

Lynn Union Street TDI District Workplan Overview

Goal #1 – Support and Stabilize Existing Small Businesses

Strategies:

- Create or curate small business resource guide
- Catalogue current classes and other direct support offered to small businesses
- Develop programming/services to support small businesses

Goal #2 -- Draw More People to Union Street

Strategies:

- Study/Identify what retail or other businesses would fit well with existing businesses
- Host block party or other space activation events to draw people and provide opportunities to micro-businesses
- Develop relationship with Community Minority Cultural Center to help them activate space
- Beautification/Streetscape improvement
 - Address litter issue raised by business owners
 - Improve traffic flow in Freeman Square Intersection
 - Improve lighting in Union street towards Chestnut Street Intersection
 - Develop streetscape/signage standards and assist businesses in improving storefronts
 - Improve/clarify parking rules in and around Union Street
- Wayfinding and branding
 - Work on wayfinding to improve experience of visitors navigating Union Street area
 - Consider branding activities/consulting to emphasize international restaurant identity of Union Street

Goal #3 – Mitigate Impacts of MBTA Construction of Commuter Rail Station

Strategies:

- Work with small business owners to anticipate/mitigate impacts of construction
- Take advantage of temporary train platform on School Street to drive traffic to Union Street
- Work with MBTA to understand/influence plans for parking garage

Goal #4 – Encourage Thoughtful Development of Vacant Parcels

Strategies:

- Stay apprised of development/request for proposal regarding Buffum Street parking lot site and use networks and knowledge of resources to help encourage beneficial development
- Partnership stay apprised of development of School Street lot and other parcels that may be developed