

Bedford Marketplace

Facilitating a Vibrant New Shopping Center for Bedford

Current Zoning is Split

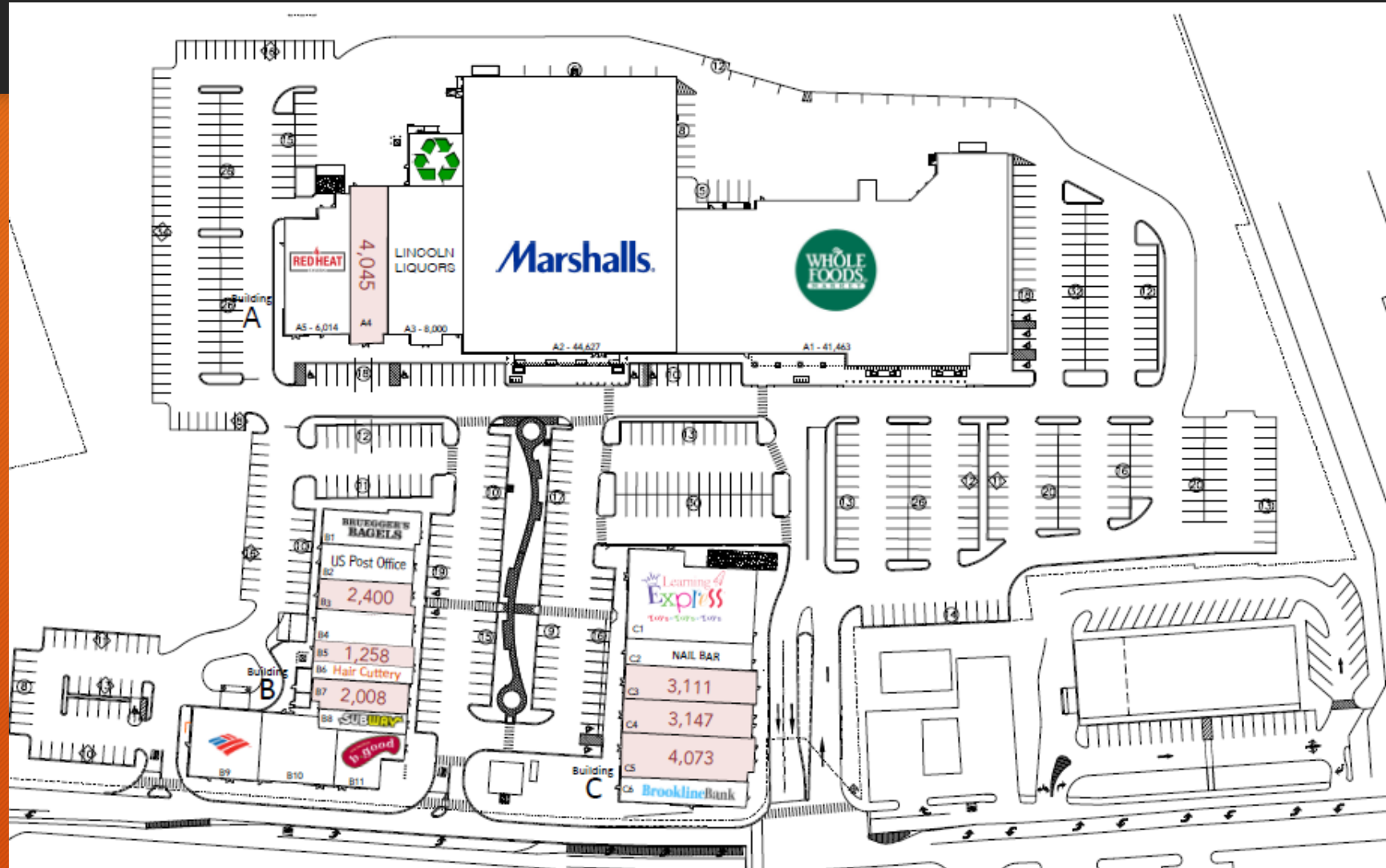
- Rear Portion of Site is General Business Zone (Marshalls & Whole Foods Building)
- Front Portion of Site is zoned Limited Business.
- Limited Business District creates difficulties for attracting quality retailers.



What is the Challenge?

- Zoning Bylaw limits retail uses to 2,000 square feet of floor area.
- 2,000 sf is not sufficient for most modern retailers.
- The size limitation does not apply to banks, restaurants, personal service shops, or some other less desirable uses for this location such as sale of auto parts
- Desire a mix of compatible uses, but some potential tenants would not be permitted.

Goal - Quality Mix of Retail, Restaurant and Services



Why not just increase the retail allowance

- The Limited Business District comprises the majority of the land on both sides of The Great Road between Fletcher Road / Blake Block and Loomis Street, as well as the area around The Great Road/Shawsheen Road intersection.
- To change the area of allowable retail over this entire area could have unintended consequences, without a lengthy analysis of a proposal.
- By rezoning just the Marketplace (a map change, not a change to zoning text) allows the entire Center to benefit from a single zone.

How big is big?

Context- all of the buildings in the Bedford Marketplace = 145,000sf

- Costco is 140,000 sf (definitely big box)
- Super Walmart is almost 4 acres of building - about 160,000 sf.
- Marshalls -44,600 sf / Whole Foods - 41,400 sf
- Staples (Ocean State) in the Stop & Shop center - 21,000sf+/-
- Paper Store - 10,500 sf / CVS - 10,832
- Lincoln Liquors - 8,000 sf / Red Heat Tavern - 6,014 sf
- Ginger - 2,435 / Ken's Deli - 2,276 sf

Big Boxes don't want Bedford and the Marketplace doesn't want them

- Bedford doesn't want "big box" shopping for it's not consistent with our small town character.
- The typical big box makes no economic sense in a new shopping center. Rents are typically \$10psf or less compared to \$30-\$40 psf for smaller retailers.
- The Bedford Marketplace is fully permitted and moving toward construction completion and final tenant selection.
- The site plan maximizes the buildout area of the site; wetlands and parking constraints preclude further expansion.
- Bedford has pass through traffic, but not compared to Burlington
(Rt. 128 - 100,000 vehicles/day, Middlesex Turnpike - 80,000,
Great Road - 24,000)