

Route 20 Corridor Study

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Executive Summary

Community Setting

The Town of Sudbury (Town), acting through its Planning & Community Development Department, initiated the Route 20 Corridor Study in early 2025 using funds allocated through the American Rescue Plan Act (ARPA) by the Select Board. Following a Request for Quotations (RFQ) process, the Town selected BSC Group to lead the study, which took place between January and June 2025. The primary objective of the study was to identify actionable strategies the Town could pursue to guide more effective and sustainable redevelopment along the Route 20 corridor – strategies that would not only foster long-term economic growth, but also support diverse housing options and create more welcoming and accessible public spaces for residents and visitors alike.

Located in the MetroWest region of Boston, Sudbury is a community deeply rooted in its historical identity and known for its commitment to preserving open space, neighborhood character, and quality of life. The Route 20 corridor, also known as Boston Post Road, serves as the Town's primary commercial and transportation artery, linking residents to local services and connecting Sudbury to neighboring communities. While the corridor provides critical access to retail, office, and institutional destinations, its fragmented development patterns, auto-oriented infrastructure, and environmental constraints present substantial challenges to creating a cohesive, economically vibrant, and pedestrian-friendly environment. The Route 20 Corridor Study was designed to address these issues by creating a clear vision and implementation path for redevelopment that aligns with the Town's values and future aspirations.

Route 20/Boston Post Road Corridor

The five-mile Route 20 corridor features a mix of commercial uses, underutilized properties, single-and multi-family dwellings, and aging infrastructure. A lack of centralized sewer infrastructure, disjointed site design, and limited pedestrian accommodations have hindered the corridor's potential for reinvestment and mixed-use development. High traffic volumes, especially near intersections such as Union Avenue and Nobscot Road, contribute to safety and congestion issues. Additionally, many parcels rely on private septic systems and lie within aquifers highly vulnerable to contamination, posing challenges for new development. Despite these limitations, the corridor includes key redevelopment opportunities – such as vacant parcels, automotive related services better suited in other locations, and areas near the Bruce Freeman and Mass Central Rail Trails – that could catalyze transformation.

Supporting Themes and Findings

Throughout this study, several recurring themes emerged. Foremost among them is the need for strategic public investment – particularly in wastewater infrastructure – to unlock development potential and protect environmental resources. The community envisions a walkable corridor with mixed-use nodes, enhanced streetscapes, and connected sidewalks, especially around Union Avenue. Regulatory barriers, including restrictive zoning and inflexible parking requirements, currently limit higher-density and economically productive land uses. Residents and stakeholders overwhelmingly support a shift toward mixed-use development, improved pedestrian and bicycle infrastructure, and clearer coordination among private property owners and the Town regarding revitalization of the corridor. Strategic Zoning Bylaw amendments – including expanding the Village Business District-1 (VBD) and incentivizing adaptive reuse – are recommended to support these goals.

Some of the most significant recommendations developed during the planning process include the continued pursuit of a municipal wastewater system to serve the corridor, collaboration with the

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Massachusetts Department of Transportation (MassDOT) to allow the Town to take control Route 20 between Fire Station #2 and Massasoit Avenue, creating a Town staff position designated specifically to address economic development matters, and expanding the boundary of the Village Business District to promote mixed-use development.

Public Outreach and Participation

As part of the Route 20 Corridor Study, a robust public outreach strategy was implemented to engage local stakeholders, residents, and Town leadership. The process began with a kickoff meeting with the Planning Board on February 12, 2025, followed by direct outreach to over 30 property and business owners, and interviews with key Town department heads and the Sudbury Water District. On March 19, 2025, BSC Group and Town staff met with the Chamber of Commerce, and a general public outreach meeting was held the following evening on March 20th at the Goodnow Library. Additional engagement included questionnaires to Town board and committee members, and review sessions with the Planning Board on April 30, 2025, and the Select Board on May 20, 2025. These multifaceted efforts, supplemented by site visits and data analysis, ensured the study's recommendations were grounded in local priorities and broadly supported across the community.

Route 20/Boston Post Road - Union Avenue Intersection



Source: BSC Group

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1. Project Background

Community Context

The Town of Sudbury is a suburban town located in the MetroWest region of greater Boston, approximately 20 miles west of downtown Boston. It shares borders with Wayland, Lincoln, Concord, Marlborough and Framingham (and other communities), and is characterized by its semi-rural landscape, scenic beauty, and historic charm. Situated roughly equidistant between Interstates 95 and 495, Sudbury enjoys regional connectivity via major roadways including Routes 117, 27, and 20, which traverse the town and provide access to surrounding communities. Originally incorporated in 1639, Sudbury has deep colonial roots and played a notable role in early American history, including the King Philip's War and the Revolutionary era. The Wayside Inn, a historic landmark and the oldest operating inn in the United States, famously hosted Henry Wadsworth Longfellow and remains a point of cultural pride for the town. Sudbury has long been known for its strong commitment to education, family-oriented neighborhoods, and preservation of open space. The town has worked to maintain its unique blend of historical character and modern livability, with a community identity grounded in civic engagement, quality public services, and a high standard of living.

Since 2000, the town's population increased from 16,830 to 19,136 in 2025, a 13.7% increase, and, according to projections, this trend will continue into the future. By 2050, Sudbury is expected to reach a population of 25,221, representing a total increase of approximately 49.9% from 2000. In contrast, Middlesex County is projected to see a more modest increase of about 14.1% over the same period. At the state level, Massachusetts is expected to experience a similar pattern of moderate growth, with the population increasing by roughly 10.6%. These figures highlight that while overall population growth across the county and state is relatively gradual, Sudbury is anticipated to grow at a substantially higher rate, suggesting ongoing residential development and attractiveness as a suburban community within the MetroWest region.¹ Please see Table 1-1 below which provides specific population projection and percentage change details for each entity between 2000 and 2050.

Table 1-1: Sudbury, Middlesex County, and Massachusetts Population Projections, 2000 to 2050

Year	2000	2010	2020	2025	2030	2035	2040	2045	2050
Sudbury Population	16,830	17,659	18,934	19,136	20,188	21,934	23,589	24,691	25,221
% Change		4.9%	7.2%	1.1%	5.5%	8.7%	7.6%	4.7%	2.2%
Middlesex County Population	1,465,169	1,503,085	1,632,078	1,640,738	1,648,360	1,656,000	1,662,747	1,667,962	1,672,330
% Change		2.6%	8.6%	0.5%	0.5%	0.5%	0.4%	0.3%	0.3%
State (MA) Population	6,349,130	6,547,629	7,039,139	7,078,114	7,115,199	7,122,364	7,102,574	7,063,672	7,021,497
% Change		3.1%	7.5%	0.6%	0.5%	0.1%	0.3%	0.6%	0.6%

Source: UMass Donahue Institute's Population Projections for Sudbury

¹ UMass Donahue Institute's Population Projections for Sudbury. https://donahue.umass.edu/business-groups/economic-public-policy-research/massachusetts-population-estimates-program/population-projections

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Sudbury is also a notably affluent community, with a median household income of \$234,634 according to the 2019–2023 American Community Survey 5-Year Estimates. This figure places Sudbury well above both regional and state benchmarks, highlighting its strong economic profile. By comparison, Middlesex County – a relatively high-income area within Massachusetts – has a median household income of \$126,779, while the Commonwealth as a whole reports a median of \$101,341. Sudbury's median income is nearly 85% higher than that of Middlesex County and more than double the state average, underscoring the town's position as one of the most prosperous communities in the region.² Many people find Sudbury a desirable community to live in with high-quality public services, excellent schools, and a strong housing market.

In 2023, Sudbury contained 6,446 housing units, of which an impressive 98% were occupied – a rate notably higher than that of Middlesex County and the state overall. With 6,327 households in town, Sudbury reports an average household size of 2.99 persons and 5,312 families, reflecting a strong residential base. Nearly 90% of occupied units are owner-occupied, compared with Middlesex County's 61.6% owner-occupancy. Middlesex County, with approximately 630,939 households, averages 2.48 persons per household, while statewide data shows similar household size and occupancy trends.³ Sudbury's elevated occupancy, larger household sizes, and high owner-occupancy rate underscore its character as a family-focused, community-oriented, stable suburban town – contrasting with broader regional and state-level patterns. These housing trends align with the town's reputation for offering a high quality of life and a desirable residential environment, further reinforced by its strong schools, open spaces, and low turnover in housing stock.

In terms of employment, between 2010 and 2023, the composition of Sudbury's workforce by industry experienced several notable shifts, as revealed by U.S. Census American Community Survey data. The Professional, Scientific & Management, and Administrative & Waste Management Services sector saw a substantial increase, rising from 27.2% to 30.2%, and solidifying its place as the town's leading employment category. Conversely, Educational Services and Health Care & Social Assistance, while still prominent, declined slightly from 22.9% to 21.7%, suggesting a modest redistribution of workforce share across other growing sectors. The Finance & Insurance and Real Estate & Rental & Leasing sector grew from 9.1% to 10.3%, indicating strengthened economic activity in high-income industries. Other growing sectors include Retail Trade (from 7.1% to 8.1%) and Other Services (except Public Administration), which nearly doubled from 2.2% to 4.3%. Meanwhile, traditional and governmentrelated sectors experienced relative declines, including Manufacturing (from 11.7% to 9.9%) and Public Administration (from 3.6% to 1.6%), reflecting broader shifts away from industrial and public sector employment. Notably, Agriculture, Forestry, Fishing & Hunting, and Mining dropped to 0.0% in 2023, indicating a complete phasing out of this category locally. These changes illustrate a community increasingly oriented toward professional and service-based occupations, aligned with broader economic transitions and the town's evolving employment base.4 Please see Table 1-2 below for additional details for each industry in 2010 and 2023.

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² U.S. Census Bureau. 2023. ACS 5-Year Estimates. S1901 Income in the Past 12 Months (in 2023 Inflation-Adjusted Dollars). https://data.census.gov.

³ U.S. Census Bureau. 2023. ACS 5-Year Estimates. S1101 Households and Families. https://data.census.gov. ⁴ U.S. Census Bureau. 2010 and 2023. ACS 5-Year Estimates. S2405 Industry by Occupation for the Civilian Employed Population 16 Years and Over. https://data.census.gov.

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Table 1-2: Industry by Occupation, 2010 and 2023

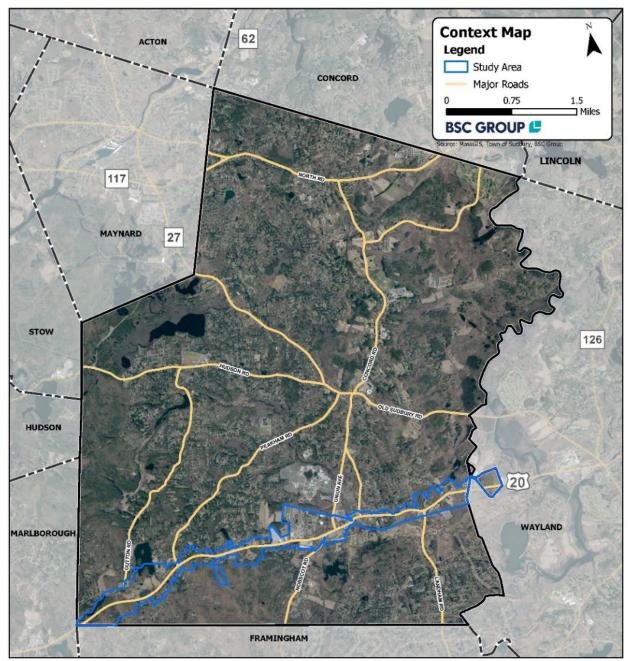
Class of Worker	2010	2023
Professional, Scientific & Management, and Administrative & Waste Management Services	27.2%	30.2%
Educational Services, and Health Care & Social Assistance	22.9%	21.7%
Finance & Insurance, and Real Estate & Rental & Leasing	9.1%	10.3%
Manufacturing	11.7%	9.9%
Retail Trade	7.1%	8.1%
Other Services (except Public Administration)	2.2%	4.3%
Arts, Entertainment & Recreation and Accommodation & Food Services	4.3%	3.8%
Information	4.1%	3.3%
Wholesale Trade	3.0%	2.8%
Construction	2.9%	2.5%
Public Administration	3.6%	1.6%
Transportation & Warehousing and Utilities	1.2%	1.5%
Agriculture, Forestry, Fishing & Hunting, and Mining	0.7%	0.0%

Source: U.S. Census Bureau. 2010 and 2023. ACS 5-Year Estimates. S2405 Industry by Occupation for the Civilian Employed Population 16 Years and Over

The Corridor

Route 20, also known as Boston Post Road, is a roughly 5-mile corridor located in southern Sudbury, which connects to the City of Marlborough in the west and the Town of Wayland in the east. This corridor is not only a major east-west thoroughfare in the region, but it also serves as the primary commercial hub of Sudbury and beyond, featuring a diverse array of establishments including restaurants, retail shops, automotive services, financial institutions, medical offices, grocery stores, and child care facilities, but also a mix of single-family and multi-family residences. Figure 1-1 below provides the location context, outlined in blue, of the Route 20 corridor within Sudbury. With its diverse mix of uses and a significant density of commercial activity, the corridor is not only an important aspect of Sudbury currently, but its future land uses, transportation patterns, recreational opportunities, and development fabric are of vital importance to the town and surrounding communities.

Figure 1-1: Route 20/Boston Post Road Corridor Study Area Context Map



Sources: MassGIS, Town of Sudbury, BSC Group

Strategic Need for Corridor Study

Sudbury embarked on this planning and economic development study for the Route 20 corridor to proactively shape one of its most critical areas for future growth. This initiative is rooted in the 2021 Master Plan, which identifies the corridor as a unique opportunity area where land use, infrastructure, housing, transportation, and environmental goals intersect. As the corridor extends between the Marlborough and Wayland municipal lines, it functions as both a central commercial spine and a potential destination for mixed-use, walkable development that can better serve the evolving needs of the community.

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Historically auto-oriented, Route 20 experiences high traffic volumes that are both a commercial asset and a quality-of-life challenge. The corridor lacks significant public transportation options and suffers from infrastructure limitations, particularly in wastewater management. These constraints inhibit redevelopment, especially for higher-density residential or mixed-use projects. The Town's own wastewater planning studies from 2001 and 2012, and the recently completed Comprehensive Wastewater Management Plan (CWMP), underscore the need for coordinated infrastructure investment before major redevelopment can be realized.

At the heart of the Town's goals is the creation of a vibrant, accessible destination that blends economic opportunities with diverse housing options and inviting public spaces. The Master Plan calls for densified, mixed-use development that minimizes auto-dependence, leverages rail trail connectivity, and prioritizes high-quality design. Projects such as Meadow Walk have demonstrated the fiscal and social benefits of this approach, showcasing how thoughtful redevelopment can reduce vehicle trips, promote walkability, and generate local pride. These successes provide a blueprint for future projects along Route 20.

This Route 20 Corridor Study is not merely conceptual; it has actionable roots. A critical path action item in the Master Plan – Action A.3 under the Route 20 Corridor section – calls for a Visioning Study to produce buildout visualizations and scenario planning. These items will support more nuanced zoning reform, help model wastewater flow impacts, and anticipate nitrogen loading to protect local water resources. Moreover, physical planning can also test traffic circulation strategies such as access roads, shared parking, and pedestrian linkages to transform the corridor into a more connected and resilient place.



Figure 1-2: Route 20 - Union Avenue Intersection

Source: BSC Group

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Another motivating factor was the Town's desire to engage the public in shaping the corridor's future. The Master Plan process revealed general enthusiasm for revitalization, but also highlighted the need for community consensus around design, density, and use. Illustrative planning exercises can offer residents an opportunity to visualize what Route 20 could look like in 10 to 15 years and build shared understandings around trade-offs and benefits. This transparency is essential for meaningful zoning and capital planning decisions.

Additionally, the study supported regional coordination and long-term sustainability. Route 20 intersects with multiple rail trail initiatives and abuts neighboring communities, making it a regional mobility and economic development node. Policies identified in the Master Plan encourage the Town to work with adjacent municipalities, provide transit incentives to private property owners, and support historic preservation along the corridor. Adaptive reuse of historic properties is encouraged, as is integrating the corridor with Sudbury's broader land use and transportation network.

In summary, the Route 20 corridor study reflects Sudbury's forward-looking commitment to inclusive growth, economic resilience, and environmental stewardship. Through targeted infrastructure planning, public engagement, and design-focused development strategies, the Town aims to ensure Route 20 evolves into a model corridor – one that meets current needs while aligning with the long-term aspirations of the community. This study is a critical step in translating the vision of the 2021 Master Plan into tangible, equitable outcomes.

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2. Existing Conditions Inventory and Analysis

Study Area

In addition to the Route 20/Boston Post Road right-of-way itself, it was necessary to define the broader study area for this planning and economic development initiative. Once BSC was engaged through the Town's RFQ process, our team worked closely with the Director of Planning & Community Development to delineate a study area boundary that would be both meaningful and manageable for analysis. The initial approach prioritized the inclusion of parcels that directly front Route 20, as these sites are most immediately impacted by corridor improvements and most likely to be considered for redevelopment or infrastructure upgrades in the future.

Furthermore, through collaborative discussions, it was agreed the study area should also encompass a set of adjacent parcels that – while not directly fronting Route 20 – have a significant spatial, functional, or visual relationships to the corridor. These locations contribute to the character, accessibility, and development potential of Route 20, and therefore warranted inclusion in the comprehensive planning effort. As such, the final study area was expanded to include key destinations and nodes such as the historic Wayside Inn property, the Meadow Walk mixed-use development, Chiswick Park, the area south of Station Road, and several parcels situated south of Old County Road.

The refined boundary allowed this study to more accurately reflect the interconnected nature of land uses, transportation access, and public realm opportunities that extend beyond the immediate roadway. It also ensured the analysis accounts for the influences of nearby development patterns, recreational resources, and historic assets, which all play a role in shaping the future of the corridor. The finalized study area parcels are illustrated in Figure 1-2 below, shown in red, and represent the comprehensive geographic focus for all subsequent planning, design, and infrastructure evaluation work associated with the Route 20 Corridor Study.



Figure 2-1: Route 20/Boston Post Road Corridor Study Area

Sources: MassGIS, Town of Sudbury, BSC Group

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General Corridor Analysis

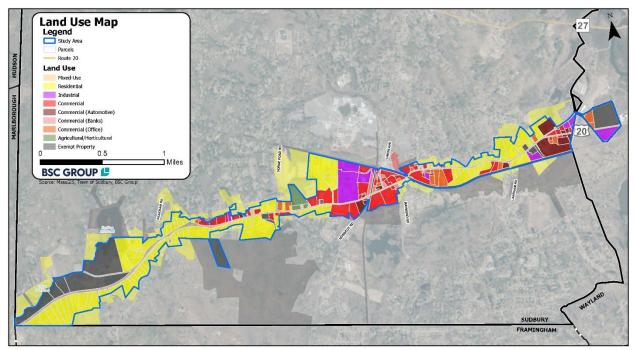
As the major east/west travel route in Sudbury and regionally, Route 20/Boston Post Road serves as a significant commuting thoroughfare to Interstate 95 and into Boston. The Route 20 right-of-way is owned and controlled by MassDOT. As such, any proposed alterations or modifications within the right-of-way require MassDOT approval in addition to any other necessary permitting requirements. The paved roadway surface is one lane in each direction for its entirety, with the exception of a few locations where there are additional turning lanes. These include the intersections of Old County Road, Landham Road, Union Avenue, Nobscot Road, Bay Drive (Meadow Walk area), and even one eastbound for the Orchard Hill Assisted Living facility. There are sidewalks throughout the corridor, but they are not located on both sides of the roadway. Often times they are not fully connected, in poor shape, or infringed upon by utility poles or vegetation.

The existing conditions along the corridor reflect a complex interplay of land uses, regulatory frameworks, environmental constraints, and infrastructure challenges that together shape the area's development potential and planning priorities. The corridor cuts through eight (8) base zoning districts (Limited Industrial, Industrial, Business, Limited Business, Village Business, Residential A, Residential C, and Wayside Inn Historic Preservation) highlighting the variety of uses and character types it encompasses. It also intersects with three (3) overlay zoning districts, including the Water Resource Protection Overlay District (WRPOD), the Mixed-Use Overlay District, and the Multi-Family Overlay District which assists in meeting the state's Massachusetts Bay Transportation Authority (MBTA) Communities Act requirements. Additionally, portions of the corridor lie within four (4) local historic districts (Wayside Inn 1 and 2, King Philip, and George Pitts Tavern), adding layers of regulatory oversight aimed at preserving the town's historic fabric.

The land use patterns along the corridor are equally diverse. In addition to restaurants, retail stores, professional offices, and automotive services, the area has seen a marked increase in child care facilities in recent years. Financial institutions, grocery stores, personal service establishments, and both single-family and multi-family residences also populate the corridor. This rich mix contributes to the corridor's role as Sudbury's economic heart. However, despite this vitality, growth remains constrained due to underlying infrastructure limitations, especially the lack of a centralized sewer system. All properties along Route 20 rely on individual septic systems or private wastewater treatment systems, which significantly limit the intensity and scale of development.

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Figure 2-2: Route 20 Corridor Land Use Map



Sources: MassGIS, Town of Sudbury, BSC Group

The absence of a municipal sewer system has long been recognized as a significant barrier to both economic growth and environmental protection along Sudbury's Route 20 corridor. Since at least 1995, the Town has investigated wastewater solutions for the area, particularly within the Business District. On-site septic systems remain the sole method of wastewater disposal, but their proximity to municipal water supply wells – especially those on Raymond Road – raises substantial concerns about potential groundwater contamination. Approximately 80% of the corridor falls within Zone I and Zone II Water Resource Protection Districts, highlighting the corridor's critical role in safeguarding Sudbury's aquifer recharge areas. In response, the Town initiated the CWMP in 2018 with consulting firm Woodard & Curran, aiming to synthesize decades of planning into a unified strategy that addresses long-term wastewater needs and improves eligibility for state infrastructure funding. The CWMP was completed in October of 2022 and a Single Environmental Impact Report (SEIR) has been submitted to the state.

Sudbury is generally well-positioned for public water supply due to its favorable geologic conditions, however, five (5) of the Town's nine (9) wells – producing 58% of the total supply – are located in highly vulnerable aquifers. Several of these wells lie directly adjacent to the Route 20 business corridor, where commercial and industrial activity, combined with permeable gravel and sandy soils, pose a tangible threat to groundwater quality. The density and types of land uses in this corridor further amplify the risks associated with septic system failure or overuse. As a result, the Town has identified

⁵ Sudbury Master Plan – Baseline Report. 2021. https://sudbury.ma.us/masterplan/wp-content/uploads/sites/392/2021/06/210428 SudburyMasterPlan BaselineReport FINAL LowRes.pdf?version=ed02f66ac109dc7fca01f53b8fca1fd4

⁶ Sudbury Housing Production Plan. 2025.

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the creation of a municipal sewer system as a critical need for this high-density area. Without centralized wastewater infrastructure, maintaining public health and supporting future economic development in the corridor will remain a serious challenge.

Soil conditions further complicate matters regarding on-site septic systems. Some land consists of sandy soils with rapid percolation rates, which require enhanced and more costly system designs to protect groundwater quality. Conversely, other lands consist of glacial till which is characterized by slow percolation, and this feature can inhibit effective wastewater treatment. The local Board of Health regulations are more stringent than the state's Title 5 requirements, reflecting the Town's proactive stance on environmental protection. However, more than 45% of Sudbury's land area is considered unsuitable for septic systems under current environmental laws, putting additional pressure on the limited areas that are viable for development.⁷

Environmental regulations imposed by the Conservation Commission under the Massachusetts Wetlands Protection Act and the Sudbury Wetlands Administration Bylaw further restrict development along and near the corridor. These regulations protect approximately 45% of the town, including wetland areas and lands adjacent to wetlands and perennial streams. Development within 100 feet of these protected areas requires Commission approval, making the permitting process for new construction or redevelopment in many parts of Route 20 both complex and time-consuming. While these safeguards are essential for long-term environmental stewardship, they necessitate careful coordination during planning and design phases.

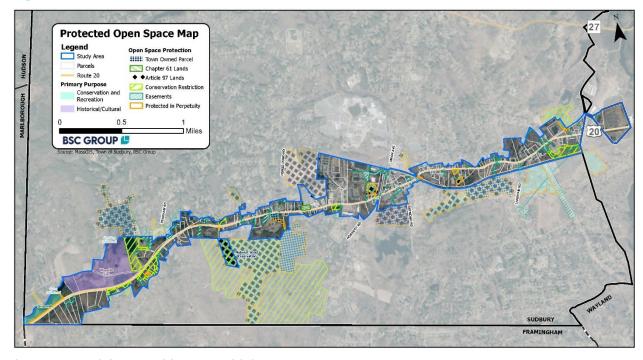


Figure 2-3: Route 20 Corridor Protected Open Space Map

Sources: MassGIS, Town of Sudbury, BSC Group

⁷ Sudbury Housing Production Plan. 2025.

⁸ Sudbury Housing Production Plan. 2025.

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Historic preservation is another important consideration for this area. The Route 20 corridor features several local and National Register historic districts, and individual historic assets that have, at times, been compromised by inappropriate alterations or neglect. As Sudbury plans for Route 20's future, the Town's Communitywide Historic Preservation Plan calls for anticipatory strategies that both accommodate change and protect historic buildings and landscapes. The corridor's transformation into a mixed-use destination will only be successful if it aligns with the Town's broader goals of preserving historic character, promoting sustainable development, and enhancing quality of life.

Corridor Sections

The Route 20 corridor reflects a diverse range of land uses and community character. However, even with this range of diversity, distinct sections of the corridor have emerged over the years based upon the clustering of various land uses and separate development fabrics of each area. As part of analyzing the corridor for this report, BSC Group identified five distinct sections (designated A through E) moving from west to east, each characterized by unique attributes. Section A begins at the City of Marlborough municipal boundary and extends approximately 1.7 miles through a predominantly rural residential landscape to the intersection with Lafayette Drive. At this point in the corridor, this is where Section B starts and continues for approximately 1 mile, establishing a transition area from residential to more mixed-use and institutional functions, concluding at Fire Station #2 (550 Boston Post Road). Section C then follows, spanning the next 1.1 miles and forms the commercial core of the corridor, with a concentration of retail, service, and dining establishments, ending at the intersection with Massasoit Avenue, Section D then covers approximately 0.8 miles of another transitional space, shifting from commercial activity to lower-intensity uses, ending at Goodman's Hill Road. Finally, Section E runs for the last 0.7 miles of the corridor to the Town of Wayland boundary and is defined by industrial and automotive-related businesses. This segmentation provides a structured framework for evaluating the current conditions and planning opportunities along the Route 20 corridor.



Figure 2-4: Aerial Image of Route 20 Corridor Divided by Sections

Sources: Google Maps, BSC Group

⁹ Communitywide Historic Preservation Plan. 2022. https://sudbury.ma.us/historicdistricts/historic-preservation-plan-2/

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Section A

Rural Residential Area. City of Marlborough boundary to Lafayette Drive intersection (1.7 miles).

Figure 2-5: Aerial Image of Section A of Route 20



Sources: Google Maps, BSC Group

This section is predominantly characterized by low-density, single-family residential development, offering a more rural and historic landscape compared to the more commercially active segments of the corridor to the east. The homes in this area are generally set back from the roadway, contributing to a scenic and pastoral setting that contrasts with the busier, mixed-use portions of the corridor. The residential character is complemented by mature tree cover, open space, and limited curb cuts, which help preserve a quiet, suburban atmosphere. The notable exception within this area is the historic Wayside Inn and its associated accessory buildings along Wayside Inn Road. As a nationally recognized landmark and active cultural destination, the Wayside Inn complex serves as a vital historical and tourism asset to the community. It attracts visitors year-round and contributes to Sudbury's cultural identity, while also providing a unique point of interest along the Route 20 corridor. Given the area's predominantly residential nature and historic significance, future planning efforts must carefully balance preservation objectives with any infrastructure or connectivity improvements, particularly as they relate to traffic, accessibility, and visual character.

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Figure 2-6: Section A of Route 20 Looking West



Source: BSC Group

Section A Characteristics:

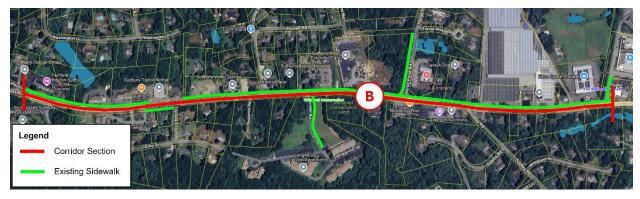
- 60- to 190-foot-wide right-of-way
- One lane traffic in each direction
- Primarily single-family residential uses
- Section includes Wayside Inn parcels
- Heavy through traffic
- Sidewalk on the north side between the Wayside Inn Road intersection and Lafayette Drive intersection (displayed in green in Figure 3-2)
- Crosswalks across Peakham Road parallel to Route 20, and across Lafayette Drive parallel to Route 20 (two crossings in this location)
- The only two Complete Streets projects in the Town's Prioritization Plan along Route 20 are found in this section of roadway:
 - Wayside Inn Road Intersection: Realigning the intersection as a 90-degree Tintersection, and providing new signage (Stop) and pavement markings to improve safety for motorists and bicyclists, as well as other items.
 - Peakham Road Intersection: Reduce pedestrian crossing distance and slow turning traffic by constructing curb extensions on both corners, moving the crosswalk closer to the intersection with new curb ramps, widening the existing narrow island for pedestrian refuge, and relocating the utility pole, as well as other items.

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Section B

Transitional Area. Lafayette Drive intersection to Fire Station #2 (550 Boston Post Road) (1 mile).

Figure 2-7: Aerial Image of Section B of Route 20



Sources: Google Maps, BSC Group

This area of the Route 20 corridor features a diverse and evolving mix of land uses, reflecting its role as a transitional area between residential neighborhoods and more intensively developed commercial zones. While both single-family homes and multi-family residential developments are present, the area is increasingly characterized by a growing concentration of commercial and institutional uses. The corridor in this section supports a wide variety of businesses, including restaurants, health and wellness spas, veterinary clinics, automotive service centers, and child care facilities, many of which provide essential services to both Sudbury residents and the broader region. In addition to these uses, the corridor accommodates retail shops, contractor and trade businesses, medical offices, and professional services, contributing to a highly functional and accessible business environment. Institutional and healthcare-related land uses are also prominent, with the presence of extended care and assisted living facilities that serve the town's aging population and align with broader community health goals. Funeral homes and other serviceoriented establishments add to the area's range of offerings. Together, these uses create a corridor segment with strong economic potential and a need for strategic planning to manage growth, improve infrastructure, and ensure compatibility between residential, commercial, and institutional uses.

Figure 2-8: Businesses at the Route 20 - Horse Pond Road Intersection



Source: BSC Group

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Section B Characteristics:

- 40- to 105-foot-wide right-of-way
- One lane traffic in each direction
- Wide variety of uses in this area including single-family residential, multi-family residential, restaurants, personal service establishments, child care facilities, automotive repair, medical offices, animal shelters/hospitals, industrial uses, and extended care facilities, as well as others
- Heavy through traffic but also heavy truck/freight traffic to/from J.P. Bartlett's Whole Greenhouses
- Traffic lights at the Longfellow Glen Apartments (655 Boston Post Road) and at Fire Station
 #2 (550 Boston Post Road) (both as needed)
- Turning lane into Orchard Hill Assisted Living (761 Boston Post Road) in the east bound lane south into Orchard Hill
- Turning lanes to access Route 20 at the Horse Pond Road intersection to head both east bound and west bound
- Sidewalks on the north side between the Lafayette Drive intersection and Sudbury Rental (712 Boston Post Road), and between 700 Boston Post Road and Fire Station #2 (displayed in green in Figure 3-3)
- Sidewalk on the south side between Carriage Lane Residences (725 Boston Post Road) and the Uplook Drive intersection (displayed in green in Figure 3-3)
- Crosswalks across Stone Road parallel to Route 20, across Route 20 for the Longfellow Glen Apartments (655 Boston Post Road) with a crossing signal, and across Horse Pond Road parallel to Route 20

Section C

Commercial Core. Fire Station #2 (550 Boston Post Road) to Massasoit Avenue intersection (1.1 miles).

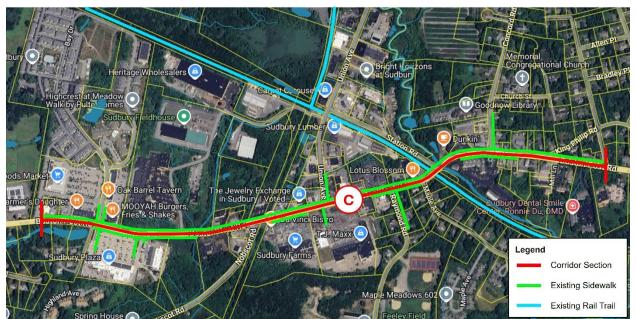


Figure 2-9: Aerial Image of Section C of Route 20

Sources: Google Maps, BSC Group

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This section of Route 20 represents the most concentrated hub of commercial activity within the study area. It features a dense mix of retail and service-oriented businesses that serve both local residents and visitors from surrounding communities. The area is home to multiple restaurants, large-format grocery stores, clothing retailers, nail and hair salons, medical spas, banks, tailors, and a broad array of other personal service establishments. These commercial uses contribute to a vibrant, high-traffic environment that anchors the corridor's economic vitality. In addition to retail and service uses, the area includes a significant amount of professional office space, accommodating attorneys, real estate agents, insurance providers, and financial service firms. Residential uses are also present, primarily in the form of multi-family housing with some scattered single-family homes, creating a mixed-use environment with opportunities for live-work proximity. The presence of larger-scale facilities such as the Fieldhouse Sudbury indoor athletic complex and light industrial uses - including warehouse and wholesale operations - further diversifies the land use profile. Notably, Sudbury Lumber operates across two properties in this section, reflecting the corridor's ongoing role in supporting legacy businesses as well as newer commercial ventures. The combination of these elements makes this area a key node for future investment, infrastructure improvements, and coordinated planning efforts.



Figure 2-10: Route 20 - Bay Drive Intersection

Source: BSC Group

Section C Characteristics:

- 40- to 65-foot-wide right-of-way
- One lane traffic in each direction
- Section includes properties in Meadow Walk, Chiswick Park, along Union Avenue northward to the Mass Central Rail Trail, and the area south of Station Road
- Extensive mix of uses in this area, but with a heavy lean towards commercial enterprises such as multiple restaurants, the corridor's three grocery stores (Whole Foods, Shaw's, and Sudbury Farms), personal service establishments, medical offices, retail, indoor recreation,

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industrial uses, and even some automotive uses (two gas stations and a tire change business), as well as others

- Heavy through and destination traffic
- Traffic lights at the intersections of Bay Drive (Meadow Walk)/Sudbury Plaza (505-525 Boston Post Road), Nobscot Road, Union Avene, and Concord Road
- Turning lanes within the Route 20 right-of-way at:
 - Intersection of Bay Drive (Meadow Walk)/Sudbury Plaza (505-525 Boston Post Road) -East bound turn lane north into Meadow Walk and west bound turn lane south into Sudbury Plaza
 - Sudbury Plaza (505-525 Boston Post Road) east end West bound turn lane south into Sudbury Plaza
 - Intersection of Nobscot Road West and east bound turning lanes south onto Nobscot Road
 - Sudbury Farms Plaza (439-457 Boston Post Road) west end West bound turn lane south into Sudbury Farms Plaza
 - Intersection of Union Avenue West bound turn lane south into Sudbury Crossing and east bound turn lane north onto Union Avenue
- Turning lanes to access Route 20 to head both east bound and west bound include:
 - Bay Drive intersection
 - Sudbury Plaza intersections (west and east)
 - Nobscot Road intersection
 - Union Avenue intersection
 - Sudbury Crossing Plaza intersection
 - Concord Road intersection
- Sidewalk on the north side between Fire Station #2 and Massasoit Avenue (displayed in green in Figure 3-4)
- Sidewalks on the south side between Sudbury Plaza (505-525 Boston Post Road) and Sullivan Tire (475 Boston Post Road), Da Vinci Bistro (457 Boston Post Road) and Sudbury Farms (439 Boston Post Road), 415 Boston Post Road and Maple Avenue, and 365 Boston Post Road and 351 Boston Post Road (displayed in green in Figure 3-4)
- Crosswalks in this section include:
 - Across west entrance to Meadow Walk parallel to Route 20
 - Fire Station at 550 Boston Post Road ("Do Not Block" zone)
 - Across Bay Drive parallel to Route 20 with a crossing signal
 - At Bay Drive with a crossing signal
 - Across east entrance to Sudbury Plaza
 - Across 454 Boston Post Road driveway (Middlesex Savings Bank)
 - Across Nobscot Road parallel to Route 20 with a crossing signal
 - At Nobscot Road with a crossing signal
 - Across west entrance to Sudbury Farms Plaza
 - Across Union Avenue parallel to Route 20 with a crossing signal
 - At Union Avenue with a crossing signal
 - Across Raymond Road parallel to Route 20
 - Across Station Road parallel to Route 20
 - Across Concord Road parallel to Route 20 with a crossing signal
 - At Concord Road with a crossing signal (two locations)
 - Across Massasoit Avenue parallel to Route 20

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Section D

Transitional Area. Massasoit Avenue to Goodman's Hill Road (0.8 miles).

Figure 2-11: Aerial Image of Section D of Route 20



Sources: Google Maps, BSC Group

This portion of the Route 20 corridor presents a modest yet varied mix of land uses, though it is less intensively developed than other parts of the corridor. Primarily residential in character, the area includes a combination of single-family homes and multi-family housing developments that contribute to local housing diversity. While not as commercially dense as other segments, there are important community-serving amenities and services such as a small retail and office plaza that accommodates local businesses, two child care facilities that support working families, an automotive repair shop serving the region's transportation needs, and a humane dog society that provides critical animal welfare services. These uses, though limited in number, enhance the functionality of the area and offer valuable resources to nearby residents. Given its lower development intensity and adjacency to more active sections of the corridor, this area presents opportunities for thoughtful infill or targeted improvements that maintain neighborhood character while expanding service options and improving overall corridor connectivity.

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Figure 2-12: Route 20 - Landham Road Intersection Looking East



Source: BSC Group

Section D Characteristics:

- 50- to 80-foot-wide right-of-way
- One lane traffic in each direction
- Modest mix of land uses including single- and multi-family developments, an affordable senior housing development (The Coolidge at Sudbury), Sudbury Automotive, Buddy Dog Humane Society, and two child care facilities (Next Generation Children's Center and Primrose School of Sudbury)
- Heavy through traffic
- Traffic light at the intersection of Landham Road
- Turning lanes along Route 20 are located at the intersection of Landham Road West and east bound turning lanes south onto Landham Road
- Turning lanes to access Route 20 at the Landham Road intersection to head both east bound and west bound
- Sidewalk on the north side between Massasoit Avenue and Goodman's Hill Road (displayed in green in Figure 3-5)
- Sidewalk on the south side between 225 Boston Post Road (Green Hill Road intersection area) and Buddy Dog Humane Society (151 Boston Post Road) (displayed in green in Figure 3-5)
- Crosswalks in this section include:
 - Across King Philip Road (east) parallel to Route 20
 - Across Green Hill Road parallel to Route 20
 - Across Landham Road parallel to Route 20 with a crossing signal
 - At Landham Road with a crossing signal (two locations)
 - Across Goodman's Hill Road parallel to Route 20

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Section E

Industrial/Automotive Area. Goodman's Hill Road to Town of Wayland boundary (0.7 miles).

Figure 2-13: Aerial Image of Section E of Route 20



Sources: Google Maps, BSC Group

This section of Route 20 is distinguished by a strong presence of automotive, industrial, and serviceoriented uses, giving it a distinctly utilitarian and commercial character. The area includes several car dealerships and repair shops, a gas station, and a car wash, as well as an oil change facility currently under construction - together forming a concentrated hub for automotive services that draws customers from both within and beyond Sudbury. These uses are complemented by landscaping contractor businesses and a range of other light industrial operations that contribute to the corridor's employment base and service economy. In addition to its automotive and industrial focus, the area includes a variety of supporting land uses that serve both local and regional needs. Restaurants, small retail shops, and limited office space are present, providing goods and services to nearby residents and workers. An extended care and assisted living facility adds an important institutional use that supports Sudbury's aging population. The Town's municipal transfer station is also located within this section, representing a critical piece of public infrastructure. As one of the more functionally diverse segments of the corridor, this area plays a key role in the Town's economic landscape. However, its current development pattern and infrastructure may benefit from future planning efforts focused on access management, site design improvements, and environmental performance, particularly given the intensity of vehicle-oriented uses.

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Figure 2-14: Route 20 Entering Sudbury from Wayland



Source: BSC Group

Section E Characteristics:

- 50- to 80-foot-wide right-of-way
- One lane traffic in each direction
- Section includes parcels south of Old County Road
- Contains a variety of uses but has more of an industrial feel with three car dealerships, a gas station, car wash, oil change facility, landscaping contactors, and a waste transfer station.
 Residential uses such as the extended care/assisted living facility (Bear Mountain), the Best Friends Pet Hotel, and the three restaurants in the area are secondary in nature
- Heavy through and destination traffic
- Turning lanes on Route 20 are located at the intersection of Old County Road East bound turning lane north onto Old County Road
- Turning lanes to access Route 20 at the Old County Road intersection to head both east bound and west bound
- Sidewalk on the north side between Goodman's Hill Road and Old County Road, and at SG Gasoline (100 Boston Post Road) (displayed in green in Figure 3-6)
- Sidewalk on the north side of Old County Road between the BMW Dealership (68 Old County Road) and The Villages at Old County Road (6 Old County Road) (displayed in green in Figure 3-6)
- Crosswalks at Soul of India (103 Boston Post Road), and across the BMW Dealership (68
 Old County Road) west and east entrances parallel to Old County Road

Ultimately, the current conditions along Route 20 present both challenges and opportunities. While outdated infrastructure and complex environmental and historic regulations pose limitations, there is strong potential for the corridor to evolve into a vibrant, inclusive, and economically resilient district. The key to unlocking this potential is the implementation of a wastewater solution that will enable more diverse land uses, support higher-density and mixed-use development, and protect Sudbury's vital drinking water supply. Addressing these existing conditions head-on will be critical to shaping a Route 20 corridor that serves the needs of both current and future generations.

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3. Public Engagement Efforts and Feedback Summary

Public and Stakeholder Engagement

As part of the Route 20 Corridor Study, a comprehensive and inclusive public outreach and engagement strategy was implemented to ensure the perspectives of local stakeholders, residents, and municipal leadership informed the study's findings and recommendations. The engagement process began with a formal kickoff and feedback meeting with the Planning Board on February 12, 2025, which served to establish project goals and gather early input. BSC Group subsequently conducted direct outreach to more than 30 business and property owners along the corridor to gain insights into on-the-ground challenges and opportunities. In addition, interviews were conducted with eight (8) key Town staff department heads and the Executive Director of the Sudbury Water District, offering critical context on infrastructure, permitting, economic development, and public safety.

Further engagement efforts included presentations and discussions with several key boards and committees. On March 19, 2025, BSC Group and Town staff met with the Chamber of Commerce to engage the business community, followed by a general public outreach meeting held at the Goodnow Library the next evening on March 20th. These events allowed residents and stakeholders to ask questions, share priorities, and learn about the evolving vision for the corridor. The outreach continued through interviews and distributed questionnaires directed to members of the Select Board, Planning Board, Historic Districts Commission, and Rail Trails Advisory Committee. The Planning Board was again engaged to review preliminary recommendations on April 30, 2025, while the Select Board offered feedback at their May 20, 2025 meeting. This multifaceted engagement process was supported by several site visits and background analysis, including reviews of demographic data, zoning, parcel characteristics, prior plans, and GIS mapping, all of which helped BSC Group develop a context-sensitive approach to corridor planning.



Figure 3-1: March 20, 2025 Public Outreach Meeting

Source: BSC Group

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Overall, the outreach strategy ensured diverse voices – from municipal leaders and business owners to residents and advocacy groups – were incorporated into the planning process. These efforts were vital not only for gathering information, but also for building trust, establishing transparency, and ensuring the Route 20 Corridor Study reflects the community's collective goals for future land use, infrastructure investment, and economic development.

Feedback and Suggestions

Based on extensive outreach, interviews, public meetings, and written feedback from residents, business and property owners, local officials, and community organizations, the Route 20 Corridor Study gathered broad-based input to shape a shared vision for the future of this vital commercial artery. A recurring theme was the need to transition Route 20 from an auto-centric, fragmented commercial strip into a walkable, accessible, and vibrant corridor that supports diverse economic, social, and environmental objectives. The following are the summarized topics, feedback, and suggestions that were received.

Infrastructure, Mobility, and Sewer Needs

One of the strongest points of consensus across all groups was the need for significant infrastructure upgrades, particularly around pedestrian and bicycle mobility. Stakeholders emphasized that Route 20 lacks safe, continuous sidewalks, adequate bike lanes, and safe pedestrian crossings. There was strong support for streetscape improvements, landscaped buffers, and better connections between commercial parcels. The completion of the Bruce Freeman and Mass Central Rail Trails was widely viewed as a transformative opportunity to link residential areas, promote multimodal travel, and draw foot traffic to local businesses. In parallel, the lack of municipal sewer infrastructure was identified as a critical impediment to growth. Businesses reported septic limitations restrict restaurant operations, expansions, and the viability of water-intensive tenants. Staff and community members alike stressed sewer investment is essential to enable sustainable development and protect environmental resources.

Land Use, Zoning, and Development Barriers

Participants frequently cited zoning and regulatory frameworks as outdated and overly restrictive. Zoning limitations on signage, lot coverage, and parking requirements – especially within the Water Resource Protection Overlay District – were seen as stifling innovation and investment. Several business owners and Town staff supported targeted rezoning to allow for more flexible, mixed-use development, particularly in underutilized areas such as Mill Village and the Sudbury Plaza. A vision emerged for a corridor with ground-floor retail, upper-story housing, and a greater mix of uses. Respondents noted that such mixed-use formats could increase housing diversity, support local business viability, and help create a more cohesive, village-like environment along Route 20.

Economic Development and Business Support

While some nodes of the corridor, such as Meadow Walk, were praised for high customer engagement and positive working relationships with the Town, other businesses expressed frustration with permitting processes and lack of commercial diversity. Many called for improved communication, clearer permitting guidance, and stronger business support services. Suggestions included creating a Business Improvement District (BID), introducing design guidelines to preserve character while streamlining review, and enhancing economic development programming to attract small, locally owned retail shops such as bookstores, bakeries, and boutiques. Stakeholders also requested more community events and placemaking efforts – such as public art, festivals, or seasonal sidewalk sales – to drive foot traffic and build a stronger sense of place.

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Figure 3-2: Mill Village Businesses at the Route 20 - Concord Road Intersection



Source: BSC Group

Historic and Environmental Preservation

Both the Historical Commission and Historic Districts Commission underscored the importance of maintaining Sudbury's rich historical context, particularly in areas near the Wayside Inn, Mill Village, and the King Philip Historic District. Suggestions included promoting adaptive reuse of historic buildings, incorporating interpretive signage, and enhancing gateways that celebrate the corridor's heritage. These commissions expressed a desire to remain actively involved in any redevelopment planning to ensure alignment with historic preservation goals. Environmental considerations were also frequently raised, especially regarding stormwater management, groundwater protection, and the impact of development on public water supply wells. There was strong support for sustainable site design strategies, such as green infrastructure, energy-efficient lighting, and solar installations in parking lots.

Streetscape, Placemaking, and Public Realm Enhancements

Many participants advocated for elevating the aesthetic quality and functionality of the Route 20 corridor's public realm. Recommendations included adding street trees, wayfinding signage, decorative lighting, benches, and small gathering spaces or pocket parks. Creating a unified streetscape identity – especially through cohesive landscaping, signage standards, and public art – was seen as essential to enhancing the corridor's character and appeal. Feedback emphasized placemaking should reflect Sudbury's identity while improving comfort and safety for pedestrians,

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cyclists, and transit users. These improvements were viewed not just as beautification, but as key to making Route 20 a more attractive and functional space for both commerce and community.

Parking, Circulation, and Transportation Coordination

While parking was not generally seen as a corridor-wide concern, participants highlighted that large surface parking lots contribute to visual clutter and underutilization of land. Some suggested rethinking the scale and layout of parking, particularly in anticipation of increased rail trail usage and mixed-use redevelopment. Improving internal circulation between businesses – through shared driveways, connected parking lots, and better signage – was a recurring request. Coordination with MassDOT was repeatedly flagged as critical, given that Route 20 is a state-controlled roadway. Participants urged proactive engagement with MassDOT to implement safety improvements, manage traffic flow, and support local economic goals.

Community Vision and Long-Term Outlook

Underlying much of the feedback was a desire to reimagine Route 20 as more than just a corridor for cars and commerce. Residents and stakeholders expressed interest in transforming it into a destination – one that balances economic development with historic preservation, supports small businesses, promotes healthy and sustainable living, and offers a welcoming public realm. Meadow Walk was often cited as a successful example of mixed-use planning and private-public collaboration. To realize the community's vision, feedback emphasized the need for long-term planning, consistent stakeholder engagement, and strategic infrastructure investment – particularly around sewer and sidewalks. There was also a call for bold, future-focused thinking that could span decades and create lasting value for Sudbury.

In summary, the feedback presented a unified aspiration: to make Route 20 a more connected, attractive, and multifunctional corridor that honors Sudbury's heritage while meeting contemporary needs. Success will depend on aligning zoning, infrastructure, economic strategy, and public design – fueled by continued public engagement and inter-agency coordination.

4. Past Planning and Future Visioning

The Route 20 corridor has long served as Sudbury's primary commercial artery, but efforts to define a shared vision for its future have historically been fragmented. For many years, community conversations centered less around what people wanted and more around what they did not: no big box retail, no heavy industry, and no transformation into a regional economic hub. Instead, there was general agreement that future development should be grounded in the needs and desires of Sudbury residents – enhancing quality of life, creating opportunities for small businesses, and providing greater housing diversity without compromising the town's character. Acknowledging this historical uncertainty, the Town has increasingly recognized the importance of developing a clear and actionable vision for the corridor – one that aligns economic development with transportation improvements, environmental stewardship, and community identity.

The first formal step toward shaping this vision came in 2002 with A Community Vision for the Old Post Road, prepared by The Cecil Group. This early plan offered tangible recommendations for land use, open space, and streetscape improvements, and underscored a critical theme: successful revitalization would require incremental, sustained effort. It advocated for a sequence of "small wins" to build confidence and momentum among stakeholders. While the corridor faced challenges from inconsistent development patterns and outdated infrastructure, it retained strong potential due to its visibility, accessibility, and existing commercial base.

Momentum continued in 2012 with the Sudbury Route 20 Zoning Project prepared by the Metropolitan Area Planning Council (MAPC). Recognizing infrastructure limitations – particularly the absence of sewer service – had stifled redevelopment, the Town sought to explore land use strategies that could support more dynamic and compact growth once these constraints were addressed. MAPC's analysis led to a conceptual zoning overlay district encouraging mixed-use development, pedestrian-friendly design, and reduced setbacks. The proposed overlay included incentives for building height and design review processes aimed at preserving the town's character. This plan further reinforced the idea Sudbury could not revitalize the corridor through regulatory reform alone – significant infrastructure investment would also be required. As of this date, the zoning amendment recommendations which were part of this project have not been advanced.

The importance of wastewater infrastructure as a limiting factor for development was documented as early as 1999 in a Weston & Sampson wastewater needs assessment, and again in their 2010 Route 20 Business District Wastewater Management Plan Update. These studies made clear septic systems and poor soil conditions created substantial barriers to growth. Without centralized wastewater management, even modest increases in density or new uses such as restaurants were not viable. Both studies concluded economic revitalization and expanded land use options were contingent upon modern sewer solutions.

In 2015, The Cecil Group revisited the corridor with a comprehensive study focused on urban design and zoning evaluations. Building upon earlier efforts, this report integrated technical planning with development prototypes to test the viability of mixed-use overlays. It also introduced new tools such as Transfer of Development Rights (TDR), proposed procedural streamlining, and highlighted how zoning could be leveraged as a development incentive. Importantly, the study emphasized the corridor's potential to attract private investment – but only if the Town modernized its regulatory framework and prioritized public infrastructure improvements.

These ideas coalesced more recently in the 2021 Master Plan and the 2022 Historic Preservation Plan, both of which present a clear future vision for the corridor. Core components of this vision include fostering walkable, mixed-use nodes; improving multimodal access (especially to the Bruce

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Freeman and Mass Central Rail Trails); addressing environmental and infrastructure needs; and preserving historic resources. The Master Plan recognizes change will take time, requiring sustained planning, regulatory updates, and infrastructure investment over the next decade or more. It also points to the need to monitor post-pandemic trends – such as evolving retail patterns and reduced commuting – as they may influence both development demand and corridor use.

A crucial component of this revitalization effort lies in identifying key properties suitable for enhancement or redevelopment. Properties such as 432 Boston Post Road (Sudbury Mobil), 470 Boston Post Road (Sudbury Gulf), and 475 Boston Post Road (Sullivan Tire) currently house auto-oriented uses that are incompatible with the community's mixed-use goals. These sites – especially around the intersection of Union Avenue and Route 20 – are prime candidates for redevelopment into residential-over-retail formats or small-scale commercial centers that serve local needs. Vacant and underutilized properties like 465 Boston Post Road (former gas station), 694 Boston Post Road (former Acapulco's restaurant), and 333 Boston Post Road (vacant office building) present further opportunities for catalytic transformation.





Source: BSC Group

Clustered redevelopment of adjacent single-family properties, such as those at 555–593 Boston Post Road, could enable coordinated projects that maximize land value, improve circulation, and create cohesive village-style environments. Similarly, both 1 and 15 Union Avenue (where Sudbury Coffee Works is located) offer compelling locations for infill mixed-use development due to their proximity to both rail trails and existing commercial activity. These properties, if guided by thoughtful zoning and incentivized through infrastructure support, could become key building blocks in a corridor-wide transformation.

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Figure 4-2: 555 & 559 Boston Post Road Properties



Source: BSC Group

Town staff and officials have expressed optimism but also caution. Public safety, environmental protection, and appropriate scale are recurring concerns. Municipal leaders have emphasized the importance of building a wastewater system to support new growth and relieve pressure on groundwater. Additionally, there have been calls for greater public awareness of the fiscal implications of limited commercial development. Staff also recognizes the value of permitting bioscience and high-tech firms in strategic locations to boost the tax base with minimal traffic impact – provided the zoning and permitting processes are flexible enough to accommodate them.

Ultimately, the Route 20 corridor's transformation hinges on a clear, unified vision backed by practical strategies and sustained leadership. The community's vision includes: connected mixed-use development; robust public infrastructure (especially sewer); walkable and bikeable design; vibrant streetscapes; and a locally serving economic base. Strategic zoning amendments, infrastructure investment, and alignment with state and regional goals – paired with targeted redevelopment at key sites – can help Route 20 evolve from a fragmented commercial strip into a cohesive and vibrant corridor that supports both Sudbury's history and its future.

Vision Statement

Based upon the public outreach and planning process discussed above, as well as past planning efforts, the following vision statement was developed using the extensive input gathered through public meetings, interviews, and written feedback from Town staff and officials, residents, business and property owners, members of local boards and commissions, and other stakeholders. Their collective insights helped shape a shared vision for the future of the Route 20 corridor that reflects community priorities and aspirations, summarized as follows:

The Route 20/Boston Post Road corridor will evolve into a vibrant, connected, and sustainable destination that reflects Sudbury's deep commitment to smart growth, housing inclusivity, and resilient economic development. Anchored in the town's historic character and natural assets, the corridor will be reimagined as a welcoming, walkable, and visually cohesive environment where

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businesses thrive, housing options expand, and accessible public spaces invite all residents and visitors to gather, linger, and connect.

Through thoughtful planning, targeted zoning reform, and strategic infrastructure investment – most notably a comprehensive sewer system – the Town seeks to foster a corridor where compact, mixed-use redevelopment can flourish. Ground-floor shops, local services, and health-focused businesses will coexist with upper-story housing, all framed by pedestrian-friendly streetscapes, green infrastructure, and linkages to regional trail networks like the Bruce Freeman and Mass Central Rail Trails. Placemaking, design excellence, and a strong sense of community will guide the transformation of Route 20 into a model of inclusive, sustainable growth – supporting Sudbury's economy while honoring its heritage and enriching the lives of all who live, work, and visit this vital corridor.

Figure 4-1: Wayside Inn Grist Mill



Source: BSC Group

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5. Findings, Recommendations, and Strategies

This section outlines a comprehensive set of findings, recommendations, and strategies to guide the Town in achieving its long-term vision for the Route 20/Boston Post Road corridor. Building on robust community engagement, technical analysis, and best practices in planning, transportation, and economic development, the strategies presented here are designed to support sustainable redevelopment that balances commercial vitality, housing diversity, environmental stewardship, and transportation efficiency. The recommendations aim to strengthen the corridor's role as a vibrant, economically resilient, and accessible destination while respecting Sudbury's unique character and historical context.

Focus areas include proposing zoning reforms to accommodate desired commercial and mixed-use development; improving traffic flow, circulation, and connectivity throughout the corridor; and identifying targeted economic development strategies to attract, retain, and expand businesses in a manner that aligns with the community's goals. The section also addresses multimodal transportation enhancements – such as integrating the Bruce Freeman and Mass Central Rail Trails – strategies for reducing auto-dependence, and opportunities for context-sensitive infill and mixed-use housing. It explores how local regulations and private development can incorporate the Commonwealth's sustainability objectives, including green infrastructure and energy-efficient design. Together, these strategies provide a roadmap for implementing thoughtful and transformative change along the Route 20 corridor.

The Challenges of Progress

Implementing change, particularly in the context of a transportation corridor like Route 20, is inherently difficult and often slow-moving. Many of the easy, low-cost improvements have already been completed over the years, leaving only the more complex, resource-intensive projects remaining. These initiatives typically require significant financial investment, time, and coordination – often extending well beyond a six-month or even one-year timeframe. Moreover, community members and stakeholders may be resistant to change, especially when it affects familiar travel patterns, land use, or access to local businesses and homes. Successfully advancing future recommendations will demand a collaborative approach centered on clear communication and shared goals. While consultants can assist with technical work and planning, implementation relies heavily on the active involvement of Town staff – particularly in managing public engagement, navigating regulatory processes, and coordinating with agencies such as MassDOT. Building trust with residents, business owners, property owners, and local officials will be critical to overcoming institutional inertia and fostering a shared vision for a safer, more efficient Route 20 corridor.

Zoning Bylaw

As part of revitalizing the Route 20 corridor, a suggested first step is implementing a series of targeted Zoning Bylaw amendments proposed to better align the regulatory framework with the community's vision for the corridor. These recommendations aim to support mixed-use development, enhance economic vitality, and promote sustainable growth through strategic updates to land use, dimensional standards, and development incentives.

A pivotal Zoning Bylaw amendment recommendation for achieving transformative and lasting change along Route 20 is expanding the Village Business District zoning boundary. As displayed in Figure 5-1 below, the existing VBD boundary, displayed in light blue, would be expanded to the west to include areas currently designated as Limited Business (LBD-2 and LBD-6), Business and Industrial (BD-5 and ID-8), and part of the Limited Industrial District (LID-1/Chiswick Park). This

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expansion around key intersections at Union Avenue and Nobscot Road is intended to stimulate revitalization in areas that have long underperformed due to restrictive zoning, lack of sewage infrastructure, and disjointed land use patterns. These areas offer substantial redevelopment potential and strategic locations that, if rezoned appropriately, can anchor a more cohesive and vibrant commercial district.



Figure 5-1: Proposed New Village Business District Boundary

Sources: Google Maps, BSC Group

The Village Business District Zoning Bylaw, originally adopted in 1994, is Sudbury's most forward-thinking zoning framework for encouraging mixed-use development. It already allows (and is the only district to do so) residential units above commercial spaces by right – a core feature aligned with the community's vision for a walkable, vibrant, and inclusive Route 20 corridor. While development under this bylaw has been limited to date due to infrastructure barriers such as lack of sewer service, the Town's renewed focus on addressing these foundational constraints now positions the VBD to serve as a powerful tool for unlocking new growth. Amending and expanding this existing zoning district – as opposed to crafting an entirely new one – offers a more familiar and politically viable path toward adoption at Town Meeting, increasing the likelihood of community support.

Expanding the VBD as a base zoning district ensures the core vision is not left to chance. A base zoning district provides a more direct and effective path to implementing land use change because its provisions apply universally to all properties within the designated area, eliminating ambiguity and ensuring consistent development outcomes. Unlike overlay zoning districts – which are optional and only apply when a property owner chooses to utilize them – the requirements and allowances of a base district are mandatory. This ensures any new development or redevelopment adheres to the community's desired land use patterns and policy goals without relying on individual property owner initiative.

By changing the base zoning, the Town clearly signals its intent for how land should be used and

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developed, providing certainty to both public and private stakeholders. This approach simplifies the regulatory landscape by avoiding dual compliance requirements between base and overlay provisions and reduces administrative complexity for permitting and enforcement. In contrast, overlay districts often result in a fragmented pattern of implementation, where some properties evolve in line with the overlay's vision while others remain constrained by outdated or incompatible base zoning, ultimately diluting the broader planning objectives.

The VBD expansion would also create new synergies with nearby areas, such as the Industrial-2 (ID-2) zoning district just north of the corridor on Union Avenue. In the future, once momentum is established, the Town could consider applying a VBD overlay zoning district to the ID-2, offering additional flexibility and mixed-use incentives without requiring an immediate change to the underlying zoning. This phased approach would allow Sudbury to test concepts in the expanded VBD core while signaling openness to broader reinvestment opportunities.

Ultimately, expanding the VBD-1 zoning district is not simply a regulatory exercise – it is a strategic action that aligns zoning policy with community goals, infrastructure improvements, and private-sector realities. By broadening the area governed by this flexible, mixed-use framework, Sudbury can create a more connected, inviting, and economically resilient corridor that serves current needs and future aspirations alike.

Another central recommendation is to amend various zoning provisions in the VBD. For starters, this would include prohibiting single-family residences and taking measures to allow mixed-use development as-of-right. This change would apply to developments that combine residential uses (including two-family and multi-family structures) with commercial or other non-residential uses on the same site or within the same building. Such an approach offers flexibility for developers to meet evolving market demand, particularly for more affordable housing types like duplexes or smaller apartments. Clarifying and expanding the existing "Mixed-Use" use category provision – currently limited to "apartments above business uses" – to include residential units in general, would ensure greater uptake and reflect the design and land use objectives expressed in the Town's planning documents and public feedback.

It is recommended a set number of dwelling units per acre provision be added to regulate the Mixed-Use use category as well. This requirement could perhaps start at a maximum of five (5) dwelling units per acre, with additional provisions to potentially provide supplementary units based upon including certain percentages of affordable units. Furthermore, in order to promote true mixed-use development with non-residential uses and activate the street frontage, the following regulation should also be considered for association with mixed-use developments:

"The first 30 feet of depth of the ground floor area facing Route 20, Nobscot Road, Union Avenue, or Concord Road shall be used for a permitted non-residential use(s); the upper floors and other ground floor space can be used for dwelling units or other permitted uses."

To further support mixed-use development, it is recommended to revise the Zoning Bylaw's dimensional standards within the VBD. Specifically, reducing the minimum front yard setback to 10 feet by right (and to 5 feet by Special Permit) and a maximum front setback to 20 feet would foster a more walkable, pedestrian-scaled environment consistent with a traditional village center. In parallel, the maximum permitted building height should be increased to three (3) stories, while maintaining or slightly increasing the 35-foot height cap to 37 or 38 feet to accommodate varied rooflines and architectural treatments. Additionally, it is also recommended the definition of "Building Height in Feet" be adjusted to read as follows, at least for the VBD:

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"Height in feet shall be the vertical distance measured from the mean of the finished ground level adjoining the entire building at each exterior wall to the highest point of roof beams of the top story in the case of a flat roof, to the deck line of a mansard roof, and to the average height between the plate and ridge of a gable, hip, or gambrel roof."

This adjusted definition language may also be beneficial for other areas of the Route 20 corridor or even other zoning districts in the town. These changes would promote compact development while preserving Sudbury's established scale and character.

Other form and design-related amendments are proposed to ensure future development contributes positively to the public realm in the VBD. These include a new maximum business façade length of 50 to 75 feet for larger commercial spaces, depending upon the community's preference. This standard would help break up long building walls, reduce visual monotony, and reinforce the village-scale character of the corridor. The individual tenant space occupancy size maximum in the VBD should increase to 15,000 square feet – up from the current 10,000 square foot cap – to accommodate realistic tenant needs, as seen in similar-scale projects within town and the surrounding communities. A new public space requirement should also be introduced to the VBD, mandating at least 15% of the lot area – up to a maximum of 1,000 square feet – be devoted to publicly accessible space. This could include indoor or outdoor plazas, seating areas, or other gathering spaces, and would ensure redevelopment contributes to a more welcoming and community-oriented corridor.



Figure 5-2: Publicly Accessible Streetscape Plaza – Southbridge, MA

Source: Google Maps

To facilitate development without unnecessary land consumption, it is recommended to eliminate all minimum off-street parking requirements within the VBD, except for a requirement of one (1) space per residential dwelling unit. Alternatively, or in conjunction, the Town could allow full or partial parking reductions via a Special Permit, both within the VBD and in other areas along the corridor. This aligns with contemporary zoning reform trends across Massachusetts, and acknowledges existing site

Route 20 Corridor Study

constraints and the limited reliance of on-street parking in Sudbury. Furthermore, the Zoning Bylaw should be updated to include standards for Electric Vehicle (EV) charging stations, ensuring new development is aligned with the Commonwealth's sustainability goals.

Recognizing the growing demand for wellness and medical aesthetics services, a new use category and definition for "Medical/Health Spas" should be added to the Zoning Bylaw along the following lines:

"An establishment that offers non-invasive or minimally invasive health, beauty, and wellness treatments performed by licensed or certified professionals under the supervision of a qualified medical practitioner, where required by law. Services may include, but are not limited to, aesthetic skin care, laser hair removal, photofacials, body contouring, chemical peels, microneedling, injectables (e.g., Botox, dermal fillers), and other medically supervised cosmetic procedures. Such establishments may also offer complementary wellness services such as massage therapy, nutritional counseling, and stress reduction programs."

These uses would be allowed by right in the VBD, Business (BD), Limited Business (LBD), and Research (RD) zoning districts, and by Special Permit in the three residential districts (Residential A (Res-A), Residential C (Res-C), and Wayside Inn Historic Preservation (WI)). A clear definition will help regulate these establishments based on their traffic patterns, size, and operational characteristics, supporting modern economic development while maintaining land use compatibility.

Two additional regulatory changes are recommended. First, the Signage Bylaw (Section 3200) should be revised, particularly the provisions around sandwich board signs, which may no longer be necessary or effective. Second, the Town should evaluate whether to eliminate or significantly revise the Water Resource Protection Overlay District. Many of the overlay district's protective provisions are already enforced through other agencies and boards (Board of Health, Sudbury Water District, and/or the Massachusetts Department of Environmental Projection (MassDEP)), creating redundancy and potentially deterring new investment. Especially in the Route 20 corridor, where redevelopment is a key goal, more flexibility around impervious coverage may be appropriate.

Together, these proposed Zoning Bylaw amendments will update Sudbury's regulatory framework to support sustainable, mixed-use redevelopment along Route 20. They reflect both the technical recommendations of planning professionals and the expressed preferences of Sudbury's residents, officials, and business community – making them a strong foundation for balanced growth that enhances the town's identity, economy, and quality of life.

Transportation and Infrastructure

A range of infrastructure limitations and circulation inefficiencies constrain Route 20's redevelopment potential. Most notably, the absence of a centralized sewer system has long been a bottleneck for development. Individual septic systems for businesses and multi-family developments are difficult to site and maintain given the corridor's dense soils and proximity to critical water supply aquifers. These conditions not only limit development density but also pose environmental risks, as five of the Town's nine water wells – producing 58% of Sudbury's drinking water – are located in high-vulnerability aquifers adjacent to the corridor. 10

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¹⁰ Sudbury Housing Production Plan. 2025.

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Transportation challenges compound these infrastructure limitations. The corridor regularly experiences traffic congestion, especially during commuting hours, with average daily volumes ranging from 14,500 to 19,500 vehicles. A high number of curb cuts and closely spaced driveways lead to unsafe vehicle movements and frequent crashes – particularly at the intersections of Route 20 with Union Avenue and Goodman's Hill Road. In addition to vehicular challenges, pedestrian infrastructure is inconsistent, with narrow, disconnected sidewalks frequently obstructed by utility poles, walls, or vegetation. These conditions discourage walking despite a concentration of destinations along the corridor.

Figure 5-3: Examples of Obstructed Sidewalks along Route 20



Source: BSC Group

To address these overlapping challenges, a central recommendation is the continued pursuit of a municipal sewer system to serve the Route 20 corridor. A shared system would eliminate the need for individual septic fields on valuable commercial land, reduce environmental risk, and unlock reinvestment opportunities. According to prior studies, zoning reforms alone will not catalyze development unless the wastewater barrier is addressed. Sewer implementation must therefore remain a top Town priority and be pursued in tandem with funding strategies, engineering design, and community engagement.

¹¹ MassDOT Traffic Inventory. 2023.

¹² Sudbury Master Plan – Baseline Report. 2021. https://sudbury.ma.us/masterplan/wp-content/uploads/sites/392/2021/06/210428_SudburyMasterPlan_BaselineReport_FINAL_LowRes.pdf?versi_on=ed02f66ac109dc7fca01f53b8fca1fd4

Route 20 Corridor Study

Improving pedestrian accessibility is another key strategy to enhance the corridor's functionality and visual appeal. The Town should implement fully connected sidewalk networks along both sides of Route 20 from Lafayette Drive to the Wayland town line, and along critical connections including Union Avenue, Concord Road, the roadway within Chiswick Park, and Station Road. These sidewalks should be at least eight (8) feet wide wherever feasible to support safe and comfortable pedestrian travel. In areas with physical constraints, easements on private property, relocation of utilities or stone walls, or design exceptions may be necessary. A six (6) foot wide sidewalk on the south side of Station Road is also recommended, along with additional pedestrian crossings throughout the entire corridor, but especially within the VBD.

Heritage Wholesalers

Bright Lo Zons

Congregational Church

Brader

Higherestat Meadow

Walk by Futted mes

Sudbuty Fieldhouse

Sudbuty Fieldhou

Figure 5-4: Existing and Proposed Sidewalks and Rail Trails in Section C

Sources: Google Maps, BSC Group

To reinforce a pedestrian-friendly and village-scale environment, the Town should install pedestrian-scale street lighting along these same corridors, particularly within the key 1.1-mile stretch of Route 20 between Fire Station #2 and Massasoit Avenue. Enhanced lighting will increase pedestrian safety and encourage walking, especially in the evenings. Additional infrastructure improvements such as benches at regular intervals, improved lighting at intersections like Horse Pond Road, and clearly marked crosswalks will further elevate the pedestrian experience. Coordinated lighting, site furnishings, and amenity design will help identify the area as a "district" with its own visual identity.

Another transformative recommendation is for the Town to collaborate with MassDOT to take ownership of Section C of Route 20 (between Fire Station #2 and Massasoit Avenue). Local control of this section of roadway would give Sudbury the ability to directly manage roadway design, facilitate utility undergrounding, modify traffic patterns, and construct complete streets infrastructure consistent with Town goals. This strategy proved highly effective in the Sudbury Town Center and could be replicated to promote similar success along this stretch of Route 20. The Town should also take measures to make the Chiswick Park roadway connecting Route 20 and Union Avenue a public way as well. This would allow for the implementation of the streetscape items discussed above, as well as the possibility of making the road a Complete Street with traffic calming measures and cycling accommodations.

Route 20 Corridor Study

Parallel to pedestrian enhancements, better internal roadway connectivity between commercial properties is crucial to reduce curb cuts, ease traffic congestion, and promote alternative circulation routes. Key new connections should include routes through Chiswick Park, between Raymond Road and Sudbury Crossing, and between Meadow Walk and Chiswick Park near the Sudbury Fieldhouse. Some connections should support both vehicles and pedestrians, while others may serve only pedestrians and cyclists. The Town should explore tools such as land swaps, incentives, and collaborative design processes with property owners to implement these connections effectively.

Methods Machine roots

| Henge Wholesales | Surger Course | Su

Figure 5-5: Proposed Enhanced Property Connections

Sources: Google Maps, BSC Group

In terms of parking, although not currently viewed as a corridor-wide issue, strategic changes are still warranted. The Town should reduce minimum parking requirements and encourage permeable surfaces wherever feasible, particularly in Zone II of the Water Resource Protection Overlay District. The Zoning Bylaw should continue to prohibit parking between buildings and the roadway, and shared access drives between properties should be encouraged to reduce redundant pavement and improve pedestrian safety. Where feasible, undergrounding utility lines, especially in Section C and along Union Avenue, should also be pursued to declutter the visual environment and allow for broader sidewalks and tree planting.

Finally, with the upcoming completion of the last section of the Bruce Freeman Rail Trail south of Route 20 and its intersection with the Mass Central Rail Trail, multimodal planning should be a central component of any transportation strategy. The Town should explore opportunities to connect commercial and residential destinations along Route 20 to these trails via dedicated pedestrian and bicycle paths, and support initiatives that allow the Commuter Shuttle from Marlborough to the MBTA Riverside Station to stop within Sudbury. Over time, hosting community walking events like "Walking Night Outs" could further reinforce the corridor as a safe, active, and vibrant community destination.

Route 20 Corridor Study

Together, these transportation and infrastructure recommendations represent a comprehensive strategy to address longstanding barriers to growth, improve quality of life, and align physical improvements with the Town's broader vision for the Route 20 corridor. Investments in walkability, wastewater, and circulation are not only infrastructure projects – they are foundational steps toward creating a sustainable, mixed-use, and economically resilient future.

Economic Development

The Route 20 corridor serves as the economic backbone of Sudbury, housing the majority of the town's commercial activity and offering employment opportunities concentrated near Union Avenue and Nobscot Road. This stretch includes a range of businesses, from local service providers and retailers to national chains. One of the most prominent additions in recent years is the Meadow Walk development, a mixed-use hub featuring 75,000 square feet of retail space anchored by Whole Foods, along with luxury apartments, condominiums, and assisted living units. Yet, despite this anchor development, much of the corridor's economic potential remains underutilized, due in part to structural, infrastructural, and organizational limitations.





Source: BSC Group

Currently, the Town does not have a proactive, coordinated strategy for attracting or retaining specific industries along the corridor. While there is a general openness to welcoming retail and service-oriented businesses, particularly those that support local needs rather than regional traffic generators, there is no formal initiative in place to target particular sectors. Interest in attracting multi-family housing exists, but even this is constrained by infrastructure challenges – namely, the lack of centralized wastewater service. Additionally, the Town has not historically offered financial tools such as Tax Increment Financing (TIF) or local grants to incentivize redevelopment or support new businesses. In fact, local officials suggest the community may not be receptive to such mechanisms due to the Town's fiscal makeup and strong real estate values.

Route 20 Corridor Study

One of the key barriers to economic development in the corridor is regulatory complexity combined with infrastructure deficits. Parking constraints, stormwater management, and especially septic limitations make new development difficult and deter reinvestment in aging properties. Existing property owners, many of whom enjoy stable rental income, have little incentive to undertake costly redevelopment in the absence of major improvements or financial inducements. Adaptive reuse of existing structures – such as those within Chiswick Park – has potential, but wastewater capacity and stormwater constraints limit what is feasible without broader infrastructure upgrades.

To begin unlocking the corridor's economic potential, a foundational step would be to create a designated economic development Town staff position. This role would serve as a central coordinator and advocate for business activity, with responsibilities ranging from helping businesses navigate the permitting process to promoting local entrepreneurs. This staff person would also be instrumental in collaborating with regional business organizations, including the local Chamber of Commerce, conducting grant writing to stimulate economic investment in the community, and organizing initiatives such as small business celebrations, economic development forums, and promotional campaigns for business milestones.

Following this, the Town should establish a formal Economic Development Committee (EDC). This group – composed of local business owners, residents, and municipal leaders – would support the Town's efforts to attract, retain, and expand businesses. A clearly defined charge for the EDC is critical. It should focus on enhancing the commercial tax base, supporting redevelopment of underutilized properties, and identifying creative solutions to increase business viability, such as shared parking, flexible zoning provisions, or targeted marketing campaigns. The EDC would also serve as a sounding board for zoning and infrastructure reforms being considered to support economic development.

To support both the new economic development position and committee, Sudbury should undertake the development of a Strategic Economic Development Plan for the Route 20 corridor. This plan would identify target industries – such as health and wellness services, small-scale manufacturing, and professional services – that align with Sudbury's demographics and infrastructure capacity. It would also assess current barriers to growth, inventory available properties, and establish clear strategies for building partnerships, leveraging state programs, and improving the physical and regulatory environment for business.

In tandem with these organizational steps, improving regulatory flexibility is essential. Amending the Zoning Bylaw to reduce overly burdensome parking requirements, permit mixed-use developments by right, and allow for adaptive reuse of commercial properties can help unlock value from existing parcels. For instance, limiting maximum façade lengths and requiring pedestrian-scale streetscape improvements can create a more welcoming, village-like atmosphere that draws foot traffic and encourages longer visits – key ingredients for business success in smaller downtown-style settings.

Beyond zoning, the Town must address the infrastructure limitations that hinder growth. As discussed in the Transportation and Infrastructure section of this report, creating a shared wastewater treatment system is critical. Without it, denser development and new restaurants or service businesses will remain out of reach. Parallel efforts to underground utility lines, improve lighting, and expand sidewalk networks will further support a revitalized corridor that is attractive to both customers and prospective tenants.

Finally, to foster a culture of community support for business development, the Town should consider organizing regular events and promotional programs that celebrate local entrepreneurship. These could include seasonal festivals, sidewalk sales, walking night outs, and local business spotlights. Not

Route 20 Corridor Study

only would these events draw attention to corridor businesses, but they would also foster a stronger sense of community connection to the commercial heart of Sudbury.

By establishing dedicated economic development leadership, forming a strategic committee, reforming zoning, and investing in essential infrastructure, Sudbury can position the Route 20 corridor as a vibrant and sustainable economic center that benefits both current residents and future generations. While the Town has historically taken a passive approach to economic development, the opportunity now exists to implement a more proactive and coordinated framework – one that respects the community's character while embracing thoughtful growth.

Recommendation Implementation Matrix

The following matrix outlines a series of strategic actions designed to advance the community's vision for the Route 20 corridor. These recommendations span land use, transportation, infrastructure, economic development, and streetscape design elements, and are intended to guide both near- and long-term implementation efforts. Each action item identifies responsible entities, potential funding sources, and suggested timeframes to support coordinated and effective execution. Together, these strategies aim to create a more vibrant, walkable, and economically resilient corridor that reflects the Town's values and priorities.

Route 20 Corridor Recommendation Implementation Matrix				
Zoning Bylaw Amendments		Responsible Entities	Timeline	Resources
Action 1	Expand the Village Business District (VBD) zoning district boundary	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA, EEA Planning Assistance Grant
Action 2	Prohibit single-family dwellings in the VBD	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA
Action 3	Allow Mixed-Use Development as-of-right in the VBD along with other regulation provisions regarding density and ground floor usage	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA, EEA Planning Assistance Grant
Action 4	Reduce minimum front yard setback to 10 feet, to 5 feet with a Special Permit, and reduce maximum setback to 20 feet in the VBD	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA
Action 5	Increase maximum story height to three (3) in the VBD	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA
Action 6	Amend definition of Building Height for the VBD and consider for all other zoning districts	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA

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Action 7	Remove all minimum parking requirements, except for one (1) space per dwelling unit in the VBD and/or allow reduction in parking requirements across all other zoning districts with a Special Permit	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA, CCC Best Practice Program
Action 8	Add a minimum public space requirement in the VBD of 15% of lot area or maximum of 1,000 square feet	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA
Action 9	Increase usage maximum in the VBD to 15,000 square feet	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA
Action 10	Implement maximum business space façade length of 50 to 75 feet in the VBD	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA
Action 11	Create new use category and definition for Medical/Health Spa	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA
Action 12	Revise Zoning Bylaw Section 3200 Signs and Advertising Devices	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA
Action 13	Examine removing Water Resource Protection Overlay District	Planning & Community Development Department	1-2 Years	Staff time, consultant, MAPC TAP, DLTA
Action 14	Add requirements for EV charging stations	Planning & Community Development Department	1 Year	Staff time, consultant, MAPC TAP, DLTA
Transportation & Infrastructure		Responsible Entities	Timeframe	Resources
Action 1	Continue pursuit of a municipal wastewater system to serve the corridor	Department of Public Works, Town Manager	10+ Years	Staff time, consultant, MassWorks Infrastructure Program, Clean Water State Revolving Fund

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Action 2	Construct connected sidewalks on: Both sides of Route 20 from Lafayette Drive to Wayland town line Both sides of Union Avenue between Route 20 and MCRT Both sides of Concord Road between Route 20 and Goodnow Library One side of roadway through Chiswick Park connecting Route 20 and Union Avenue South side of Station Road	Department of Public Works	5 Years	Staff time, Complete Streets Funding Program, Shared Streets and Spaces Grant Program
Action 3	Prioritize 8-foot-wide sidewalks in these areas: Both sides of Route 20 between Fire Station #2 and Massasoit Avenue Both sides of Union Avenue between Route 20 and MCRT Both sides of Concord Road between Route 20 and Goodnow Library One side of roadway through Chiswick Park connecting Route 20 and Union Avenue	Department of Public Works	5 Years	Staff time, Complete Streets Funding Program, Shared Streets and Spaces Grant Program
Action 4	Install 6-foot-wide sidewalk: • South side of Station Road	Department of Public Works	5 Years	Staff time, Complete Streets Funding Program, Shared Streets and Spaces Grant Program
Action 5	Explore additional pedestrian crossings of Route 20, especially within the VBD	Department of Public Works	1 Year	Staff time

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Action 6	Install pedestrian scale street lighting: Both sides of Route 20 between Fire Station #2 and Massasoit Avenue Both sides of Union Avenue between Route 20 and MCRT Both sides of Concord Road between Route 20 and Goodnow Library One side of roadway through Chiswick Park connecting Route 20 and Union Avenue South side of Station Road	Department of Public Works	5 Years	Staff time, Complete Streets Funding Program, Shared Streets and Spaces Grant Program, Green Communities Grant Program
Action 7	Improve lighting at Horse Pond Road intersection	Department of Public Works	1-2 Years	Staff time
Action 8	Install periodic streetscape benches: Both sides of Route 20 between Fire Station #2 and Massasoit Avenue Both sides of Union Avenue between Route 20 and MCRT Both sides of Concord Road between Route 20 and Goodnow Library One side of roadway through Chiswick Park connecting Route 20 and Union Avenue	Department of Public Works	5 Years	Staff time, Complete Streets Funding Program, Shared Streets and Spaces Grant Program, Municipal ADA Improvement Grant Program
Action 9	Collaborate with MassDOT for the Town to take control of Route 20 between Fire Station #2 and Massasoit Avenue	Department of Public Works, Town Manager, Select Board	2-3 Years	Staff time, consultant
Action 10	Pursue measures to make the Chiswick Park roadway connecting Route 20 and Union Avenue a Town controlled public way and make it a Complete Street	Department of Public Works, Planning & Community Development Department, Town Manager, Select Board	2-3 Years	Staff time, consultant, Complete Streets Funding Program
Action 11	Improve pedestrian/bicycle/vehicular interconnections between commercial properties, in particular: • Raymond Road and south side of Sudbury Crossing plaza	Planning & Community Development Department, Town Manager, Select Board	10+ Years	Staff time, consultant

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Action 12	Roadway through Chiswick Park (make a public way) Roadway between Meadow Walk and Chiswick Park near Sudbury Fieldhouse Relocate utility lines underground throughout the corridor, but in particular: Between Fire Station #2 and Massasoit Avenue Union Avenue between Route 20 and MCRT	Department of Public Works, Town Manager, Select Board	10+ Years	Staff time, consultant, MassWorks Infrastructure Program
Economic Development		Responsible Entities	Timeframe	Resources
Action 1	Create Town staff position designated for Economic Development	Town Manager	1 Year	Staff time
Action 2	Establish Economic Development Committee	Select Board	6 Months	Staff time
Action 3	Complete a Strategic Economic Development Plan for the Route 20 Corridor (or Town)	Economic Development Staff Position, Economic Development Committee	2 Years	Staff time, consultant, CCC Best Practice Program, MAPC TAP, DLTA
Action 4	Review Zoning Bylaw for potential amendments which can promote economic development	Economic Development Staff Position, Economic Development Committee, Planning & Community	1 Year	Staff time, consultant, CCC Best Practice Program, MAPC TAP, DLTA

Matrix Acronyms:

ADA - Americans with Disabilities Act

CCC - Community Compact Cabinet

DLTA - District Local Technical Assistance

EEA - Executive Office of Energy and Environmental Affairs

TAP - Technical Assistance Program

Route 20 Corridor Study

Appendix A

Existing Conditions Maps

Context Map - Page 49

Land Use Map - Page 50

Natural Resources Map - Page 51

Protected Open Space Map - Page 52

Transportation Map - Page 53

Water Resources and Protection Map - Page 54

Zoning Map - Page 55

Sections Map - Page 56

Historic Resources Map - Western Section - Page 57

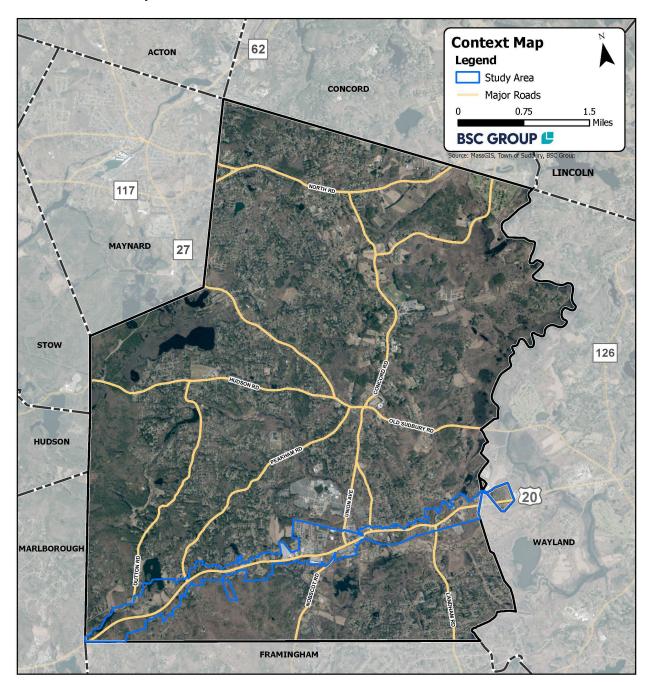
Historic Resources Map - Central Section - Page 58

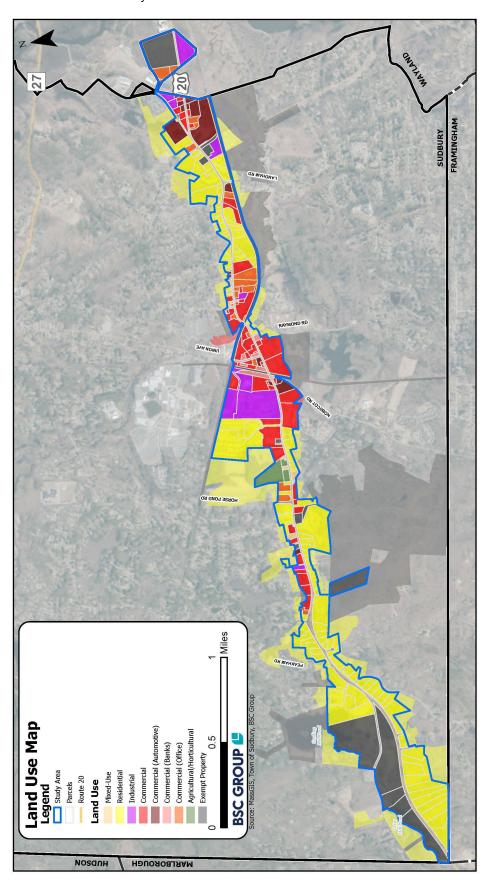
Historic Resources Map - Eastern Section - Page 59

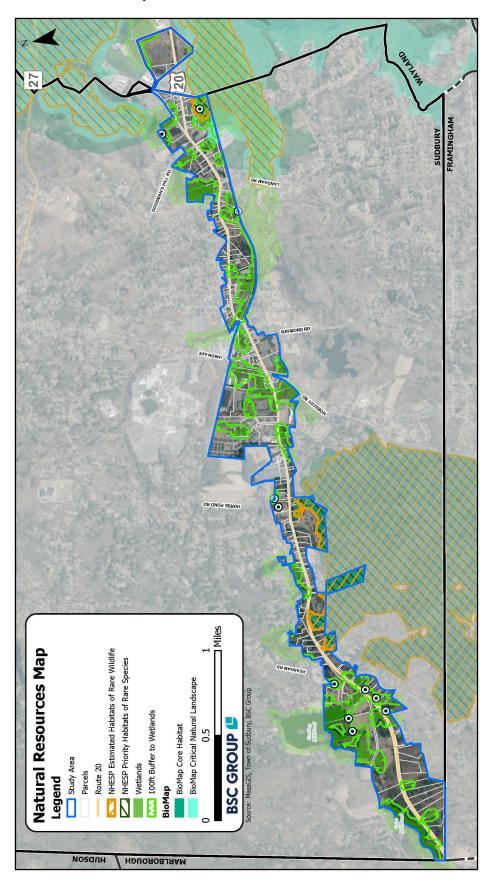
Parcel Lines and Building Footprints Map - Western Section - Page 60

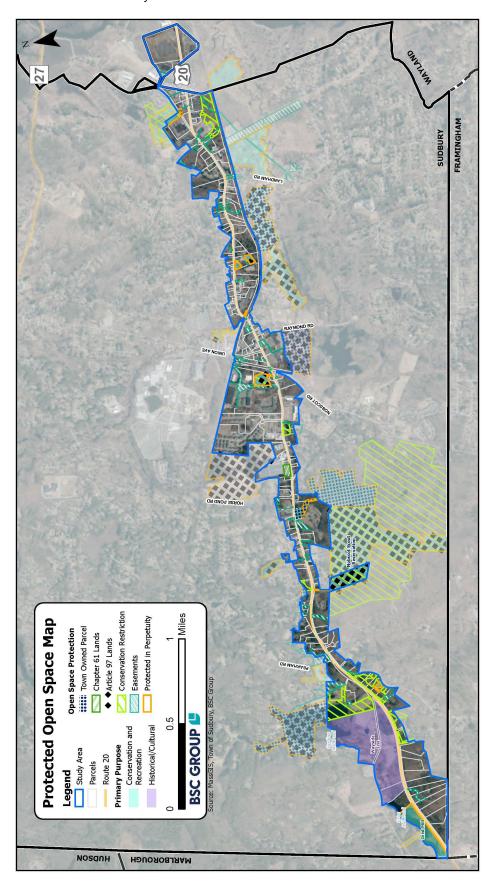
Parcel Lines and Building Footprints Map - Central Section - Page 61

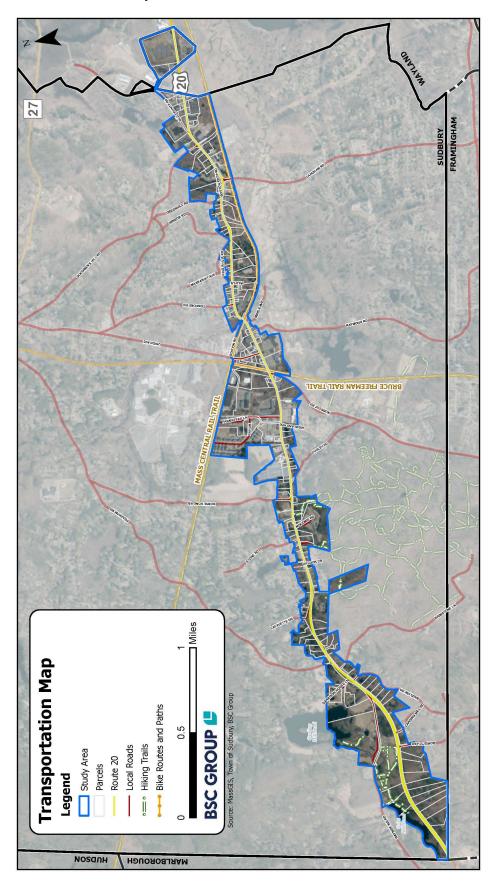
Parcel Lines and Building Footprints Map - Eastern Section - Page 62

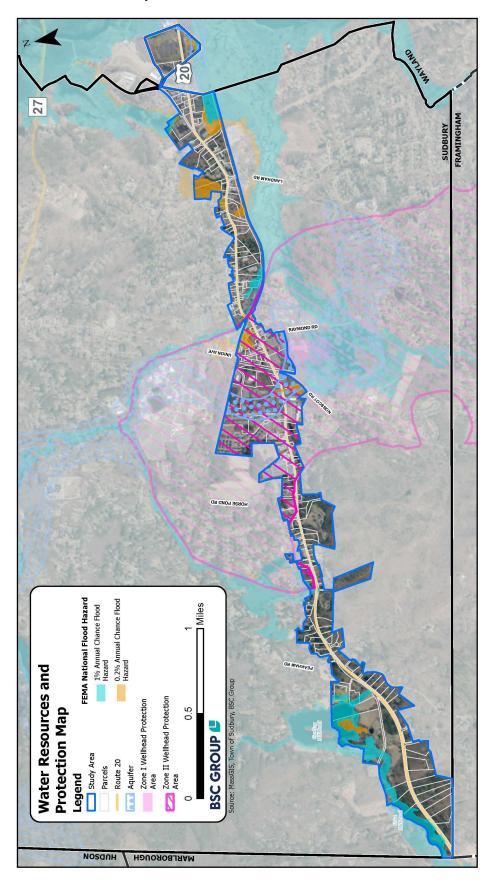


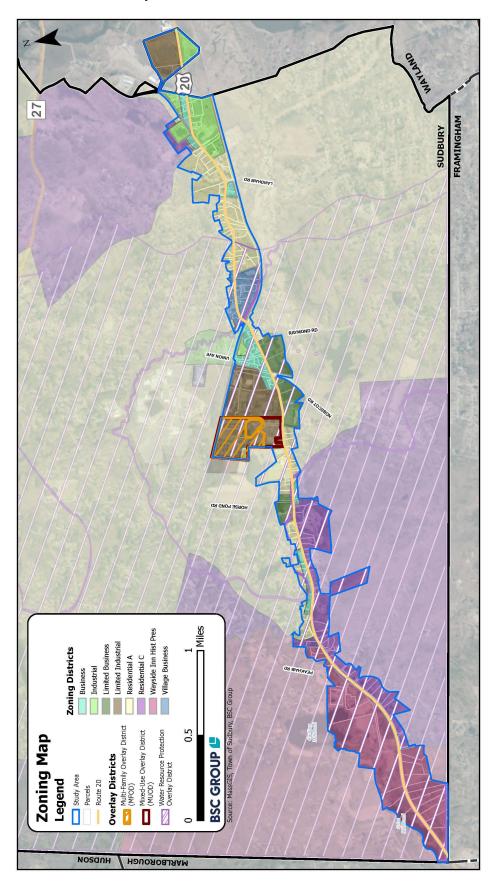


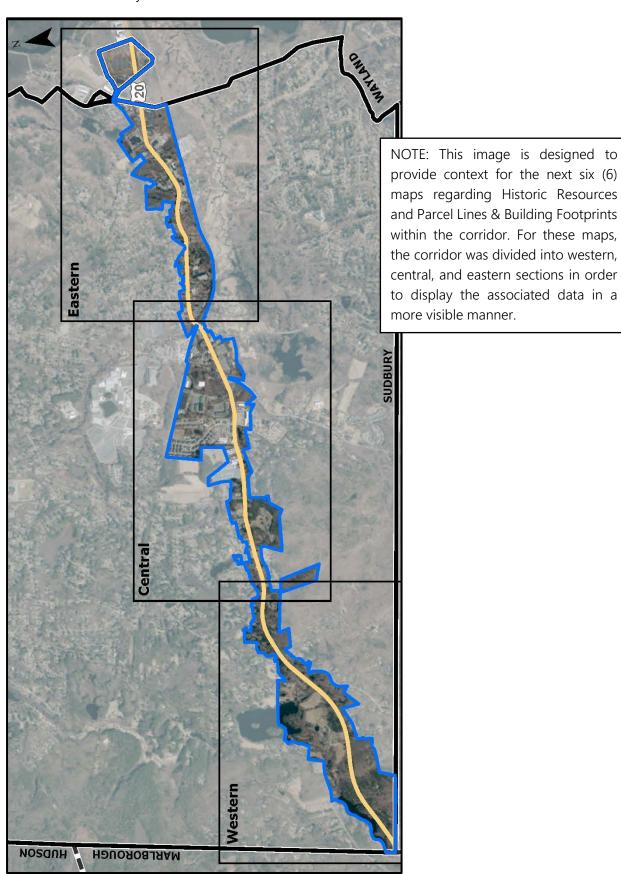


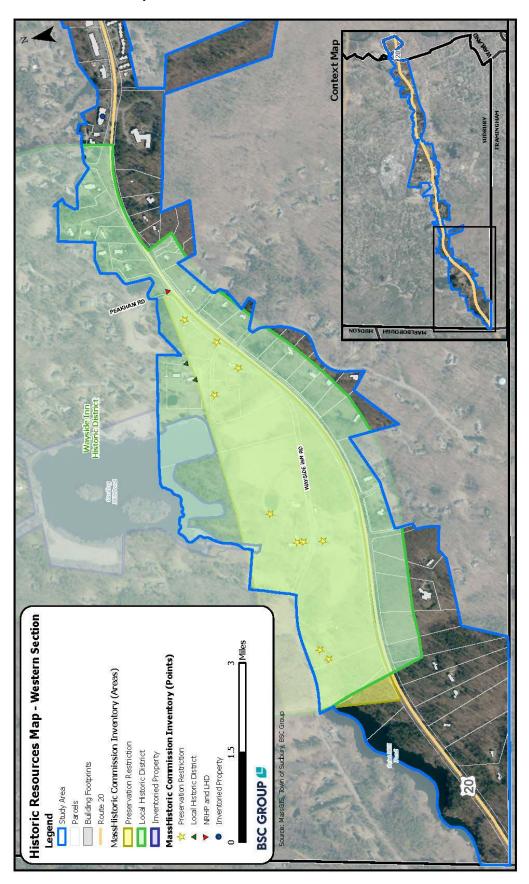


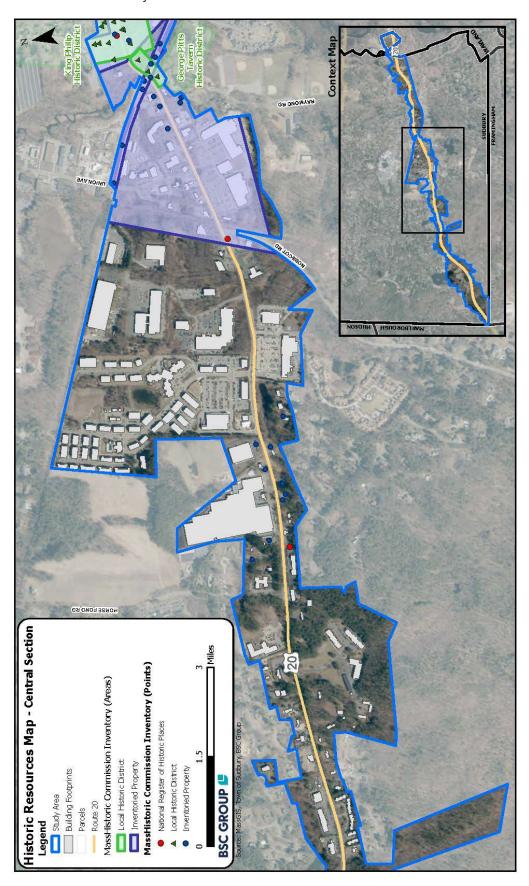


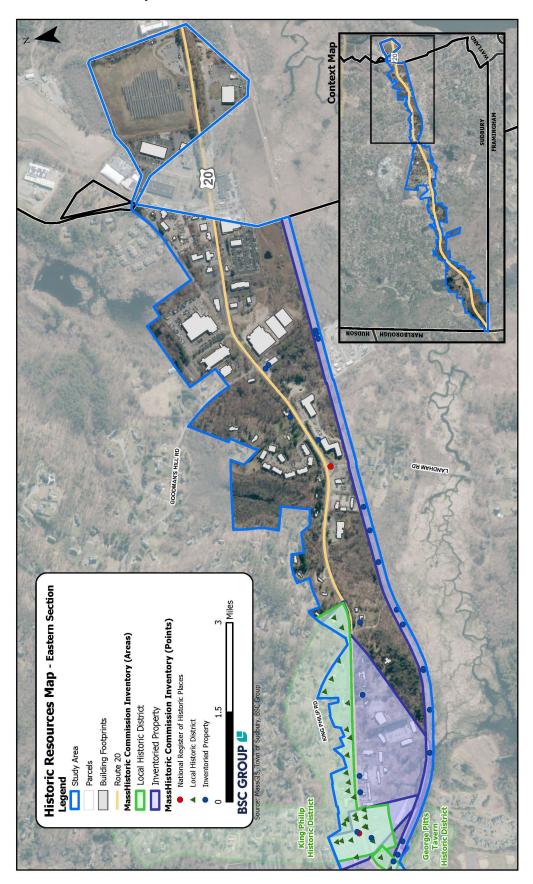


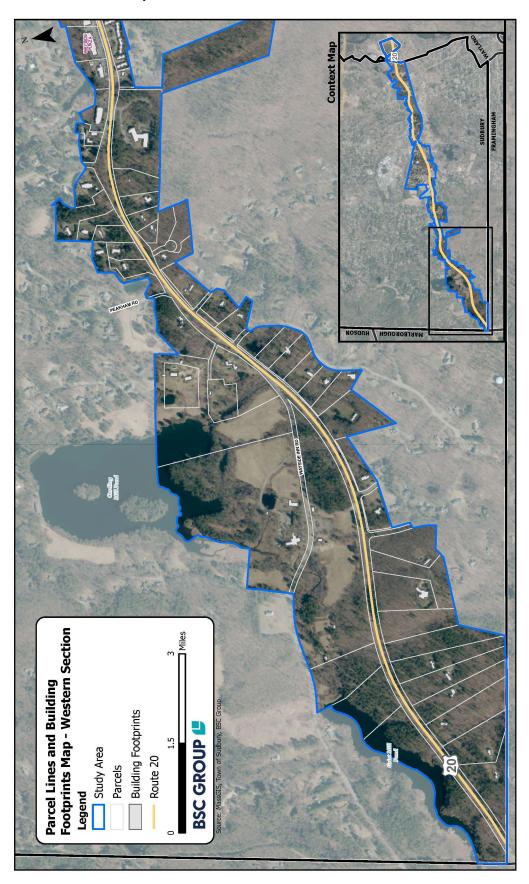


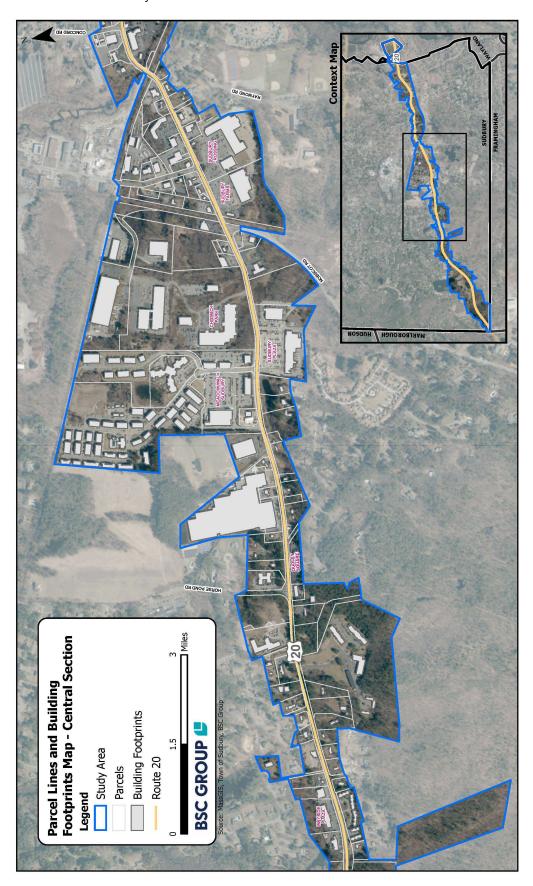


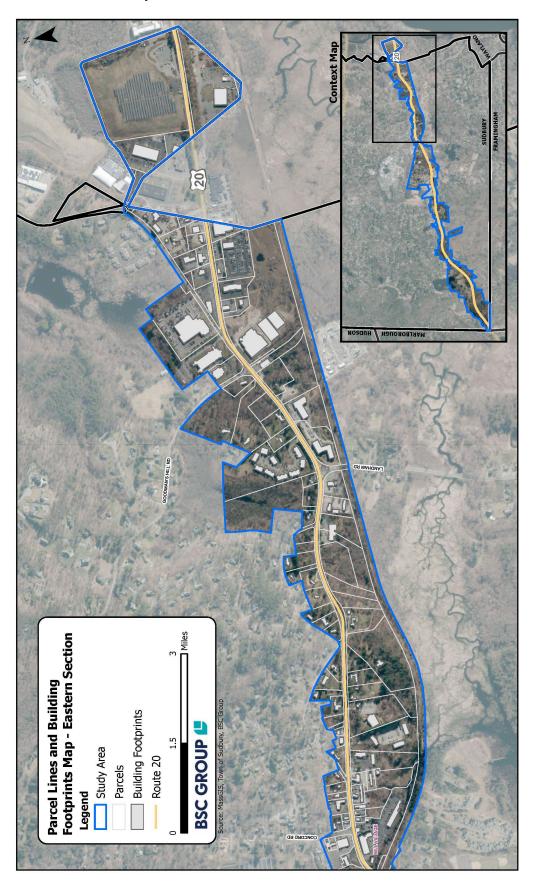








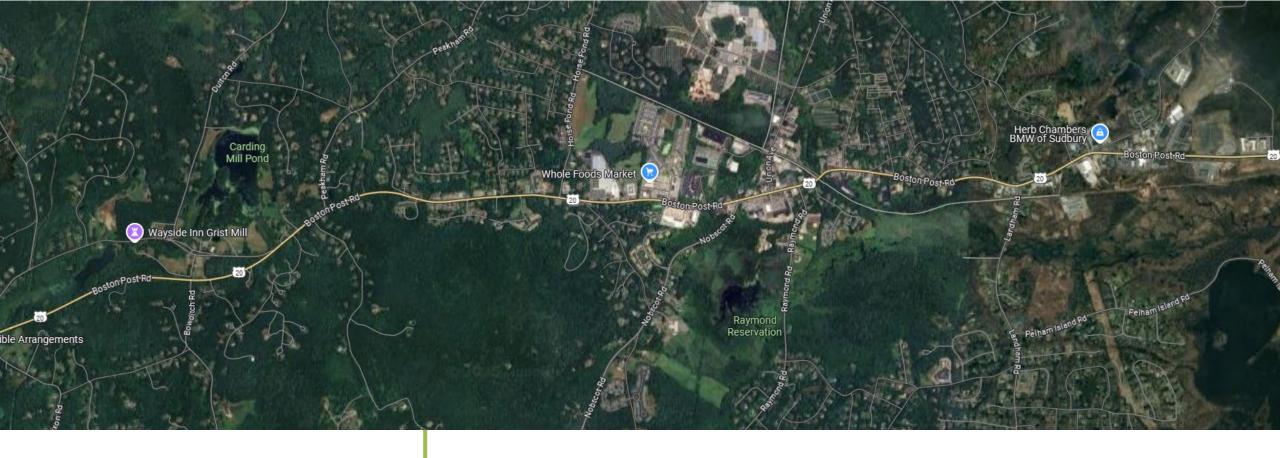




Route 20 Corridor Study

Appendix B

March 20, 2025 Public Outreach Meeting Presentation with Public Comments





Route 20 (Boston Post Road) Corridor Study

TOWN OF SUDBURY

PUBLIC OUTREACH MEETING MARCH 20, 2025

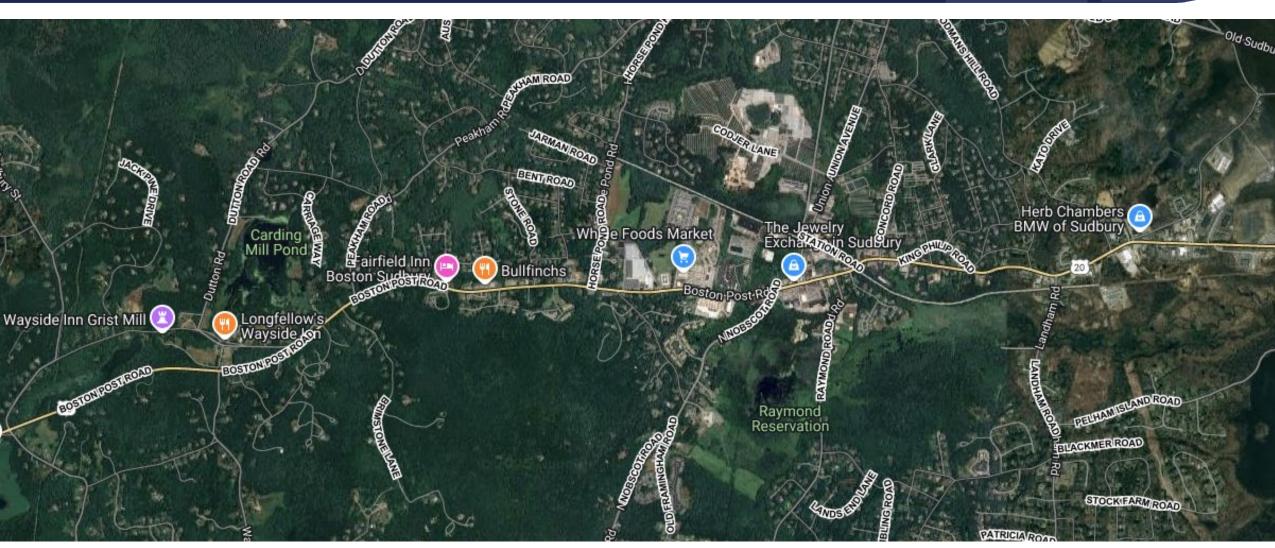
Agenda

- Brief Overview of Route 20/Boston Post Road
- Goal and Objectives of Corridor Study
 - Relationship to Master Plan
- Progress to Date and Next Steps
- SWOT Analysis
- Sticky Dot Feedback Exercise



Route 20/Boston Post Road Corridor





- Route 20/Boston Post Road Corridor
- Five-mile roadway stretching from Marlborough (west) to Wayland (east).
- Roadway (right of way) is owned and controlled by MassDOT.
- 8 zoning districts, 3 zoning overlay districts, and 4 local historic districts.
- Wide variety of land uses including: residential, retail, restaurants, offices, financial institutions, child-care facilities, and auto dealerships.
- Major east/west travel route in Sudbury and regionally.
- All properties contain septic systems or WWTPs, as there is no municipal sewer.









Corridor Study & Relationship to Master Plan

Corridor Study Goal: Identify actions the Town can take to promote better redevelopment for

sustainable future economic growth that includes support for housing options and inviting and accessible public spaces.

Master Plan - Route 20 Corridor Goal: Create a destination that supports housing options, economic opportunities, and inviting and accessible public spaces.



Sudbury Master Plan – Appendix A: Action Plan Matrix

Route 20 Corridor Action Item A: Sudbury will work to develop a strong vision for the Route 20 Corridor and remove barriers to achieving that vision.

 A.3.: Fund and commission a Visioning Study for the Route 20 Corridor that will provide detailed buildout visualizations of future development scenarios. Identify preferred elements from each scenario.

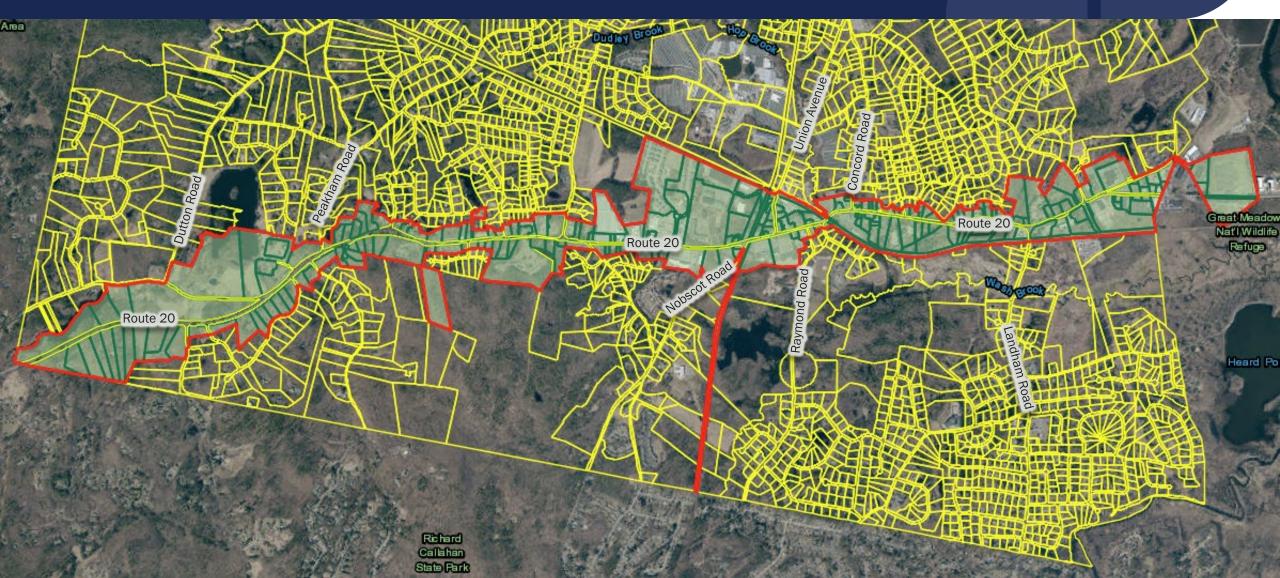
A.3. is a CRITICAL PATH ACTION ITEM in the Master Plan Advocate: Planning & Community Development Department Timeframe: Short-Term (within 5 Years)

 Objectives of the Corridor Study reference other Action Items such as targeted zoning, mixed-use projects, housing, transportation improvements, streetscape enhancements, etc.

Corridor Study Objectives

- 1. Inventory the current land uses and conditions along Route 20/Boston Post Road.
- 2. Create a clear vision for the future of the Route 20/Boston Post Road corridor, including an economic development roadmap, working with Town officials, property owners, and other stakeholders.
- 3. Make recommendations on regulatory changes to the Zoning Bylaw and Map that will aide in bringing the vision to life.
- 4. Incorporate smart growth and sustainable design requirements for all future redevelopment.
- 5. Incorporate design features to minimize and mitigate the impacts associated with climate change.

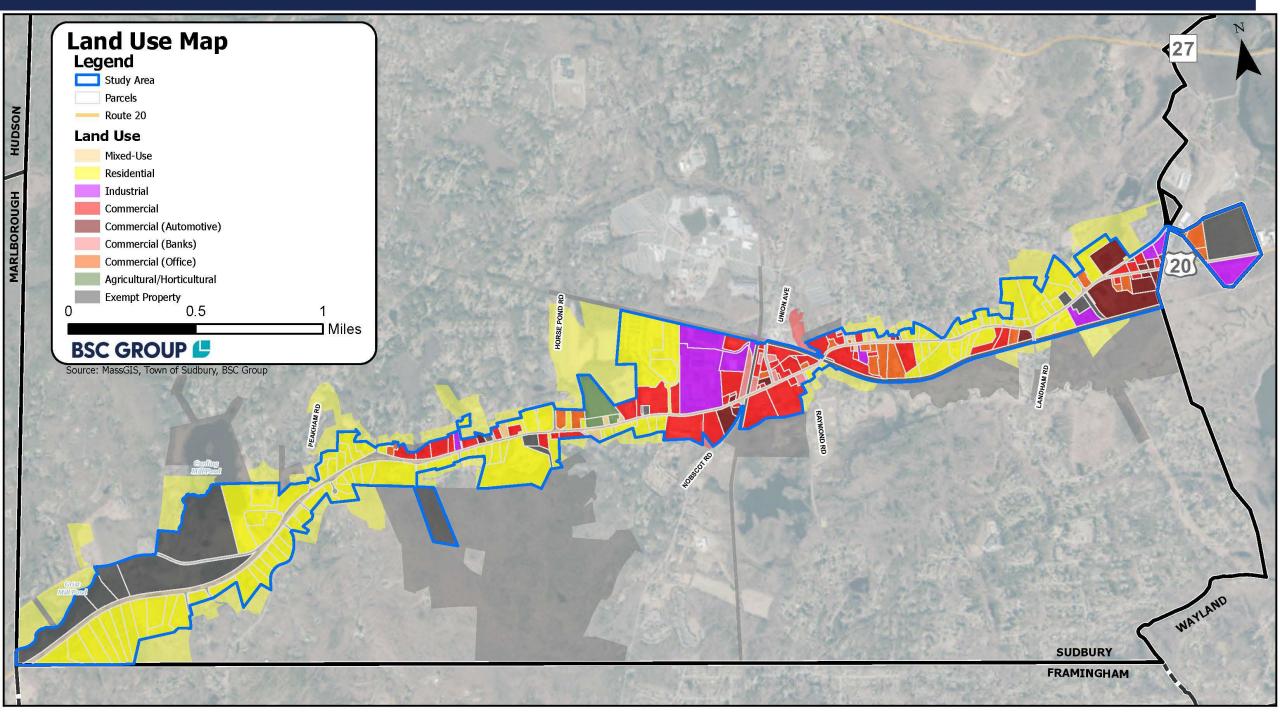
Study Area

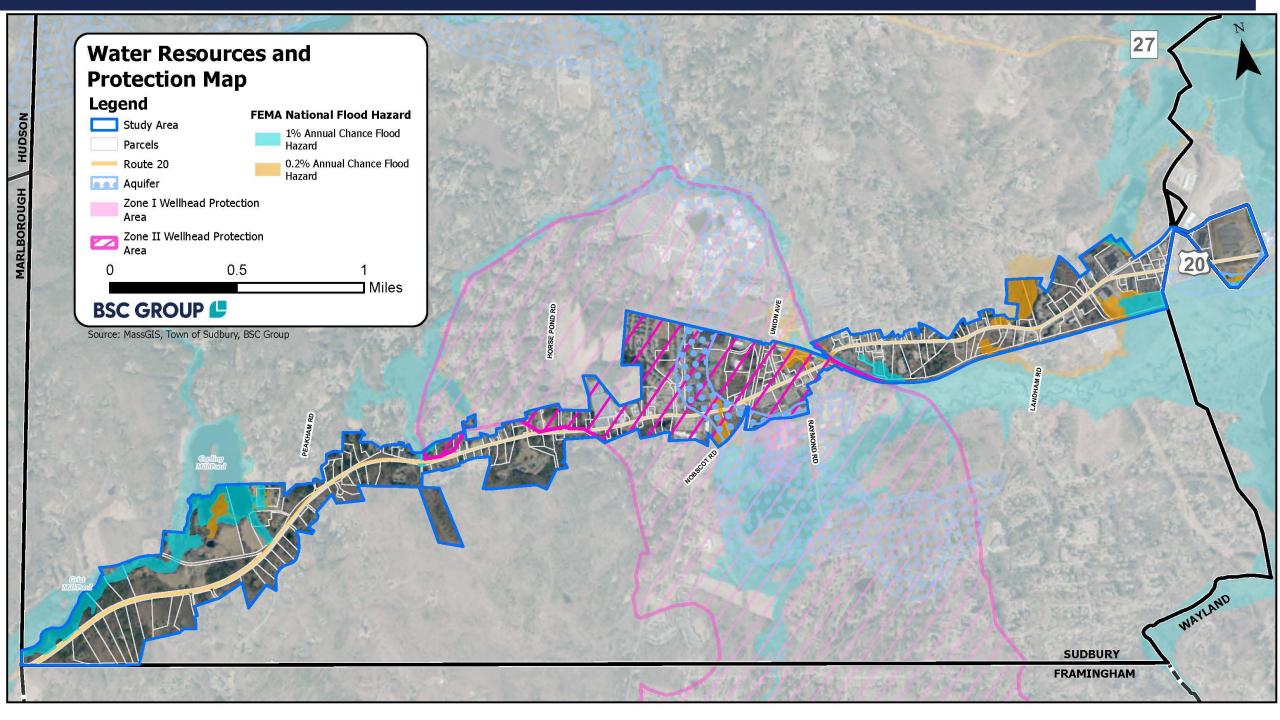


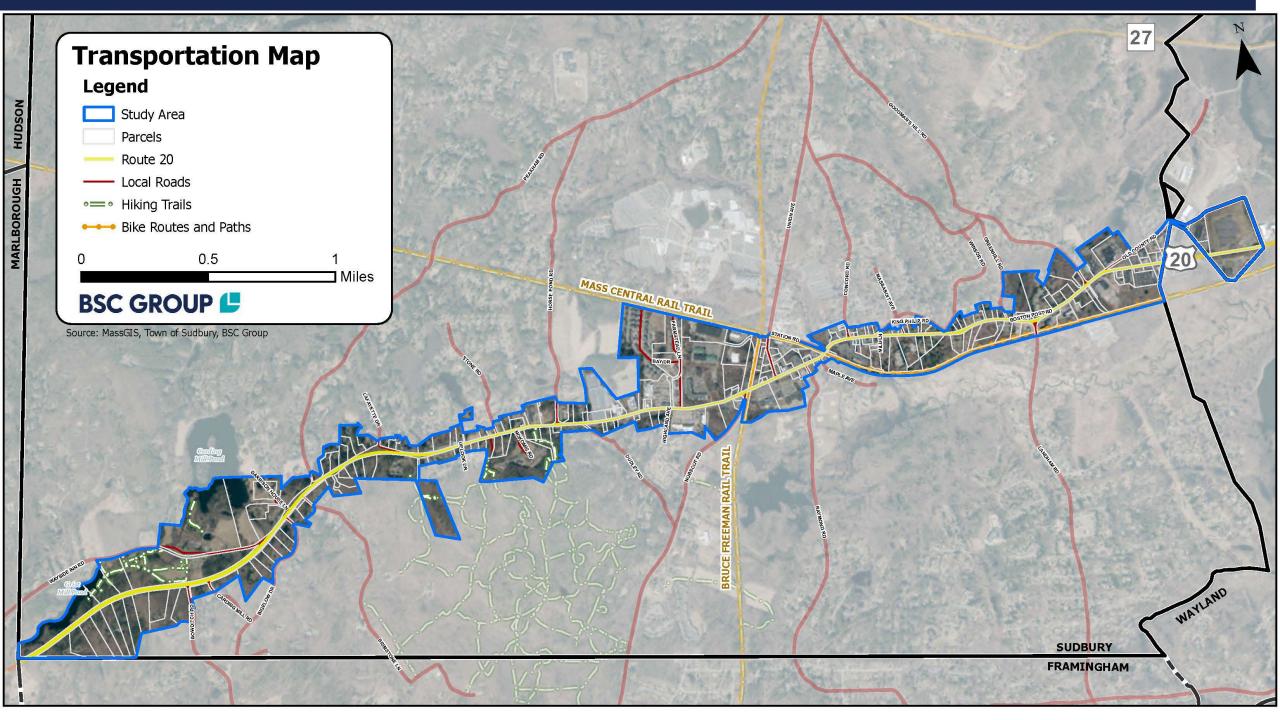
Completed Tasks to Date

- Site Visits
- Mapping of Existing Conditions
- Business and Land Use Inventory
- Interviews with Town Staff/Department Heads
- Stakeholder Outreach
- Chamber of Commerce Meeting









Upcoming Items

- Additional Site Visits
- Public Outreach Meeting (March 20, 2025)
- Planning Board Meeting (April 2025)
- Select Board Meeting (May 2025)
- Corridor Study Report (June 2025)



- SWOT Analysis
- Strengths Existing factors that give the corridor an advantage and separate it from other roadways/areas
- Weaknesses Existing aspects and items that prevent the corridor from performing at an optimum level or put the roadway/area at a disadvantage
- Opportunities Favorable external factors the corridor could capitalize on to grow or improve the roadway/area
- Threats External challenges or obstacles that have the potential to hamper, limit, or cause problems for the corridor in the future

StrengthsFactors that provide an advantage over other roadways/areas

- Two rail trails that go through the corridor recreational, can change the mix of buildings
- Existing sidewalks, nice step now, could be improved
- Wide variety of types of businesses. Attractive to town residents and those out of town. Rail trails will attract additional people
- Very focused area. The corridor lets a concentration of businesses occur
- Historic nature of Route 20, including the Tavern of the Damned and the Wayside Inn. Route 20 is longest roadway in the United States.
- Ability to keep businesses in town. The corridor provides access to other communities

Weaknesses (Part 1) Aspects which prevent corridor from performing at an optimum level

- Sidewalks could be improved
- Lack of crosswalks
- Very much more setup for cars than for people, walking or biking. Not very safe to access restaurants and businesses via bike
- Many of the shopping areas only have one access point. Connecting business properties laterally or from behind would create better access
- A significant amount of trash collects along Route 20 and impacts wetlands in the area
- With many people commuting into Boston, rush hour times are very challenging
- Creating the optimal level for who? How do you focus on getting optimal use out of Route
 20 for what the town needs
- When living on a street bordering Route 20, you will experience a lot of cut through traffic at high speeds. The safety of the abutting neighborhoods is important

Weaknesses (Part 2) Aspects which prevent corridor from performing at an optimum level

- There is no public transportation along Route 20
- Lack of sidewalks and lack of a complete set of sidewalks from border to border
- Lack of sewer is an issue. This would make siting businesses easier
- Do planners have a bias for development? Traffic has doubled in my time in town. We do
 not want to lose the historic beauty of the corridor or Sudbury
- Accessibility for pedestrians, cyclists, and those in wheelchairs is not good. We need better connectivity of sidewalks and bike lanes.
- There are a variety of businesses and there are still some vacancies
- Need more points to address water collection, which could be used to maintain the landscape, as well as using more solar and implementing more green technology
- Lack of local control because it is a state roadway, and this adds a level of complexity to the corridor

Opportunities (Part 1) Favorable external factors the corridor can use to its advantage

- Lot of commercial strip malls. We need to interconnect each plaza to the other plazas without getting back onto Route 20, or create the ability to access plazas from areas not off Route 20
- Use the rail trails to connect residents and other areas to the corridor
- Make each plaza into its own individual village to add life into the corridor. Each village would have
 its own individual value and become different destinations
- Route 20 is a state road so it should be a priority for the Complete Streets Program. State and federal funding opportunities are in play because it is a state road
- Opportunity to make the corridor more attractive. It is a bit dated with main shopping areas setback and large parking areas in front. We need to work to create a village feel including cobblestone look on sidewalks, street lamps, historic feel, etc.
- General opportunity to survey the community if current businesses meet the community's needs
- Main thoroughfare for traffic. Need to find ways to capture that by getting people to stop off and spend money

Opportunities (Part 2) Favorable external factors the corridor can use to its advantage

- There are large areas of parking lots which could be covered with solar panels. These bring benefits for businesses and parked cars. Businesses or property owners could be come energy producers. Need to incentivize owners to do this. The school system has taken advantage of this initiative
- A lot of open space abuts the corridor. Accessibility to the corridor is there, but it also needs connectivity to other open spaces (open space to open space). Would make area inviting to conduct business
- Need rail trails to connect residents and change the mix of businesses. Union Avenue could become
 more walkable and make the whole area a destination.
- Sudbury is a Certified Local Government through the Massachusetts Historical Commission. Local
 historic districts can now take advantage of funding through state and federal grant programs
- The rail trails are an opportunity. They can make business areas more attractive to pedestrians and cyclists. There is the potential for a connection to Meadow Walk from the MCRT
- Synchronize the lights on Route 20 during rush hour to assist with traffic congestion
- Truck traffic could perhaps be rerouted, but on the whole traffic is good. It is visibility for businesses, but traffic needs reasons to stop and go to the shops. We need to do something to bring up the profile of each little village (such as Mill Village, but access is tough there)

Threats (Part 1) Factors that could hamper, limit, or cause problems for the corridor

- Climate change and continued flooding of certain areas of Route 20. There are drainage concerns already
- Caution should be used in looking at properties not owned by the Town. We need to be aware of losses to businesses and landlords when construction or redevelopment occurs in the area. There are long-term effects and definitely short-term effects. Construction projects take time
- The BFRT crossing of Route 20 will be a concern. It will create additional pedestrian and cycling traffic crossing the roadway
- The will of people in town who do not have a clear vision in place to talk about the future of Route 20. Water resources, wetlands impacts, and sewering being cost prohibitive are all concerns
- Will the state collaborate with communities on Route 20? Until they will, it is a threat
- The economy is changing. Storefronts look different now and what will storefronts look like in the next 15-20 years?
 We cannot predict this. It would be helpful to continue this exercise into the future to understand the challenges
- MCRT crossing Route 20 and the safety considerations
- Change in shopping behavior (movement to online)
- Increasing rents in the corridor
- We need to be aware of development in adjacent communities and how that impacts Sudbury and the corridor

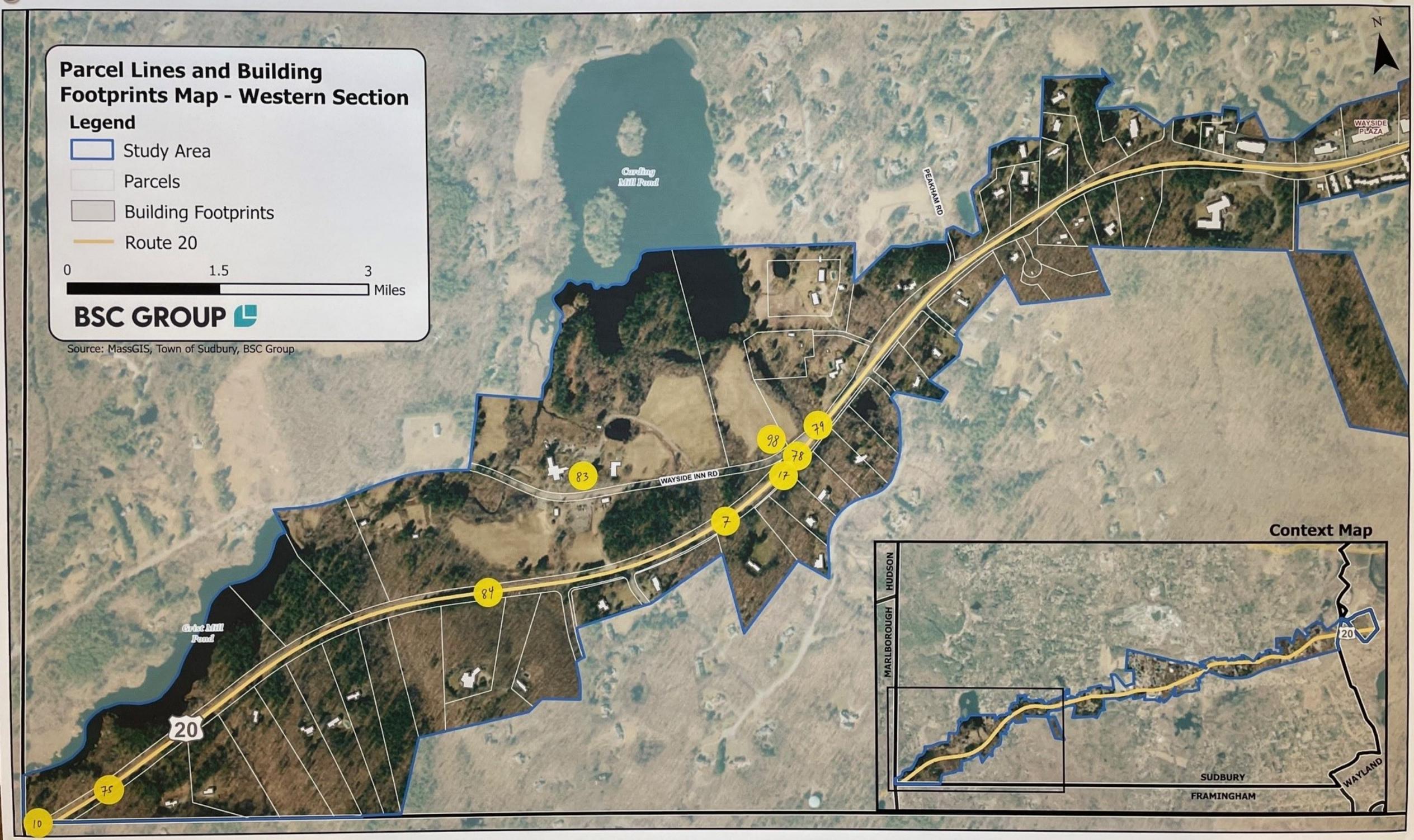
Threats (Part 2) Factors that could hamper, limit, or cause problems for the corridor

- Hager Pond Dam at the western end of town (just into Marlborough, but would have a large impact if broke)
- Trend of people leaving large cities and traffic on Route 20 will not be less. We need to stay in touch with MassDOT to keep traffic from being funneled through Sudbury
- The town being self congratulatory and getting complacent. We need to keep doing these types of analyses
- In 2010, people could not get eastward out of Sudbury because of snow melt and rain (creating impassable flooding on Route 20)
- Business costs are high for rent and Sudbury has a very high property valuation. We need to bring the prices down
 to make it affordable for the businesses to operate. Cannot make a profit if you are breaking even from rent
- Constraints, a limited right of way, and relocating utilities. We need to look for opportunities to connect sidewalks and other short-term improvements
- Advancement of Waze and other traffic apps. Redirection of traffic into local neighborhoods
- Concern the corridor will get more and more homogenous. We do not want a bunch of brand names and need to be innovative to bring in small businesses
- Hampering the bucolic nature of Sudbury. Need to ensure we do not grow to the extent where we lose some of that
- The only open space on the south side of Route 20 is not Town owned property

Sticky Dot Feedback Exercise

- Three boards around the room display different areas of Route 20
 - Eastern Section
 - Central Section
 - Western Section
- Yellow dots at each board station, each dot is numbered
- Place dots in locations on each board to identify the general area of your comment or feedback (positive, negative, suggestion, etc.)
- Use the number on each dot to reference your comment
- Write your reference number and comment on the adjacent paper
- Use as many dots as desired, use one dot for each comment





75. Concern about & Hager dam Failing both for Damage to Rt 20 + wayside Inn

18. Intersection sinte distance / george

7: paint bike lanes

13: All locations consider: 5UP + Roundabout

84 From 75 to 78, please to new buildings 79 - improve sidewalk safety theoryectivity from Wayside Inn -> center of funn

1/-Traffic light coming out of Wagside Inn Rd. (Something to slow traffic down)

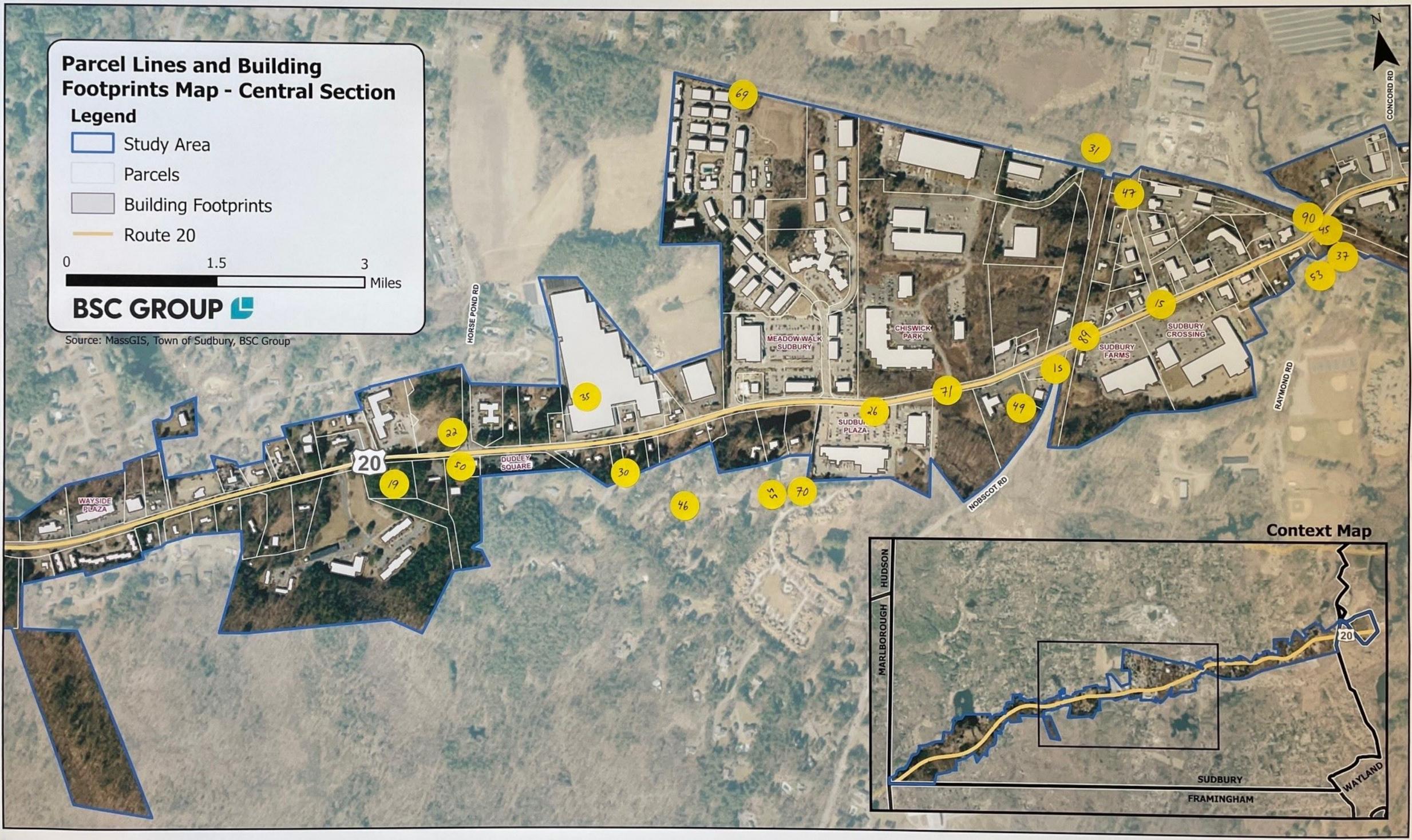
98 - mare sure safer intersection

83-This whole are a is a treasure for Sudbury. Make sure it has max protections,

10 - Hager Pond Dam threatens Rt 20

Western Section Comments

Western



- Need safe route from Eversource to Wayland while trail is incomplete 45. There is no safe way to go east from MERT

 15: BIKA access to subory crossing via Union Ave. from

 BERT/MERT Liamond - no bike lane + et zo cross walk

 Does not lead to a safe entrance to Plazas 22: CLUSSING HORSEPOND WA SIDEWALK IS INTIVIDATING. SIDEWALKS ON RIE 20 DON'T FREL SAFE ENOUGH. USE CASE! CHILDREN BIKING TO THE MIDDLE SLHOOL. 49: The worms of Nobsoot and Rt 20 is unwed and an eyesom ripe the summa insurble at ope splee 19: Poor access to lipling Rock trailhead 90- No safe acrès nertin Mill Village

 Central Se Central Section 47 - Better cirulatia and more mixed Comments (1) use on Union Am will enhance The Rte 20 area and help mak it an enjoyable destination Resone for Mixed. Use to ellow some housing and consepondingly resone commercial and to lower the bylaw requirement for parking. 26.
 - 71 Connect trail upon spaces that intersect 20 here and improve trail system 89. From 19-to 15 very unattractive except Millvilge - no takeneral theme of design, and, south that to 19st of the bistorice

15: acquire connect that is vacant

55: Pailtail Pauleing on Rt 20 so it's easy to find.

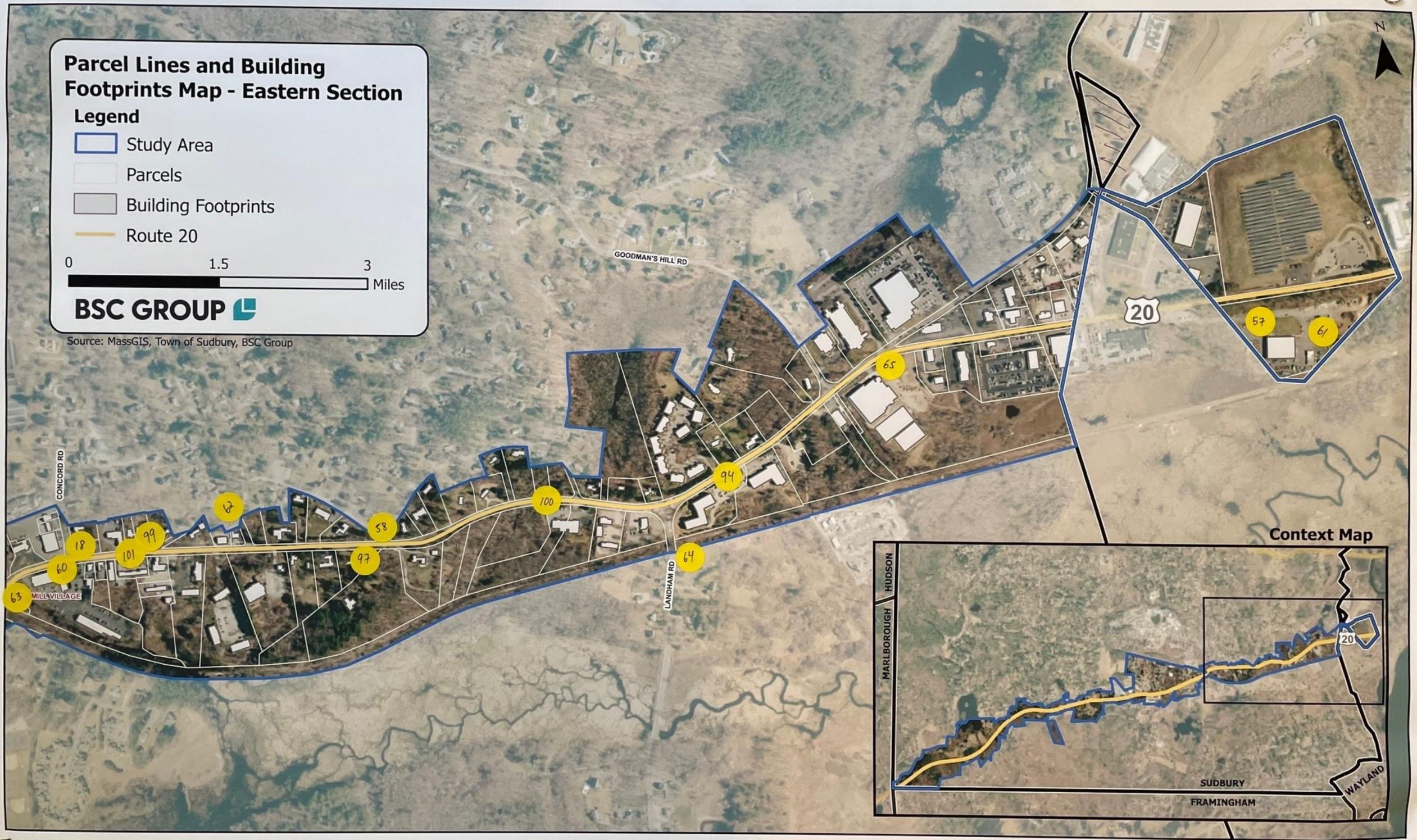
53: Add a sidewalk time and & maple in @ side it 20 to Mit Village + mass crutter TRAIL 70: trail access to Tippling Rock

30 + 35 - Greenhowe besieves & historial cottons ocross The etres. Preserve-greenhours featured very prominenty in Subury Hx Flowers were a major export in 19th century - Thra the IT's.

31 Intersection of two rul Trails is an opportunt for more allulare use that perhaps re-orintity bulblage facilities to face reclusing 46: Ice weem, better pleasell

50 Crossing via can, Rost or bille from
(touse Poid to Dudley Plaza Richberry ex
is extremely difficult and dangerous
69 Need accessible MCRT - Medou Walk connection

Central Section
Comments (2)



- 60. Ease the exit from Mill Village
- 62. No lest Tuens into Roads-clogotraffic
- for Safety of the Trail users and the Businesses in M.U.

 94. Bike Path reeded on 20 to help connect end of emcet to

 the way land MCRT section until MCRT is completed. 6 5, Access to Mill Village Safely from MCRT is a Must

Eastern Section Comments

- 61. Rezone this parcel for 1 fireary business.
- Is it possible to here a different (back) access to Mill Village other than Concord Rd [3] lights?
 - 64. Connection to Future MCKT

 - 57. commiter parking
 - 18. Speeding from 20 that peds off to residential roads (unsafe for pedestrians)
 - 58. Very dangerous turn onto 20 and increasing cut through traffiz on king this pRd to shortcut to the intersection wilconcord Rd.
 - 100. Increasing drainage issues during rain
 - 99. No sake pedestrian/bike connection of neighborhoods to R+20/Concord Rd - side walts need prokation (barrier) and from R+20 cars and leveling/widering.
 - 101. Trash constantly on sides of the road (including hubitals/car pieces)

BSC GROUP

Route 20 Corridor Study

Appendix C

March 20, 2025 Route 20 Corridor Study Public Outreach Meeting Minutes



Town of Sudbury

Planning & Community Development

PCD@sudbury.ma.us

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www.sudbury.ma.us/planning

ROUTE 20 CORRIDOR STUDY PUBLIC OUTREACH MEETING

Thursday, March 20, 2025 Goodnow Library Hybrid Meeting – 7:00 P.M.

Present: Adam Duchesneau, Planner - BSC Group; Heather Gould, Director of Planning - BSC

Staff Present: Director of Planning and Community Development Adam Burney, Town Manager Andrew Sheehan

Mr. Burney introduced the Route 20 Corridor Study, which reflects the area of Route 20 from the Marlboro line to the Wayland line. Mr. Burney explained that BSC was hired to provide options regarding economic development and planning considerations within the Route 20 Corridor. He noted that interactive exercises would be included in tonight's public outreach meeting and residents would provide their comments regarding the future of the Route 20 Corridor.

Mr. Duchesneau provided the PowerPoint: "BSC Group – Route 20 (Boston Post Road) Corridor Study," which included:

- Agenda
- Brief Overview of Route 20/Boston Post Road
- Goal and Objectives of Corridor Study Relationship to Master Plan
- Progress to Date and Next Steps
- SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis
- Feedback Exercise

Mr. Duchesneau referred to PowerPoint slides beginning with the actual aerial view of the corridor with various landmarks with frontage on Boston Post Road. He detailed that Route 20 is the major east-west travel route in Sudbury; the approximate 5-mile section of the Route 20 Corridor stretches from Marlborough to Wayland, and is owned and controlled by Massachusetts Department of Transportation (MassDOT). Mr. Duchesneau outlined the eight (8) corridor zoning districts, three (3) zoning overlay districts, four (4) local historic districts, and a variety of land uses with all properties containing septic systems or WWTPs (no municipal sewer).

Mr. Duchesneau outlined the Corridor Study and its relationship to the Sudbury Master Plan; with the goal of the Corridor Study being to identify actions the Town can take to advance preferred redevelopment for sustainable future growth, encompassing housing options and accessible public spaces. Mr. Duchesneau mentioned the Master Plan – Route 20 Corridor goal being to "create a destination that supports housing options, economic opportunities, and inviting and accessible public spaces."

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Mr. Duchesneau detailed aspects of the Sudbury Master Plan (completed in 2021)— Appendix A: Action Plan Matrix:

- A.3 Fund and commission a Visioning Study for the Route 20 Corridor that will provide detailed buildout visualizations of future development scenarios. Identify preferred elements from each scenario; of note A.3 is a Critical Path Action Item in the Master Plan for the Planning & Community Development Department with a short-term timeframe to be completed within 5 years of Master Plan approval
- Objectives of the Corridor Study refer to other **Action Items**, such as targeted zoning, mixed-use projects, housing, transportation improvements, streetscape enhancements, etc.

Within the RFP, Mr. Duchesneau referenced Corridor Study Objectives:

- To inventory the current land uses and conditions along Route20/Boston Post Road.
- Create a clear vision for the future of the Route 20/Boston Post Road corridor, including an economic development roadmap, working with Town officials, property owners, and other stakeholders.
- Make recommendations on regulatory changes to the Zoning Bylaw and Map that will aid in bringing the vision to life.
- Incorporate smart growth and sustainable design requirements for all future redevelopment.
- Incorporate design fixtures to minimize and mitigate the impacts associated with climate change.

Mr. Duchesneau referenced specifics regarding the study area, including: Wayside Inn properties, the Meadow walk area, Chiswick Park, the area east of Union Avenue, Station Road to the north and the actual Rte. 20 Corridor to the south (with associated properties). He also pointed out the southern portion of the Bruce Freeman Rail Trail (BFRT), extends to the Framingham line.

Mr. Duchesneau itemized completed tasks to date:

- Site visits
- Mapping of Existing Conditions
- Business and Land Use Inventory
- Interviews with Town Staff/Department Heads
- Stakeholder Outreach (over 30)
- Chamber of Commerce Meeting

Mr. Duchesneau referred to the Land Use Map regarding:

- Commercial uses, distinguishing automotive, banks and office space being the most prevalent.
- Protected Open Space lands from Article 97 land to plans with easements, Town-owned land, Chapter 61 land

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- Water Resources and Protection well-head zones, flood plain areas, (75% of the area being in the Water Protection Overlay District).
- Transportation Map Various roadways intersecting with Route 20, trails within the Corridor and beyond it; he added that both rail trails would be completed this summer.

An upcoming items schedule was presented by Mr. Duchesneau:

- Additional Site Visits
- Public Outreach Meeting (March 20, 2025)
- Planning Board Meeting (April 2025) Had in introductory meeting in February
- Select Board Meeting (May 2025)
- Corridor Study Report (Completion of Study June 2025)

Mr. Duchesneau proposed SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis and feedback from the public:

- <u>Strengths</u> involve existing factors that provide the corridor with advantages; separate it from other roadways/areas.
- <u>Weaknesses</u> involve existing aspects and items that prevent the Route 20 Corridor from performing at an optimum level, or put the roadway/area at a disadvantage
- Opportunities involve favorable external factors the Corridor could capitalize on to grow or improve the roadway/area
- <u>Threats</u> involve external challenges or obstacles that have the potential to hamper, limit, or cause problems for the corridor in the future.

Resident comments regarding Strengths of the Sudbury Route 20 Corridor:

- Two rail trails that go through the Corridor might invite businesses, such as restaurants, physical fitness, etc.
- Great to already have sidewalks, which can be improved
- Variety of existing businesses, attract residents and non-residents, and will continue to attract additional people to such businesses when the trails officially open to the public.
- Very focused business sites
- Select Board Member Charlie Russo mentioned the historic nature of Route 20; Tavern of the Damned, and the Wayside Inn at the western end of the Corridor; Rte. 20 being the longest roadway in the US (ending at the West Coast).

Resident comments regarding weaknesses of the Sudbury Route 20 Corridor

- Sidewalks could be improved; lack of crosswalks
- Set up more for vehicles than people walking or biking; not very safe
- Many businesses have only one access; lack of connectivity
- Significant amount of trash along Route 20; consideration of wetlands and rush hour traffic is challenging

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- Questioned studying optimal level for whom; Sudbury overwhelmed by the use of the corridor (trucks, vehicles); many use the corridor as commuter route and not great for residents.
- Cut-through commuter travel at high speeds on roads off of Route 20; such as the King Phillip area
- No public transportation for such an extended roadway; lack of complete sidewalks from end to end. Lack of sewer.
- Loss of historic character of Sudbury if the Corridor is further developed
- Pedestrian accessibility for bicycles and wheelchairs; need for more-solid sidewalks; suggested incorporating safe bike lanes
- Vacancies of businesses properties on Route 20, which were favorites
- Resident Manish Sharma, advocated for keeping businesses in Town, suggested inclusion of solar technology and recharging of cell phones

Resident comments regarding Opportunities for the Sudbury Route 20 Corridor

- Connections for proposed Corridor businesses without going back onto to Route 20.
- New rail trails to be used to connect people to various areas of the Corridor.
- Carriage-road type connections and business sections to be made into individual types of businesses (restaurants, entertainment in one; retail in another, etc.)
- State roads would be a priority for Complete Streets Program; State and Federal funding opportunities because the Corridor is a State road
- Select Board Member Jen Roberts stated there is an opportunity to make the Corridor more attractive; is a bit dated with main shopping areas setback and large parking areas in front. Work to create a village feel, maintain historic feel with cobblestone and street lamps
- Select Board Member Dan Carty indicated a weakness would be lack of local control in regard to State road classification; the positive aspect reflects the opportunity to capture pass-through traffic to patronage Corridor businesses
- Opportunity to address excessive parking lot situation (heat sink); covering with solar panels would create huge opportunity: pleasant parking situation, per State law any site can become an energy producer and economic opportunity for owners, by providing appropriate incentives
- Existing open space could be used to access Corridor and recreation opportunities
- Change the mix of businesses and promote socialization to create more of a destination; Union Avenue to become a more-marketable space by dispersing foot traffic
- Historic Commission Member Chris Durall noted that as a Certified Local Government via MA Historical Commission, the Corridor historic districts could take advantage of available funding through State and National Park Service
- Rail trail opportunities are significant and could make businesses more attractive to
 pedestrians and cyclists (particularly the Union Avenue area, Mill Village area); as a way
 to access coffee shops, and a potential to access Meadow Walk

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- Opportunity to decrease vehicle congestion, especially during rush hour
- Trucks should be re-routed, though vehicular traffic (potential business) can be good and make the proposed "villages" inviting, so that drivers will stop. Improve the profile of the Mill Village and make access and exits more user friendly

Resident comments regarding Threats for the Sudbury Route 20 Corridor

- Climate change, potential flooding
- Use caution when considering privately owned properties; short-term economic effect
- Rail trails crossing Route 20 could be dangerous traffic lights are necessary
- Will of residents who do not have a clear vision for the Corridor; considerations must include water resources, cost of sewers; until the State collaborates on access roads with regard to significant wetlands and economic challenges it is difficult to assess
- Select Board Member Jen Roberts indicated safety concerns for the MCRT, as well as the BFRT crossings; how change in shopping behavior (online) might affect shopping behavior; large rent increases, and development of competing business in adjacent towns
- Consideration of climate change and possible Hager Pond Dam complications
- Traffic would likely become worse
- Cannot be complacent; Master Plan must be continually analyzed
- Snow melt and rain considerations
- High cost associated with businesses high rent, tax valuation of property must be considered
- Limited right-of-way, must connect with sidewalks in the short term
- Advancement of online apps which would redirect motorists to pass through other residential neighborhoods
- Become homogenous, with too many banks and images of corporate America
- Negatively tampering with nature
- Only open space on Route 20 is on the south side

Sticky Dot Feedback Exercise

Mr. Duchesneau directed participants to mapping boards where comments could be added with use of numbers, dots and locations. The exercise involved placing dots on Route 20 locations to identify the general area of your comment or feedback (positive, negative, suggestion, etc.)

Mr. Duchesneau closed the meeting at 7:57 PM.