

Appendix B. Summary of Small Group Discussions Falmouth Shopping Center Community Event November 14, 2009

Participants in the Falmouth Shopping Center Community Event were divided into small groups for part of session. Each group had a moderator and 6-8 participants. The groups were asked to answer two questions:

- What are the key elements that the community would like to see in any proposal to develop/redevelop the shopping center?
- What are the key things that would need to be included in any proposal to develop/redevelop the shopping center property that includes a large-scale retail use (>75,000 SF)?

Each group brainstormed a list of responses to each question. Once the group's list was complete, the group identified the top 3-5 items through "dot voting" in which each person was able to vote for 3 or 4 of the items.

Following the small group sessions, the results from the groups were merged into a master list of the key elements. As part of the keypad polling, some of the elements were converted into questions that were then asked of the entire group.

The following key elements emerged in response to the question -- What are the key elements that the community would like to see in any proposal to develop/redevelop the shopping center?

- Adopt the 2005 Route One Study
- A town common – open space
- Pedestrian connectivity to Falmouth Nature Preserve – trails
- Environmental protection – estuary study
- No additional traffic
- Residential uses
- Civic – farmer's market –community facilities
- Small business mix
- Smaller parking areas
- No big boxes
- Buildings close to Route One
- Small boxes – mixed-uses – two story buildings
- Internal street

- Maximize preservation of natural land
- Redevelop current center – to Town Center design – walkable
- Stick to Comprehensive Plan goals
- 100% commercial – fully taxable
- Financially self-supporting
- Train station

The following key elements emerged in response to the question -- What are the key things that would need to be included in any proposal to develop/redevelop the shopping center property that includes a large-scale retail use (>75,000 SF)?

- Don't rezone for big boxes
- Train station and marketplace
- Mixed-use residential
- Build two story with half the footprint (< 50,000 SF)
- 75,000 SF buildings or less
- Locate away from residential areas
- Design building into a village concept
- Minimize light, noise, and other impacts
- Delay expansion until current center is occupied
- Do not expand retail into BP District
- Add hotel/conference center with retail
- Minimize – hide parking
- Integrate into the natural landscape
- Architecturally pleasing
- Use “green building” standards
- Orient toward/close to Route One
- Mixed-use – both occupants and services
- Break up facades
- Use “Smart Growth” principles
- Protect resources
- Interior mall effect
- Accommodate multiple transportation types
- Keep traffic off Route One