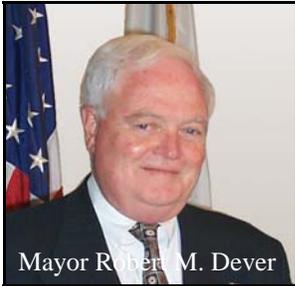


Woburn Square Revitalization Plan

Summary & Hearing Notice

A Message from the Mayor



Mayor Robert M. Dever

On Tuesday, May 16, at 7:30 P.M. in the City Hall Council Chambers, the Woburn City Council will be holding a formal public hearing for the approval of the Woburn Square Revitalization

Plan. This Plan is the culmination of four years of effort by the Committee to Revitalize Downtown Woburn, and the Woburn Redevelopment Authority, who have been working together in a community partnership to prepare a practical action program to guide our downtown revitalization efforts. Anyone with an interest in our downtown is sincerely invited and strongly encouraged to attend and participate. Now, as we make the final decisions concerning our comprehensive strategy, your comments, ideas and concerns are important to us.

Introduction

Woburn Square has long been the civic and commercial center of Woburn. The City's traditional downtown lies at the intersection of most of Woburn's major arteries, and is home to most of its major public institutions. In recent decades, however, the commercial side of Woburn Square has clearly faltered, as the City's residents have chosen to patronize newer, more modern shopping centers for the purchase of their desired goods, services, and entertainment. Today, however, there is clear consensus among Woburn's citizens that Woburn Square should remain the essential civic

Looking south on Main Street today...

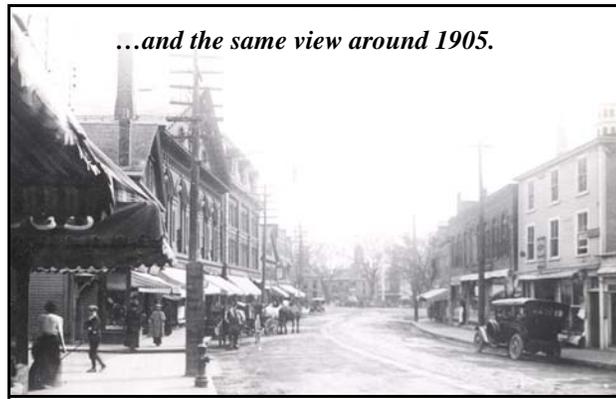


and commercial hub of the City of Woburn. To this end, the Woburn Redevelopment Authority (WRA) and the Committee to Revitalize Downtown Woburn (DRC) have formed the Woburn Square Partnership, to bring together local government, lenders, merchants, civic groups, and concerned citizens to plan a strategy for downtown revitalization. The Partnership is working together to improve the downtown, and to transform Woburn Square into a creative, vibrant, and unique commercial center. The Woburn Square Revitalization Plan, now before the Woburn City Council for review and approval, is the blueprint for that effort.

The Revitalization Area

Most of the commercial activity in Woburn Square is located along a seven block length of Main Street, between High Street on the south, and Franklin Street on the north. This strip of approximately 60 older commercial properties, along with three major public spaces, make up the major components of the Downtown Revitalization Area. The total area represents just over 16.2 acres of land, not counting public rights of way.

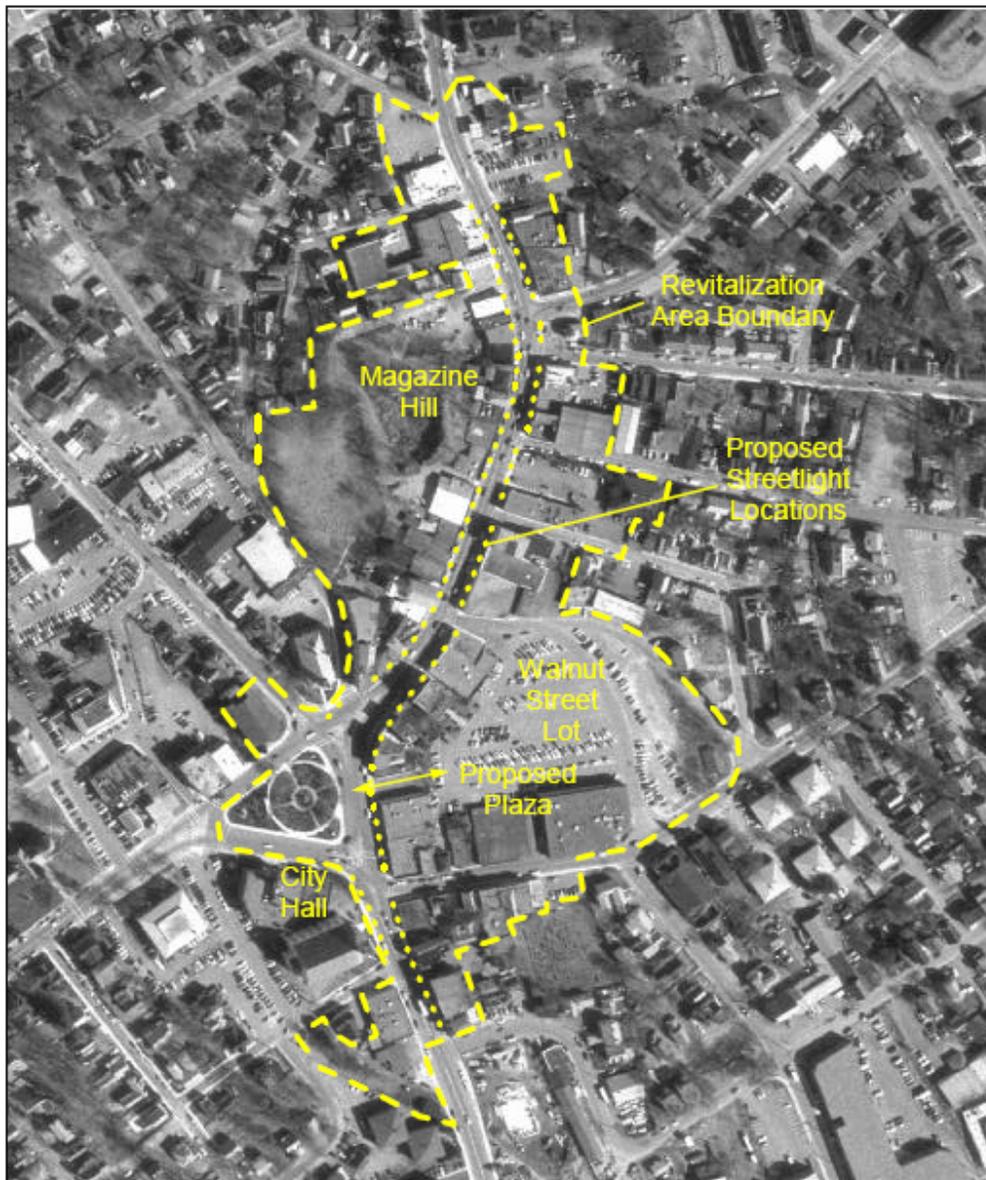
This commercial area today stands in marked contrast to the attractive Woburn Common, located in the center of the Square. Many of the area's buildings are deteriorating; others have had their original historic features obscured by siding, or by bland, nondescript façade treatments which mimic new, strip mall construction. The sidewalks,



though relatively new, are generally too narrow for plantings, benches or other amenities, and are often described by the public as "barren."

The Plan

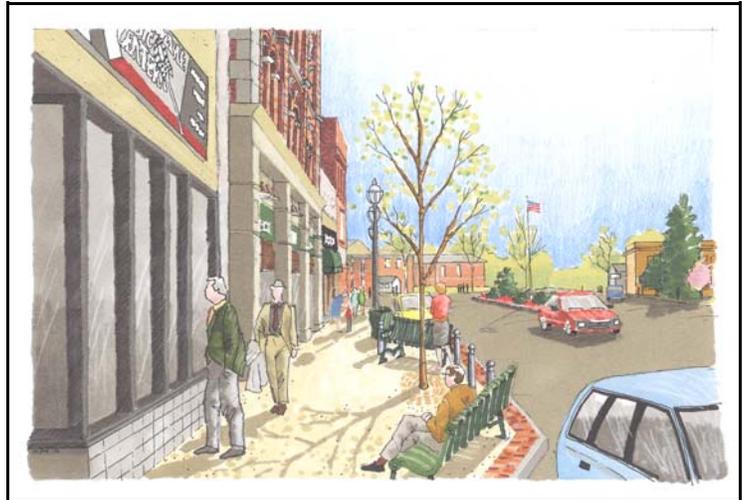
The central focus of the Woburn Square Revitalization Plan is a 24 month action program, which is designed to accomplish a specific set of short term revi-



talization objectives. This intentionally represents a realistic program for which funding is in hand or readily available, and around which there is a firm local consensus. This short term effort is focused within the currently designated Woburn Square Revitalization Area, where blighted conditions are most concentrated. Other objectives which cannot likely be accomplished within the 24 month period are characterized as long term, to be more thoroughly reviewed and implemented within a period of two to ten years. This group of activities includes, among other activities, major new construction and upgrade of off-street parking facilities, possible traffic improvements, and the assemblage of sites for new anchor development.

Copies of the Plan are available for public review at the Woburn Public Library, the City Clerk's Office, and the WRA Office at 371 Main Street. The short-term activities proposed in the plan include:

- *Streetscape improvements*, including new lighting, sidewalk bump-outs, and street plantings and furnishings;
- *Financial assistance* to merchants and property owners for façade improvement, as well as business expansion;
- *A technical assistance* fund to assist merchants with business planning, permitting, business marketing, etc.;
- *Parking system improvements*, including designs for a new Magazine Hill parking lot, and the construction of a new plaza/ accessway to the Walnut Street lot to be located at 365 Main Street;
- New *zoning proposals*, to reflect the community's land use goals and objectives for Woburn Square; and,
- A *marketing strategy* and program for promoting Woburn Square as a good place to shop and conduct business.



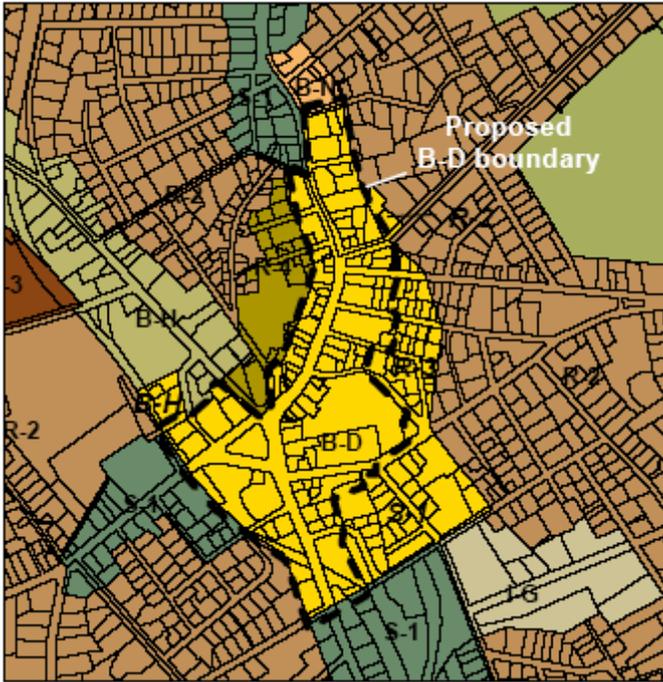
Busy Bend Design Project

A central component of this revitalization planning effort is the Busy Bend Design Project. The Busy Bend is a historic block of retail stores and offices located on the eastern side of Main Street, between Montvale Avenue and Walnut Street. Because of its visual and historical prominence directly opposite the Woburn Common, the WRA and the DRC selected the Busy Bend to be the subject of a comprehensive design exercise. Based upon the results, the WRA and the Committee have developed specific guidelines and programs for storefront, streetscape, and parking area improvement, which will be applied to revitalization efforts throughout the Square. This has allowed for the development of a uniform and detailed streetscape program, without requiring the complete reengineering of the downtown street and sidewalk network.

Zoning and Land Use Regulation

The control of land uses, densities, site cover-

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age, and other site development criteria in the Woburn Square Revitalization Area is controlled primarily through the administration of the City of Woburn Zoning Ordinance. In order to ensure that the ordinance supports the revitalization objectives stated in this plan, the WRA and the DRC have also proposed amendments to the City’s Zoning Ordinance to bring its provisions into unity with the goals and objectives of the revitalization effort. The overall objective is to transform the B-D district so that it protects the traditional, low density scale of the downtown, but is reduced in size to encompass only the traditional downtown itself. Other B-D areas would be rezoned to reflect the uses and land use objectives for the adjacent commercial or residential areas. The reduction of the size of the zone also serves to ensure that the parking exemption of Sec.8.3.1

of the Ordinance only applies to the areas of the Square currently in commercial use.

The proposed changes can be summarized as follows:

- The B-D district boundaries would be revised as shown on the map above, encompassing only those commercial sites fronting along Main Street, Pleasant Street, and Montvale Avenue, which have historically been part of Woburn’s downtown, including a few small commercial parcels along intersecting streets;
- The table of uses would be revised to prohibit elevator apartments in the BD District;
- Buildings in the B-D zone will be restricted to a height limit of 3 stories and 40 feet, as measured from grade at Main Street. All other dimensional requirements would remain unchanged.

Committee to Revitalize Downtown Woburn

Mayor Robert M. Dever
 Donald Queenin, Chairman
 Jay Boyle
 John Cashell
 Peter Carbone
 Richard Gately
 Robert A. Gonsalves
 Susan Hartmere
 Philip Mahoney
 John F. Marlowe
 JoAnne Mulkerin
 Amy Power
 Thomas Smith

Woburn Redevelopment Authority

John F. Marlowe, Chairman
 John Connolly
 Robert A. Gonsalves
 Richard O’Rourke
 Nicholas Paleologos

*Mark the public hearing date:
 Tuesday, May 16th, 7:30 P.M.
 City Council Chambers, City Hall
 10 Common Street
 Woburn, Massachusetts*