

EXECUTIVE SUMMARY

Building on the approaches outlined in the 2002 Local Comprehensive Plan, the Town of Eastham wishes to create a traditional mixed use Village Center for the North Eastham area centered around the intersection of Route 6 and Brackett Road and involving the surrounding private and public properties (i.e., the town-owned Purcell property). In order to facilitate this land use goal, the town hired Stantec Consulting Services Inc. to refine the vision and develop the necessary land use regulations and planning tools to address the issues and opportunities in the North Eastham Project Area while respecting the needs of the property owners and other community stakeholders.

Preliminary recommendations for design features of the new Village Center were identified in 2005 with the assistance of the well-known land use planner and author Randall Arendt of the Natural Lands Trust. According to this visioning process, the Village Center should become an area that is easily accessible and will accommodate a variety of commercial, residential, and other uses. The core area and focal point of the new Village Center is the Purcell property, which is approximately 11 acres and provides several mixed use opportunities. The site allows for integrating existing development as well as infill development, redevelopment, and connectivity to existing recreational opportunities. Desired features of the North Eastham Village Center include:

- An attractive and vibrant economic center
- Mixed but compatible uses including commercial, residential, civic, and recreational
- Smooth traffic flow
- Affordable housing
- Senior/rental housing
- Road-front businesses
- Integrated parking and landscaping
- Village green/park
- Network of pathways and restrooms
- Effective solutions/alternatives to water and wastewater needs

As a follow up to these efforts, the town appointed the **Critical Planning Committee (CPC)** to oversee the development of the *North Eastham Village Center Concept Plan and Report*. This project has been divided into two parts due to budgeting and funding constraints. Part 1 includes the following sections: Formulating a Vision for the Village Center, Existing Conditions and Trends, and Current Land Use Issues and Future Opportunities, and the Village Center Conceptual Plan. (Part 1 is included in this document.) Part 2 will include the preparation of Village Center Overlay District Regulations, General Design Guidelines, and an Implementation Program and Potential Funding Sources.

The public visioning process as described in Section 1 provided the foundation for the North Eastham Village Center Concept Plan. This process included visioning workshops, a design charette, meetings with town staff and the Critical Planning Committee, and interviews with property owners, business owners, civic organizations, and other stakeholders.

Section 2, Existing Conditions and Trends, breaks down the North Eastham Village Center Project Area into five general sub-areas based on existing land use patterns, future development potential, and desired community planning objectives:

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- North Gateway Area
 - South Gateway Area
 - Village Center Core Area
 - Commercial/Industrial Redevelopment Area
 - Village Neighborhood Area

Each of these sub-areas has its own set of characteristics and role in establishing the North East Village Center. Collectively, the area is too large to support a traditional New England village. However, the gateways, commercial/industrial, and neighborhood areas each support the Village Center Core Area by providing access and market opportunities to both local residents and visitors. The Existing and Future Land Use Areas Map in Section 2 illustrates the Village Center Core Area and surrounding areas.

Section 3 indicates that the proposed North Eastham Village Center (NEVC) Project Area has good potential for a variety of future development opportunities including residential (mixed-income rental and ownership), commercial, light industrial, medical and personal service, and civic uses. The general areas and types of development potential throughout this Project Area are illustrated on Map Series 3.2 – NEVC Existing Conditions, Issues & Opportunities.

Section 4 contains the Village Center Conceptual Plan Progression Drawings and related graphics as well as suggested design principles, public improvement projects, the role of private development, and potential impacts of the community. To facilitate the establishment and development of a new Village Center as desired by the community, the concept plan is broken down into five progressive concept stages. The plan focuses on the portion of the NEVC that has the greatest potential to serve as the civic and mixed-use center for North Eastham. This area has been determined through the public involvement process to be the area around the Route 6 and Brackett Road intersection with a particular focus on the east side of the Route 6 corridor and the town-owned Purcell parcel.

The progressive steps in creating the North Eastham Village Center are outlined below:

- **Stage I** – Make improvements to existing buildings and key roadways:
 - Upgrade and Enhance Brackett Road and Route 6 in the NEVC Project Area.
 - Allow for and encourage connected and shared parking lots and consolidated curb cuts.
- **Stage II** – Provide the civic framework, circulation and streetscape improvements:
 - Upgrade streetscape and gateway improvements in key areas such as with sidewalks, new street trees, welcome and directional signage, ornamental lighting, and possibly burying or relocating overhead utility poles.
 - Organize the Village Common and open spaces around civic buildings and potential relocation of the North Eastham Post Office.
 - Provide connections Village Common to surrounding areas.
 - Connect the Cape Cod Bike Trail to surrounding neighborhoods and commercial areas along Brackett, Route 6, and Holmes Road.
 - Establish a small and well buffered frontage road on the east side and parallel to Route 6, south of Brackett Road to Main Street Mercantile.

- **Stage III** – Facilitate new infill and neighborhood residential development on the Purcell parcel and surrounding areas. New housing should include a mix of affordable and market-rate rental and ownership opportunities for a broad range of age groups.
- **Stage IV** – Facilitate new commercial and mixed-use infill development, redevelopment, and renovation of existing buildings on the Purcell parcel and in the surrounding area. New development should primarily serve the community, such as medical and professional offices, specific types of retail stores, and year-round food and entertainment. Commercial and mixed-use development should be designed with traditional village patterns and style, and be connected through a series of roads, parking areas, sidewalks, trails, and formal streetscape improvements.
- **Stage V** – Establish a new business park in the Commercial/Industrial Area:
 - Consider Holmes Road for acceptance as a town road with upgrades.
 - Encourage general improvement to buildings, site appearance, and access.
 - Set higher standard for design and site planning of new developments.
 - A new business park should extend to the area south of Holmes Road and include new opportunities for local businesses, particularly trades and craftsmen, as well as light manufacturers and entrepreneurs.
 - Consider extending Holmes Road to the south and intersect with Route 6 in the future to disperse traffic and improve safety.
 - Work with area property owners to identify potential sites for a package sewage treatment plant that would serve this portion of the core Area.

Section 4 includes several key recommendations going forward into Part II of the planning and development of the North Eastham Village Center. These recommendations are summarized below:

- **Create a Village Center Overlay District (VCOD)** – To be created in the Core Area and Commercial/Industrial Area. These areas combined have the greatest potential to serve as the civic and commercial center of North Eastham. The VCOD should facilitate traditionally-designed, moderate-density, mixed-use development as illustrated on the NEVC Concept Plan.
- **Create a Traditional Neighborhood Development Bylaw (TND)** – This bylaw would enable historic settlement patterns such as narrow and interconnected streets, reduced front and side setbacks, and arrangement of streets and neighborhoods around a pedestrian-oriented "town center." It would also set standards for mixed-use projects, and provide an alternative to conventional residential subdivisions and highway-oriented commercial development. The principles and performance standards of the TND Bylaw should address the following areas:
 - Sustainability
 - Compact Development
 - Mix of Uses
 - Accessibility and Transportation
 - Cultural and Environmental Context
- **Prepare Design Guidelines for All Development in the NEVC Project Area** - Design guidelines would encourage (or even require) building and site design

characteristics desired for new construction and the adaptive reuse, alteration, expansion, or modification of existing buildings in the NEVC Project Area. The overall objective is to foster a blend of the best of traditional and contemporary design. Design should represent the best match between the needs of human users, the architectural heritage and character of Eastham and the Cape, and the natural and rural attributes of the landscape. A general framework of North Eastham Village Center's design guidelines is outlined below:

- Purpose Statement
- Review Process
- Design Review Principles
- Design Review Standards

Design review standards would consider architectural and site details such as height, proportions, relationship of structures and spaces, shape, landscape, scale, directional expression, and signs

- **Make Traffic Circulation Improvements** – In order to improve the efficiency, capacity, safety, aesthetics, and economic opportunities in the NEVC Project Area and along Route 6 and Brackett Road, the following immediate steps should be taken by the town:
 - Coordination Between Properties – Encourage adjoining properties to make internal connections, shared parking and access resulting in fewer trips, turning movements, and curbcuts on Route 6 and Brackett Road.
 - Aesthetic Impact Management – Consider a Route 6 Overlay District that would address the edges of the corridor such as limited tree or undergrowth clearing, impervious surfaces, outdoor lighting, commercial signage, new curb cut standards, and new tree plantings.
 - Limited, Narrow and Well Landscaped Frontage Roads – There are several undeveloped and potential redevelopment parcels along the Route 6 corridor. Future development on these parcels should be reviewed carefully and encouraged to share access with adjacent properties and possibly through frontage road connections to existing local roads as the opportunity presents itself.
 - Continue to Communicate with Stakeholders – Communicate with local residents, the business community, and other interested groups in preparing traffic and access management plans for the Route 6 corridor and Brackett Road.
- **Work Closely with Local Organizations to Ensure Civic Spaces and Uses are Part of the Village Center** - During the public visioning process a number of civic buildings were identified as potential features of the new village center including a new public library. The town should work closely with local organizations to determine if the library and possibly other civic uses are feasible and should be located in the Village Center.
- **Consider Key Land Acquisitions** - While additional land is not critical to the implementation of the Village Center, selected acquisitions could result in better connections to the Cape Cod Bike Trail, local businesses, residences, and expanded mixed uses along adjacent roadways that would enhance the overall Village Center plan.