

SOUTH NORWOOD GENERAL BUSINESS DISTRICT

NORWOOD, MASSACHUSETTS



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A VISION PLAN AND ACTION STRATEGY

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THE SOUTH NORWOOD BUSINESS DISTRICT

EXECUTIVE SUMMARY: A VISION AND ACTION PLAN

South Norwood is an important commercial gateway into the town of Norwood as well as the crossroads of a neighborhood district. In addition to presenting a relatively worn appearance, the mix of businesses and under-utilized properties give the district a sense that the area might be in decline. Actually, just the opposite is occurring. The appearance and mix of businesses in the district have gradually been improving. But in contrast to the Central Business District to the north which has been undergoing a series of coordinated physical and new business improvements, this neighborhood/general business commercial area lacks a joint public/private revitalization program.

Under the leadership of Selectman Helen Donohue, a South Norwood Revitalization Steering Committee has been organized and a consultant team, Larry Koff & Associates, retained to assist in preparing a vision and action plan for the district which will attract both public and private investment. The following report presents the research, analysis, and results of a public process which has led to the preparation of an Action Plan for the district's revitalization.

These initial visions set out by committee members set the stage for the analysis and recommendations which follow.

Preliminary Visions for the South Norwood Business District

Paul Eysie	A walking, village community with strong neighborhood institutions, recreation areas, shopping, and convenience. Maintain the existing draws: the churches, two schools, recreation areas, fishing pool, kids park, and skate park.
Patricia Bailey	Village life, some nostalgia as well as convenience, i.e. drug store, vegetable store.
Irene Gotovich	A more cohesive village with personality. The voids and unattractive streetscapes will be cleaned up. More singles and young adult couples will live in our neighborhood.
Olga Abdallah	An attractive, mixed use area of smaller shops, a softer look with more plantings like Hingham or Falmouth, more colors and ethnic variety. Overhead wires need to go underground.
Judith Howard	Would like to see more institutions and services in the district; a post office, a district police and fire station as well as building preservation. Move old school house from Pleasant Street to the District
Delores Elias	Restore the village we once had with a mix of residential and commercial uses, a post office and library.
Helen Donohue	A mixed use village without being too parochial is the direction to consider. We could use a bank and a pharmacy and we want the overhead wires removed.

I. EXECUTIVE SUMMARY

South Norwood Commercial District Revitalization Action Plan

A series of tasks have been identified below which will need to be carried out by the Steering Committee in coordination with Town Staff and the Board of Selectmen. Year 1 Planning Activities are already underway to be followed by a number of Early Action tasks. With the support of the Selectmen and Town Meeting, a streetscape concept plan similar to that of the downtown can be prepared in order to solicit State grant funding. Other tasks concerning zoning, beer and wine licenses, and new development will subsequently be discussed.

Timing	Task	Responsibility	Funding
Year 1	PLANNING ACTIVITIES		
	Evaluate alternative concept plans for removal of overhead wires	Selectmen's Committee	Electric Light Dept.
	Plan and submit combined Commercial District Facade-Housing Rehabilitation grant application	Town Planner (TP) Selectmen	Town Mtg (funded)
	Prepare concept plan for streetscape improvements for the District: neck-downs, pedestrian lighting, banner poles, trees, clocktower, Gateway signage, landscaping containers, benches, trash containers	Steering Committee (SC) / TP / Town Mgr/ Town Eng (TE)	Town
	Discuss concept and, if support, prepare plan for landscaping improvements at Balch School; walks, sitting area, benches, display	SC / School Committee (SchC)	SC / SchC / Garden Club
	Identify bus shelters needing upgrading	TP	Private/ MBTA
	Discuss the location & installation of Bus Shelters with MBTA	TP	Private/ MBTA
	Work with property/business owners on streetscape beautification, parking enforcement, better utilization of private commercial pkg. lots	SC/ TP Garden Club	
Year 1	EARLY ACTION		
	Identify and paint priority crosswalks and bus stop pavement markings, install trash containers and signage for two hour public parking	TP/SC Town Mgr/TE	Town
	Selectmen to consider/Town Meeting to vote to obtain Town funding to design PWED and Gateway Improvements: Neck-downs, pedestrian lighting, landscaping, signage	TP / Town Mgr / Town Eng/Selectmen	Town Meeting
Years 1-2	PLANNING/ENGINEERING		
	Consultant to prepare Preliminary Plan and cost estimate for Streetscape improvements	TP / Town Mgr / Town Eng	Town
	Consider changes in GB District zoning discussed on Worksheet 7, p. 30	Town Planner/SC/PB	
	Change zoning to permit, as in the CB district, outdoor dining subject to a license and policy regulations to be adopted by the Selectmen	TP / SC / PB / Town Mtg	
Year 2	IMPLEMENTATION		
	Prepare/adopt design guidelines	TP	
	Sign up interested property/store owners for facades and/or building improvements	TP / SC	
	Undertake 3-5 facade/building improvements	TP / SC	DHCD grant
Years 3-5	IMPLEMENTATION		
	Continue facade-building improvement program	TP / SC	DHCD grant
	Work with property owners on redevelopment/revitalization plans	TP / SC	

II. EXISTING CONDITIONS

South Norwood is a relatively dense, ten-block, linear mixed use district of homes, businesses, and neighborhood-orientated institutions located along Washington Street south of the railroad bridge near Lenox Street and extending past the Balch School to Short Street near the Walpole town line. South Norwood is a relatively isolated neighborhood from the rest of town because it is geographically bounded on its east and west by rail rights-of-way which impede access in the east-west direction. The basic characteristics of the district are highlighted below and supporting documentation is included in an appendix.

South Norwood: A Linear Neighborhood Commercial District

South Norwood is located one mile from Norwood Center, three-fourths of a mile from Route 1, one mile from East Walpole Center, and three miles from Walpole Center. South Norwood is the smallest of these adjacent commercial areas and lacks the destination shopping centers, large stores, and public parking areas that would make this a major regional shopping destination. Its ten block length is considerably longer than most traditional neighborhood commercial town or village centers which are usually only two to three blocks in length. This considerable length conveys the sense that South Norwood is a long linear commercial strip rather than a compact village center, which would enable people to walk from one shopping or service destination to another and foster a pedestrian environment. In actuality, the South Norwood Commercial Area functions as two districts, one with a compact feel and one with a more “suburban” feel.

Local Access: Regional Traffic

The South Norwood business district is located along Washington Street, which connects Norwood Center to East Walpole Center. The high volume of regional traffic along Washington Street, approximately 12,000 to 16,000 vehicles per day, and the presence of Dean Street for access to the east enable local businesses to serve customers from Norwood as well as Walpole, Sharon, Canton, and Westwood.



Sub Zones: Varied Linear Mix of Residential and Commercial Land Uses

The South Norwood Business District, over ten blocks in length, varies in density, appearance, compactness, and the mix of residential and commercial uses as one traverses north to south. Based on our visual survey, the Business District may actually be perceived as two separate but related zones.

1. Lenox to Austin St. /Folan Ave.:

This is generally a compact and dense 100% commercial center with a mix of residential and commercial uses in multifamily structures. Sub-area contains a convenience mart and the Balch School. Automotive, light industrial and a recently constructed residential rowhouse development characterize the gateway entrance on the north at the Lenox Street bridge.

2. Austin St/Folan Ave to Short Street: A more suburban

orientated residential, strip commercial area. Contains a convenience market, auto-related and free standing commercial and residential land uses.

Blighted Buildings and Vacant Land Impact District’s Visual Appearance (Map pps. 26, 27)

Overall, the majority of buildings appear in fair to good condition as the many local property owners make an effort to maintain their property. However, several key vacant lots and vacant and blighted buildings, which are most visible as one enters the district from the north, negate many of the more recent building, sidewalk, and storefront improvements that have been carried out. Furthermore, a more studied analysis of the properties indicates that substantial improvements are needed to building facades and most likely interior systems such as plumbing and wiring, in order to bring these older wood frame structures up to current codes.

Service and Retail Business Uses Dominant District

The South Norwood Business district includes some 72 businesses and a total of approximately 231,000 square feet. As indicated in the table below, the dominant uses both in numbers of businesses and square footage are service and then primarily convenience and specialty retail establishments followed by restaurants, office, industrial, and auto uses.

Available Parking limited: Mixed Residential/Commercial lots and curb side parking (Map p. 22)

A survey of available parking in South Norwood indicated that most businesses depend upon curbside parking or small adjacent lots that are shared by adjacent residential tenants.

Of the total 767 spaces, 150 spaces (20% of the total) are located curbside on Washington Street. In addition, the Town has three major parking facilities: at the Balch School (50 spaces), adjacent to the ballfields (11 spaces), and at the swimming pool park (30 spaces).

The largest parking lot is at the Balch School, with 50 spaces. Parking is available at this location for residential and businesses at off times, although night parking by local

Table 1, Business Mix

Business type	Number of Businesses	%	Total Sq. Ft.	%
Service	18	25.0	57,060	24.7
Convenience	10	13.9	38,590	16.7
Retail	10	13.9	31,999	13.8
Restaurant	8	11.1	28,693	12.4
Office	7	9.7	17,133	7.4
Automotive	6	8.3	14,026	6.1
Industrial/Warehouse	2	2.8	11,635	5.1
Vacant	7	9.7	20,424	8.9
Institutional (excl. Balch School)	4	5.6	11,253	4.9
Total	72	100	230,813	100

Table 2, Parking

Parking	Number of Spaces
Commercial	154
Mixed Residential/Commercial	184
Residential	92
Municipal including Balch School	91
Other Institutional	32
Undesignated Private	64*
Curb-side Public	150
Total	767

*Note: includes 40 spaces rented by Poirier Sales at the Stonebridge Apartments

businesses is limited by the number of evening program events which take place at the school. The second largest lot serves a number of warehouse and service businesses such as New England Plumbing and Heating Supplies located at Lenox Street, the northern boundary of the district. The third largest lot is the undesignated, privately owned vacant parcel at Oolah Avenue and Washington Street. While the surface has not been paved, employees and customers at the adjacent businesses use this lot at no charge. In this same area, the adjacent Stonebridge Apartments leases 40 designated employee parking spaces to Poirier Sales and Services. A number of commercial businesses also have their own parking lots including the Convenience Store/Olympic Pizza mini mall, Kraw-Kornack Funeral Home, and Keegan's Jewelry, for example.

During weekdays, there is no shortage of either curbside or off-street parking spaces. On evenings and weekends, however, parking shortages can occur in the northern part of the study area. The greatest deficiency of commercial parking during these times exists within the 100% commercial core area of South Norwood located between Dean Street and Weld Avenue/Austin Street. Although some of the businesses' off street parking lots may not be well used, patrons are choosing to park in the unpaved lot. Without the presence of a large, privately owned parcel of land which is utilized as undesignated parking by employees and patrons of the adjacent restaurants and karate studio, as well as the lease of land by Poirier Sales at Stonebridge Apartments, the commercial vitality of this sub-area would be weakened.

Employee parking is generally limited to the curb or, if available, to the lots owned by the local businesses. Much of the leased commercial space does not come with sufficient on-site parking to meet the needs of either employees or customers. (Poirier Sales, for example, has indicated that they rent on a monthly basis some 40 spaces in Stonebridge, a nearby residential complex, to serve their employee needs for convenient parking). For the most part however, during daytime weekday hours, curbside parking along Washington Street appears sufficient to meet customer demand.

Limited Number of Local Major Owners (Map p. 32)

Properties along the Washington Street corridor are primarily owned by successful businesses such as Poirier Sales, Kraw-Kornack Funeral Home, Keegan's Jewelry, Howard Insurance or major property owners who have long had an affiliation with the district including the Abdallah family, the Eysie family, John Fahy, and George Saad Realty Trust. More than half of the businesses rent rather than own their stores. In addition, public and private institutions are also important property owners in the district. The Town of Norwood owns the Balch school and adjacent playgrounds, there are two churches on adjacent side streets, and there are a number of Social clubs for the Italians and Portuguese. The fact that there are relatively few property owners, many of whom are local, means that it should be easy to work with and organize property owners to begin to implement recommendations.

Low Vacancy Rate

While the overall commercial vacancy rate is noted as 9.7%, there are actually very few true vacancies. Some of the space identified as vacant is either used for storage or is currently undergoing renovation. The relatively low absolute vacancy rate, while a

positive indicator of the commercial viability of the district, masks problems noted by a number of owners such as frequent business turnover and low rents. Furthermore, the actual amount of commercial space is less than previously existed twenty or thirty years ago. A number of store fronts have been converted to residential occupancy as the owners found they could get higher residential than commercial rents.

Residential and Commercial Rents

The commercial space in South Norwood consists of a variety of small and larger spaces, with and without parking. South Norwood is considered a secondary location. There are no major brokers responsible for renting space in the district. Discussions with tenants and local brokers indicated that storefronts can rent anywhere from \$400 to \$1000 per month or \$10-\$15/square foot, depending upon location, condition, parking, etc. These rents are generally below those in Downtown Norwood. Residential rents, once below that of the rest of Norwood, have risen in recent years so that they are now somewhat comparable to the rest of town. One bedroom units could rent from \$900-\$1,100/month, two bedrooms for around \$1,200/month, and three bedrooms in good condition for over \$1,500 a month.

General Business District Zoning (Map p. 29)

The South Norwood Business District extends from Short Street north along Washington Street to Lenox Street. With the exception of the Balch School and the property at Oolah Avenue and Washington Street, the boundaries of the district extend east and west some 120 feet from the street line. In general this district dimensionally extends beyond the first row of stores and often a rear parking lot where it abuts the General Residential District.

Mixed uses are allowed within the General Business district including single family, two family, and mixed use residential and commercial structures. Retail uses including stores, hotels, restaurants, professional services, printing and dry cleaning, as well as office and wholesale businesses are allowed by right. Special permits are required for multifamily dwellings, assisted living, bank and restaurant outdoor service, and motor vehicle service facilities. Manufacturing uses are not allowed.

III. ISSUES AND OPPORTUNITIES

An improvement strategy for South Norwood needs to build upon six key issues. An assessment of each of these will identify opportunities which will serve as the stepping stones for building a commercial area revitalization program focused around a clearly identified area with a unique identity.

1. Commercial Mix and Configuration
2. Traffic, Parking, Pedestrian Circulation
3. Visual Appearance
4. Housing
5. Zoning and Other Regulatory Constraints
6. Organization

1. Commercial Mix & Configuration: A unique blend of village and region orientated businesses (Map p. 40)

A starting point for a discussion of South Norwood needs to focus on understanding the type of commercial center that exists or could potentially exist with various improvements in South Norwood. Tables 3 and 4 identify features common to commercial centers and compare them with South Norwood.

Are the businesses in Norwood dependent upon local residents or do they attract customers from the region?

Table 3 ranks different commercial centers by gross leasable area, population, radius, and typical anchors. By this ranking, South Norwood would be defined as a blend of a Neighborhood and a Community Center. The district contains some 235,000 square feet of leasable space for a large number of businesses. It serves a population which extends at least 8 to 12 miles into neighboring towns, and in terms of anchors, the district is limited to two small grocery stores and no department and discount stores.

Table 3, Types of Commercial Centers

Type of Commercial Center	Gross Leaseable Area (Square Feet)	Population	Radius (miles)	Typical Anchors
Neighborhood	30,000-100,000	2,500-40,000	1.5	Grocery Store
Community	100,000-300,000	40,000-50,000	3-5	Junior Department Store, Discount Store
Regional	300,000-900,000	150,000 +	8	Full Line Department Store
Super Regional	500,000-1,500,000	300,000 +	12	Several Department Stores

Source: Urban Land Institute

Table 4 compares the business mix in South Norwood to other centers. South Norwood's unique focus on service uses and restaurants is apparent. The district lacks the amount of general merchandise retail space found in a typical neighborhood center (39.8% vs. 79.1%) as well as the amount of Food (2.3% vs. 32.5%). South Norwood, on the other hand, is also characterized by a substantial number of uses not observed in the "typical"

Neighborhood Center: home service uses (11.7%), auto related uses (8.1% vs. 2.2%), offices (9.5% vs. 6%), and food service uses (16.6% vs. 14.2%).

Downtown Norwood, by contrast, has the composition of a “typical neighborhood center”: 72% of the space is in retail uses, there is a major supermarket next to Downtown Norwood, and 27% of the space is utilized by office tenants.

Two uses which are fairly prominent in South Norwood exceed the “typical” characteristics. Auto Related uses exist in a higher proportion (8.1% vs. 2.2%) and Industry/Manufacturing accounts for 4.0% of leased space.

Table 4, Business Mix: Comparison of Gross Leasable Area

Store Type	% of Gross Leasable Area		
	South Norwood	*Typical Neighborhood Ctr.	Downtown Norwood*
<i>Food</i>	2.3	32.5	(Shaws Market)
<i>Food Service</i>	16.6	14.2	
<i>General Merchandise</i>	-	1.9	
<i>Clothing and Accessories</i>	1.0	5.0	
<i>Women’s wear</i>	-	3.3	
<i>Children’s wear</i>	-	0.1	
<i>Men’s Wear</i>	-	0.4	
<i>Family Wear</i>	-	0.7	
<i>Shoes</i>	-	1.4	
<i>Home Furnishings</i>	4.0	0.2	
<i>Home Appliances/music</i>	4.0	3.5	
<i>Building Materials/Hardware</i>	0.5	3.1	
<i>Cards and gifts</i>	1.0	2.9	
<i>Hobby/Special Interest</i>	2.0	0.7	
<i>Jewelry</i>	0.8	0.3	
<i>Drugs, Health & Beauty</i>	3.7	6.1	
<i>Other Retail</i>	3.9	2.8	
Retail Subtotal	39.8	79.1	72.6
Home services/improvement/contractor	11.7	-	
Personal Services	9.0	11.7	
Recreation/community	8.4	0.4	
Financial	-	3.2	
Offices	9.5	6.0	27.4
Auto Related	8.1	2.2	
Industry/Manufacturing	4.0	-	
Other (vacant?)	9.5	-	

*Note: Estimate of Gross Leasable Area in downtown Norwood extrapolated from Washington Street, Vision/Action Strategy report, 1998. Typical Neighborhood Center defined by Urban Land Institute

Table 5 lists the businesses by type as identified in Appendix 2. As noted above, service establishments dominate the district, followed by convenience, retail and restaurants.

Table 5, Business List/Type

Convenience (10)

Domino's Pizza
Dunkin' Donuts
Olympic Pizza
Convenience Store
Nick's Package Store
Ace Coin Laundry
South Norwood Laundromat & Drycleaners
Hurley's South Norwood Beer and Wine
Neighborhood Market and Deli
Atlantic Gas

Restaurants (8)

Centerfield's Bar and Grill
Café Venice
Nick's Homemade Style Restaurant
Brazilian Steakhouse
Byblos Restaurant (Fish)
The Second Cup
South Norwood Spirits
Fresh Start Bakery

Retail (10)

Keegan's Norwood Jewelers
Thrift Shop
Poirier Sales and Service Corp
Sam's Appliances, TV, Furniture
Chem Scientific LLC
Boston Beef
Brother's Bakery
Bowkays by Mady
Norwood Trading Post
Amazing Vase

Institutional (5)

Norwood Portuguese Club
St. George's Orthodox Church
St. George's Roman Catholic Church
Balch School
Norwood Italian Social Club

Service (18)

Head Honcho Hair Design
The Modern Image, Inc.
Bananas Hair and Nails
Perfect 10 Nail Salon
Ace Locksmith
Barbara's Tailoring and Alteration Shop
Aerus Electrolux
J.C. Jacob's Plumbing Company, Inc.
Norwood Energy
Sew Easy
Murphy and Wise Equipment Services
Alvin Coffee and Services
Affordable Landscaping
Kraw-Kornack Funeral Home
Excel Martial Arts
Learning Center for Martial Arts
Globo Travel
Max Travel Agency

Office (7)

Computer Offices
Edward G. Kornack DMD
Howard Insurance
Camber GMAC
Gugliotta Insurance Agency
Helen Abdallah Donohue Attorney
Phillip H. Macchi Attorney

Auto (6)

Carol's Auto Body
Motor Cars Automotive
Allied Auto Parts
La Plata Motors
Bumper to Bumper Automotive
Washington St. Auto Sales

Industrial (2)

Electric Light Dept. Storage
New England Plumbing and Heating Supplies

A comparison of demographic and housing characteristics confirms the district's limitation as a neighborhood commercial center. The population size, age, income, and values of structures limit the purchasing power of residents in this district. The total population of South Norwood was estimated to be 2,474 residents with a median household income of \$49,786. More than half of the housing units are renter occupied and about one-third of the households have children under age 18. In terms of most of the characteristics identified in Table 6 below, South Norwood stands out as slightly lower income, denser, with a slightly older housing stock than all of Norwood.

Table 6, South Norwood Demographic/Housing Characteristics

	South Norwood	All of Norwood
Housing Units	1,097	11,945
Population	2,474	28,587
Median Household Income	\$49,786	\$58,421
Per Capita Income	\$23,043	\$27,720
Median Age	35.2	38.6
Households with Children Under 18	30%	31%
Renter Occupied Housing Units	52%	42%
Median Year Built	1940	1957
Average Units per Structure	1.6	1.5
Owner-Occupied Housing Value (median)	\$182,615	\$219,800

Source: 2000 U.S. Census

Survey Results Support a Blend of Neighborhood and Regional Uses

A survey was undertaken of most of the major business owners (Appendix 3) to determine, in part, their sense of the market area and the desired mix of businesses to improve the area. The following conclusions were derived from this survey (Appendix 4):

- *South Norwood attracts at least as many customers from the region as from the South Norwood neighborhood, itself.*

Service and many retail businesses, the largest number of establishments in the district, might draw as much as 80% of their customers from outside Norwood, and only 5% of their customers from the South Norwood neighborhood. Businesses which have a strong regional draw, such as Keegan’s Jewelry, Howard Insurance, Bananas Hair and Nails, and Fresh Start contrast with others like Café Venice and Centerfields Bar and Grill which have a more local draw.

- *South Norwood’s image as a neighborhood district derives in large part from the limited size of stores, the dependence on curb-side parking, the prevalence of mixed use buildings, and the constrained vehicular access.*

It will be difficult to overcome these limitations. There is only one parcel in the district, at Washington Street and Oolah Avenue, which is of sufficient size (approximately 3 acres, including the liquor store and former garage) to support a destination retail use. Given the proximity of drug stores and food stores to South Norwood, it is difficult to imagine attracting a major destination retail use to this site.

- *The business interests of the regional serving service and retail businesses are not totally dissimilar from the local businesses.*

As will be noted in the subsequent discussion, there is general agreement by most businesses for the need to address the issues of business mix, traffic and parking, and visual appearance.

- *Uses which might support and upgrade the village/regional mix of service, retail and restaurant businesses include:*

- Bank
- Drug Store
- Medical service uses such as optical, dental, medical

- Restaurant with limited related entertainment
- Youth orientated, i.e., sports store, education
- Specialty markets; bakery

Table 5 on page 9 identified the existing 73 business and institutional uses. As noted in this list, service/office establishments comprise some 34% of the current businesses. In order to strengthen the district, a possible strategy is to build on what is already a viable market segment by adding medical related uses and other service businesses possibly focusing around youth. Retail, convenience, and restaurant uses also characterize the district and might provide opportunities for growth. There are no banks or drug stores although the Neighborhood Market and Deli has an ATM.

Long linear configuration weakens the district’s ability to function as a compact neighborhood/village commercial center.

As mentioned above, the South Norwood business district is over ten blocks long and is linear in configuration. Most traditional neighborhood or village commercial centers are no longer than two to three blocks in length. This compactness traditionally provides walkable distances and a pedestrian scale. If portions of the South Norwood commercial strip are to be perceived as a village/neighborhood commercial center, the perception of a more compact and walkable commercial core will have to be established.

Comparison to other “ideal” retail areas

Todreas Hanley Associates, retail consultant, has suggested that the Committee consider Centre Street, Jamaica Plan, as a possible model retail area to compare with South Norwood. The Centre Street district, while linear in nature, has created a central focus and an interesting mix of retail establishments which serve local as well as regional needs in a village setting.

2. Traffic, Parking, and Pedestrian Access

Traffic: *The limitations of Washington Street for vehicular traffic*

All businesses depend upon the visibility and limited accessibility of this two- lane, north/south corridor which is constrained at four key points:

- ◆ Entering the district from the north at the railroad bridge at Lenox Street
- ◆ At the traffic light and railroad bridge at Dean Street which provides the district the only connection East to Route 1
- ◆ Along the district where east-west circulation into and out of the district is limited due to the presence of commuter rail to the west and freight service on the east side of Washington Street.
- ◆ Entering the district at Short Street is a lot of truck traffic which impacts vehicular flow at Washington Street. A traffic light is being considered at Morse and Pleasant Streets.

Traffic Flow

Most business owners who were interviewed felt that other than the periodic congestion at Dean Street and Washington Streets, traffic flow is not an issue. The public school, the numerous intersecting streets, blinking light, and crosswalks, help keep vehicular

traffic at a slower pace appropriate for the mix of regional serving and neighborhood businesses.

Traffic Speed

Traffic speed was studied by the Norfolk County Engineering Department in April and May, 2003. Overall, the average speed for all vehicles traveling Washington Street was between 29 and 30 mph, which is the speed limit, except at the Balch School, which is 20 mph during school hours.

Vehicle Classification

Vehicle types traveling Washington Street was also studied by the Norfolk County Engineering Department in April and May, 2003. Pedestrian cars, motorcycles, vans and sports utility vehicles (SUVs) accounted for 86% of the average daily traffic (ADT) on Washington Street in South Norwood. Trucks and buses accounted for the remaining 14%. Average Daily Traffic on Washington Street in South Norwood is approximately 12,000 to 16,000 vehicles per day.

Parking: Is the parking adequate to serve the needs of the business community?

There is a need for additional parking to serve local businesses, residents, and the school ball fields located to rear of Balch School. The most significant need is that for commercial parking. It has been estimated that within the core area there is a shortfall of between 30 and 60 spaces.

Vacant sites which might serve as additional business and resident parking (Map pps. 22, 27)

A survey of South Norwood indicted a number of parcels which provide for public parking. The largest lot is located at Washington Street and Oolah Avenue. While privately owned, a portion of this 3 acre parcel is currently used as undesignated or unofficial public parking. It has been reported that a large number of cars owned by patrons of the adjacent restaurants park in this lot on some Friday nights. Part of this lot's popularity is due to the fact that it is easy to find, right in the heart of the restaurant and bar area, and easier to park in than parallel parking nearby on the street. In this same area are two other parcels which might provide additional employee parking; the Stonebridge apartments which currently leases 40 spaces to Poirier Sales and the Equipment Services Parcel at Lenox Street.

A second vacant lot of 12,000 sq. ft., which abuts a residential parcel with a vacant side lot, is located at Concord Avenue.

A couple lots were identified on Folan Avenue near Washington Street. One lot is currently utilized for parking but is somewhat limited in size by the presence of a two car garage. Across the street is a relatively large lawn which abuts the Balch School. As the Parking Map on p. 22 indicates, there are a limited number of lots located to the rear of various businesses as well as some residences which could also provide resident and business parking for the district.

Are there opportunities for shared parking between daytime and evening users of the District? Can the Balch School parking lot be used **on a more formal basis** by

restaurant and business patrons after school hours as a source of public parking? This is an issue which the School Committee will need to consider in cooperation with local businesses. A joint program might be of mutual benefit. In addition, other shared parking arrangements such as the use of the Stonebridge apartment parking lot by employees other than those at Poirier Sales should be explored by local businesses and the Steering Committee.

Pedestrian Circulation: *Are additional crosswalks needed?*

Other than at Dean Street and at the Balch School, there are no signalized pedestrian walks. In order to create a more pedestrian orientated shopping experience as well as enhance pedestrian safety for both children and adults, crosswalks might be considered at most of the side streets. A survey of the area with town officials (See Appendix 5) indicated that Sturtevant Street, Heaton and Lewis Avenues were priorities for the installation of crosswalks.

Bus Routes, Stops & Shelters:

The MBTA's bus route 34E runs between Walpole and Forest Hills in Boston and provides access to the commuter rail in Norwood. The bus route is not a prominent aspect in South Norwood because the bus stops are marked only with the standard MBTA bus stop sign. The MBTA should be consulted about improving bus stop sign visibility. Also, there is only one bus shelter in the district; it's near the Balch School. New, modern bus shelters would make transit on Washington Street more prominent.

Bus stops in South Norwood are spaced closer than what the MBTA recommends. Bus stops in the core commercial area are approximately 400 feet apart; standard spacing for an area like this is between 520 feet and 600 feet.

3. Visual Appearance and Community Focus (Map pps. 26, 27)

There was almost uniform agreement amongst the business and property owners who were surveyed that the visual appearance of the district needs to be improved. There are a number of blighted buildings and properties which distract from the overall positive image of the district. In addition, there is no shared identity to the commercial areas as well as an absence of uniform standards to guide new development, signage, and landscaping. In addition there is the issue of overhead wires and the visual impact this has on properties. The total sum of these negative visual images is to undermine the positive improvements that have been undertaken by various owners.

Visual Appearance Surveys:

- ❖ *Overhead Wires and Utilities*
- ❖ *Lack of Sufficient Greenery, Visual Buffering, and Landscaping*
- ❖ *Signage*
- ❖ *Building and Storefront Facades*
- ❖ *Gaps in Retail Continuity - Conversion of Storefronts to Housing*
- ❖ *Lack of Public or Civic Gathering Space*
- ❖ *Entry Gateways*

❖ *Vacant and Blighted Parcels*

South Norwood suffers from a series negative visual and of blighting influences in spite of the fact of recent storefront renovations and sidewalk/tree planting improvements.

Overhead Wires and Utilities: Overhead wires and utility poles along the eastern edge of Washington Street are unattractive and diminish the visual appeal of South Norwood. The wires and poles also pose a serious safety concern because they may impede the Fire Department's ability to extinguish a second or third floor fire.

Lack of Sufficient Greenery, Visual Buffering, and Landscaping: The district's new streetscape tree plantings are not planted in a sufficiently dense and closely spaced pattern to overcome a certain sense of coldness and lack of greenery. Unlike other village centers such as Hingham and elsewhere, only a limited number of property owners have provided flowers or greenery on the sidewalks outside their stores. Additionally, parking lots adjoining Washington Street are not landscaped and visually buffered from the adjoining sidewalk.

Signage: There is lack of *public* identity signage and/or banners to give identity to South Norwood Village. Visually unattractive *private* storefront signage and paper signs pasted in storefront windows also detract from the district's appeal.

Building and Storefront Facades: Many building facades are in poor and run-down condition and a number of storefronts are visually unappealing. These could be improved by providing storefront improvements funded by a Storefront Improvement Program. Facade elements that could add interest and color such as canopies and awnings over sidewalks are also in short supply.

Gaps in Retail Continuity - Conversion of Storefronts to Housing: The growing trend of conversion of storefronts to housing have diminished the street continuity of retail activity by causing "gaps" in continuous retail storefronts and have made the retail/pedestrian experience a less lively one. Perhaps storefront conversions to housing should be required to undergo design review to ensure street continuity.

Building Setbacks and Front Yard Parking: Zoning which allows buildings to be set back significantly from the property line with cars parked in front of buildings detracts from the district's visual appeal and continuity of a uniform street-front building plane or street wall. Buildings should be required to build at or near the back-of-sidewalk line and parking should be located at the rear of lots rather than in front yards.

Lack of Public or Civic Gathering Space: Although public playing fields exist at the south end of the South Norwood Business District, there is no common public meeting space or civic focus at the north end of the district which would provide civic or symbolic focus and identity to the South Norwood Village. "Commons" or "Greens" can provide such focus and provide needed greenery as well. The front yard of the Balch School could be replanted, improved and reconfigured to provide such a focus at the midpoint of the South Norwood Business District.

Entry Gateways: Entries or gateways into the revitalized South Norwood Village Center should be celebrated and clearly marked to visually indicate a distinct beginning and end, distinct from the continuous commercial business strip that travels all the way north to Norwood Center. Traveling under the railroad bridge from the north *almost* provides a

sense of entry. However, once a motorist has passed under that bridge, there is no sense of arrival to a new place. Instead, the intersection of Dean Street and Washington Street should be reexamined for the placement of new greenery, signage, a clock tower, and lighting to mark this entry into the district from the north and east. “Welcome to South Norwood” signs could be placed on the two railroad bridges to the north end of the district as well. Perhaps the Weld Avenue/St. George Street/ Washington Street intersection should be redesigned as a southern gateway into the core of the village business district.

Lack of Visual and Symbolic Landmarks: When looking down the length of Washington Street, there is no visual landmark to provide visual interest or focus that punctuates the low “skyline.” Unlike other districts where church steeples or town hall clocktowers provide visual focus and serve as orienting devices, many of South Norwood’s institutions and churches (except Balch School) are located invisibly along side streets. Therefore, consideration should be given to providing a new landmark, such as a clocktower, at either the Balch School or at a new public space yet to be created to provide visual focus and identity to the new South Norwood Village.

Vacant and Blighted Parcels: Most significantly, two key vacant and undeveloped parcels along Washington Street and closed and boarded buildings give the impression of an area in decline. These parcels need to be redeveloped to overcome this blighting influence.

4. Housing

As a mixed use district, the condition and supply of housing is crucial to the survival of local businesses. A drive-by visual survey indicated that while most owners maintain their property in fair to good condition, substantial additional investments are needed to upgrade the residential properties. A number of these properties in fair to poor condition contain a mix of uses. In addition, there are three vacant sites located along Washington Street which offer opportunities for new development

Grant funding and new zoning will be needed to encourage the revitalization of property and to minimize the impacts of gentrification. As South Norwood traditionally has been the locus of some of the lower incomes in Town, many of the owners and renters will need assistance if a revitalization program is not going to displace the existing residents. In addition, new zoning with built-in incentives for the provision of important public needs such as parking, landscaping, affordable housing, will be needed to facilitate revitalization.

By targeting a proposed Sign and Facade and Residential Building rehabilitation program, some of the properties along the commercial corridor with the most glaring deficiencies will be able to be upgraded. This targeted program must carefully weigh the pros and cons of encouraging further conversion of former retail space to residential occupancy. Within the target area, mixed use buildings should be encouraged. South of the Balch School, on the other hand, the market for commercial uses is less certain. A more careful evaluation will be needed to consider the feasibility of mixed residential/commercial uses on vacant land as well as within existing structures.

5. Zoning and other regulatory constraints

Many of the existing problems with respect to the mix of businesses, lack of parking, congestion, and negative visual quality of the environment, can be traced back to the zoning bylaw. These issues are discussed below. (See Appendix 1 for a full comparison of the two zoning districts.)

The Zoning Bylaw allows more auto-oriented uses and a lower scale of development in the General Business District in South Norwood than the Central Business District. These differences raise several questions dealing with mix of uses, density, and parking. Modifications of the General Business District zoning should be considered. Additional discussion by the Steering Committee and the Planning Board will be needed to clarify the changes which might make sense.

Auto Related uses: Particular auto uses (sales, service, wash) continue to be allowed by Special Permit in South Norwood. While a car wash is not permitted in the Central Business District, sales and service uses are, as in the General Business District, allowed by special permit.

Parking Requirements: Parking requirements should be more like those in the Central Business District. Due to several public parking lots in the Central Business District, the parking requirements for commercial uses are less than those in the General Business District. Within the Central Business District, commercial businesses with parking requirements over 20 spaces need to provide parking whereas the threshold is 5 spaces in the General Business District. Furthermore, required parking for many uses can be two times as high in the General Business District as in the Central Business District.

If public parking was made available or alternatively, if the zoning by-law encouraged additional density for the provision of shared public parking, the parking requirements could be adjusted in the General Business District to be more in line with those of the Central Business District making it easier to attract new uses and new development.

Density: In order to encourage additional development within South Norwood, especially on the vacant parcels, consideration should be given to allow additional density if certain public goals were achieved i.e. public parking, affordable housing, public open space. Currently the zoning allows less density in the GB than in the CB district through regulations on height and density, i.e. the height limits are 30 vs. 40', and the FAR, .5 vs. no limit.

Outdoor seating: This use is allowed by right in the CB provided an Outdoor Dining Permit is obtained from the Board of Selectmen. This use is only allowed by Special Permit within the General Business District.

Manufacturing uses: This use is not allowed in the General Business district. There are a few cases where manufacturing or outdoor storage uses are taking place; sometimes due to being grandfathered.

6. Organization: Whom Do We Need In The Circle?

Having discussed a range of issues and opportunities, one must think of individuals, business and property owners, and town departments that need to be included in the revitalization process.

In the Implementation phase of the recommended planning effort, it will be essential to gain the participation of a larger number of owners. Those individuals who own property in need of revitalization, business owners who want to upgrade their sign and facade will need to directly participate in the proposed revitalization programs. In addition, as the Town plans various streetscape and parking improvements, it is essential that the abutting owners and businesses participate in both the review and the carrying out of the proposed improvements. A public/private partnership is essential under the joint leadership of the Steering Committee and Town officials.

IV. STRATEGIES

Overview

The following nine strategies have been identified as important to fostering the district's revitalization. As no single activity will itself transform the image and economic viability of the South Norwood Business district, these topics have been discussed as building blocks. Following a work book format these topics were considered in a Steering Committee Meeting as well as in a field tour with key town department heads. Priorities for each Work book strategy as highlighted in italicized text were established. A lack of response to a question indicates that the suggested strategy was not considered.

- 1. Create a village-oriented commercial district**
- 2. Improve the mix of businesses**
- 3. Improve public parking**
- 4. Improve circulation, public transportation, pedestrian safety**
- 5. Enhance the district's visual appearance and sense of community**
- 6. Revitalize under-utilized properties**
- 7. Undertake regulatory reforms**
- 8. Initiate a Community Improvement Program**
- 9. Foster a Public/Private Partnership**

After considering the various sub sets of strategies presented in the worksheets, the Committee concluded that all nine activities were needed. It is important, on the other hand, in carrying out a work program, to establish a sense of priority. The Committee ranked below Visual Appearance and Initiating a South Norwood Community Improvement program as the two highest priority activities. Creating a village-orientated commercial district, Revitalizing under-utilized properties, and regulatory reform were three additional activities grouped as a second priority for action. The remaining four activities are also important and need to be addressed during the implementation of this plan.

Final Worksheet

Strategy	Page #	Priority
1. Create a village-orientated commercial district	19	A+
2. Improve the Business Mix	20	A
3. Improve Public Parking	21	A
4. Improve circulation, public transportation, pedestrian safety	23	A
5. Enhance the district's visual appearance	25	A++
6. Revitalize under-utilized properties	27	A+
7. Undertake Regulatory Reforms	28	A+
8. Initiate a South Norwood Community Improvement Program	30	A++
9. Foster a Public Private Partnership	31	A

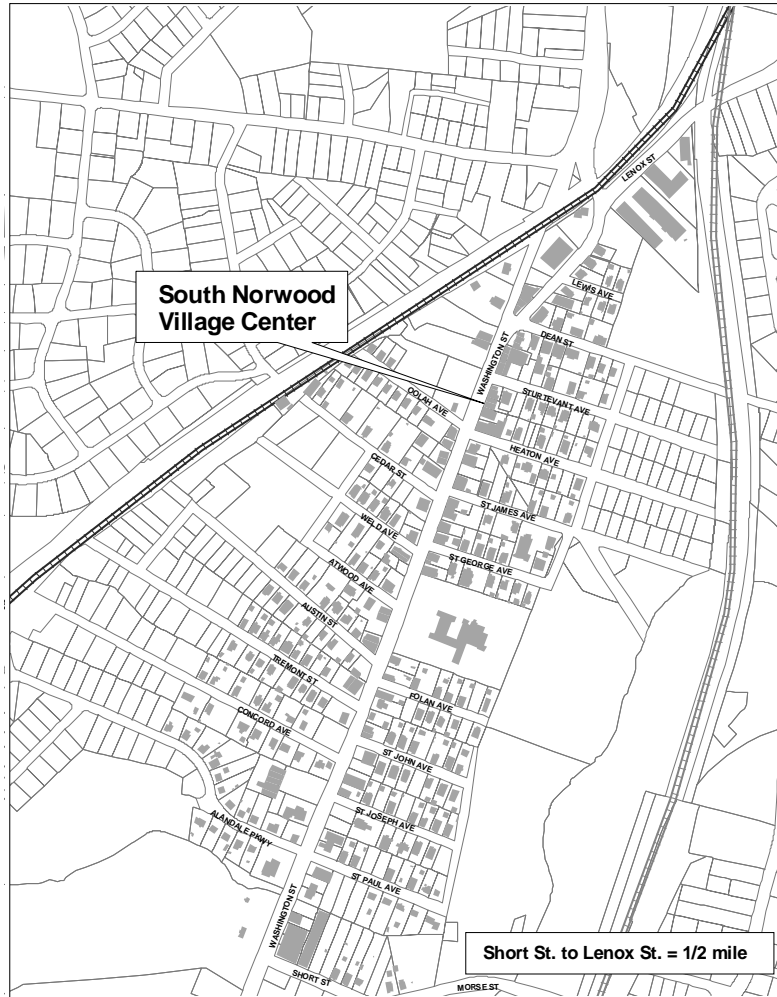
STRATEGIES

1. Create a village commercial district (Map p. 19)

It is the assessment of the consultant team that the ten-block General Business District of South Norwood includes elements of both a neighborhood mixed use village shopping area and a more suburban, auto-oriented strip commercial district. While acknowledging these differences, the Committee feels strongly that the village district concept must extend from Lenox Street to Short Street.

A pedestrian-oriented, mixed use retail district would be fostered within this area possibly with higher densities than currently allowed. Greater densities would be encouraged to foster public parking, open space amenities, increased patronage, and mixed use buildings.

The northern part of the district, extending northward from Dean Street to Lenox Street is a connecting gateway between the heart of South Norwood and the linear extension of the General Business district to Guild Street and the start of the CBD. The southern part of the district, from Folan Avenue to Short Street is more suburban-oriented with single standing residential or commercial buildings at current densities.



All of the village district area will be the focus of various physical improvement programs.

Recommendation:

The Committee recommended that the South Norwood village district extend from Lenox Street to Short Street possibly with higher densities than currently allowed.

2. Improve the mix of service, retail, and restaurant businesses that serve the neighborhood and the region

As noted in Tables 1 and 4, (pages 4 and 8), service/office uses dominate the district, followed by retail/restaurants, and then convenience uses. A survey of business owners revealed that some of the more viable businesses draw the vast majority of their customers from the region rather than the neighborhood. For example, Keegan’s Jewelers, Poirier Sales, and Fresh Start Bakery are retail and restaurant uses which along with many of the service, auto, and wholesale uses depend upon a regional draw.

Which of the following uses do you feel would be most attracted to and accommodated in South Norwood and which would have the most impact upon achieving the Committee’s vision for South Norwood? A major destination use, such as a supermarket, would attract significant business to the district and lead to congestion. Furthermore, there is only one parcel located at the corner of Oolah Avenue and Washington Street (3 acres) which could accommodate a major retail tenant.

Worksheet for Strategy #2

New Use	Priority*
Bank	✓
Drug Store, such as CVS or Walgreen’s	✓
Medical offices	
Restaurant with limited entertainment, wine, and beer	
Specialty market	✓
Youth-oriented sports, education	
Function Hall	
Bank Kiosk	✓
Bakery (gourmet)	✓
Offices-possible future use	

* Note: A lack of response indicates that while a suggested strategy was not checked as a priority, it might still be worth considering.

Recommendation:

Given the proximity of S. Norwood to the Downtown and Route 1, as well as the limited number of possible sites, the Committee felt that there were substantial limitations in attracting many of the desired uses listed above. The recommendations, therefore, address the issues of priority as well as feasibility.

3. Improve public parking, especially in the proposed village core, to sustain a broader mix of retail and residential uses (Map p. 22)

The following strategies have been identified to provide additional parking. Which of these would you support?

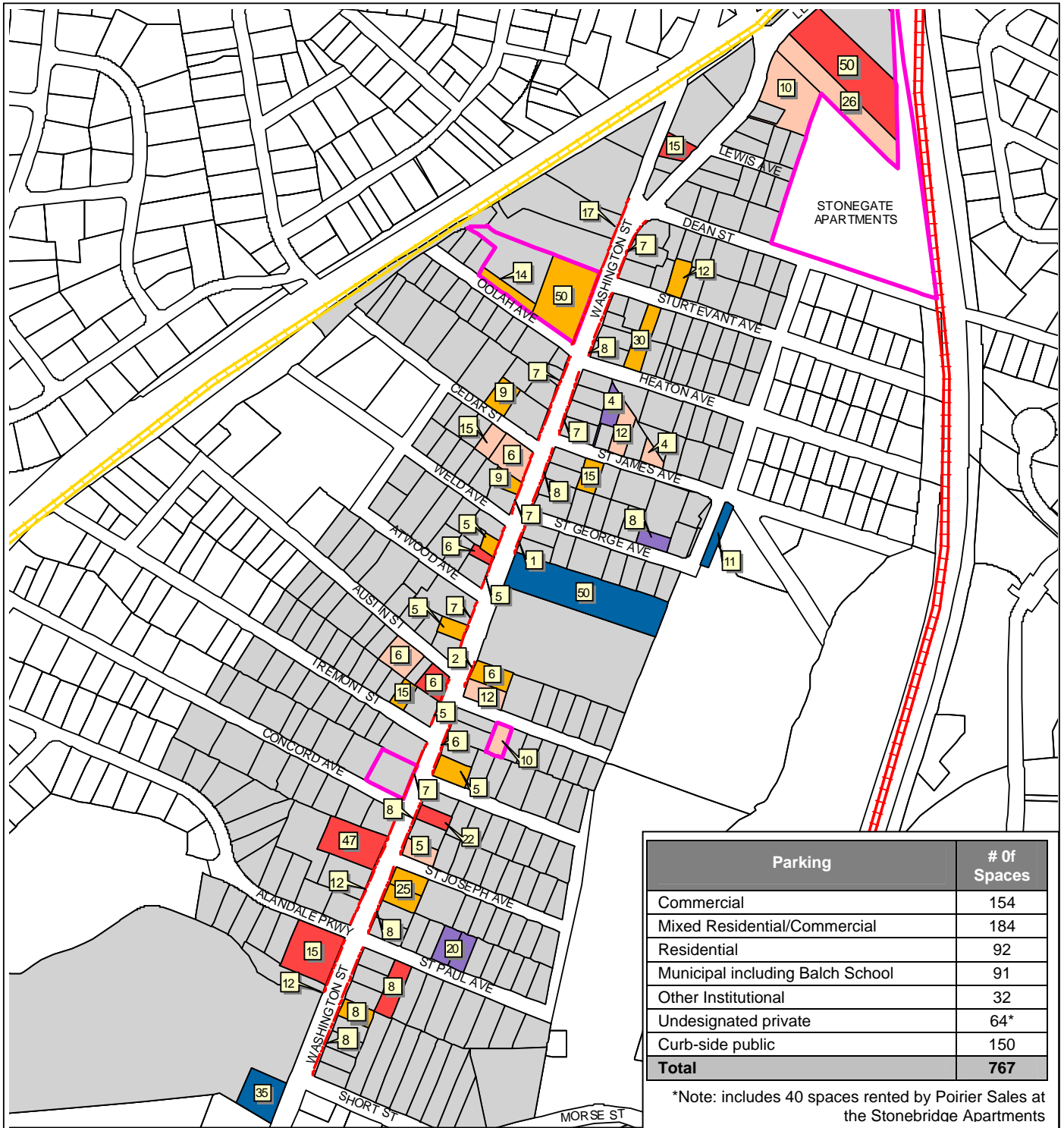
Worksheet for Strategy #3

Parking Strategies	Priority*
Public parking lots on vacant parcels	
Shared parking at the Balch School: nights and weekends	
Better utilization of commercial lots on side streets	✓
Business sponsored rental of spaces at Stonebridge Apartments as employee parking (Poirier Sales currently rents 40 spaces)	
Improved enforcement of the 2 hour limit	
Review parking limits in order to encourage turnover	✓
Keep winter parking ban from Midnight to 6 AM	✓
Add more private parking lots	
Increased signage for 2 hour limit	✓
Education; Steering Committee to get owners support	✓
Get business owners to have their customers utilize existing commercial lots behind their stores	✓

* Note: A lack of response indicates that while a suggested strategy was not checked as a priority, it might still be worth considering

Recommendation:

The Committee considered the range of strategies and recommended that the parking shortfall should first be addressed through a program of signage and public education rather than the development of a designated public parking area as exists in the downtown.



South Norwood Parking Sites



Prepared by Larry Koff & Associates



Existing Parking (# of Spaces)

- Commercial
- Institutional
- Mixed-Residential & Commercial
- Municipal
- Residential
- Street Parking
- Vacant Sites

4. Improve Circulation, Public Transportation, and Pedestrian Safety (Map p. 24)

Pedestrian safety and convenience are critical in a compact neighborhood shopping center. It is important that the current balance of pedestrian safety and traffic management do not further retard the smooth flow of regional traffic through the district, some of which is destined for local businesses. The following opportunities exist to enhance this balance. Which do you support? Diagrams of some of these opportunities are shown below.

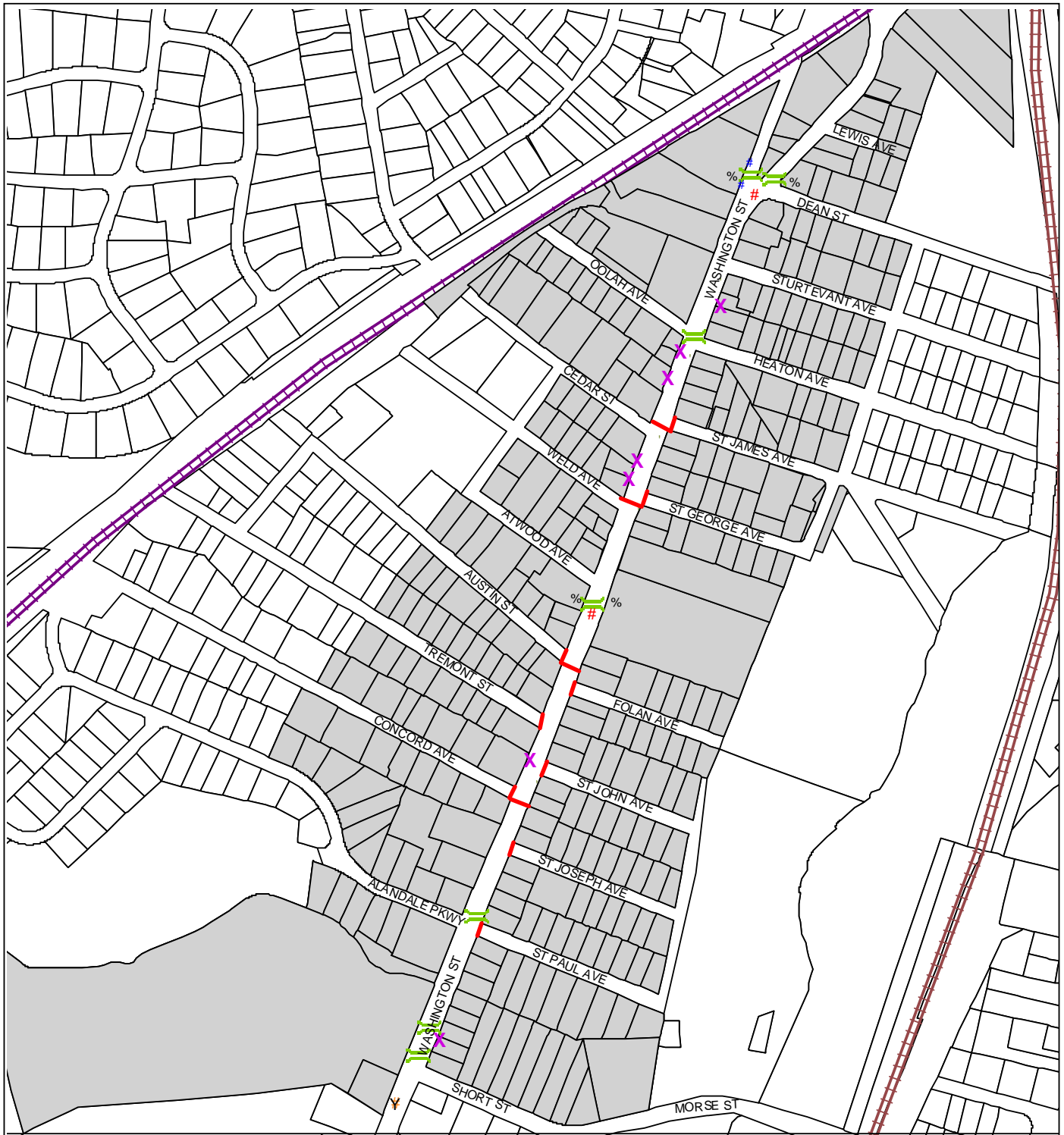
Worksheet for Strategy #4

Opportunities	Priority*
Neck downs	Study Needed
Crosswalks	Study Needed
Signals	
Bus shelters	Study Needed
Dean Street intersection improvement	Study Needed
Dean and Washington Street: angle parking	

* Note: A lack of response indicates that while a suggested strategy was not checked as a priority, it might still be worth considering

Recommendation:

A great deal of attention was placed on the need to consider neck-downs, crosswalks, bus shelter locations, and improvements for Dean Street. Various ideas were discussed during the field trip. A preliminary concept will be developed by the Public Works Department and reviewed by the Committee. With Town Meeting approval, a consultant will be retained to prepare detailed plans and costs estimates, sufficient to assist the state in evaluating the project.



Streetscape Features South Norwood



Prepared by Larry Koff & Associates

200 0 200 400 Feet

- | | | | |
|---|----------------------------|---|---------------------|
| # | Existing Traffic Light | | Existing Cross Walk |
| Y | Existing Blinking Light | | Proposed Cross Walk |
| % | Existing Pedestrian Signal | | Existing Neck Down |
| X | Existing Bench | # | Proposed Neck Down |

5. Enhance the district's visual appearance and sense of community (Maps pps. 26, 27)

A number of strategies are suggested below to improve the negative visual appearance of the district. These strategies will require a public/private partnership. This will have the most immediate impact upon the district's image. Many of these strategies can be phased in over time.

Worksheet for Strategy #5

Visual Appearance Improvement Opportunities	Priority*
Remove Overhead wires	# 1
Create a Village Common or Park at the Balch School, with landscaping improvements	✓
Establish Commercial and residential facade improvement program	✓
Clean up and redevelop vacant parcels	✓
Public Landscaping components include	
Additional street trees	
Benches	
Private Landscaping components, include flower boxes	
Install Pedestrian Lighting	✓
Gateway improvements, i.e., clock tower	✓
Establish sign standards: public/private	✓
Modify Sign by-law	
Institute Sign Review	
Consider instituting a banner program as exists downtown.	✓
Establish Design Guidelines for Planning Board Site Plan Review	
Trash Bins especially at Bus Stops	✓

* Note: A lack of response indicates that while a suggested strategy was not checked as a priority, it might still be worth considering

Recommendation:

A number of these visual appearance/streetscape improvements were discussed at length both in the meeting as well as during the field trip. Additional work needs to be done by the town and the Committee in evaluating the interest of property owners and in considering the public and private costs for carrying out these strategies.

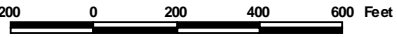
Following are two maps one identifying priority facades and the second buildings and sites needing improvement. The Committee strongly endorsed undertaking both a facade and a building improvement program to up-grade residential, commercial, and mixed use structures.



Facades Needing Improvement
South Norwood



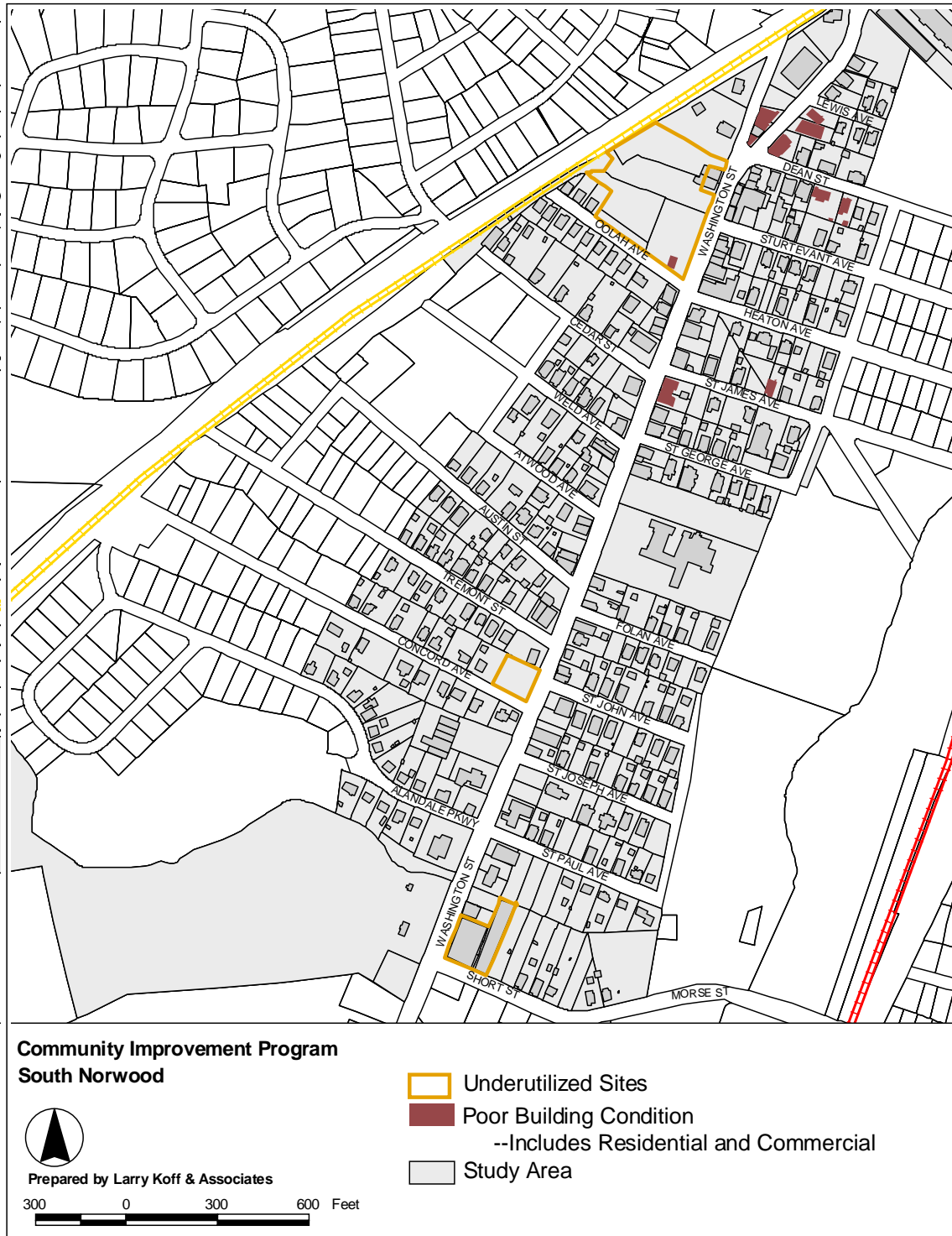
Prepared by Larry Koff & Associates



- Good
- Fair--Cosmetic Improvements Needed
- Poor--Major Deficiencies

6. Initiate a Building and Facade Improvement plan to develop or renovate underutilized properties

The continued presence of vacant and blighted parcels maintains the district's negative image. With a neighborhood wide plan and incentives for key vacant and blighted residential and commercial buildings and parcels, property owners should be encouraged to invest in up-grading their property.



7. Undertake Regulatory Reforms (Map p. 29)

The existing zoning bylaw is partially responsible for many problems associated with the business mix, the parking shortage, and the negative visual quality of the environment. The Zoning Bylaw allows more auto-oriented uses than in the CBD and it restricts the scale of development compared to the Central Business District. See Appendix 1 for a full comparison of the two zoning districts.

Worksheet for Strategy #7

Regulatory Reforms	Yes/No
Should the Central Business District Zoning be extended to a new overlay district for the "heart" sub-area of South Norwood to encourage a compact and dense village commercial center, such as:	No
Height of 40' vs. the current 30'?	No
Density of 30 units/acre vs. 4 units/acre currently under special conditions?	No
Require a special permit for the conversion, within the Village Overlay district of ground floor retail space to residential use?	No
Utilize design guidelines for review of conversions to residential or commercial use	Yes
Should auto repair, auto sales, service stations, and car washes continue to be allowed by Special Permit? Auto Sales is not allowed in the CBD.	Yes
Should restaurant drive-through windows be allowed; they are now forbidden as they are in the CBD?	No
Should retail drive-through windows be allowed by special permit (for a pharmacy, for example). This use is not allowed in either the CBD or the GB?	Yes
Shared parking: The current parking requirements permit shared parking, i.e., commercial and residential uses get to share spaces. Should this be altered in any way to encourage this use?	No
If a municipal lot is developed, should the parking requirements be relaxed as in the CB to 50% of what is required for particular uses in the GB district?	No
Should the parking requirements be further relaxed as in the CB so that off street parking is only required for commercial uses if the demand exceeds 20 spaces vs. 5 spaces as is required now?	No
Should structured parking be permitted underground if there are clear public benefits, i.e., public parking, open space?	Yes
Should development incentives, such as a density bonus, be provided to encourage public parking, shared parking, or open space?	No
Should outdoor seating be allowed as of right with license approval by the Board of Selectmen if consideration limited to food service, reasonable hours, etc. ?	Yes
To encourage quality family restaurants, should a limited number of wine and beer licenses be dedicated to So. Norwood by the BOS?	No




* Note: A lack of response indicates that while a suggested strategy was not checked as a priority, it might still be worth considering

Recommendation:

The Committee will be working with the Town Planner to address which of the above zoning changes might be recommended to the Planning Board and subsequently to Town Meeting.



**Business Districts
South Norwood**

-  Central Business District
-  General Business District
-  Study Area



Prepared by Larry Koff & Associates



8. Initiate a Community Improvement Program (Map p. 27)

Significant changes in the retail mix will require complementary changes to upgrade the character of South Norwood. A number of residential structures are in fair or poor condition. There are numerous vacant lots and inharmonious commercial and industrial uses such as auto repair garages and outdoor storage yards. Pedestrian pathways through open space areas, under the railroad tracks, would be more inviting with improved lighting, signage, and interconnections, curbing on the side streets is lacking in many places. In short, a broader community improvement program is needed to upgrade the district. Do you support the following initiatives?

Worksheet for Strategy #8

Community Improvement Program	Priority*
Initiate a Housing Rehabilitation program	#1
Change zoning to restrict certain allowed uses such as auto	
Improve pedestrian pathways and lighting	✓
Encourage housing development on vacant/under-utilized parcels	
Develop a Community Improvement Plan to undertake needed improvements	

* Note: A lack of response indicates that while a suggested strategy was not checked as a priority, it might still be worth considering

Recommendation:

The Committee endorsed undertaking a Housing Rehabilitation program throughout South Norwood.

9. Foster a Public/Private Partnership

The revitalization process should include all of the individuals, business and property owners, and town departments that have an interest in South Norwood. In addition, a variety of public forums should be utilized to build consensus amongst residents, property owners, and town officials interested in the committee's efforts.

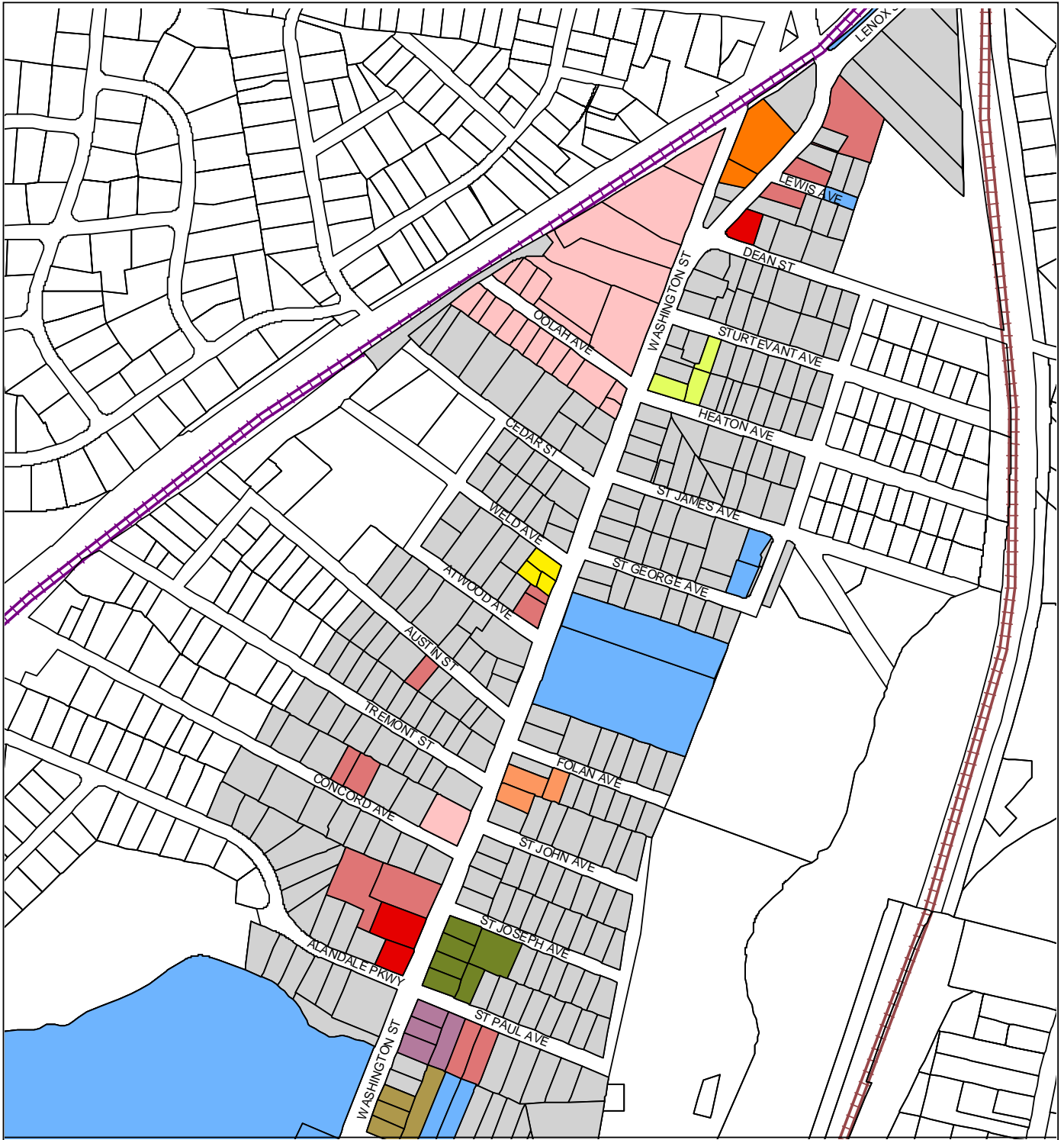
Worksheet for Strategy #9

Organization	Agree*
Who else should be included in this effort?	
Property Owners	✓
South Norwood Business and Professional Association	✓
Business Owners	✓
Town Departments	
Public Works Department	✓
Town Manager	✓
Town Planner	✓
How do we reach out to the public?	
Newspaper articles	✓
Public Meetings	✓
Displays	
Internet	
Selectmen's Meeting	✓
School meetings	✓
Involve school children	
Involve business/property owners	✓

* Note: A lack of response indicates that while a suggested strategy was not checked as a priority, it might still be worth considering

Recommendation:

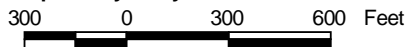
The Committee is currently working with the Town Planner, Town Manager, and Public Works Director. The Committee has agreed to work with property owners on addressing the issue of parking by encouraging business patrons through improved signage to utilize private lots to the rear of many businesses. The committee has also discussed encouraging more property and business owners to provide outdoor planters during the summer as well as to utilize the proposed facade and housing renovation program when this become available.














**Major Owners by Parcel
South Norwood**



Prepared by Larry Koff & Associates



	ABDALLAH		MACCHI
	CIVITARESE		OBRIEN
	DILEO		POIRIER
	ELIAS		SAAD
	EYSIE		TOWN OF NORWOOD
	KORNACK		

V. IMPLEMENTATION

An overview of the five year, phased implementation program adopted by the Committee is presented in the Executive Summary, page 1. A more detailed presentation of this program by topic follows.

Six activities have been highlighted in the Action Plan Table. These include:

1. Visual Appearance
2. Pedestrian Safety/Transit Improvements
3. Facade and Housing Rehabilitation
4. Regulatory Reform
5. Commercial District Parking
6. Redevelopment of vacant/underutilized properties.

Key to the carrying out of this program will be the on-going leadership and support of the South Norwood Steering Committee. With the participation of local business and property owners, the Selectmen and Town Meeting will provide the cooperation which has been evidenced in the downtown to upgrade an important neighborhood commercial district.

As in the downtown, a mix of town and grant funds will be utilized to carry out this program. In addition, various regulatory changes are recommended.

The proposed action plan represents a check list of activities to be undertaken by town officials in cooperation with the Steering Committee. It is not a blueprint. Additional planning on a program of streetscape improvements needs to be completed and funding obtained to carry out the detailed plans. Likewise, various regulatory reforms dealing with zoning, outdoor seating, and liquor licenses must be addressed.

Draft design guidelines have been prepared and are included in Appendix 6

One cannot overstate the point too strongly that the cooperation of property and business owners in South Norwood as well as town officials will be essential in refining the various concepts, obtaining funding, and working with the property, business owners and Boards in carrying out the various activities and ongoing design review in South Norwood.

South Norwood Commercial District Revitalization Action Plan

Timing	Task	Responsibility	Funding
Visual Appearance			
Yrs 1-5	Plan/remove overhead wires	So. Norwood Task Force	*TBD
Yr 1	Plan gateway improvements at Dean Street, Lenox and Short Streets: gateway signage, banners, focal point installations, landscaping & trash containers, benches	Steering Committee (SC) / Town Planner (TP)	-
"	Plan landscaping improvements at Balch School; walks, sitting area, benches, display area	(SC) / School Committee (SchC)	SC / SchC / Garden Club
"	Plan streetscape improvements: benches, trees, trash containers	TP / SC	
"	Discuss the installation of bus shelters with MBTA	TP	Private
"	Install trash bins	Town	Town
"	Work with property/business owners on streetscape beautification	SC	
Yrs 1-2	Plan and install gateway signage	Town	Town / SC
Yr 3	Install gateway improvements at Dean Street	Town	Town
"	Install Balch School landscaping improvements	Town / SC / Garden Club	
Pedestrian Safety/Transit Improvements			
Yr 1	Identify and paint priority crosswalks and bus stop pavement markings	Town DPW	Town
"	Identify neck downs needing design/construction	SC / DPW	Town
"	Identify bus shelters needing upgrading	SC	Private
Yr2	Plan/design neck-down and bus shelter improvements	TP / SC	Public / Private
Undertake Facade and Housing Rehabilitation Programs			
Yr 1	Plan and submit combined Commercial District Facade-Housing Rehabilitation Grant Application	TP / Selectmen	Town Mtg (funded)
Yr 2	Sign up interested property/store owners for facades and/or building improvements	TP / SC	
"	Undertake 3-5 facade/building improvements	TP / SC	DHCD grant
Yrs 3-5	Continue facade-building improvement program	TP / SC	"
Undertake Regulatory Reforms			
Yr 1	Consider change in zoning to allow by Special Permit drive-through windows for retail (i.e. pharmacies)	TP / SC / Planning Board (PB) / Town Mtg	
"	Change zoning to permit, as in the CB district, outdoor dining subject to a license and policy regulations adopted by Selectmen	TP / SC / PB / Town Mtg	
"	Consider change in underlining zoning to require design review for conversion of retail space in a mixed use building to residential (See draft Design Guidelines, Appendix -6-)	TP / SC / PB / Town Mtg	
Improve Commercial District Parking			
Yr 1	Install signage for two hour public parking	Town / DPW	Town
"	Work with property/business owners on public education campaign for better use of existing parking: signage, advertising, etc.	SC	

“	Consider instituting trial enforcement program for South Norwood: warnings to be issued	SC / Police	
Yr 2	Consider zoning to allow underground structured parking if there are clear public benefits, i.e. public parking, open space.	TP/SC/PB	
Redevelopment Vacant/Underutilized Properties			
Yr 1	Work with property owners on redevelopment/revitalization plans	TP / SC	
“	Provide incentives to encourage redevelopment, i.e., zoning, etc.	TP / SC	

*Note: TBD=To Be Determined

SOUTH NORWOOD STEERING COMMITTEE

Helen Donohue
1027 Washington Street

Irene Gotovich
20 Folan Avenue

Gary Lee
31 Peabody Road

Michael Saad
7 Hamilton Circle

Thomas Wynne
431 Prospect Street

Joan Jacobs
1156 Washington Street

Jean Frederick
27 St. Paul Avenue

Brenda Babel
66 Austin Street

Olga Abdallah
1027 Washington Street

Patricia Bailey
34 St. John Avenue

Dolores Elias
66 Beech Street

William Phipps
10 Alandale Parkway

Judith Howard
200 Nichols Street

Joseph Antonelli
21 Tremont Street

Paul Eysie
66 Walpole Street

John Carroll, Town Manager
Steve Costello, Town Planner

APPENDIX 1: Comparison of Zoning in the General Business District (South Norwood) and the Central Business District (Downtown)

The South Norwood commercial area is in the General Business (GB) zoning district. This district is very similar to the Central Business (CB) district. Both allow single and multifamily residences, mixed use, and a wide range of retail, service, and office/professional uses, and both prohibit most warehousing and manufacturing uses.

The few differences in permitted uses indicate that the GB district is characterized by auto-related uses, while the CB district is friendlier to pedestrian-oriented establishments. Drive-through restaurants are prohibited in both districts, but some other auto-oriented uses such as service and repair stations are allowed by special permit. The GB district allows some auto-oriented uses (i.e., carwash and outdoor sales) by special permit which are prohibited in the CB district. Outdoor commercial amusement is also allowed in the GB District by special permit (except golf courses which are allowed by right), and prohibited in the CB district. The CB district, on the other hand, allows restaurants with outdoor seating by right, while a special permit is required in the GB district.

Dimensional requirements indicate that the CB district allows higher density development than the GB district. The CB district allows approximately 8 residential units per acre, while the GB district allows approximately 4 units per acre. Buildings in the CB district may be higher than in the GB district, and the FAR is not limited in CB as it is in GB. Parking requirements are somewhat more lenient in the CB district. The required number of parking spaces for non-residential uses in the CB district is 50% of what would be required for the same uses in other districts. Off-street parking must only be provided for non-residential uses if the number of required spaces exceeds 20 in CB, while the threshold is 5 required spaces for GB. In both districts, legal on-street parking may be credited toward meeting parking requirements if located adjacent to the premises. There is no provision for shared parking i.e. use of same parking space for retail parking during the day and residential in the evening, or the use of conveniently located public parking facilities to serve nearby commercial uses. The current by-law does, on the other hand, allow the use of dedicated parking spaces located on a separate parcel if within 500 feet (or 800 feet for employees) of the use involved. Structured parking facilities are not allowed in any district.

Table 1, Dimensional Requirements

	CB	GB
Minimum Lot Area	5,000 sq. ft.	10,000 sq. ft.
Minimum Lot Frontage	20 ft.	20 ft.
Maximum Lot Coverage	80%	80%
Minimum Open Space	0%	10%
Maximum Floor Area Ratio (FAR)	No limit	0.5
Required Lot Width through Building or Structure	20 ft.	20 ft.
Front Setback	0 ¹ ft.	0 ft.
Minimum Side Yard	0 ² ft.	0 ¹ ft.
Minimum Rear Yard	10 ft.	10 ft.
Maximum Building Height	40 ft.	30 ft.

¹ 20 feet for buildings within 200 feet of residential district having frontage on the same street in the same block.

² Not less than 10 feet from residence district boundary.

Table 2, South Norwood Business District Zoning Summary

Uses	CB	GB
Residential Use		
Single family or two family dwelling	Yes	Yes
Mixed use residential/commercial	Yes ¹	Yes ¹
Multi-family dwelling	SP	SP
Institutional Uses		
Religious or educational use, museums, civic or recreational use, municipal	Yes	Yes
Hospital, nursing, assisted living	SP	SP
Open Land or Extensive Uses		
Agricultural use or conservation area/wildlife preserve	Yes	Yes
Commercial golf course (<30 acres, daylight hours only)	-	Yes
Retail and Service Uses		
Retail stores	Yes	Yes
With drive-in or drive-through	No	No
Open lot sales area (including automotive)	No	SP
Restaurant	Yes	Yes
w/outdoor service	Yes ²	SP
with drive-in or drive-through	No	No
Hotel, motel, rooming house, boarding house, or lodging house	Yes	Yes
Theater or other indoor commercial amusement	Yes	Yes
Outdoor commercial amusement	No	SP
Personal or professional services	Yes	Yes
Mortuary, undertaking, or funeral establishment	SP	Yes
Printing, publishing, dry cleaning or other cleaning operation	Yes	Yes
Adult uses, body art establishment	No	No
Office Uses		
Business or agency office; bank or other monetary institution	Yes	Yes
Bank with drive in or drive through	SP	SP
Administrative, executive or professional services, tradesman or caterer	Yes	Yes
Cable television studio	No	No
Wholesale Business & Storage		
Showroom, w/storage limited to floor samples	Yes	Yes
Storage warehouse or distribution plant	No	No
Open lot storage	No	No
Vehicular Service and Transportation Uses		
Commercial parking facility, bus or railroad station	Yes	Yes
Motor vehicle service station, auto rental	SP	SP
Washing and cleaning motor vehicles	No	SP
Motorcycle, truck, trailer, or farm implement repair	No	No
Truck terminal or motor freight station, municipal airport	No	No
Manufacturing, Processing & Related Uses		
Research, experimental, or testing laboratory	No	No
Manufacturing	No	No
Transformer station, substation, telephone exchange or other public utility	No	No

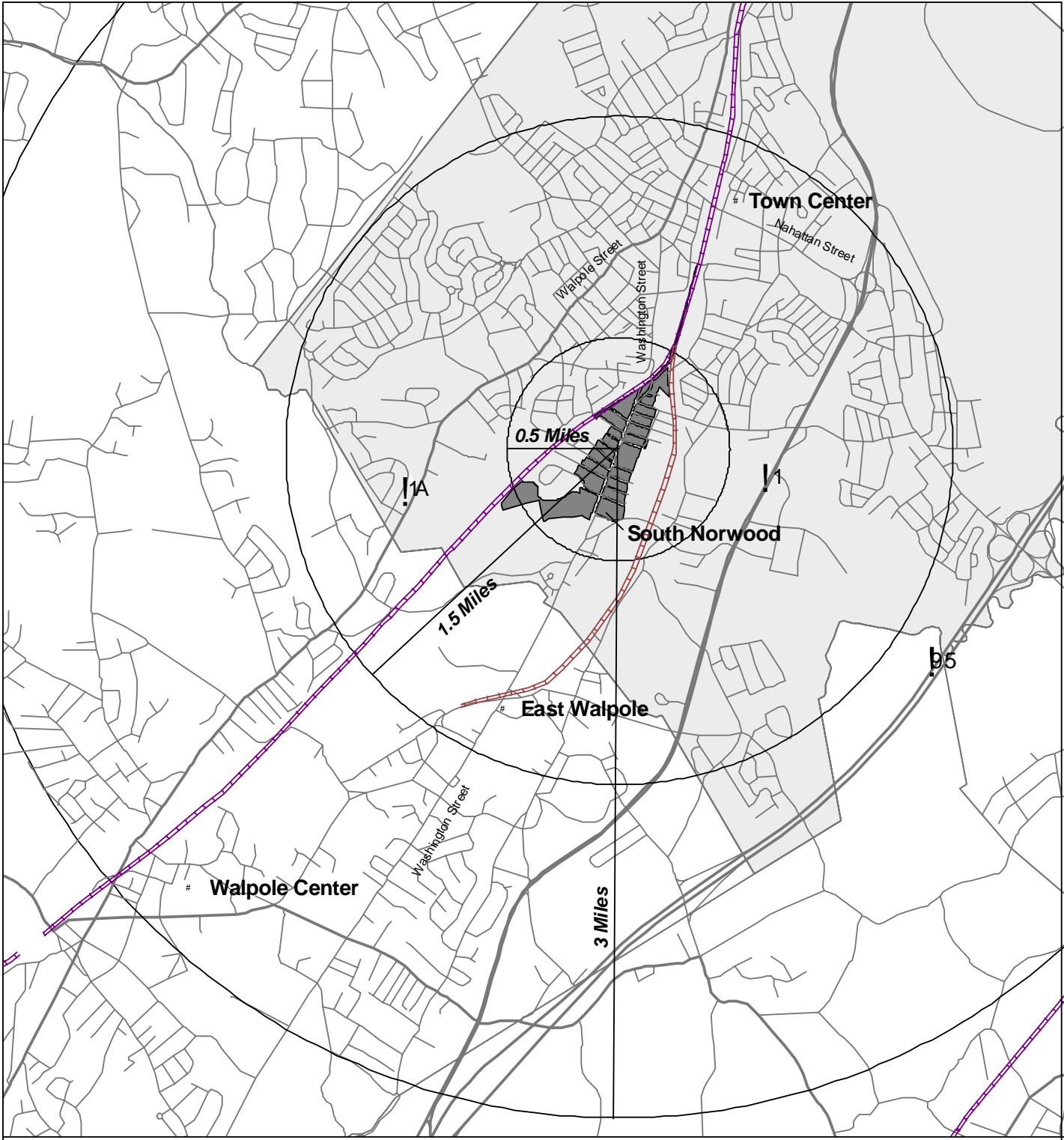
¹. Special permit required for 3 or more units
². Requires permit from Board of Selectmen

APPENDIX 2: South Norwood Businesses

Table1, South Norwood Businesses by Type

Business Type	Business Name			Address	Land (sq. ft.)	Total Building (sq. ft.)	Business (sq. ft.)	
Vacant/Transitional	½ vacant with storage	1121	1125	Washington St	10,931	8,644	1,951	
	Business?	1101	5	Washington St	5,532	7,428	1,892	
	Business?	1144	48	Washington St	5,052	3,584	1,720	
	½ vacant/remodeling	1037	1047	Washington St	71,438	8,176	4,208	
	Store	1032	1042	Washington St	5,667	8,336	2,775	
	Store	1044	1050	Washington St	11,415	10,461	4,088	
	Store	1087	1091	Washington St	5,239	3,790	3,790	
Vacant/Transitional Subtotals					115,274	50,419	20,424	
Automotive Service	Carol's Auto Body	1255		Washington St	22,800	3,044	2,704	
	Motor Cars Automotive	1199		Washington St	11,737	10,152	1,273	
	Allied Auto Parts	1014		Washington St	7,032	6,942	3,471	
	La Plata Motors	1220		Washington St	10,125	2,808	2,808	
	Bumper to Bumper Automotive	77		Cedar St	17,600	2,000	2,000	
	Washington Street Auto Sales (762-9726)	987	997	Washington St	15,637	2,866	1,770	
Automotive Service Subtotals					84,931	27,812	14,026	
Convenience (Restaurant)	Domino's Pizza	1023			3,545	2,518	742	
	Olympic Pizza	1237		Washington St	42,513	8,040	8,040	
	Dunkin' Donuts	1155		Washington St	7,833	1,804	1,748	
Convenience Restaurant Subtotals					53,891	12,362	10,530	
Convenience	Convenience Store	1237		Washington St	42,513	8,040	8,040	
	Nick's Package Store	1037	1047	Washington St	71,438	8,176	4,208	
	Ace Coin Laundry	1173	1181	Washington St	5,196	3,624	3,240	
	South Norwood Laundromat & Drycleaners	1237		Washington St	42,513	8,040	8,040	
	Hurley's South Norwood Beer and Wine	1208		Washington St	5,665	5,066	1,367	
	(Grocer)	Neighborhood Market and Deli	1101	5	Washington St	5,532	7,428	1,892
	(Gas)	Atlantic Gas	1191		Washington St	6,238	1,273	1,273
Convenience Subtotals					179,095	41,647	28,060	
Industrial	Electric Light Dept. Storage	1266		Washington St	28,587	n/a	n/a	
	New England Plumbing and Heating Supplies	390		Lenox St	38,973	17,270	11,635	
Industrial Subtotals					67,560	17,270	11,635	
Institutional	Norwood Portuguese Club	1090		Washington St	4,844	4,248	1,564	
	St. George's Orthodox Church	6		Atwood Ave	5,579	3,432	1,695	
	St. George's Roman Catholic Church	27	35	St James Ave	25,655	9,364	4,730	
	Balch School			Washington St.				
	Norwood Italian Social Club	1052	58	Washington St	6,149	6,528	3,264	
Institutional Subtotals					42,227	23,572	11,253	
Office	Computer Offices	1113	1115	Washington St	11,799	8,400	2,800	
	(Dental)	Edward G. Kornack DMD	1242		Washington St	24,200	7,881	1,886
	(Insurance)	Howard Insurance	1163		Washington St.	18,695	5,246	1,130
		Camber GMAC	1145	1147	Washington St	4,941	7,440	2,480
		Gugliotta Insurance Agency	1018	1024	Washington St	7,136	10,805	3,101
	(Lawyer)	Helen Abdallah Donohue Attorney	1027		Washington St	36,302	5,714	1,976
		Phillip H. Macchi Attorney	1250	1256	Washington St	26,153	7,520	3,760
Office Subtotals					129,226	53,006	17,133	
Restaurant	Centerfield's Bar & Grill	1108	1112	Washington St	6,298	10,490	3,009	
	Café Venice	1086		Washington St	10,413	13,265	5,693	
	Nick's Homemade Style Restaurant	1066	1068	Washington St	3,239	4,300	2,150	
	Minas Brazilian Steakhouse	1237		Washington St	42,513	8,040	8,040	
	Byblos Restaurant (Fish)	1066	1068	Washington St	3,239	4,300	2,150	
	Brookside Cafe	1260		Washington St	10,365	4,066	2,017	
	South Norwood Spirits	1096	1100	Washington St	4,848	9,945	2,250	
	Fresh Start Bakery	1199		Washington St	11,737	10,152	3,384	
Restaurant Subtotals					92,652	64,558	28,693	
Retail	Keegan's Norwood Jewelers	1135	1139	Washington St	8,148	4,849	1,879	
	Thrift Shop	1194		Washington St	4,294	6,421	2,296	
	Poirier Sales & Service Corp.	1015		Washington St	28,885	9,720	9,600	

	Sam's Appliances, TV, Furniture	1232		Washington St	6,400	8,272	4,136
(Specialty)	Chem Scientific LLC	1250	1256	Washington St	10,365	7,520	3,760
	Boston Beef	1212	14-16	Washington St	6,498	9,086	2,072
	Brother's Bakery	1134	1140	Washington St	5,404	7,776	2,552
	Bowkays by Mady (Florist)	1070	1076	Washington St	5,310	12,056	2,432
	Norwood Trading Post	1182		Washington St	7,489	5,564	1,200
	Amazing Vase	1212	14-16	Washington St	6,498	9,086	2,072
Retail Subtotals					89,291	80,350	31,999
Service	Head Honcho Hair Design	1095	7	Washington St	2,707	3,948	2,632
	The Modern Image, Inc.	1231		Washington St	7,980	3,015	935
	Bananas Hair and Nails	1145	1147	Washington St	4,941	7,440	2,480
	Perfect 10 Nail Salon	1032	1042	Washington St	5,667	8,336	2,775
	Ace Locksmith	1161		Washington St.	18,695	5,246	1,130
	Barbara's Tailoring and Alteration Shop	1032	1042	Washington St	5,667	8,336	2,775
	Aerus Electralux	1150	56	Washington St	5,155	8,132	2,604
	J.C. Jacobs Plumbing Company, Inc.	1150	56	Washington St	5,155	8,132	2,604
	Norwood Energy	1008		Washington St	5,984	4,836	1,488
	Sew Easy	1173	1181	Washington St	5,196	3,624	3,240
	Murphy and Wise Equipment Services	416		Lenox St	69,696	15,540	15,540
	Alvin Coffee and Services	9		Dean Street	?	?	?
	Affordable Landscaping	1266		Washington St	28,587	n/a	n/a
(Recreation)	Excel Martial Arts/Norfolk County Linen	1123	1125	Washington St	10,931	8,644	1,951
	Learning Center for Martial Arts	1044	1050	Washington St	11,415	10,461	4,088
(Funeral Home)	Kraw-Kornack Funeral Home	1248		Washington St	11,000	10,446	5,268
(Travel)	Globo Travel	1060	1064	Washington St	3,162	7,800	2,070
	Max Travel Agency	1044	1050	Washington St	11,415	10,461	4,088
Service Subtotals					217,998	130,130	57,060
TOTAL					1,072,145	501,126	230,813



**Area Map
South Norwood**



Prepared by Larry Koff & Associates



APPENDIX 3: Washington Street Property Owners

Table 1, Washington Street Property Owners

PARCEL ID	ADDRESS	OWNER	BUSINESS NAME	LOT sq. ft.
5672	1027 Washington Street	Abdallah, Helen J Et Al	Helen Abdallah Donahue Attorney at Law	37,590
5671	1021 Washington Street	Abdallah, Helen J Et Al		11,998
5689	1087 Washington Street	Abdallah, Olga A & Nicholas &	For rent 781.762.0405	2,417
5690	1095 Washington Street	Abdallah, Olga A & Nicholas &	Head honcho Hair Design	2,388
5570	1223 Washington Street	Abdallah, Olga A Trustee		13,451
5673	1037 Washington Street	Abdallah, Olga Et Al	Nick's Pkg Store (bar), 1/2 vacant/remodeling	33,100
5674	1037 Washington Street	Abdallah, Olga Et Al	Nick's Pkg Store (bar), 1/2 vacant/remodeling	34,734
5675	1081 Washington Street	Abdallah, Olga Et Al	vacant lot (702.0450)	30,969
650	1232 Washington Street	Anzlovar, Edward & Deborah Trs	Sam's Appliances, TV, Furniture	6,452
523	1108 Washington Street	Bolivar Residential Partnership	Centerfield's Bar & Grill	6,235
522	1104 Washington Street	Bolivar Residential Prtnship		5,225
7101	1014 Washington Street	Borr, Robert S & Sam H Trs	Allied Auto Parts	6,971
5652	1135 Washington Street	Cape Jewelers, Inc	Keegan's Norwood Jewelers	4,529
5653	1135 Washington Street	Cape Jewelers, Inc	Keegan's Norwood Jewelers	4,167
7110	998 Washington Street	Cassidy, Amelia Hackenson		5,639
624	1266 Washington Street	Civitarese, Anthony T Et Al	Bark Mulch Ind.	5,090
625	1266 Washington Street	Civitarese, Anthony T Et Al	Firewood/Cable Storage	13,321
622	1266 Washington Street	Civitarese, Anthony T Et Al		4,963
623	1266 Washington Street	Civitarese, Anthony T Et Al		4,832
585	1182 Washington Street	Correia, John E	Norwood Trading Post	7,439
	1061 Washington Street	Howard Family	Howard Insurance	18,695
	1063 Washington Street	Howard Family	Ace Locksmith	"
601	1208 Washington Street	Dileo, Agostino &	Harley's Beer and Wine	5,811
598	1200 Washington Street	Dileo, Agostino &		4,955
599	1200 Washington Street	Dileo, Agostino &		7,565
5619	1121 Washington Street	Dunn, Frederick W Iii	Excel Martial Arts, 1/2 vacant with storage	10,252
5644	1145 Washington Street	Elias, Dolores T Trustee	Bananas Hair and Nails, Camber GMAC	4,729
5642	1151 Washington Street	Elias, Dolores T Trustee		2,321
5643	1151 Washington Street	Elias, Dolores T Trustee		2,992
466	1044 Washington Street	Emanuel, Roderick M	Max Travel Agency, Learning Center for Martial Arts, The Candle Man (V?)	7,107
465	1044 Washington Street	Emanuel, Roderick M		4,508
1164	934 Washington Street	Extra Space Of Norwood Llc		109,346
5357	1237 Washington Street	Eysie, George M & Roger T Trs	Olympic Pizza, Convenient Store, South Norwood Laundromat & Drycleaners, business under construction (bakery?)	22,040
5356	1237 Washington Street	Eysie, George M & Roger T Trs		20,176
7109	1000 Washington Street	Eysie, Josephine M		6,120
5641	1155 Washington Street	Eysie, Paul W	Dunkin' Donuts	7,737
7102	1008 Washington Street	Eysie, Paul W	Norwood Energy	5,566
7112	986 Washington Street	Eysie, Paul W		26,374
482	1070 Washington Street	Fahy, John	Bowkays by Mady (Florist)	5,383
572	1124 Washington Street	Fahy, John		10,718
5640	1173 Washington Street	Ford, Ellen M	Sew Easy, Ace Coin Laundry	5,233
5663	1113 Washington Street	Frucci, Tommaso &	Offices	10,986
573	1118 Washington Street	Gil, George &		5,047
480	1060 Washington Street	Gomes, Manuel &	Globo Travel	3,076
559	1150 Washington Street	Hogan, Janet Trs	Aerus Electrolux, JC Jacobs Plumbing	5,012
1172	1017 Washington Street	Jalali, Ali A &	Atlantic Real Estate Sale/Lease	3,045
5569	1211 Washington Street	Kennedy, Dorothy		10,270
659	1242 Washington Street	Kornack, Joan M	Edward Kornack Dentist	13,805
662	1248 Washington Street	Kornack, Joan M	Kornack Funeral Home	5,571
663	1248 Washington Street	Kornack, Joan M	Kornack Funeral Home	5,740

660	1242	Washington Street	Kornack, Joan M		5,622
661	1242	Washington Street	Kornack, Joan M		5,669
5612	1199	Washington Street	Laham, Anthony	Fresh Start Bakery, Motor Cars Automotive	11,304
617	1250	Washington Street	Macchi, Philip H & A Philip Tr	Chem Scientific LLC	5,398
618	1250	Washington Street	Macchi, Philip H & A Philip Tr	Law Offices of Phillip H. Macchi	5,421
619	1250	Washington Street	Macchi, Philip H & A Philip Tr	Law Offices of Phillip H. Macchi	5,952
616	1250	Washington Street	Macchi, Philip H & A Philip Tr		9,030
558	1144	Washington Street	Mactavish, David C Trustee	Trains 'N Me, Other Business	5,203
5272	1231	Washington Street	Malacaria, John Trustee	The Modern Image, Inc.	7,615
521	1096	Washington Street	Mcmorrow, Maureen R Tr	South Norwood Spirits	5,070
5611	1191	Washington Street	Norwood Auto Care, Inc	Atlantic Gas	6,145
467	1052	Washington Street	Norwood Italian Social Club	Norwood Italian Social Club	6,073
2018	934	Washington Street	Norwood Realty Trust li		100,947
1165	0	Washington Street	Norwood, Town Of		45,715
6642	0	Washington Street	Norwood, Town Of		11,762
1168	0	Washington Street	Norwood, Town Of		1,145
6646	1261	Washington Street	Norwood, Town Of		949,332
569	1168	Washington Street	Norwood, Town Of		169,875
483	1086	Washington Street	Obrien, Stephen Trustee	Café Venice	5,479
484	1086	Washington Street	Obrien, Stephen Trustee	Café Venice	5,115
1170	1015	Washington Street	Poirier, Robert R Trustee	Poirier Sales & Service Corp.	23,611
1171	1015	Washington Street	Poirier, Robert R Trustee		5,600
570	1134	Washington Street	Preto, John	Brother's Bakery	5,547
600	1194	Washington Street	Puzas, John V & Kathleen M Trs	CC Thrift Shop	4,543
584	1188	Washington Street	Puzas, Linda J Trustee		6,806
621	1260	Washington Street	Roger, R B Inc	The Second Cup	4,842
620	1260	Washington Street	Roger, R B Inc		5,321
571	1130	Washington Street	Ruggeri, Francesco		5,253
651	1236	Washington Street	Ruggeri, Francesco Trustee		5,288
7100	1018	Washington Street	Saad, George Realty Trust	Gugliotta Insurance Agency	6,878
5355	1247	Washington Street	Saad, George Realty Trust		13,616
5354	1249	Washington Street	Saad, Richard & Michael Trs		7,469
464	1032	Washington Street	Sansone, Anne B Et Al Trustees	"No Frills" Ceramic Shop, Barbara's Tailoring and Alteration Shop, Perfect 10 Nail Salon	6,215
648	1220	Washington Street	Taranto, Luis C & Marisa	La Plata Motors	5,491
649	1220	Washington Street	Taranto, Luis C & Marisa		4,582
1169	987	Washington Street	Troiani, Kenneth Trustee	Washington Street Auto Sales (762.9726)	16,221
602	1212	Washington Street	White, Barbara F Tr	Boston Beef, American Lunch (for rent)	6,583
7111	994	Washington Street	Zabrowski, Phyllis M Trustee		4,380

APPENDIX 4: South Norwood Business Survey

South Norwood Business Survey

Purpose: To identify opportunities for improving the South Norwood Business district

Services and Retail:

1. Where do most of your customers come from? S. Norwood ____ other Norwood ____ Walpole ____ Other ____
Where is your major competition? _____
2. Do you consider the South Norwood Business District
____ A Village Convenience neighborhood shopping area
____ A Regional Destination district of specialty offices, services (beauty and auto, for example), and restaurants?
3. Service and Retail Uses: What are currently the most important commercial uses in South Norwood?
____ Beauty salons
____ Restaurants
____ Social Clubs
____ Exercise
____ Specialty Services (i.e. plumbing, travel)
____ Auto Repair
____ Convenience uses
____ Other
4. Rent/sq. ft. _____ Too high? ____
5. Needed commercial uses: Rank according to importance (1 = highest priority, 2 = medium priority, 3 = low)
____ Grocery store and/or food market
____ Drug store
____ Informal cafes and coffee shops
____ Books and Videos
____ Optical, dental, medical support services
____ Art galleries
____ Yoga or alternative exercise/dance studios
____ Sit-down restaurants
____ Dry cleaners, alterations
____ Bank ATM
____ Sporting goods
____ Music and entertainment venues
____ Craft, gift
____ Other
6. Busiest Days _____ Busiest Times _____ Breakfast ____ Lunch ____ Dinner ____ Evening ____

Access and Parking:

1. Which of the following do you consider to be a problem for shopping in South Norwood?
Lack of Parking ____ Yes ____ No Difficult pedestrian crossings ____ Yes ____ No
Inadequate bus service ____ Yes ____ No Traffic congestion ____ Yes ____ No
2. How many and where do your employees park? Number ____ Location _____
3. Do you or any of your employees come to work other than by car? ____ Yes ____ No
If yes, how many? _____
4. What percentage of your customers travel by Car ____ Walk ____ Transit ____

Visual Appearance

1. Is visual appearance a problem in attracting customers? ____ Yes ____ No
2. Which of the following issues needs to be addressed? Rank in order of priority.
____ Landscaping: Street trees, flower pots and boxes
____ Signs
____ Location of parking (in front yard)
____ Building Facades
____ Overhead wires

Housing

1. What kind of housing is needed in South Norwood?
____ Single family house ____ Two family house ____ Three family house
____ Multi-family apartment ____ Townhouse condos ____ Market rental
____ Affordable mixed income ____ Mixed residential/commercial (3 story)
2. What are average rents? 1 BR ____ 2 BR ____

Other

What other issues need to be addressed? Security ____ Building Rehabilitation ____

M E M O R A N D U M

To:	Larry Koff
Date:	February 28, 2005
From:	Anne McKinnon HSH Project No. 23028
Subject:	So. Norwood streetscape elements

Observations on the walking tour in So. Norwood, July 15, 2003:

1. Town will evaluate options for Dean Street intersection, including a small island and widening the sidewalks, and may institute a trial modification. Do not impact on-street parking.
2. Sturtevant Avenue: Add crosswalk on north side of intersection with new opposing neckdown.
3. Street trees: Add trees at vacant lot
4. Heaton Avenue: Relocate crosswalk to along with neckdown on south side and build new neckdown on west side.
5. Atwood Avenue: Relocate two HP spaces in front of the Balch School farther south near bus stop.
6. Dunkin' Donuts: Move parking closer to the stop line to squeeze two parking spaces in.
7. Bus stops: Spacing is more generous than necessary. Consider consolidating stops.
8. Replace Balch School shelter.
9. Banners and flowers: Look at elegant poles for these
10. Bike racks: Install inverted U-shaped bike racks that hold two bikes in high-turnover places and where youth and sports activities are
11. Lenox Street bus stop: Consider relocating bus stop off the curve of the street and installing a crosswalk (consider Lewis Avenue).

APPENDIX 6: Draft Design Guidelines (Separate Document)