



Destination Groton Presentation to the Select Board, June 30, 2025

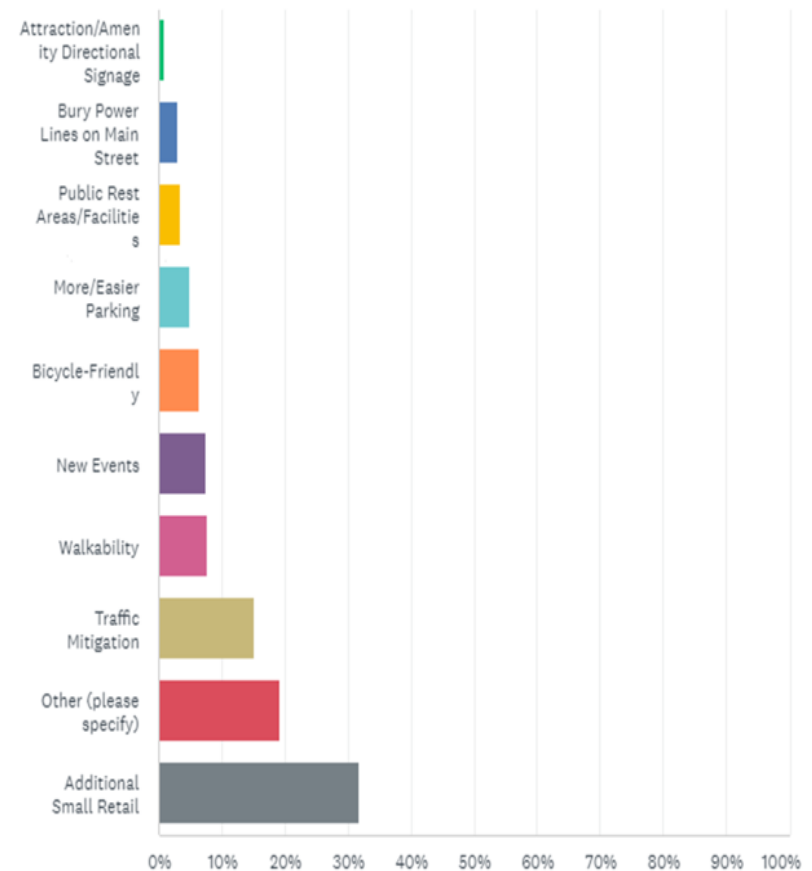
Context

- In recent years, the arrival of the GHMC, and the reopening of the Groton Inn has brought Groton's reputation as a destination location to a new level.
- To date, the DGC has conducted a series of town business forums (2), focus groups (3), interviews (12), a Public Survey (see below) and weekly meetings prior to and subsequent to hiring our two-consulting firms **Stantec** and **InSitu**.
- DGC recently was awarded a state One Stop Rural Development Fund (\$50,000) to develop a Town Center Vision Plan (InSitu) and MA Downtown Initiative Program Grant (\$25,000) to conduct an Engineering/Infrastructure/Mobility analysis (Stantec).
- Two independent Retail Leakage Reports (**MRPC/FXM**) indicate potential economic growth (\$60/\$77 M x 30% = \$20M - \$25M). According to FXM, this could represent as much as 37,000 square feet, and as many as 12 new stores.



What would you like to see that would improve Groton's infrastructure and complement its reputation as a destination community?

The three most specified responses were additional small retail (over 31%), traffic mitigation (over 15%), and walkability (nearly 8%).





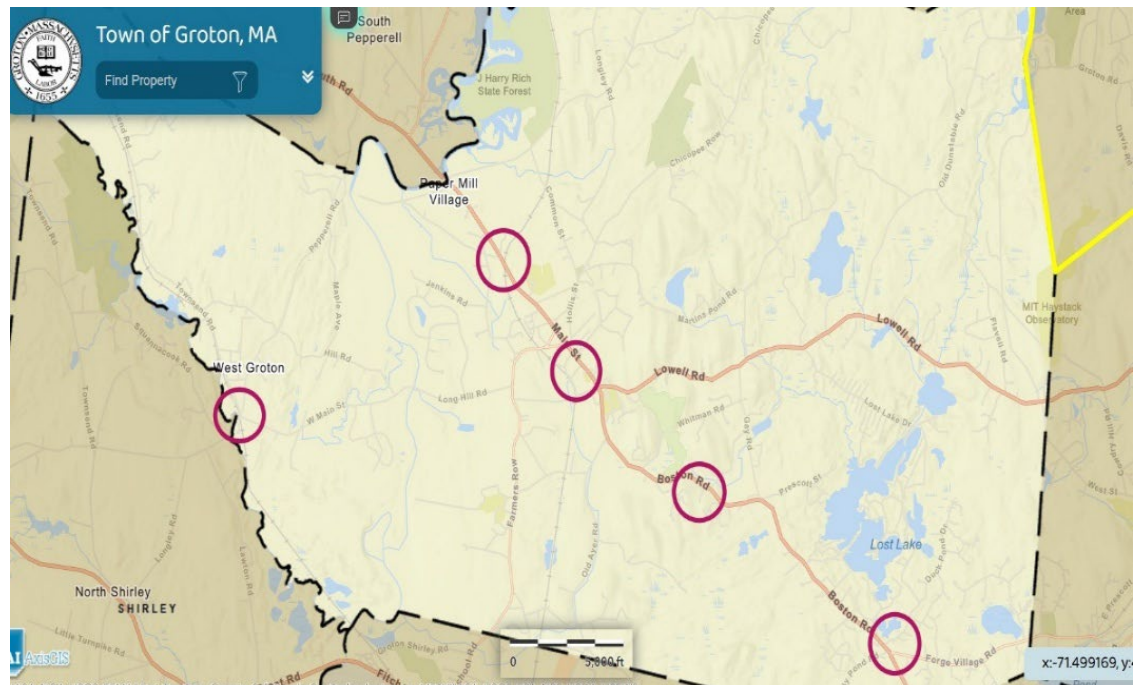
Focus on Shared Goals

- Preserving Groton's Character:** small-scale, village-style development—not strip malls or big boxes
- Public Safety:** walkability, traffic flow, traffic calming
- Fiscal Sustainability:** recovering a portion of \$60–\$77M in retail leakage, increased Town revenues
- Leverage Existing Successes:** the GHMC, Groton Inn, Rail Trail, Prescott CC, Glorie Dayz, CoCo Home Decore & Gifts, etc.
- “Business Friendly”:** Kitchen Sink Candle Company had to leave Groton because of its poor location, and nowhere else to open. Parking Space Requirements, Bylaws, etc.



Vision Process

- This process is at the beginning of a conversation, not a finished blueprint
- This vision “process” aligns with the Master Plan and builds on Groton’s civic pride
- The outcome is to serve both residents and visitors alike through traffic mitigation and public safety measures and to benefit Town taxpayers from an increased revenue stream
- The end product is to submit a final Ten-Year Vision Plan to create a viable, walkable, **Town Center** experience for Groton and to encourage the potential for alternative development sites around the Town





Process – Next Steps

- Step One:** Engage with the Select Board, Planning Board and other Town Committees as partners in a comprehensive, community-led Town Center Vision Planning process
- Step Two:** Engage Town Residents in three Public Forums to be held in September
- Step Three:** Synthesize all the information gathered into a final Vision Plan to be presented to the Town Manager, Select Board and then Fall Town Meeting



Feedback

Observations

“This plan crams too much into downtown.”

“What if this creates more traffic?”

“This is irreversible.”

Response

“We’re starting in Town Center—not ending there. The vision expands to other areas too, including Four Corners and West Groton.”

“The goal of the traffic Engineering Study is to utilize the expertise of our consultants to produce a menu of options that would address Groton-specific traffic calming strategies, increase parking options and public safety.”

“Nothing in this plan is being voted on yet. The goal is to gather feedback first—then move forward with consensus.”

DGC's Town Center Vision Plan Deliverable Timeline

Jan	Feb	March	April	May	June	July	August	September	October
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Stantec

- On board
- Initial review of scope and deliverables
 - Travel Flow Evaluation (baseline and projected)
 - Town Center mobility and public safety
 - Early focus groups (2)
 - Reflect community values and goals
 - Evaluation matrix
 - Best Practice Solutions
 - Cost Estimates
 - Implementation Plan
- Available for public forum presentations
- Fall Town Meeting

InSitu

- Onboard
 - Initial review of scope and deliverables
 - Retail Leakage (MRPC/FXM) and increased Visitors analysis
 - Explore early concepts of a mixed-use walkable TC experience
 - Maintain rural character and historic feel (TC/other pads around Town)
 - Collaborate with Stantec on traffic mobility and public safety
 - Promote sustainability, green technologies, reduce carbon footprint

DGC

- Conduct relevant research (Town/State/Regional Reports) and project potential revenue streams for Town
 - Public outreach, Conduct Townwide **surveys**, Planning Board “visioning” Session
 - Engage Select Board, Town Committees, Stakeholders, and the Residents in public forums
 - Present “Vision Plan” at Fall Town Meeting