

*SLADE'S FERRY  
CROSSING*

MIXED-USE REDEVELOPMENT  
AREA

June 2010

Southeastern Regional Planning and Economic Development District

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Town of Somerset: *Slade's Ferry Crossing: Vision for Redevelopment*

1. Introduction: *Building the Framework*

This document evaluates potential future mixed-use redevelopment opportunities, zoning considerations and infrastructure improvements which will be necessary for the Town of Somerset to transform *Slade's Ferry Crossing Priority Development Area* into a viable mixed use, pedestrian friendly area including the development of a riverfront park that will provide pedestrian access, open space, walking trails and bike paths. These opportunities have emerged as a result of the relocation of the Brightman Street Bridge and realignment of Route 6.

The review and analysis was conducted as part of the technical assistance component of the *South Coast Rail Land Use and Economic Development Corridor Study, 2009*. The project area assessment and recommendations included in this document are based on a preliminary site, the Brightman Street Bridge Replacement project, discussion with Mass DOT, local officials and boards, mapping, previous studies and reports. No market analysis was conducted for this study, and recommendations should be considered as long-term goals.

Historically, the Slade's Ferry Crossing area has been the focus of commercial development due to its location along the regional transportation corridor of Route 6 (Grand Army Highway - GAR Hwy). The corridor offers access and visibility to attract business development including retail, service and other related industries which serves local residents and surrounding communities providing employment opportunities and generating local tax revenues for Somerset. Nearly 40 years ago the Brightman Street Bridge Replacement Project was identified, discussed and studied for reconstruction as a major transportation improvement project. In 1999 construction of this new \$300 million bridge commenced; the project has had several delays and currently the project is ongoing and is expected to be completed by autumn 2012.

The new Brightman Street Bridge now referred to as the Veterans Memorial Bridge will cross the Taunton River north of the existing bridge traveling through the former Slade's Ferry Park and extend into a realigned Route 6 (Grand Army Highway) west of the intersection at Route 6 and Brayton Avenue. This new route discontinues a 1,612 linear foot portion of the old Route 6 from Brayton Avenue east to the waterfront creating both challenges and opportunities for Somerset. The traffic volume on the segment of Route 6 that will be discontinued as well as Slade's Ferry Avenue is expected to decline dramatically resulting in negative effects on the businesses which depended on the Route 6 access and visibility for their customer base. This area is already showing signs of disinvestment, vacancies and deterioration; particularly the businesses on the north side

of Slade's Ferry Avenue and without some strategy to address the situation, blight will worsen and spread.

This challenge also provides Somerset with a potential opportunity to redevelop this area into a vibrant, new mixed-use district including shops, restaurants, retail, service and office businesses disbursed with some variety for housing options including providing public access along the waterfront to the Taunton River creating a riverfront park with walking trails and bike paths. Some redesign of the street network would be necessary providing sidewalks, street scaping, way-finding signage and green spaces intergraded with pedestrian and bicycle linkages to and from this area to waterfront destinations and adjacent residential areas. In addition, there is underutilized municipal property located within the area that could be developed offering increased financial benefits to the town.

Realizing the impact the Veterans Memorial Bridge Project will have on this area and the potential future redevelopment opportunities the Town of Somerset proactively moved forward over several years with preparing a series of local documents consistent with identifying and targeting the area as a priority for redevelopment citing economic development, recreational and open space priorities. These documents include: Town of Somerset: *Priority Development and Priority Protection Areas, 2008*; Somerset Master Plan, 2007; Somerset Conservation, Recreation and Open Space Plan, 2004 and Somerset Community Action Statement, 1995. This underlying framework forms the basis for establishing a shared Vision for addressing future economic development and open space initiatives for the area.

## 2. Vision Statement:

Transform the existing Slade's Ferry Crossing into a vibrant, attractive, livable, pedestrian friendly, mixed-use neighborhood that creates a "sense of place". The new village center or "MarketPlace" should advocate compact design combining elements of retail, office, residential, entertainment, recreation, open space and other functions that provides walkable and bicycle friendly linkages to and from the adjacent residential neighborhood and destinations in the mixed-use area and waterfront park including open space, appropriate parking, streetscape and way-finding signage. A central component of this new concentrated redevelopment area is the creation of a riverfront park including walking trails, bike paths, a playground, viewing areas, fishing pier, possible public boat launch and dock. Other elements include the relocation and renovation of the Cordeiro's Barn as a tourist information center/ museum as a centerpiece of this newly created open space. The Center would provide information and offer tours on history of Slade's Ferry Crossing and noteworthy points of interest with other information and destinations along Taunton River Wild & Scenic corridor.

*Figure: 1  
New Veterans Memorial Bridge and Slade's Ferry Redevelopment  
Rendering*



3. Target Area:

Slade's Ferry Crossing lies in the southeastern section of Somerset and is defined by Brayton Avenue in the west, Newhill Avenue in the north, the Taunton River to the east and the intersection of Riverside Avenue (Route 138)/ Wilbur Avenue (Route 103) and Brayton Avenue in the south. The entire area zoned business, encompasses approximately 68 acres, containing predominately undeveloped open space along the riverfront, a commercial area along the existing Route 6 (Grand Army Highway) corridor and an adjacent residential neighborhood south of Route 6 and west of Brayton Avenue.

# Slade's Ferry Crossing Target Area



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The commercial area extending along a portion of Route 6 between the riverfront and the intersection of Route 6 and Brayton Avenue including Slade's Ferry Avenue that represents approximately 19 acres is the focus of a proposed, new mixed-used zoning district. This area currently has a number of existing businesses, some vacancies, under developed parcels, underutilized parking areas and is experiencing deterioration. The areas major anchors include: Prima Care Medical Center, Magonis Restaurant and Super 8 Motel. Two prior anchors have recently moved out of the area including Rockland Trust and Webster Bank. There are two additional properties located at the intersection of Route 6 and Brayton Avenue that are also vacant.

#### 4. Key Components for Redevelopment:

- A. Review Mixed-use Zoning Overlay District Bylaw for consistency with Slade's Ferry Vision: Mixed-use zoning is a tool used to encourage smart growth whereby development (retail, service, shops, restaurants, office and housing) is concentrated in areas with transportation access, infrastructure, walkable pedestrian friendly linkages, open space and recreational space designed to create a sense of place. SRPEDD developed a mixed-use overlay district bylaw for the Town of Somerset, which was subsequently adopted at the May 2009 Town Meeting. This bylaw can be applied to Slade's Ferry Crossing or any other business district in town, allowing for development projects that include commercial businesses on the ground floor with residential above. The bylaw is written to allow the planning board considerable input into project design, ensuring that any new mixed use project proposed for the Slade's Ferry Crossing area conforms to the Town's vision.

##### **Recommended Objectives:**

- Review and revise existing mixed-use overlay district bylaw or if necessary, create a new mixed-use overlay bylaw specifically crafted for Slade's Ferry Crossing. Particular attention should be given to development density, diversity of building scale, configuration, parking and other provisions
- Review Site Plan Review process for consistency with vision for Slade's Ferry Crossing
- Consider adopting or utilizing the *Town Center Design Guidelines* prepared by Taintor & Associates, Inc. as applicable in the Slade's Ferry Crossing area
- Facilitate and engage area property owners, residents, businesses and others to build consensus for Slade's Ferry Crossing Vision and purpose of mixed-use overlay district bylaw.

- B. Infrastructure Improvements: Roadway redesign, reconstruction and street elimination (*streets and sidewalks, parking, street lighting, traffic lights, landscaping, pedestrian access and signage*): The relocation of the Brightman Street

discontinues a portion of the Route 6 corridor at the eastern end from the intersection of Brayton Avenue to the riverfront. Traffic on this old segment of Route 6 will be drastically reduced and opportunities will emerge to capture underutilized land in the right-of-way through redesign of the layout or elimination of the roadway entirely based on access, infill and redevelopment alternatives. Currently MassDOT is planning to narrow the Old Route 6 segment into a 2 lane (east-west) roadway, reducing traffic capacity.

In addition to the Old Route 6 reconstruction; as part of the Veterans Memorial Bridge Project Route 138 (Riverside Avenue) will be improved along with the redesign of the intersection at Route 6 and 138. The improvements should consist of traffic calming measures including tree lined sidewalks, pedestrian friendly linkages, streetlights, way finding signs etc. These improvements should extend along Route 138 (Riverside Avenue) from NewHill Avenue south thru the Route 6/138 intersection to the roundabout or rotary at Route 103 and Brayton Avenue.

Other considerations may include the elimination of Slade's Ferry Avenue with similar opportunities to development underutilized ROW land as well pending access and configuration of infill and redevelopment. The existing park and ride lot, which is owned by the Town of Somerset could be relocated to the MassDOT parcel on Brayton Avenue between Newhill Avenue and the new Route 6 realignment or to MassDOT property on the west side of Route 138 (Riverside Ave.) before NewHill Avenue, in any event this parcel, combined with the Slade's Ferry Park and Cemetery would provide the centerpiece for any redevelopment initiative. Also, throughout this concentrated mixed-use area of approximately 19 acres walkable, pedestrian-friendly linkages (i.e. treed or landscaped sidewalks) including "way finding" signage and green spaces should be created between parking areas, establishments and waterfront destinations.

#### **Recommended Objectives:**

Below SRPEDD has identified four (4) options for consideration relative to infrastructure improvements including roadway closures, limited access, redesign and reconstruction. Massachusetts Department of Transportation (MassDOT) has control of two (2) very important components that will have a direct impact in transforming this area into an attractive mixed-use location. In order to achieve Somerset's mixed-use vision for this area it is critical that the Town of Somerset facilitate meetings with MassDOT on the redesign to address smart growth principles and mixed-use objectives (higher density commercial and residential development, pedestrian friendly linkages and open space).

First, MassDOT owns and maintains control of the primary infrastructure serving the Slade's Ferry Area including the Old Route 6 (GAR Highway) segment and Route 138 (Riverside Avenue). Any redesign, reconstruction and improvement to these roadways needs to integrate traffic calming (sidewalks, trees and landscaping, streetlights, traffic lights and crosswalks) measures to encourage walkable, pedestrian friendly linkages and other access.

Secondly, in addition to the bike path being constructed along the easement of the new Route 6 realignment both Old Route 6 and Route 138 should also provide shared bike routes and offer pedestrian friendly linkages at various locations. South of the exit on Route 138 a set of traffic lights has already been installed for pedestrian, bicycling enthusiast and other recreationist wishing access to the riverfront. Additional linkages should be located at the intersection of Route 6 and 138 and at Route 103 and Brayton Avenue. A shared bike route looping the waterfront area along Routes 138 and 103 (Riverside Avenue) up Old Route 6 to Brayton Avenue will allow for Somerset to connect with the Swansea system.

- **Option 1: Maintain MHD Proposal to Redesign and Reconstruct Old Route 6**  
Maintain the Mass Department of Transportation (MassDOT) proposal to limit access on Old Route 6 through redesigning the roadway and reducing the capacity by reconstructing it into a two lane roadway (one lane east-west) from the intersection of Brayton Avenue and Route 6 to the intersection of Route 6 and Route 138 (Riverside Avenue). The redesign of Old Route 6 should reflect a boulevard or Main Street environment providing a tree-lined median with aesthetically pleasing pavement (i.e. brick pavers or similar treatment). This redesign would integrate other traffic calming measures including landscaped sidewalks that would provide a series of pedestrian linkages or crosswalks to mixed-use development destinations on the north and south sides of the redevelopment area, benches, trash receptacles, street lights, speed posting, wayfinding signage, etc. Both intersections at Brayton Avenue and Route 138 (Riverside Avenue) will need to be redesigned with traffic calming and pedestrian friendly measures. Under this option the amount of reclaimed land for redevelopment may be less. In addition, any redesign should include an option for a bike route off of Brayton Avenue long the Old Route 6 to the proposed riverfront park area (See Concept Plan).
- **Option 2: Elimination of Old Route 6** – Consider initiating discussions with MassDOT for the elimination of the Old Route 6 for redevelopment as a Main Street shopping boulevard redesigned with brick pavers, plantings, streetlights, signage, receptacles, benches etc. This boulevard would have pedestrian linkages to the north and south sides of the redevelopment area in addition to direct access to the riverfront at the intersection of Routes 6 and 138, which would be redesigned with traffic calming measures, way-finding signage, pedestrian crossings and streetscaping etc. The linkages would extend across Route 138 into the newly created riverfront park with associated open spaces, walking trails, bike paths, information center for historic and other recreational option along the Taunton River. In addition, a bike route off Brayton Avenue should be considered as part of the redesign of the roadway with connections to the proposed riverfront park (See Concept Plan).
- **Option 3: Eliminate Slade’s Ferry Avenue** - In an effort to capture and maximize buildable land area for infill and redevelopment opportunities consideration should be given to eliminate Slade’s Ferry Avenue, which already

has limited access and reduced capacity. Elimination of Slade's Ferry could allow for the assembly of the existing properties (3.6 acres) into a single 4.6 acre site for redevelopment provided that the existing business and property owners reach agreement with a private development entity. The newly assembled parcel would be redeveloped into a high density, mixed-use project including restaurants, shops, business, small office and residential including access and on-site parking. The design of this mixed use redevelopment project would integrate pedestrian friendly linkages, open spaces to destination within the development as well as those outside. The scale (building height and size), location and mix of use within this area is important to encourage foot traffic by visitors and patrons. It is crucial that existing owners work with private developers on redevelopment if this concept is to be successful. Additionally the Town of Somerset owns a 2.2 acre parcel adjacent to Slade's Ferry Avenue a portion of which is currently being utilized as a park and ride lot and could also be included into a larger lot assembly of nearly 7.0 acres for redevelopment (See Concept Plan and Redevelopment Opportunity).

- **Option 4: Maintain Access on Slade's Ferry Avenue** – If access is maintained on Slade's Ferry Avenue it may be necessary to reconstruct the roadway providing sidewalks, trees, landscaping, streetlights, signage and other traffic calming measures. A primary focus of any redevelopment attempt is providing pedestrian friendly linkages around the Slade's Ferry Park and Cemetery and the existing, municipally owned park and ride lot, and area destinations including the riverfront park. Additional consideration should be given to making Slade's Ferry Avenue into a one-way street with diagonal parking in front of the existing businesses, current access off Route 6 to be reviewed pending the type of redevelopment scenario. Under this scenario less land area is available for redevelopment and infill opportunities but Somerset will still need to gain consensus and support for the mixed-use redevelopment vision for this area (See Concept Plan and Redevelopment Opportunity).

#### C. Open Space Preservation, Rehabilitation and Riverfront Park

**Development:** An integral component of the redevelopment strategy for Slade's Ferry Crossing is the creation of a waterfront/riverfront park that would extend from NewHill Avenue south along the Taunton River to the south side of the Old Brightman Street Bridge abutment. Eventually the park, including walking trails and bike paths are anticipated to extend to the rotary (roundabout) at the intersection of Route 103 (Riverside Avenue) and Brayton Avenue and beyond. This area contains approximately 16 acres with most of it controlled by the MassDOT in addition to the Town of Somerset and portions in private ownership.

The centerpiece of this riverfront park would be located on current MassDOT property where the project site office is located (formerly used by the Somerset for firework and other holiday events) and an adjacent property owned by the Town of Somerset to the south of the Grace Bible Church diagonally across Route

138 (Riverside Avenue) from the Slade's Ferry Park and Cemetery. A key component of this waterfront park would be the relocation of the Cordeiro Barn as a tourist information center providing information and other activities related to the Taunton River, Slade's Ferry Crossing and the community's history, culture and heritage.

Access to this new waterfront park land would initiate from the bike route on the north side of the new Route 6 realignment crossing Route 138 to the riverfront park. The park and its proposed trails, pathways and amenities would extend along the Taunton River to the old Brightman Street Bridge abutment where access could be provided from Route 138 through a PT staircase down to the water. The intersection here at Routes 6 and 138 will be redesign with traffic calming measures sidewalks, street lighting, crosswalks, landscaping and way finding signage. Although MassDOT controls most of the waterfront land they are only providing limited elements towards the development of a Riverfront Park under the Veterans Memorial Bridge project. Upon the completion of the bridge project MassDOT will determine what surplus land to revert back to the Town of Somerset for development of the proposed Park. The Town of Somerset should initiate discussions on acquisition and ownership of needed land, the design of the park, amenities, bike paths, public access and other issues.

An additional open space or waterfront park element is the old Brightman Street Bridge abutment that could be utilized as a public fishing area and Taunton River view area. Diagonal parking could be private on the bridge itself access from the bridge to the water is limited and maybe provided through the installation of a PT staircase beyond the bridge abutment is greater in the vicinity across from Super 8 Motel and Magonis Restaurant (See Concept Plan).

- D. Pedestrian linkages to and from mixed-use district, existing residential neighborhood and waterfront park destinations: A principle component of any mixed-use redevelopment project is creating a walkable, pedestrian friendly environment ("a sense of place") that provides linkages to and from area destinations and adjacent neighborhoods. Pedestrian access or sidewalks are traffic calming measures that should be installed on Route 138 on the riverside from the exit ramp south to intersection of Route 6 and 138, and continue to the roundabout at the Route 103 and Brayton Avenue intersection. Sidewalks should contain tree plantings and streetlights to encourage pedestrian use. Where possible a bike route should be integrated adjacent to sidewalk or a share route in the roadway. Along the Route 103 segment after the bridge abutment and intersection benches for waterfront viewing could be included as an additional amenity to sidewalks, streetlights and biking and walking paths. There may also be space for limited off street parking. Additional linkages should be installed at the intersection of Route 6 and Brayton Avenue during the redesign and reconstruction of Old Route 6 to allow for pedestrian access from this residential neighborhood as well as linkages at NewHill Avenue and Route 138 north and at Newhill and Brayton Avenues.

In addition to pedestrian access on Routes 138 and 6 NewHill Avenue should be considered for the installation of a sidewalk abutting the MassDOT parcel from Brayton Avenue to Route 138 (Riverside Avenue). See Concept Plan.

**Conceptual Plan:**

See Appendix: *Slade's Ferry Crossing Concept Plan*

**E. Slade's Ferry Crossing Business Area**

A final component of this preliminary strategy includes a review of potential mixed-use areas and redevelopment options within the 19 acre Slade's Ferry Business Area. This area currently contains about 15 businesses with approximately 148,330 SF of space. Currently there are four (4) vacancies (two recently, including the largest being Rockland Trust) which total 77,380 SF. The Town of Somerset controls about 4.0 acres of the 19 acres identified including: the Bicentennial Park/Cemetery and the Park & Ride lot at Slade's Ferry Ave and, some ROW's that could be assembled and sold as part of potential redevelopment projects.

Figure 3: Slade's Ferry Crossing  
Potential Mixed-Use Redevelopment Area



For planning purposes the Business Area has been divided into six (6) sub-areas. They are as follows:

1. **Slade's Ferry Avenue** – This area represents Slade's Ferry Avenue and contains several retail and service establishments including the Town of Somerset property (park, cemetery, park and ride lot and, Slade's Ferry Avenue ROW)
2. **Waterfront Commercial property** - This property is the site of the Grace Bible Church directly located on the Taunton River
3. **Old Route 6 Eastbound Commercial Area** – This area is situated along the eastbound lane of the Old Route 6 segment and contains key frontage parcels
4. **Center Strip** – This area contains the Magonis' properties located at the intersections of Routes 6/138/103 in the rear of the Prima Care facility
5. **South End site** – This site represents the Super 8 Motel property which is located on Route 103 (Riverside Avenue)
6. **Route 6/Brayton Avenue Intersection** – This area contains vacant properties located on both sides of Route 6 directly west of Brayton Avenue

## 5. Redevelopment Areas and Opportunities

SRPEDD has identified six (6) sub-areas including some specific details of the areas and sites in the Slade's Ferry Crossing Business Area where potential may exist for either commercial and/or mixed-use redevelopment opportunities (see Appendix for more analysis). In addition there are a series of potential redevelopment options/scenarios that the Town of Somerset should consider that can lead to the transformation of this area as a mixed-use center with live, work, entertainment and recreational activities integrated through pedestrian friendly linkages.

It should be noted that the vast majority of sites and properties identified in this area are held in private ownership and in order to achieve redevelopment their participation in the process will be critical in taking advantage of emerging opportunities in this area.

### *Area 1: Slade's Ferry Avenue*

This area represents a 3.6 acre commercial business strip on Slade's Ferry Avenue which consists of seven (7) parcels controlled under six (6) separate ownerships. Parcel sizes range from .14 to 1.75 acres with 93,211 SF of commercial space. The businesses located here include Schwartz Appliance, Kearny's American Martial Arts, American Medical Products, Gridiron Sports Bar and the Chinese Buffet Restaurant. There are several vacancies including Rockland Trust owner of the largest site and building which comprises 1.75 acres and 66,080 SF of commercial space in addition to Amelia's Flower Garden. Currently the general appearance reflects aged and distressed commercial properties exhibited by tired, unattractive facades and signage. The deteriorated street, sidewalks and parking areas compound this appearance.

Also in this area between the Slade's Ferry Avenue ROW and Old Route 6 is a 2.2 acre town-owned parcel. A portion of the site (50%) contains the Slade's Ferry Bicentennial Park/Cemetery and the remaining area (50%) are used as a park and ride lot. The park/cemetery are in good condition with regular upkeep and maintenance while

the park & ride is in poor condition with base deterioration, pavement failures and other issues. The Slade's Ferry Avenue ROW which extends between the park/cemetery/park and ride lot from Riverside Avenue (Rte 138) to Brayton Avenue where it has been dead-ended under the Rte 6 realignment represents about 1.0 acre. The road is in need of repair and overall the entire ROW needs improvement.

*Redevelopment Opportunity:*

This area has several options for redevelopment and the Town of Somerset has an opportunity to play a major role in transforming this area and to generate area wide benefits. One initial option for consideration is to assemble the Slade's Ferry Avenue strip and the ROW into a single 4.6 acre mixed-use redevelopment project – "Slade's Ferry MarketPlace". The mixed-use component could be developed on the Rockland Trust site, consisting of reconstruction or new construction of a 2-3 story building with residential above ground floor retail and service establishments. The remainder of the site could be redeveloped for mixed commercial including shops, retail, restaurants and services serving the existing neighborhood residents and individuals visiting area destinations. The design of the project would allow for parking, open and green space, interior pedestrian connection lighting and way-finding signage. Other linkages would be established to the waterfront park, existing residential area and other redevelopment areas across Rte 6 and along the Rte 103 segment. The key property under this scenario is an appropriate redevelopment of the vacant Rockland Trust Building and how well it's integrated with the properties located in the area.

A second option is one where the Town could play a major role in the redevelopment effort. Under this scenario the ROW and park & lot could be acquired and assembled with the Slade's Ferry Avenue strip to create a single 7.0 acre mixed-use redevelopment site. The park and ride parcel could be redeveloped as a multi level parking facility with ground floor commercial as well as a potential transit component all other redevelopment would be as identified under Option one. This option enhances the mixed-use redevelopment concept and enables the development of a transit-oriented development focused around a bus component.

All the properties identified could be redeveloped under the existing ownerships and/or the uses can remain as is, however under this approach it is unlikely that the mixed-use vision would be achieved. Relative to the Town's park and ride lot, there is no consensus on any particular type of redevelopment, as such the Town of Somerset may want to conduct a feasibility study to determine appropriate options.

*Area 2: Waterfront Commercial Property*

This is a site specific property which is identified as 802 Riverside Avenue (Rte 138), the Grace Bible Church. The site contains .91 acres and a 9,384 SF building. This is a tax-exempted property, located directly on the Taunton River and is zoned for business. Vacant parcels abut the property on the north and south sides. These adjacent parcels are under the control of MassDOT and the Town of Somerset have been identified for potential redevelopment as a riverfront park and open space area. The property is in good condition.

#### *Redevelopment Opportunity*

This property represents the only commercial site directly located on the waterfront with the potential for commercial redevelopment. There may be an opportunity to redevelop this site for ancillary uses to support the development of a riverfront park.

Redevelopment could include a restaurant/ marina/public dock with outside dining and views of the Taunton as an anchor use with shops and other retail establishments. The redevelopment would provide pedestrian connections to the abutting riverfront park and bike path, addition green space and way finding signage to points of interest and other area destinations.

#### *Area 3. Route 6 Eastbound Commercial*

This area comprises about 4.9 acres and targets the frontage properties along the eastbound lane of Old Route 6 extending from the intersection of Rte 6/Brayton Avenue to the end of the Prima Care property. The properties include Pizza Hut, Webster Bank (vacant) and Prima Care which is the largest of the three (3) providing 2.87 acres and 18,994 SF of commercial space followed by the vacant Webster Bank parcel with 1.25 acres. The parcels range in size from .77 to 2.87 acres and combined provide 25,482 SF of commercial space. All the properties look to be in good condition.

#### *Redevelopment Opportunity*

The three (3) eastbound frontage properties could be assembled for a single 4.9 acre mixed-use redevelopment project. Potential redevelopment scenarios could include redevelopment of the Prima Care building for mixed-use with either reconstruction of the existing building or the construction of a new 2-3 story building consisting of residential units above shops, retail and services to support neighborhoods needs. The remaining portion of the site would include either commercial redevelopment or some additional mixed-use including residential components. The redevelopment would provide interior pedestrian connections, green spaces, parking, lighting and way finding signage and connections to adjacent areas and destinations to Slade's Ferry Avenue, the Rivefront Park and area neighborhoods.

#### *Area 4: Center Strip*

The Center Strip represents the Magoni Properties located at and identified as 11 GAR Hwy (Rte 6), Somerset Auto Specialty and 681 Riverside Avenue (Rte 103) Magonis Restaurant. The properties consists of 1.85 acres and provides 9,826 SF of commercial space. In addition the Town of Somerset owns the "Old Ferry Lane" ROW which extends from Rte 6 to Brayton Ave between the rear of the Prima Care site and Magonis Properties. The ROW represents about .8 acres. All three site combined total about 2.7 acres.

#### *Redevelopment Opportunity*

The Magonis Restaurant is a locally owned and operated family business with a long history in the community. One potential option which may be considered for these sites (including ROW) is private development acquiring and assembling them into a single 2.6 acre parcel for mixed-use redevelopment. As part of the redevelopment a new restaurant

could be integrated into the project as an anchor to a mixed-use redevelopment including retail and residential uses. The redevelopment would provide parking, green space, lighting, way finding signage, pedestrian friendly connections and other amenities in addition to linkages to the adjacent destinations and redevelopment areas (i.e. frontage properties, Slade's Ferry Ave, waterfront park and neighborhood residential areas).

#### *Area 5: South End Site*

The Super 8 Motel located at 547 Riverside Avenue (Rte 103) is the largest single parcel within the business area with 2.88 acres and 18,870 SF of space. The property host a 48 room hotel with outside pool and other amenities in addition to providing waterfront view of the Scenic Taunton River. This property is in good condition.

#### *Redevelopment Opportunity:*

This property could be redeveloped as a residential development – “The Somerset” offering rental or condominium units with waterfront views of the Taunton River and proposed park. The development would incorporate pedestrian friendly connections to Riverside Avenue, waterfront area, the adjacent neighborhood on Brayton Ave and to destination on the abutting sites including Magoni properties, frontage properties and Slade's Ferry Avenue where residents could obtain needs services, retail options, recreational activities and, eating and drinking venues. Other options could be redeveloping the site for mixed-use or keeping the site under the existing use which appears to have some appeal.

#### *Area 6: Intersection of Route 6/Brayton (W) Vacant Commercial*

This area contains two (2) vacant commercial properties which are located at the intersection of Route 6 (westbound/eastbound) and Brayton Avenue (southbound). The Rte 6 westbound property is identified as 266 GAR Hwy, a vacant former Mutual Service Station. The site has .21 acres and 1,196 SF of commercial space. The second site lies south, directly across Rte 6 at 285 GAR Hwy. This vacant site was a former photo/ film business and consists of .85 acres with 6,800 SF of space. The properties are in fair to poor condition.

*S, W St*

#### *Redevelopment Opportunity:*

The site of the former Mutual Gas Station located at 266 GAR Hwy has limited use for commercial redevelopment due to the limited availability of parking and the restricted location or access of the property. One option for the site is neighborhood retail or service uses that are not auto dependent whereby the redevelopment could attract patrons from the existing residential neighborhood as well as individuals from the other redevelopment areas. Neighborhood uses may include a small-scale coffee shop/deli/cyber cafe supported by personnel and/or other services. The redevelopment would provide linkages to pedestrian friendly connections to destinations in other redevelopment areas and adjacent neighborhoods.

On the adjacent corner just south is the property located at 285 GAR Hwy. This site is larger, has better access and abuts the existing residential area. A mixed-use redevelopment may be a better option for this property including ground-floor retail and

service with residential above. Again, redevelopment would be connected to existing residential neighborhoods and new redevelopment areas through landscaped sidewalks with street lights and other amenities to allow for and encourage walking and other foot traffic. Mixed commercial redevelopment is also an option for this site with the design incorporating pedestrian linkages.

# Figure 4: Slade's Ferry Redevelopment Area

For Planning Purposes Only



**Legend**

- Area 1: Slade's Ferry Avenue area  
\* including town properties
- Area 2: Water Front Commercial
- Area 3: Rte 6 East Bound Frontage Properties
- Area 4: Center Strip
- Area 5: South End Site
- Area 6: Rte 6/Brayton Ave Vacant Commercial
- Slade's Ferry Business Area Boundary



Map produced by BUREAU for the sole purpose of aiding regional planning decisions and are not warranted for any other use. This map is not intended for engineering, legal or survey purposes.

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## 6. Actions Steps:

Short and long term actions to move Vision for redevelopment of Slade's Ferry Crossing forward includes the following:

- Initiate and engage Massachusetts Department of Transportation (MassDOT) and Division of Conservation Resources (DCR), Bristol County Convention and Tourism Center, municipal officials, Somerset Historically Commission and others with the Vision and principle components under infrastructure improvements, riverfront park development, tourism center, bike routes, pedestrian linkages, housing and economic development;
- Board of Selectmen appoint a Slade's Ferry Redevelopment Committee (SFRC) tasked with initiating the preliminary strategy and other components leading to redevelopment;
- Facilitate and conduct neighborhood meetings to provide outreach and build consensus for residents, property owner and business on Vision for redevelopment (buy-in);
- Review mixed-use overlay district bylaw for adequacy and consistency with vision for Slade's Ferry Crossing Mixed-use Redevelopment Area and revise (if necessary) or create new overlay district bylaw specifically tailored for Slade's Ferry Crossing;
- Conduct an economic development feasibility study on town owned parcel currently be use as a park and ride lot to determine most appropriate use. Process would be similar to study on Route 6 town-owned properties;
- Initiate discussions with existing business and property owners to assess future plans, interest and participation in proposed redevelopment efforts. Initially, discussion should focus on area north of Slade's Ferry Avenue.
- Facilitate meeting(s) between business and property owner and, private development to determine participation and/or ascertain opportunities for site acquisition and assembly leading to redevelopment;
- Consider filling the vacant Town Planner position to utilize the position, as one role of managing the daily activities associated with this important planning and development initiative;
- Identify and engage private commercial/mixed-use developers to visit the area and conduct site visits to encourage development interest;
- Build on the visioning process; contract with architect/design/engineer/commercial developer to create redevelopment renderings to display around the Slade's Ferry area (park and ride lot and/or waterfront land) to market and promoted redevelopment;
- Develop riverfront park drawings to present image for what the Town wants the waterfront to look like; effort will support redevelopment Slade's Ferry mixed-use area.

## 7. Funding Options:

Below is a list of suggested state funding program and incentives to assist the Town of Somerset that can be utilized in the implementation of Slade's Ferry Crossing Redevelopment: Programs are categorized by element as follows:

<b>Table of Potential Funding Sources</b>				
Category/ Program	Agency	Funding Cycles	Funding Amount (max.)	Contact Person /Telephone #
<b>Planning</b>				
<i>Economic Development Fund (EDF)</i>	Depart of Housing & Community Development (DHCD)	Ongoing	\$50K	Mark Nardone 617-573-1400
<i>Mass Development</i>	Mass Development	Ongoing	\$50k	Jim Walsh or Larry Cameron 508-678-0533
<i>Community Development Fund II (CDF II)</i>	DHCD	Annual Feb 2011	\$800k	617-573-1400
<i>South Coast Rail (SCR)</i>	Massachusetts Department of Transportation (Mass DOT)	-	\$15K	Kristina Egan 617-973-7000
<i>Mass Downtown Initiative (MDI)</i>	DHCD	Annual	\$5K	Emmy Hahn 617-573-1400
<i>Priority Development Fund (PDF)</i>	DHCD	Rolling	\$25-\$50K	Miryam Bodadilla 617-573-1400
<b>Infrastructure</b>				
<i>Public Works Economic Development Fund (PWED)</i>	Mass DOT	Jan & June	\$1.0 - \$1.5ML	William Palmer 973-8070
<i>Community Development Action Grant (CDAG)</i>	DHCD	Rolling Basis	\$800K	Cyrus Field 617-573-1400
<i>Mass Opportunity Relocation &amp; Expansion (MORE)</i>	Executive Office of Housing & Economic Development (EOHED)	Annual	\$1.0 - 5.0ML	Nayenday Thurman 617-788-3636
<i>Off Street Parking Program (OSPP)</i>	Office of Administration & Finance (A & F)	Ongoing	\$1.0ML	State House, Secretary A&F
<i>CDF II</i>	DHCD	Annual	\$800K	617-573-1400
<b>Mixed-use Development</b>				
<i>PDF</i>	DHCD	Rolling	\$25-\$50K	Miryam Bodadilla 617-573-1400
<i>Chapter 40R</i>	DHCD	Ongoing	Project Dependant	617-573-1400
<i>Housing Development Support Program (HDSP)</i>	DHCD	Ongoing	\$750K	617-573-1400
<i>MassDevelopment</i>	MassDevelopment	Ongoing	Project Dependant	Jim Walsh or Larry Cameron 508-678-05533
<i>CDF II</i>	DHCD	Annual	800K	617-573-1400
<i>CDAG</i>	DHCD	Rolling Basis	\$1.0 – 1.5ML	Cyrus Field 617-573-1400
<i>Urban Center Housing, Tax</i>	DHCD	Ongoing	Project Dependant	617-573-1400

<i>Increment Financing (UCH-TIF)</i>				
<b>Recreation and Open Space</b>				
<i>Enhancement Projects</i>	Mass DOT	Ongoing	Varied	Jim Cope 617-973-7043 Adam Reccia 508 824 1367
<i>Land &amp; Water Conservation Funds(L&amp;WCF)</i>	Executive Office of Environmental Affairs (EOEA)	Annual	70% of project costs	Melissa Cryan 617-626-1171
<i>Mass Parkland Acquisition &amp; Renovations for Communities</i>	Division of Conservation Services	Annual	\$500K	Celia Riechel 617-626-1187
<i>Preservation Massachusetts</i>	Preservation Mass	Ongoing	Project Dependant	Dorr Fox 508-245-6824
<i>Rivers, Trails and Conservation Assistance Program</i>	National Park Service	Annual	Technical Assistance on design and vision	Charles Tracy 617-223-5210
<b>Development Incentive Programs</b>				
<i>Economic Development Incentive Program (EDIP)</i>	Mass Office of Business Development (MOBD)	Ongoing	Project Dependant	Buddy Rocha 508-730-1438
<i>UCH-TIF</i>	DHCD	Ongoing	Project Dependant	617-573-1400
<i>Preservation Massachusetts Historic Barns</i>	Preservation Mass	Ongoing	Project Dependant	Dorr Fox 508-245-6824

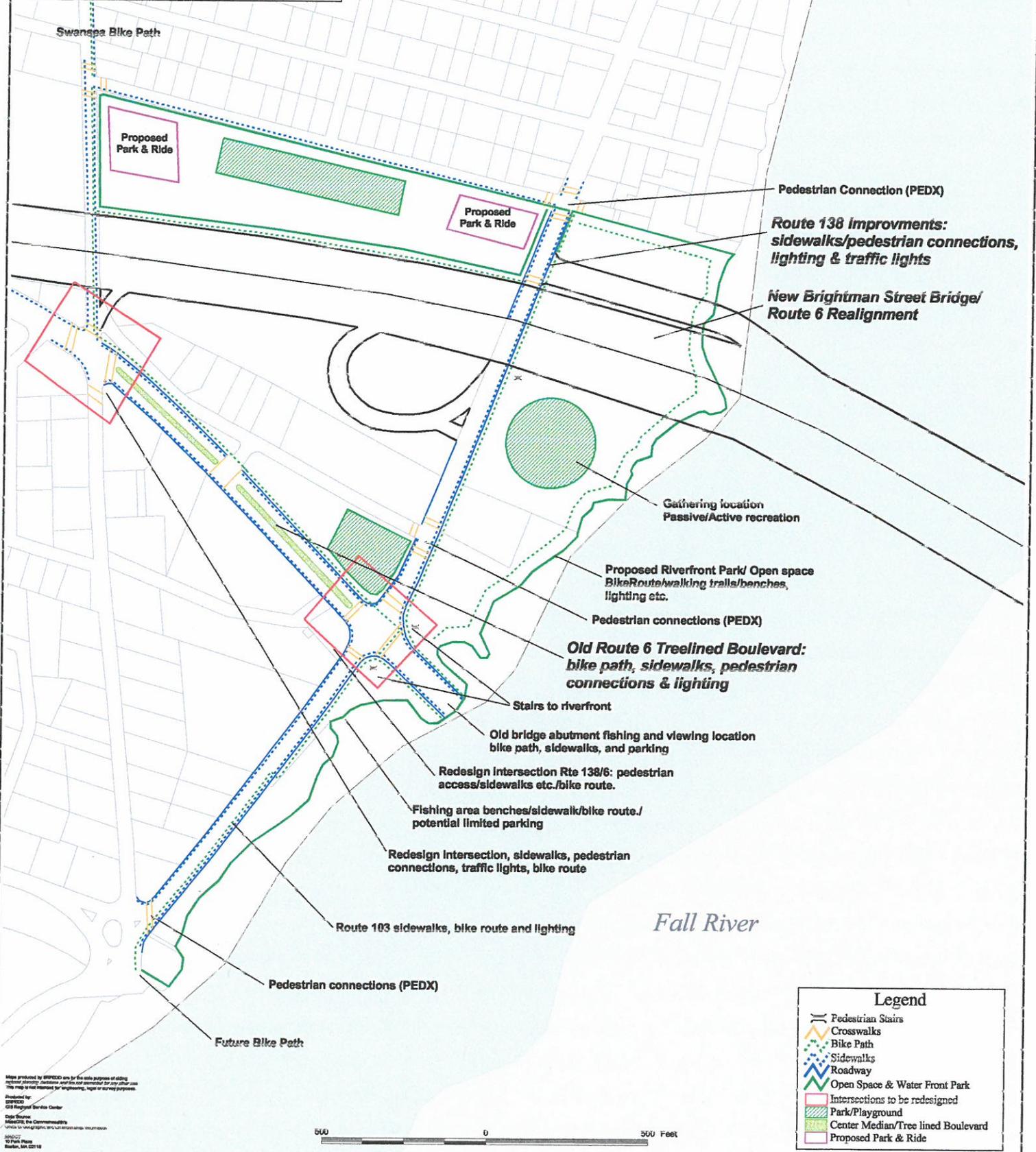
## Appendix

Mixed-use Overlay District Bylaw  
 Conceptual Plan  
 Analysis of Redevelopment Sites and Areas  
 Susan Moses Land Use Analysis and Recommendations

# Town of Somerset

## Slade's Ferry Crossing: Mixed-Use Development Area Concept Map

*For Planning Purposes Only*



Pedestrian Connection (PEDX)

**Route 138 improvements:  
sidewalks/pedestrian connections,  
lighting & traffic lights**

**New Brightman Street Bridge/  
Route 6 Realignment**

Gathering location  
Passive/Active recreation

Proposed Riverfront Park/ Open space  
BikeRoute/walking trails/benches,  
lighting etc.

Pedestrian connections (PEDX)

**Old Route 6 Treelined Boulevard:  
bike path, sidewalks, pedestrian  
connections & lighting**

Stairs to riverfront

Old bridge abutment fishing and viewing location  
bike path, sidewalks, and parking

Redesign Intersection Rte 138/6: pedestrian  
access/sidewalks etc./bike route.

Fishing area benches/sidewalk/bike route/  
potential limited parking

Redesign Intersection, sidewalks, pedestrian  
connections, traffic lights, bike route

Route 103 sidewalks, bike route and lighting

Pedestrian connections (PEDX)

Future Bike Path

*Fall River*

Legend	
	Pedestrian Stairs
	Crosswalks
	Bike Path
	Sidewalks
	Roadway
	Open Space & Water Front Park
	Intersections to be redesigned
	Park/Playground
	Center Median/Tree lined Boulevard
	Proposed Park & Ride

Map produced by BPE&CO for the sole purpose of aiding regional planning, decision making and assessment for only other use. This map is not intended for engineering, legal or survey purposes.

Produced by:  
BPE&CO  
GIS Regional Service Center

Date: 08/2010  
MapScale: 1:10,000  
Units: US Survey Feet  
Map Date: 08/2010  
Map Scale: 1:10,000



## Appendix II. Analysis of Areas and Sites for Potential Redevelopment

Site #	Address	Business	Map and Lot	Acres	Zoning	Building SF (ga)	Redevelopment Type	Comments
<b>Area 1:</b>	<b>Slade's Ferry Avenue</b>	Mixed commercial		3.6	B	93,211	Mixed-use redevelopment	Assemble all parcel into a single mixed-use project with the Rockland Trust parcel containing a residential component integrated with commercial uses for the remainder of the site. Option 2 is to consolidate town property with other properties to form a 6.0 acre site
1	100 SF Ave	Rockland Trust Vacant	273/B1-2	1.75	B	66,080	Mixed-use redevelopment	Acquisition and assembly
2	110 SF Ave	Schwartz Appliance	273/B1-126	.33	B	7,650	Mixed-commercial redevelopment	Same as above
3	120 SF Ave	Kearny's American Martial Arts	273/B4-225	.33	B	7,120	Mixed-commercial redevelopment	Same as above
4	140 SF Ave	American Medical Products	273/B4-223	.14	B	3,040	Mixed-commercial redevelopment	Same as above
5	150 SF Ave	Gridiron Sports Bar	273/B4-243	.29	B	4,425	Mixed-commercial redevelopment	Same as above
6	182 SF Ave	Chinese Buffet	273/B4-230	.35	B	4,000	Mixed-commercial redevelopment	Same as above
7	202 SF Ave	Amelia's Flower Garden	273/B4-237	.41	B	896	Mixed-commercial	Same as above
<b>Area 1A:</b>	<b>Slade's Ferry Avenue : Town Property</b>	Slade's Ferry park/cemetery and Parking lot	273/B-1	3.2	B		Mixed commercial	Redevelop Slade's Ferry Avenue with housing /commercial component; park & ride lot redeveloped for parking facility with ground floor commercial and integrated with other adjacent properties
1	Riverside Ave	Centennial Park	273/B-1	1.2	B		Park/Cemetery	Rehabilitation park/cemetery
2	GAR Hwy	Park & ride lot	273/ B-1	1.0	B		Mixed commercial	3 options: remains as P&R lot, redevelop as commercial or as a multi-level parking facility with gf retail

3	Slade's Ferry Ave ROW	Roadway			1.0				municipal road	integrated with other redevelopment on Slade's Ferry Ave. Could be consolidated to increase lot size under a single site redevelopment project
<b>Area 2:</b>	<b>Waterfront Commercial Property</b>	Grace Bible Church	273/B1-120	B	.91	9,384		Commercial redevelopment	Commercial redevelopment	Only commercial property located in the area on the waterfront. Commercial redevelopment could be incorporated into the design and enhance waterfront park
<b>Area 3:</b>	<b>Rte 6 Eastbound Commercial Area</b>	Frontage properties	273/A8-21,23&24	B	4.9	25,482		Single Mixed-use redevelopment project 4.9 acres	Single Mixed-use redevelopment project 4.9 acres	Assemble properties for single mixed-use redevelopment site or develop individually with pedestrian connections between developments. The prima Care property could be a candidate for mixed-use redevelopment
1	191 GAR Hwy	Pizza Hut	273/A8-24	B	.77	3,183		Assemble property for single site redevelopment	Assemble property for single site redevelopment	In the short run site may not be in a competitive location high probability for acquisition
2	149 GAR Hwy	Webster Bank Vacant	273/A8-23	B	1.25	3,305		Same as above	Same as above	To relocate west on Route 6
3	67 GAR Hwy	Prima Care	273/A8-21	B	2.87	18,994		Same as above	Same as above	Key parcel for mixed-use scenario
<b>Area 4:</b>	<b>Center Strip @Rte 6&amp;138</b>	Magoni Properties	273/A8-6,19 & 20	B	2.6	9,826		Mixed-use or Commercial redevelopment	Mixed-use or Commercial redevelopment	Property could be redeveloped for mixed-use while maintaining a sit-down restaurant component with additional commercial and or housing
1	11 Gar Hwy	Somerset Auto Specialty	273/A8-20	B	.31	2,674		Same as above	Same as above	Incorporate into the redevelopment
2	681 Riverside Ave	Magonis Restaurant	273/A8-19	B	1.54	7,152		Same as above	Same as above	Mixed-use or commercial redevelopment anchored by restaurant component
3	Town property	Old Ferry Lane	273/B-4	ROW	.77			Incorporate into redevelopment	Incorporate into redevelopment	Town to sale under a single redevelopment project allowing direct access to Brayton Ave
<b>Area 5:</b>	<b>S8M 547 Riverside Ave</b>	Super 8 Motel	273/A8-14	B	2.83	18,870		Mixed-use redevelopment	Mixed-use redevelopment	Site has good access with frontage on Rte 103& views of the Taunton River

Area 6:	Rte 6/Brayton Ave	Vacant commercial properties	273/ B4-229 & A8-30	1.06	B	7,996	Commercial and mixed-use redevelopment	Separate sites consisting of one commercial redevelopment opportunity and a mixed-use option
1	266 GAR Hwy	Vacant gas station	273/B4-229	.21	B	1,196	Commercial redevelopment	Neighborhood retail and service related activities supported by pedestrian friendly linkages
2	285 GAR Hwy	Vacant Commercial	273/A8-30	.85	B	6,800	Mixed-use redevelopment	This site may be adaptable for mixed-use redevelopment with pedestrian connections to neighborhood and adjacent mixed -use development in Slade's Ferry
<b>Totals</b>								
<b>6 Sub-areas</b>			<b>18 lots</b>	<b>19.25 acres</b>		<b>148,327 Sq Ft</b>		