

Detailed Implementation Matrix for **Wood Road District**



Contents

Detailed Implementation Matrix for Wood Road District	1
Summary	3
A. Zoning & Development	5
1. Establish an Overlay Business District (OBD)	6
2. Examining Base Zoning Ordinances	10
3. Increasing Land Coverage and Building Height Limits	13
4. Communications Task: Providing Knowledge of Current Offerings	15
5. Supplemental Funding Program: Offering Additional Incentives to Developers	17
B. Infrastructure, Accessibility & Open Space	19
1. Promoting Transportation Improvements	20
2. Promoting Public and Private Transportation Solutions	22
3. Shared Parking Solutions	25
4. Develop Parks and Pathways	27
C. Retail and Business Support	30
1. Modernize Existing Retail Space	31
2. Support Small Businesses through Sustainable Growth	33
D. Community Engagement and Collaboration	35
1. Formation of a District Group	36
2. Ongoing Feedback	38
3. Focus Groups and Workshops	40
4. Housing Strategy	42

Summary

To create a successful Overlay District that supports the vision for a dynamic, mixed-use area within the Wood Road District, specific zoning changes must be introduced. These changes will allow for greater flexibility, adaptability, and inclusivity of a range of uses, accommodating retail, commercial, and recreational developments. The following are the proposed zoning modifications in implementation matrix form. Below is a definition for each category:

1. Concept and Purpose:

This section outlines the overall vision and goals of the proposed strategy. It explains why the strategy is being implemented, its intended benefits, and the issues it aims to address within the context of the Wood Road District.

2. Permitted Uses and Opportunities:

This category details the types of activities, businesses, or developments that will be allowed or encouraged under the strategy. It also highlights potential opportunities for improvement, such as creating new business types, enhancing infrastructure, or offering recreational facilities.

3. Key Actors Involved:

This section identifies the main stakeholders, organizations, or groups responsible for implementing the strategy. These actors play a significant role in the planning, decision-making, and execution phases, ensuring the strategy's alignment with community goals and legal requirements.

4. Resources Required:

This category lists the financial, technical, and human resources needed to implement the strategy successfully. It includes funding, professional expertise, legal assistance, and any necessary tools or materials.

5. Timeline for Implementation:

This section provides a breakdown of the phases and expected duration of the strategy's execution. It estimates how long each phase of the process will take, from initial planning to full implementation, accounting for project complexity and stakeholder involvement.

6. Performance Metrics:

These are the criteria used to evaluate the success of the strategy. Performance metrics can include measurable outcomes like increased development, improved accessibility, or positive feedback from the community, providing a means of assessing the strategy's effectiveness over time.

7. Alignment with Existing Regulations and Community Vision:

This section describes how the strategy conforms to current legal frameworks, zoning bylaws, and broader community objectives, such as those outlined in the town's master plan. It ensures that the strategy fits within existing guidelines and reflects the community's long-term goals.

8. Strategic Impact and Community Benefits:

This category explains the broader effects of the strategy on the community, highlighting its potential to enhance economic growth, public services, quality of life, and sustainability. It outlines the anticipated advantages for businesses, residents, and visitors.

9. Limitations and Exclusions:

This section identifies any potential challenges, risks, or constraints associated with the strategy. It outlines factors that might hinder its implementation, such as budgetary limitations, regulatory barriers, or community concerns, and provides a realistic understanding of what the strategy cannot achieve.

Acknowledgements

We would like to begin by expressing our deepest gratitude to the **Town of Braintree** for its generous funding and unwavering support, which made this project possible.

We also extend our sincere thanks to the **businesses and real estate professionals on Wood Road**, the **residents of Braintree**, and **all those involved in the planning process**. Your engagement and feedback were invaluable in shaping the direction and outcomes of this project.

A special thank you to the **Core Team** for their guidance, dedication, and expertise throughout the project:

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We also recognize the efforts of the following MAPC staff, whose hard work and collaboration were instrumental to the project's success:

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Zoning & Development

1. Establish an Overlay Business District (OBD)

Category	Details	Source(s)
Concept and Purpose	An OBD will be implemented to facilitate flexible and modern development, accommodating a mix of retail, commercial, and recreational spaces. It will simplify regulations and streamline approvals aligned with the community's vision for a thriving, sustainable district.	Braintree Master Plan, Community Survey and Workshop Findings
1. Simplify the Approval Process	<ul style="list-style-type: none"> a. Implement a flexible regulatory framework with streamlined approvals for projects that align with the district's goals. b. Use pre-approved zoning checklist to reduce administrative hurdles for mixed-use developments 	
2. Strengthen Development with Retail, Office, and Recreational Spaces	<ul style="list-style-type: none"> a. Promote mixed-use developments that integrate retail and service businesses, office spaces, commercial facilities, and public-private recreational spaces. b. Foster the creation of restaurants, entertainment venues, and wellness centers alongside recreational amenities to meet community needs. c. Require public spaces and green areas within developments, offering incentives for parks, pedestrian pathways, and multi-use recreational spaces. 	
3. Incorporate a Mixed-Use Commercial-Entertainment Zoning Classification.	<p>To foster a vibrant, multi-use environment in the Wood Road District, a new Mixed-Use Commercial-Entertainment zoning classification will be created. This classification will permit a variety of uses, including retail, office space, restaurants, entertainment venues, and public spaces. The following key components will guide the creation of this zoning category:</p> <ul style="list-style-type: none"> a. Base on Existing Models: <ul style="list-style-type: none"> i. Use the Highway Business District zoning model in Braintree as a foundation. This district currently allows for a range of commercial uses, such as automotive services, banks, professional offices, hotels, medical facilities, restaurants, and retail stores. b. Emphasize Entertainment Venues: <ul style="list-style-type: none"> i. Modify permitted uses to focus on entertainment options, including escape rooms, arcades, and other recreational attractions, reflecting community input gathered from surveys. 	

Category	Details	Source(s)
	<ul style="list-style-type: none"> c. Incorporate Public Spaces and Green Areas: <ul style="list-style-type: none"> i. Include regulations requiring that a minimum percentage of the development's area be dedicated to public use and open space. ii. Offer incentives to developers for creating publicly accessible parks, pedestrian pathways, and recreational facilities, responding to strong community interest in green spaces. d. Engage the Community in the Planning Process: <ul style="list-style-type: none"> i. Host public meetings and workshops to involve residents and local businesses in shaping the new zoning regulations, ensuring transparency and alignment with community priorities. e. Parking and Traffic Considerations: <ul style="list-style-type: none"> i. Address parking challenges in the area by balancing adequate parking provisions with efforts to encourage public transportation. ii. Conduct traffic studies to mitigate congestion and manage the impact of new developments on local traffic patterns. f. Sustainability Requirements: <ul style="list-style-type: none"> i. Encourage sustainable practices, such as green building standards, energy-efficient designs, and the incorporation of renewable energy sources. 	
<p>4. Allow for live/work units to combine residential and commercial spaces, promoting innovative entrepreneurial ventures and startups.</p>	<ul style="list-style-type: none"> a. Near Wood Road Entrance: Ideal for retail-front residences and small-scale service providers (e.g., art studios, consulting firms) to create a vibrant street-level environment. b. Near Business Parks: Prioritize spaces where residents can run professional offices or co-working hubs, supporting startups and remote work models. c. Near Transit Nodes: Strategically position live/work units within walking distance of transit stops to promote transit-oriented development (TOD), reducing car dependency. 	
<p>5. Permit flex space developments</p>	<p>to allow adaptive re-use of buildings for varied business or community functions.</p>	

Category	Details	Source(s)
Permitted Uses and Opportunities	<ol style="list-style-type: none"> 1. Modernized retail spaces to attract diverse businesses and customers. 2. Small business support through resources, grants, and development services. 3. Mixed-use and vertical growth with retail, office, and public-private recreational spaces. 4. Shared parking solutions and improved green spaces. 	Community Survey and Workshop Findings, Focus Group Reports
Key Actors Involved	<ol style="list-style-type: none"> 1. Planning Board – Oversees and approves zoning adjustments. 2. Planning and Community Development Team – Provides expertise and coordinates the development process. 3. Local Elected Officials – Supports policy changes and engages the community. 4. Wood Road District Group – Represents stakeholder interests in the district. 5. Local Businesses, Chambers, and Abutters – Contributes insights and feedback. 6. Legal and Planning Consultants – Ensures regulatory compliance and assists with planning. 	Braintree Zoning Bylaws, Community Survey Findings, Focus Group Reports
Resources Required	<ol style="list-style-type: none"> 1. Public hearings and community engagement tools for gathering feedback. 2. Legal drafting resources for creating and implementing the OBD. 3. Financial resources, including potential mitigation funds. 4. Planning and zoning expertise, from staff or external consultants. 	Braintree Master Plan, MGL Chapter 40A
Timeline for Implementation	<ol style="list-style-type: none"> 1. Phase 1: Initial Planning & Engagement (Months 1-6): Gather input, form Wood Road District Group. 2. Phase 2: Drafting Amendments (Months 6-12): Collaborate with legal advisors, draft and refine zoning amendments. 3. Phase 3: Public Review & Adoption (Months 12-15): Host hearings and secure approval. 4. Phase 4: Implementation & Monitoring (Months 15-18): Begin approvals and monitor progress. 	Internal Planning and MAPC Estimates
Performance Metrics	<ol style="list-style-type: none"> 1. Adoption and implementation of the OBD. 2. Increased development applications and space utilization. 3. Community feedback through surveys and public meetings. 4. Increased business visibility and tenant attraction. 	Community Survey Findings, Wood Road District Group Input

Category	Details	Source(s)
Alignment with Existing Regulations and Community Vision	<ol style="list-style-type: none"> 1. Align with Article XV of Braintree Zoning Bylaws. 2. Comply with MGL Chapter 40A. 3. Reflect goals in Braintree Master Plan. 4. Incorporate community priorities for mixed-use development and enhanced retail. 	Braintree Zoning Bylaws, MGL Chapter 40A, Master Plan
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. Streamlines the development process to encourage investment. 2. Supports mixed-use development, economic growth, and job creation. 3. Enhances community amenities with parks and green spaces. 4. Improves accessibility and walkability with pedestrian-friendly streetscapes. 5. Increases property values, benefiting property owners and the town's tax base. 6. Fosters a sense of community identity and pride. 	Community Survey Findings, Focus Group Reports
Limitations and Exclusions	<ol style="list-style-type: none"> 1. Potential impact on existing businesses due to property value changes. 2. Requires extensive planning and community engagement to ensure success. 3. Additional resources may be needed for infrastructure improvements and outreach. 4. Limited access outside of vehicular access. 	Community Survey Findings, MAPC Input

2. Examining Base Zoning Ordinances

Category	Details	Source(s)
Concept and Purpose	<ol style="list-style-type: none"> Amend current sections of the bylaw that would benefit the Wood Road District under the highway business zoning district, being mindful of other areas within the Town with the same zoning district. Establish clear, modern, and adaptable ordinances to guide land use, development, and business visibility in the Wood Road District. Update signage bylaws for more flexibility, shared ground signs, and enhanced business visibility to attract tenants and improve district aesthetics. 	Braintree Zoning Bylaws, Community Survey Findings, Master Plan
Permitted Uses and Opportunities	<ol style="list-style-type: none"> Permitted Uses: Retail establishments, offices, banks, hotels, restaurants, research labs, and light manufacturing. Opportunities: <ul style="list-style-type: none"> Expand permitted uses to include entertainment venues, cultural facilities, and specialty shops. Establish performance-based standards to foster innovation. Offer incentives such tax abatements, and expedited permits for mixed-use projects. Implement an overlay district to streamline approval processes. Align signage bylaws to meet business visibility needs and improve aesthetics. 	Community Survey Findings, Focus Group Reports
Key Actors Involved	<ol style="list-style-type: none"> Planning Board: Reviews, amends, and approves zoning ordinances and signage bylaws. Local Elected Officials: Local elected officials play a critical role in approving zoning amendments, securing funding, and fostering public engagement to ensure the Wood Road District's transformation into a sustainable, vibrant community. Planning and Community Development Team: Provides technical expertise and coordinates community engagement. Wood Road District Group: Represents businesses, property owners, and residents. Legal Advisors: Ensure compliance with laws and address legal challenges. Community Stakeholders: Residents, business owners, and developers provide input through consultations. Consultants: Offer specialized expertise in zoning, planning, and engagement strategies. 	Braintree Zoning Bylaws, Community Survey Findings

Category	Details	Source(s)
Resources Required	<ol style="list-style-type: none"> 1. Zoning Resources: <ul style="list-style-type: none"> - Financial resources for consultants, outreach, and legal services. - Expertise from planners and development specialists. - Legal consultants to draft amendments and navigate complexities. - Data on existing conditions and trends for zoning amendments. 2. Signage Resources: <ul style="list-style-type: none"> - Legal drafting for compliant bylaws. - Public consultations through hearings, workshops, and meetings. - Planning consultants to align signage with district goals. - Community engagement tools such as surveys and online platforms. - Design consultants to develop signage guidelines. 	Braintree Zoning Bylaws, MGL Chapter 40A
Timeline for Implementation	<ol style="list-style-type: none"> 1. Phase 1: Assessment and Analysis (1-6 Months): Review zoning ordinances, signage bylaws, and the Master Plan; analyze community feedback; identify areas requiring updates. 2. Phase 2: Drafting Amendments (6-12 Months): Develop and refine amendments, collaborate with design consultants, and ensure compliance. 3. Phase 3: Public Review and Adoption (12-18 Months for Signage Bylaws): Host public hearings, gather feedback, revise as needed, and adopt ordinances and bylaws. <p>Estimated Total Timeline: 12-18 months</p>	Internal Planning and MAPC Estimates
Performance Metrics	<ol style="list-style-type: none"> 1. Successful adoption of updated zoning ordinances and signage bylaws. 2. Alignment with community vision through increased development activity and business visibility. 3. Increased development proposals, investment, and diversity of uses. 4. Economic growth through job creation, property value increases, and business expansion. 5. Community satisfaction measured through feedback and surveys. 6. Improved signage visibility and tenant attraction post-adoption. 	Community Survey Findings, Focus Group Reports

Category	Details	Source(s)
Alignment with Existing Regulations and Community Vision	<ol style="list-style-type: none"> 1. Align with Article XV of Braintree Zoning Bylaws 2. Comply with MGL Chapter 40A 3. Reflect goals in Braintree Master Plan 4. Incorporate community priorities for mixed-use development and enhanced retail 	Braintree Zoning Bylaws, MGL Chapter 40A, Master Plan
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. Attract new businesses, stimulate investment, and create jobs. 2. Promote a vibrant, walkable environment with mixed-use development. 3. Improve public infrastructure and transit access. 4. Encourage sustainable practices through energy-efficient standards. 5. Increase property values, benefiting property owners and generating tax revenue. 6. Foster community identity and pride through revitalization efforts. 	Community Survey Findings, Focus Group Reports
Limitations and Exclusions	<ol style="list-style-type: none"> 1. Resistance to change from some stakeholders. 2. Impact of real estate market fluctuations on development. 3. Challenges in enforcing new regulations and bylaws. 4. Scope of updates extending town-wide, requiring careful planning and resource allocation. 	Community Survey Findings, MAPC Input

3. Increasing Land Coverage and Building Height Limits

Category	Details	Source(s)
Concept and Purpose	Amend land coverage and height restrictions to support denser vertical growth, optimizing available space, and encouraging vibrant development within the Wood Road District OBD.	Braintree Zoning Bylaws, Master Plan
Permitted Uses and Opportunities	<ol style="list-style-type: none"> 1. Increase maximum building height in line with trends within the I-95/128 corridor. 2. Permit an increase in building coverage above the current 25% limit and raising the maximum lot coverage from 75% to 80%. 	Community Survey Findings, MAPC Input
Key Actors Involved	<ol style="list-style-type: none"> 1. Planning Board – Oversees and approves zoning adjustments. 2. Planning and Community Development Team – Provides expertise and coordinates the development process. 3. Local Elected Officials – Supports policy changes and engages the community. 4. Wood Road District Group – Represents stakeholder interests in the district. 5. Local Businesses, Chambers, and Abutters – Contributes insights and feedback. 6. Legal and Planning Consultants – Ensures regulatory compliance and assists with planning. 	Braintree Zoning Bylaws, MGL Chapter 40A
Resources Required	<ol style="list-style-type: none"> 1. Zoning and Planning Consultants: Conduct technical studies, analyze zoning regulations, and draft amendments. 2. Traffic Analysis and Infrastructure Funds: Assess traffic impacts and identify necessary improvements. 3. Environmental Assessments: Evaluate impacts on natural resources (e.g., wetlands, floodplains). 4. Public Engagement Tools: Facilitate public meetings, workshops, and surveys to gather community feedback. 	MAPC Estimates, Master Plan
Timeline for Implementation	<ol style="list-style-type: none"> 1. Phase 1: Assessment and Analysis (1-6 Months): Review zoning bylaws, conduct technical studies, and gather feedback from community stakeholders. 2. Phase 2: Drafting Amendments (6-12 Months): Develop zoning amendments, conduct reviews, and refine drafts. 3. Phase 3: Public Review and Adoption (12-18 Months): Host public hearings, incorporate feedback, and seek formal adoption. <p>Estimated Total Timeline: 12-18 months, depending on community engagement and complexity of changes. This should fall within the same timeline of the OBD.</p>	Internal Planning and MAPC Estimates

Category	Details	Source(s)
Performance Metrics	<ol style="list-style-type: none"> 1. Increase in development projects proposed and approved. 2. Increase in property values reflecting higher development potential. 3. Measurable economic growth through job creation, tax revenue, and business expansion. 4. Community satisfaction tracked through surveys and public meetings. 	Community Survey Findings, Focus Group Reports
Alignment with Existing Regulations and Community Vision	<ol style="list-style-type: none"> 1. Braintree Zoning Bylaws: Review and amend Article VII (Area Regulations) under Article XV (Zoning Bylaws Amendments). 2. Massachusetts General Laws (MGL): Ensure compliance with Chapter 40A. 3. Master Plan: Align changes with the Master Plan’s development strategy. 4. Community Survey and Workshop: Reflect resident priorities and concerns. 5. Focus Group Reports: Incorporate insights from real estate professionals and business stakeholders. 	Braintree Zoning Bylaws, MGL Chapter 40A, Master Plan
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. Enable more efficient land use and vertical development. 2. Attract higher-density, mixed-use projects, creating a vibrant, walkable environment. 3. Support economic growth by attracting businesses, increasing property values, and generating tax revenue. 4. Improve community infrastructure and accessibility with enhanced transit connections. 5. Promote sustainability through thoughtful urban planning and green infrastructure. 	Community Survey Findings, Master Plan
Limitations and Exclusions	<ol style="list-style-type: none"> 1. Limit height increases to specific zones to prevent overshadowing and excessive urbanization. 2. Monitor market conditions to ensure economic feasibility. 3. Address potential resistance to increased density through transparent public engagement. 	Community Survey Findings, MAPC Input

4. Communications Task: Providing Knowledge of Current Offerings

Category	Details	Source(s)
Concept and Purpose	Inform developers and stakeholders about available incentives, including density bonuses, tax reductions, and sustainability credits, ensuring awareness of opportunities that align with the community's vision and zoning priorities.	MAPC Recommendations, Internal Reports
Permitted Uses and Opportunities	<ol style="list-style-type: none"> 1. Provide information on bonuses for projects including parks, plazas, or cultural spaces. 2. Share incentives for adopting green building standards (e.g., LEED certification, solar installations). 3. Highlight tax reductions or development rights available for affordable retail spaces. 	Existing Incentive Programs, Master Plan
Key Actors Involved	<ol style="list-style-type: none"> 1. Planning and Community Development Staff: Responsible for communicating available incentives to developers. 2. Wood Road District Group: Helps distribute information to businesses and stakeholders. 3. Local Chambers: Involved in outreach to businesses and developers. 	Internal Team and Partner Networks
Resources Required	<ol style="list-style-type: none"> 1. Communication materials (brochures, online portals) to disseminate information. 2. Staff resources to manage inquiries and provide one-on-one consultations. 3. Marketing and outreach platforms for engaging businesses and developers. 	Internal Resources, Communication Plans
Timeline for Implementation	<p>Phase 1: Initial Outreach (1-4 Months): Develop and distribute communication materials.</p> <p>Phase 2: Ongoing Engagement: Host webinars, workshops, and meetings to maintain awareness and answer questions.</p>	Internal Planning and MAPC Recommendations
Performance Metrics	<ol style="list-style-type: none"> 1. Number of developers and stakeholders reached through communication efforts. 2. Increase in inquiries and participation in incentive programs. 3. Feedback from developers on the clarity and accessibility of information provided. 	Surveys, Feedback Forms, Meeting Records

Category	Details	Source(s)
Alignment with Existing Regulations and Community Vision	Aligns with Master Plan goals for economic development and sustainability. Integrates with existing communication strategies to promote the Wood Road District as a thriving, mixed-use area.	Master Plan, Communication Strategy
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. Increased awareness of incentives fosters more participation in sustainable and community-oriented development. 2. Improved engagement with developers and businesses through transparent communication. 	Master Plan, Community Feedback
Limitations and Exclusions	<ol style="list-style-type: none"> 1. Limited by the availability of resources for marketing and outreach. 2. Communication effectiveness depends on developers' engagement and interest. 	Internal Reports, Communication Plans

5. Supplemental Funding Program: Offering Additional Incentives to Developers

Category	Details	Source(s)
Concept and Purpose	Offer supplemental funding through density bonuses, tax reductions, and other incentives to encourage sustainable, community-oriented development in the Wood Road District. Integrate state and federal programs such as Tax Increment Financing (TIF) to maximize resources.	MAPC Recommendations, Massachusetts State Programs, Federal Programs
Permitted Uses and Opportunities	<ol style="list-style-type: none"> 1. Provide density bonuses for projects that include public parks, plazas, or cultural spaces. 2. Offer financial incentives for green building standards and solar installations. 3. Provide tax reductions or development rights for affordable retail spaces. 4. Leverage TIF to reduce taxes and stimulate investments in commercial and mixed-use projects. 5. Integrate state and federal programs like the MassWorks Infrastructure Program and EDA grants for infrastructure improvements. 	Commonwealth of Massachusetts Programs, Federal Economic Development Programs
Key Actors Involved	<ol style="list-style-type: none"> 1. Planning Board: Reviews and approves projects applying for incentives. 2. Planning and Community Development Staff: Manages incentive applications and reviews. 3. Legal Advisors: Ensures incentives comply with zoning and legal requirements. 4. State Agencies: Partner with programs like MassWorks and TIFs to secure additional resources. 5. Federal Agencies: Collaborate with the Economic Development Administration (EDA) to apply for grants supporting infrastructure and business growth. 6. Local Elected Officials: Advocate for funding programs, support policy changes, and engage the community to maximize the impact of incentives. 	Planning Board, State and Federal Agencies
Resources Required	<ol style="list-style-type: none"> 1. Supplemental funds allocated for infrastructure improvements and incentives. 2. Staff time to manage and monitor incentive programs. 3. Legal services to ensure compliance with applicable laws. 4. Collaboration with state programs (MassWorks) and federal programs (EDA) for additional funding. 5. Expertise in navigating and applying for TIF agreements. 	Internal Reports, Incentive Program Planning, Commonwealth and Federal Guidelines

Category	Details	Source(s)
Timeline for Implementation	<p>Phase 1: Program Setup (Open Timeline): Develop guidelines for the incentive program and align with TIF regulations.</p> <p>Phase 2: Launch and Application (Open Timeline): Open applications for incentives and review submissions.</p>	MAPC Input, Internal Planning
Performance Metrics	<ol style="list-style-type: none"> 1. Number of development projects utilizing incentives. 2. Increase in affordable retail spaces and sustainable developments. 3. Securing external funding through TIFs, MassWorks, or EDA programs. 4. Measurable improvements in the district's infrastructure and amenities. 	Community Feedback, Program Reports
Alignment with Existing Regulations and Community Vision	<ol style="list-style-type: none"> 1. Aligns with the Master Plan's goals for sustainable development. 2. Ensures compliance with zoning regulations, including Article XV amendments. 3. Integrates state (MassWorks) and federal (EDA) funding for strategic growth. 	Master Plan, Zoning Bylaws, State and Federal Programs
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. Encourages sustainable development and public amenities. 2. Promotes economic diversity by supporting affordable retail spaces. 3. Fosters community engagement through well-planned public spaces. 4. Leverages state and federal funding to maximize impact and reduce dependency on local budgets. 	MAPC Input, Community Survey Findings
Limitations and Exclusions	<ol style="list-style-type: none"> 1. Incentives are capped to ensure infrastructure can support increased density. 2. Supplemental funds are subject to availability and budget constraints. 3. Success depends on eligibility for TIFs, MassWorks, and EDA grants. 	Internal Reports, MAPC Input, State and Federal Guidelines

Infrastructure, Accessibility & Open Space

1. Promoting Transportation Improvements

Category	Details	Source(s)
Concept and Purpose	This strategy focuses on collaborating with state and private partnerships to analyze and improve current mobility patterns within the Wood Road District. The objective is to enhance multimodal access, alleviate traffic congestion, improve wayfinding, and implement traffic calming measures. Additionally, zoning bylaw requirements mandate mitigation from developers when significant changes, such as conversions from office to residential, impact traffic flow. These measures will ensure safer access to businesses and residents while supporting district growth.	Internal Reports, Braintree Zoning Bylaws
Permitted Uses and Opportunities	<ol style="list-style-type: none"> 1. Analyze traffic patterns and develop traffic calming measures like signage, speed humps, and dedicated bike lanes. 2. Install wayfinding systems to improve navigation and accessibility for all users. 3. Integrate new traffic systems, including advanced signaling and road striping, to enhance safety and manage traffic flow. 	Zoning Bylaws, MAPC Input
Key Actors Involved	<ol style="list-style-type: none"> 1. MassDOT: Collaborates on mobility improvements and state road projects. 2. Traffic Division: Provides input on mitigation requirements and new traffic systems. 3. Braintree Police Department: Monitors traffic and enforces new safety measures. 4. MPO (Metropolitan Planning Organization): Provides funding and technical assistance for transportation projects. 5. Developers and Applicants: Responsible for conducting traffic studies and implementing mitigation measures. 6. Public Works Department: Manages infrastructure improvements and road upgrades. 7. MAPC (Metropolitan Area Planning Council): Provides technical expertise and recommendations for transportation planning and wayfinding systems. 	Internal Planning Documents, MassDOT, MAPC Recommendations
Resources Required	<ol style="list-style-type: none"> 1. Traffic Analysis and Mitigation Funds: Funding for traffic studies, infrastructure upgrades, and mitigation efforts. 2. Wayfinding Design Support from MAPC: Expertise in designing signage and navigation systems. 3. Traffic Management Systems: Funding for advanced signaling, striping, and safety improvements. 	Zoning Bylaws, MassDOT, MPO

Category	Details	Source(s)
Timeline for Implementation	<p>Phase 1: Traffic and Mobility Assessment (3-6 Months): Conduct traffic studies, gather data on existing conditions, and identify necessary mitigation measures.</p> <p>Phase 2: Planning and Design (6-12 Months): Collaborate with MAPC on wayfinding and traffic calming measures.</p> <p>Phase 3: Infrastructure Upgrades and Implementation (12-24 Months): Install traffic systems, signage, and mitigation strategies, with continuous monitoring.</p>	Planning and MAPC Input, Internal Documentation
Performance Metrics	<ol style="list-style-type: none"> 1. Reduction in vehicle congestion and peak-hour delays. 2. Increase in bicycle and pedestrian counts. 3. Number of mitigation projects completed by developers. 4. Improvement in public feedback on wayfinding and traffic safety systems. 	Traffic Studies, Community Feedback, MPO Reports
Alignment with Existing Regulations and Community Vision	<ol style="list-style-type: none"> 1. Article XIV: Compliance with local regulations requiring traffic demand letters and mitigation efforts. 2. Massachusetts General Laws (MGL Chapter 40A): Ensures all traffic improvements align with state requirements. 3. Master Plan: Supports transportation goals outlined in the town's Master Plan, including improved mobility and safety. 4. Community Feedback: Aligns with priorities identified through public consultations. 	Zoning Bylaws, Master Plan, MassDOT Guidelines
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. Enhanced Mobility and Safety: Improves multimodal access and reduces traffic-related risks for all users. 2. Reduced Congestion: Mitigation efforts lower vehicle dependency and promote smoother traffic flow. 3. Increased Accessibility: Wayfinding systems enhance navigation and make the district more welcoming. 4. Sustainable Growth: Supports infrastructure improvements necessary for district growth and development. 	MAPC Recommendations, Community Survey Findings
Limitations and Exclusions	<ol style="list-style-type: none"> 1. Funding Constraints: Infrastructure upgrades depend on available funding. 2. Complex Implementation: Coordination between multiple agencies and developers may delay progress. 3. Community Resistance: Some stakeholders may resist changes in traffic patterns or new parking policies. 	Internal Reports, Community Feedback

2. Promoting Public and Private Transportation Solutions

Category	Details	Source(s)
Concept and Purpose	This strategy aims to enhance public and private transportation options within the Wood Road District by collaborating with local transit authorities, redesigning roadways to accommodate pedestrians and cyclists, and adding safe connections to existing bus stops. Wayfinding solutions will also help integrate external areas with the Wood Road District. The initiative includes introducing shuttle services that connect the district to nearby train stations, encouraging access without personal vehicles, reducing traffic congestion, and promoting sustainable transportation practices.	Zoning Bylaws, Internal Reports, Community Feedback
Permitted Uses and Opportunities	<ol style="list-style-type: none"> 1. Introduce shuttle services to connect the district with train stations and surrounding areas. 2. Redesign roadways to accommodate cyclists and pedestrians, integrating protected bike lanes and safe crossings. 3. Add wayfinding systems to enhance navigation and link existing bus stops to district amenities. 4. Implement Transportation Demand Management (TDM) practices on new development projects to promote alternative modes of transportation. 5. Ensure compliance with Article XIV Rules and Regulations for Traffic by evaluating the impact of developments generating more than 50 peak-hour trips and determining necessary mitigation measures. 	Appendix O, Braintree Zoning Bylaw, Section 135-1404
Key Actors Involved	<ol style="list-style-type: none"> 1. MBTA (Massachusetts Bay Transportation Authority): Provides public transit connections and shuttle coordination. 2. MAPC (Metropolitan Area Planning Council): Acts as the consultant, providing technical expertise and planning support. 3. Wood Road District Group: Coordinates efforts between businesses, residents, and public agencies. 4. Local Businesses, including Landry's Bikes: Engage in private transportation initiatives and support bicycle infrastructure. 5. Commission on Disabilities: Ensures all transportation solutions are inclusive and accessible. 6. Town of Braintree (Change to Planning and Community Development, Police Department and Town Engineer): Oversees traffic studies, mitigation requirements, and compliance with zoning bylaws. 7. MA DOT (Massachusetts Department of Transportation): Reviews project permits and ensures compliance with state transportation and environmental regulations, including MEPA requirements. 	MBTA, Town Planning Division, Braintree Zoning Bylaws

Resources Required

1. **Public Transit Funding:** To establish shuttle services and improve bus stop access.
2. **Transit Planning Resources:** Collaborate with MAPC for technical expertise in planning transportation networks.
3. **Shuttle Service Contracts:** Secure service providers for district-to-train station connections.
4. **Roadway Design and Wayfinding Tools:** Develop plans for bike lanes, pedestrian paths, and signage.
5. **Mitigation Measures:** Ensure Locally approved projects mitigate additional vehicles as allowed under Article XIV of the Braintree Zoning Bylaw.

Zoning Bylaws, Internal Documentation, MAPC

Timeline for Implementation

- Phase 1: Assessment and Planning (Months 1-12):** Collaborate with stakeholders to design transportation improvements and finalize shuttle service routes.
- Phase 2: Pilot and Infrastructure Implementation (Months 12-36):** Launch pilot shuttle services and begin redesigning roadways with new bike lanes, pedestrian pathways, and wayfinding systems.
- Phase 3: Full Implementation and Monitoring (Months 36-48):** Complete infrastructure upgrades and monitor transportation system performance. Adjust services and designs based on community feedback and usage data.

Zoning Documentation, Transit Authority Plans

Performance Metrics

1. **Increased Public Transit Usage:** Track the rise in ridership on buses and shuttles.
2. **Reduction in Car Dependency:** Measure the decrease in personal vehicle usage within the district.
3. **Bicycle and Pedestrian Activity:** Monitor the growth in non-vehicle transportation through counts and surveys.
4. **Compliance with TDM Practices:** Evaluate developer adherence to traffic study requirements and mitigation efforts.

Transit Reports, Traffic Study Evaluations

Alignment with Existing Regulations and Community Vision

1. **Traffic Study Requirements (Section 135-1404):** Ensure compliance with Braintree's zoning bylaw by reviewing traffic studies for new developments.
2. **TDM Practices and Mitigation:** Implement zoning-compliant mitigation measures based on vehicle trip impact assessments.
3. **Master Plan Alignment:** Ensure transportation improvements support the broader goals of the Braintree Master Plan.
4. **Community Feedback:** Incorporate insights from consultations with residents, businesses, and the Commission on Disabilities.

Master Plan, Zoning Bylaws

Category	Details	Source(s)
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. Improved Mobility: Enhance access to and from the district through shuttle services and multimodal pathways. 2. Reduced Congestion: Shift reliance from personal vehicles to public and alternative transportation options. 3. Greater Accessibility: Ensure inclusive design through input from the Commission on Disabilities. 4. Environmental Sustainability: Promote sustainable transportation through TDM and traffic calming measures. 	Transit Reports, Community Surveys
Limitations and Exclusions	<ol style="list-style-type: none"> 1. Funding Constraints: Limited resources may delay shuttle service expansion and infrastructure upgrades. 2. Coordination Challenges: Multiple stakeholders, including state and local agencies, must align efforts. 	Transit Authority Reports, Community Feedback

3. Shared Parking Solutions

Category	Details	Source(s)
Concept and Purpose	This strategy explores the potential for shared parking solutions to maximize the utilization of existing parking spaces and improve access within the Wood Road District. The goal is to consolidate parking across multiple businesses through shared facilities, reducing the need for individual parking lots and unlocking land for other uses. The focus is on efficient land use to enhance district accessibility without creating additional parking spaces.	Planning Documents, Bylaws
Permitted Uses and Opportunities	<ol style="list-style-type: none"> 1. Centralized Shared Parking Facilities: Utilize existing parking spaces to serve multiple businesses. 2. Easements or Agreements: Secure legal agreements between property owners to allow for shared parking access. 3. Parking Optimization for Mixed-Use Projects: Free up surface parking for new developments, including retail, public spaces, or recreational amenities. 4. Traffic Flow Improvements: Reduce congestion by centralizing parking and minimizing individual parking entrances. 	Internal Reports, Planning Documentation
Key Actors Involved	<ol style="list-style-type: none"> 1. Local Businesses: Collaborate to share existing parking resources. 2. Real Estate Developers: Facilitate agreements and integrate shared parking in new developments. 3. Property Owners: Participate by providing easements or legal agreements for shared parking use. 4. Wood Road District Group: Oversee coordination between stakeholders to ensure smooth implementation. 5. Planning and Community Development: Provides guidance on shared parking policies and supports coordination among stakeholders to align with district goals. 	Stakeholder Meetings, Business Feedback
Resources Required	<ol style="list-style-type: none"> 1. Feasibility Study: Assess the potential for shared parking and its impact on the district. 2. Legal Agreements: Develop easements or agreements between businesses and property owners. 3. Planning and Technical Expertise: Collaborate with MAPC for technical guidance on shared parking solutions. 	Bylaws, Feasibility Studies

Category	Details	Source(s)
Timeline for Implementation	<p>Phase 1: Assessment and Feasibility (Months 1-6) – Conduct a feasibility study and gather input from stakeholders on shared parking opportunities.</p> <p>Phase 2: Outreach with Stakeholders – Engage with stakeholders within the district to discuss shared parking plans and gather additional feedback.</p> <p>Phase 3: Implementation and Monitoring – Implement shared parking solutions and monitor utilization rates for necessary adjustments.</p>	Feasibility Reports, Stakeholder Input
Performance Metrics	<ol style="list-style-type: none"> Successful Implementation of Shared Facilities: Establish shared parking that effectively serves the district. Increased Land Availability: Measure the amount of surface parking consolidated and repurposed for other uses. Improved Parking Efficiency: Track the utilization of shared parking spaces and reduced congestion from optimized traffic flow. 	Planning Reports, Utilization Data
Alignment with Existing Regulations and Community Vision	<ol style="list-style-type: none"> Braintree Zoning Bylaws: Align shared parking solutions with local zoning requirements. Community Feedback: Reflect input from residents, businesses, and property owners in shared parking plans. Master Plan Goals: Support land-use optimization and enhanced district accessibility outlined in the Master Plan. 	Bylaws, Master Plan Documentation
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> Efficient Land Use: Unlock space for public spaces, mixed-use developments, and green areas by consolidating surface parking. Improved Accessibility: Enhance access to businesses and amenities through shared parking and optimized traffic flow. Reduced Congestion: Centralized parking reduces traffic from multiple lots, easing congestion in the district. Encouragement of New Developments: Repurposing parking areas can attract new investments by freeing up land for other uses. 	Planning Reports, Stakeholder Feedback
Limitations and Exclusions	<ol style="list-style-type: none"> Resistance from Property Owners: Some owners may hesitate to share parking due to liability concerns or operational challenges. Coordination Challenges: Aligning multiple stakeholders for shared parking agreements may require significant effort. Infrastructure Costs: Some modifications may require funding, which could delay implementation. 	Stakeholder Feedback, Planning Documentation

4. Develop Parks and Pathways

Category	Details	Source(s)
Concept and Purpose	This strategy aims to enhance the Wood Road District’s recreational appeal by developing parks and pedestrian pathways that connect with natural assets, such as the Blue Hills . The goal is to improve access to green spaces , increase connectivity, and provide residents and visitors with recreational opportunities. Adding safe walk/bike/roll connections along Wood Road, Purgatory Road, and Chickatawbut Road would connect the district to the Blue Hills and align with the MAPC Landline trail concept along Chickatawbut Road, creating a continuous network of trails and recreational spaces. These developments will improve the quality of life and make the district a more desirable place to live and work.	MAPC Landline, Planning Documents
Permitted Uses and Opportunities	<ol style="list-style-type: none"> 1. Development of Parks and Green Spaces: Leverage underutilized areas to create parks and recreational facilities. 2. Pedestrian Pathways and Trail Connections: Introduce new pathways to connect residents and visitors to the Blue Hills and other recreational areas. 3. Safe Walk/Bike/Roll Connections: Develop accessible pathways along Wood Road, Purgatory Road, and Chickatawbut Road, aligning with the Landline trail. 4. Improved Access to Green Spaces: Ensure green space access for residents within the study area, enhancing recreational opportunities. 5. Support for Sustainable Transportation: Encourage walking and biking as alternative modes of transportation. 	Community Surveys, Planning Documentation
Key Actors Involved	<ol style="list-style-type: none"> 1. Public Works: Lead infrastructure improvements for parks and pathways. 2. Community-Based Organizations (e.g., Friends of the Blue Hills): Collaborate on conservation and connectivity efforts. 3. Wood Road District Group: Oversee coordination and stakeholder involvement to ensure alignment with district goals. 	Stakeholder Meetings, Planning Reports
Resources Required	<ol style="list-style-type: none"> 1. Land Acquisition: Secure necessary land for parks and pathways. 2. Funding for Park Development: Identify and allocate funds for park creation and trail connections. 3. Environmental Assessments: Conduct assessments to ensure compliance with environmental regulations. 4. Planning and Infrastructure Resources: Collaborate with MAPC for technical guidance and trail planning. 	Planning Documents, MAPC Collaboration

Category	Details	Source(s)
Timeline for Implementation	<p>Phase 1: Planning and Design (Months 1-12): Assess land needs, plan pathway routes, and engage stakeholders.</p> <p>Phase 2: Land Acquisition and Permitting (Months 12-24): Secure land and obtain necessary permits for development.</p> <p>Phase 3: Construction and Implementation (Months 24-36): Develop parks, trails, and safe walk/bike/roll connections.</p>	Planning Reports, Timeline Estimates
Performance Metrics	<ol style="list-style-type: none"> 1. Increased Availability of Green Spaces: Track the development of new parks and open spaces. 2. Improved Access to Natural Assets: Measure the accessibility of the Blue Hills from the district. 3. Safe Walk/Bike/Roll Access: Track the creation of accessible pathways along Wood, Purgatory, and Chickatawbut Roads. 4. Public Use Metrics: Monitor the usage of parks and trails through counts and surveys. 5. Connectivity to the Landline Trail: Ensure pathways align with the Landline trail network, promoting regional connectivity. 	Community Feedback, Usage Data
Alignment with Existing Regulations and Community Vision	<ol style="list-style-type: none"> 1. Braintree Zoning Bylaws: Ensure park development complies with local zoning requirements. 2. Braintree Master Plan: Align the project with goals for open space and recreational improvements. 3. MAPC Landline Initiative: Integrate pathways with the regional Landline trail network. 4. Community Feedback: Incorporate input from residents and stakeholders on recreational needs. 	Bylaws, Master Plan, MAPC Landline
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. Enhanced Recreational Opportunities: Provide more parks and green spaces for residents and visitors. 2. Improved Connectivity and Mobility: Establish safe walk/bike/roll pathways linking the district to the Blue Hills. 3. Sustainable Transportation Options: Encourage walking and biking as primary modes of transportation within the district. 4. Increased Property Values: Parks and green spaces contribute to higher property values and neighborhood desirability. 5. Promotion of Health and Wellness: Accessible recreational spaces promote active lifestyles and well-being. 	Planning Reports, Community Feedback

Category	Details	Source(s)
Limitations and Exclusions	<ol style="list-style-type: none"> <li data-bbox="489 191 1652 256">1. Land Acquisition Challenges: Securing land for parks and pathways may face legal or financial obstacles. <li data-bbox="489 269 1652 334">2. Environmental and Regulatory Constraints: Compliance with environmental regulations may impact project timelines. <li data-bbox="489 347 1652 412">3. Coordination with Multiple Stakeholders: Aligning interests across multiple organizations may require significant effort. <li data-bbox="489 425 1652 490">4. Maintenance Requirements: Parks and pathways will require ongoing maintenance and operational funding. 	Stakeholder Meetings, Planning Reports

Retail and Business Support

1. Modernize Existing Retail Space

Category	Details	Source(s)
Concept and Purpose	The initiative to modernize existing retail spaces in Braintree’s Wood Road District aims to create a more appealing and accessible retail environment to attract a wider variety of businesses and customers. This strategy recognizes the need to revitalize the district’s retail offerings, contributing to the area’s economic growth and vibrancy.	2024 Braintree Wood Road Community Survey Summary
Permitted Uses and Opportunities	Diversify retail offerings by attracting restaurants, retail stores, medical facilities, and offices. Move away from light manufacturing to mixed-use developments . Opportunities include modern retail concepts , better infrastructure, and community engagement.	2024 Braintree Wood Road Community Survey Summary
Key Actors Involved	<ol style="list-style-type: none"> Property owners play a crucial role as they are responsible for updating and renovating their retail spaces. The Building Division will likely be involved in ensuring that renovations comply with building codes and safety regulations. Retail consultants can provide expertise on current market trends, consumer preferences, and best practices for designing appealing retail spaces. The Wood Road District Group, composed of representatives from businesses, real estate, municipal staff, and elected officials, will oversee the implementation of the modernization plan and ensure alignment with the district’s overall revitalization goals. The Commission on Disabilities will ensure that the modernized spaces are accessible to all members of the community. 	Internal Strategy Documentation, Stakeholder Meetings
Resources Required	<p>The primary resource required for the modernization strategy is funding for renovations and design consultations. This funding could come from a variety of sources, including:</p> <ol style="list-style-type: none"> Private investment from property owners. Public funding through state grants or economic development programs. Partnerships between private and public entities. 	Zoning Bylaws, MAPC Recommendations
Timeline for Implementation	The modernization strategy is expected to be carried out over a period of 12 to 24 months . This timeframe allows for adequate planning, design, and construction phases for the renovation projects.	Internal Planning Timeline

Category	Details	Source(s)
Performance Metrics	<ol style="list-style-type: none"> Key metric: Number of modernized retail spaces. Increase in retail activity: Monitor increased sales, foot traffic, and attraction of new businesses. Success monitoring: Track measurable improvements in economic performance and community engagement. 	Stakeholder Discussion, MAPC Recommendations
Alignment with Existing Regulations and Community Vision	<ol style="list-style-type: none"> The strategy aligns with community desires for more retail and dining options, as outlined in the community survey. It fits within existing zoning regulations for the Highway Business District. The involvement of the Commission on Disabilities ensures inclusivity in the modernization efforts. The strategy reflects the goals of Braintree’s Master Plan for creating a vibrant commercial district. 	Community Vision Reports, Zoning Regulations, Braintree Master Plan
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> Improve the quality of life for residents by providing better retail, dining, and recreational options. Revitalize the retail environment, making it a more attractive destination. Expected benefits include increased economic activity, fostering growth in the local economy. Greater community vibrancy will be achieved through a dynamic and diverse retail landscape. Enhanced public spaces will create more appealing and accessible areas for residents and visitors. The strategy aims to foster a sense of community identity, uniting businesses and residents. 	Focus Groups, Stakeholder Discussion
Limitations	<ol style="list-style-type: none"> Success depends on property owners’ willingness to invest in their retail spaces. Limited funding availability may restrict the scope of improvements. The modernization process may cause temporary disruptions to existing businesses. Care will be needed to mitigate negative impacts during construction phases. 	Economic Analysis, Stakeholder Discussion
Exclusions	<ol style="list-style-type: none"> Incompatible Uses: <ul style="list-style-type: none"> Large-scale industrial uses Challenges Aggravating Uses: <ul style="list-style-type: none"> Traffic-intensive uses Environmentally unfriendly uses Conflicts with Zoning and Regulations: <ul style="list-style-type: none"> Exceeding coverage limits Nonconforming uses Community Resistance: <ul style="list-style-type: none"> Undesirable uses 	

2. Support Small Businesses through Sustainable Growth

Category	Details	Source(s)
Concept and Purpose	Foster a thriving small business community by connecting entrepreneurs to grants, loans, business development services, and partnerships with community organizations, creating a resilient local economy aligned with the district's revitalization efforts.	Wood Road District Core Team
Permitted Uses and Opportunities	<ol style="list-style-type: none"> Diversify the types of retail businesses within the district. Emphasis on small businesses, ranging from retail trade to professional services and healthcare. Potential to attract diverse businesses, including retail stores, healthcare services, finance, and more, fostering a dynamic hub. 	Community Survey Findings, Zoning Regulations
Key Actors Involved	<ol style="list-style-type: none"> Chambers of Commerce: Connect small businesses with resources and promote the program. Wood Road District Group: Oversee implementation and ensure alignment with revitalization goals. Collaborative effort between businesses, real estate representatives, municipal staff, and elected officials to ensure program success. Retail Consultants: Provide expertise on current market trends and business development best practices. Local Bank Programs (e.g., South Shore Bank): Offer support through small banking services and programs to help businesses grow and thrive in the district. 	Stakeholder Meetings, Business Feedback Reports
Resources Required	<ol style="list-style-type: none"> Grants: Financial support for small businesses to invest in growth opportunities and improvements. Low-interest loans: Financing from local bank programs for business expansion, equipment purchases, or operational needs. Business development services: Tailored workshops, mentorship programs, and consulting services to empower small businesses. Public-private partnerships: Collaborations to ensure adequate funding for small businesses in the district. 	Funding Strategy Report, Economic Development Plans
Timeline for Implementation	Ongoing initiative with the flexibility to adapt to the evolving needs of the business community.	Stakeholder Discussion

Category	Details	Source(s)
Performance Metrics	<p>Ongoing monitoring of key economic and performance indicators to ensure success and alignment with revitalization goals.</p> <ol style="list-style-type: none"> 1. Number of small businesses supported 2. Economic growth 3. Community engagement 	Stakeholder Feedback
Alignment with Existing Regulations and Community Vision	<ol style="list-style-type: none"> Aligns with the Wood Road Revitalization and Mixed-Use Development Initiative. Reflects community goals for a revitalized district, as outlined in community surveys. Supports economic growth and diversification. Developed in compliance with zoning regulations governing the Highway Business District. Involvement of the Commission on Disabilities ensures that spaces are inclusive and accessible. Strategy fits within the district's long-term vision of economic growth and revitalization. 	Zoning Bylaws, Master Plan, Community Surveys
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. Job creation and economic growth 2. Increased tax revenue 3. Enhanced community character 4. Improved quality of life 5. Sustainable economic ecosystem 	Stakeholder Feedback
Limitations	<ol style="list-style-type: none"> 1. Funding limitations: The success of the program depends on securing adequate funding. 2. Participation: The strategy's success requires active participation from small business owners. 3. Program accessibility: Ensuring all eligible businesses are aware of and can access resources. 4. Long-term sustainability: Developing a sustainable funding model and adapting to meet evolving business needs is critical for ongoing success. 5. Competition for resources: Other revitalization efforts may limit the available resources for small business support. 	Planning Documentation
Exclusions	<ol style="list-style-type: none"> Unsustainable Business Practices: <ul style="list-style-type: none"> Environmentally damaging operations Socially irresponsible practices Uses Conflicting with Small Business Focus: <ul style="list-style-type: none"> Large corporate chains Uses requiring extensive resources Uses Incompatible with Community Vision: <ul style="list-style-type: none"> Uses generating community opposition Uses detracting from desired character 	

Community Engagement and Collaboration

1. Formation of a District Group

Category	Details	Source(s)
Concept and Purpose	The strategy to form a Wood Road District Group is essential for coordinating the revitalization efforts across various stakeholders, ensuring continuous engagement, and addressing emerging issues collaboratively. The group will oversee development plan implementation, community engagement, and collaborative problem-solving, providing a structured approach to maintaining momentum in the district's revitalization.	2024 Braintree Wood Road Workshop Report, 2024 Braintree Wood Road Community Survey Summary, Focus Group Report, 2024 Braintree Wood Road Existing Conditions Report
Permitted Uses and Opportunities	<p>The District Group will serve as a platform for ongoing community engagement and collaborative problem-solving, ensuring that development plans remain flexible and aligned with the community's evolving needs.</p> <p>This group will allow for coordination between businesses, real estate developers, municipal staff, and elected officials, facilitating discussions around development opportunities and addressing challenges collectively.</p>	2024 Braintree Wood Road Workshop Report, Focus Group Report
Key Actors Involved	The group will be composed of business representatives, real estate professionals, municipal staff, and elected officials .	2024 Braintree Wood Road Workshop Report, Focus Group Report
Resources Required	<ol style="list-style-type: none"> Meeting Spaces for regular gatherings and forums, preferably within the Wood Road area. Coordination Resources, such as dedicated staff or consultants, to facilitate communication, track progress, and manage meetings. Administrative Support to handle logistics, documentation, and scheduling. 	2024 Braintree Wood Road Workshop Report
Timeline for Implementation	The formation of the Wood Road District Group is expected to take approximately 3 to 6 months . During this period, key stakeholders will be identified, and the group will be officially established.	2024 Braintree Wood Road Workshop Report
Performance Metrics	<ol style="list-style-type: none"> The successful formation of the District Group within the anticipated timeline. The regularity of meetings and participation from members. Active community engagement and feedback gathered from residents and businesses. Problem-solving effectiveness, measured by the resolution of key challenges and the implementation of community-supported solutions. 	2024 Braintree Wood Road Workshop Report

Category	Details	Source(s)
Alignment with Existing Regulations and Community Vision	<p>The District Group will align with Braintree's Master Plan, ensuring that development efforts reflect community priorities and the town's broader economic development objectives. By facilitating continuous engagement, the group will ensure that new developments comply with existing zoning regulations and community goals for a revitalized and vibrant commercial district.</p>	2024 Braintree Wood Road Workshop Report
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. Improved communication between stakeholders, leading to more effective coordination. 2. Increased community support through continuous engagement. 3. Enhanced problem-solving capabilities due to diverse perspectives from various sectors. 4. Greater transparency and accountability in decision-making, promoting community trust in the revitalization efforts. 	2024 Braintree Wood Road Workshop Report
Limitations	<ol style="list-style-type: none"> 1. Consensus-building among stakeholders with differing interests. 2. Maintaining momentum and consistent participation over time. Making sure that the group stays active. 3. Resource constraints, particularly around securing adequate funding for coordination and administrative support. 	2024 Braintree Wood Road Workshop Report, Stakeholder Discussion
Exclusions	<ol style="list-style-type: none"> 1. Actions contradicting collaborative spirit 2. Domination by specific interests 3. Lack of transparency and open communication 4. Focus on narrow, short-term gains 	2024 Braintree Wood Road Workshop Report, Stakeholder Discussion

2. Ongoing Feedback

Category	Details	Source(s)
Concept and Purpose	Ensure continuous community dialogue throughout revitalization, fostering transparency, trust, and adaptability . The strategy will collect and respond to feedback , aligning development efforts with evolving community needs.	2024 Braintree Wood Road Community Survey Summary, 2024 Braintree Wood Road Existing Conditions Report, 2024 Braintree Wood Road Workshop Report, Focus Group Report
Permitted Uses and Opportunities	This strategy provides opportunities to gather feedback from various community segments. It ensures that residents, businesses , and other stakeholders can voice their concerns and ideas, and that the Wood Road District Group can adjust plans accordingly.	2024 Braintree Wood Road Existing Conditions Report, Focus Group Report
Key Actors Involved	<ol style="list-style-type: none"> 1. The Wood Road District Group will lead the efforts to gather and respond to community feedback. 2. With support from municipal staff who will assist in organizing meetings, addressing concerns, and ensuring regulatory compliance. 	2024 Braintree Wood Road Workshop Report, Focus Group Report
Resources Required	<ol style="list-style-type: none"> 1. Survey Tools (online and paper) to collect structured feedback. 2. Public Meeting Spaces to facilitate gatherings and discussions. 3. Communication Channels (email, social media, newspapers) to disseminate information and collect ongoing input. 	2024 Braintree Wood Road Workshop Report, 2024 Braintree Wood Road Existing Conditions Report
Timeline for Implementation	The Ongoing Feedback strategy will be a continuous process throughout the entire development timeline, from planning to implementation and beyond.	2024 Braintree Wood Road Existing Conditions Report, 2024 Braintree Wood Road Community Survey Summary
Performance Metrics	<ol style="list-style-type: none"> 1. Frequency and participation in community meetings. 2. The responsiveness to feedback, shown by adjustments made to development plans based on input. 3. The level of community engagement, as indicated by the diversity of participants and the volume of feedback received. 	2024 Braintree Wood Road Workshop Report, Focus Group Report

Category	Details	Source(s)
Alignment with Existing Regulations and Community Vision	<p>This strategy aligns with the community’s desire for transparency and involvement in the development process, as outlined in the Braintree Master Plan. It ensures that development plans not only comply with zoning regulations but also reflect the community’s evolving needs and expectations.</p>	<p>2024 Braintree Wood Road Existing Conditions Report, Community Vision Reports</p>
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. increased community trust and support through transparency. 2. More informed decision-making, driven by real-time feedback. 3. Adaptable development plans that are resilient to changing conditions and better aligned with community needs. 4. Stronger community ownership of the revitalization process, leading to greater support and engagement throughout the project’s duration. 	<p>2024 Braintree Wood Road Community Survey Summary, 2024 Braintree Wood Road Workshop Report</p>
Limitations	<ol style="list-style-type: none"> 1. Resource constraints, as regular meetings and surveys require time, staff, and funding. 2. Conflicting feedback, which may require careful synthesis and resolution. 3. Maintaining engagement over time, particularly as the project progresses and initial excitement wanes. 	<p>2024 Braintree Wood Road Existing Conditions Report</p>
Exclusion	<p>N/A</p>	<p>N/A</p>

3. Focus Groups and Workshops

Category	Details	Source(s)
Concept and Purpose	These sessions aim to gather detailed input, develop community-driven solutions, refine development plans, and educate stakeholders about the benefits of proposed developments.	2024 Braintree Wood Road Community Survey Summary, 2024 Braintree Wood Road Workshop Report, Focus Group Report
Permitted Uses and Opportunities	<ol style="list-style-type: none"> 1. Enables in-depth exploration of issues and challenges. 2. Provides a platform for participants to collaborate on solutions. 3. Creates opportunities for plan refinement based on detailed feedback. 4. Allows the community to learn about the benefits of proposed developments. 	2024 Braintree Wood Road Workshop Report, Focus Group Report
Key Actors Involved	<ol style="list-style-type: none"> 1. The Wood Road District Group will organize and facilitate these sessions. 2. Municipal staff will provide logistical and administrative support. 3. Expert speakers may be brought in to enrich discussions with specialized knowledge on topics like urban planning, economics, or transportation. 	2024 Braintree Wood Road Workshop Report, Focus Group Report, Stakeholder Discussion
Resources Required	<ol style="list-style-type: none"> 1. Workshop facilitation to guide discussions and ensure productive outcomes. 2. Expert speakers to provide specialized knowledge and enhance discussions. 3. Meeting spaces that are well-equipped and accessible to participants. 	2024 Braintree Wood Road Workshop Report, Focus Group Report
Timeline for Implementation	The focus groups and workshops will be implemented over a 6-12 month period .	2024 Braintree Wood Road Workshop Report, Focus Group Report, Stakeholder Discussion
Performance Metrics	<ol style="list-style-type: none"> 1. The number of focus groups conducted, reflecting the breadth of issues addressed. 2. The actionable outcomes generated during discussions, with emphasis on the quality, feasibility, and impact of the solutions developed. 	2024 Braintree Wood Road Workshop Report, Focus Group Report

Category	Details	Source(s)
Alignment with Existing Regulations and Community Vision	The focus groups and workshops align with the broader vision for the Wood Road District’s revitalization by addressing specific community concerns displayed within the Community Survey and the Focus Groups .	2024 Braintree Wood Road Community Survey Summary, Focus Group Report
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> 1. Improved problem-solving through collaborative discussions. 2. Refined development plans based on detailed feedback. 3. Increased community understanding of the project’s benefits. 	2024 Braintree Wood Road Workshop Report, Focus Group Report, Stakeholder Discussion
Limitations	<ol style="list-style-type: none"> 1. The low-priority designation of the strategy means it will be implemented selectively, focusing on specific issues rather than broader community engagement. 2. Resource constraints, such as the availability of expert speakers and meeting spaces, could limit the frequency of these sessions. 3. Managing expectations around the outcomes of focus groups and workshops may require clear communication about the purpose and scope of the sessions. 	2024 Braintree Wood Road Workshop Report, Focus Group Report
Exclusions	<ol style="list-style-type: none"> 1. Bias or exclusion 2. Dominating interests 3. Ignoring feedback 	2024 Braintree Wood Road Workshop Report, Focus Group Report

4. Housing Strategy

Category	Details	Source(s)
Concept and Purpose	<p>The strategy for integrating housing into the Wood Road District aims to increase the availability of workforce housing, support local businesses, and enhance the area's overall vitality. This approach focuses on developing mixed-use environments where residential units coexist with commercial and recreational spaces.</p> <p>However, the fiscal impact on the town must be considered, as converting a Commercial Only District to a residential one could reduce the commercial tax base, which historically supports a split tax rate benefiting residents.</p>	2024 Braintree Wood Road Community Survey Summary, 2024 Braintree Wood Road Existing Conditions Report, 2024 Braintree Wood Road Workshop Report, Zoning Ordinances
Permitted Uses and Opportunities	<ol style="list-style-type: none"> 1. The housing strategy will focus on creating mixed-use developments that incorporate residential, commercial, and retail spaces. 2. Workforce housing will be a key component, supporting employees from nearby sectors and reducing commuting times. 3. Additionally, developments will follow sustainability and smart growth principles, utilizing energy-efficient designs and public transportation access. 4. While proximity to major highways offers some connectivity, limited transit options make it challenging to promote traditional transit-oriented development. However, implementing shuttle services from residential developments to nearby transit stations could help reduce traffic nuisances, such as cut-through traffic and high traffic volumes entering Braintree, while balancing residential and commercial uses to support fiscal health 	2024 Braintree Wood Road Community Survey Summary, Zoning Ordinances
Key Actors Involved	<ol style="list-style-type: none"> 1. Planning Board: Leading zoning amendments and ensuring alignment with community goals. 2. Planning & Community Development Department: Providing regulatory support and incentives for developers. 3. Developers and Real Estate Investors: Driving the construction and design of housing units. 4. Community Stakeholders: Ensuring that the housing meets local needs through ongoing engagement and collaboration. 	2024 Braintree Wood Road Existing Conditions Report, Planning Board-SPGA Application MASTER June 2021

Category	Details	Source(s)
Resources Required	<ol style="list-style-type: none"> Zoning and Planning Consultants: To draft necessary amendments and ensure housing is integrated effectively. Funding and Incentives: Grants, tax incentives, or other financial tools to encourage the inclusion of workforce housing, while balancing commercial tax revenue considerations. Public Engagement Tools: Surveys, focus groups, and public meetings to gather community input and ensure support for housing initiatives. 	2024 Braintree Wood Road Community Survey Summary, Zoning Ordinances, Focus Group Report
Timeline for Implementation	<ol style="list-style-type: none"> Months 1-6: Detailed planning, community engagement, and stakeholder collaboration. Months 6-12: Zoning amendments and developer outreach. Months 12-24: Developer selection and initial construction. <p>Please note that timelines for construction will vary depending on the scale of the projects and developer interest, with the goal of completing the initial housing units within 24 months.</p>	Stakeholder Discussion
Performance Metrics	<ol style="list-style-type: none"> Number of Housing Units Developed: Target a specific number of units, with a portion designated as workforce housing. Occupancy Rates: Monitor resident satisfaction and housing unit occupancy. Community Impact: Assess effects on local businesses, traffic, and community engagement. Fiscal Impact: Evaluate changes to the town’s commercial tax base and the impact of residential development on overall fiscal health, ensuring that housing developments support long-term sustainability. 	2024 Braintree Wood Road Community Survey Summary, 2024 Braintree Wood Road Workshop Report, Zoning Ordinances
Alignment with Existing Regulations and Community Vision	<p>The strategy aligns with the town’s Master Plan for a revitalized, mixed-use district while considering fiscal health. Zoning amendments may be required, but careful attention will be paid to maintaining a balance between residential and commercial uses to avoid negatively impacting the commercial tax base. Collaboration with community stakeholders ensures that the development aligns with local expectations and needs.</p>	2024 Braintree Wood Road Existing Conditions Report, Zoning Ordinances
Strategic Impact and Community Benefits	<ol style="list-style-type: none"> Workforce housing will retain local employees and support economic growth. Sustainable development will enhance the district’s appeal, making it an attractive location for residents and businesses alike. Mixed-use developments will foster 24-hour activity, boosting local businesses. Improved quality of life: Housing developments will contribute to a more vibrant and active community while addressing the needs for housing, transportation, and sustainability in a growing economy. 	2024 Braintree Wood Road Community Survey Summary, 2024 Braintree Wood Road Existing Conditions Report

Category	Details	Source(s)
Limitations	<ol style="list-style-type: none"> 1. Commercial tax revenue loss: Introducing housing in a Commercial Only District could reduce the town's commercial tax revenue. 2. Balancing development goals: Ensuring that residential and commercial uses complement each other without undermining fiscal stability. 3. Zoning changes: Adjustments to current zoning regulations, including increasing allowable density beyond the current 7-8 units per acre under Section 135-705, will be needed to support impactful housing development while considering the district's long-term commercial viability. <p>Careful planning and resource allocation will be necessary to overcome these challenges and ensure successful integration.</p>	2024 Braintree Wood Road Community Survey Summary, Zoning Ordinances, Stakeholder Discussion
Exclusions	<ol style="list-style-type: none"> 1. Housing Incompatible with Mixed-Use Vision: <ol style="list-style-type: none"> a. Housing lacking integration with commercial areas 2. Housing Conflicting with Community Character and Preferences: <ol style="list-style-type: none"> a. High-density housing inconsistent with surrounding areas b. Housing types generating negative perceptions 3. Housing Failing to Address Workforce Affordability Concerns: <ol style="list-style-type: none"> a. Housing exclusively targeting highest-income individuals b. Housing lacking adequate planning and community input 	2024 Braintree Wood Road Community Survey Summary, Zoning Ordinances, Stakeholder Discussion, 2024 Braintree Wood Road Workshop Report