

WOBURN COMMERCE WAY eTOD PLAN



Community Forum #1

February 26, 2018
Woburn High School



Agenda

Presentation



OVERVIEW

The plan and the process



WHY HERE

Why the City is planning for the future of this area



STUDY AREA

Description + initial thoughts to inform community input

Open House



BROWSE

Learn more about the market, access to the study area, and zoning



GIVE INPUT

Provide your thoughts and input on key findings, design, and valuable neighborhood components



OVERVIEW

The plan and the
process

Goals for tonight

1 Provide information

2 Get input and feedback

Things to think about . . .

What does Woburn need more of? What is the City lacking? What would you like to see in this area? What do you want to keep?

LAND USE

What makes a place inviting for a range of people (residents, workers, and visitors)? What street elements and amenities would you like to see here?

LOOK + FEEL

How will people get to and from the study area? What would make this place safe and comfortable for everyone?

CONNECTIVITY

Location

Mishawum Road

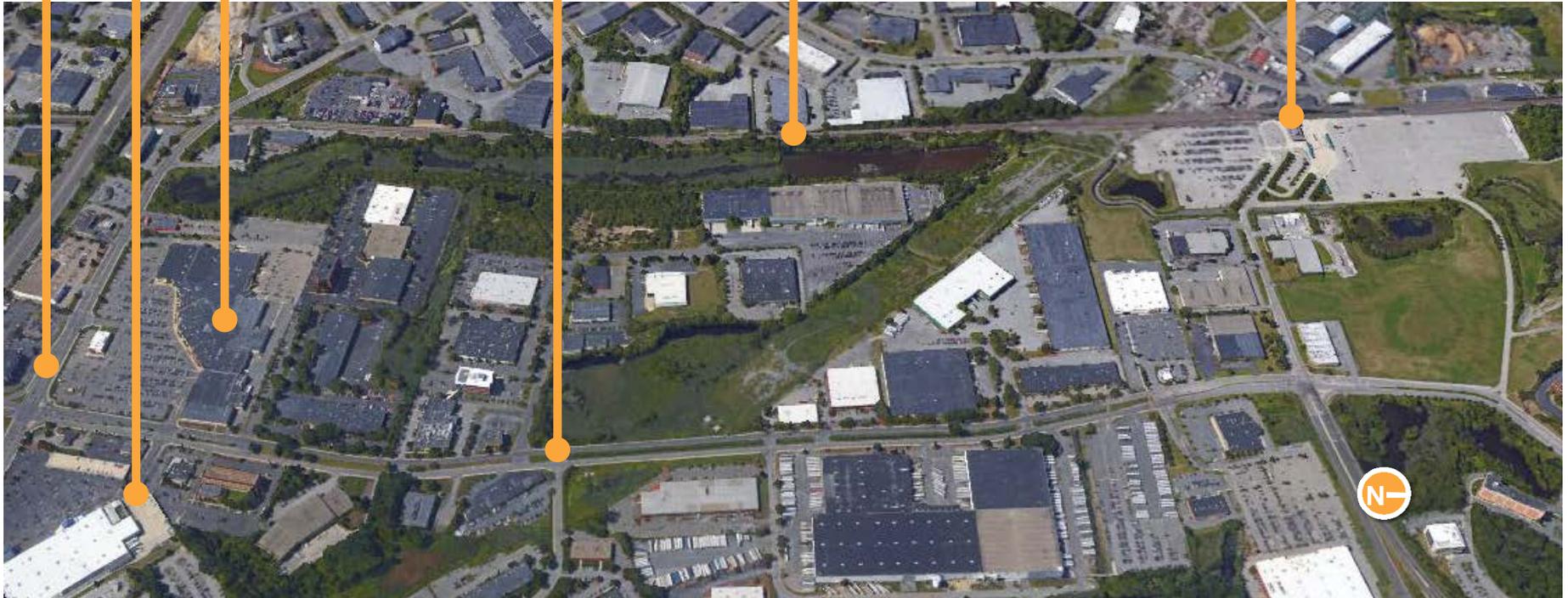
Commerce Way

Lowes

Commuter rail line

Woburn Mall

Anderson Station



Location



Plan Components





WHY HERE

Why the City is
planning for the future
of this area

Achieving City Goals



Master Plan
(2015)



Housing Production
Plan (2016)

Select Relevant Goals

- Pursue TOD at Anderson Station
- Foster new development within Commerce Way Overlay District
- Increase supply of affordable housing
- Expand variety of housing typologies
- Adopt 40R Smart Growth Overlay District
- Attract additional business to the city
- Encourage well-designed development
- Improve access between Anderson Station and employers
- Improve access for residents to Anderson Station
- Create multi-use paths

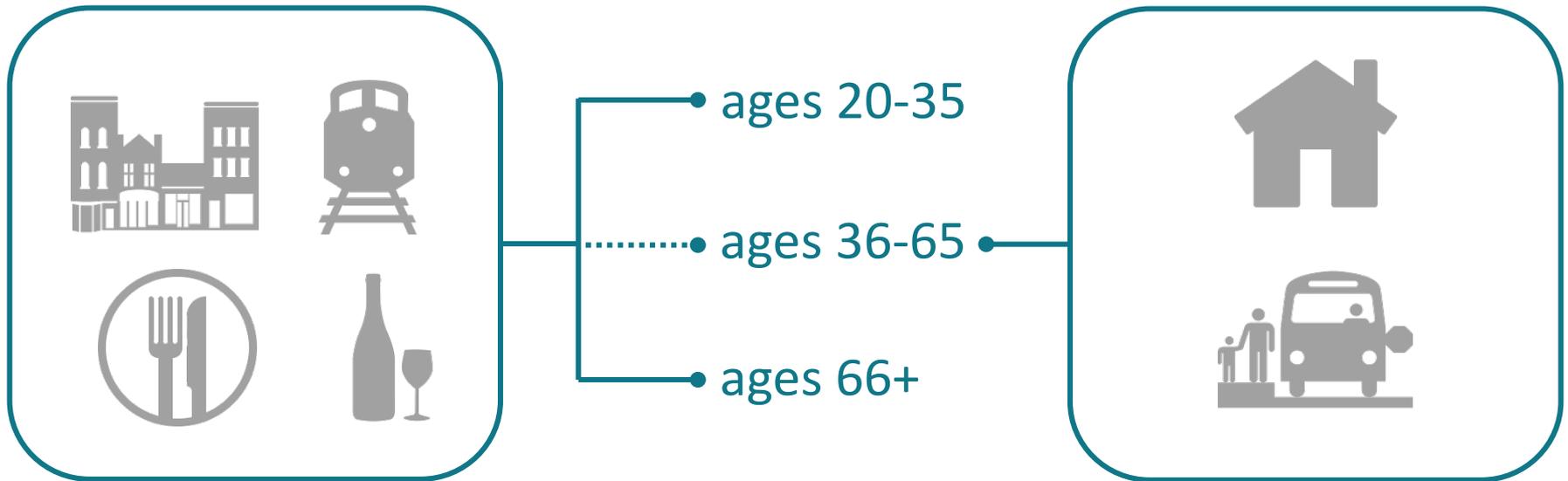
Transit-Oriented Development

A type of development that includes a mixture of housing, office, retail, and other amenities integrated into a walkable neighborhood and located within walking distance of quality public transportation.

Equitable TOD ensures development includes affordable housing, provides mobility options for everyone, and helps existing businesses thrive.

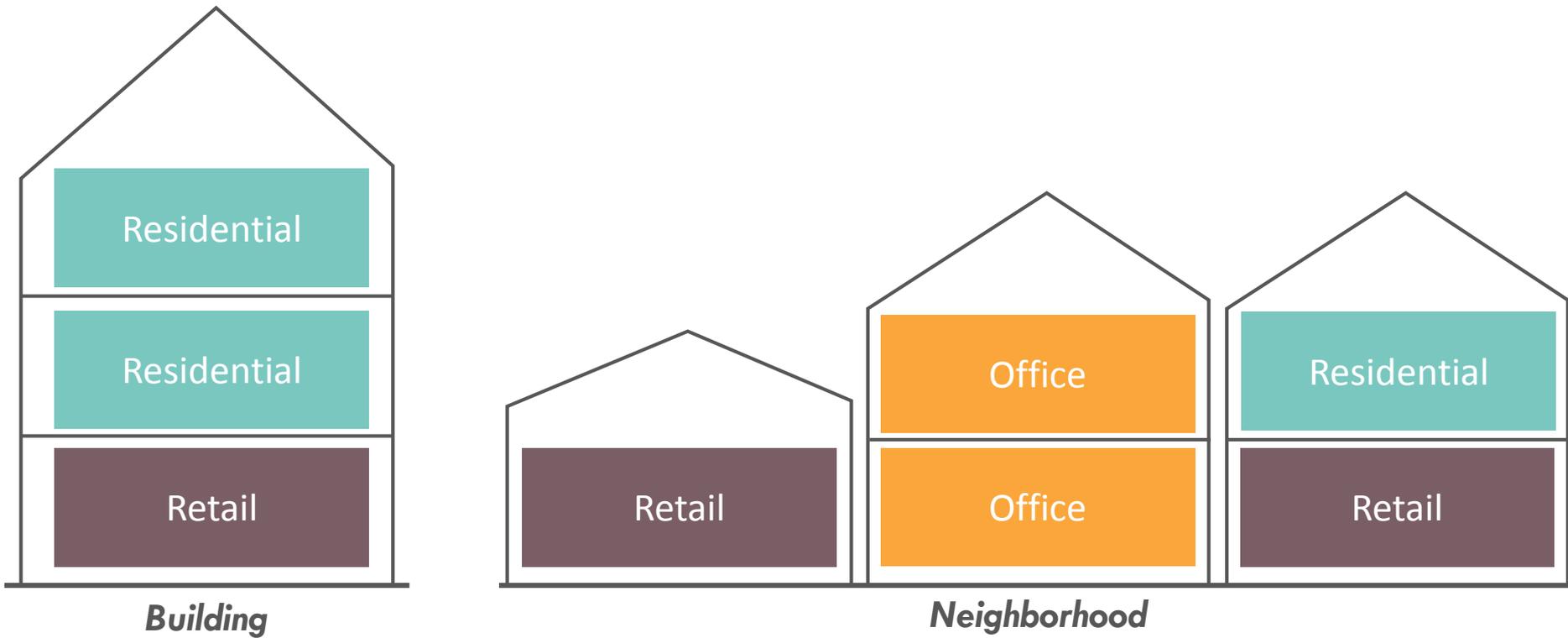
TOD: Why Now?

Changing preferences and demographics are creating a strong market demand for “walkable” neighborhoods

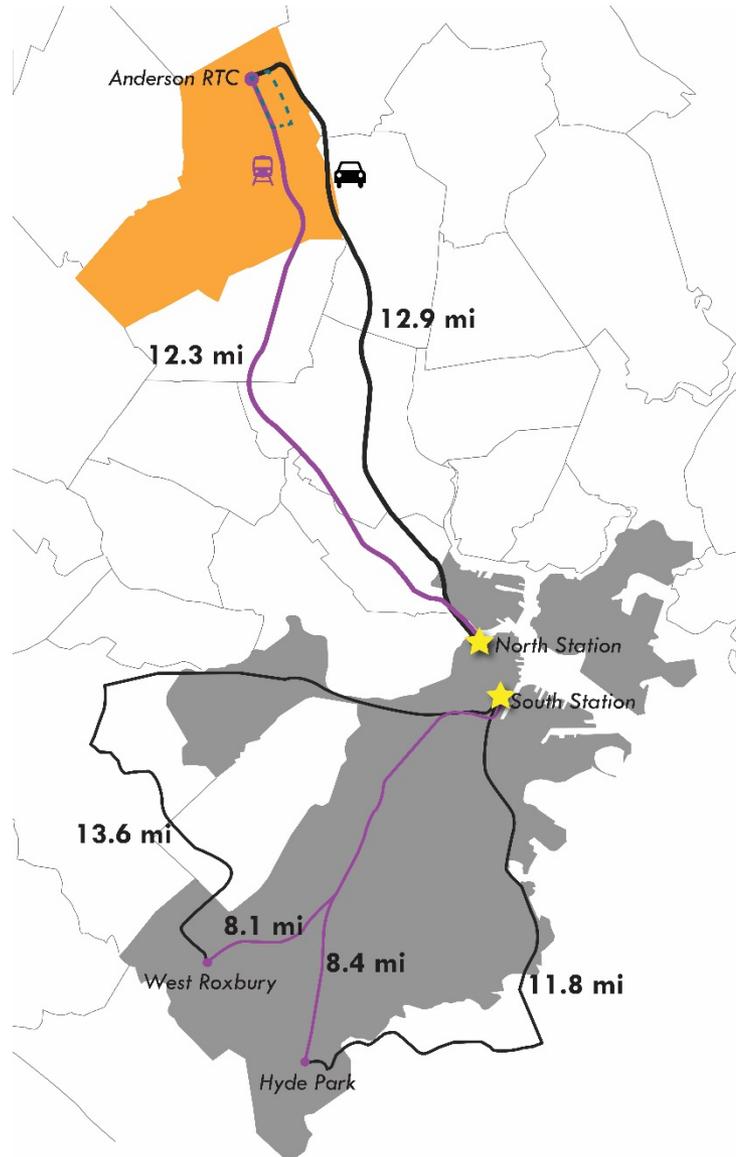


Mixed-Use Development

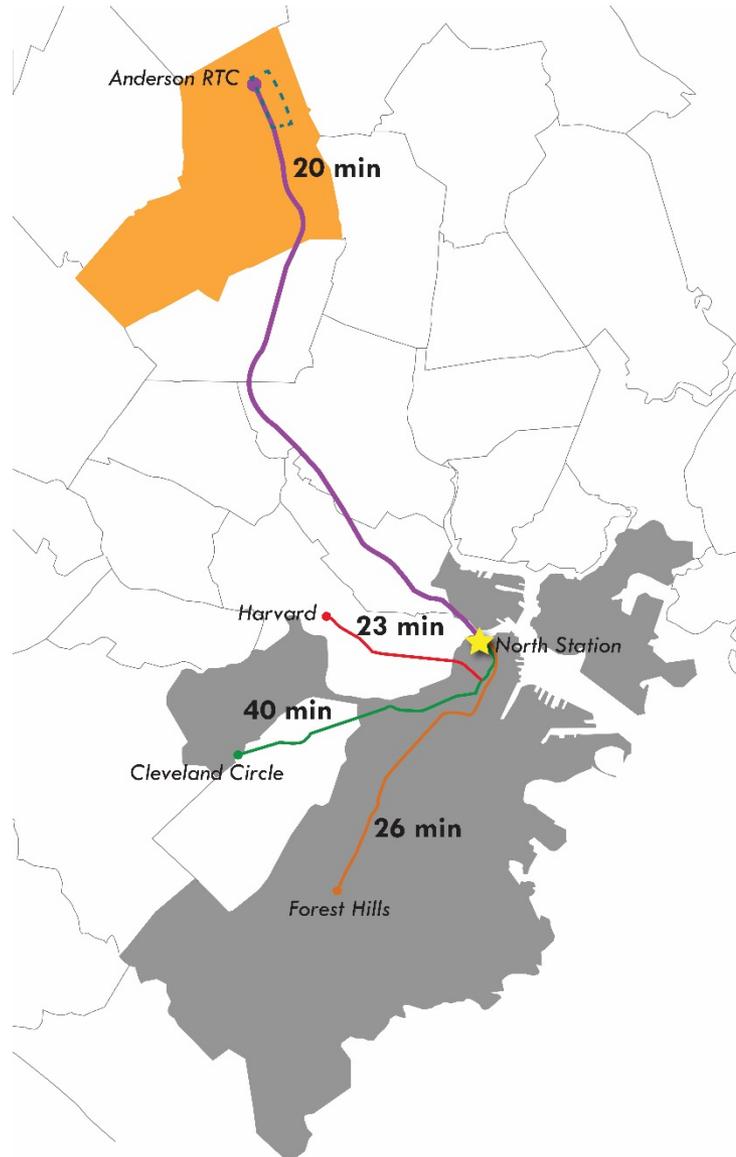
Mixed-use buildings versus development:
A successful TOD can include both!



Proximity to Boston (Distance)



Proximity to Boston (Time)



Study Area Size

To give a sense of the size of the study area...*

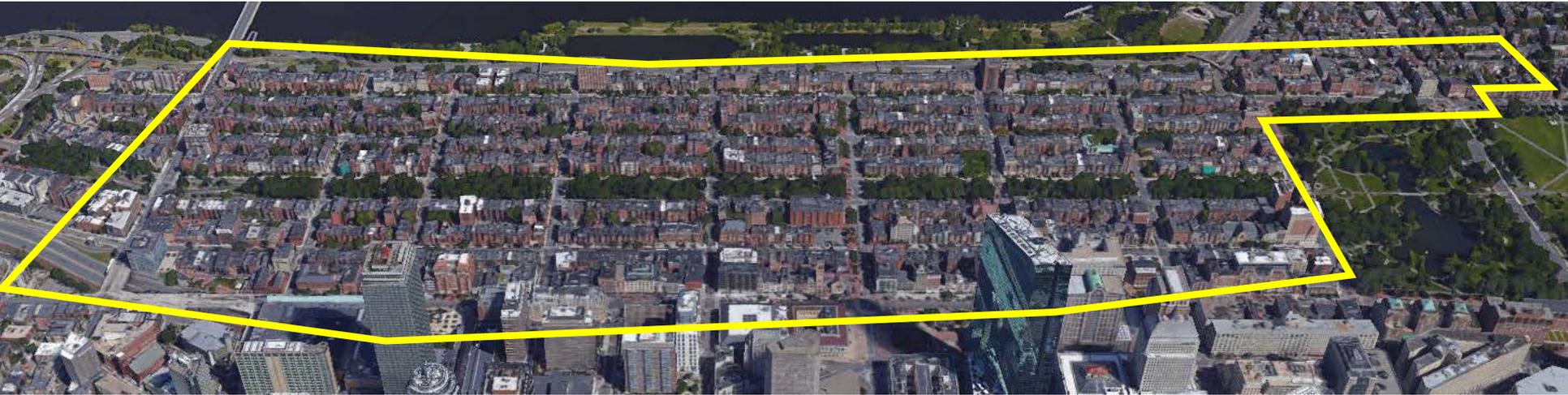


*Examples are to give a sense of scale, not to imply future development.
Scale comparisons are approximations.

Study Area Size

To give a sense of the size of the study area...*

The Study Area is the size of **almost the entire Back Bay**.



1

*Examples are to give a sense of scale, not to imply future development.
Scale comparisons are approximations.

Study Area Size

To give a sense of the size of the study area...*

The Study Area is the size of **more than 2 Assembly Rows.**



1

2

*Examples are to give a sense of scale, not to imply future development.
Scale comparisons are approximations.

Study Area Size

To give a sense of the size of the study area...*

The Study Area is the size of **4 Third Avenues (Burlington)**.



1

2

3

4

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Scale comparisons are approximations.



STUDY AREA

Description + initial thoughts to inform community input

Study Area Overview



Study Area Overview

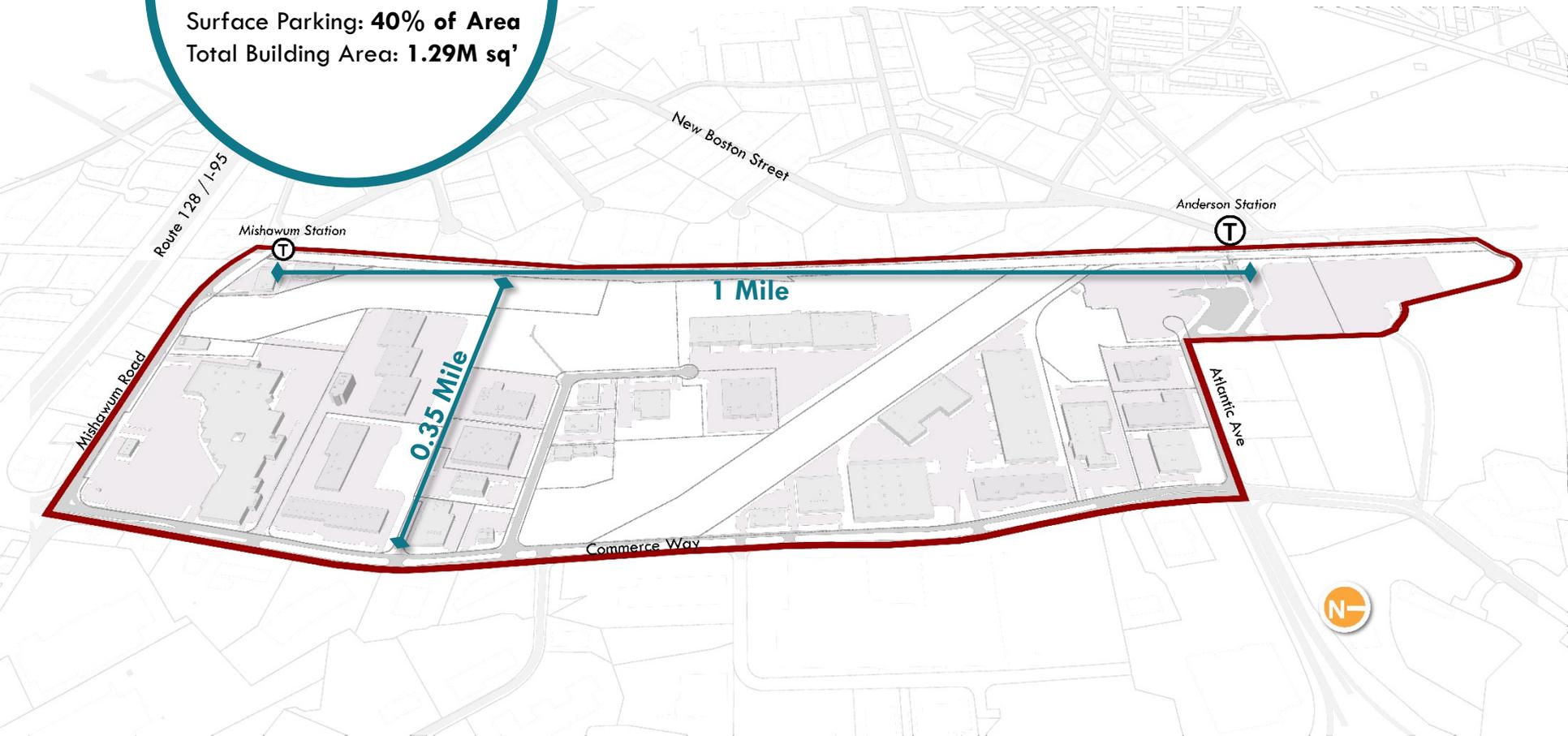
STUDY AREA

Number of Parcels: **29**

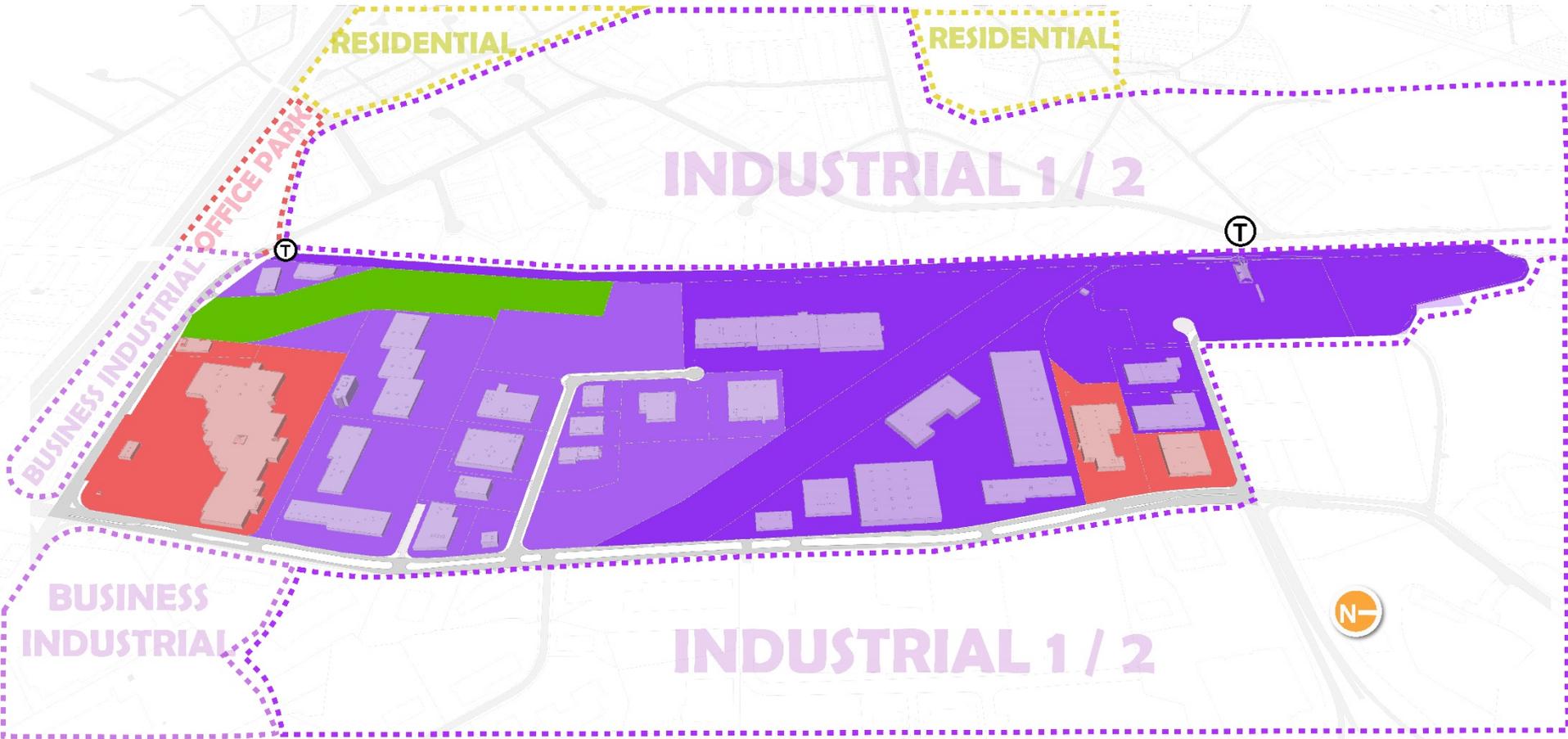
Total Lot Size: **236 acres**

Surface Parking: **40% of Area**

Total Building Area: **1.29M sq'**



Zoning



Zoning

Interstate Business

Allowed by Right

- Retail (<5,000 sq')
- Office (<15,000 sq')
- Full service restaurants
- Personal services
- Medical / dental offices
- Financial institutions
- Childcare
- Gym

Special Permit

- Residential above commercial
- Retail (>5,000 sq')
- Office (>15,000 sq')
- Shopping center
- Fast food
- Auto repair, gas station
- Theater
- Bowling alley

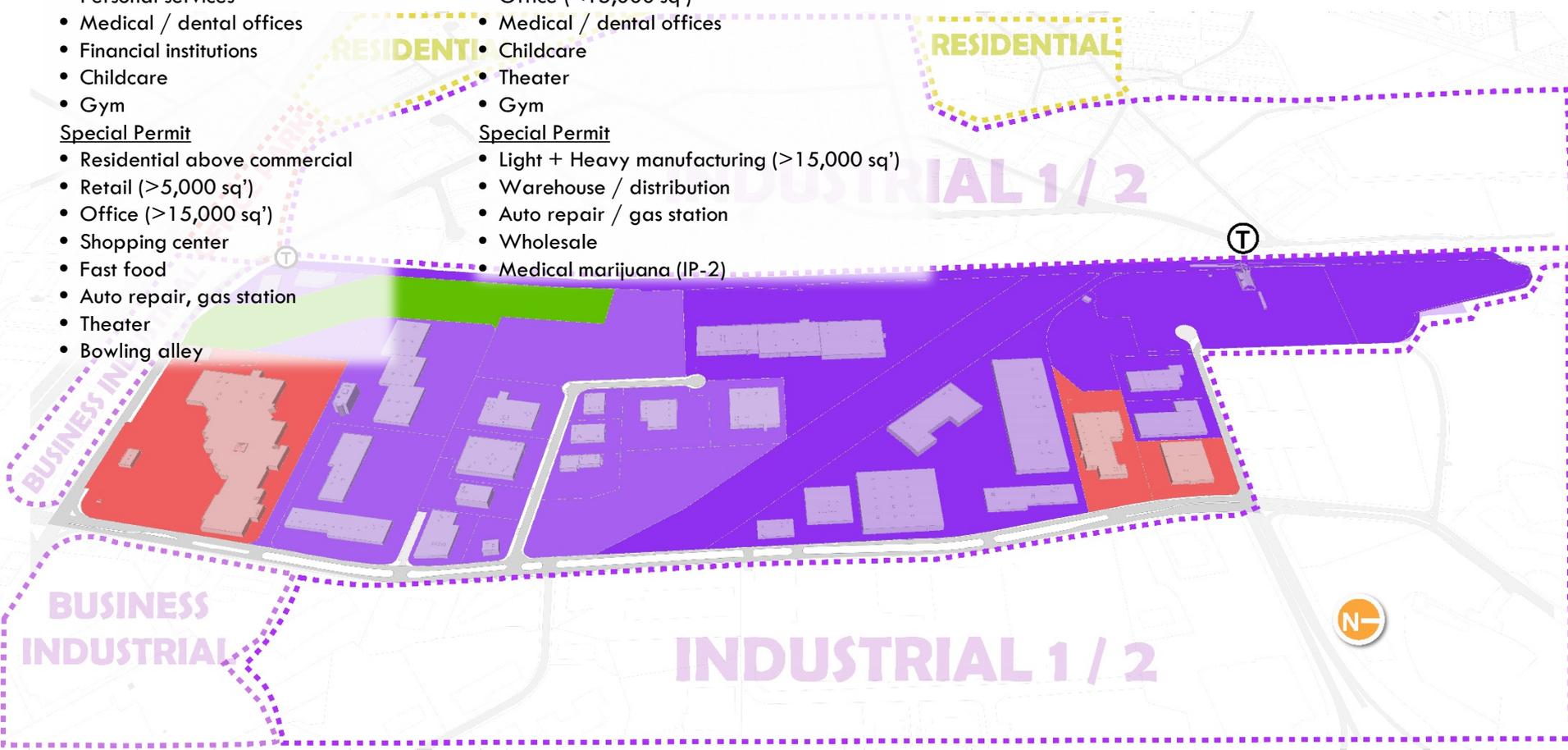
Industrial Park Industrial Park 2

Allowed by Right

- Light + Heavy manufacturing (<15,000 sq')
- Research / testing laboratory
- Biomedical facility
- Office (<15,000 sq')
- Medical / dental offices
- Childcare
- Theater
- Gym

Special Permit

- Light + Heavy manufacturing (>15,000 sq')
- Warehouse / distribution
- Auto repair / gas station
- Wholesale
- Medical marijuana (IP-2)



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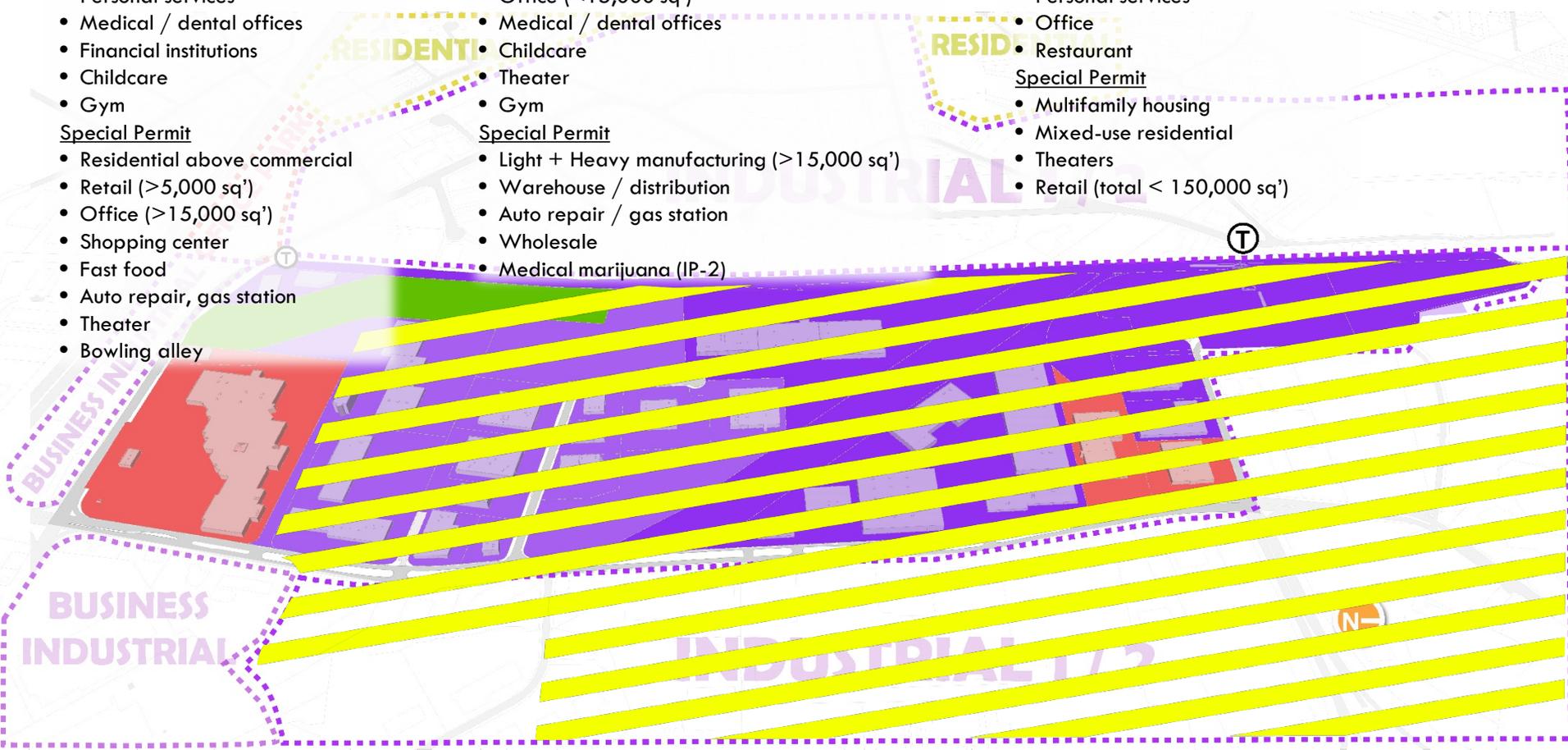
Commerce Way Corridor Overlay

Allowed by Right

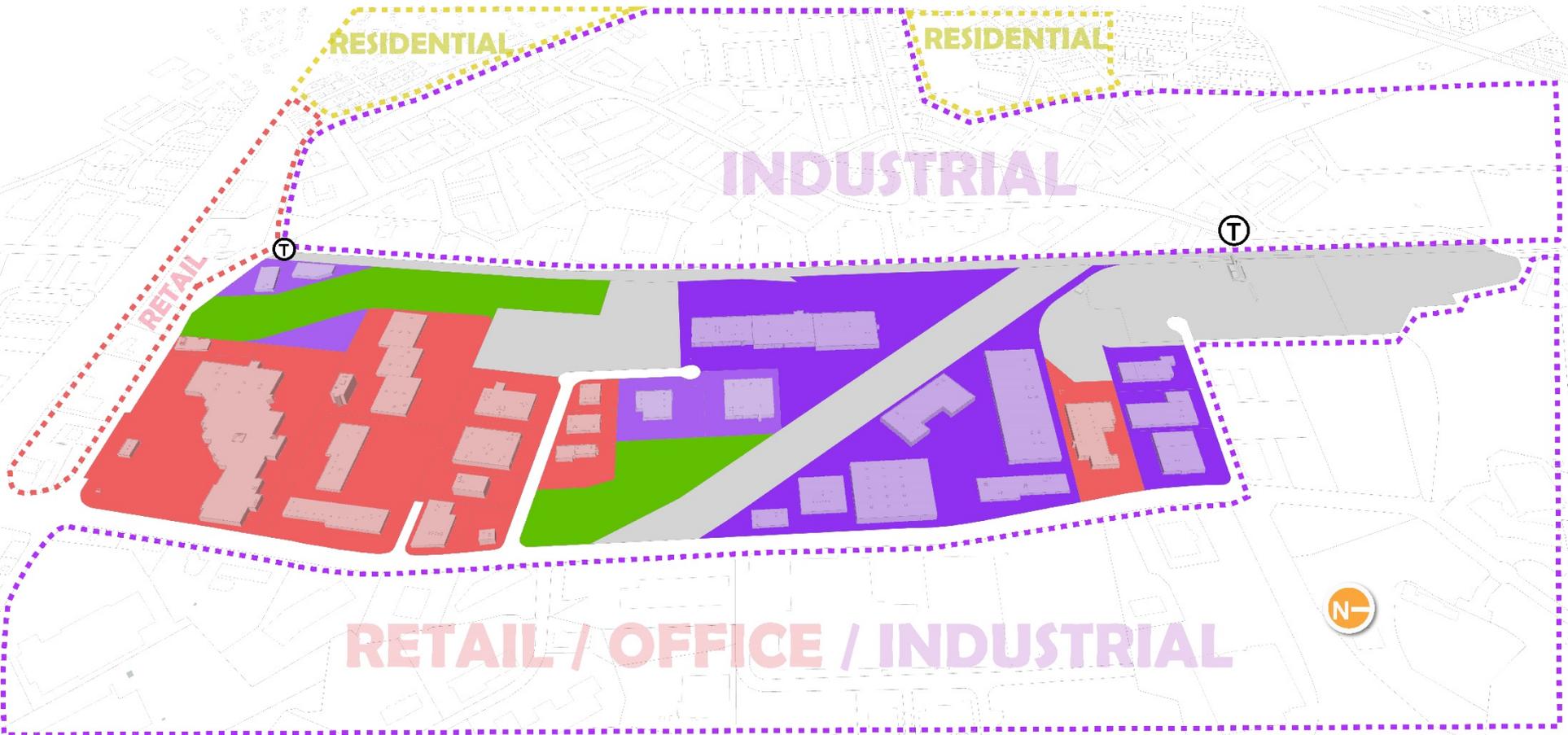
- Retail (total >150,000 sq')
- Hotel
- Supermarket (<50,000 sq')
- Personal services
- Office
- Restaurant

Special Permit

- Multifamily housing
- Mixed-use residential
- Theaters
- Retail (total < 150,000 sq')

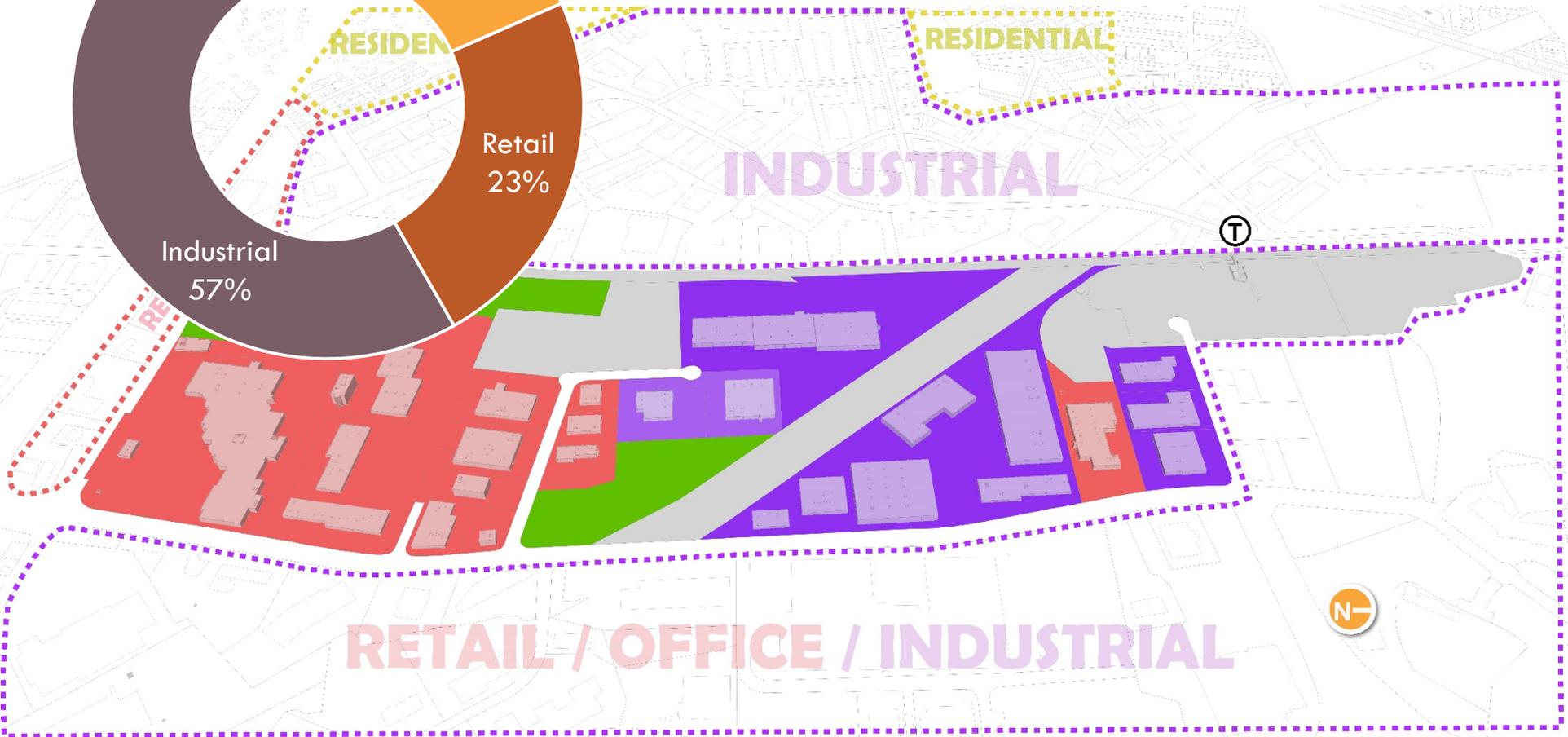
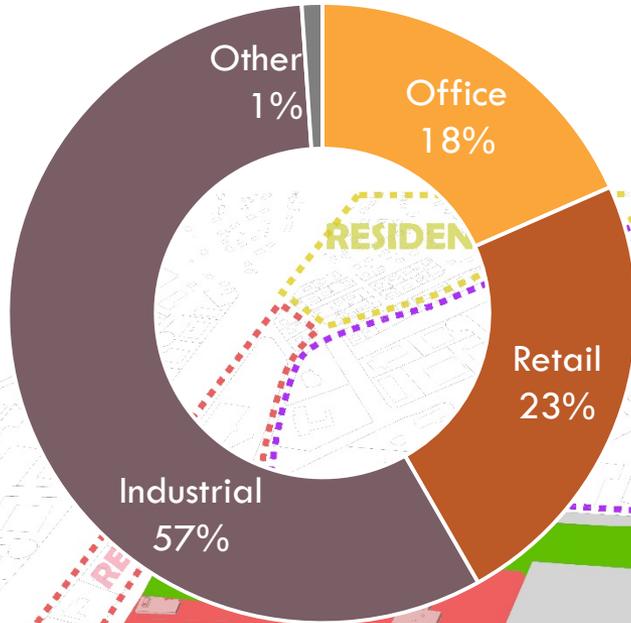


Land Use

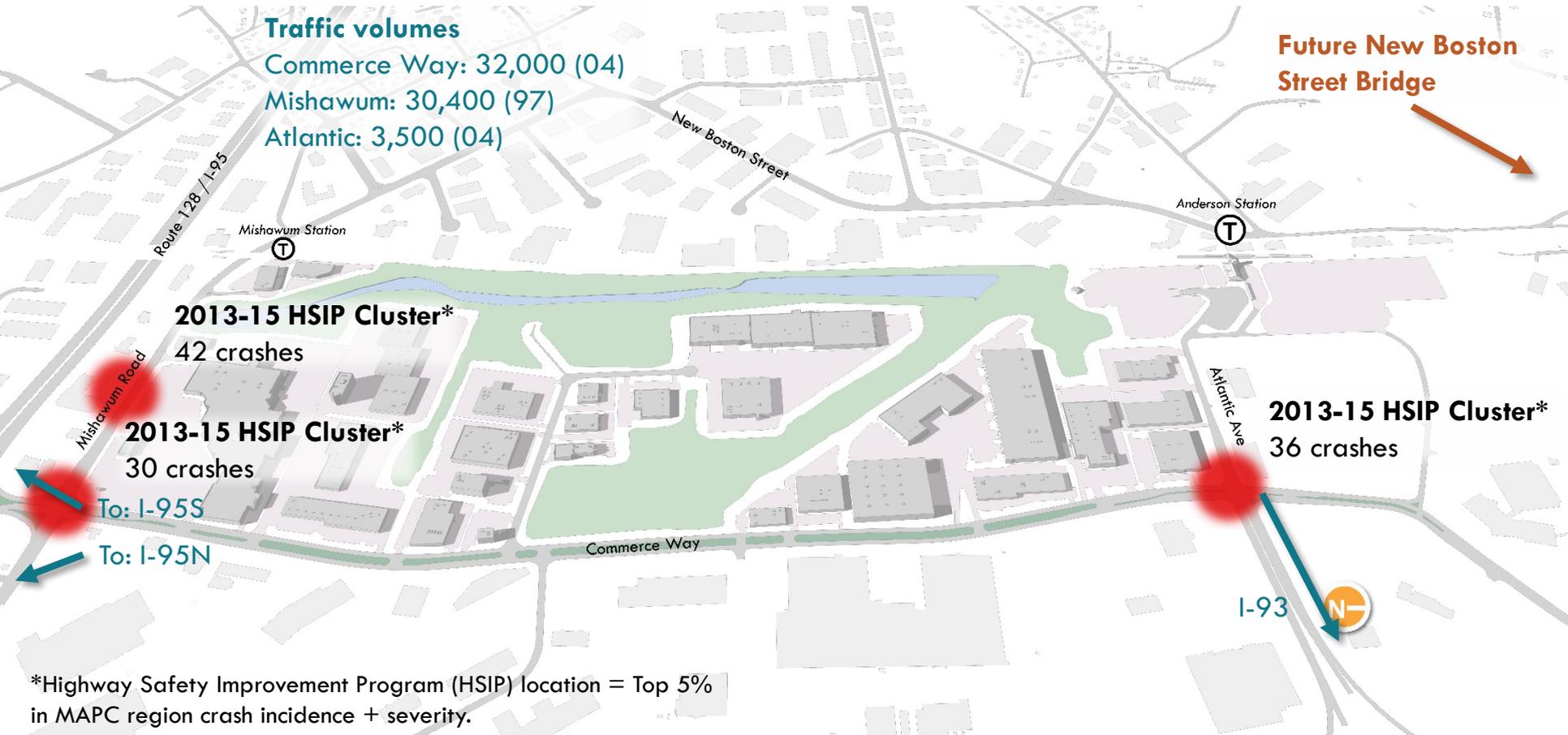


Land Use

Land Use (as % of buildable area)

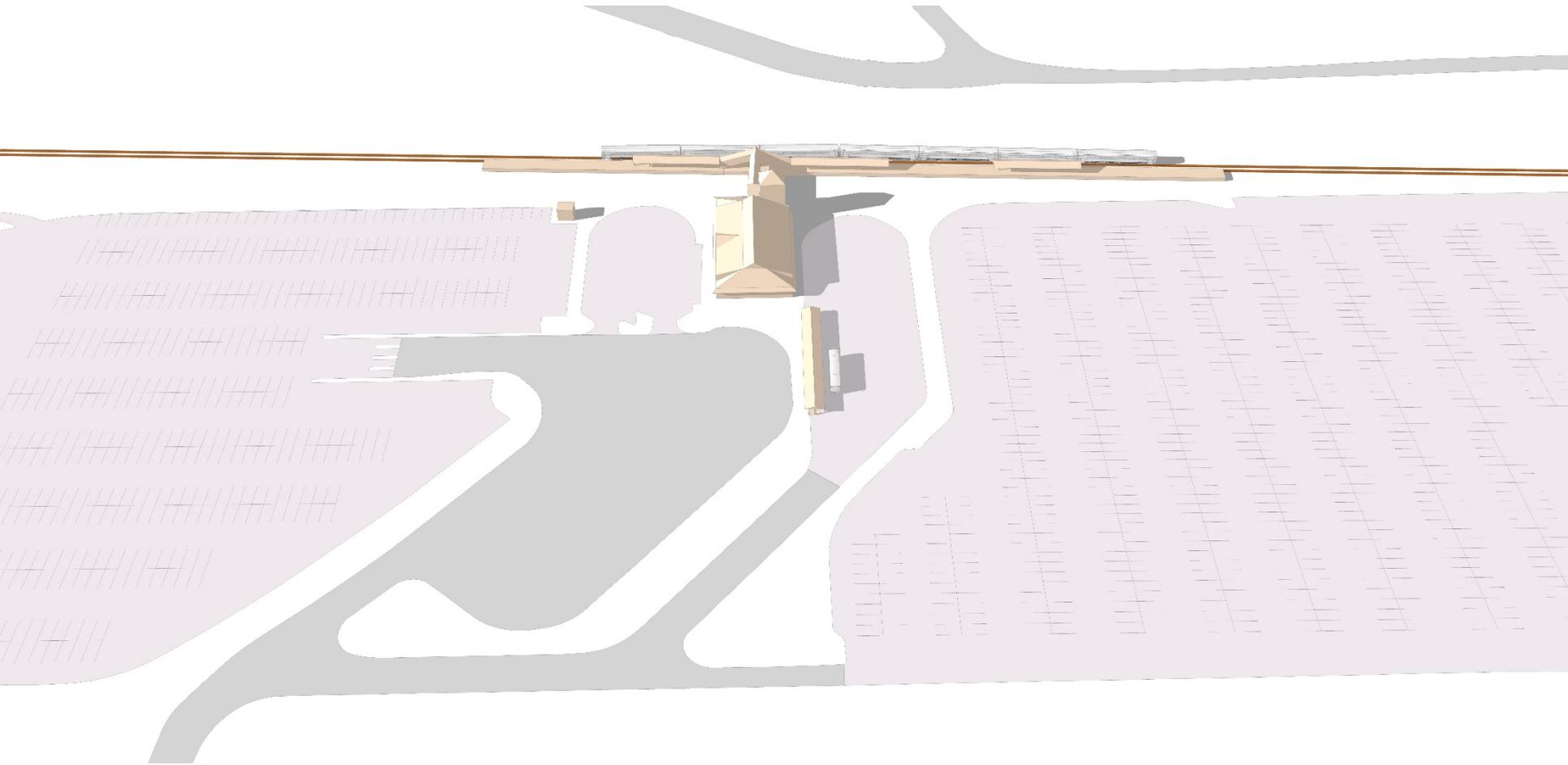


Transportation



*Highway Safety Improvement Program (HSIP) location = Top 5% in MAPC region crash incidence + severity.

Anderson Station



Anderson Station

Station Statistics

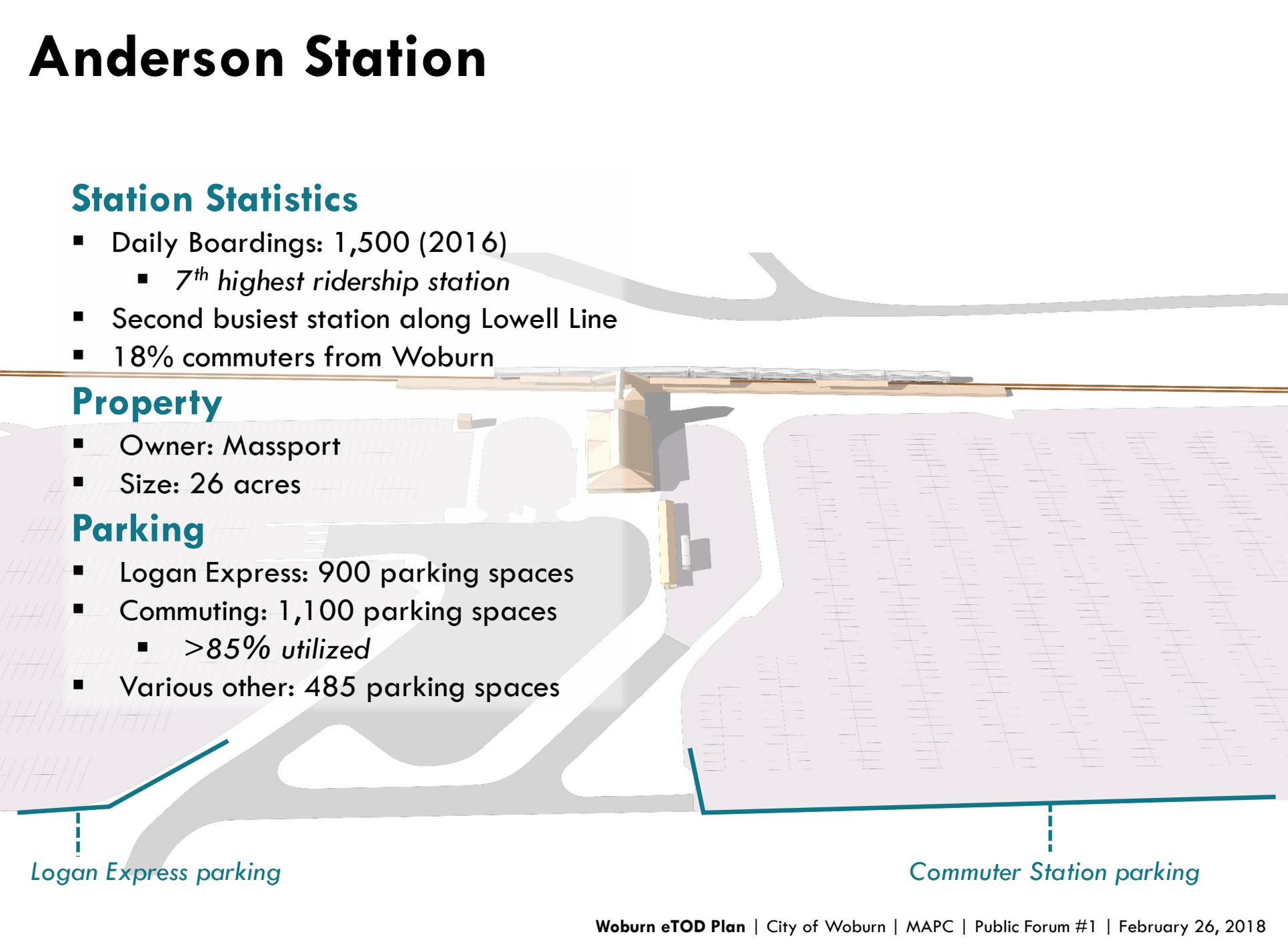
- Daily Boardings: 1,500 (2016)
 - 7th highest ridership station
- Second busiest station along Lowell Line
- 18% commuters from Woburn

Property

- Owner: Massport
- Size: 26 acres

Parking

- Logan Express: 900 parking spaces
- Commuting: 1,100 parking spaces
 - >85% utilized
- Various other: 485 parking spaces



Logan Express parking

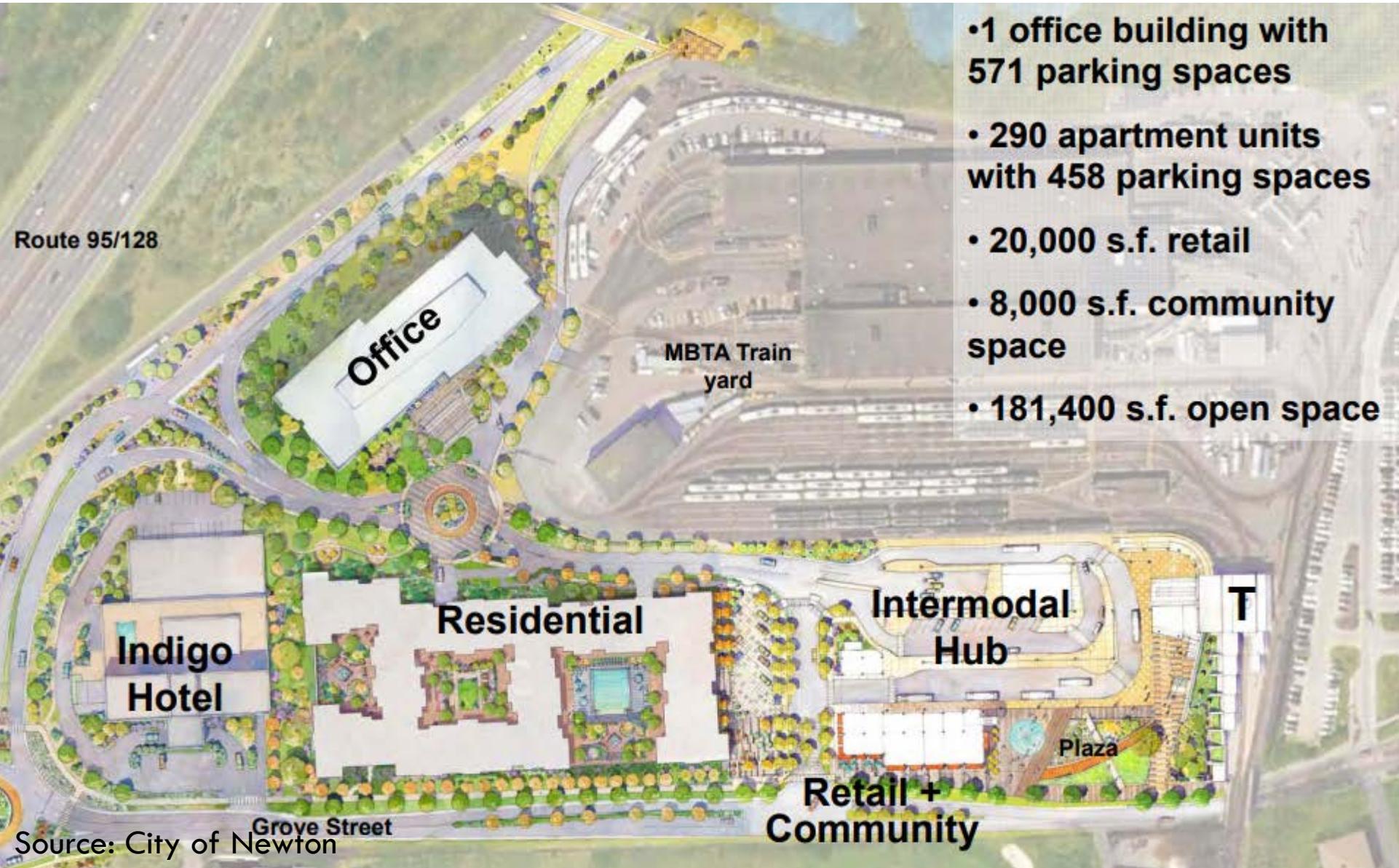
Commuter Station parking

Station Example: Riverside



Source: City of Newton

Station Example: Riverside



- 1 office building with 571 parking spaces
- 290 apartment units with 458 parking spaces
- 20,000 s.f. retail
- 8,000 s.f. community space
- 181,400 s.f. open space

Station Example: Riverside



Source: City of Newton

Station Example: Riverside



Source: City of Newton

Draft Principle #1: Sub-Areas

SUB-AREA 1

Existing primary characteristic: Woburn Mall Retail

Development strategy: 40R Smart Growth Overlay District

Future potential uses: Residential, retail, potentially other uses over long term

Timeline: Near Term

SUB-AREA 2

Existing primary characteristic: Office, Research, Light Industrial

Development strategy: “suburban retrofit” utilizing Commerce Way Overlay zoning

Future potential uses: Primarily commercial and industrial with some potential for residential

Timeline: Longer term

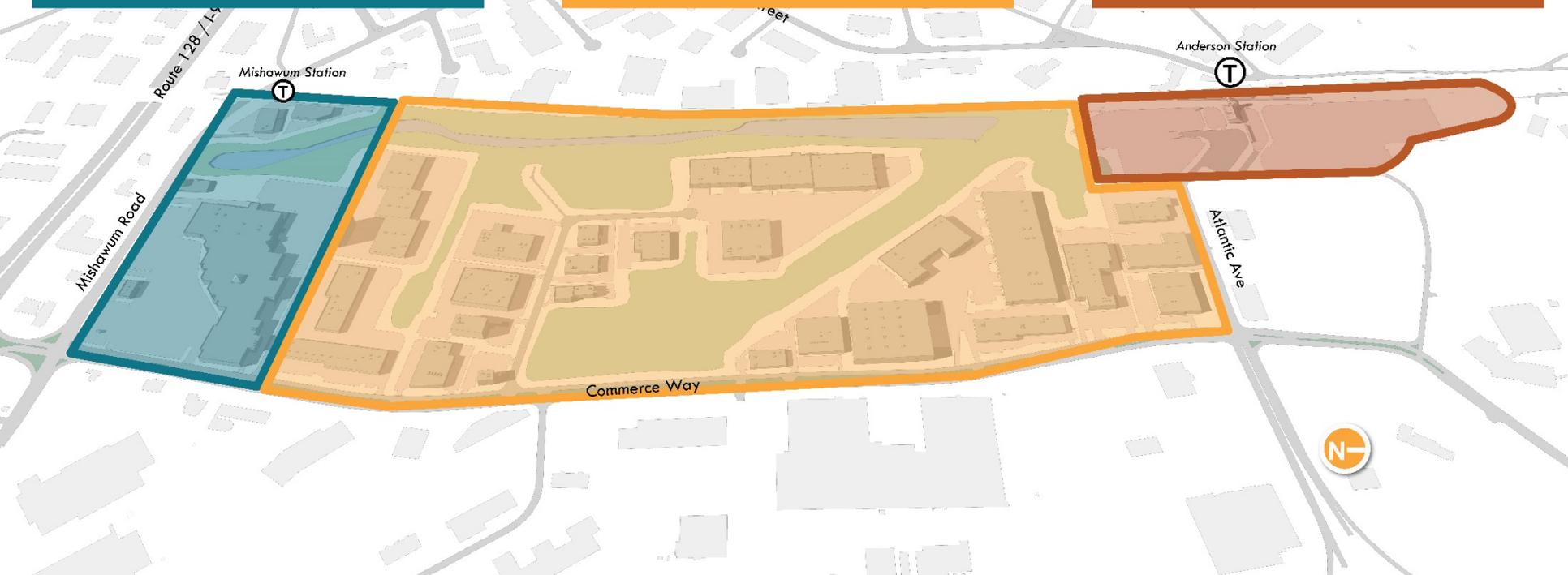
SUB-AREA 3

Existing primary characteristic: Anderson Station parking lots

Development strategy: Utilizing portion of parking, potentially building structured parking facility

Future potential uses: Residential and retail

Timeline: Medium term



Draft Principle #2: Connectivity

COMMERCE WAY

Characteristics: High volume; through traffic; connection between Mishawum Rd, I-93, and New Boston Street bridge; truck route



“LOCAL” ROADWAY

Characteristics: Primarily serves residents and employees in study area; lower volume; multi-modal “complete street”



RIVERWALK

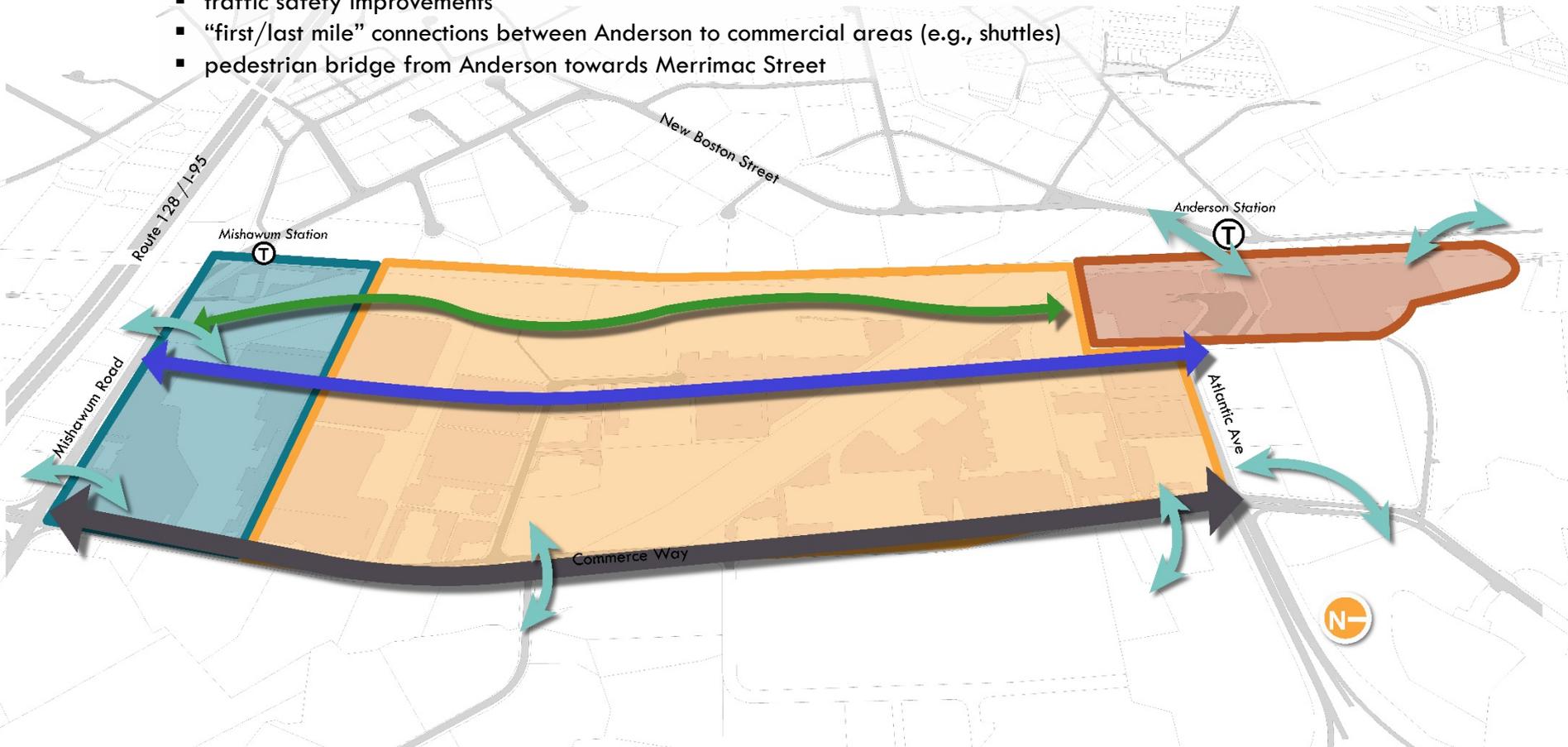
Characteristics: Multi-use path along Aberjona River; helps create a sense of place and connects development to natural amenity



Draft Principle #3: External Connections

Connections to/from the study area, including:

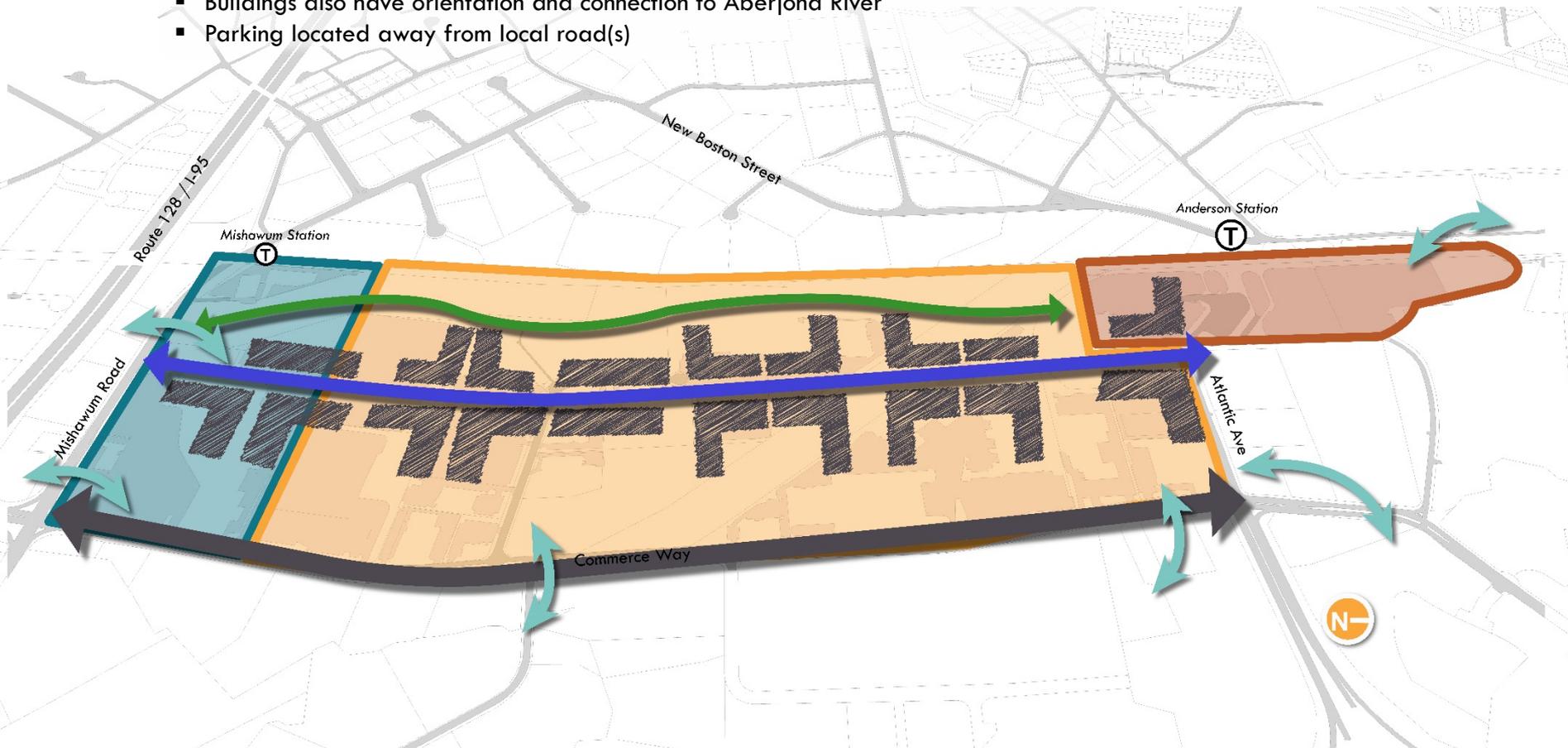
- pedestrian/bike facilities and improvements
- traffic safety improvements
- “first/last mile” connections between Anderson to commercial areas (e.g., shuttles)
- pedestrian bridge from Anderson towards Merrimac Street



Draft Principle #4: Future Development Orientation

To create a walkable neighborhood:

- Future development “frames” local roadway(s)
- Buildings also have orientation and connection to Aberjona River
- Parking located away from local road(s)



Thank you!

Open House

Use the next hour to visit the various stations, learn more about various elements, and provide feedback on:

- Why you visit the Commerce Way area
- Your top priority
- What makes a good neighborhood
- What you would like to see here
- How to get around
- Future building styles and uses
- Woburn Mall 40R Smart Growth Ordinance

Contacts

Tina Cassidy

City of Woburn Planning Director
tcassidy@cityofwoburn.com
781 897-5817

Karina Milchman, AICP

Chief Housing Planner
kmilchman@mapc.org
617 933-0738

Chris Kuschel, AICP

Senior Regional Planning
ckuschel@mapc.org
617 933-0731