

## ECONOMIC DEVELOPMENT

**Summary themes: Downtown revitalization and parking, connect downtown to train, redevelop Marshall's, Grace, and Kraft/Jelly sites, mitigate commercial traffic and offer better shuttle/bus, bike and pedestrian solutions, improve parking options, invest in Commerce Way infrastructure, re-examine zoning to match desired goals for downtown and redevelopment.**

### *Red Group*

Goals: Economic Development

- Make better use of commuter line and station
- Address traffic congestion in (Woburn Mall) and in general
- Increase pedestrian accessibility
- Need more downtown activity
  - No parking because things are “booming”
  - More variety
- Fill in voids downtown – develop vacant properties while mitigating traffic issues
- Jelly/Kraft
  - Zone for manufacturing
  - Incentives
  - Potential to expand beyond site

### *Priority Development Areas (PDA's)-Red Group*

- Jelly/Kraft site
  - Need additional highway exit?
  - Sub divide? Or Keep it as one parcel?
  - Mixed use? Shopping centers? Will that decrease affordability?
  - Overlay District
  - Condos, townhomes
- WR Grace
  - Done deal – 2 hotels (1 structure), 3 restaurants (1 fast food)
  - Currently before the council
  - Ongoing traffic study
- Downtown/Loop
  - More retail
  - More variety
  - Specialty, boutique stores (coffee)

### *Yellow Group ED and Transportation*

- Traffic – examine signals and look for ways to enhance flow
- Parking strategies and management –make convenient for customer not employee
- Alternative locations for bus commuters
- Private shuttles: Can city incentivize?

- Look to partner with Transportation Management Association
- Live/work/play developments
- If parking is managed, want downtown development
- Increase walkability

#### Barriers

- Traffic and parking
- Commercial traffic

#### Advantages

- Location
- Taxes
- Permitting streamlined
  - Make downtown attractive for lingering
  - More foot traffic – “Woburn is a drive-through town” – Not like Winchester

#### *Economic Development-Green Group*

- Parking downtown – garage
- Housing, Aesthetics, quality of life/library
- Dunkin lot – not yet built – ED downtown issue – lack of state funding
- 3<sup>rd</sup> avenue development – invest infrastructure on commerce way needed
- 93/95 interchange : WR Grace site redevelopment will aggravate traffic- cuts through city
- Need environmentally sustainable Companies – clean
- Need for better library
- \$ for Special ED/ pre-school
- Peterson School lot: use for parking
- Small/medium sized grocer walking distance to downtown
- Invest in quality education
- Commerce overlay i.e. Woburn needs fire coverage
- Lynnfield: colonial redevelopment: Marketplace as example
- Woburn needs to get more grants (ex. 128 Business Council) - more staff time towards grants
- Sewer issue @ pond – Northwest corner
- Torkey School lot: park
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#### *PDA's-Green Group*

- Commerce Way
- Downtown – 100 acres – Infill
- Stoneham/Woburn/Winchester loop overlay: South Main Street: Old rail road
- Grace Prop.
- Jelly/Kraft Site

- Others – South End/High street, Prospect Street: needs sewer/sidewalks: Residential inf.: Renovate section 8 houses
- Redevelop Marshall's site – Assess property price: invest in infrastructure on Commerce Way before overlay is used

#### *Economic Development-Blue Group*

- More variety of uses in downtown-coffee shop, bookstore, grocery (small)/specialty)
- Public investment in infrastructure to attract private development
- Tech manufacturing and life sciences
- EMAC site
- Gelatin site – major development
  - Lifestyle Center?
  - Allow greater height in exchange for open space – no residential abutters
  - Highest and best use
- New Boston Street Bridge - Roadway improvement
- Woburn loop, Commerce Way

#### *ED Constraints-Blue Group*

- Parking – metered parking?
- Redevelop Woburn loop
- Permitting process should reflect city's goals
- Zoning needs to align with goals
- Infrastructure – needs a fair process for reinvesting in infrastructure

## **HOUSING**

**Summary themes: Need for greater range of housing options to allow better senior and starter home options. Ideas include retaining and improving older home stock, smaller lot sizes for single family homes, mixed use including housing for redevelopment areas like Marshall's parcel, looking at transit oriented development housing near Anderson train station, creating more areas to allow multi-family and cluster zoning. Other issues include maintaining quality of life and open space, illegal apartments, housing and rental costs, gentrification and need for more assisted living facilities.**

#### *Goals: Housing-Red*

- Raise community awareness – de-stigmatize
- Zoning: Meet housing needs and demand and protect integrity of city services (risk with expanded housing supply)
- Plan ahead: be proactive in identifying locations, don't just bow to developers

#### *Assets: Housing-Red*

- Affordable – 7% State Housing Index

- Senior sell off opportunity – focus on MF and mixed use
- Older homes: sound structure
- People want to age in place
- Several senior housing development
- Woburn Armory – to be development of condos
- Does zoning permit in-law units?
  - Illegal, but people do it – there’s demand
  - City considering?
  - Resale question
- Eligibility – those with assets qualify?
  - Stricter regulation

*Challenges: Housing-Red*

- Loss of starter home stock – more \$ (McMansions)
- Aging Single Family inventory – needs updating
- Is the city for the residents? Business?
  - “Back-door politics” – answering to companies
  - “Older residents pushed out”
- Apartment rents unaffordable to some long-time residents
- Homeless population
- Long senior housing and other LHA unit waiting lists
- Senior housing demand
- Accessible housing – do we have it?

*Housing-Yellow Group*

- Concerned about affordable housing
- Need to consider age of homes and types/size

Goals

- More affordable housing
- Mix the incomes so not concentrated
- Preserve existing homes: avoid McMansion-ization
- More senior housing
- More middle income (starter) homes

Barriers

- People complain about traffic – Need alternatives (TOD, better houses, bike/ped)
- Lack of developable land (?)
- Financing and cost of construction (Fin. feasibility)

Opportunities

- Funding from Avalon (housing trust)
- Improve schools
- Adopt CPA

#### Downtown

- Artist community
- Boutique
- Adult education center

#### Loop

- Multifamily (on Route 38)
- Mixed use

#### Commerce

- Promote overlay better
- Fix the New Boston Street Bridge
- Housing as part of mixed use
- WR Grace

#### Kraft/ Jelly

- Townhouse/condos near Winchester (opp. For high end)
- Lynnfield Market Street – style development

#### *Housing-Green Group*

- Need more senior housing – especially lower income
- Assisted living for disabled
- Preserve existing SF against land use change
- Keep senior housing separated from disabled where possible
- Don't convert SF's to MF's: R-1 conversions to MF
- Create more Multifamily zoning – don't mix zones by Special Permit conversions
- More senior housing downtown
- More assisted living/independent options
- Local preference for public housing/vets
- High cost of 3 BR houses - need for zoning to allow cheaper 3 BR
- Likes 12,000 square foot lot for SF
- Clapp school and Wyman school for senior housing

#### Limitations

- Infrastructure – gas, electric/water/sewer
- Other issues: SF room rentals = parking and legal issues: non-family members
- Consolidated schools = higher busing costs, denser housing close to schools

- Traffic gridlock due to current housing pattern
- Limit truck routes in residential neighborhoods: Need New Boston Street Bridge
- Salem to Wildwood traffic light 30-40 years ago – trans.

*Housing-Blue Group*

- Control/restrict creation of illegal units
- Affordable housing – cluster development needed
- Senior housing – seed money, Nichols Street get seniors only
- Residential, retail, and commercial use
- Smaller homes – smaller lots – starter homes and seniors
- Utilize zoning to encourage development of a range of housing types and tenures

Housing Constraints-Blue Group

- Lack of developmental land
- Building too much housing
- Building encroaching open space
- Infrastructure deficiencies
- More open space-recreation
- Maintain high quality schools