

WOBURN COMMERCE WAY

E-TOD PLAN + 40R



North Suburban Planning Council

June 20, 2019



Plan Components

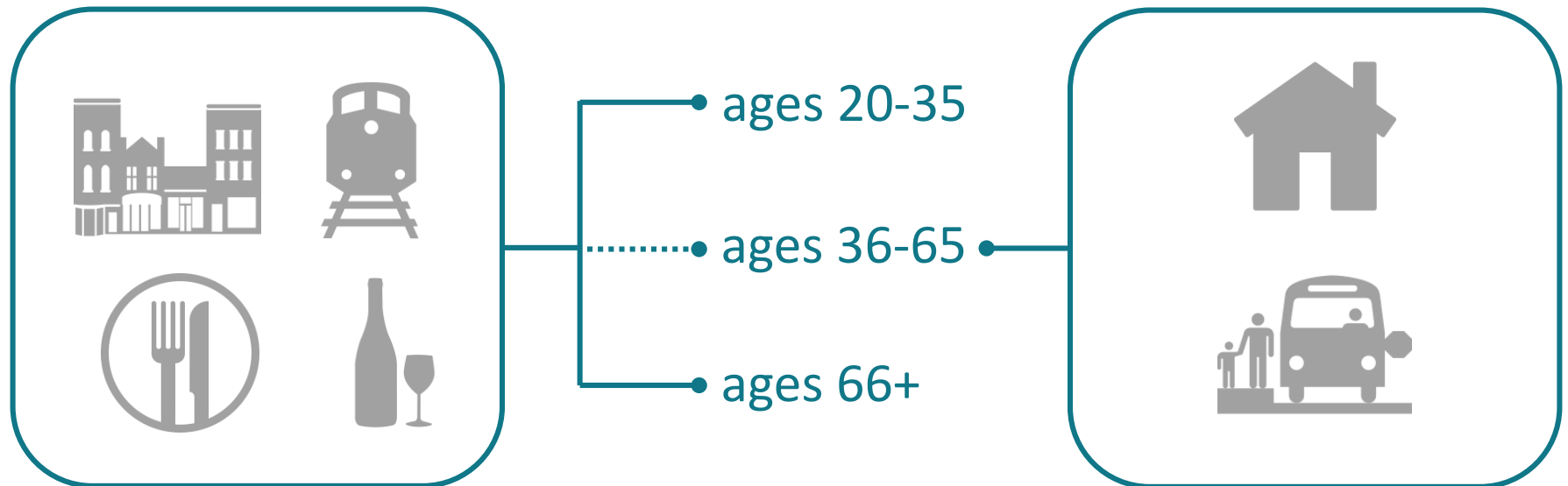


Purpose of the plan (MAPC perspective)

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

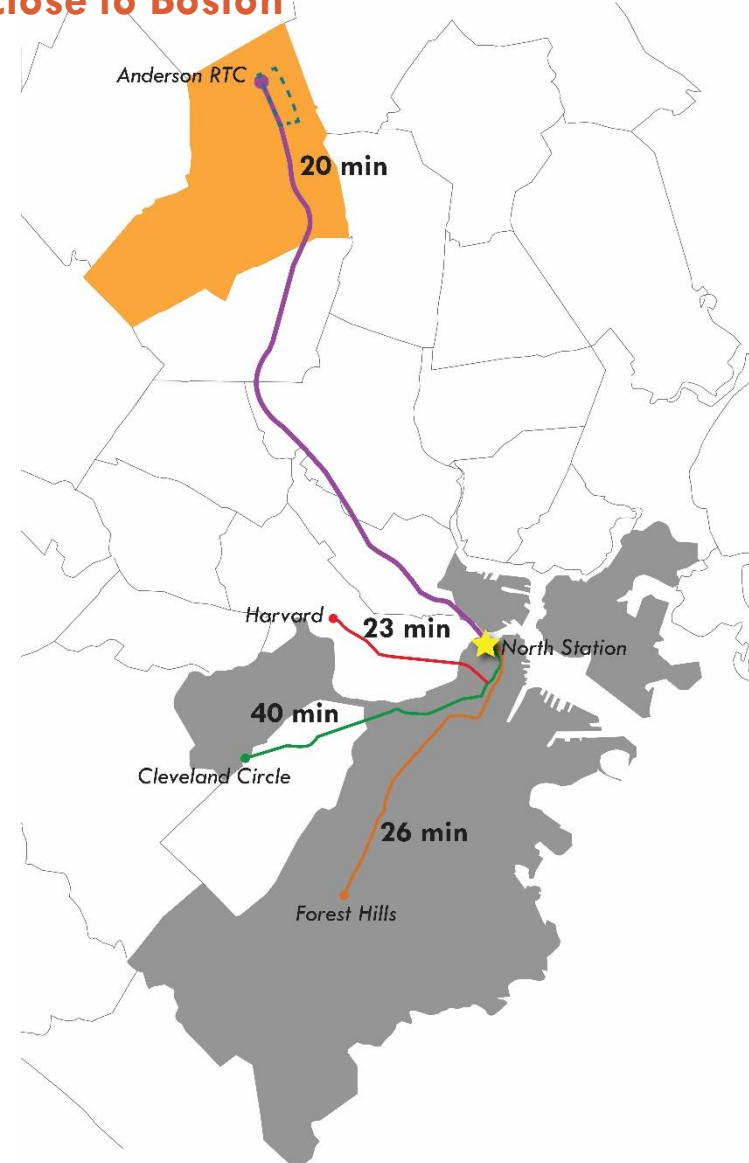


Purpose of the plan (Woburn perspective)

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



Selection of top rated visual preference survey images

Study Area

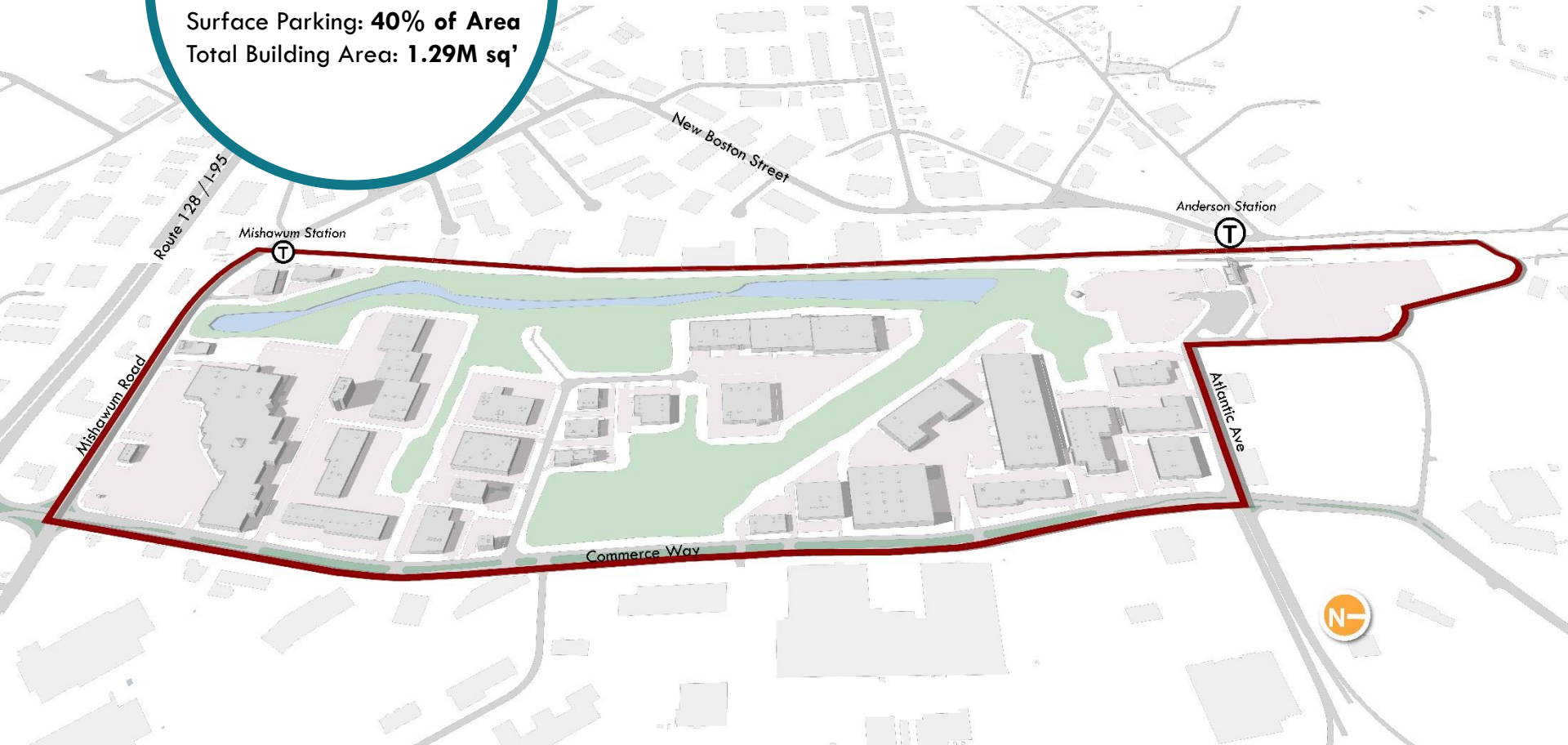
STUDY AREA

Number of Parcels: **29**

Total Lot Size: **236 acres**

Surface Parking: **40% of Area**

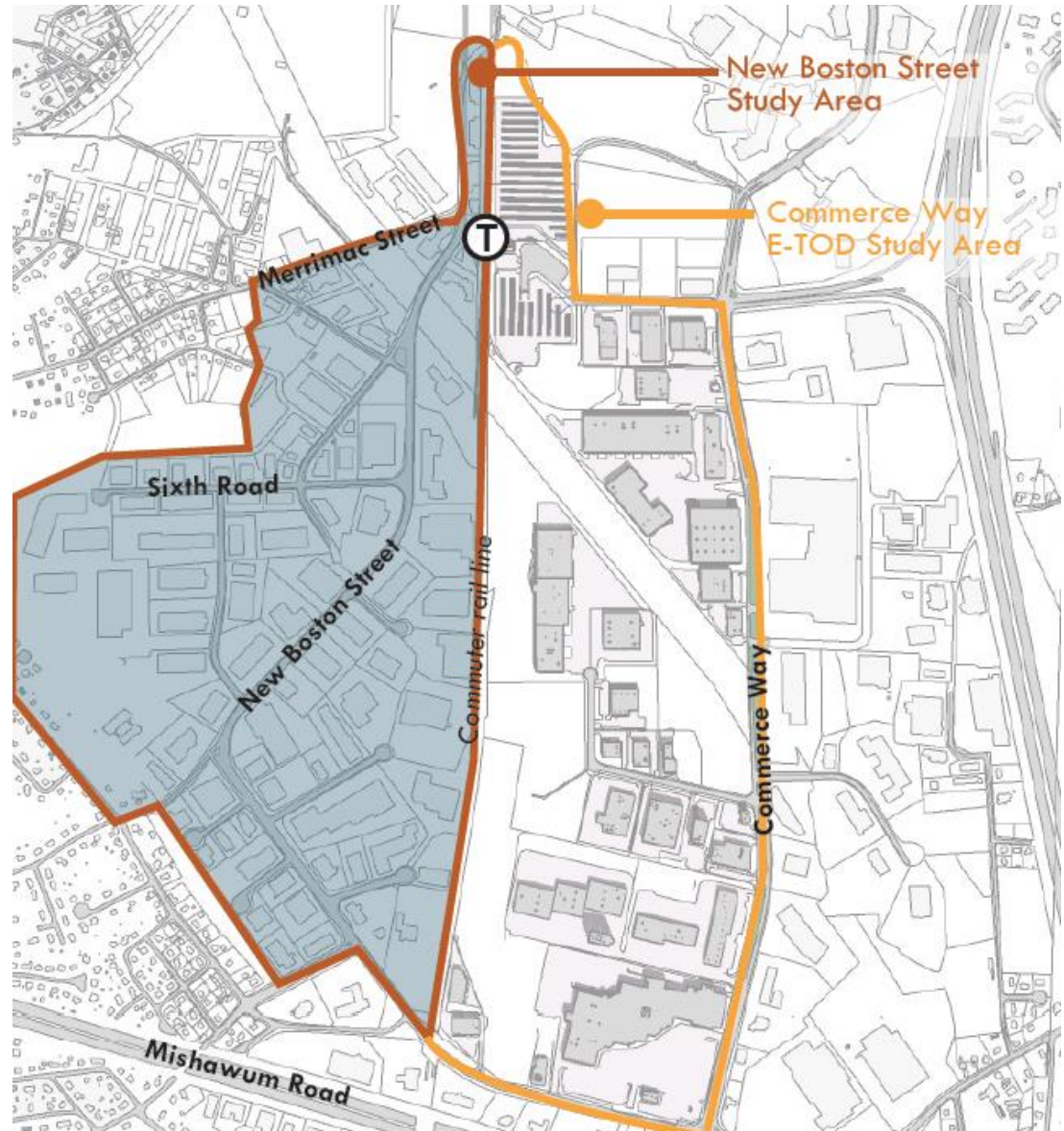
Total Building Area: **1.29M sq'**



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)

Woburn	2,637
Burlington	2,196
Lynnfield	370
Reading	2,039
Stoneham	528
Wakefield	1,411
Wilmington	1,580
TOTAL	10,761

Source: MAPC Projections

Multi-Family Housing Supply Added (2010-Present)

TOTAL	3,563
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Sources: Census Building Permits, municipalities,
MassBuilds

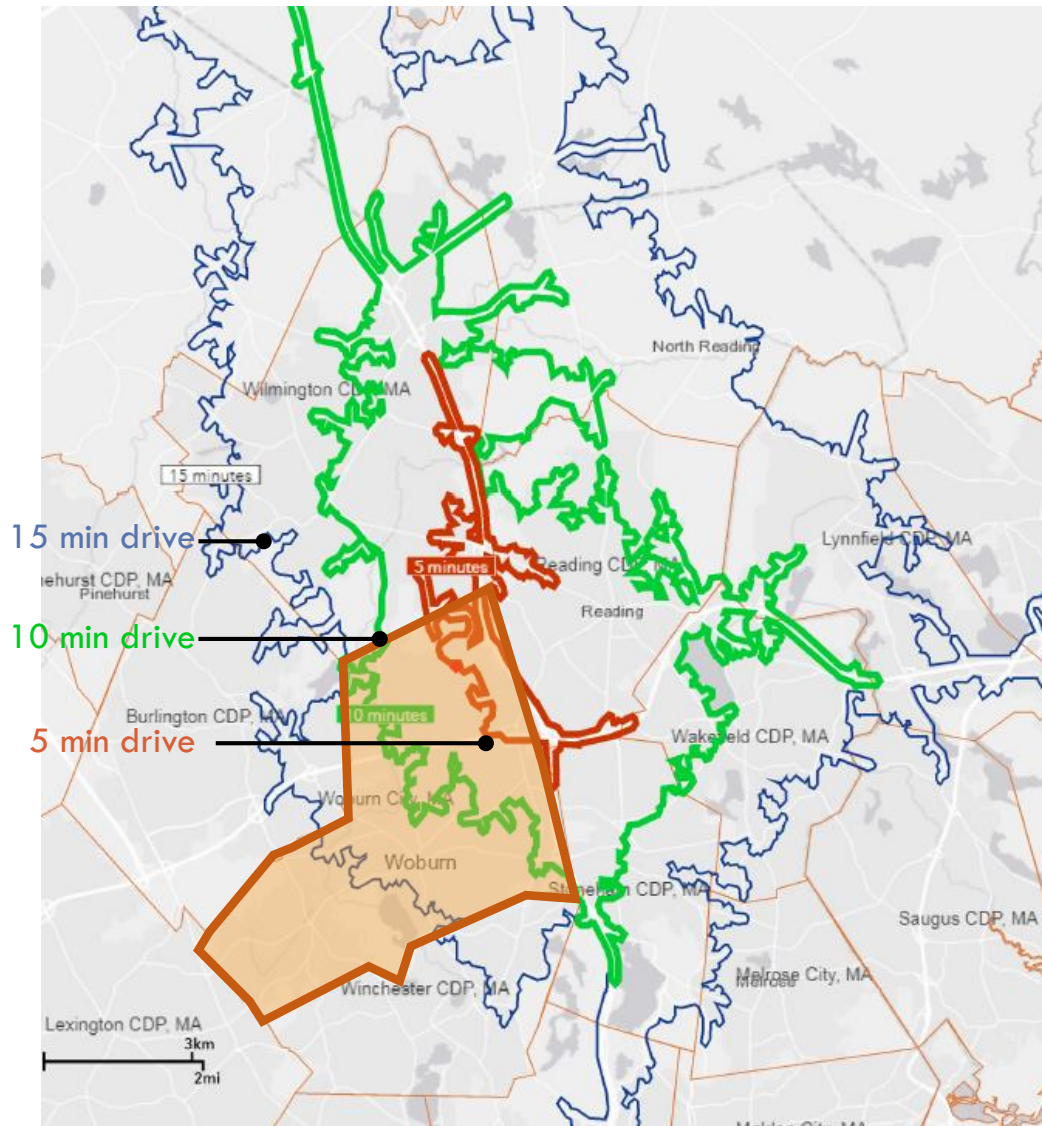
25% Rate of multifamily housing demand captured by Woburn since 2010

	Capture		Units	
Balance Regional Housing Demand (MF)	Moderate	High	Moderate	High
7,198*	15%	25%	1,080	1,800

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

*10,761 total demand less 3,563 units built/permitted = 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)

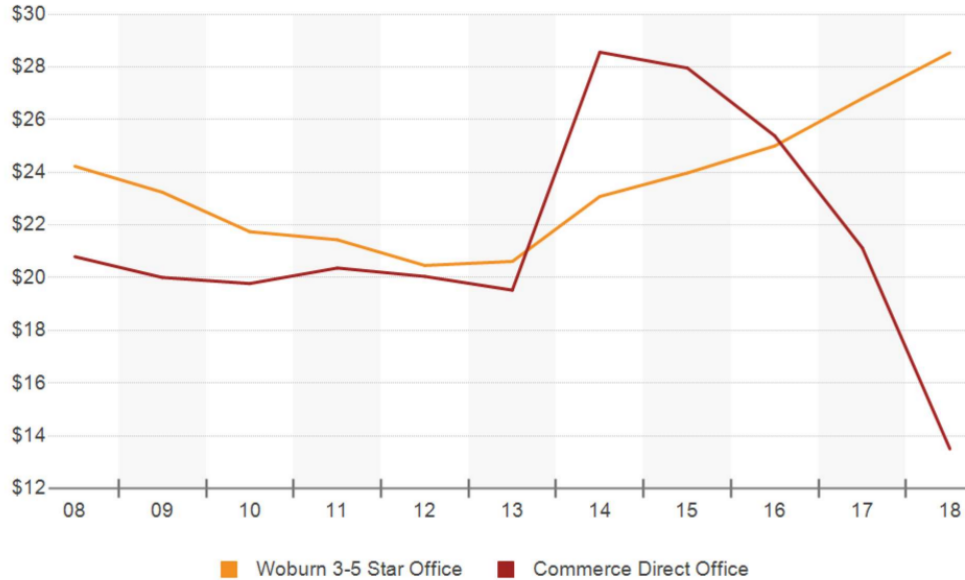
Additional residences in area could further increase demand

Lowest demand for additional hardware, home furnishings, electronics + appliances

Market Analysis: Office

Commerce Ave Office Rents

Gross Asking Rent Per SF



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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.

10/1/2018

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

SUB-AREA 2

Existing primary characteristic: Office, Research, Light Industrial

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

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

Timeline: Longer term

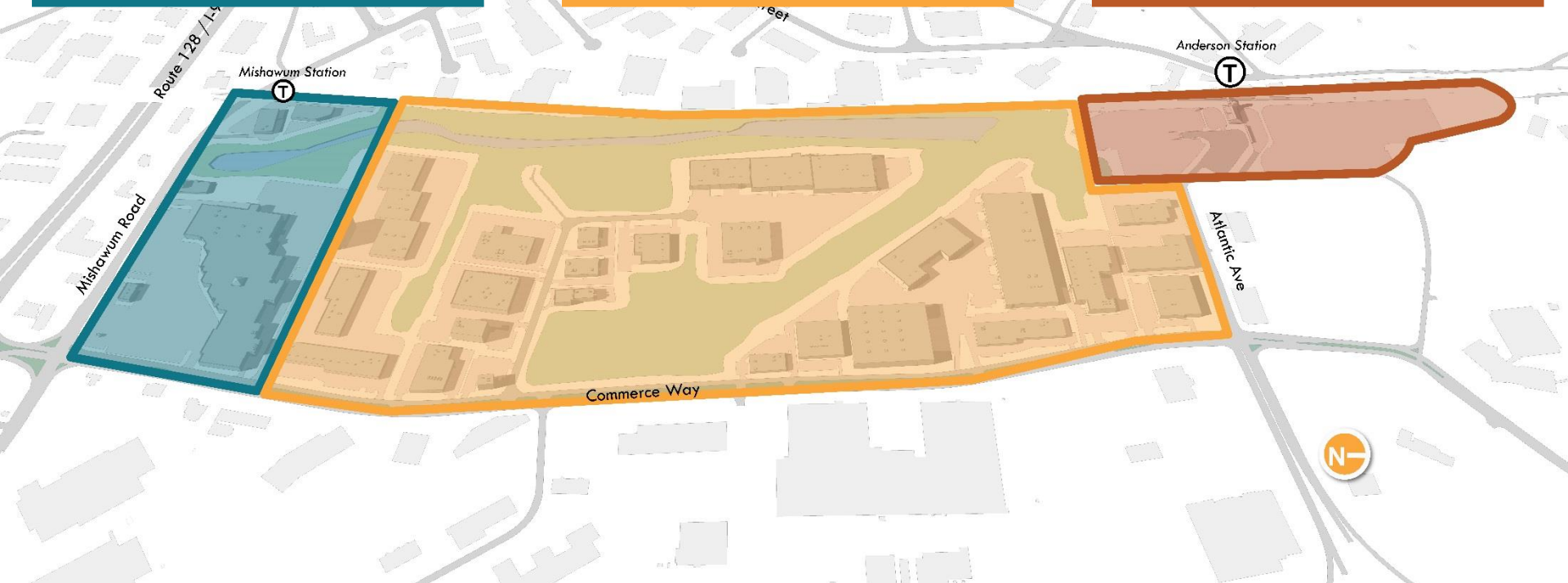
SUB-AREA 3

Existing primary characteristic: Anderson Station parking lots

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

Future potential uses: Residential and retail

Timeline: Medium term



Principles: #1 Sub-Areas

Example: Potential Anderson Station Redevelopment

Station Statistics

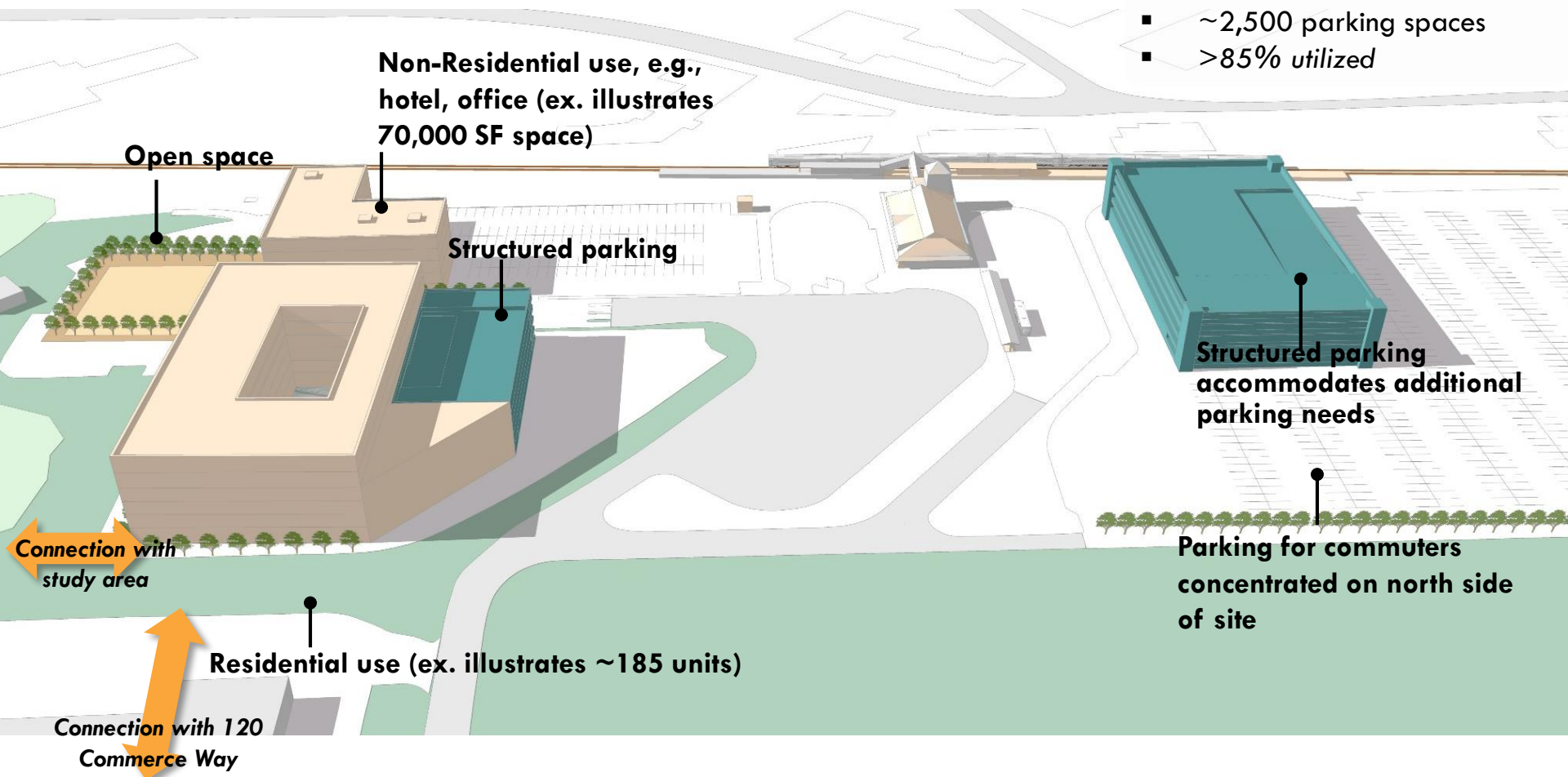
- Daily Boardings: 1,500 (2016)
- 18% commuters from Woburn

Property

- Owner: Massport
- Size: 26 acres

Parking

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



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"



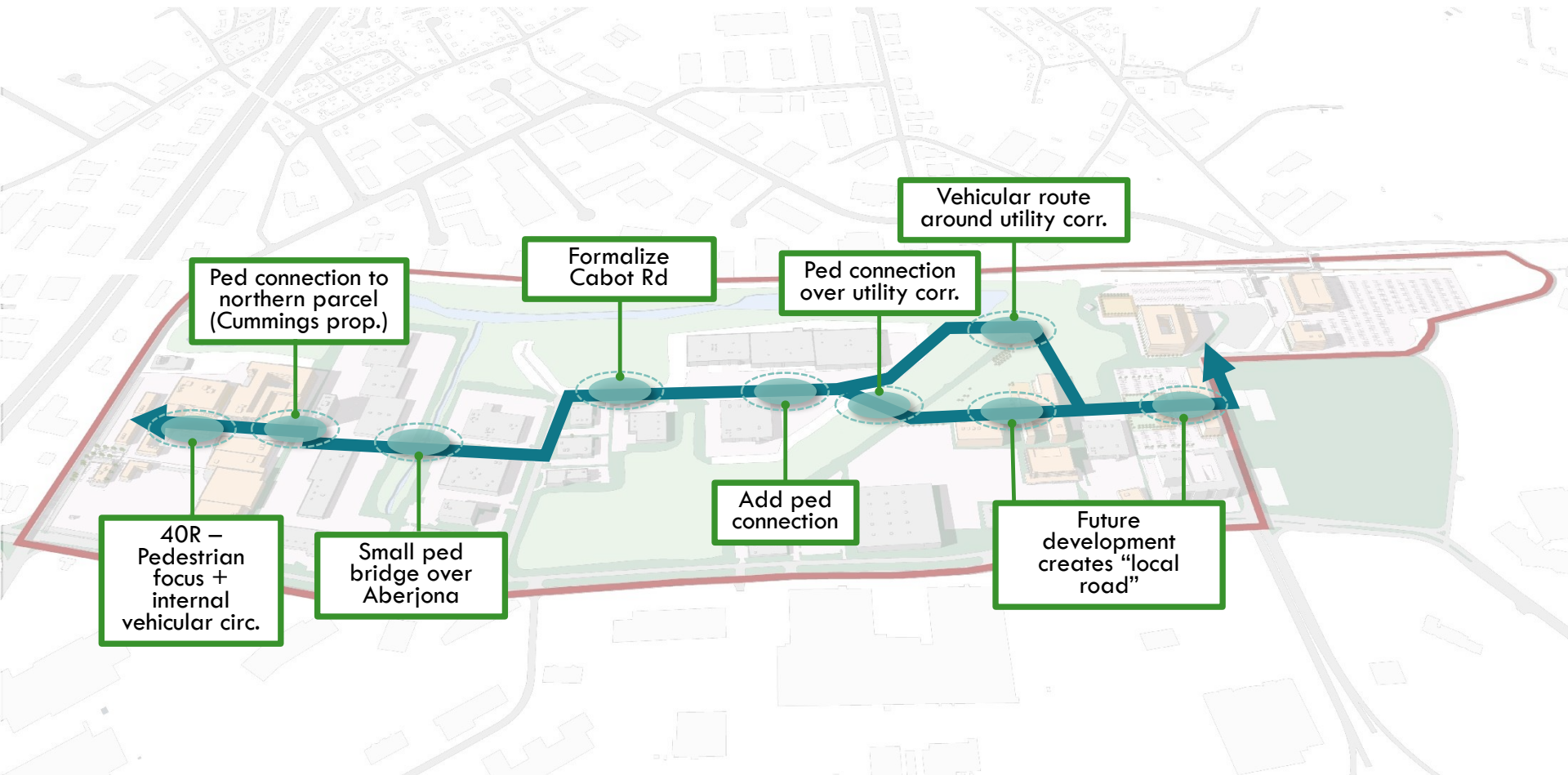
RIVERWALK

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



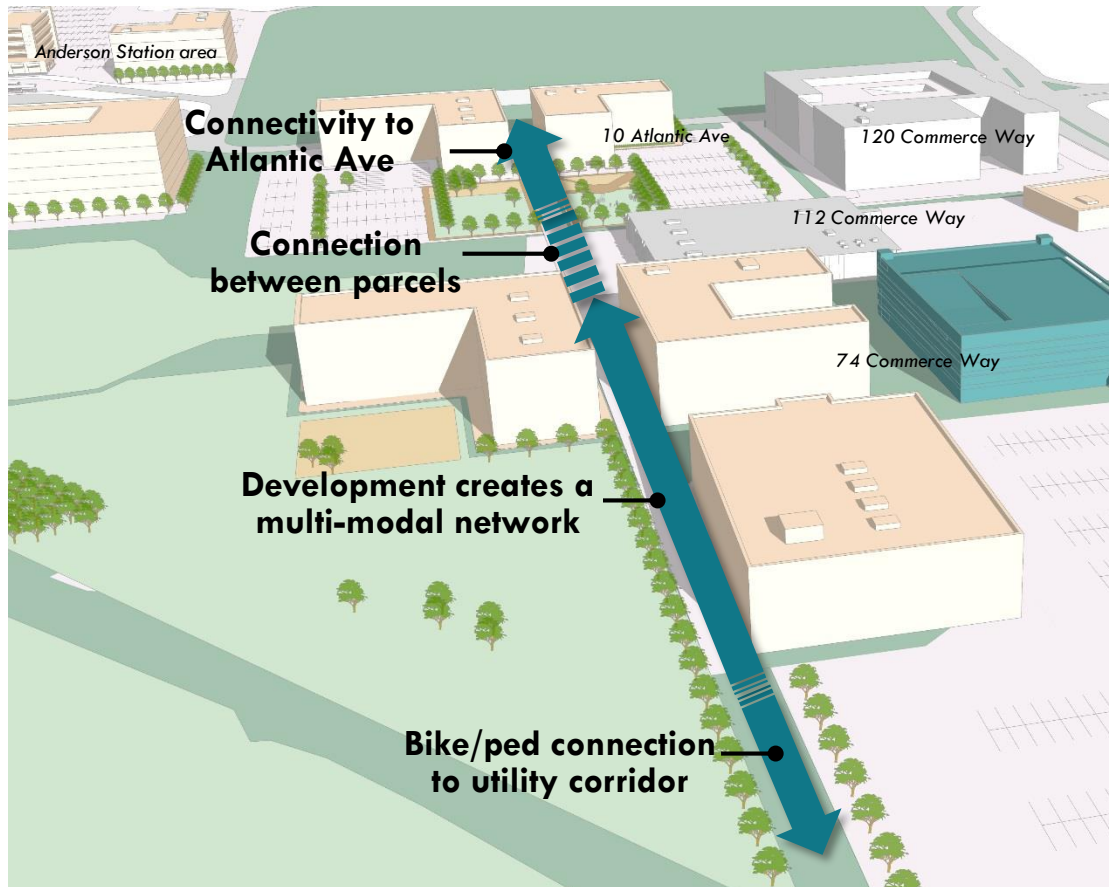
Principles: #2 Connectivity

Example: Creating internal network



Principles: #2 Connectivity

Example: Creating internal network: Inter-parcel connectivity



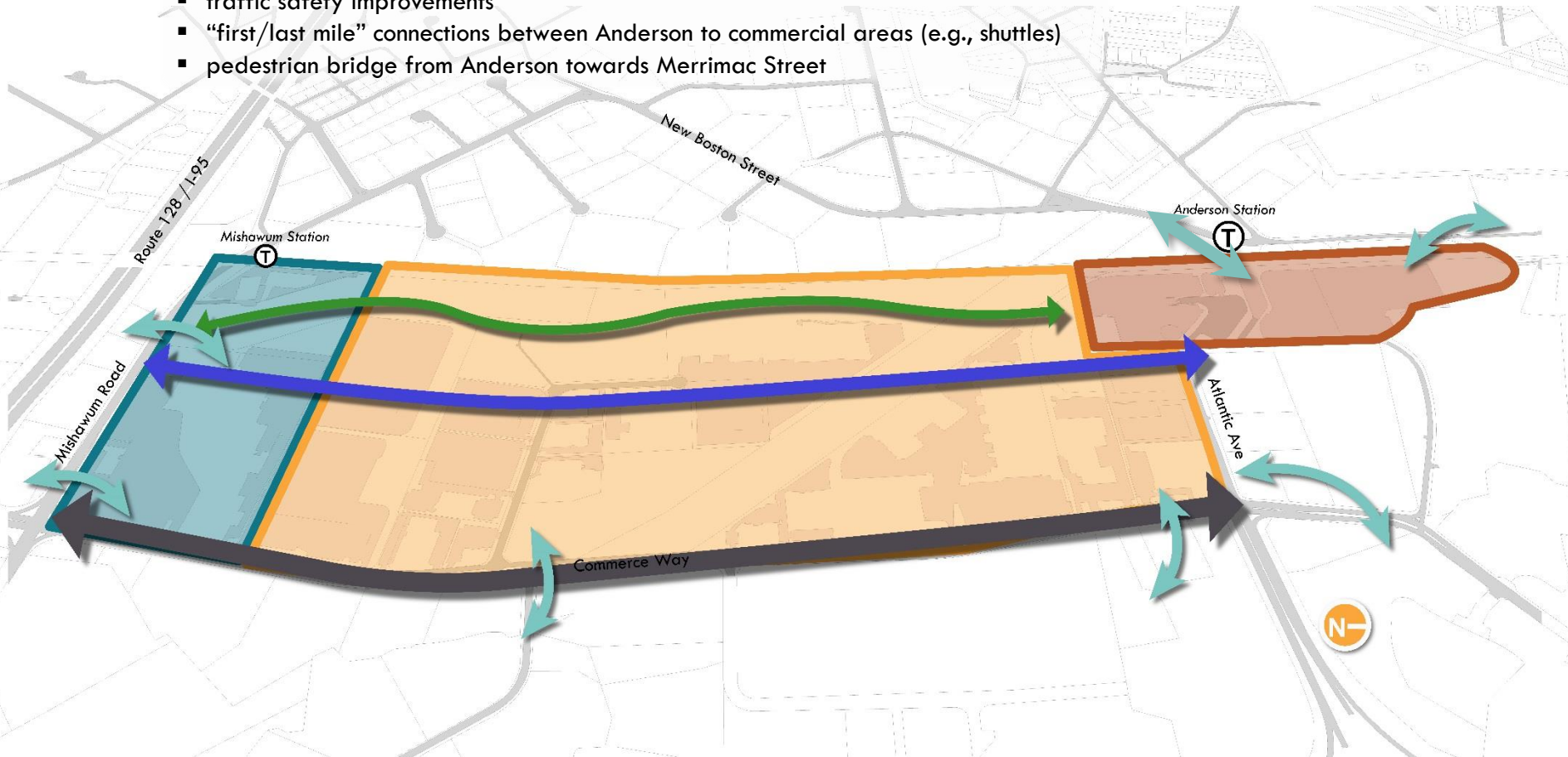
New development should foster an internal multi-modal network. This can reduce traffic on Commerce Way and improve walkability

- 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:

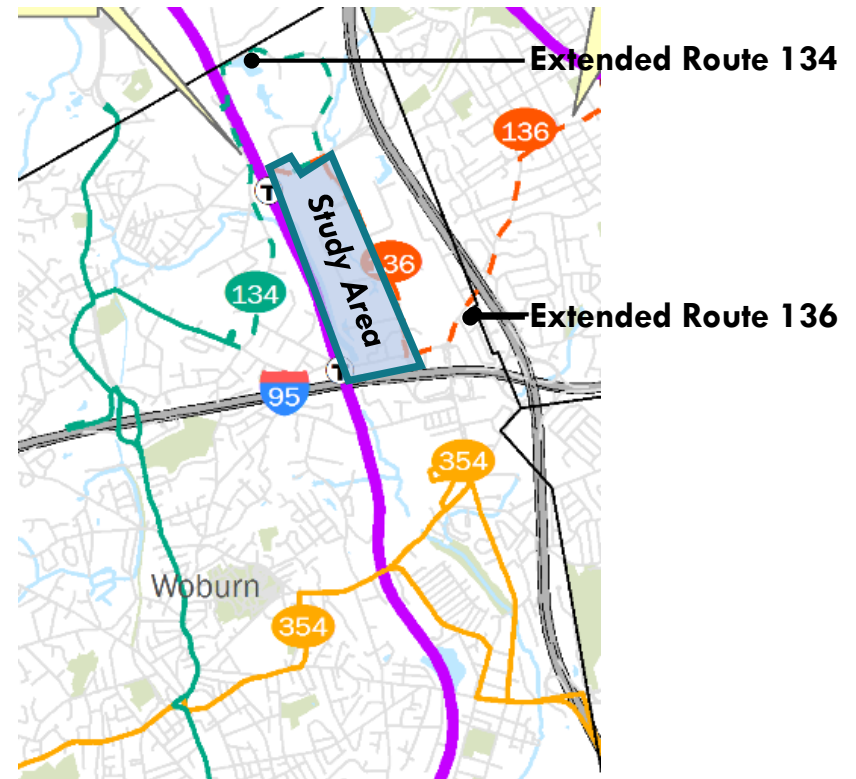
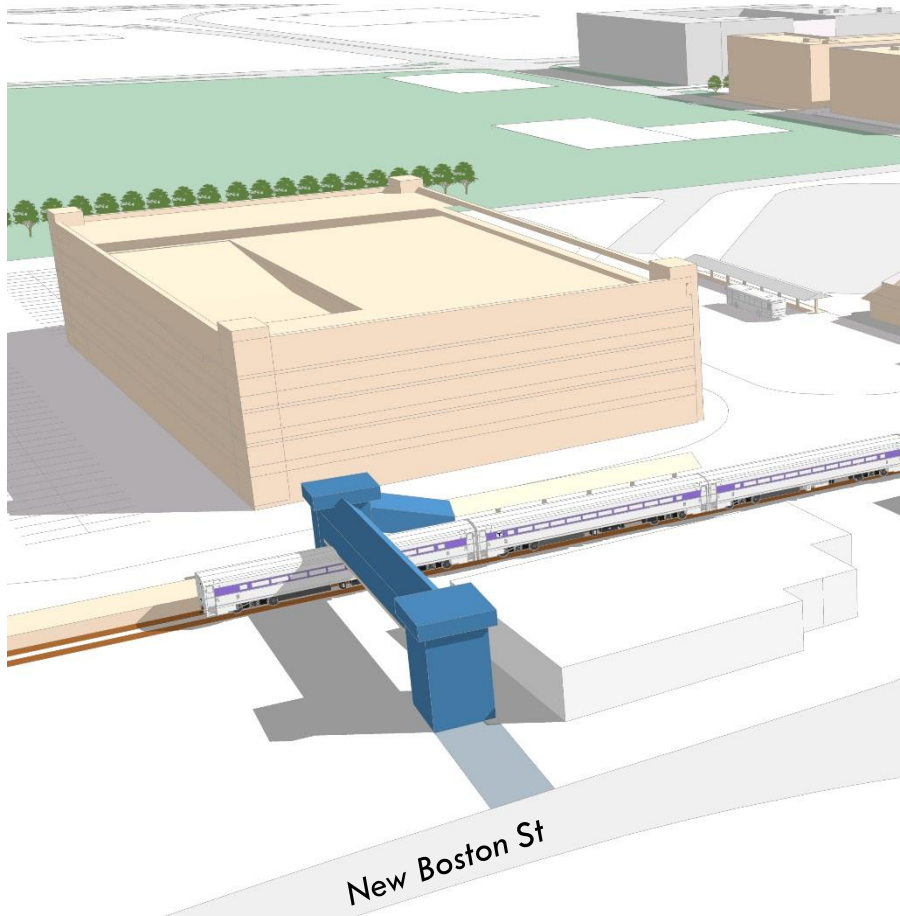
- pedestrian/bike facilities and improvements
- traffic safety improvements
- “first/last mile” connections between Anderson to commercial areas (e.g., shuttles)
- pedestrian bridge from Anderson towards Merrimac Street



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)

Industrial

Parcel
boundary

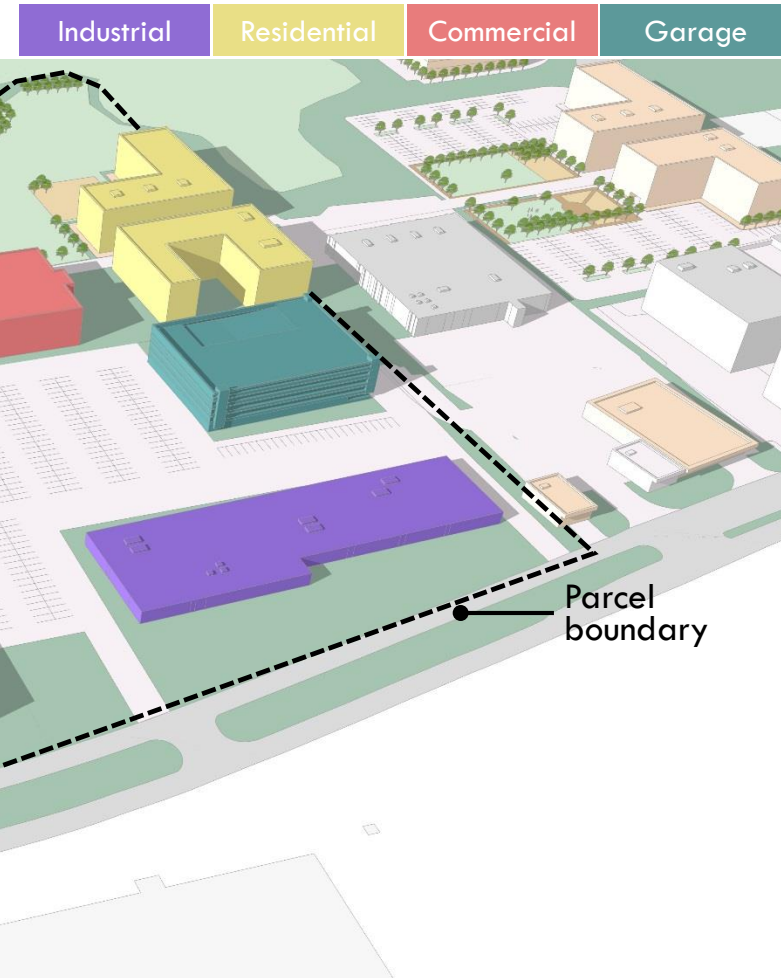


Principles: #4 Future Development Orientation

Example: Incorporating mixed-use with existing light industrial

Example of concept: 74 Commerce Way (27 acres)

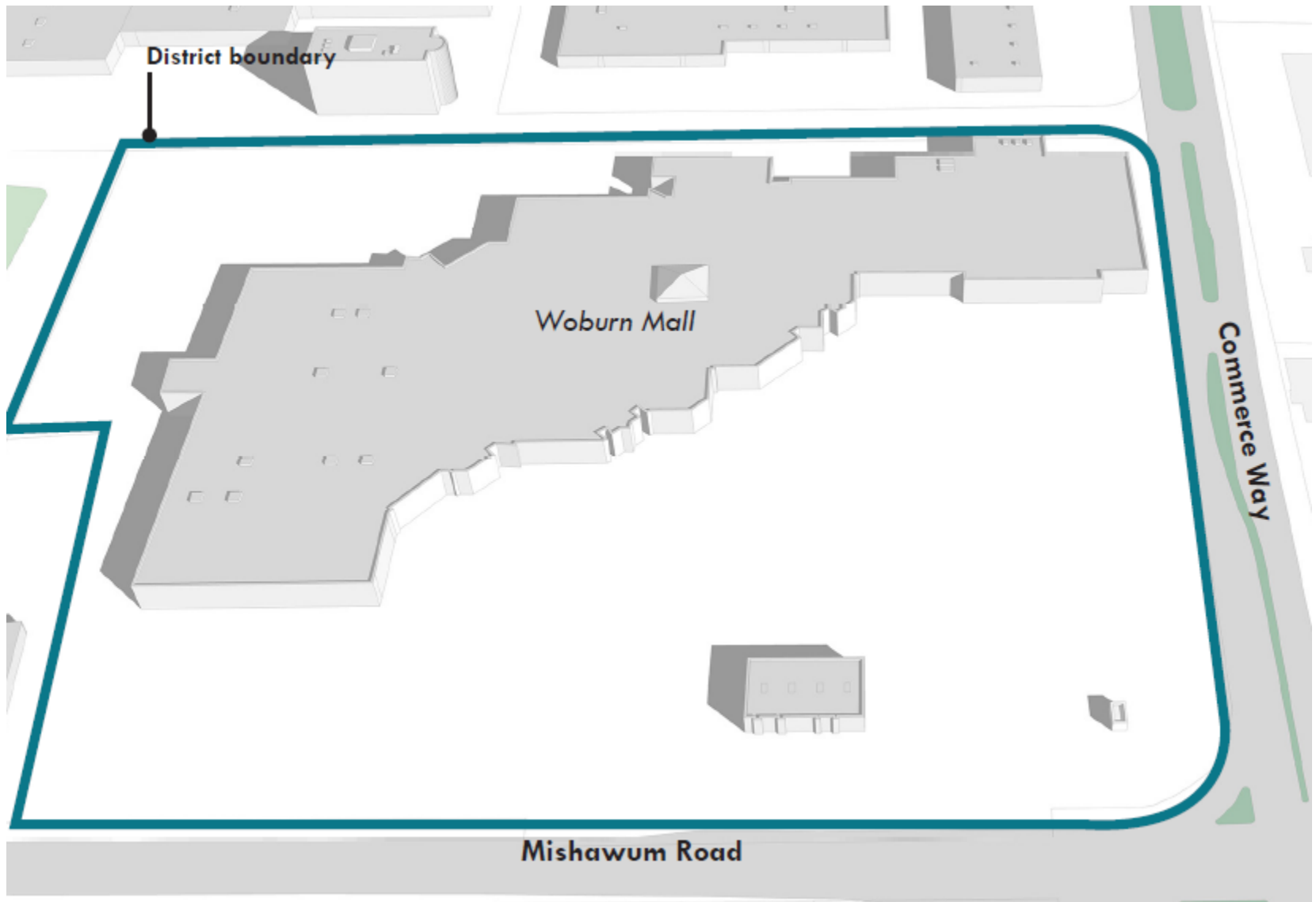
- 110,000 SF office
- 210,000 SF light industrial
- 200 units
- Units per acre: 7
- Non-residential built area: 61%
- Floor Area Ratio: 0.5
- Open space: 20%
- Structured parking required to meet parking requirements



40R – Woburn Mall Smart Growth Overlay



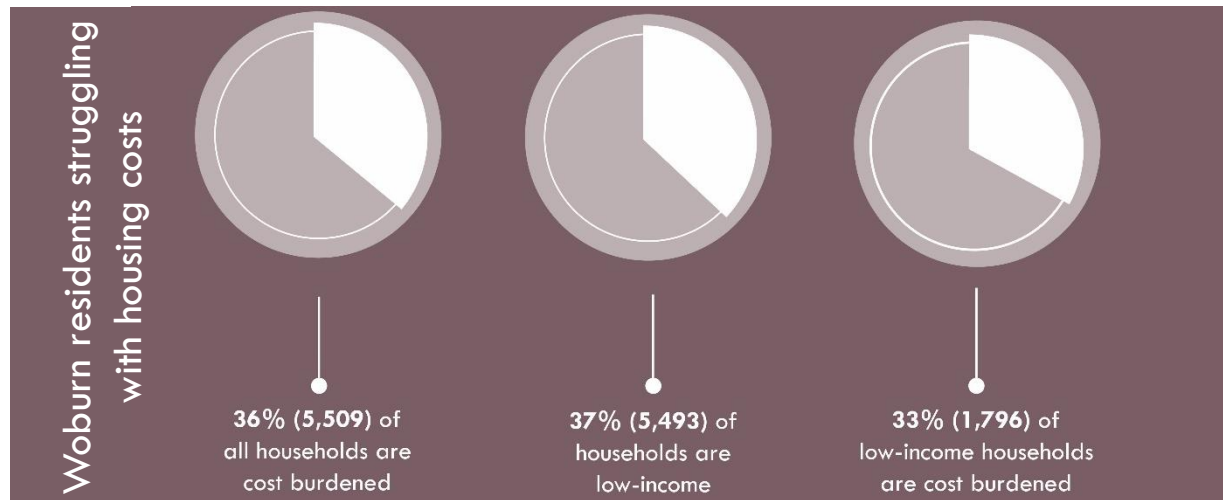
40R – Woburn Mall Smart Growth Overlay



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

Woburn Mall Smart Growth Overlay District
Design Standards



STRUCTURE:

SITE + BLOCK

BUILDING MASSING + FORM

FAÇADE

STREETS

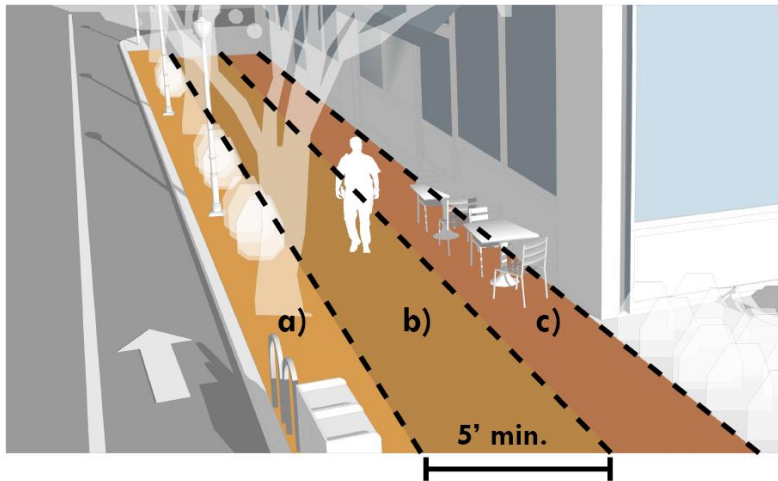
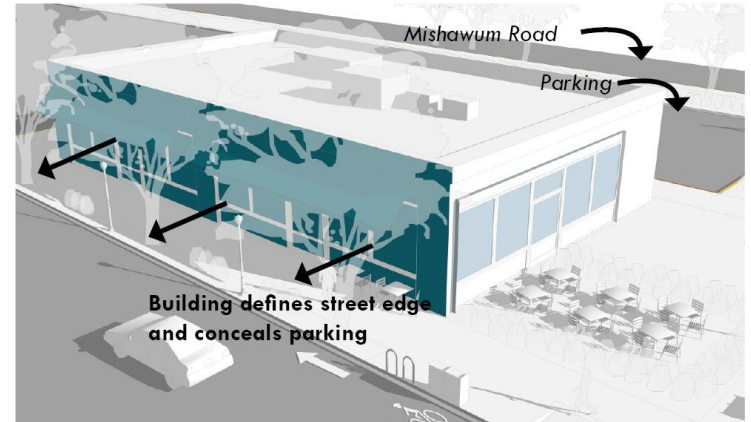
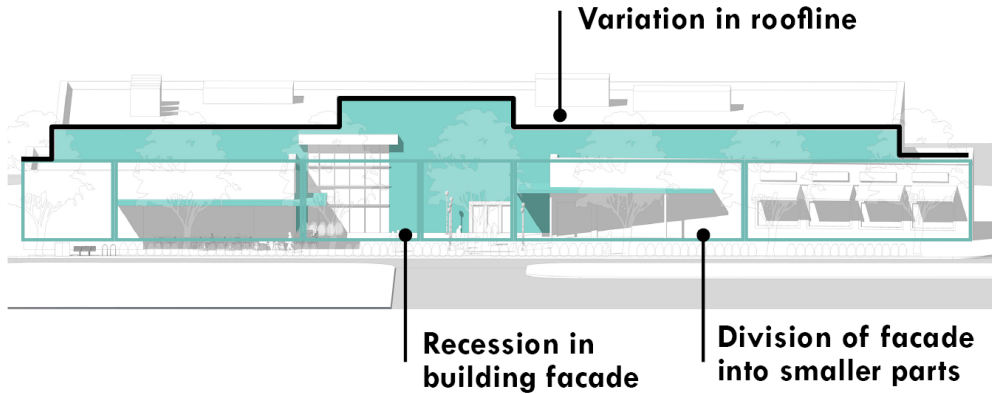
OPEN SPACE

LIGHT

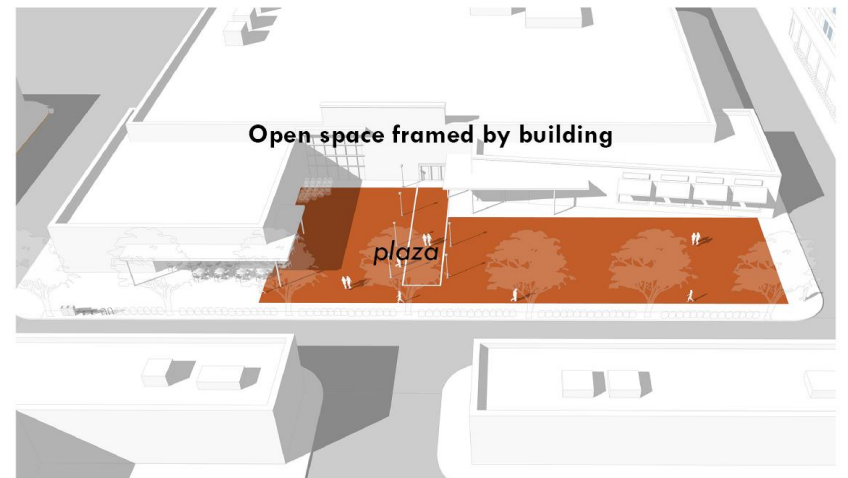


City of Woburn
2018

Woburn 40R: Design Standards

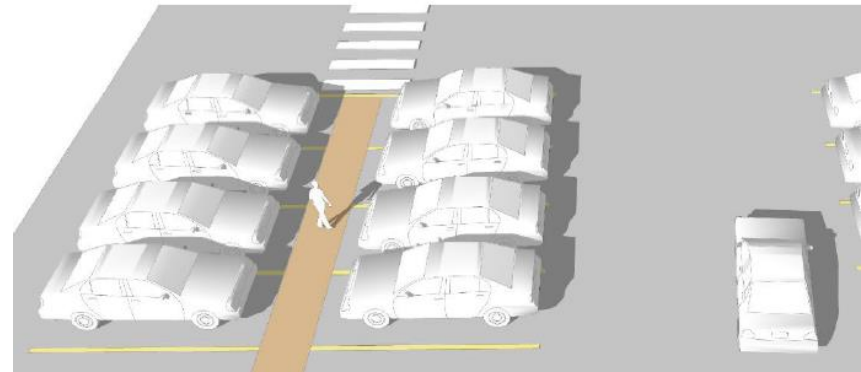


- a** amenity zone
- b** circulation zone
- c** business activity zone



Woburn 40R: Peer Review

Section	Complies with Standard?	Notes
3.3.7 Building materials	Fully compliant	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
3.3.8 Awnings	Fully compliant	The submission materials do not include specific awning information but the applicant notes that as spaces are tenanted, the Standards will apply
3.3.9 Signage	Fully compliant	The various renderings indicate adherence to the standards will be met, but details on any proposed signage were not provided
3.3.10 Multi-tenant signage	Fully compliant	See comment above
3.4 Street Design		
3.4.1 Sidewalk locations	Fully compliant	Sidewalks are provided throughout the site
3.4.2 Sidewalk configuration	Fully compliant	All sidewalks meet or exceed the standards for width and configuration
3.4.3 Multi-functional sidewalks	Fully compliant	Sidewalks greater than 5' have allocated space along the roadway for amenities such as trees, trash receptacles, bike racks, etc.
3.4.4 Sidewalk materials	Fully compliant	Durable, high quality materials are proposed for sidewalks
3.4.5 Accessibility	Fully compliant	Sidewalks, ramps, and markings are compliant
3.4.6 Visible and well-marked crosswalks	Mostly compliant	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
3.4.7 Corner radii	Partially compliant	See memo for discussion of corner radii
3.4.8 Landscape	Fully compliant	Street trees are provided in appropriate locations
3.4.9 Street furniture	Fully compliant	Presence of street furniture meets the standards. MAPC recommends bicycle racks in front of Retail C.
3.4.10 Bicycle use	Mostly compliant	See memo for bicycle facilities discussion
3.5 Open Space		
3.5.1 Relation to surrounding open spaces	Fully compliant	The proposed open spaces employ a combination of hardscape and softscape materials and are well-located
3.5.2 Open space details	Unclear	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.



Woburn 40R: Former Woburn Mall



Woburn 40R: Developer Plans



Woburn 40R: Developer Plans



Thank you!

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