonewalls **7%**
  - 5) Protect archeological resources **5%**
  - 6) Protect and enhance connections to North Attleborough's cultural history **23%**
  - 7) Other **2%**



4. What features/aspects of the Town are most important for attracting and sustaining business development?
  - 1) Quality of life/housing **25%**
  - 2) Presence of other specific industries **5%**
  - 3) Regional location/access **36%**
  - 4) Availability of development-ready sites **18%**
  - 5) Workforces quality and availability **9%**
  - 6) Not sure/other **7%**
5. What do you see as the 3 most important recommendations for downtown North Attleborough? (participants ranked their top 3 responses)
  - 1) More mixed use development with housing **18%**
  - 2) More restaurants **11%**
  - 3) More retail **13%**
  - 4) More offices **4%**
  - 5) Incubator businesses **7%**
  - 6) More parking **22%**
  - 7) Streetscape improvements **22%**
  - 8) Not sure/other **2%**

Several important strategies were highlighted during the presentation as well. These strategies include adopting Community Preservation Act, incorporating Low Impact Development, and focusing on Priority Development and Preservation Areas identified by the Town and the South Coast Rail study.

Breakout group discussions were convened for the third portion of the public meeting. Three breakout stations, each featuring different Plan elements, were set up in the Cafetorium. All of the participants were initially grouped into these three stations. They then rotated with their groups to a different station after a 25-minute discussion sessions so that everyone had a chance to share their opinions on each of the topics. The discussions focused on what strategies should be prioritized and whether there are other strategies or actions that should be taken into consideration in order to achieve the goals. Summaries of the breakout group comments are shown below:

#### **Land Use and Housing**

- Consider inclusionary housing
- Amend cluster zoning to make it more attractive to developers
- Promote Low Impact Development
- Prioritize the reuse of vacant or underutilized buildings
- Keep western part of town as is
- Need to be proactive with affordable housing, especially for senior citizens and younger families

### **Economic Development**

- Downtown Transit Oriented Development and mixed use: retail on ground level with housing above, e.g. senior and affordable housing
- Create more charming storefronts in downtown area; downtown beautification
- More community events in town center to draw businesses and people
- Repurpose industrial park to allow mixed use and more diversified businesses, e.g. R&D, medical, high-tech, etc.
- Focus on utilizing vacant buildings
- Focus on promotion and marketing of the Town's location, community events, etc.
- Update zoning with more flexibility to allow light industries and small businesses
- Partner with farmers and promote community farmer's market
- Streamline permitting process

### **Natural, Cultural, Historic, Open Space and Recreation Resources**

- Adopt Community Preservation Act
- Appoint Open Space Committee
- Protect water quality in town
- Provide more recreational opportunities to those neighborhoods that are not adequately served
- Promote historic landmark, such as the Angle Tree
- Create new fields or cross country loops at the LeStage property
- Preserve the western side of town
- Create more biking and hiking trails and connections
- Preserve the historic vision of the north end and south end of town – keep it conforming to the past, present, and future











The last part of the meeting was a dot-voting exercise, during which participants revisited each of the three stations and voted on the three top strategies that they believe should be prioritized for the Plan. Note that even if some strategies received few, if any votes, it does not mean they are not important or should be dropped from the Plan. Rather, this exercise was designed to ask participants to prioritize the ones they felt were most significant. The one securing the most votes are highlighted. The results of the prioritization voting are shown below:

<b>Land Use and Housing Strategies</b>	<b>Total Votes</b>
Encourage protection of agricultural land through the Agricultural Preservation Program	2
Incorporate sustainability standards in the zoning by-laws	2
Adopt low impact development standards to control stormwater	3
Use zoning to encourage redevelopment or reuse of vacant or underperforming buildings or parcels	11
Adopt the Community Preservation Act to create new affordable housing opportunities	1
Adopt an inclusionary housing bylaw that requires a minimum number of affordable housing units in new development	2
Consider allowing accessory apartments	1
Consider allowing smaller starter homes on nonconforming lots if certain conditions are met	1
Consider allowing cottage style housing, especially for senior citizens	1





<b>Economic Development Strategies</b>	<b>Total Votes</b>
Encourage transit oriented development and mixed use redevelopment along Rt. 152 at the North Attleborough – Plainville town line	4
Expand the industrial park to include underutilized priority development sites along John Dietsch Boulevard and increase visibility of the industrial park through better signage and other infrastructure improvements	1
Re-establish the storefront and facade improvement program	1
Make improvements to the downtown infrastructure including streets and sidewalks, streetscape and pedestrian linkages, open space and greening, signage (way-finding system) and parking and other amenities to make it more attractive for new businesses and visitors	9
Create opportunities for more entertainment, markets and cultural events in the downtown area	2
Develop or redevelop underutilized commercial sites with sufficient supporting infrastructure for businesses compatible with local and regional industry clusters (e.g., small manufacturing, food production and distribution, green technologies, creative/arts-oriented businesses, healthcare, professional services, skill trades and education)	9

<b>Natural, Cultural, Historic, Open Space and Recreation Resources Strategies</b>	<b>Total Votes</b>
Adopt the Community Preservation Act to provide funding to preserve open space, protect historic resources, and improve park and recreation facilities	21
Adopt a Low Impact Development by-law to manage stormwater to reduce impervious cover and the preserve greenspace and other natural areas	5
Secure open land adjacent to important water supply areas, conservation, recreation or water access holdings, using various tools (conservation restrictions, deeded easements, purchase, etc.)	2
Work cooperatively to protect or preserve land that links existing protected areas and provides habitat connectivity and wildlife passages, without concern for municipal boundaries	0
Highlight the Town's scenic, cultural and historical landmarks and assets as a true regional resource for social and cultural opportunities; restore and revitalize the historic and cultural core; continue the historic signage efforts to promote and link cultural and historical assets	5
Establish a prioritization process and plan for acquisition of open space; acquisition/retention/ enrollment of farmland into Ch. 61 and APR programs	0
Appoint a standing Open Space Committee in order to work internally and intra-municipally to plan, develop, and implement projects and update the Open Space Plan as changes occur and milestones are met	1
Evaluate sites, plan, and develop passive recreation (hiking, walking, nature observation, etc.) and trail options for the Conservation Commission lands (Arns, Mullen, Chastenet, and Graham properties) near the Seven Mile River	1







1. What originally attracted you to North Attleborough as a place to live? (Check all that apply)

		Response Percent	Response Count
Job opportunities/employment		16.7%	48
<b>Good place to raise children/schools</b>		<b>54.7%</b>	<b>157</b>
Character of the town		36.2%	104
Proximity to family/friends		32.8%	94
Housing cost/availability		46.0%	132
Access to open space		10.1%	29
Real estate tax rate		15.0%	43
Shopping opportunities		5.2%	15
Good public services		10.8%	31
I was born/grew up here		23.7%	68
		Other (please specify)	21
		<b>answered question</b>	<b>287</b>
		<b>skipped question</b>	<b>7</b>



## 2. How long have you lived in North Attleborough?

		Response Percent	Response Count
0-5 years		10.3%	30
6-10 years		17.9%	52
11-20 years		23.0%	67
<b>21+ years</b>		<b>49.8%</b>	<b>145</b>
		<b>answered question</b>	<b>291</b>
		<b>skipped question</b>	<b>3</b>







## 3. What age group do you belong to?

		Response Percent	Response Count
Under 18		0.0%	0
18-24		1.7%	5
25-34		6.2%	18
35-44		24.3%	71
<b>45-54</b>		<b>32.2%</b>	<b>94</b>
55-64		18.8%	55
65+		17.1%	50
		<b>answered question</b>	<b>292</b>
		<b>skipped question</b>	<b>2</b>









**4. Do you have school age children in your household?**

		<b>Response Percent</b>	<b>Response Count</b>
Yes		44.5%	129
No		55.5%	161
		<b>answered question</b>	<b>290</b>
		<b>skipped question</b>	<b>4</b>

**5. Do you consider North Attleborough to be mostly.... (Check all that apply)**

		<b>Response Percent</b>	<b>Response Count</b>
A rural town		17.5%	51
<b>A suburban town</b>		<b>68.4%</b>	<b>199</b>
A suburb of Attleboro		2.7%	8
A commuter town		25.4%	74
A town in transition		25.1%	73
A resort town		0.0%	0
A retirement community		1.0%	3
		<b>answered question</b>	<b>291</b>
		<b>skipped question</b>	<b>3</b>

6. What draws you to downtown North Attleborough "today"? (Check all that apply)

		Response Percent	Response Count
Town Hall		56.1%	152
Library		53.1%	144
Groceries		9.2%	25
Post Office		61.3%	166
Gallery/art		10.3%	28
<b>Restaurants</b>		<b>61.6%</b>	<b>167</b>
Convenience items		11.1%	30
Banking		45.8%	124
	Other (please specify)		55
	<b>answered question</b>		<b>271</b>
	<b>skipped question</b>		<b>23</b>



**7. Please rank the quality of service currently provided by the town in each of the following areas: (Excellent, Good, Fair, Poor or No opinion)**

	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>No Opinion</b>	<b>Rating Average</b>	<b>Response Count</b>
Schools	38.7% (110)	<b>41.2%</b> <b>(117)</b>	5.3% (15)	1.1% (3)	13.7% (39)	2.10	284
Libraries	30.3% (87)	<b>50.5%</b> <b>(145)</b>	13.2% (38)	2.1% (6)	3.8% (11)	1.99	287
Open Space	11.2% (31)	<b>41.4%</b> <b>(115)</b>	32.4% (90)	7.9% (22)	7.2% (20)	2.59	278
Police	45.3% (130)	<b>47.0%</b> <b>(135)</b>	4.2% (12)	0.3% (1)	3.1% (9)	1.69	287
Fire	<b>47.5%</b> <b>(135)</b>	45.8% (130)	1.4% (4)	0.4% (1)	4.9% (14)	1.69	284
Planning	7.6% (21)	<b>35.6%</b> <b>(99)</b>	26.6% (74)	15.5% (43)	14.7% (41)	2.94	278
Road maintenance	5.7% (16)	<b>42.9%</b> <b>(120)</b>	40.7% (114)	10.0% (28)	0.7% (2)	2.57	280
Waste disposal	16.6% (47)	<b>56.5%</b> <b>(160)</b>	15.5% (44)	6.7% (19)	4.6% (13)	2.26	283
Drinking water quality	28.3% (80)	<b>48.1%</b> <b>(136)</b>	14.1% (40)	4.6% (13)	4.9% (14)	2.10	283
Affordable housing	6.0% (17)	<b>43.6%</b> <b>(123)</b>	26.6% (75)	10.3% (29)	13.5% (38)	2.82	282
Ballfields/playgrounds	15.1% (43)	<b>43.0%</b> <b>(122)</b>	16.2% (46)	17.3% (49)	8.5% (24)	2.61	284
Town hall services	20.0% (57)	<b>51.9%</b> <b>(148)</b>	18.2% (52)	4.9% (14)	4.9% (14)	2.23	285
					<b>answered question</b>		<b>289</b>
					<b>skipped question</b>		<b>5</b>

**8. Please comment on the following choices indicated below:**

	<b>Concerned</b>	<b>Mildly Concerned</b>	<b>Not concerned</b>	<b>Response Count</b>
Population growth	<b>34.1% (95)</b>	33.3% (93)	32.6% (91)	279
Lack of job opportunities	38.6% (107)	<b>39.4% (109)</b>	22.0% (61)	277
Lack of elderly services	13.8% (38)	39.6% (109)	<b>46.5% (128)</b>	275
Lack of teen/youth services	17.9% (49)	<b>45.1% (123)</b>	37.0% (101)	273
High cost of housing	32.8% (90)	<b>39.8% (109)</b>	27.4% (75)	274
Lack of sidewalks/bike paths	<b>41.2% (114)</b>	37.2% (103)	21.7% (60)	277
Lack of a community center	16.8% (46)	35.8% (98)	<b>47.4% (130)</b>	274
Lack of shopping opportunities	3.3% (9)	11.8% (32)	<b>84.9% (230)</b>	271
Traffic on Route 1	<b>41.4% (115)</b>	37.8% (105)	20.9% (58)	278
Traffic on other town roads	24.1% (67)	<b>41.7% (116)</b>	34.2% (95)	278
Lack of public transportation	15.2% (42)	33.2% (92)	<b>51.6% (143)</b>	277
Cost of Sewer/Water/Trash removal	<b>49.1% (140)</b>	38.6% (110)	12.3% (35)	285
Loss of open land to development	<b>50.5% (140)</b>	30.7% (85)	18.8% (52)	277
Need for zoning enforcement	<b>40.4% (111)</b>	33.8% (93)	25.8% (71)	275
Design and appearance of downtown	27.0% (74)	<b>39.4% (108)</b>	33.6% (92)	274
			<b>answered question</b>	<b>289</b>
			<b>skipped question</b>	<b>5</b>

**9. Please rate the pace of growth in the town for the following types of development?**

	<b>Too fast</b>	<b>Just right</b>	<b>Too slow</b>	<b>Response Count</b>
Residential	48.2% (132)	<b>51.1% (140)</b>	0.7% (2)	274
Commerical/downtown	7.0% (19)	<b>56.5% (153)</b>	36.5% (99)	271
Commerical/Route 1	<b>44.9% (124)</b>	42.8% (118)	12.3% (34)	276
Industrial	5.3% (14)	45.3% (120)	<b>49.4% (131)</b>	265
			<b>answered question</b>	<b>277</b>
			<b>skipped question</b>	<b>17</b>



**10. Imagine North Attleborough in the next 5 to 10 years... how would you assess the following concerns?**

	<b>No problem</b>	<b>Moderate</b>	<b>Serious</b>	<b>Response Count</b>
Road safety	10.7% (30)	<b>58.7% (165)</b>	30.6% (86)	281
Open space	13.4% (37)	<b>47.1% (130)</b>	39.5% (109)	276
Recreational areas	17.6% (49)	<b>45.3% (126)</b>	37.1% (103)	278
Affordable housing	19.4% (54)	<b>52.0% (145)</b>	28.7% (80)	279
Quantity of water supply	26.5% (74)	<b>53.0% (148)</b>	20.4% (57)	279
Quality of water supply	35.4% (97)	<b>44.5% (122)</b>	20.1% (55)	274
Town's appearance	25.3% (70)	<b>54.9% (152)</b>	19.9% (55)	277
Job opportunities	12.7% (35)	<b>53.5% (147)</b>	33.8% (93)	275
Crime/public safety	32.7% (92)	<b>50.9% (143)</b>	16.4% (46)	281
Flooding	24.5% (67)	<b>54.7% (150)</b>	20.8% (57)	274
			<b>answered question</b>	<b>284</b>
			<b>skipped question</b>	<b>10</b>

**11. From where you live, please rate the availability of the following:**

	<b>Excellent</b>	<b>Good</b>	<b>Poor</b>	<b>Fair</b>	<b>Unsure</b>	<b>Response Count</b>
Conservation land	16.1% (45)	<b>44.6% (125)</b>	21.8% (61)	5.0% (14)	12.5% (35)	280
Ballfields/playgrounds	19.2% (54)	<b>42.7% (120)</b>	28.8% (81)	4.3% (12)	5.0% (14)	281
Shopping opportunities	46.3% (130)	<b>47.7% (134)</b>	3.6% (10)	1.8% (5)	0.7% (2)	281
Elderly housing	9.7% (27)	<b>36.1% (100)</b>	15.5% (43)	6.5% (18)	32.1% (89)	277
Passive recreation (i.e. walking trails/bike paths)	10.0% (28)	25.7% (72)	<b>48.9% (137)</b>	10.0% (28)	5.4% (15)	280
Sidewalks	7.9% (22)	30.5% (85)	<b>49.1% (137)</b>	8.6% (24)	3.9% (11)	279
					<b>answered question</b>	<b>283</b>
					<b>skipped question</b>	<b>11</b>













**12. The town should take an active role in promoting new development?**

		<b>Response Percent</b>	<b>Response Count</b>
<b>Agree</b>		<b>69.3%</b>	<b>185</b>
<b>Disagree</b>		30.7%	82
		<b>answered question</b>	<b>267</b>
		<b>skipped question</b>	<b>27</b>












13. Please indicate the importance of the following to you? (Please check answer that best represents your opinion: 1-Not important, 2-Neutral, 3-Important)

	1-Not important	2-Neutral	3-Important	Rating Average	Response Count
Open space to meet passive recreation	6.1% (17)	28.4% (79)	<b>65.5% (182)</b>	2.59	278
Open space to meet conservation needs	7.9% (22)	33.8% (94)	<b>58.3% (162)</b>	2.50	278
Farmland	14.0% (39)	41.0% (114)	<b>45.0% (125)</b>	2.31	278
Open space to meet active recreation needs	6.9% (19)	27.9% (77)	<b>65.2% (180)</b>	2.58	276
			<b>answered question</b>		<b>280</b>
			<b>skipped question</b>		<b>14</b>














14. In order to preserve open spaces, would you consider any of the following options? (Check all that apply)

		Response Percent	Response Count
Contribute land/money to a land trust		28.0%	72
Contribute some land to the town		9.3%	24
Donate money to buy land		21.4%	55
Rewrite your deed to limit future use of your land		10.9%	28
Sell land to the town or a trust organization below market value		9.7%	25
Allow for multi-use of school facilities		64.2%	165
Sell land to the town at a fair value		15.2%	39
Through a designated surcharge on your property tax bill not less then 1% and not more then 3% of the tax bill		20.2%	52
Support zoning as a means of protecting open space and rural character		69.6%	179
Give landowners a tax incentive to put their land under a conservation easement		58.0%	149
<b>Maintain current recreation areas and facilities</b>		<b>71.2%</b>	<b>183</b>
Support building on smaller lots in exchange for developers' preserving larger areas as open space (also known as Open Space Design or Transfer of Development Rights)		41.2%	106
<b>answered question</b>			<b>257</b>
<b>skipped question</b>			<b>37</b>

15. In the Town as a whole, which type of residential construction would you support? (Check all that apply)






		Response Percent	Response Count
Single family		80.1%	214
Two family		28.1%	75
Apartments		22.1%	59
Condominiums		33.0%	88
Attached dwelling		12.4%	33
Apartment complexes		10.9%	29
Affordable housing		34.1%	91
Assisted living		46.4%	124
Elderly housing		55.4%	148
Town housing		16.9%	45
Mixed-use (residential, commercial, industrial, services)		35.6%	95
	Other (please specify)		55
	<b>answered question</b>		<b>267</b>
	<b>skipped question</b>		<b>27</b>

16. What type of development would you support? (Check all that apply)

		Response Percent	Response Count
Individual stores		48.0%	131
Small shops		62.3%	170
Neighborhood stores		61.5%	168
Shopping Plazas		16.1%	44
Malls		10.6%	29
<b>Strengthen downtown</b>		<b>82.4%</b>	<b>225</b>
Large retail chains		12.8%	35
Mixed use		37.7%	103
Manufacturing		49.5%	135
Light industrial		58.2%	159
Warehouses		30.8%	84
Heavy manufacturing		18.7%	51
Offices		49.8%	136
		<b>answered question</b>	<b>273</b>
		<b>skipped question</b>	<b>21</b>



17. What type of Institutional development would you support? (Check all that apply)

		Response Percent	Response Count
Higher education		83.0%	224
Correctional institutions		8.5%	23
Medical facilities		70.7%	191
Biotechnology		56.7%	153
Research and Development		67.0%	181
	Other (please specify)		13
	<b>answered question</b>		<b>270</b>
	<b>skipped question</b>		<b>24</b>

18. Would you support the Planning Board's effort to secure funding to complete the Master Plan?






		Response Percent	Response Count
Yes		89.1%	237
No		10.9%	29
	<b>answered question</b>		<b>266</b>
	<b>skipped question</b>		<b>28</b>



## 1. Of how much concern are the following issues to you?

	important	neutral	not important	Rating Average	Response Count
Loss of natural resources and habitat	84.7% (199)	12.3% (29)	3.0% (7)	1.18	235
Loss of rural qualities of the town	73.6% (173)	18.7% (44)	7.7% (18)	1.34	235
Loss of agricultural land	64.1% (152)	26.6% (63)	9.3% (22)	1.45	237
Quality of our rivers, streams, and ponds	93.2% (221)	6.3% (15)	0.4% (1)	1.07	237
Pollution of groundwater	95.3% (225)	4.7% (11)	0.0% (0)	1.05	236
				<b>answered question</b>	<b>238</b>
				<b>skipped question</b>	<b>1</b>










## 2. Of these concerns which is the MOST important too you? (pick one)

		Response Percent	Response Count
Loss of natural resources and habitat		22.6%	53
Loss of rural qualities of the town		20.9%	49
Loss of agricultural land		4.3%	10
Quality of rivers, streams, and ponds		19.2%	45
Pollution of groundwater		32.9%	77
		<b>answered question</b>	<b>234</b>
		<b>skipped question</b>	<b>5</b>



### 3. How important is it to you to preserve the following in North Attleboro?

	important	neutral	not important	Rating Average	Response Count
Open Space for conservation/passive recreation (i.e. walking trails)	<b>86.7% (202)</b>	9.9% (23)	3.4% (8)	1.17	233
Open Space for active recreation (i.e. ball fields)	<b>70.3% (161)</b>	24.0% (55)	5.7% (13)	1.35	229
Places of historical value	<b>59.7% (135)</b>	32.3% (73)	8.0% (18)	1.48	226
Farmland	<b>52.6% (121)</b>	35.2% (81)	12.2% (28)	1.60	230
			<b>answered question</b>		<b>237</b>
			<b>skipped question</b>		<b>2</b>



















**4. To preserve open space for conservation, recreation, or historical purposes which options would you consider or prefer the town implement? (check all that apply)**

		Response Percent	Response Count
Support the creation of a Public Land Trust		47.4%	109
Donate money or land to a land trust		24.8%	57
Donate land or property to the town		28.3%	65
Sell land to the town or land trust below market value		17.0%	39
Town purchase of land/property		34.3%	79
Combination of public and private action		51.3%	118
<b>Zoning to conserve open spaces and protect rural qualities of the town</b>		<b>69.6%</b>	<b>160</b>
Mandatory dedication of open space by developers		50.4%	116
Tax incentives to private land owners for conservation easements		50.0%	115
		Other (please specify)	9
		<b>answered question</b>	<b>230</b>
		<b>skipped question</b>	<b>9</b>

5. The Community Preservation Act (CPA) is a new tool to help cities and towns fund three key community purposes: open space, historic preservation, and community housing. Since being passed by the Massachusetts Legislature in 2000, 147 municipalities have adopted the CPA. Cities and towns that adopt the CPA obtain community preservation funds by two means - a local property tax surcharge of 1%-3% (determined by the municipality) and state matching funds. Funds can be used for a wide range of uses to benefit the community including: protection of water supplies, preservation of farmland, rehabilitation of historic structures, economic revitalization, preservation of historic places, creating affordable housing, mortgage subsidies, acquisition of land for athletic fields, creation of parks and playgrounds, etc. The Open Space Committee would like to know if you would support the passage of the CPA in North Attleboro.

		Response Percent	Response Count
Yes		61.9%	135
No		38.1%	83
		<b>answered question</b>	<b>218</b>
		<b>skipped question</b>	<b>21</b>



**6. Which of the following recreational facilities/areas in North Attleboro do you and/or your family use or visit on a regular basis? (check all that apply)**

		Response Percent	Response Count
Falls Pond		38.8%	85
Whitings Pond		22.8%	50
<b>World War I Memorial Park</b>		<b>84.0%</b>	<b>184</b>
Mason Field		63.0%	138
Burns Wildlife Arboretum		11.9%	26
Town Pool		25.6%	56
Community Field		43.4%	95
Toner Memorial		0.5%	1
Hoppin Hill		9.1%	20
Town Library		67.1%	147
Baptist Common		9.6%	21
Columbia Fields		13.7%	30
Woodcock Historical Cemetary		6.4%	14
Simmons Park		1.4%	3
Barrow's Park		8.2%	18
Veteran's Park		16.9%	37
Webster Park		0.9%	2
Ruth Rhind Recreational Area		13.7%	30
	Other (please specify)		15
	<b>answered question</b>		<b>219</b>
	<b>skipped question</b>		<b>20</b>

**7. Are you satisfied with the available programs and recreational opportunities for you and/or your family in North Attleboro? Please answer n/a if you do not utilize these opportunities.**


















	Yes	No	N/A	Response Count
Organized sports (football, baseball, softball, tennis, basketball, golf, soccer)	53.7% (124)	10.8% (25)	35.5% (82)	231
Recreational activities (running, biking, hiking, horseback riding, picnicking, sledding, skateboarding)	45.9% (106)	30.7% (71)	23.4% (54)	231
Water-based activities (swimming, fishing, boating, canoeing, kayaking)	46.9% (107)	22.4% (51)	30.7% (70)	228
			<b>answered question</b>	<b>232</b>
			<b>skipped question</b>	<b>7</b>

**8. Please indicate which organized sport program (e.g. soccer, baseball, football, etc.) your family utilizes most and in what town.**

		Response Percent	Response Count
Sport		100.0%	117
Town		57.3%	67
		<b>answered question</b>	<b>117</b>
		<b>skipped question</b>	<b>122</b>



**9. Please indicate the top five recreational facilities you feel are needed or should be expanded.**

		Response Percent	Response Count
bike paths		64.6%	146
children's play areas		29.2%	66
softball fields		16.4%	37
basketball courts		11.5%	26
ice skating rink		30.5%	69
swimming instruction		11.5%	26
summer recreational program		19.9%	45
tennis		9.7%	22
conservation areas		52.7%	119
family picnic areas		27.9%	63
baseball fields		22.1%	50
<b>hiking &amp; walking trails</b>		<b>68.1%</b>	<b>154</b>
bridle paths		4.4%	10
boat ramps		4.0%	9
year round recreation program		28.8%	65
soccer fields		21.2%	48
skateboard park		9.7%	22
	Other (please specify)		24
	<b>answered question</b>		<b>226</b>
	<b>skipped question</b>		<b>13</b>

**10. Indicate how many individuals of each age group are in your family, including yourself.**

number of people

	0	1	2	3	4
Under 10	14.9% (13)	<b>36.8% (32)</b>	33.3% (29)	5.7% (5)	9.2% (8)
10-18	12.2% (11)	30.0% (27)	<b>46.7% (42)</b>	7.8% (7)	3.3% (3)
18-34	8.6% (7)	42.0% (34)	<b>43.2% (35)</b>	3.7% (3)	2.5% (2)
35-49	6.8% (8)	31.4% (37)	<b>60.2% (71)</b>	1.7% (2)	0.0% (0)
50-65	1.0% (1)	34.7% (35)	<b>63.4% (64)</b>	1.0% (1)	0.0% (0)
65+	21.7% (10)	<b>41.3% (19)</b>	37.0% (17)	0.0% (0)	0.0% (0)

answered ques

skipped ques

# 1

## Top Ten Plan Recommendations

### Introduction

This Master Plan makes a number of recommendations that should be implemented to meet the goals of the planning process. In an effort to summarize the key points of the Plan, the following top ten recommendations are highlighted.

- **Consider adopting the Community Preservation Act.** The Community Preservation Act (CPA) is an enabling statute that allows municipalities, at local option, to assess a surcharge on local property taxes not to exceed three percent. Matching funds, depending upon the amount available, would be provided through fees collected at the Registry of Deeds. At least 10 percent of all funds generated through CPA must be expended on each of the three delineated priorities of the CPA statute – affordable housing, open space and recreation, and historic preservation. The remaining 70 percent of the funds collected can be allocated for any combination of the three. This can be an important source of revenue to complement town allocations and state or federal grant sources.
- **Update and modernize the Town’s Zoning By-law.** The Town’s Zoning By-law has not been updated and recodified since 1974. Obviously, much has changed in terms of land use development in North Attleborough, as well as in zoning law. Although the Town has adopted numerous amendments to the by-law, there are many new tools and techniques available to municipalities to address today’s land use issues that are not incorporated into the by-law. A number of them are contained in recommendations suggested throughout this Plan. The Town should consider a comprehensive update of the zoning by-law as a top priority recommendation of this Plan.
- **Develop design guidelines.** Design guidelines should be established for new development along key roadway corridors (Downtown area, Routes 1 and 152) with an emphasis on creating a safe and friendly pedestrian environment. These guidelines could include provisions for building massing; building placement; window, door and façade treatments; signage; lighting; streetscape and landscape improvements; access management; and pedestrian amenities.

- **Adopt new flexible zoning tools and techniques.** Municipalities have turned to a number of innovative tools and techniques to achieve smart growth and housing objectives. By adopting more flexibility in the zoning code to address development issues, creative approaches can be incorporated that allow for the development of affordable housing and to protect natural resources and features such as waterways, scenic vistas, and historic landscapes.
- **Incorporate sustainability standards in the zoning by-laws.** “Green” building practices encourage energy efficiency and ensure that projects are planned, designed, constructed, and managed to minimize adverse environmental impacts. This would include:
  - Energy efficient design inside and outside of the buildings
  - Comply with LEED criteria for green buildings
  - Amenities that promote health and wellness
- **Promote mixed-use, infill development and additional housing options.** North Attleborough’s Zoning Bylaw allows mixed-use development (mixed residential and business uses) where residential is allowed above the first floor level on a limited basis. The zoning bylaw can be revised to encourage more opportunities for mixed-use and the development of more duplex and townhouse dwellings in selected areas of the Town, which are currently not allowed.
- **Develop or redevelop underutilized commercial sites.** Like many other communities, there are a number of underutilized development sites with redevelopment potential. The Town should encourage such redevelopment through zoning and other incentives, along with sufficient supporting infrastructure for businesses compatible with local and regional industry clusters (e.g., small manufacturing, food production and distribution, green technologies, creative/arts-oriented businesses, healthcare, professional services, skill trades and education).
- **Address priority public facility needs.** Continue to explore how to meet the space and staffing needs of municipal services. As North Attleborough grows and changes in how it provides municipal services throughout the Town, it will need to continue to consider how to meet space and staffing needs of its municipal services. With the need to provide more space for the library and Town Hall, as well as a new Fire Department headquarters building, it is important to move forward with applicable space studies, site identification and design to move these potential projects forward in a timely manner. A continued assessment of similar municipal services and their

facilities will enable the Town to plan for where it needs to grow and reduce space and staffing needs.

- **Adopt a Low Impact Development by-law.** A Low Impact Development (LID) by-law is a regulatory tool that is used to manage stormwater to reduce impervious cover and the preserve greenspace and other natural areas. It establishes minimum requirements and procedures to control the adverse effects of increased post-development stormwater runoff and nonpoint source pollution associated with new construction. LID site planning and proper management of post-development stormwater runoff will minimize damage to public and private property and infrastructure. LID helps to maintain the natural hydrologic characteristics of the land to reduce flooding, stream bank erosion, siltation, nonpoint source pollution, and maintains the integrity of stream channels and aquatic habitats.
  
- **Establish a Complete Streets program.** The approach of complete streets seeks to incorporate multimodal designs into roadway projects to ensure that streets are shared by pedestrians and bicyclists, and not dominated by cars. Complete streets also often look to place an emphasis on green design elements that promote an environmentally sensitive, sustainable use of the public right-of-way. Greener designs incorporate street trees, rain gardens, bio-swales, paving materials and permeable surfaces, with plants and soils collecting rain water to reduce flooding and pollution.

