



Background

- 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.
- Since 2022 DGC has been tracking the challenges and opportunities this represents.

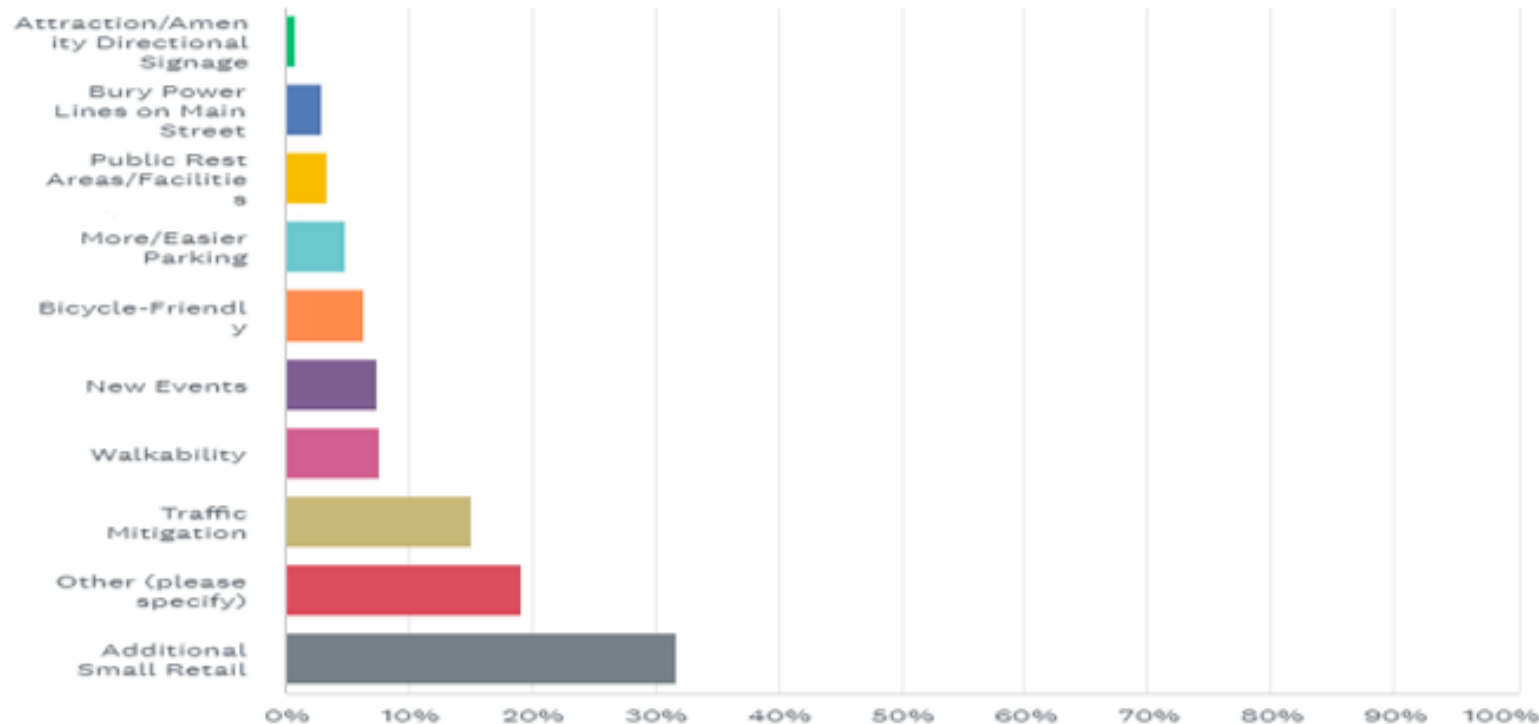




To date, the DGC has conducted a series of town business forums (2), focus groups (3), MRPC interviews (12), and a Public Survey (400+) which can be viewed on our website.

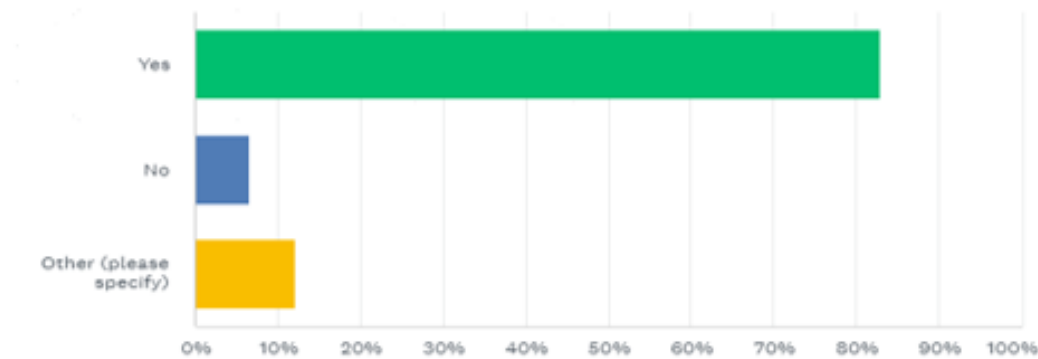


- The survey asked respondents what they would like to see that would “improve Groton’s infrastructure and complement its reputation as a destination community”. The two most specified responses were additional small retail (over 31%), traffic mitigation (over 15%), and walkability (nearly 8%).





The survey asked respondents if they “Would you support an organized regional effort over the next ten years to secure Federal, State, Local, or Private funding to address both infrastructure challenges as well as economic opportunities while preserving the character of the Town we all love.” Respondents overwhelmingly answered Yes (83%).



ANSWER CHOICES	RESPONSES	
Yes	82.87%	300
No	6.63%	24
Other (please specify)	Responses 12.15%	44
Total Respondents: 362		

We will be launching a new Ten-Year Vision Survey on our website this week to encourage residents to express their ideas, comments and input going forward.



Survey: Do you have questions or comments you'd like to share with the Destination Groton Committee?

1. Collective Aspirations and Needs (63%)

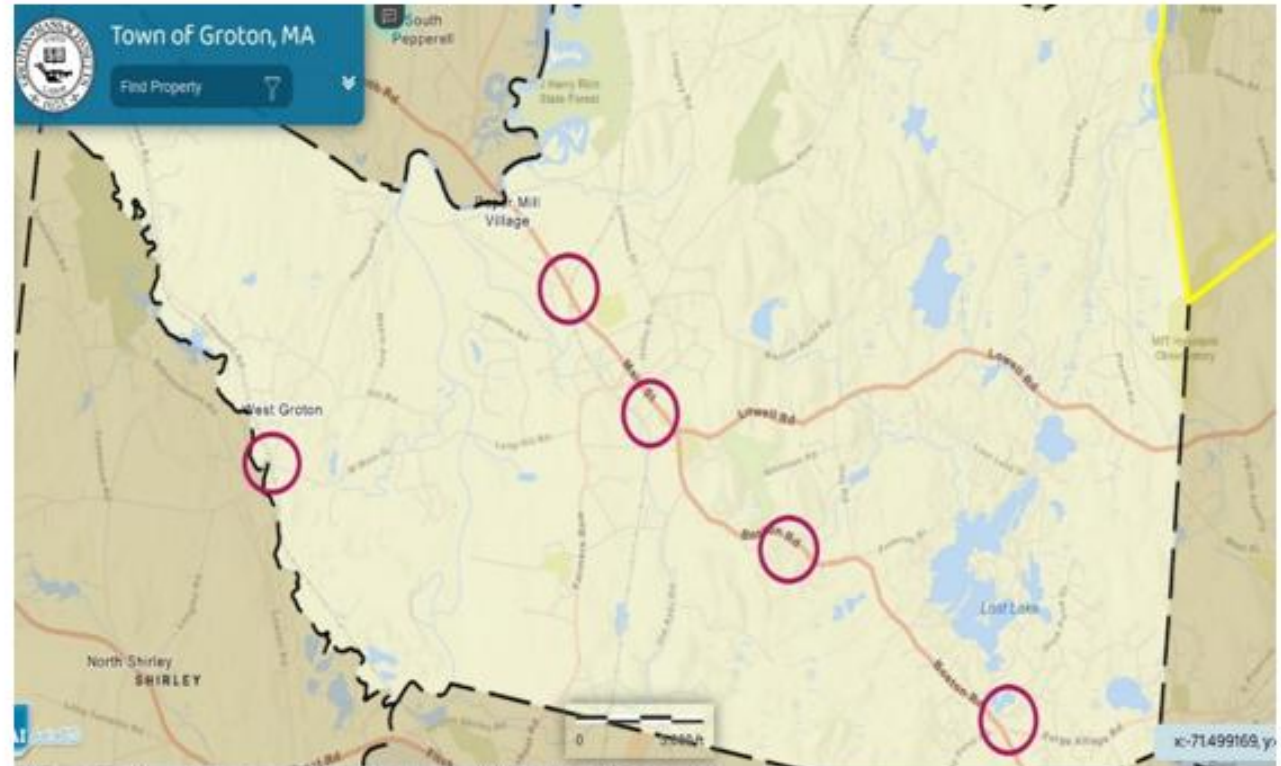
- **Narrative:** The dominant theme in this feedback reflects a shared vision for the town's future. Respondents expressed a desire for the Destination Groton Committee to prioritize the community's collective needs and aspirations. Many residents feel that local voices should guide decisions about growth and development. Their comments suggest a wish for a more collaborative approach, where residents have ongoing input into the town's evolution.
- **Quotes:**
 - "We want our voices heard. It's essential that future developments align with what the residents actually need and want."
 - "Groton should remain a place that reflects the community's character—let's make sure we're all part of that conversation."



- 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.
- Our Focus is on Shared Goals: Preserving Groton's Character through small-scale, village-style development—not strip malls or big boxes

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:** Conduct a second online Resident Survey to extend the “conversation”
- Step Four:** Synthesize all the information gathered into a final Vision Plan to be presented to the Town Manager, Select Board and then Fall Town Meeting



The Vision:

“The Town envisions a place where more of the townspeople’s needs and wants can be satisfied in the town center. Nowhere in Groton is there a better place to do this than in the Station Avenue District, which has emerged after many years of planning as a unique and important opportunity to improve quality-of-life for town residents. We see a place where we can do errands, do business, and participate in cultural activities enriched by a strong sense of community. Adjacency to civic and social institutions will create additional activity and synergy between uses, weaving together a rich fabric of community and civic life.”

**Station Avenue Design Guidelines
June 1, 2008, page 6**

**(Amended as the Groton Town
Center Overlay District 2014)**