Plan Components

VISION

MARKET ANALYSIS

ZONING RECOMMENDATIONS

MULTI-MODAL CONNECTIVITY

EQUITY OBJECTIVES

NEW BOSTON STREET ECONOMIC DEVELOPMENT

40R SMART GROWTH

FIRST/LAST MILE CONNECTIONS
Purpose of the plan (MAPC perspective)

MAPC works on 2-3 “Equitable Transit-Oriented Development” projects per year

- Create distinct places available to people across socio-economic spectrum
- Increase access to transit
- Address region’s housing needs
- Reduce reliance on automobiles
- Reduce sprawl

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

- ages 20-35
- ages 36-65
- ages 66+
Purpose of the plan (Woburn perspective)

Helps meet goals from Master Plan and HPP

• 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

Location as regional employer and close to Boston
Public Process

Outreach Strategies

• 2 Public Forums
• Online survey
• Approximately a dozen public 40R meetings
Study Area

STUDY AREA
Number of Parcels: 29
Total Lot Size: 236 acres
Surface Parking: 40% of Area
Total Building Area: 1.29M sq’
New Boston Street

MAPC facilitated meeting with land and business owners to develop recommendations for continued success as thriving industrial district.

Most recommendations focused on multi-modal connectivity enhancements.
# Market Analysis: Residential

## Projected Multi-Family Res. Demand (2010-2030 Total)

<table>
<thead>
<tr>
<th>City</th>
<th>Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woburn</td>
<td>2,637</td>
</tr>
<tr>
<td>Burlington</td>
<td>2,196</td>
</tr>
<tr>
<td>Lynnfield</td>
<td>370</td>
</tr>
<tr>
<td>Reading</td>
<td>2,039</td>
</tr>
<tr>
<td>Stoneham</td>
<td>528</td>
</tr>
<tr>
<td>Wakefield</td>
<td>1,411</td>
</tr>
<tr>
<td>Wilmington</td>
<td>1,580</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>10,761</strong></td>
</tr>
</tbody>
</table>

Source: MAPC Projections

### Rate of multifamily housing demand captured by Woburn since 2010

**25%**

## Multi-Family Housing Supply Added (2010-Present)

<table>
<thead>
<tr>
<th>City</th>
<th>Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>3,563</td>
</tr>
</tbody>
</table>

Sources: Census Building Permits, municipalities, MassBuilds

## Conclusion: Multifamily residential market demand in the city is for 1,080-1,800 units through 2030, a portion of which can be met through TOD in the study area

<table>
<thead>
<tr>
<th>Balance Regional Housing Demand (MF)</th>
<th>Capture</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate</td>
<td>15%</td>
<td>1,080</td>
</tr>
<tr>
<td>High</td>
<td>25%</td>
<td>1,800</td>
</tr>
</tbody>
</table>

7,198* 15% 25% 1,080 1,800

*10,761 total demand less 3,563 units built/permited = 7,199
Market Analysis: Retail

Conclusions
Within 15-min. drive, highest demand for:
- Clothing stores (12)
- Restaurants (8)

Within 10-min drive, additional demand for:
- Drinking establishments (1)
- Jewelry and leather goods (2)

Additional residences in area could further increase demand

Lowest demand for additional hardware, home furnishings, electronics + appliances
Conclusions
Commerce Way contains a thriving light industrial base with low vacancy.

Most office is Class B or C. Rents are falling compared to other locations in Woburn.

Given low vacancy, availability of office space in other locations, and high demand for housing, there is limited demand for much new office space here in the near future.
Principles: #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

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**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

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**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
Principles: #1 Sub-Areas

Example: Potential Anderson Station Redevelopment

Station Statistics
- Daily Boardings: 1,500 (2016)
- 18% commuters from Woburn

Property
- Owner: Massport
- Size: 26 acres

Parking
- ~2,500 parking spaces
- >85% utilized

Non-Residential use, e.g., hotel, office (ex. illustrates 70,000 SF space)

Structured parking accommodates additional parking needs

Parking for commuters concentrated on north side of site

Residential use (ex. illustrates ~185 units)

Open space

Connection with study area

Connection with 120 Commerce Way
Principles: #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
Principles: #2 Connectivity

Example: Creating internal network

- Ped connection to northern parcel (Cummings prop.)
- Formalize Cabot Rd
- Ped connection over utility corr.
- Small ped bridge over Aberjona
- Add ped connection
- Vehicular route around utility corr.
- Future development creates “local road”
New development should foster an internal multi-modal network. This can reduce traffic on Commerce Way and improve walkability

- Amend CWCOD zoning to allow for connection between parcels
- Design guidelines recommend internal connectivity, including pedestrian infrastructure
Principles: #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
Principles: #3 External Connections

Examples: Overpass, extended bus routes, shuttles

Plan incorporates recommendations from North Suburban Mobility Study, emphasizing local shuttles through a TMA and extending local MBTA bus routes.
Principles: #4 Future Development Orientation

To create a walkable neighborhood:
- Future development “frames” local roadway(s)
- Various land uses integrated appropriately
- Buildings also have orientation and connection to Aberjona River
- Parking located away from local road(s)
Principles: #4 Future Development Orientation

Example: Incorporating mixed-use with existing light industrial

Example of concept: 74 Commerce Way (27 acres)
Principles: #4 Future Development Orientation

Example: Incorporating mixed-use with existing light industrial

Example of concept: 74 Commerce Way (27 acres)
- 110,000 SF office
- 210,000 SF light industrial
- 200 units
- Units per acre: 7
- Non-residential built area: 61%
- Floor Area Ratio: 0.5
- Open space: 20%
- Structured parking required to meet parking requirements
40R – Woburn Mall Smart Growth Overlay
40R – Woburn Mall Smart Growth Overlay
Chapter 40R – Benefits

**Financial incentives.** $10,000 - $600,000 to adopt zoning plus $3,000 per unit built beyond existing underlying zoning.

**Meet housing needs.** Woburn’s HPP established need for more affordable housing in the City.

**Design Control.** Smart Growth Overlay Districts allow for the creation of design standards that a developer must adhere to.
MAPC’s Role in Woburn 40R

- Application of E-TOD Plan principles to site
- Working with DHCD
- Working with developer (EDENS and Avalon)
- Application and associated calculations
- Zoning ordinance
- Design standards
- Review for conformance with design standards
Woburn 40R: Zoning Key Elements

25% of units affordable
- > 20% required by Chapter 40R
- Helps further City’s affordability goals
- Allows all units to be counted toward 10% SHI requirement
- This development will meet Woburn’s 10% requirement

Residential units capped at 350
- Incorporates City’s desire to balance uses and manage density
- Payment to Woburn: $350,000 to adopt zoning plus $1.275 million once built

Other allowable uses
- Retail, restaurant, supermarket, office, theater, child care, hotel

Parking ratios
- Residential: 1.5 spaces per unit
- Commercial: 4 spaces per 1,000 SF of Net Floor Area

Dimensional Standards
- Max height: 85’ (Residential / Mixed-Use), 35’ (Commercial)
- Minimum open space: 15%
Woburn 40R: Design Standards

STRUCTURE:
SITE + BLOCK
BUILDING MASSING + FORM
FAÇADE
STREETS
OPEN SPACE
LIGHT
Woburn 40R: Design Standards

- Variation in roofline
- Recession in building facade
- Division of facade into smaller parts

- Mishawum Road
- Parking
- Building defines street edge and conceals parking

- Open space framed by building

- amenity zone
- circulation zone
- business activity zone

5' min.
## Woburn 40R: Peer Review

<table>
<thead>
<tr>
<th>Section</th>
<th>Complies with Standard?</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.3.7 Building materials</td>
<td>Fully compliant</td>
<td>The applicant has provided a palette of suitable building materials its tenants can draw from. MAPC notes that the Standards state that panelized cementitious system, which is of lower aesthetic quality than the other provided options, is allowed when incorporated with other available materials as part of the facade treatment.</td>
</tr>
<tr>
<td>3.3.8 Awnings</td>
<td>Fully compliant</td>
<td>The submission materials do not include specific awning information but the applicant notes that as spaces are tenanted, the Standards will apply.</td>
</tr>
<tr>
<td>3.3.9 Signage</td>
<td>Fully compliant</td>
<td>The various renderings indicate adherence to the standards will be met, but details on any proposed signage were not provided.</td>
</tr>
<tr>
<td>3.3.10 Multi-tenant signage</td>
<td>Fully compliant</td>
<td>See comment above.</td>
</tr>
<tr>
<td><strong>3.4 Street Design</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.4.1 Sidewalk locations</td>
<td>Fully compliant</td>
<td>Sidewalks are provided throughout the site.</td>
</tr>
<tr>
<td>3.4.2 Sidewalk configuration</td>
<td>Fully compliant</td>
<td>All sidewalks meet or exceed the standards for width and configuration.</td>
</tr>
<tr>
<td>3.4.3 Multi-functional sidewalks</td>
<td>Fully compliant</td>
<td>Sidewalks greater than 5’ have allocated space along the roadway for amenities such as trees, trash receptacles, bike racks, etc.</td>
</tr>
<tr>
<td>3.4.4 Sidewalk materials</td>
<td>Fully compliant</td>
<td>Durable, high quality materials are proposed for sidewalks.</td>
</tr>
<tr>
<td>3.4.5 Accessibility</td>
<td>Fully compliant</td>
<td>Sidewalks, ramps, and markings are compliant.</td>
</tr>
<tr>
<td>3.4.6 Visible and well-marked crosswalks</td>
<td>Mostly compliant</td>
<td>Ladder style crosswalks, which provide greater visibility than other styles, are used throughout the site. Several areas use ornamental sidewalks with pavers. These are allowed, but the Standards state they must be approved by the City. See memo for two instances where the standard is not fully met.</td>
</tr>
<tr>
<td>3.4.7 Corner radii</td>
<td>Partially compliant</td>
<td>See memo for discussion of corner radii.</td>
</tr>
<tr>
<td>3.4.8 Landscape</td>
<td>Fully compliant</td>
<td>Street trees are provided in appropriate locations.</td>
</tr>
<tr>
<td>3.4.9 Street furniture</td>
<td>Fully compliant</td>
<td>Presence of street furniture meets the standards. MAPC recommends bicycle racks in front of Retail C.</td>
</tr>
<tr>
<td>3.4.10 Bicycle use</td>
<td>Mostly compliant</td>
<td>See memo for bicycle facilities discussion.</td>
</tr>
<tr>
<td><strong>3.5 Open Space</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.5.1 Relation to surrounding open spaces</td>
<td>Fully compliant</td>
<td>The proposed open spaces employ a combination of hardscape and softscape materials and are well-located. Proposed open spaces are well-designed and use a variety of materials. It is unclear if public art will be incorporated into the site design, as required in the Standards.</td>
</tr>
<tr>
<td>3.5.2 Open space details</td>
<td>Unclear</td>
<td></td>
</tr>
</tbody>
</table>
Woburn 40R: Former Woburn Mall
Woburn 40R: Developer Plans
Woburn 40R: Developer Plans
Thank you!

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