

*Town of Weymouth
Massachusetts*

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Press Release

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Mayor Hedlund to team up with Weymouth Chamber of Commerce to explore vision for Bridge Street

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Weymouth, MA – Mayor Robert Hedlund, in partnership with the Weymouth Chamber of Commerce, will host the [Urban Land Institute \(ULI\)](#) for an intensive one-day Technical Assistance Panel (TAP) to explore improvements to the Route 3A corridor located along Bridge Street. The Urban Land Institute is an international education nonprofit emphasizing smart growth and sustainable community building. ULI provides assistance to communities seeking to resolve land-use challenges by bringing in expertise over an intensive one-day program. The TAP program is sponsored by [MassDevelopment](#) and the [Massachusetts Housing Partnership](#), providing assistance to communities throughout the Commonwealth.

The TAP will be comprised of 6-10 members of ULI Boston representing a broad range of disciplines including: planners, land use attorneys, designers, and market analysts. In its application to ULI, the Department of Planning and Community Development requested that the TAP focus on three overriding questions:

- What zoning and design guideline changes could be made to encourage redevelopment projects along the corridor while protecting established nearby residential developments?
- What public investments could be made by the Town to stimulate interest in the corridor? Park improvements, landscaping projects, public art installations?

- What marketing and/or branding programs could be implemented to encourage new business within the corridor?

"The Town has been systematically updating our zoning bylaws over the past few years to stimulate appropriate economic development across the Town," **said Mayor Hedlund**. "We recognize the unique character of the Bridge Street corridor and understand that a different approach is needed. It will certainly be insightful to brainstorm with an additional group of professionals."

District One Town Councilor Rebecca Haugh added, "Every single day, 37,000 vehicles utilize Bridge Street. We need to find solutions to address the issues that have plagued 3A from both residential and commuter aspects. I look forward to working with Mayor Hedlund, the administration, and Urban Land Institute to find solutions for a better 3A and a better North Weymouth."

The TAP will occur on **Thursday, November 14th**. ULI panelists will begin with a tour of the corridor with Town staff. Then, throughout the day, the panel will meet with local stakeholders including a cross section of business owners, civic leaders, and residents from the area. The process will culminate with a **public presentation by the ULI at 6:00 PM in Town Council Chambers** to convey the findings and recommendations of the panel. Their final report will be submitted to the Town at a later date.

Any additional inquiries about the TAP or goals of the program can be directed to the Town's Department of Planning & Community Development at 781-340-5015.

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