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SRPEDD: Lilia Cabral, Title VI / Nondiscrimination Coordinator, 88 Broadway, Taunton MA, 02780, (508) 824-1367

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Para solicitar una traducción de este documento al Español, por favor llame 508-824-1367.

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ACKNOWLEDGEMENTS

This report was made possible with participation and technical assistance from the following:

The Town of Wareham Planning Board and Board of Selectmen
Derek Sullivan, Town of Wareham Town Administrator
Ken Buckland, AICP, Town of Wareham Director of Planning and Economic Development

Donald Sullivan, SRPEDD Economic and Community Development Director
Grant King, AICP, SRPEDD Principal Comprehensive Planner/Information Specialist
Jed Cornock, AICP, SRPEDD Principal Comprehensive Planner

Project Funding: The Town of Wareham Route 28 Economic Development Study was completed with funds provided by the Commonwealth of Massachusetts under the District Local Technical Assistance (DLTA) program.
I. INTRODUCTION

The town of Wareham applied for and received a FY16 DLTA grant to explore Route 28, also known as Cranberry Highway, for potential economic development opportunities. The intent of this report is to build upon recent successes in the study area (including Rosebrook Business Park and Wareham Crossing, pictured on the cover) by identifying potential development sites and the possible character and scale of that development. The report identifies five (5) potential sites through an extensive existing conditions analysis, site visits, and discussions with town officials. In general, these sites (1) are vacant or underutilized, (2) lack environmental constraints (such as extensive wetlands), (3) have access to necessary infrastructure, and (4) are adjacent to existing commercial developments.

II. EXISTING CONDITIONS ANALYSIS

SRPEDD conducted a thorough existing conditions analysis along the corridor. The existing conditions include a series of mapped data layers including study area orthophotography, parcels, land use, zoning, PDA and PPA designations, economic development assets, water resources and wetlands, habitat areas, and crash data. This data was compiled to assist the town in making informed decisions on the best locations for potential new development and/or redevelopment opportunities along the corridor. For detailed information, see the Existing Conditions Analysis on pages 1 to 10.
Map 1: Study Area

Map 1 depicts the study area boundary as established by the Town and SRPEDD. Centered on Route 28, the study area is defined on its north by I-495 and Route 25, on its east by Tihonet Road, on its south by an active railroad right of way, and on its west by the town of Rochester. It contains approximately 720 parcels of land that account for 1,749 acres or roughly 2.74 square miles of land.

The Weweantic River and several of its tributaries run through and adjacent to the study area.

The seasonal (summer) MBTA Capeflyer train service to Cape Cod runs on the active rail lines making the area’s southern border.

Town of Wareham
Route 28 Economic Development Study
Map 1: Study Area

- Study Area Parcels (2.74 square miles or 1,749 acres)
- Other Parcels
- Buildings
- Interstates
- Arterials and Collectors
- Capeflyer MBTA Line
- Water

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

May 2016
Map 2: Land Use

Study area parcels are portrayed here with conventional land use colors.

Parcels classified as residences make up roughly a quarter of the corridor’s land area; however, the majority of these uses are situated away from Route 28, which has significant business and industrial uses on its frontage. These commercial, office, and industrial uses give the study area its predominant character and combine to total 19% of the land area and 66% of its built area (approximately 3 million s.f. out of a total of 4.5 million s.f.).

Institutional land uses (owned by entities such as the Town, the MBTA, the USPS, or conservation organizations) and vacant parcels each make up 16% of the area.

Please note that these records date from FY12 (most recent available), and therefore did not contain information on the Rosebrook development and the new Walmart; these well known changes have been manually added to the data and mapping. Please also note that the A.D. Makepeace holding in the eastern part of the area is changing to more intensive uses such as a medical and senior living facility.
Map 3: Zoning

Business-friendly zoning covers the eastern portion of the study area.

Site visits revealed that certain “strategically located” areas could benefit from more cohesive zoning. For example, the “star-shaped” intersection at Route 28, Carver Road, and Doty Street could be rezoned similar to the Wareham Village to allow for a mix of neighborhood-scale businesses; or the cluster of vacant and underutilized commercial properties centered on the intersection of Route 28 and Great Hill Drive could be changed to incentivize more general commercial uses.
Town of Wareham
Route 28 Economic Development Study

Map 4: Priority Development Areas (PDAs) and Priority Protection Areas (PPAs)

In 2013, Wareham updated its community PDAs and PPAs as part the land use planning associated with the South Coast Rail project. These sites are basic designations of where the community would like to encourage growth (PDAs) and conservation (PPAs). For more information, please see www.srpedd.org/scr-update.

The Weweantic River Basin PPA (310-11) was broadly designated to include the entire basin in order to suggest that any further development in the area should be limited or at a minimum - sensitive to its impacts on the river. This PPA also received regional and state status based on an extensive screening process detailed at the website referenced above.

The Tobey Road Industrial Area (310-05) and Business Development Overlay District (310-01) PDAs identified areas for further business growth. In 2015, they contained 103 firms and 1,941 jobs (these figures do not include the recent Walmart or Rosebrook developments); this accounts for 17.1% (103/601) of Wareham’s businesses and 23.8% (1,941/8,157) of its jobs.

May 2016
Map 5: Economic Development Assets

The study area is served by Greater Attleboro-Taunton Regional Transit Authority (GATRA) fixed route bus service on Route 28.

The main industrial areas appear to have municipal sewer service (based on 2012 sewer information prepared by the Buzzards Bay Coalition).

The entire community is part of the Wareham/Buzzards Bay Economic Target Area as designated by EOHED; it contains three Economic Opportunity Areas (EOAs) as identified by the Town. Wareham has yet to opt into the Chapter 43D Expedited Permitting program or to designate any Chapter 43D sites.

Town of Wareham
Route 28 Economic Development Study
Map 5: Economic Development Assets

- Study Area Parcels (2.74 square miles or 1,749 acres).
- Sewered Areas (BBC 2012)
- Economic Opportunity Areas (EOAs)
- GATRA Bus Service
- Buildings
- Interstates
- Arterials and Collectors
- Capeflyer MBTA Line
- Water

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

May 2016
Map 6: Water Resources

Future infrastructure investments and developments should protect the Weweantic River, its tributaries, and a nearby aquifer by including low impact development (LID) features and MS4 stormwater management practices.

Town of Wareham
Route 28 Economic Development Study

Map 6: Water Resources

- Study Area Parcels (2.74 square miles or 1,749 acres.
- MassDEP High Yield Aquifer
- MassDEP Medium Yield Aquifer
- MassDEP Wetland Body
- Buildings
  - Interstates
  - Arterials and Collectors
  - Local Roads
- CapeFlyer MBTA Line
- Water

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

May 2016
Town of Wareham
Route 28 Economic Development Study
Map 7: Natural Resources

Similar to water resource considerations, future infrastructure investments and developments should take habitat areas into account. While there are no BioMap2 habitats or landscapes in the area, NHESP habitats and the known rainbow smelt population in the Weweantic River deserve efforts to minimize adverse impacts.
Map 8: Environmental Justice

There is an environmental justice block group, as designated by MassEOEEA, in the western portion of the study area. The median household income in this block group is $39,181; this compares to $62,560 in Wareham as a whole and $67,846 in Massachusetts. The block group also has a relatively high median age of 53.1; this compares to 46.1 in Wareham and 39.3 in Massachusetts. There is a high concentration of mobile home parks in the area, with over 400 such units in the study alone.

Impacts of future development on this population should be minimized and, wherever possible, there needs and opinions should influence future plans.

Town of Wareham

Route 28 Economic Development Study

Map 8: Environmental Justice (EJ)

- Study Area Parcels (2.74 square miles or 1,749 acres.
- MassEOEEA EJ Block Groups (Low Income)
- Buildings
- Interstates
- Arterials and Collectors
- Local Roads
- Cape/flyer MBTA Line
- Water

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

May 2016
Map 10 depicts three years of crash data, 2011-2013. In the period from 2011 to 2013, the annual crashes per million vehicle miles travelled rate on Route 28 west of the I-195 interchange was 2.19. It was 3.04 east of the I-195 Interchange. These figures compare to the most recent standard rate for an urban minor arterial (such as RTE 28) at 3.65. While crash rates are below average, any future economic development should consider its impact on traffic safety.

Traffic and roadway conditions along RTE 28 are generally good. Thanks to a recent MassDOT repaving project, pavement conditions are excellent along the entire corridor. The average daily traffic (ADT) on Route 28 ranges from approximately 6,100 near the Rochester Town Line to approximately 15,300 near the I-195 interchange. The intersections’ operations (expressed in Level-of-Service or “LOS”) range from LOS C (RTE 28 & Tobey Rd. and Main St. & Tobey Rd.) to LOS D (RTE 28 & Kendrick Rd.). Taken as a whole, it is unlikely that any moderate economic development activities will adversely affect the corridor.
The preceding existing conditions analysis - along with site visits and discussions with town officials - identified 5 main sites with good potential for economic development. In general, these sites (1) are vacant or underutilized, (2) lack environmental constraints (such as extensive wetlands), (3) have access to necessary infrastructure, and (4) are adjacent to existing commercial developments. Map 10 depicts these sites and highlights main strategies that are explored in detail in the remainder of this document.

**Town of Wareham**

**Route 28 Economic Development Study**

Map 10: Proposed Development Sites

1: Wareham IP 2
- Industrial development of vacant parcels.
- Chapter 43D Priority Development Site (PDS) designation.
- Low Impact Development (LID) within PPA.

2: Tobey Road
- Industrial development or Research and Development (similar to Smithers Laboratories) on vacant parcels.
- Chapter 43D Priority Development Site (PDS) designation.

3: Corridor Revitalization
- Assemble smaller parcels into larger sites.
- Rezoning to allow/incentivize retail and service uses in the emerging commercial corridor.

4: Kendrick Road
- Industrial development of vacant parcels.
- Site, streetscaping, and branding improvements to the park’s entrance.
- Chapter 43D Priority Development Site (PDS) designation.

5: Cranberry IP
- Industrial development of vacant parcels.
- Chapter 43D Priority Development Site (PDS) designation.
Site 1: Wareham Industrial Park 2

Two vacant parcels at the end of Patterson Brook Road present opportunities for redevelopment. The two main parcels (on the cul-de-sac total nearly 21.4 acres and are held under single ownership by the Tremont Enterprise Corp. Additionally, a 5.8-acre landlocked parcel could be assembled with the larger of the 2 Tremont parcels to form one 21-acre development site. In general, these parcels could be sub-divided in order to maximize development potential. Although the sites are designated Economic Target Areas (ETAs), they are also identified as State Priority Protection Areas (PPAs) because they are within the Weweantic River Basin. NHESP habitats are also present. Low impact development and habitat-friendly site planning options should therefore be present in all development; MS4 site planning and green infrastructure alternatives should also be considered within the PPA.

Additionally, the entrance to the industrial park at Patterson Brook Road could be improved. Land controlled by WCED is on either side of Patterson Brook Road driveway; these narrow parcels can be used to provide improvements including a business directory, beautification, roadway improvements, sidewalks, lighting, and wayfinding signage. (This “beautification” strategy is also described in more detail for Area 4.) Parcels in this area are excellent candidates for 43D designation. The Town Planning Office should reach out to property owners to initiate program participation. Lastly, a large parcel owned by the Bliss Family Foundation is located south and east of the Tremont Enterprise parcels and to the west of parcels along Tobey Road (Walmart, US Postal Service distribution facility, and Cape Cod Express). This 41.6-acre parcel is vacant and has some frontage on Route 28. Extending Patterson Brook Road could also provide access for development. Similar to the Tremont Enterprises parcels, this site has ETA and PPA designations; appropriate low impact development options should also be considered. Chapter 43D Expedited Permitting designation has significant potential here, pending ownership buy-in.

Site 1: Implementation Actions

Below is a summary of the next steps or actions needed to implement specific strategies identified for Site 1. Wareham Planning and Community Development Office, under the direction of the Town Administrator and Board of Selectmen, should be the responsible parties for these actions.

1. Work with the Wareham Conservation Commission to determine what, if any, limitations the presence of NHESP habitats may have on development. Identify appropriate mitigation.
2. Secure buy-in and participation from key property owners to designate priority development sites (PDS) under Chapter 43D Expedited Streamlined Permitting;
3. Promote and market PDS to attract private investment, encourage new development, create employment opportunities, and generate tax revenue; and
4. Leverage projects and private investment to pursue public funding for improvements to Patterson Brook Rd. driveway entrance, amenities and other infrastructure under MassWorks Infrastructure Improvement Program, EDA Public Works, or MassDOT Complete Street Funding Program.

Site 1: Example Development - 24 Patterson Brook Road

In order to explore development potential on each of the proposed development sites, SRPEDD identified example projects to “imitate;” in other words, SRPEDD used the building densities (expressed as Floor Area Ratios, or FAR) of existing projects to estimate what could be built on each site. This straightforward method considers what has been allowed under existing zoning and permitting; it also accounts for real estate market demand by basing its estimates real-world projects adjacent to each site. According to this estimate, Site 1 can support approximately 399,000 S.F. of development.

24 Patterson Brook Road, built in 2010.
Site 1 Map:
Four (4) parcels totaling 68.84 acres are contained in Site 1. Two tributaries of the Weweantic River and several wetland networks are on-site - particularly at the site’s periphery. While there is significant upland available for development, low impact development (LID) and stormwater management initiatives should be incorporated into all site planning in order to protect nearby water resources.

Example Development

Example Development for Site 2

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

November 2016

1" = 400'
Site 2: Tobey Road

There are two vacant industrial parcels on the west side of Tobey Road that are controlled by a single owner (Trustees of M. Giancola). These parcels total 16 acres and provide excellent development opportunities along a well-used roadway. The sites are located at the end of the road directly across from Wareham Crossing, north of the intersection of Tobey Road, Main Street, and Station Street. Additionally, a CSX rail line runs just west of the intersection. In the rear of these sites is a successful commercial use; therefore, any new development opportunities should be compatible with these existing activities. Both sites are designated ETAs and local Priority Development Areas (PDAs); these designations, their single-ownership status, and their location make them excellent candidates for further 43D designation. Moreover, their proximity to Smithers Laboratories (located at 13 Station Street) provides the possibility for synergies that could attract ancillary, high-value R&D or related development.

Site 2: Implementation Actions

Below is a summary of the next steps or actions needed to implement specific strategies identified for Site 2. Wareham Planning and Community Development Office, under the direction of the Town Administrator and Board of Selectmen, should be the responsible parties for these actions.

1. Secure buy-in and participation from property owner to designate sites as priority development sites (PDS) under Chapter 43D Expedited Streamlined Permitting; 
2. Promote and market PDS to attract private investment, encourage new development, create employment opportunities, and generate tax revenue; and 
3. Leverage projects and private investment to pursue public funding for improvements to Tobey Road and other infrastructure under MassWorks Infrastructure Improvement Program, Complete Streets or other programs. It is important to note that Tobey Road already experiences high traffic and truck volumes; any future large-scale economic development should study its impact on this roadway.

Site 2: Example Development - 2 Express Drive

In order to explore development potential on each of the proposed development sites, SRPEDD identified example projects to “imitate;” in other words, SRPEDD used the building densities (expressed as Floor Area Ratios, or FAR) of existing projects to estimate what could be built on each site. This straightforward method considers what has been allowed under existing zoning and permitting; it also accounts for real estate market demand by basing its estimates real-world projects adjacent to each site. According to this estimate, Site 2 can support approximately 52,000 S.F. of development.

24 Express Drive, built in 2007.

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Site 2 Map:
Two (2) parcels totaling 16.36 acres are contained in Site 2. The sites are upland and have ample frontage on Tobey Road. These are highly visible sites on a well traveled roadway.

Town of Wareham
Route 28 Economic Development Study
Site 2: Tobey Road
16.36 acres, 2 parcels

- Parcel Lines
- MassGIS 3 meter Contour Lines
  (elevations are expressed in intervals of approximately 10')

Example Development
mapped with Site 1

2 Express Drive - "Cape Cod Express"

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

November 2016
1" = 200'
Site 3: Corridor Revitalization on Route 28

This area represents about a ½-mile corridor along both sides of the Route 28 Corridor from Tow Road north to the Cranberry Industrial Park driveway and Patterson Brook Road south to Tobey Road. It contains 14 parcels totaling 18.8 acres of primarily vacant, underutilized, and distressed properties in an industrial zone. Primary redevelopment opportunities exist on the northbound side (map 108, lots 1002D, 1002/B1 and 1002/B2), including a vacant 5,287 SF building (former Wareham Pharmacy). These parcels comprise about 3.5 acres and are controlled by a single owner. In addition, there is an adjacent parcel (map 108, lot A), containing a vacant 7,300 SF building (Nissen Bakery). Collectively, these parcels total nearly 5 acres that could be assembled or separately redeveloped for commercial uses more appropriate to the emerging retail corridor (including Walmart and Wareham Crossing); possible uses include dine-in restaurants, supportive retail, and service activities similar to development in nearby Rosebrook Place.

Additionally, there are two smaller sites that offer opportunities – First, map 108, lots 1, 2, 3 and 4 contain about 4 acres under single ownership. These parcels could be assembled for redevelopment of a similar, higher-value use. The other area contains two contiguous, single-ownership parcels totaling 2.7 acres of currently (under)utilized for storage of construction equipment and materials.

Lastly, limited opportunities exist along the southbound side of Route 28 on two separate vacant parcels (map 90, lots 1040 and 1041) that could be assembled to form a 2-acre site for additional commercial development. The entire area is designated as a Wareham PDA and as an ETA. The town should investigate potential for 43D and for incentives under the Economic Development Incentive Program (EDIP) to attract redevelopment interest.

Site 3: Implementation Actions

Below is a summary of the next steps or actions needed to implement specific strategies identified for Site 3. Wareham Planning and Community Development Office, under the direction of the Town Administrator and Board of Selectmen, should be the responsible parties for these actions.

1. Initiate contact and discussions with key property owners and commercial real estate representatives to secure participation in redevelopment efforts outlined in the report;
2. Secure buy-in and participation of key property owners to designate eligible PDS under Chapter 43D Expedited Streamlined Permitting;
3. Promote and market PDS to attract private investment, encourage new development, create employment opportunities and generate tax revenue; and
4. Leverage project(s) and private investment to pursue public infrastructure improvements along Route 28 Corridor under MassWorks Infrastructure Improvement Program, Complete Streets, or Transportation Improvement Program (TIP).

Site 3 Example Development - 2420 Cranberry Highway (Rockland Trust)

In order to explore development potential on each of the proposed development sites, SRPEDD identified example projects to “imitate;” in other words, SRPEDD used the building densities (expressed as Floor Area Ratios, or FAR) of existing projects to estimate what could be built on each site. This straightforward method considers what has been allowed under existing zoning and permitting; it also accounts for real estate market demand by basing its estimates real-world projects adjacent to each site. According to this estimate, Site 3 can support approximately 117,000 S.F. of development.
Site 3 Map:
Fourteen (14) parcels totaling 18.81 acres are contained in Site 3. The sites are located along both sides of the Route 28 corridor. Many of the parcels are vacant or underutilized. All sites are upland.

Town of Wareham
Route 28 Economic Development Study
Site 3: Corridor Revitalization
18.81 acres, 14 parcels

- Parcel Lines
- MassDEP Wetland Bodies
- MassGIS 3-meter Contour Lines
  (elevations are expressed in intervals of approximately 10')

Example Development

2420 Cranberry Highway - Rockland Trust

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

November 2016
Site 4: Kendrick Road

This area contains five (5) parcels totaling 9.66 acres at the entrance to Wareham Industrial Park.

1. The industrial park and all the adjacent properties are designated as an ETA and a PDA. Included in this area is a small parcel of less than an acre owned by the Wareham Community and Economic Development Authority (CEDA); it currently houses the Christopher Donovan Center and Day School. The remaining 11.0 acres consists of a 2-parcel area of about 4-acres of mostly vacant and underutilized land to the north of Kendrick Road; the second area is a single 4.8-acre, vacant parcel adjacent to the Donovan School on Recovery Road. Additionally, there is an approximately ½-acre area in the decommissioned MassDOT ROW, fronting Route 28; this island of land can provide significant opportunities to beautify and to “brand” the entry of the industrial park.

The vacant 9 acres could provide new development opportunities for the industrial park. In addition, there has been preliminary discussions regarding disposition of the CEDA property for redevelopment and relocating the Donovan Center. Ownership of the decommissioned MassDOT ROW should be transferred (if it has not already been) to the town of Wareham to provide space for significant improvements to the entrance of the industrial park: (1) a business directory/kiosk designed with a turn-in to improve the industrial park’s visibility; (2) an entrance and driveway including beautification; (3) landscaping; and (4) other features (such as stonewalls, split rail fencing, plantings, and lighting) that add value and visibility to the park. Additionally, infrastructure improvements to Kendrick Road (roadway, drainage, sidewalks, street lighting, and signage) may be appropriate here. Wareham could provide development incentives under Chapter 43D Expedited Permitting and leverage new private investment from the development of the identified sites to secure funding to address improvements. Additionally, the town should also investigate potential funding for these improvements.

Site 4: Implementation Actions

Below is a summary of the next steps or actions needed to implement specific strategies identified for Site 4. Wareham Planning and Community Development Office, under the direction of the Town Administrator and Board of Selectmen, should be the responsible parties for these actions.

1. Determine status of decommissioned MassDOT ROW and finalize transfer to the Town of Wareham;
2. Obtain consensus on disposition of the WEDC property on Recovery Rd. for future redevelopment;
3. Secure buy-in and participation from key property owners to designate eligible PDS under Chapter 43D Expedited Streamlined Permitting;
4. Promote and market PDS to attract private investment, encourage new development, create employment opportunities, and generate tax revenue; and
5. Leverage project(s) and private investment to pursue public funding for improvements to Kendrick Rd. driveway entrance, amenities and other infrastructure under MassWorks Infrastructure Improvement Program, EDA Public Works, or Complete Streets.

Site 4 Example Development - 8 Kendrick Road

In order to explore development potential on each of the proposed development sites, SRPEDD identified example projects to “imitate”; in other words, SRPEDD used the building densities (expressed as Floor Area Ratios, or FAR) of existing projects to estimate what could be built on each site. This straightforward method considers what has been allowed under existing zoning and permitting; it also accounts for real estate market demand by basing its estimates real-world projects adjacent to each site. According to this estimate, Site 4 can support approximately 169,000 S.F. of development.

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</table>

8 Kendrick Road, built in 1997.
Site 4 Map:
Five (5) parcels totaling 9.66 acres are contained in Site 4. The sites are located on either side of Kendrick Road. Apart from the Donovan School, the parcels are vacant or underutilized. The large parcel on Recovery Road has moderate wetland considerations away from the roadway frontage.

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

November 2016

1” = 200’

Site 4 Map:
Five (5) parcels totaling 9.66 acres are contained in Site 4. The sites are located on either side of Kendrick Road. Apart from the Donovan School, the parcels are vacant or underutilized. The large parcel on Recovery Road has moderate wetland considerations away from the roadway frontage.

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

November 2016

1” = 200’
Site 5: Cranberry Industrial Park (Rear)

Cranberry Industrial Park is a small, 5-lot industrial subdivision containing about 30 acres supporting approximately 96,300 square feet of industrial space with nearly half of the park developed. The rear portion of the property contains 3 vacant parcels totaling just over 15.2 acres (including a small 10,000 square foot lot). Most of the property remained vacant until recent development in 2013/14 on the 7.4-acre parcel (1001B, used as the example development) with two 20,000 S.F. distribution buildings. The industrial park is privately owned under a single ownership. The site is designated as an ETA and a PDA; as such it should be evaluated for designation under Chapter 43D as a priority development site to attract additional development activity, private investment, and increased employment – as well as providing funding opportunities to improve access and visibility for the site.

Site 5: Implementation Actions

Below is a summary of the next steps or actions needed to implement specific strategies identified for Site 5. Wareham Planning and Community Development Office, under the direction of the Town Administrator and Board of Selectmen, should be the responsible parties for these actions.

1. Secure buy-in and participation from property owner to designate sites as PDS under Chapter 43D Expedited Streamlined Permitting;
2. Promote and market PDS to attract private investment, encourage new development, create employment opportunities, and generate tax revenue; and
3. Leverage project(s) and private investment to pursue public funding for improvements to Cranberry Industrial Park Dr., entrance, amenities, and other improvements under MassWorks Infrastructure Improvement Program or other programs.

Site 5 Example Development - 2384 Cranberry Highway

In order to explore development potential on each of the proposed development sites, SRPEDD identified example projects to "imitate;" in other words, SRPEDD used the building densities (expressed as Floor Area Ratios, or FAR) of existing projects to estimate what could be built on each site. This straightforward method considers what has been allowed under existing zoning and permitting; it also accounts for real estate market demand by basing its estimates real-world projects adjacent to each site. According to this estimate, Site 5 can support approximately 79,000 S.F. of development.
Site 5 Map:

Five (3) parcels totaling 13.75 acres are contained in Site 5. The sites are located at the rear of Cranberry Industrial park. They are upland, rising to a hill that backs into I-495.

Town of Wareham
Route 28 Economic Development Study
Site 1: Cranberry IP (Rear)
13.75 acres, 3 parcels

Parcel Lines
MassGIS 3 meter Contour Lines (elevations are expressed in intervals of approximately 10')

Example Development

2384 Cranberry Highway

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

November 2016 1" = 200'

108'