



WAKEFIELD POLICE DEPARTMENT

One Union Street, Wakefield, Massachusetts, 01880

Emergency: 911

Office: (339) 219-4525

Fax (781) 245-1299

Lt. Joseph Anderson

June 23, 2023

Town Council
Town of Wakefield
1 Lafayette Street
Wakefield, MA 01880

Dear Town Council,

The Traffic Advisory Committee (TAC) has three recommendations for you to consider from our most recent meeting held on June 23, 2023.

First, the TAC recommends that a handicapped parking space be approved on Crescent Street in the area of #43. This parking space request was reviewed and approved by both the Wakefield Commission on Disability Issues and TAC. There are currently no handicapped parking spaces in the immediate area. The area is largely served by off-street parking. This space, if approved would serve at least two known residents with a need for handicapped parking.

Second, the TAC recommends that the intersection of Salem Street and Pleasant Street be changed from a two-way stop to a four-way stop by adding stop signs to both the east and westbound sides of Salem Street. The TAC reviewed traffic crash data and found a documented crash history. The Engineering Division completed sight distance measurements on Salem Street for both the east and west approaches. Neither approach met the Intersection Sight Distance (ISD) requirements, so a 4-way stop configuration is warranted to improve safety at the intersection. Attached are their measurements, a street view of the intersection and MassDOT crash records for the area from 2015-2019.

Lastly, the Engineering Division developed the attached plans proposing updates to the Town School Zone signage to maximize the distance of 20 MPH speed control. These plans and limits reflect MassDOT's updated Massachusetts Amendments to the MUTCD in 2022. The plan, if approved would enhance signage and extend the 20 MPH school zone to the following locations:

I look forward to discussing these three recommendations at your next available meeting.



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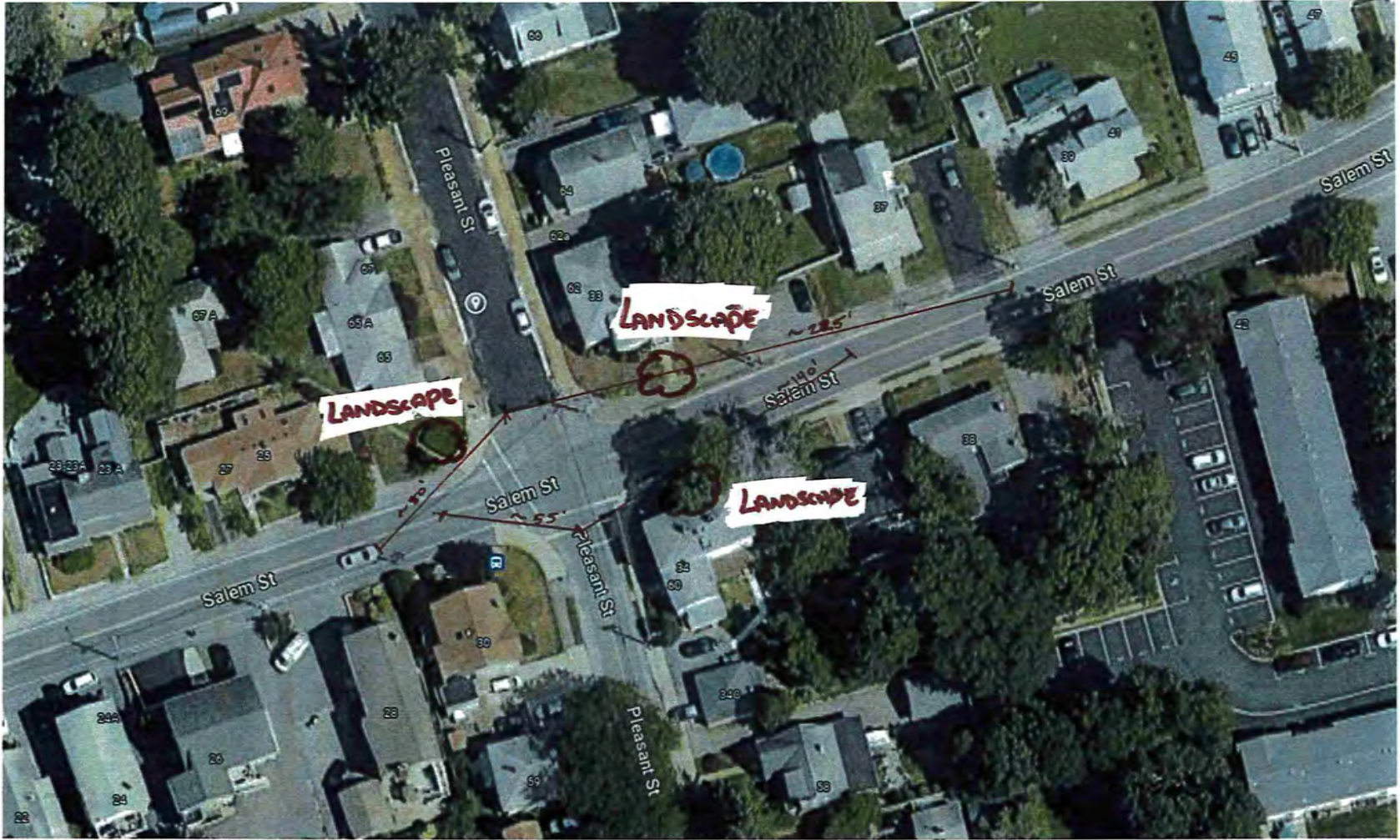
Fax (781) 245-1299

Lt. Joseph Anderson

Respectfully Submitted,

Lt. Joseph A. Anderson
Chairman
Traffic Advisory Committee





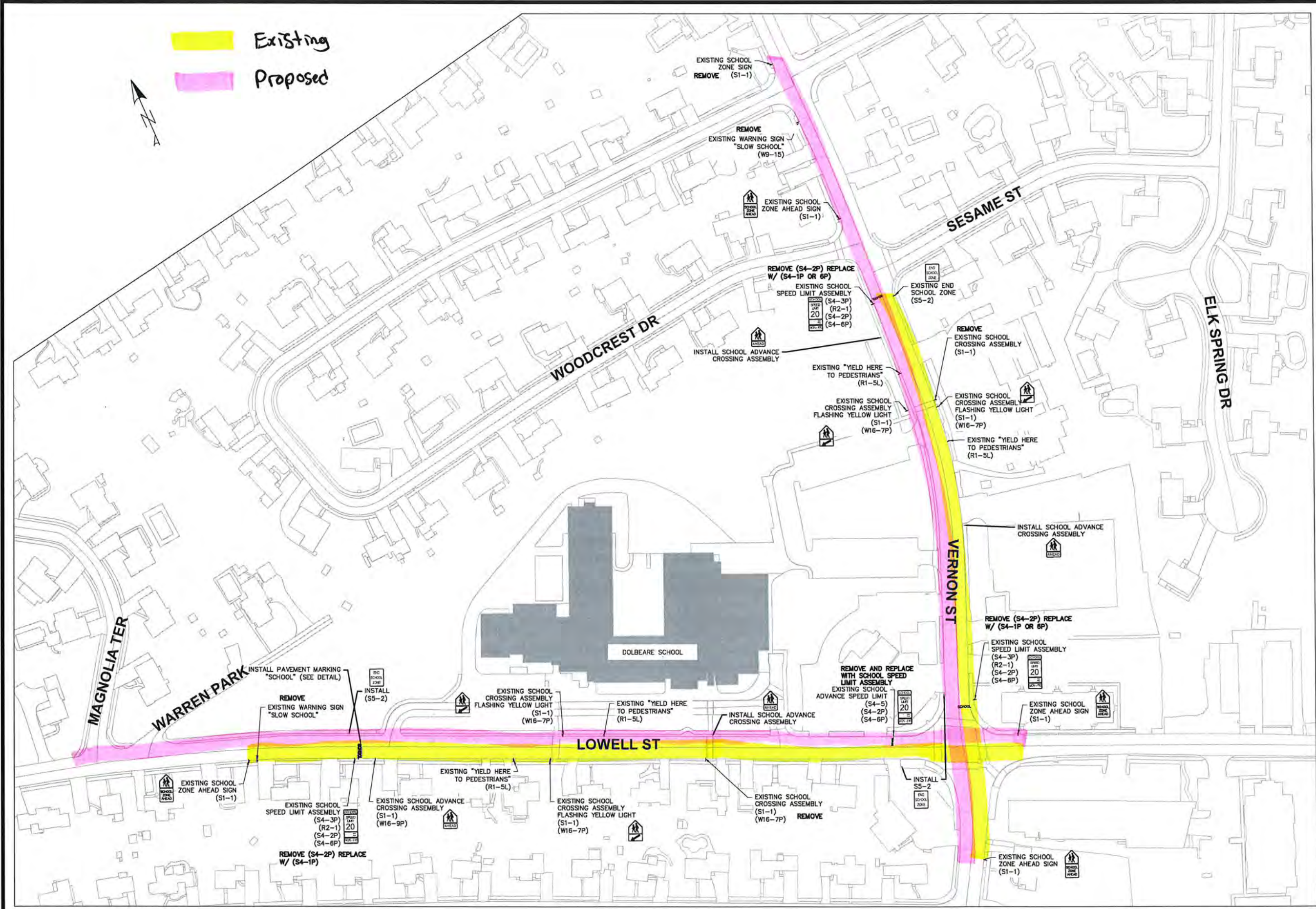
DRIVER'S APPROXIMATE STOPPING SITE DISTANCE
 APPROACHING SALEM ST BOTH NORTHBOUND AND SOUTHBOUND ON PLEASANT STREET

30 MPH { SSD = 200'
 ISD = 335'

05/17/2013
 NOT TO SCALE

Existing

Proposed



TOWN OF WAKEFIELD

Public Works - Engineering Division • 11 Lafayette Street • Wakefield, MA 01880

REVISIONS

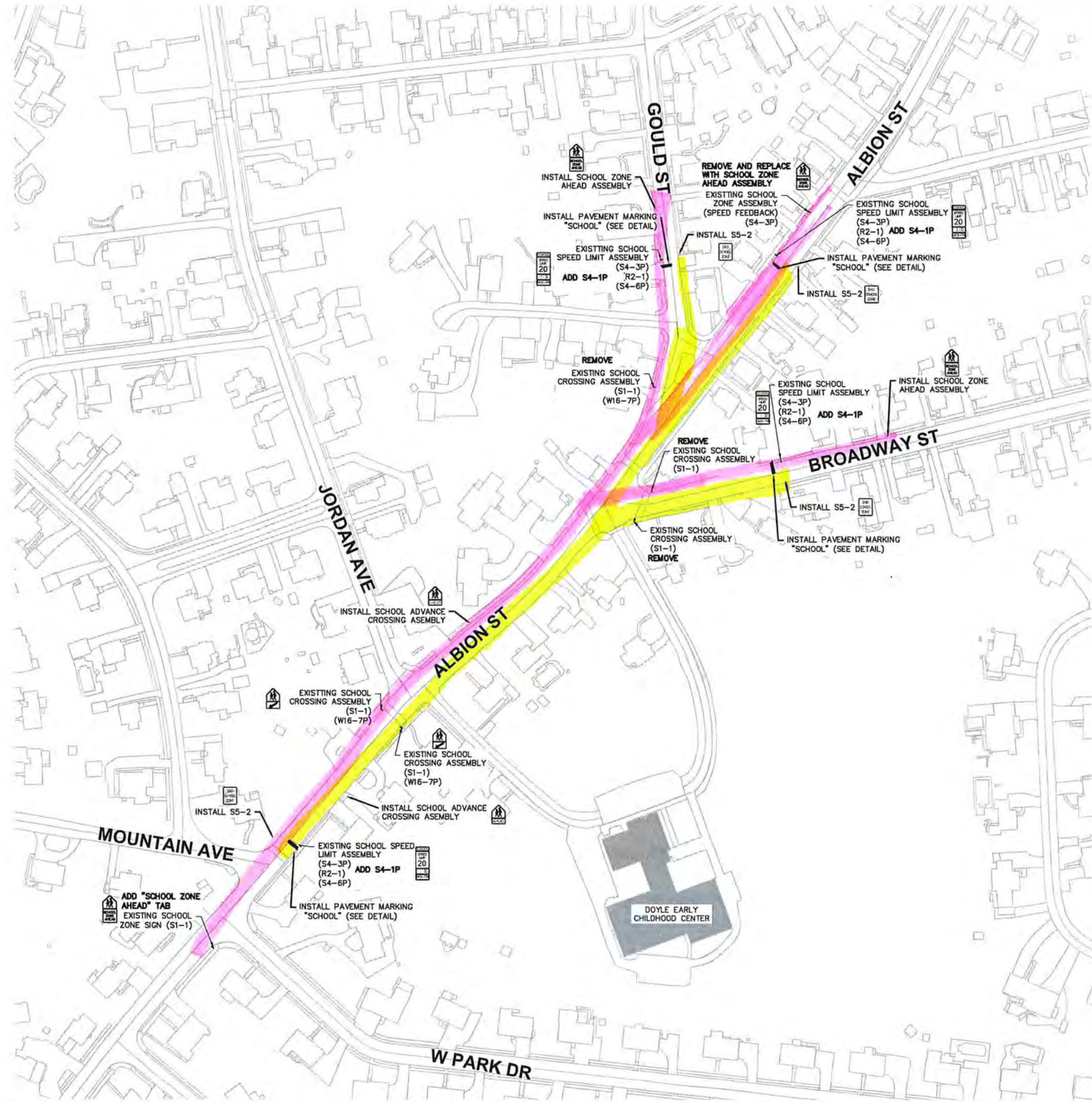
DESIGN BY: WJR
DRAFTED BY: WJR
DATE: NTS

DOLBEARE SCHOOL
340 LOWELL STREET
SCHOOL ZONE SIGNAGE
MAY 2023

2021-99
SHEET
1 OF 8

XX-99

Existing
Proposed



TOWN OF
WAKEFIELD

Public Works - Engineering Division - 1 Lafayette Street - Wakefield, MA 01880

REVISIONS

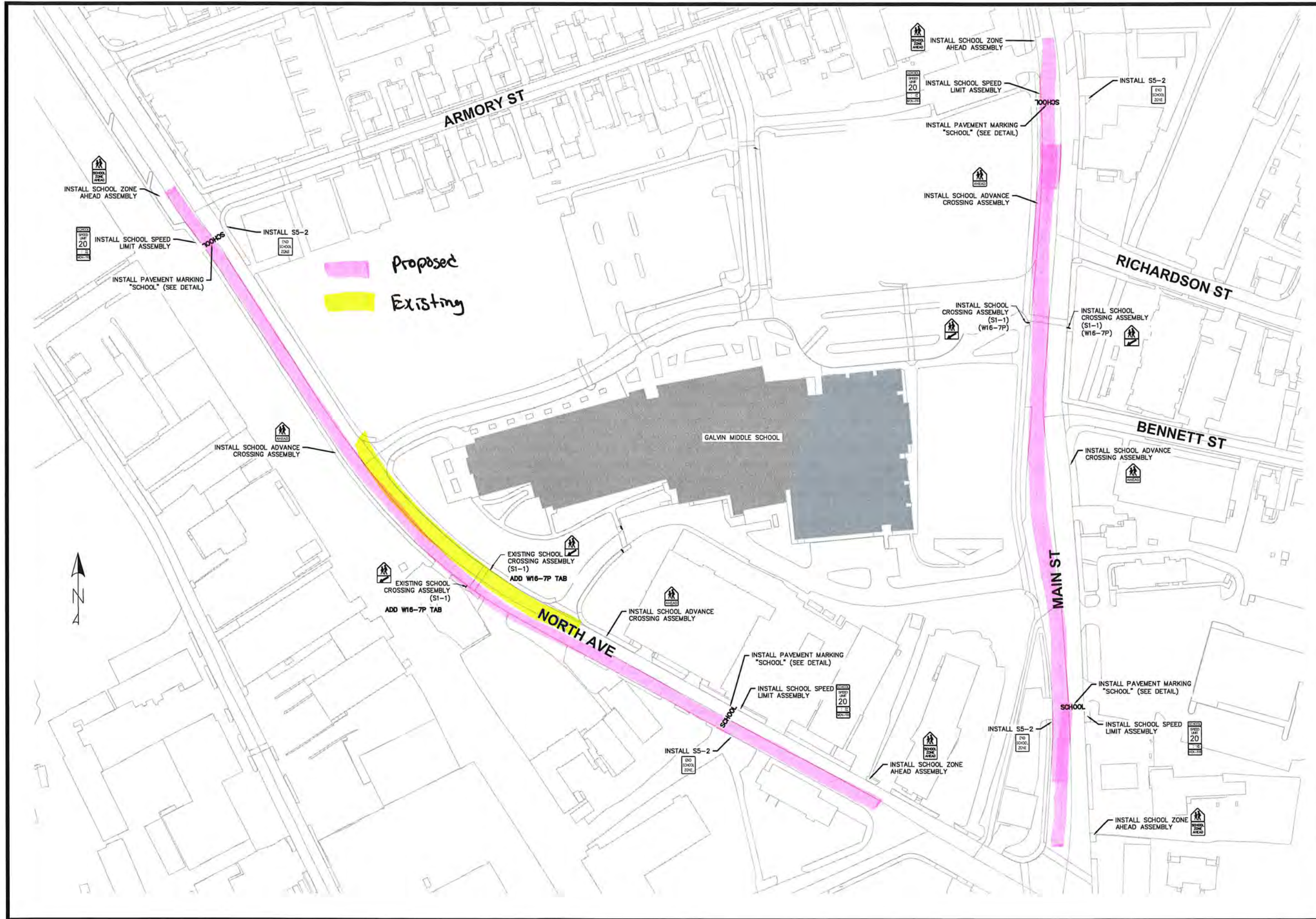
DESIGN BY
DRAWN BY
CHECKED BY
DATE

DOYLE CHILDHOOD CENTER
11 PAUL AVENUE
SCHOOL ZONE SIGNAGE
MAY 2023

2021-99

SHEET
2 OF 8

77-99



TOWN OF
WAKEFIELD

Public Works - Engineering Division • 11 Lafayette Street, Wakefield, MA 01880

REVISIONS

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DRAFTED BY
DATE

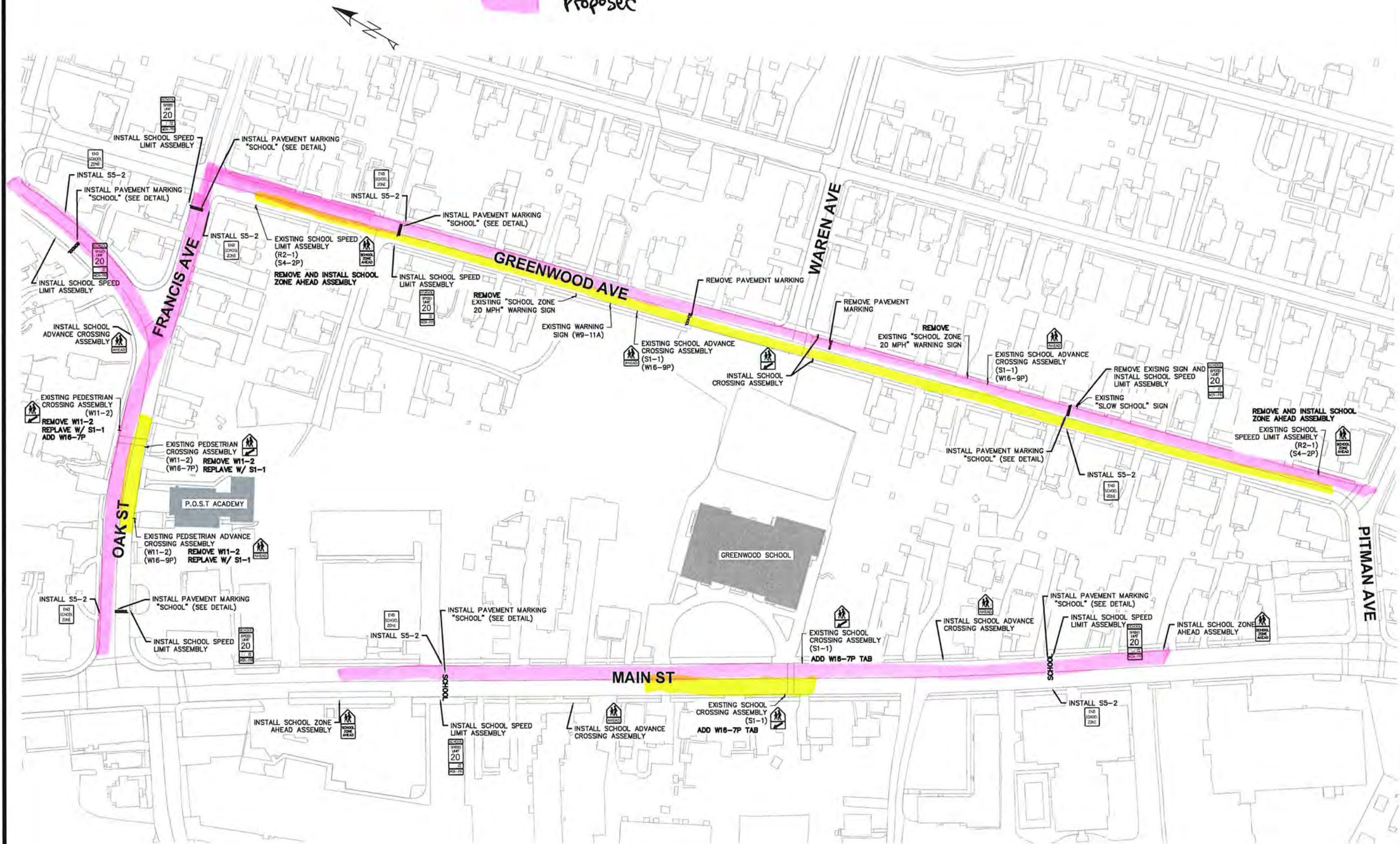
GALVIN MIDDLE SCHOOL
525 MAIN STREET
SCHOOL ZONE SIGNAGE
MAY 2023

2021-99

SHEET
3 OF 8

17-99

Existing
Proposed



TOWN OF
WAKEFIELD
Public Works - Engineering Division - 11 Lafayette Street, Wakefield, MA 01880

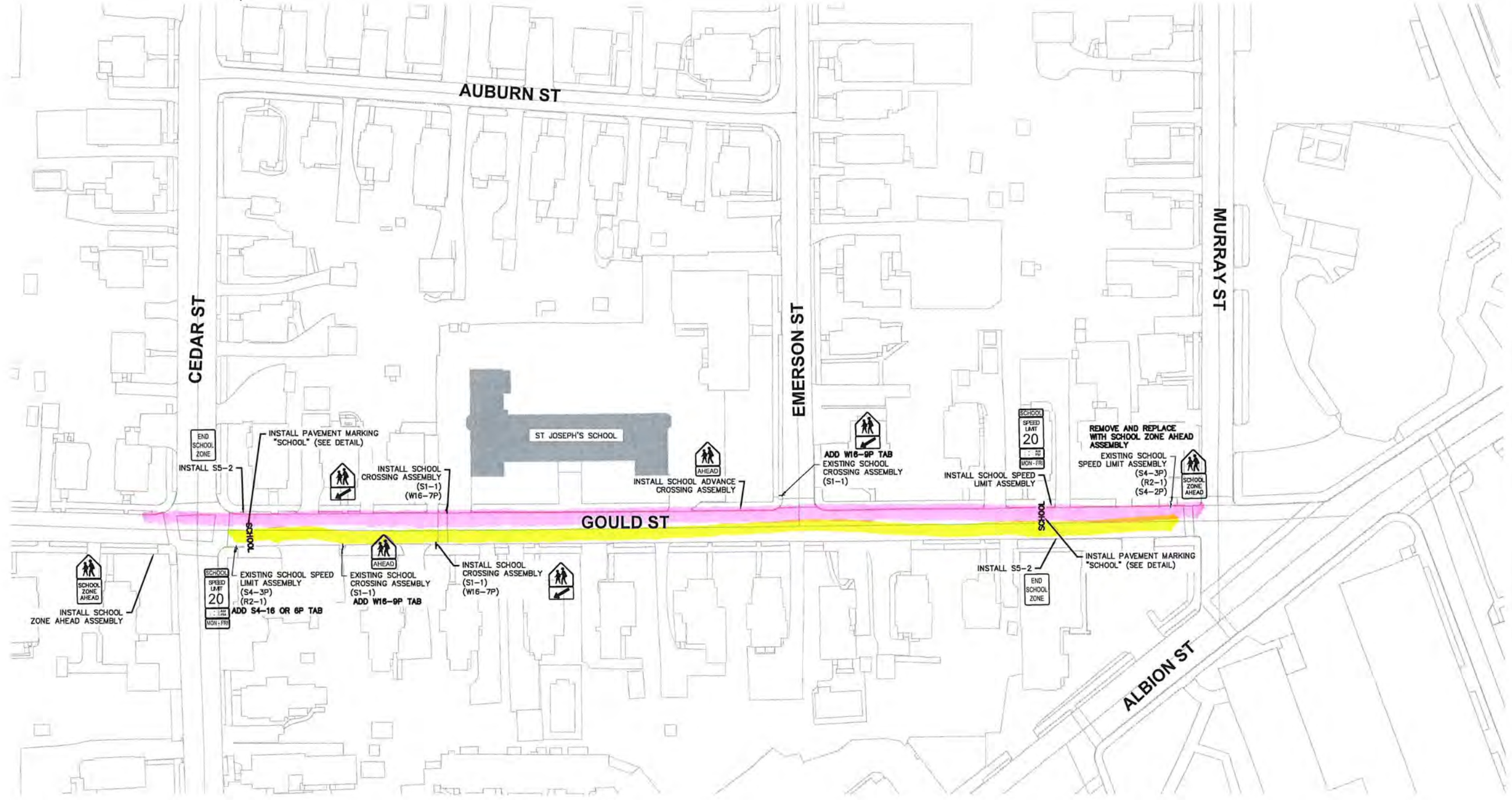
DESIGN BY
DRAFTED BY
WUR
NTS

GREENWOOD & P.O.S.T
1030 MAIN STREET & 5 OAK STREET
SCHOOL ZONE SIGNAGE
MAY 2023

2021-99
SHEET
4 OF 8

17-99

Existing
Proposed



TOWN OF WAKEFIELD
Public Works - Engineering Division • 11 Lafayette Street, Wakefield, MA 01880

DESIGN BY
DRAFTED BY
WJR
NTS

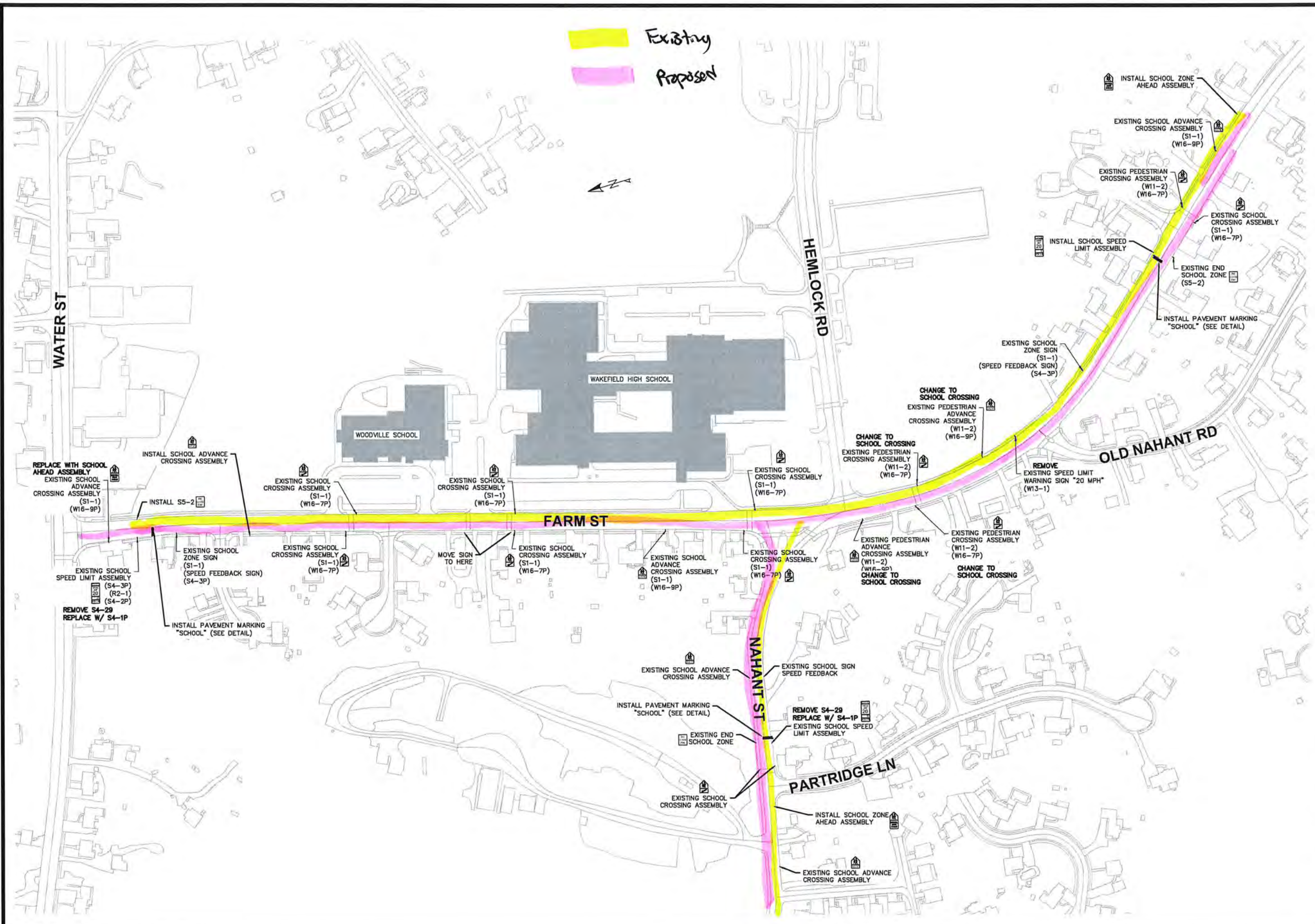
ST JOSEPH'S SCHOOL
15 GOULD STREET
SCHOOL ZONE SIGNAGE
MAY 2023

2021-99

SHEET
5 OF 8

17-99

Existing
Proposed



TOWN OF
WAKEFIELD
Public Works - Engineering Division • 11 Lafayette Street • Wakefield, MA 01880

REVISIONS

DESIGN BY
DRAFTED BY
DATE
NTS

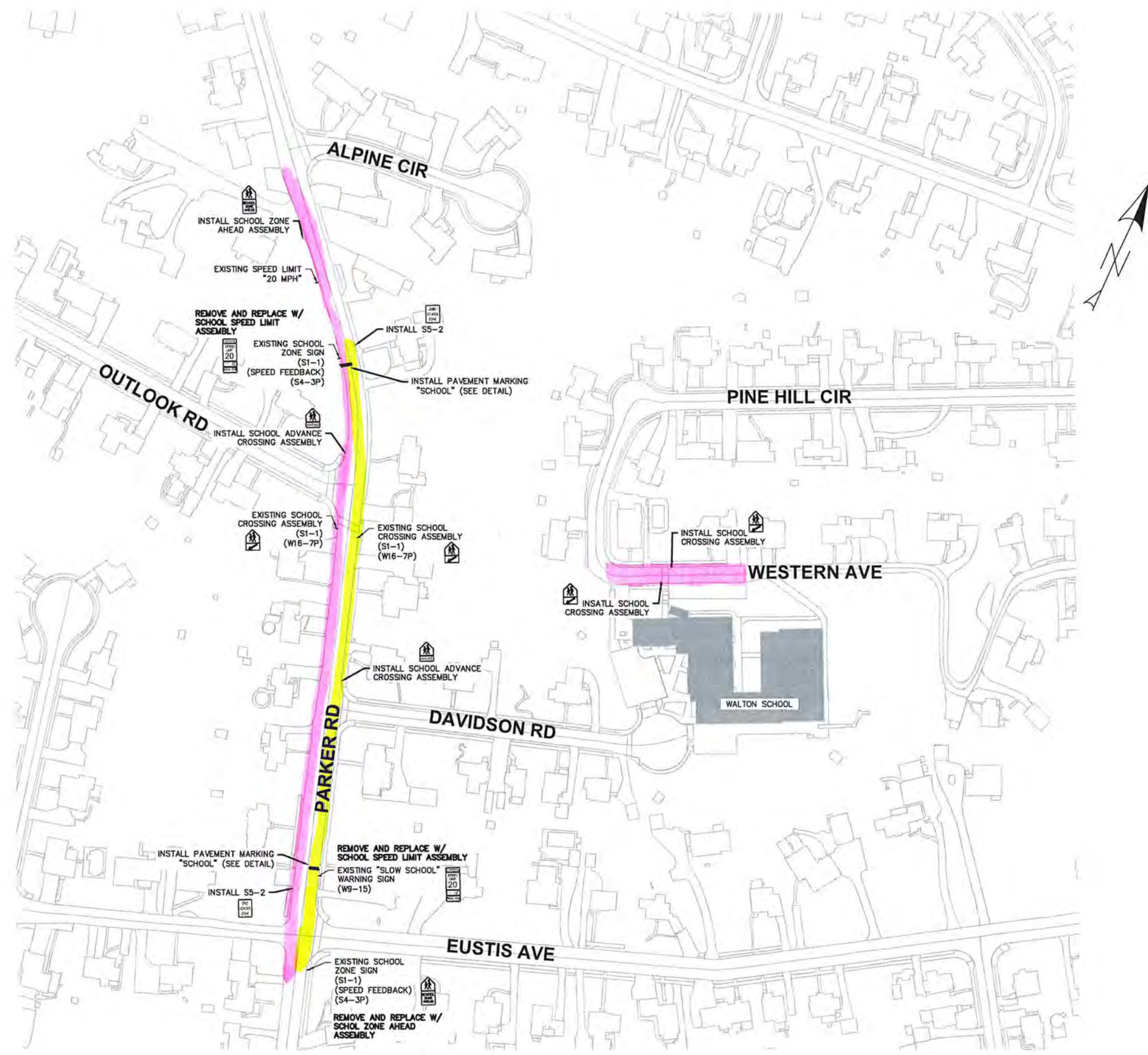
WAKE HIGH & WOODVILLE
60 FARM STREET & 30 FARM STREET
SCHOOL ZONE SIGNAGE
MAY 2023

2021-99

SHEET
6 OF 8

XX-99

Existing
Proposed



TOWN OF
WAKEFIELD
Public Works - Engineering Division - 11 Lafayette Street - Wakefield, MA 01880

REVISIONS

DESIGN BY
DRAFTED BY
DATE
WJR
NTS

WALTON SCHOOL
DAVIDSON ROAD
SCHOOL ZONE SIGNAGE
MAY 2023

2021-99
SHEET
7 OF 8

17-99

SCHOOL ADVANCE
CROSSING ASSEMBLY



S1-1

W16-9P

SCHOOL CROSSING
ASSEMBLY



S1-1

W16-7P

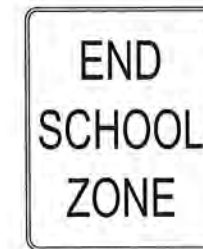
SCHOOL ZONE AHEAD
ASSEMBLY



S1-1

NO MUTCD
CODE
30" X 30"

END SCHOOL
ZONE



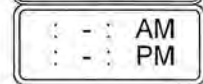
S5-2

SCHOOL SPEED LIMIT
ASSEMBLY



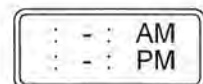
S4-3P

R2-1



S4-1P

OR



S4-1P



S4-6P



ONE-LANE PAVEMENT
MARKING DETAIL



TOWN OF
WAKEFIELD

Public Works - Engineering Division - 1 Lafayette Street - Wakefield, MA 01880

REVISIONS

DESIGN BY	NTS
DRAFTED BY	NTS
CHECKED BY	NTS
DATE	

SIGN DETAILS
MUTCD STANDARDS
SCHOOL ZONE SIGNAGE
MAY 2023

2021-99

SHEET
8 OF 8

17-99

Town Council Update

- Bike/Pedestrian Plan Presentation
- MBTA Community Multifamily Zoning
- Community and Economic Development

Erin Kokinda

Community and Economic Development Director

July 2023



Purpose of this Meeting

- Present the final Bike and Pedestrian Plan for comments and feedback.
- Update on the MBTA Communities Zoning district and requirements, and timeline moving forward.
- Community and Economic Development overview and updates on projects and initiatives.



Bike/Pedestrian Plan

Project Team:

Town of Wakefield:

Erin Kokinda, Community and Economic Development Director

William Renault, Town Engineer

Metropolitan Area Planning Council:

David Loutzenheiser, Senior Transportation Planner



Wakefield Bicycle and Pedestrian Master Plan

June 2023



Bike/Pedestrian Plan

Key Goals:

- Encourage walking, bicycling, and rolling to key destinations throughout town.
- Establish a plan that connects local destinations and surrounding communities through safe, comfortable, and convenient routes.
- Advance the Town's Complete Streets Policy.



Bike/Pedestrian Plan

Background and Community Engagement

Site Visits:

To evaluate existing conditions, MAPC conducted two formal site visits with the Town staff, Safe Streets Working Group, and key stakeholders.

- June 28, 2021 and March 25, 2022

Survey:

In the fall of 2021, the project team distributed a bicycle and pedestrian survey to people that live and work in Wakefield. Posted in the Wakefield Item, social media, website. 360 responses.

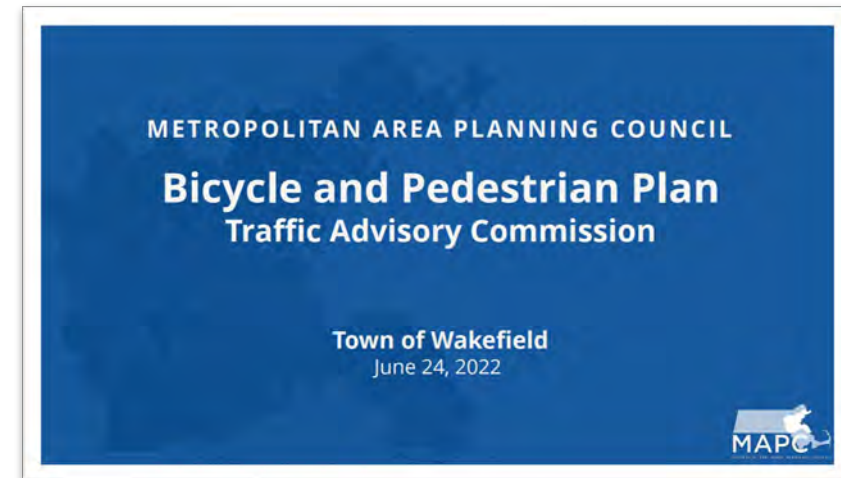
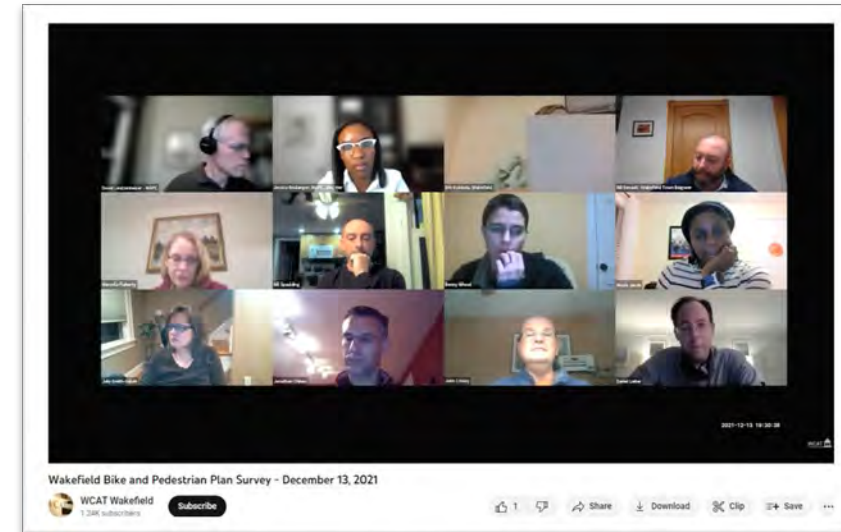


Bike/Pedestrian Plan

Background and Community Engagement

Public Meetings:

- December 13, 2021, with the public via Zoom- introduction to the project, early findings, breakout rooms, discussion, next steps
- June 24, 2022, presentation to the Traffic Advisory Committee
- July 14, 2022, with the public via Zoom- presentation to the public of the draft Plan
- June 8, 2023, with the public via Zoom- final presentation of the Plan's key goals and highlights



Bike/Pedestrian Plan

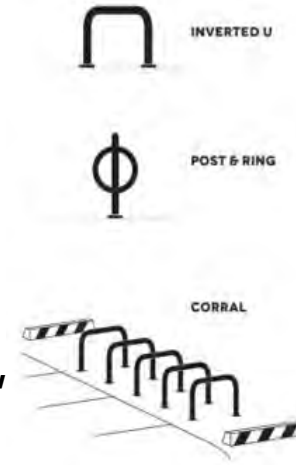
Policy Recommendations

Bicycle Parking

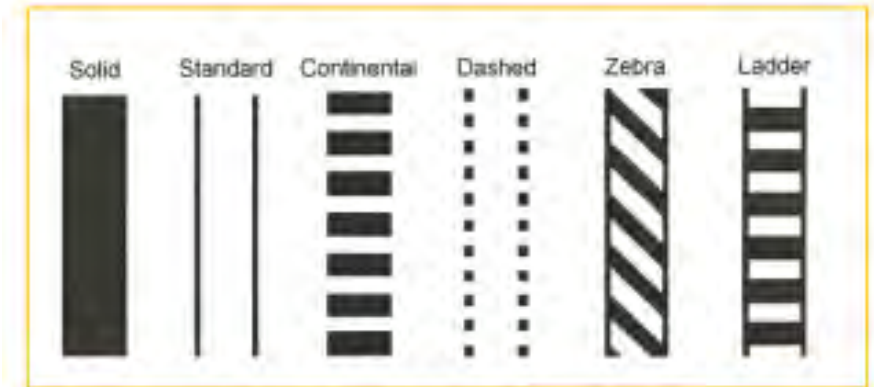
- Require short- and long-term bicycle parking in all new multi-family, business, and retail construction.
- Recommending long-term parking be covered
- Plan recommends specific locations

Crosswalks and Sidewalks

- Ladder-style crosswalks as opposed to parallel lines for optimum visibility at all times and reflectivity at night
- Maintenance of crosswalks: pavement beneath the pavement markings
- Complete the sidewalk network on both sides of all arterial streets. Prioritize based on current pedestrian accessibility



Example: Bike Parking Types



Example: Crosswalk designs- ladder pattern preferred

Bike/Pedestrian Plan



Planning
THIS PLAN

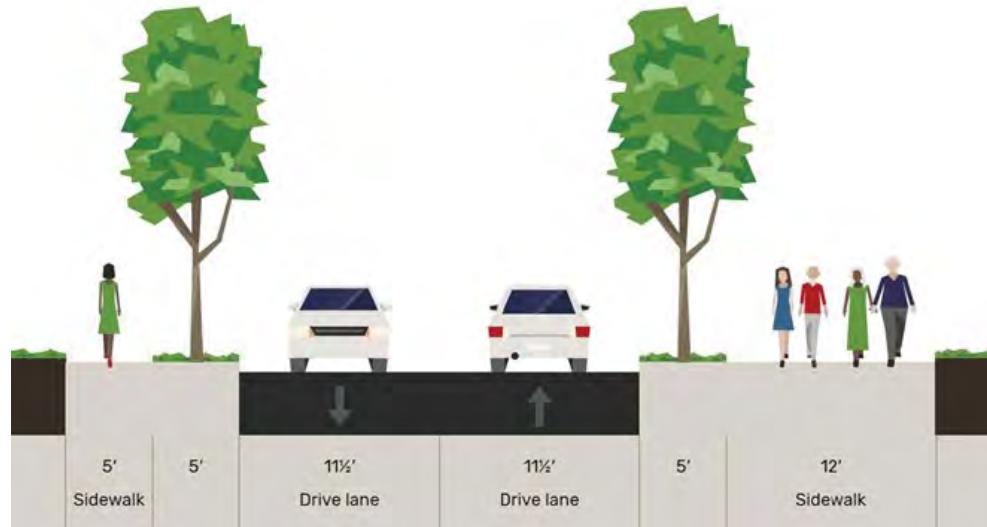
Design
TOWN COUNCIL
APPROVE PROJECTS

Construction

Bike/Pedestrian Plan

Policy Recommendations

- 1. Shared Use Paths** – Also referred to as mixed-use paths, bike paths or bike trails these are shared with non-motorized users including walkers, strollers, wheelchair users, dogs, and more. Separated from traffic. Travel can go in both directions



Ex. Shared use path on one side, sidewalk opposite



Bike/Pedestrian Plan

Policy Recommendations

2. **Protected Bike Lane** - Separated by motor vehicles through curbs, flex posts, concrete barriers, or parked vehicles.



Buffer and Flex Posts



Parked Vehicles



Protected Bike Lanes – Buffer and Flex Posts



Curb

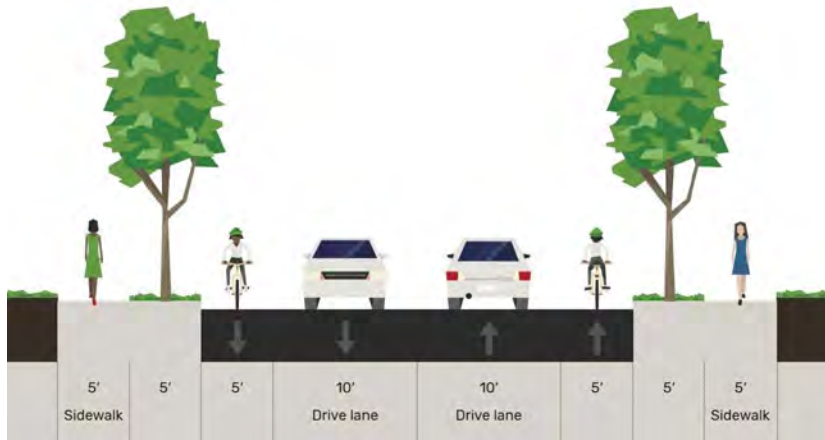


Curb

Bike/Pedestrian Plan

Policy Recommendations

- 3. **Conventional Bike Lanes** - Separated from traffic by a gore strip (buffered) or just a striped lane. May be adjacent to a curb or parking



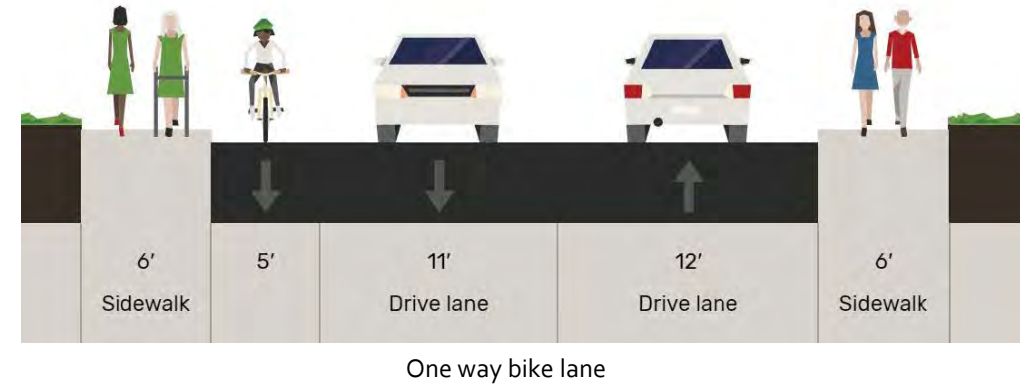
Ex. Bike lanes and planted buffer



Bike/Pedestrian Plan

Policy Recommendations

4. **One-Way Bike Lane and Shared Lane** – for space constrained roadways where bike lanes cannot be accommodated in both directions.



Bike/Pedestrian Plan

Policy Recommendations

5. Shared Streets/"Sharrows"

- Bicyclists and perhaps pedestrians share the space with motor vehicles
- Most suitable on residential streets, focusing on bike lanes and sidewalk improvements
- Use on major streets as last alternative

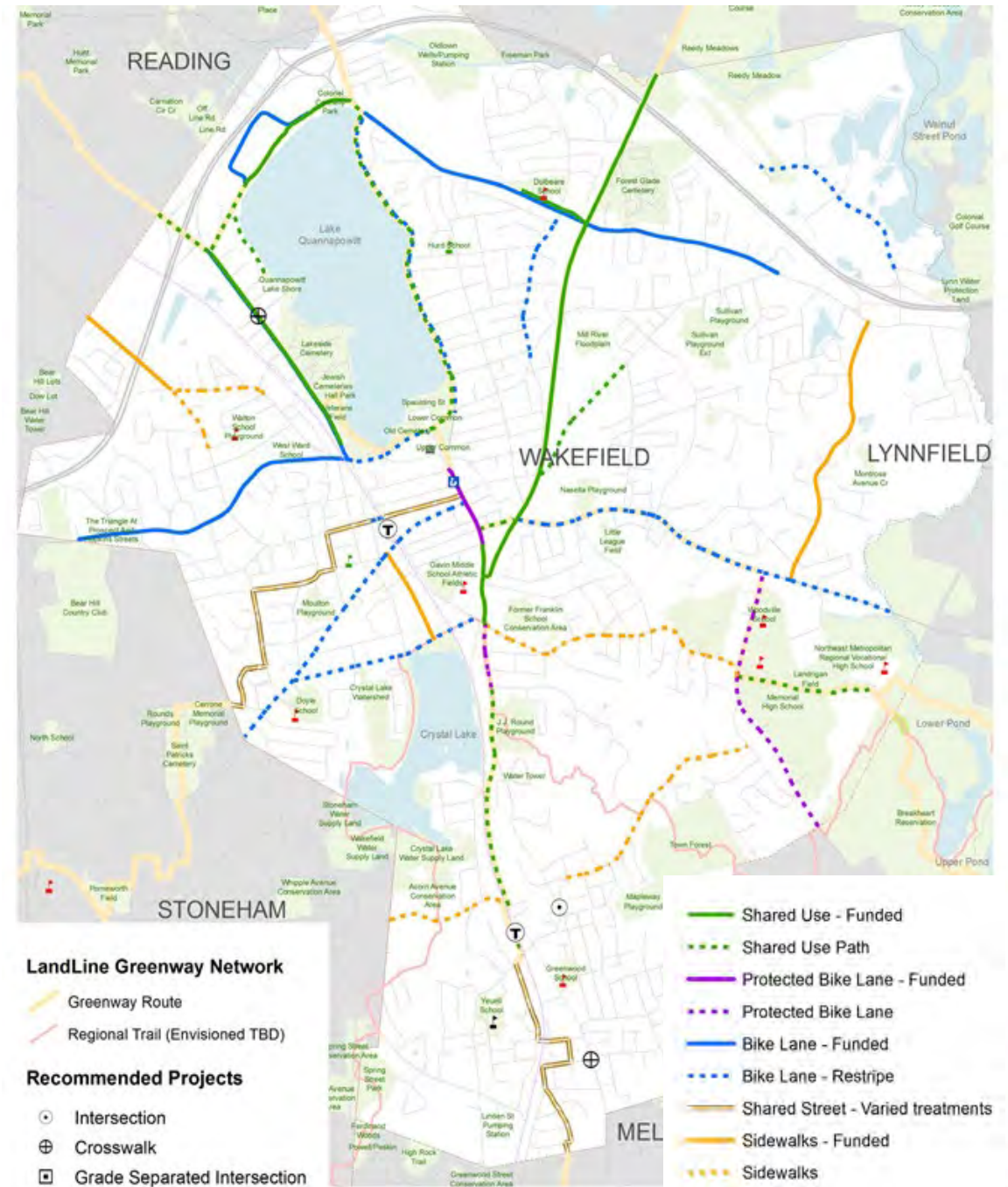


SHARED LANE
MARKINGS



Bike/Pedestrian Plan

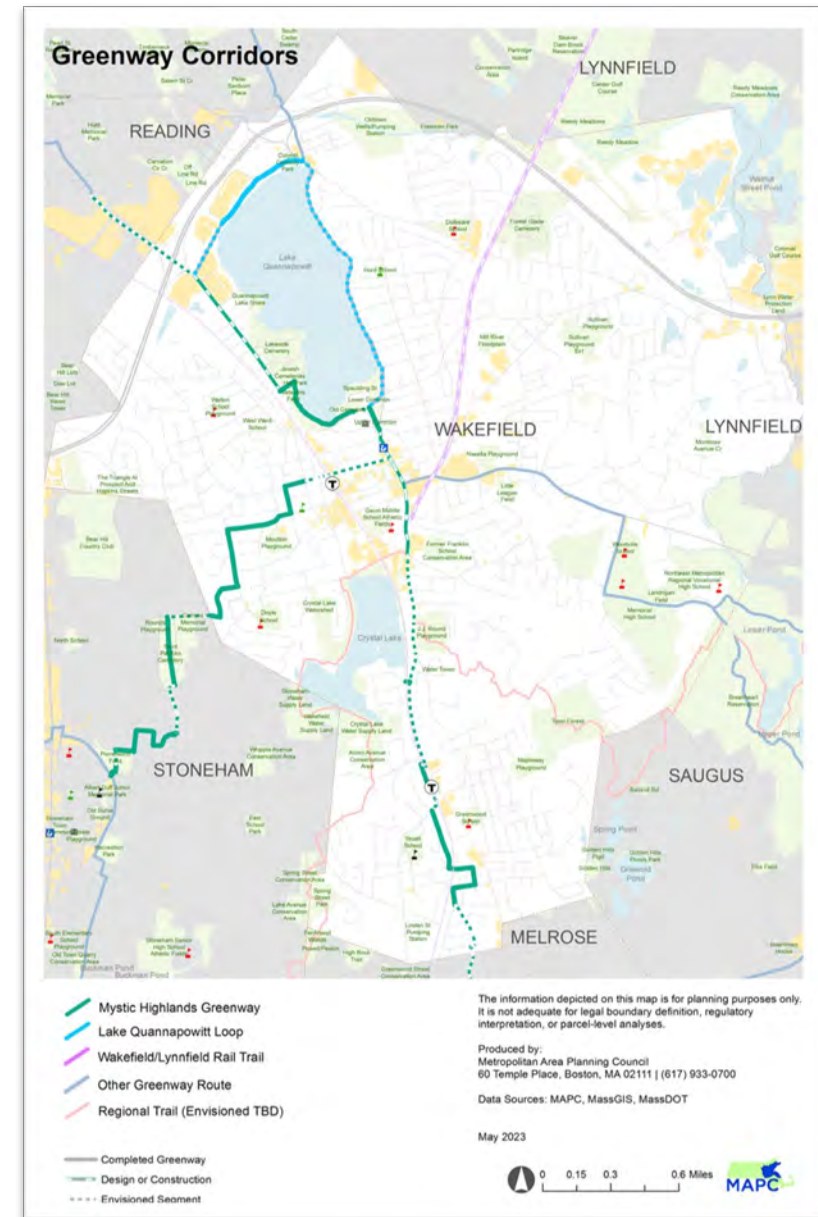
Street	From/To	Priority	Cost	Project Description
Albion St	Main St to North Ave	medium	low	Bike lane - stripe on left side of one way road
Albion St	North Ave to Stoneham (line Intersection)	medium	low	Bike lanes - restripe roadway
Albion St at Gould St	Intersection	?	?	?
Audubon Rd	193 Ramp to Edgewater Rd	low	low	Bike lanes - restripe roadway
Broadway St	Main St to Albion St	low	high	bike lanes and add missing sidewalks
Church St	Cemetery Path to Spaulding Playground	high	medium	Shared use path - widen existing sidewalk
Church St	Main St to North Ave	medium	low	Bike lanes - restripe roadway
Elm St	Pine Hill Cr to Parker Rd	funded	na	Sidewalks - add new sidewalks where missing
Farm St	Saugus line to Water St	high	low/high	Protected bike lanes - flex posts short term, move curbs
Farm St @ Nahant/Hemlock	Intersection	high	high	Intersection - reconfigure, evaluate roundabout option
Forest St	Main St to Stoneham Line	high	medium	Sidewalks - add new sidewalks where missing
Foundry St	Albion St to Broadway	medium	medium	Sidewalks - add new sidewalks
Green St and Oak St	Intersection	high	medium	Crosswalks and sidewalks - narrow and reconstruct road
Greenway Trail (new)	Atwood Ave to Greenwood St	high	high	Shared use path an MBTA property
Greenwood Ave	Oak St to Maple Way	medium	medium	Sidewalks - reconstruct and add missing
Hanson St and Main St	Intersection	high	medium	Crosswalk and curb extension - add new crossing of Ma
Hemlock Rd	Farm St to Breakheart Reservation	high	medium	Shared use path, adjacent to the roadway, DCR road
Lakeside Trail (new)	Quannapowitt Parkway to Linda Ave	medium	medium	Shared use path, through redevelopment and town pro
Lowell St	Main St to Main St	high	medium	Shared use path - widen existing path and narrow road
Lowell St	Main St to Salem St	funded	high	Bike lanes and reconstruct walkway
Lowell St	Rail trail to the Dolbeare School	medium	medium	Shared use path - north side of street, widening walkwa
Main St 1	Forest St to Charlet St	high	high	Shared use path - widen existing path, narrow roadway,
Main St 2	Charles St to North Ave	high	low	Protected bike lanes - one way each side or two way on
Main St 3	North Ave to Water St	high	high	Shared use path on the west side (Envision Wakefield)
Main St 4	Water St to Crescent St	very high	high	Protected bike lanes (Envision Wakefield)
Main St 5	Salem St to Lowell St	high	high	Shared use path - widen existing path and narrow road
Montrose St	Water St to Salem St	funded	na	Sidewalks - reconstruct and add missing
Mystic Highlands Greenway	Stoneham line to Main St	high	low	Shared Street - wayfinding & sharrows, contraflow bike
Mystic Highlands Greenway	Melrose line to Greenwood St	high	low	Shared Street - wayfinding signs & sharrows
Nahant St	Main St to Farm St	high	medium	Sidewalks - add new sidewalks where missing
New Salem St	Vernon St to Preston St	medium	medium	shared use path on one side (south side likely)
North Ave	Church St to Quannapowitt Parkway	high	high	Narrow roadway, add bike lanes and widen SW to shar
North Ave	Quannapowitt Pkwy to Reading Line	high	medium	Work with MassDOT to create a shared use path under
North Ave at Prospect/Church St	Intersection	high	medium	?
North Ave at Wolcott	Intersection	high	medium	Install new signalized crossing and crosswalks
Oak St	Green St to Farm St	low	medium	Sidewalks - reconstruct and add missing
Parker Rd	Elm St to Reading line	funded	na	Sidewalks - reconstruct and add missing
Parker Rd	Davidson Rd to Elm St	medium	medium	Sidewalks - reconstruct to ADA standards
Prospect St	Stoneham line to North Ave	funded	na	Bike lanes - restripe roadway
Quannapowitt Parkway	Lowell St to Quannapowitt Parkway	funded	na	Shared use path - widen path to shared use standards
Quannapowitt Parkway	North Ave to 200	high	medium	Shared use path - narrow parkway with
Vernon St	Salem St to Lowell St	medium	low	Bike lanes
Wakefield Rail Trail	Water St to Lynnfield Line	funded	na	Shared use path - continue construction of the rail trail
Water St	Saugus line to Vernon St	high	low	Bike lanes
Water St	Vernon St to Main St	medium	medium	Shared use path on the north side
Winn St	Elm St to North Ave	medium	medium	Sidewalks - reconstruct and add missing



Bike/Pedestrian Plan

Connected Networks

- Mystic Highlands Greenway
- Lake Quannapowitt Loop
- Breakheart Reservation Spur
- Wakefield/Lynnfield Rail Trail



Bike/Pedestrian Plan

???? QUESTIONS ????

Project Team:

Town of Wakefield:

Erin Kokinda, Community and Economic Development Director

William Renault, Town Engineer

Metropolitan Area Planning Council:

David Loutzenheiser, Senior Transportation Planner



Wakefield Bicycle and Pedestrian Master Plan

June 2023



Town Council Update

MBTA Community Multifamily Zoning



MBTA Communities Update

Project Team:

Town of Wakefield:

Erin Kokinda, Community and Economic Development Director

MBTA Communities and Planning Board:

Jim Hogan, Planning Board Vice-Chair

MBTA Communities Working Group:

Julie Smith Galvin - Town Council

Jim Hogan - Planning Board

Matt Lowry - Planning Board

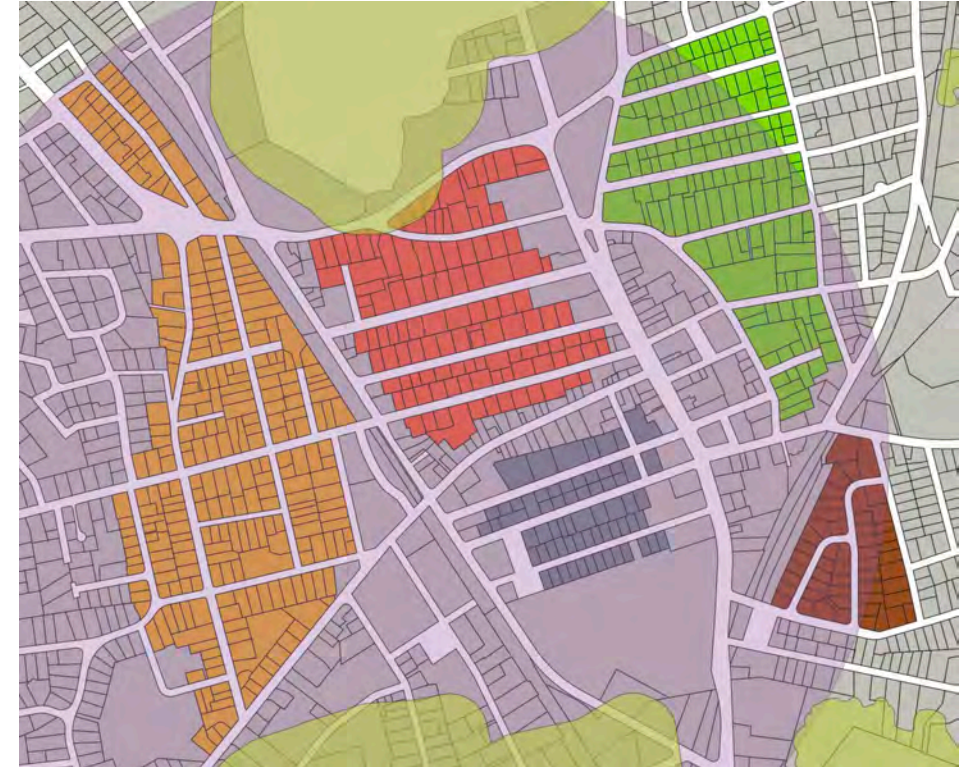
Greg McIntosh - Zoning Board of Appeals

Robin Greenberg - Environmental

Sustainability Committee

Erin Kokinda - Community & Economic
Development Town Staff

Matt Bown - Wakefield Resident



Purpose of this Meeting

- The purpose of this meeting is to answer questions related to the Multifamily Zoning District under consideration and solicit feedback from the Town Council. This is based on the MBTA Working Group Committee and Ezra Glenn's work over the last three months.
- The Commonwealth of Massachusetts has passed a law that required communities to pass a Multifamily Zoning District. An MBTA community shall have at least one multifamily zoning district of reasonable size in which multi-family housing is permitted **as of right**.
- Zoning is required to be in place but Multifamily Zoning District does not guarantee additional Development. Existing regulations, for example setbacks, are still enforced.

MBTA Communities District Requirements

The Multifamily District shall:

- Support a minimum gross density of 15 units per acre.
- Minimum Size (based on 15 units/acre): 114 acres
- Be not more than a 1/2 mile from a commuter rail station
- Have no age restrictions.
- Be suitable for families with children.
- 10% maximum affordable units allowable
- Minimum Multi-family Unit Capacity: 1,696
- Minimum Land Area (state): 36 acres

Site Plan Approval (SPA)

SPA is allowed for MBTA Overlay District. SPA can review proposed architecture, vehicular access, and screening, etc.

Development Context

“Missing middle” housing types represent what Section 3A zoning requires



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Example Development in Wakefield

49A Chestnut Street Completed 2022

- 3 Units
- 6,978 Sq. Ft lot
- 18.72 units / acre



Zoning District Process

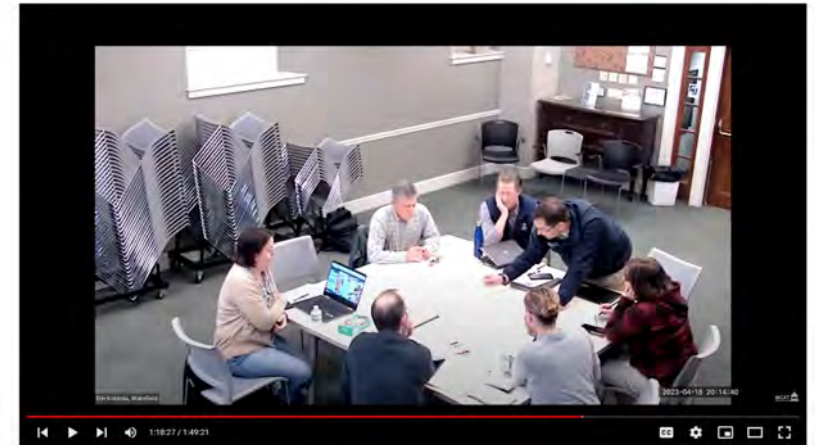
- Planning Board Q&A's (Dec 22, Jan 24th 2023, Feb 28th 2023)
- Presentation to Town Council, Planning Board, Zoning Board of Appeals, Environmental Sustainability Committee (Early 2023)
- Established Working Group to Develop Proposed District (2023). Working Group met the following dates:
 - April 4, 2023
 - April 18, 2023
 - May 16, 2023
 - June 6, 2023

MBTA Communities Working Group



Process included:

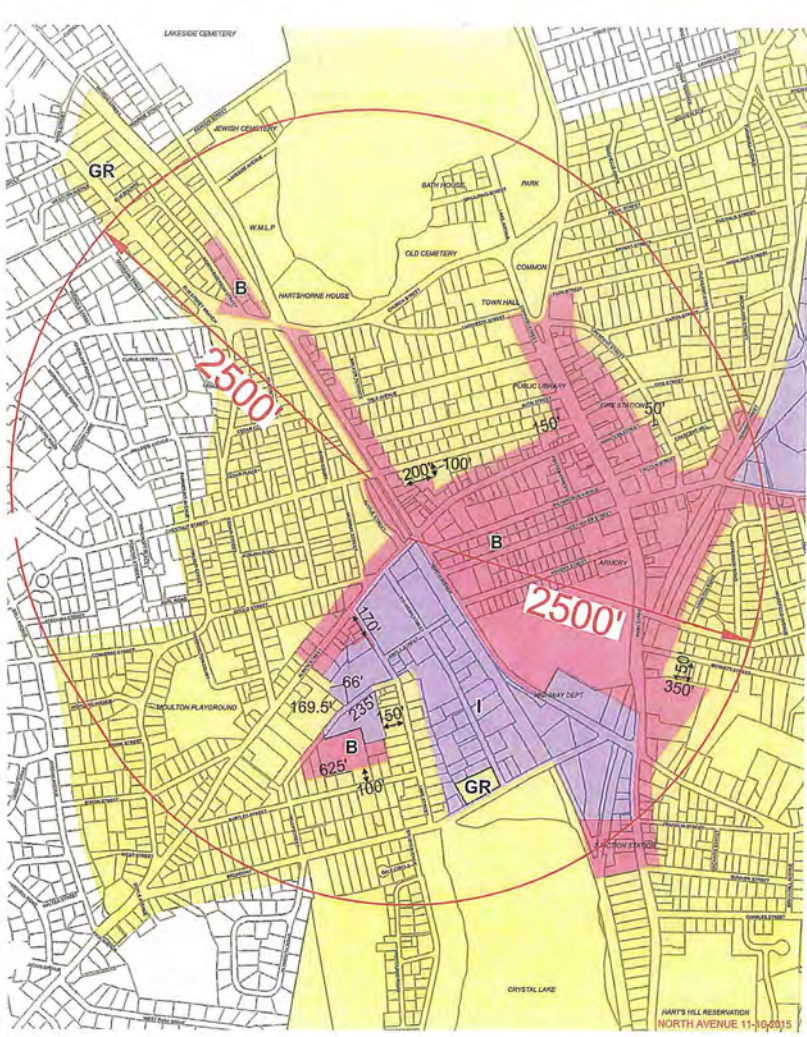
- Reviewing the regulations of the MBTA Communities
- Mapping out potential zoning areas to be in compliance and for equity in Town
- Inputting GIS data from potential zoning areas with possible dimensional requirements (setbacks, parking, height, open space, etc.) into the 'Compliance Model' which was provided by the Executive Office of Housing and Livable Communities (EOHLC)
- Eliminating zoning areas that did not fit the state's requirements for compliance (dwelling units/acre, acreage, etc.)



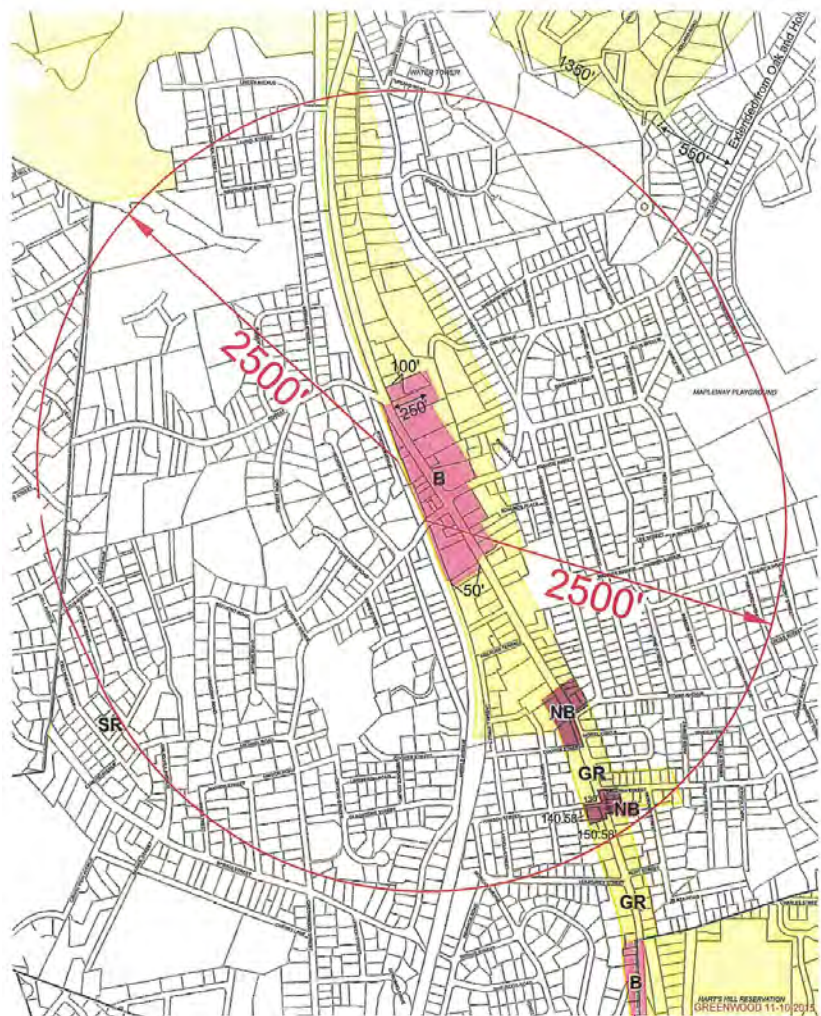
Wakefield MBTA Communities Working Group Meeting - April 18th, 2023

MBTA Communities Group Mapping

Wakefield Mixed-Use, Multi-Family Overlay District



Mixed-use Overlay District- Wakefield Station



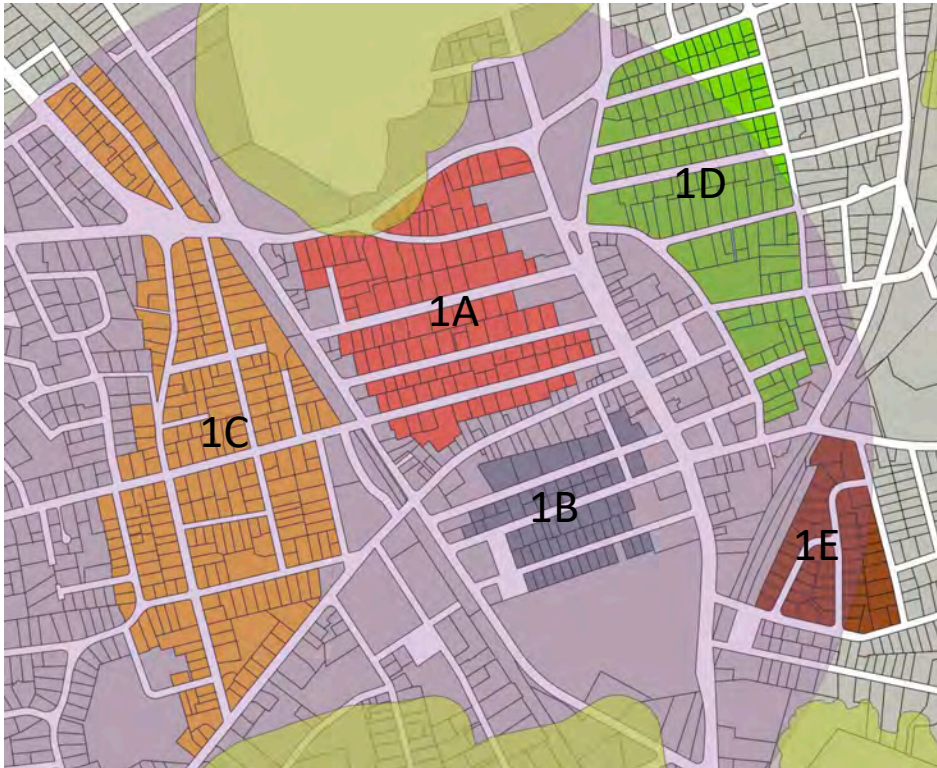
Mixed-use Overlay District- Greenwood

Potential Zoning Area- Dimensional Regulations

Compliance Model

Building type and density	Y/N
Three-family?	Y
Four-family?	Y
Five or more dwelling units per lot?	N
What is the maximum number of units per lot?	4
Maximum Lot Coverage (%)	35%
Dimensional Standards	Value
Minimum Lot Size (in square feet)	4000
Building Height (in stories)	3
Maximum Building Coverage (%)	35%
Minimum Open Space Required (%)	30%
Maximum Lot Coverage (%)	35%
Parking Spaces per Dwelling Unit (number of spaces)	1.5
Lot Area per Dwelling Unit	1000
Building type and density	Value
Front Yard Setback (in feet)	15
Side Yard Setback 1 (in feet)	10
Side Yard Setback 2 (in feet)	10
Rear Yard Setback	20

Potential Zoning Area- Wakefield Station



District 1 (Multifamily 1A):

Streets included:

- Chestnut Street, Avon Street, Yale Ave, Lafayette Street, and Church Street

District 2 (Multifamily 1B):

Streets included:

- West Water Street, Richardson Ave, Armory Street, Forest Street

District 3 (Multifamily 1C):

Streets included:

- Albion Street, Gould Street, Byron Street, Emerson Street, Murray Street, Tuttle Street, Avon Court, Cedar Court, Walnut Street, Auburn Street

District 4 (Multifamily 1D):

Streets included:

- Salem Street, Pearl Street, Bryant Street, Park Street, Crescent Street, Eaton Street, Otis Street, Pleasant Street

District 5 (Multifamily 1E):

Streets included:

- Richardson Street, Wakefield Ave, Jefferson Road, Hamilton Road

Compliance Model- Wakefield Station

Unit Capacity per District Table

Data Metric	District 1	District 2	District 3	District 4	District 5	Totals
District Name	Multifamily 1A	Multifamily 1B	Multifamily 1C	Multifamily 1D	Multifamily 1E	
Modeled Unit Capacity	842	333	1,528	908	305	3,916
Dwelling Units per Acre Limit						0
District Unit Cap Limit						0
Max Lot Coverage Limit	1,174	460	2,129	1,278	435	5,476
Lot Area per Dwelling Unit Limit	1,118	438	2,028	1,217	415	5,216
Max Units per Lot Limit	430	231	974	520	200	2,355
FAR Limit						0
Final Unit Capacity per District	430	231	974	520	200	2,355

Summary Table

Data Metric	District 1	District 2	District 3	District 4	District 5	Totals
District Name	Multifamily 1A	Multifamily 1B	Multifamily 1C	Multifamily 1D	Multifamily 1E	
District Acreage <i>(see note)</i>	31.0	13.0	57.5	33.0	11.0	145.5
District Density Denominator <i>(see note)</i>	30.2	13.0	57.5	33.0	11.0	144.7
Final Unit Capacity per District	430	231	974	520	200	2,355
DU/AC	14.2	17.8	16.9	15.8	18.2	16.3
Parcel Acreage	25.7	10.1	46.6	27.9	9.5	119.7
Total Built Square Feet	895,160	362,244	1,657,351	976,908	326,012	4,217,676
Total Units in Station Area	430	231	974	441	176	2,252
Non-Conforming Parcels	4	2	17	16	0	39
Total Excluded Land (sf)	31,428	3	1,391	67	26,426	59,315
Total Open Space (sf)	366,830	131,429	609,775	365,179	150,794	1,624,007
Total Parking Area (sf)	447,580	181,122	828,676	488,454	163,006	2,108,838
Units Forgone due to Unit Cap in Zoning	412.00	102.00	554.00	388.00	105.00	1,561

Compliance Model- Wakefield Station

Comparison Table of Requirements and Modeled Results

Category	Guideline Requirements	Modeled Results
Community:	Wakefield	Wakefield
Community Category:	Commuter Rail	Commuter Rail
2020 Housing Units (Census PL-94):	11,305	11,305
Minimum Multi-family Unit Capacity:	1,696	2,355
Minimum Land Area:	36	145.5
Developable station area:	629.78	629.78
% Unit Capacity within Transit Station Areas:	75%	177%
% Land Area Located in Transit Station Areas:	75%	541%

What if We Don't Comply?

An MBTA community that does not comply with Section 3A **is not eligible for funding** from:

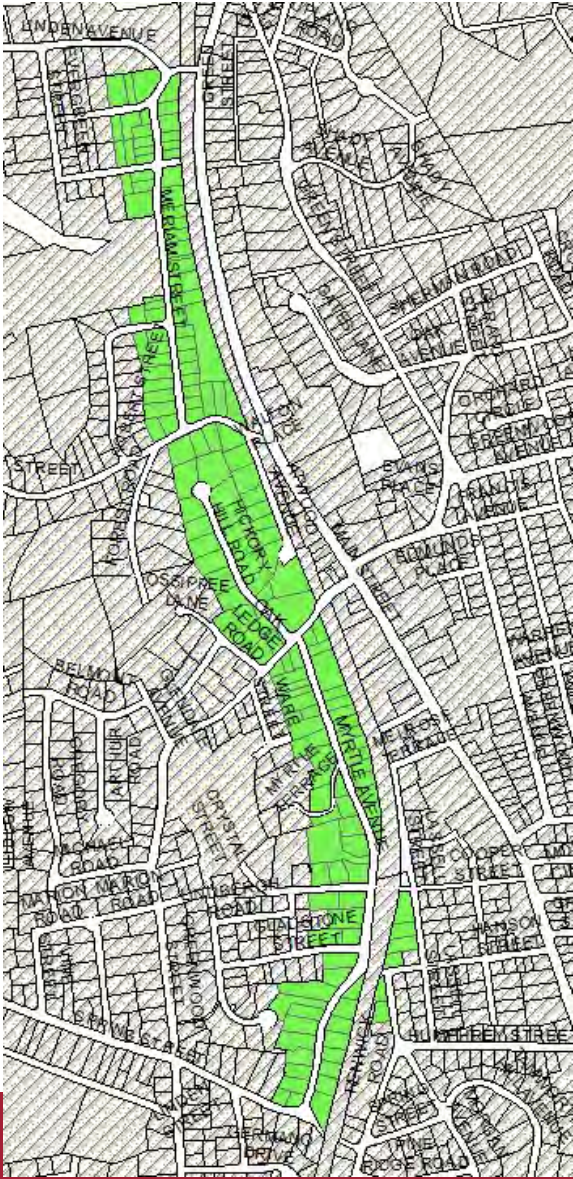
- The Housing Choice Initiative
 - The Local Capital Projects Fund
 - Three MassWorks Infrastructure Program.
 - Other Discretionary grants*
-
- Wakefield has received \$3.6M from these programs over the past 3 years.



Potential Zoning Area- Greenwood Station

District 4 Summary Calculations

	Number		Number	% of Total
District Acreage				
Denominator	69	Non-Conforming Parcels	16	7.0%
Total Parcels	230	Units within Half-Mile of Transit	815	100.0%
Parcel Acreage	69	Total Excluded Land	686,492	23.0%
Total Built Square Feet	1,880,485	Open Space Removed/Set Aside	1,582,313	53.0%
Multi-family Unit Capacity	815	Total Parking Area	940,243	31.5%
DU/AC	11.8	Units Forgone due to Unit Cap in Zoning	974.00	119.5%



Data Metric

Greenwood Station

District Name	
District Acreage (see note)	69.0
District Density Denominator (see note)	69.0
Final Unit Capacity per District	815
DU/AC	11.8
Parcel Acreage	68.6
Total Built Square Feet	1,880,485
Total Units in Station Area	815
Non-Conforming Parcels	16
Total Excluded Land (sf)	686,492
Total Open Space (sf)	1,582,313
Total Parking Area (sf)	940,243
Units Forgone due to Unit Cap in Zoning	974.00

MBTA Communities: Next Steps

- Draft Zoning Bylaw (Summer 2023)
- Implement Town Council comments and feedback (Summer 2023)
- MBTA Working Committee finalizes map, regulations, and bylaw for public comment (Fall 2023)
- Present to the Planning Board and the public of the proposed district with bylaw for comments (Fall/Winter 2023)
- Refer bylaw to Bylaw Review Committee (Winter 2023/2024)
- Presentations to Town Council and appropriate boards (Winter 2023/2024)
- Town Meeting (Spring 2024)

Questions & Answers

Town Council Update

Community and Economic Development

Erin Kokinda

Community and Economic Development Director

July 2023

Community & Economic Development

- Strategically positions the Town of Wakefield to compete regionally for economic development;
- Shapes its strategies and goals;
- Maintains and analyzes data reflecting the effectiveness of Town activities and promotions, and
- Aims to increase the Town's commercial and industrial tax base.

Community & Economic Development

Services/Initiatives supported by the office:

- Business/Non-Profit Support
- Commercial Real Estate Searches/Promotion
- Programming for Business Growth
- Planning and Housing Efforts for Town
- Marketing
- Partnerships with Regional Stakeholders
- Seek Grant Opportunities for Economic Growth
- Event Planning

Business/Non-Profit Support

Over 100 Businesses/Non-profits assisted since July 1, 2022

- Support includes:
 - Site searches (Merry Lion, Charlie's on Main, Coppycakes, etc.)
 - Connect with property owners
 - Streamline permitting process (iFly)
 - Newsletter to businesses
- Connect to business development organizations including:
 - Wakefield Area Chamber of Commerce
 - Massachusetts Office of Business Development (MOBD)- EDIP Program
 - Massachusetts Small Business Development Center (MSBDC)
 - SCORE
 - Entrepreneurship Center at Community Teamworks
 - MassHire Metro North Career Center
 - Mass Growth Capital Corporation (MGCC)

Commercial Real Estate Support

- Connect with our commercial property owners (retail, office, housing, mixed-use, and industrial property owners)
- Streamline processes in Town and connect them with the correct Town department on their concerns and questions
 - Ex. Edgewater Office Park updating their signage and space, connected with Building Department
 - Ex. Property owner meetings to assist them in getting their space leased/purchased. Most recently Smith Drug's building.
- Connect them with businesses and nonprofits looking for space:
 - Site Tours
 - Promote site listings
- Promote Town and State programs to help update and promote their property, including:
 - Property Assessed Clean Energy (PACE) program- helps commercial and industrial property owners finance energy improvements

Programming for Business Growth

Past Initiatives:

- Small Business Resource Webinar (2020)
- Digital Marketing Training and Grant Program (Spring 2021)
- Small Business Administration/Massachusetts Office of Business Development (MOBD) and Wakefield Area Chamber Office Hours (Fall/Winter 2021)
- Business Owner Meetings (Albion Street meeting- Spring 2023)
- Scavenger Hunt to Local Businesses (Spring 2023)



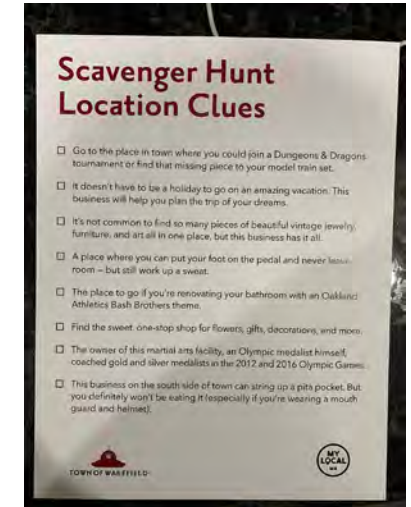
MERCHANT COFFEE HOUR

- Meet other local business owners
- Share ideas and best practices
- Collaborate with Wakefield's Community and Economic Development Director

RSVP to Erin Kokinda at ekokinda@wakefield.ma.us.

Wednesday, April 12, 2023
9:30 to 10:30 a.m.
Move2Joy | 106 Albion Street

WAKEFIELD



Scavenger Hunt Location Clues

- Go to the place in town where you could join a Dungeons & Dragons tournament or find that missing piece to your model train set.
- It doesn't have to be a holiday to go on an amazing vacation. This business will help you plan the trip of your dreams.
- It's not common to find so many pieces of beautiful vintage jewelry, furniture, and art all in one place, but this business has it all.
- A place where you can put your foot on the pedal and never leave room – but still work up a sweat.
- The place to go if you're renovating your bathroom with an Oldschool Athletics Bash Brothers theme.
- Find the sweet one-stop shop for flowers, gifts, decorations, and more.
- The owner of this martial arts facility, an Olympic medalist himself, coached gold and silver medalists in the 2012 and 2016 Olympic Games.
- This business on the south side of town can bring up a pita pocket. But you definitely won't be eating it (especially if you're wearing a mouth guard and helmet).

TOWN OF WAKEFIELD

MY LOCAL

Future Initiatives

- Sign and Façade Program
- Window Business Support Program
- Small Business Resource Webinar
- Quarterly Business Meetings



Planning Processes

Past and future plans assist in prioritizing goals and strategies for economic development initiatives moving forward

Past Plans:

- Local Rapid Recovery Program (LRRP)
- Urban Land Institute: South Main
- Vision 2030

Future Plans:

- Envision Wakefield
- Master Plan 2033
- Transportation Demand Management (TDM)



Housing

- Housing Choice Designation

- Wakefield is now a Housing Choice Community (2023-2028) by producing certain amounts of housing units in the last five years and adopting best practices related to housing production. One of 95 Massachusetts communities
- Housing Choice Grants: competitive grant program that awards funds for various improvements in communities that have shown commitment to advancing sustainable housing production & have Housing Choice Designation

- MBTA Communities

- Subsidized Housing Inventory (SHI)

- Measure a community's stock of low-or moderate-income housing
- Wakefield currently is at 8.71% (DHCD, February 2023)



Marketing and Networking

Marketing

- Massachusetts Office of Travel and Tourism Grant (MOTT): Wakefield Everything You Need...Within Your Reach
- New business digital marketing packets about Wakefield

Networking and Educational Events:

- Attend monthly Economic Development brainstorming sessions with Economic Development Directors in Massachusetts
- Attend monthly calls with Secretary of Economic Development, Yvonne Hao
- Attend regional economic development events, specifically Middlesex 3 Coalition to learn the newest trends in real estate, development, and business environment

Town Overview

Next Steps...

- Coordinate site visits with our Community and Economic Development Director, Erin Kokinda
- Setup internal department meetings between [redacted] and the Town of Wakefield
- Discuss signage/façade improvements and funds that may be available for updated space
- Streamline the permitting process with our inspectional services department
- Discuss parking opportunities and options in downtown Wakefield
- Make connections with community partners and developers to assist in making [redacted] successful in our community!

Contact: Erin Kokinda
Community and Economic Development Director
Town of Wakefield
erinkokinda@wakefieldma.gov
978.261.6300

Digital Marketing Packet

Improving Economic Development Competitiveness in the Commonwealth

Friday, December 9th

9:30am- Networking & Coffee
10-11am- Discussion

Middlesex Community College, Bedford Campus
591 Springs Rd, Bedford

Moderator: April Anderson, Principal, Anderson Strategic Advisors LLC

Speakers:

- Kenneth Gordon**, State Representative, 21st Middlesex District
- JO Chesloff**, President & CEO, Massachusetts Business Roundtable
- Ashley Stolba**, Undersecretary, Executive Office of Housing and Economic Development
- Ben Josephson**, Senior Vice President, O'Neil and Associates

Sponsored By: ultragenyx, MIDDLESEX Community College, RIEGEL BRAUNSTEIN

Placemaking: Project PopUp

- Activating two mobile units at 500 Main Street for local emerging brands to have the opportunity to experience a brick-and-mortar concept at a subsidized rate
- Tenants include: Oolie Boolie Baubles (local jeweler), Pure Essentials (candles and room essentials), and Inspire Cafe (managed by the Boys and Girls Club, and run by individuals with diverse abilities)
- Perfect example of a public-private-nonprofit partnership to activate South Main Street Wakefield
- Funded by the Massachusetts Office of Business Development (MOBD) REDO grant. Partnership between the Town of Wakefield, Middlesex 3 Coalition, Massachusetts Innovation Network, and UpNext



Project PopUp Ribbon Cutting on June 22, 2023



Seek Grant Opportunities for Economic Growth

One-Stop Community Growth

Past Grants:

- MassWorks- Worked with Engineering to obtain \$2M for water main improvements to support new development
- Urban Agenda Grant Program- \$50,000 for Wakefield Master Plan 2033

Potential Grants:

- Community Planning Grant- Applied for funding to produce a new Housing Production Plan
- MassWorks Grant- Applied for funding to construct new sidewalks from Tarrant Lane Apartments to the Town's sidewalk network



Shared Streets and Spaces

- Worked with Engineering to obtain \$115,000 to enhance Greenwood's commercial district with new sidewalks, wayfinding, and ADA-compliant ramps.

Massachusetts Office of Travel and Tourism Grant

- \$45,000 for a "Shop Local" campaign.



Town Day 2023

- After the success of last year's Town Day, we will be hosting our second event on October 7, 2023, at the Lower Common
- Exhibitors include local businesses, nonprofits, and Town committees.
- Music, children's activities, cornhole tournament, beer garden, local food vendors, and a scavenger hunt are all tentatively part of this year's lineup.
- Partnership between the Town of Wakefield and the Wakefield Area Chamber of Commerce. Team effort! Applications to participate are now open!



October 7, 2023
1 to 4 p.m.

Save the date for an afternoon filled with music, food and drink, children's activities, local artisans, and exhibitors! More details to come.



Thank you!

Questions, feedback, and concerns?

Please refer any business and property owner to my office.

My door is always open!

Erin Kokinda

Community and Economic Development Director

July 2023

From: [Sherri Dalton](#)
To: [Doug Lyons](#)
Subject: RE: HRC Student Recommendation
Date: Friday, June 30, 2023 9:35:00 AM

Thanks Doug. The appointment will be on the July 10, 2023 Town Council agenda.

Happy 4th!



My working day may not be your working day. Please do not feel obligated to respond outside of your normal working hours.

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From: Doug Lyons <doug.lyons@wpsk12.org>
Sent: Friday, June 30, 2023 9:25 AM
To: Sherri Dalton <sdalton@wakefield.ma.us>
Subject: Re: HRC Student Recommendation

Vanessa Westlake is in for the HRC. Did she connect with you yet?

Enjoy the 4th.

-Doug

Douglas Lyons, Ed.D.
Superintendent
Wakefield Public Schools

60 Farm Street
Wakefield, MA 01880
Phone: 781.246.6400 ext. 6935
Email: doug.lyons@wpsk12.org

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On Thu, Jun 29, 2023 at 7:43 AM Sherri Dalton <sdalton@wakefield.ma.us> wrote:

Morning Doug!

I am hearing that you may have a recommendation for the Town Council to appoint a student representative on the HRC? Can you please email the recommendation. Thank you!

Happy 4th!!!

Sherri



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