

CITY OF NEWTON

IN BOARD OF ALDERMEN

ZONING & PLANNING COMMITTEE AGENDA

TUESDAY, DECEMBER 18, 2012

7:45 PM
Room 202

ITEMS SCHEDULED FOR DISCUSSION:

Re-appointment by His Honor the Mayor

#404-12 TABETHA McCARTNEY, 155 Hunnewell Avenue, Newton, re-appointed as a member of the PLANNING AND DEVELOPMENT BOARD for a term to expire February 1, 2017 (60 days 02/01/13) [11/19/12 @ 9:51 AM]

#153-11 ALD. DANBERG, ALBRIGHT, HESS-MAHAN, JOHNSON requesting that Chapter 30 be amended by adding a new Sec. 30-14 creating certain Retail Overlay Districts around selected village centers in order to encourage vibrant pedestrian-oriented streetscapes which would allow certain uses at street level, including but not limited to financial institutions, professional offices, and salons, by special permit only and require minimum transparency standards for street-level windows for all commercial uses within the proposed overlay districts. [05-10-11 @3:19 PM]

#153-11(2) ALD. DANBERG, ALBRIGHT, HESS-MAHAN, JOHNSON requesting the map changes necessary to establish certain Retail Overlay Districts around selected village centers. [05-10-11@3:16 PM]

#215-12 ALD. YATES proposing a RESOLUTION requesting that the Planning Department and the Economic Development Commission develop a Main Streets Program following the model of the National Trust for Historic Preservation to revitalize the Newtonville and Newton Centre business districts. [07-17-12 @2:55PM]

The location of this meeting is handicap accessible, and reasonable accommodations will be provided to persons requiring assistance. If you have a special accommodation need, please contact the Newton ADA Coordinator Trisha Guditz, 617-796-1156, via email at TGuditz@newtonma.gov or via TDD/TTY at (617) 796-1089 at least two days in advance of the meeting date.

NOT YET SCHEDULED FOR DISCUSSION:

Re-appointment by His Honor the Mayor

#405-12 WILLIAM McLAUGHLIN, 117 Hammond Street, Chestnut Hill, re-appointed as a member of the ZONING BOARD OF APPEALS for a term to expire November 7, 2015 (60 days 02/01/13) [11/19/12 @ 9:51 AM]

Re-appointment by His Honor the Mayor

#332-12 DANIEL GREEN, 46 Glen Avenue, Newton Centre, re-appointed as a member of THE CONSERVATION COMMISSION for a term to expire October 25, 2015. (60 days 01/04/13) [10-25-12 @ 10:51AM]

#164-09(2) ALD. HESS-MAHAN requesting that the Planning Department study the dimensional requirements for lot and building size for accessory apartments and make recommendations for possible amendments to those dimensional requirements to the board of Aldermen that are consistent with the Newton Comprehensive Plan. [01/07/10 @ 12:00 PM]

#61-10 ALD. CICCONE, SWISTON, LINSKY, CROSSLEY AND HESS-MAHAN requesting a discussion relative to various solutions for bringing existing accessory and other apartments that may not meet the legal provisions and requirements of Chapter 30 into compliance. [02/23/10 @ 2:48 PM]

#11-12 ALD. HESS-MAHAN & LINSKY requesting discussion on the implementation and enforcement of the provisions of Section 30-5(c)(1) of the Newton Ordinances which requires that “[w]henver the existing contours of the land are altered, the land shall be left in a usable condition, graded in a manner to prevent the erosion of soil and the alteration of the runoff of surface water to or from abutting properties.” [1/11/12 1:01PM]

#406-12 ALD. JOHNSON requesting a discussion to review City of Newton Zoning Ordinances Chapter 30-20(h)(6) regarding campaign signs, and the failure of candidates to comply with current removal requirements. [11/19/12 @ 9:24AM]

#328-12 DINO ROSSI, 362 Watertown Street, Newton, requesting that the current Table A in Section 30-15 of the City of Newton Ordinances be replaced with the Sliding FAR Scale Table that was presented by the FAR Working Group in their Final Report [10/26/12 @ 11:08 AM]

REFERRED TO FINANCE AND APPROPRIATE COMMITTEES

#322-12 HIS HONOR THE MAYOR submitting the FY14-FY18 Capital Improvement Program pursuant to section 5-3 of the Newton City Charter. [10/09/12 @ 2:38 PM]

REFERRED TO PUB.FAC, ZONING&PLANNING, PROG & SERV COMMITTEES

- #316-12 DEPARTMENT HEADS HAVENS, ZALEZNIK, LOJEK requesting amendments to **Sec. 26-30. Licenses for cafe furniture on sidewalks.** to streamline the procedure allowing businesses to place café furniture on public sidewalks. [09/24/12 @3:17 PM]
- #308-12 ALD. HESS-MAHAN & ALBRIGHT requesting a discussion with the Mayor's office and the Planning & Development Department of policies, procedures, and criteria relating to determinations concerning expenditures of Community Development Block Grant (CDBG) funds. [10/09/12 @3:59 PM]
- #282-12 ALD. JOHNSON, CROSSLEY, DANBERG, SANGIOLO requesting quarterly reports, starting the last month of the quarter beginning December 2012, re implementation of *Ramping Up: Planning for a More Accessible Newton*. [09-09-12]

REFERRED TO ZONING & PLANNING, LAND USE & FINANCE COMMITTEES

- #273-12 ALD. CROSSLEY & HESS-MAHAN requesting a restructuring and increase in fees for permits charged by the Inspectional Services Department and fees charged by the Planning Department and City Clerk to assure that fees are both sufficient to fund related services provided and simple to administer. [09/10/12 @ 1:17 PM]
- #260-12 ALD. YATES proposing amendments to Sec. 30-19 to increase the vitality of village centers without adverse impacts on the residential neighborhoods around them. [08-17-12 @1:01 PM]
- #220-12 RECODIFICATION COMMITTEE recommending that the table in Sec. 30-8(b)(10)a) be clarified with respect to "lot width," "lot area," or "lot frontage."
- #219-12 RECODIFICATION COMMITTEE recommending that Sec. 30-5(b)(4) as most recently amended by Ordinance Z-45, dated March 16, 2009, be amended to reconcile the apparent discrepancy relative to the definition of "structure."
- #218-12 RECODIFICATION COMMITTEE recommending that Sec. 30-19(g)(1) be amended to clarify "sideline" distance, which is a reference to an undefined concept.
- #217-12 RECODIFICATION COMMITTEE recommending that Secs. 30-19(d)(1) and 30-19(g)(1) relative to the number of tandem parking stalls allowed in the side setback (two) and the number of tandem parking stalls (one) allowed in the setback for parking facilities containing less than five stalls be amended to make the both sections consistent.

- #216-12 RECODIFICATION COMMITTEE recommending that the definition of “*Space, usable open*” in Sec. 30-1 be amended by removing the exemption for exterior tennis courts as they are now classified as structures.
- #214-12 ALD. DANBERG, BLAZAR, SCHWARTZ proposing an ordinance which would enable the city to respond to properties which are so inadequately cared for, often by absentee owners, as to constitute a nuisance, not only to properties nearby but also to the public at large, with the understanding that timely intervention may help prevent the loss of such properties to severe neglect, excess accumulation of trash or unsightly collectables, inside or out, or even eventual abandonment. [07-09-12]
- #162-12 THE ECONOMIC DEVELOPMENT COMMISSION requesting a one-year moratorium, starting immediately, where no bank shall be allowed to be built or opened for business on the ground floor of any building in any Business District within the city unless granted a Special Permit from the Board of Aldermen. [05-17-12 @ 4:18 PM]
- #64-12 ALD. HESS-MAHAN requesting an amendment to Newton Revised Ordinances Sec 30-24(f)(8)b) to clarify the inclusionary zoning preference provisions for initial occupancy of units for households displaced by the development thereof and for units to serve households that include persons with disabilities. [03-14-12 @8:54AM]
- #48-12 ALD. ALBRIGHT requesting a discussion with the Executive Office and the Planning Department on the creation of a housing trust. [02/10/2012 @ 9:13AM]
- #25-12 TERRENCE P. MORRIS, G. MICHAEL PEIRCE, JASON ROSENBERG, JOHN LOJEK proposing a zoning ordinance amendment to amend section 30-15(c)(3)(b) by inserting the word “*subject*” before the word “*lot*”, the word “*and*” before the word “*such*” and the word “*adjoining*” after the word “*such*” so that the paragraph reads as follows:
(b) if the subject lot was held in common ownership at any time after January 1, 1995 with an adjoining lot or lots that had continuous frontage on the same street with the subject lot and such adjoining lot had on it a single-family or two-family dwelling. [01/30/2012 @ 3:14PM]
- #152-10 ALD. BAKER, FULLER, SCHNIPPER, SHAPIRO, FISCHMAN, YATES AND DANBERG recommending discussion of possible amendments to **Section 30-19** of the City of Newton Ordinances to clarify parking requirements applicable to colleges and universities. [06/01/10 @ 4:19 PM]

REFERRED TO ZONING AND PLANNING AND FINANCE COMMITTEES

- #102-11 ALD. HESS-MAHAN, JOHNSON, COMMISSIONER LOJEK & CANDACE HAVENS requesting an amendment to Chapter 17 to establish a fee for filing a notice of condo conversion. [03-29-11 @ 4:55PM]
FINANCE REFERRED BACK TO ZAP COMMITTEE 3/26/2012

REFERRED TO ZONING AND PLANNING AND FINANCE COMMITTEES

- #95-11 ALD. HESS-MAHAN proposing an ordinance requiring that a notice of conversion to condominium ownership be filed with the Inspectional Services Department and that the property be inspected to determine compliance with all applicable provisions of the state and local codes, ordinances and the rules and regulations of all appropriate regulatory agencies. [03-24-11 @ 9:30AM]
FINANCE REFERRED BACK TO ZAP COMMITTEE 3/26/2012
- #65-11(3) ZONING AND PLANNING COMMITTEE requesting that the terms “flat roof” and “sloped roof” be defined in the zoning ordinance.
- #183-10 ALD. JOHNSON, CROSSLEY AND HESS-MAHAN requesting to amend **Section 30-13(a) Allowed Uses in Mixed Use 1 Districts** by inserting a new subsection (5) as follows: “(5) Dwelling units above the first floor, provided that the first floor is used for an office or research and development use as described above;” and renumbering existing subsection (5) as (6). [06/07/10 @ 12:00 PM]
- #154-10(2) ZONING AND PLANNING COMMITTEE requesting to amend **Section 30-1 Definitions** by inserting revised definitions for “lot line” and “structure” for clarity. [04-12-11 @ 11:34AM]
- #154-10 ALD. JOHNSON, CROSSLEY and HESS-MAHAN requesting to amend **Section 30-1 Definitions**, by inserting a new definition of “lot area” and revising the “setback line” definition for clarity. [06/01/10 @ 9:25 PM]
- #153-10 ALD. JOHNSON, CROSSLEY AND HESS-MAHAN requesting to amend **Section 30-15 Table 1** of the City of Newton Ordinances to allow a reasonable density for dwellings in Mixed Use 1 and 2 districts. [06/01/10 @ 9:25 PM]
- #60-10 ALD. HESS-MAHAN proposing that sections 30-15(s)(10) and 30-24(b) of the City of Newton Ordinances be amended to substitute a 3-dimensional computer model for the scaled massing model in order to facilitate compliance with recent amendments to the Open Meeting Law and that sections 30-23 and 30-24 be amended to reflect the filing procedures in Article X of the Rules & Orders of the Board of Aldermen. [02/23/10 @ 3:24 PM]
- #391-09 ALD. DANBERG, MANSFIELD, VANCE AND HESS-MAHAN requesting an amendment to §30-19 to allow payments-in-lieu of providing required off-street

parking spaces when parking spaces are waived as part of a special permit application.

Respectfully Submitted,

Marcia Johnson, Chairman

Tabetha G. McCartney

EXPERIENCE

- JEWISH COMMUNITY HOUSING FOR THE ELDERLY**, Brighton, MA 2007 – present
Property Refinancing Manager
Coordinate all aspects of refinancing JCHE's existing properties, including coordinating professional services, completing specific tasks from on-going decision making, evaluating existing physical and financial conditions as they relate to refinancing, maintaining project schedules, monitoring costs and making financial reports. Assure compliance with loan documents including LIHTC requirements. Work with other JCHE staff on new development projects including governmental funding requests (HUD and state agencies), grant applications and identification of additional funding sources.
- BROOKLINE BANK**, Newton, MA 2003 - 2007
Vice President, Commercial Lending
Responsible for new business development and portfolio management for multi-billion dollar community bank. Portfolio of roughly \$100MM outstanding, included mini-permanent loans, construction loans and condominium conversion loans. Assured compliance with loan documents and federal regulations.
- SABBATICAL** 2000 - 2003
Coached youth softball, basketball and soccer including Junior Varsity High School teams. Worked with City of Newton Planning Board, The Second Step Board of Directors, West Suburban YMCA, etc.
- THE BERKELEY ESSEX GROUP**, Boston, MA 1998 -
2000 Director, Real Estate Finance
New business development and debt placement for all types of commercial properties.
- GROVE BANK**, Chestnut Hill, MA 1993 – 1998
Vice President, Team Leader
New Business development and relationship management of commercial real estate portfolio. Built portfolio from zero to over \$60 million, including permanent loans and construction financing. Managed lending and support staff. Leading originator for four years.
- FIRST ESSEX SAVINGS BANK**, Lawrence, MA 1991 - 1993
Vice President. Workout Officer
Responsible for the resolution, through restructuring or liquidation, of the major, more sensitive and complex non-performing assets in the Institution,
Handled twenty-eight accounts totaling \$22 million.
- SECURITY PACIFIC CREDIT CORP.**, Newton, MA 1989-1991
Senior Business Development Officer
Opened satellite loan production office for subsidiary of major commercial bank. Responsible for new business development, underwriting and loan closing.
- WEDGESTONE FINANCIAL**, Newton, MA 1987- 1988
Loan Officer
Underwriting, loan origination and construction loan monitoring in a Real Estate Investment Trust environment. Problem loan workouts including land development of REO. Worked with the foreclosure process in various states and the Federal Bankruptcy court.

YANKEE BANK FOR FINANCE AND SAVINGS, Boston, MA

1985- 1987

Vice President

Responsible for new business development, underwriting, documentation negotiations, portfolio monitoring, and problem loan workouts.

Designed, implemented and managed the Multifamily Loan Program including product development, market definition and strategic planning.

BANK OF NEW ENGLAND, Boston, MA

1984- 1985

Condo/Multifamily Specialist

Responsible for all aspects of Multifamily loans, including marketing, originations, processing, closing and sales on the secondary market (Freddie Mac and Fannie Mae). Prepared condominium project approval packages for submission to the secondary market,

CHEMICAL BANK, New York, NY

1980- 1982

Assistant Manager

Completed credit training program. Handled portfolio of middle market accounts, providing credit and non-credit services. Headed credit department, supervised preparation of financial analysis and on-line instruction of trainees. Involved in new business solicitation in rapidly expanding market.

Intern Summer

1983

Involved in market research and strategic planning for the national expansion of specialized industry groups, Worked on in-bank development of highly specialized, technical new product to facilitate national expansion.

EDUCATION:

THE WHARTON SCHOOL, University of Pennsylvania , Masters of Business Administration

* Concentrations in finance and strategic planning, with complementary courses in strategic marketing.

Waived core courses allowing additional advanced course work.

• Vice President Real Estate Club.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, MA, Bachelor of Science in Management

Concentration in economics.

Independent research project in managerial psychology.

Vice President Sophomore Class, Executive Committee Senior Class

Varsity letters in field hockey, basketball and softball

Special Assistant To The Director of Admissions

1979-1980

Undergraduate representative to the Admissions Committee, Recruited high school students, interviewed prospective applicants and reviewed undergraduate applications, participating in final decision process.

AFFILIATIONS:

City of Newton, Planning Board

Junior Varsity Coach, Girl's Softball, Newton South High School

New England Women in Real Estate — Former Steering Committee, Chair of the Community Involvement Committee

The Second Step, Board of Directors, Treasurer, Chair of building committee (1994-2004)

West Suburban YMCA, Board of Directors (1999-2004)

Newton Needham Chamber of Commerce, Former Director

Newton Girls Soccer, Former Director, Chair of the Equipment Committee

Reunion Chair Class of 1980—5⁰’, 10th ,5’’ ,& 20⁰’ Reunions

Educational Counselor

Technology Day Committee

Class Reunions and Advisory Committee

Brian Yates

**Alderman-at-Large, Ward 5
City of Newton, MA**



Main Street—

The Proven Method of Revitalizing Neighborhood Business Districts

A great deal of attention has been devoted to revitalizing village business districts in Newton, particularly Newton Centre and Newtonville. Though there has been much hard work on these projects and some good ideas have been generated, they have gotten off track by focusing on new development on underutilized parcels, rather than on fixing what's there already.

There is a proven method to do this developed by the National Trust for Historic Preservation and its Main Street Center and successfully implemented across the country and with great success in the City of Boston. I have repeatedly urged the city to follow the MainStreet approach with its Four Points and Eight Principles.

The Four Points of Main Street are:

1. Community Organization
2. Promotion
3. Design
4. Economic Restructuring.

The Eight Principles of Main Street are:

1. Comprehensive
2. Incremental
3. Self-Help
4. Partnerships
5. Identifying and Capitalizing on Existing Assets

6. Quality
7. Change
8. Implementation

To learn more about these Points and Principles, visit the National Trust Main Street Center <http://www.preservationnation.org/Main-Street/> or the City of Boston Main Street www.CityofBoston.gov/mainstreets

This page last updated on Wednesday September 09, 2009

[Back to Brian Yates' Home Page](#)



National Trust *for* Historic Preservation

Save the past. Enrich the future.

About Main Street



Over the past 30 years, the Main Street movement has transformed the way communities think about the revitalization and management of commercial districts. Cities and towns across the nation have come to see that a prosperous, sustainable community is only as healthy

Why Main Streets Matter

We all know where our Main Streets are, but do we know *what* they are and *why* they matter? Whether they are named First Avenue or Water Street or Martin Luther King Boulevard, what they represent is universal. Main Street is the economic engine, the big stage, the core of the community. Our Main Streets tell us who we are and who we were, and how the past has shaped us. We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity. Our Main Streets are the places of shared memory where people still come together to live, work, and play.

So what is Main Street? The phrase has been used to describe everything from our nostalgic past to our current economic woes, but when we talk about Main Street®, we are thinking of real places doing real work to revitalize their economies and preserve their character. Specifically, Main Street® is three things: a proven strategy for revitalization, a powerful network of linked communities, and a national support program that leads the field.

1. A Proven Strategy: The Main Street Four-Point Approach®

The Main Street Four-Point Approach® is a unique preservation-based economic development tool that enables communities to revitalize downtown and neighborhood business districts by leveraging local assets - from historic, cultural, and architectural resources to local enterprises and community pride. It is a comprehensive strategy that addresses the variety of issues and problems th

[The Four Points](#)

[The Eight Principles](#)

2. A Powerful Network: The Main Street Approach in Action

Main Street is a national movement that has spanned three decades and taken root in more than 2,000 communities - a movement that traditional commercial districts, galvanized thousands of volunteers, and changed the way governments, planners, and developers view National Trust Main Street Center has overseen the development of a national network of coordinating programs that today includes 37 and two regional programs. These coordinating programs help cities, towns, and villages revitalize their downtown and neighborhood by help build the capacity of local Main Street programs, expand the network of Main Street communities, provide resources and technical Main Street Center to explore new solutions to revitalization challenges and respond to emerging trends throughout the nation.

[Coordinating programs](#)

[Local Programs](#)

3. A Leader for the Movement: The National Trust Main Street Center®

Since its founding in 1980, The National Trust Main Street Center has been the leader of a coast-to-coast network now encompassing r the Main Street approach to rebuild the places and enterprises that create sustainable, vibrant communities.

[Learn more.](#)



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[Affordable Health Care for Main Street Employers](#)



What role will Main Street employers play in the new world of health insurance? The recent Supreme Court ruling that all Americans must have health insurance or pay a tax is beginning to send shock waves

from Main Street all the way to Wall Street. Every person must have a qualified health plan or pay a tax penalty starting in 2014. But how are they going to find affordable health insurance and how are they going to pay for it? Find out how small employers can and will play a major role in carrying out this new mandate.

National Main Streets Conference

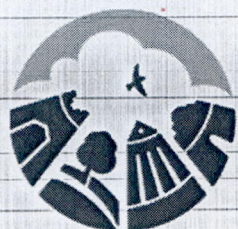
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Getting Started

Looking for help to begin your revitalization effort?

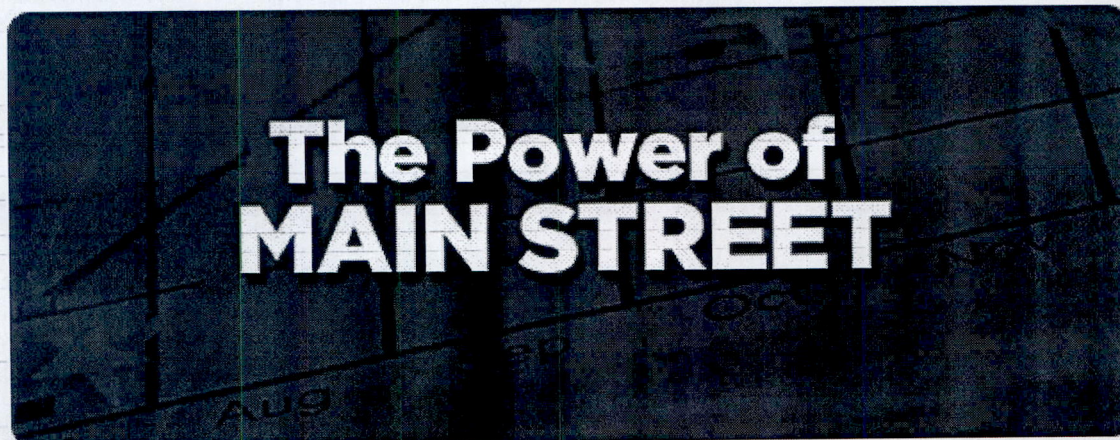
[Learn about the Main Street Approach](#)



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Reinvestment Statistics



The Main Street Program's Economic Success

Historic Preservation = Economic Development

The cumulative success of the *Main Street Approach*® and Main Street programs on the local level has earned this revitalization strategy national recognition. The National Trust Main Street Center annually collects statistical information on economic development tools in the nation. The National Trust Main Street Center annually collects statistical information on economic development tools in the nation. The following estimates are based on cumulative statistics gathered from 1980 to December 31, 2011 for all designated Main Street programs in the country.

2011 Reinvestment Statistics

Dollars Reinvested:	\$53.6 Billion
- Total reinvestment in physical improvements from public and private sources.	
Net gain in businesses:	104,961
Net gain in jobs:	448,835

Number of building rehabilitations:	229,164
Reinvestment Ratio (i):	\$18:\$1

Yearly Statistics201120102009200820072006**Notes:**

(i) The Reinvestment Ratio measures the amount of new investment that occurs, on average, for every dollar a participating community Street program, based on media annual program costs reported to the National Trust Main Street Center by its coordinating programs, investment and organization budgets from January 1, 2011 to December 31, 2011.



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Main Street Programs

The Main Street Approach® in Action!

Throughout the nation, communities are using the Main Street approach to revitalize their traditional commercial districts, whether they have officially designated Main Street programs or simply incorporate Main Street into existing economic development, historic preservation, city management, or urban and community planning programs. Whatever form a preservation-based revitalization initiative takes, the national network of coordinating and local Main Street programs provides action and support on all levels.

Quick Links

[Find All Nationally Designated Programs](#)

[Find Nationally Designated Programs](#)

[Find Nationally Accredited Programs](#)

[Find Coordinating Programs](#)

The National Movement

The success of the Main Street movement during the past 28 years lies in its wide network on three levels:

Hundreds of local, grassroots-based revitalization organizations;

State, regional, and citywide coordinating programs that oversee local Main Street organizations;
and

The National Trust Main Street Center, which has guided the movement nationally.

All of these organizations work together to create preservation-based commercial district revitalization. They support each other and the information and successes, network professionally, pursue training opportunities, and promote the Main Street approach to revitalize downtown districts.

Remarkably, while all of these organizations are completely separate entities, they work in partnership to achieve common goals. Because they rest with one entity, the movement has grown strong over the years.

Using The Name - the official network

[Policy on the Use of the Name "Main Street"](#)

[Official Designation](#)

[National Accreditation](#)



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Main Street Coordinating Programs



A Powerful Support System for Local Commercial District Revitalization

[History of Coordinating Programs](#)

[Criteria for Coordinating Program Partners](#)

[Types of Coordinating Programs](#)

[List of Coordinating Programs](#)

[How to Get Started](#)

Since the inception of the National Trust Main Street Center® in 1980, Main Street coordinating programs have worked in partnership with local organizations to implement the [Main Street Four-Point Approach®](#). The Main Street Center established the coordinating program model and scope of development of every coordinating program in the nation. The cumulative work of Main Street coordinating programs has facilitated substantial revitalization of downtowns and neighborhood business districts across the United States.

State, city, and regional Main Street coordinating programs provide participating local Main Street organizations with the training, tools, and resources needed to be successful. Structured within government programs or nonprofit organizations, coordinating programs are positioned to give local Main Street organizations guidance in using the proven Main Street Four-Point Approach® to start or strengthen their revitalization efforts.

While each Main Street coordinating program seeks to meet the needs of its clients, the primary functions of the program are to:

"translate" and tailor the Main Street approach according to the specific economic conditions and development tools and resources in competitively select local communities with traditional commercial districts for participation in the Main Street program; provide an appropriate scope of technical assistance and training to local Main Street organizations; provide networking, advocacy, and encouragement to participating local Main Street programs; serve as a liaison with the National Trust Main Street Center, and identify which local programs annually meet the standards of National Main Street Program Accreditation.

One of the primary activities of a coordinating program is to identify local needs and provide corresponding on-site consulting and train partnership with the National Trust Main Street Center or other specialists – help establish local programs, strategies plan revitalization , solve specific problems in a Main Street district. Coordinating programs also provide advice and guidance directly to local Main Street s revitalization topics and issues.

Main Street coordinating programs offer other types of assistance as well. They facilitate networking among local Main Street programs lessons learned through the revitalization process. Many coordinating programs work to raise public awareness about the importance of policy that supports Main Street. Many work with other public and private programs, such as Small Business Development Centers and channel additional services and resources to meet the needs of Main Street communities. Some coordinating programs – particularly ci funding for the operation and/or project budgets of local Main Street programs.

The staffing, services, and funding of Main Street coordinating programs vary, but each program has, at a minimum, a full-time professi organizational and communications skills and experience in at least two of the four work areas of the Main Street approach. Most coord contractors who provide specific services and specialized assistance to local programs. Many coordinating programs retain an architect participating local programs, while others have staff or contractors who offer marketing and business development services.

Main Street coordinating programs provide information and feedback to the National Trust on issues and trends in the field as well data serve as the National Trust's conduit for disseminating the principles and practices of the Main Street Four-Point Approach® The Natio Agreement with each coordinating program to permit and delegate the use of the Main Street name, brand, methodology. In order to be Program Partner, a coordinating program must meet the 10 criteria for coordinating programs.

Licensed Coordinating Program Partners are encouraged to use the Main Street trademark, the National Trust for Historic Preservation for Historic Preservation logo.

Individuals and representatives from state, city, or regional organizations and agencies who would like information on working with the Main Street coordinating program are encouraged to review the following sections: "Types of Coordinating Programs" and "How to Get

About Boston Main Streets

History of Boston Main Streets

In 1983, then Boston City Councilor Thomas M. Menino brought the Main Street program to Boston's Roslindale neighborhood. At the time, Roslindale suffered from disinvestment and a deteriorated building stock. Using the National Trust for Historic Preservation Main Street model, Roslindale merchants, owners, city officials and residents built an organization and workplan to reverse their prospects.

By its third year, the volunteer-driven organization saw amazing results: 73 facade changes, 43 commercial building renovations, 29 business gains and 132 net new jobs totaling in an investment of more than \$5 million.

In 1995, newly elected Mayor Thomas Menino challenged the National Trust for Historic Preservation to expand its National Main Street model to Boston. The result was Boston Main Streets, the first urban, multi-district Main Street program in the United States. Boston Main Streets now brings the technical knowledge of business district revitalization to nineteen Boston business districts.

This is the first intensive urban use of this highly successful model for commercial district revitalization in the nation. Ten neighborhood commercial districts were designated as Boston Main Street programs in 1995 following a city-wide competition. Four districts were selected in 1997, four more in 1999, and two more in 2001. Roslindale Village continues as a mature program today.

Each district receives financial and technical assistance and intensive training in the Main Street approach from the City of Boston Main Streets office and the National Trust Main Street Center. In turn, each Main Street organization hires a full time Executive Director, raises matching funds, incorporates its organization and implements its programs according to an annual work plan.

Boston Main Streets districts follow a four-point comprehensive approach that creates and sustains the district's image: 1) community organization, 2) promotion, 3) design and 4) economic restructuring. Specific Main Street activities and operations include storefront improvement grants, public enhancements, local promotional and fund-raising events such as road races, parades, auctions, multi-cultural festivals and holiday shopping events that strategically aim to enhance the image of the business district and attract consumers. Using the Main Street four-point approach, district staff and volunteers draw upon the skills and experience of the local stakeholders to revitalize the district.

Program Funding

The City of Boston commits a significant portion of its federal Community Development Block Grant (CDBG) funds to the Boston Main Streets program. Neighborhood Development Funding (NDF) is used for the districts that are not eligible for CDBG. In addition, the City of Boston commits six full time staff to assist the local districts in many aspects of their programs. Local districts also have access to city architects, design staff, transportation planners and technical assistance specialists.

The funding is provided in four basic categories:

1. Executive Director Salary
2. Physical Improvements through Restore Boston
3. Technical Assistance and
4. Promotion

In addition, Boston Main Streets provides local districts with design assistance from local architecture firms in the form of Design Hours. The contracts with the architecture firms are administered by the Office of Business Development Design Services Unit.

Boston Main Streets also provides workshops and trainings.

Boston Main Street Statistics

The Main Street districts continue to mature and develop into solid volunteer based organizations with realistic strategies and action-oriented programs. Quantitatively, the results are impressive. The following statistics have been compiled by monthly district reports from 1995 to October 2010:

- Number of Net New Businesses: 724
- Number of Net New Jobs: 4763
- Volunteer Hours Invested: 222,064
- Businesses Completing Storefront Improvement Projects: 699
- Businesses Receiving Design Assistance: 864
- BMS Total Physical Improvement Grants: \$2,108,254
- Private Investment Leveraged with Grants: \$10,551,254

Qualitatively, the overall goal of the Boston Main Streets program is to improve the quality of life in Boston's neighborhoods. The vitality of a neighborhood's business district is critical to the health of the neighborhood as a whole and for that reason all sectors of the community are involved with each Main Street organization. Stakeholders include residents who typically represent the consumer to business and property owners, public and private institutions, community development corporations and merchant associations.

Lessons Learned

For Boston, the need to strengthen the commercial and community center of each neighborhood supports several economic development goals: jobs and entrepreneurial opportunities for Boston residents; commercial districts that are the social heart of the community; unique neighborhood commercial districts that attract prospective investment; and to an understanding that the commercial core of each neighborhood is vital to the residential community and vice-versa.

feedback

PR

The City of Boston, through a community-based, public-private partnership, has established Boston Main Streets, a successful model for urban commercial district revitalization that strengthens local business districts through strong organizational development, community participation, resident and merchant education and sustainable development.

The Boston Main Streets' innovative approach to neighborhood business development brings significant resources to the community. The complex urban issues faced by Boston's historic commercial districts are examined through a holistic framework that realizes that many of the neighborhood problems are linked. It is this comprehensive approach that has brought the action-oriented projects to completion.

The volunteers who have brought more than 222,064 hours of time to their communities are a strong indicator of community interest, enthusiasm and investment of stakeholders working to better their communities. Main Streets events and promotions have fostered community pride and spirit. Façade improvements offer physical proof that the community is prospering. Merchants are using current market information provided through this project to improve merchandising and retail sales.

Boston Main Streets has learned from experience that government can not do everything and that each community must take leadership in shaping the character of their neighborhood. Our nineteen districts participate in this grassroots program to improve their physical appearance, economic structure, and overall quality of life. Our districts pride themselves on the development of their individual identities. The diversity of Boston's neighborhoods is reflected in each of the districts. At the same time a city-wide perspective is maintained through unified support for each other's programs and events and the exchange of knowledge and information across the city's neighborhoods.

The obstacles that face Boston's urban commercial districts are not unique. The Boston Main Streets framework teaches communities how to begin a successful revitalization process. We believe the foundations are set for Boston Main Street Districts to serve as a model and to share their challenges and accomplishments with other urban commercial districts.

