

# Appendix A – CPA Preliminary Proposal

[CPC Use Only]	Date Received: 10/24/24	Received By: Katie Berry	Assigned CPC #: 2026- 17
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This form may be copied. Please type or print clearly, answer all questions, use "N/A" if not applicable. Use additional paper as needed.

## 1-A Applicant Information

Last Name: <b>Greg</b>	First Name: <b>Sheldon</b>
Organization(s)(as appropriate) <b>Destination Groton Committee</b>	

1-B Regional Project? YES  NO  If YES, Town/Organization:

2 Submission Date: **October 24, 2024**

## 3 Applicant Address

Street: <b>62 Whispering Brook Road</b>	City: <b>Groton</b>	State: <b>MA</b>	Zip: <b>01450</b>
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4 Phone: **978-448-8317** Email: **gregory.m.sheldon@gmail.com**

## 5 CPA Purpose (Check all that apply)

Affordable Housing: <input checked="" type="checkbox"/>	Community Housing: <input checked="" type="checkbox"/>	Historic Preservation: <input checked="" type="checkbox"/>
Open Space: <input checked="" type="checkbox"/>	Recreation: <input checked="" type="checkbox"/>	

As per MA General Law Chapter 44B, proposed historic projects that are not on the structures listed on the state's Registry of Historic Places require a determination by the Groton Historic Commission that the proposed project is of historic significance.

6 Project Address/Property Owner's Name: **Town Center Overlay District**

7 Project Name: **Town Center Development Vision Plan**

## 8 Community Preservation Plan Objectives – Use codes from SECTION 5 to indicate all that apply

5.1.1; 5.2.1 and OSPR Section 9 - 3.2;5.1;6.1;7.2

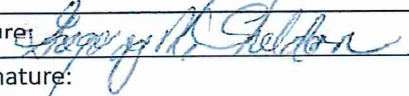
9 Proposal Basic Description

See attachment.

Initial Estimated CPA Cost

\$43,000

10 Signature

Applicant Signature: 	Date: 10.24.2024
Co-Applicant Signature:	Date:
Co-Applicant Signature:	Date:

## **Community Preservation Committee Two-page Preliminary Project Summary**

**October 23, 2024**

### **Destination Groton Committee**

Groton seeks to fund a Town Center Development Plan building upon three years of foundational work. The plan will focus on 1) identifying and addressing traffic, public safety and parking issues; 2) Ongoing economic studies on tourism's impact and retail gap analysis identifying economic opportunities leaving the town and those that could be leveraged in the town; 3) Attract developers and investors to redevelop underused buildings and create mixed uses that retain downtown's rural and historic nature. These may include housing (market rate and low income), office and makers' spaces, retail shops, cultural destinations, eateries and overnight accommodations; and 4) establishing wayfinding and navigation to and around the town center that accommodates new development and walkability while preserving the cultural and historic core. The project will complement and expand upon the 2024 Town Master Planning update.

Funds will be used to create a dynamic action document that provides a framework for near term 5–10-year growth. This Vision Plan will integrate the depth of existing research and community planning that has happened over the past 3 years and propose reuses for buildings, new development opportunities and public amenities.

Destination Groton's mission is to engage community members to: 1) increase Groton's livability, charm and economic prospects; 2) accommodate visitors for tourism, recreation, historic, cultural and natural beauty; 3) promote and preserve the town we all love.

The work funded by this fund will create a comprehensive documentation and analysis of three elements: 1) What services, shopping, attractions are Groton residents leaving town for? This element will build upon the Montachusett Regional Planning Commission's (MRPC) 12/23 Retail Gap study around how much money Groton residents were spending outside of Groton and in the region for lack of local sources. 2) What amenities, businesses and services would enhance the experience of both residents and visitors to Groton?

These include those at the Groton Music Center, where last year 40,000 new visitors attended performances; the many weddings held in Groton each year; the hikers and bike riders exploring the plethora of trails; and the many cultural visitors exploring the historic, literary, and scenic places of interest.

This project is needed for three reasons. First, as a rural community, Groton is under-realizing its potential as a destination and its own residents are not able to enjoy a vibrant downtown that hosts the commercial, retail, amenities and services for both residents and visitors alike. According to two preliminary studies—\$60-\$77 million is spent out of the community by Groton residents, 30% which is re-capturable which translates to 12 new businesses and 37,00 ft<sup>2</sup> of commercial space. This is problematic for two economic

reasons. First, it means that local tax revenue is not realized thereby diminishing the potential of the government to support the town. Also, dollars spent in a community typically have a 2.5 times multiplier effect, meaning that economic development has a positive effect on the community.

The second need is for community wellbeing. Groton is without important *third spaces* to gather, socialize and build community. With loneliness at epidemic levels in the US, especially among seniors, newly envisioned hubs will provide new opportunities, leading to improved health.

The third reason is climate change. Without accessible community clusters, individuals are increasing vehicle miles driven, needs for impermeable surfaces, and secondary impacts of driving, exacerbating climate change. Other project elements related to (but not included in) this proposal include Groton Gathering, a place for residents and visitors to engage and as a gateway to downtown and economic growth meant to catalyze biking and hiking. We believe that gateways to attractive town offerings will increase recreational usage and reduce driving as well. Per MRPC, the Nashua River Rail Trail receives up to 4,000 visitors over a holiday weekend who can frequent new commercial venues as a part of their experience.

The increase in housing options and new housing stock and economically accessible housing will be another feature to breathe new life and opportunities into the Groton Town Center.

This request for funds would go to leverage and complete funding for a professional Planner to conduct traffic, economic, design and site analysis in order to draft a final Groton Town Center Vision Plan in 2025. We were fortunate to receive a grant from the Commonwealth under the One Stop for Growth Rural Development Fund in the amount of \$50,000 which begins next month. The initial grant request was for \$103,000. With these additional CPC funds of \$43,000 and our DGC match of \$9,400 we will be able to complete the \$103,000 project.