

## Applicant Information

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### Applicant Organization Information

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**Legal Name:** Town of Lexington  
**Doing Business As:**

**Physical Address:**  
**Address 1:** Town Hall  
**Address 2:** 1625 Massachusetts Avenue  
**City:** Lexington  
**State:** MA  
**ZIP:** 02420-3893

**Mailing Address (if different):**  
**Mailing Address 1:**  
**Mailing Address 2:**  
**City:**  
**State:**  
**ZIP:**

Please note, organizations are required to provide a physical address. A PO Box can be provided for the mailing address, but not the physical address. Organizations that do not have a facility or office typically provide the address of the primary person leading the organization or group, such as the board chair, staff person, or lead volunteer for the group.

### Primary Contact

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Sandhya Iyer  
siyer@lexingtonma.gov  
781-698-4567

## City/Town Information

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### Chief Elected Official Name

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Jill Hai

**Chief Elected Official Title**

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Select Board Chair

**Population of City/Town**

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34,454

**Median Household Income**

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\$186,201.00

**Is your Local Cultural Council involved in the cultural district?**

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Yes

**In what capacity?**

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Cultural Council is part of the application process as well as managing partner.

**Third Party Managing Entity**

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**Do you have a third party managing entity?**

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No

**Cultural District Information**

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**Proposed Name/Title of District**

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Lexington Cultural District

**How was name of the Cultural District decided?**

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Members of the Managing Partnership decided the name of the proposed Cultural District

**Boundaries: Identify the boundaries of the district by street name with directional coordinates, and number of square blocks.**

Hastings Park (42.4484° N, 71.2386° W) to Pleasant Street, Mass Ave (42.4206513°N, -71.2119998°W)

**Zoning: List any zoning overlays, municipal incentives or special designations that would have relevance to a state-designated cultural district (e.g. municipally designated cultural district, artist overlay zoning, Chapter 40-R). Please submit relevant reports as supplemental documents, following the instructions for supplemental materials in the Cultural District Initiative guidelines.)**

The Town has designated this area as the Historic District. There are four Historic Districts in Lexington, BATTLE GREEN HISTORIC DISTRICT, EAST VILLAGE HISTORIC DISTRICT, HANCOCK CLARK HISTORIC DISTRICT, MUNROE TAVERN HISTORIC DISTRICT

## Cultural District Narrative

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**Describe the characteristics of the district. What makes the proposed district unique?**

In Lexington, as in Arlington, Bedford and Concord, history and the present are intertwined. Like Arlington and Bedford as well, Lexington was originally a long, strung-out settlement centered first on Mass Ave and then, in 1846, along the Boston and Lynn railroad. The railroad was abandoned from 1977 to 1993, when it was reborn as the 10.1 mile-long Minuteman Bikeway. The Bikeway links our towns as the railroad had done, beginning at Alewife Station in Cambridge, passing through Arlington and ending a mile into Bedford. Most of the cultural institutions of Lexington can be found between Mass Ave and the bikeway.

**Give examples of important cultural, historical and recreational facilities in the district.**

Colonial Lexington is centered around its Battle Green, where the first skirmish of the Revolutionary War, re-enacted annually, took place on April 18, 1775. The Green is surrounded by houses, some original to the time, including the Buckman Tavern (1710), where John Hancock and Sam Adams were gathered until Paul Revere arrived in time for their retreat to the Hancock-Clarke House (1737), a few blocks away on Hancock Street. From the iconic bronze Minuteman statue by Henry Kitson on the southeast corner of the Green, Mass Ave continues through Lexington Center. Cary Library, across from the Green, was founded in 1868 and is now the second-busiest library in the Commonwealth. CAAL (Chinese American Association of Lexington), is one example of many. CAAL sponsors a Chinese Lunar New Year celebration and "Discover Lexington", a bilingual magazine. There are also associations of Black, Korean, Japanese and Indian citizens, each making rich contributions to Lexington public life.

**Give examples of cultural programs that have taken place in the district in the last 12 months and any significant upcoming events.**

At Emery Park, the former rail depot has been converted into a meeting and performance space and is also the headquarters of the Lexington Historical Society. Live performances are held outdoors at Emery Park in the summer. The Lexington Bicentennial Band also performs at Hastings Park, just up the road from the Green; Hastings Park is also the scene of a Lions Club-sponsored carnival on July 4th weekend. Lexington Art Walk features periodic displays in shop windows of work in various media and hosts an annual reception and show at the Depot. All the bequest's original mandates persist a hundred years later. The main auditorium was recently named after Marjory Battin, the first woman moderator of Lexington Town Meeting. Cary Hall serves as a venue for Town Meeting, voting, performances of the Lexington Symphony, Metropolitan Winds, the Lexington Players, Lexington High School's musical ensembles, and many other musical groups and entertainments. SNAP (Special Needs Arts Programs, Inc.) performs there as well as at other locations in town, particularly on MLK Day. SNAP was founded in 1981 to encourage self-expression and self-confidence through the arts and music. The venues in Lexington Center are eminently walkable. A circuit around them might be a mile and a half, possibly a little more if the Munroe Center for the Arts, at 1403 Mass Ave, a short distance from Lexington Center, is included.

The Stone Building was designed and constructed for Eli Robbins, a philanthropist and abolitionist, as a lyceum where speakers such as Ralph Waldo Emerson and Theodore Parker could preach and speak on public issues. It served for years as a branch library, and a committee has convened to entertain new ideas for it. It may become a museum of abolition and slavery and of the history of East Lexington, an art center, a meeting place for a variety of groups, or all of the above.

**Describe how the city or town's public amenities enhance the district.**

The Lexington Community Center was created in buildings on land purchased by the Town from the Scottish Rite Museum. It's open year-round, six days a week, offering services, programs, physical fitness and meeting and quiet spaces to its intergenerational visitors, who number in the thousands every year. At the moment the field is involved in the reconstruction of Lexington Center, and the Farmers' Market has been held on the grounds of Lexington High School. Across Mass Ave, the Lexington Visitors Center, remodeled in 2020, offers tours, information, a shop, and displays about Colonial Lexington. The Lexington USS Memorial beside it commemorates the battleships named after Lexington. The Visitors Center sells tickets for the Liberty Ride, a guide-led trolley that takes passengers through the historic sites in Lexington and into Minuteman National Park, which begins in Lexington. The trolley continues through Lincoln and into Concord as well.

**Why does your city and town want to become a state designated cultural district?**

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The Town of Lexington wishes to pursue a state-authorized cultural district through the enabling legislation. The Town has a mixed-use geographical area that has a concentration of cultural facilities and assets. A Cultural District encourages greater collaboration among cultural organizations, expands awareness of cultural assets, and leverages cultural and business resources to brand Lexington as a cultural destination. It promotes commitment from the Town to nurture present and future arts and cultural initiatives and bring positive economic benefits to cultural institutions and local businesses. Lexington's cultural community would be in a stronger position to apply for grants and other financial support in the future.

**Outline the vision for the cultural district**

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The vision for the cultural district is to improve upon the existing assets and foster collaboration among all cultural organizations.

Establish the District as a tourist destination

Attract artists and cultural enterprises

Foster local cultural development

Access to MCC grants

**Outline the goals for the district and how they relate to the goals of the Cultural District Initiative.**

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The state-sponsored cultural district goals of attracting artists and cultural enterprises, encouraging business and job development, establishing tourist destinations, preserving and reusing historic buildings, enhancing property values, and fostering local cultural development. Applying for this designation has been a goal of the Tourism Committee and the Lexington Arts Council. With the recent award of this designation to Bedford, joining 50 other Cultural Districts across the state including our neighbors Arlington and Concord, the time is now. . The goals of the district per the Select Board Resolution are to:

- 1) Attract artists and cultural enterprises
- 2) Encourage business and job development
- 3) Establish tourist destinations
- 4) Preserve and reuse historic buildings
- 5) Enhance property values
- 6) Foster local cultural development

**Elaborate on any past accomplishments as well as future plans to maximize the potential of the cultural organizations, real estate opportunities and cultural programs in the district as they relate to the goals.**

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Utility boxes: the Arts Council chose artists to paint 12 utility boxes in various Town locations with artistic designs, contributing to the beautification of public spaces and making art part of the daily life of community members.

Go Out Doors Lexington: commissioned artists to paint old doors and installed them along the Minuteman Bikeway for the community to enjoy. Afterwards the doors were auctioned to raise funds for future public art projects.

Neighborhood Haiku: haiku poems submitted by community members were hand-painted on storefront windows in two commercial districts of the town. Over thirty businesses participated in the project. An opening celebration featured readings by the selected poets and live music.

Upcoming projects: the Arts Council is working on several projects for the upcoming year, including a multi-cultural dance festival, a community-wide music day (like the Porchfest day taking place in other communities), and public art installations along the Minuteman Bikeway, such as installation of fairy homes in trees along the bikeway.

The Munroe Center for the Arts has many partners around town, in that the arts make everything better. We provide art, music, dance to community events such as the Patriots Day Parade and the annual town day. We energize an annual art exhibit that partners the business community with area artists (seeing over 50 artists and nearly 30 retailers participate), and have seen this event spur related community events that provide creative opportunities for residents and inspirational artwork for the town. We likewise provide several free music and art-making events for the community throughout the year (such as our lemonade social with printmaking and a blues band). Additionally, we provide 4 semesters of arts education in music, dance, theatre, and visual arts and we provide 9 weeks of summer camp and 2 weeks of winter/spring vacation camps each year. Our future plans include the continuation of the programming above, and this year will also build in free quarterly intergenerational art-making events. We employ over 70 teachers and staff at our facility, and typically see over 1400 students come through our doors each year.

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**Describe any relevant zoning, planning or financial tools that will be utilized in the district.**

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The Economic Development office is the marketing arm of the town and has significant funding to promote this district and its assets. Lexington Cultural Council grants, MAPC grants.

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**Outline the action plan for the first six months following designation.**

- We will promote the district within Lexington:
- Using the Town's website and email newsletter
- Planning a public ribbon cutting ceremony to open the district
- Publishing press releases to announce the opening of the district in: the Lexington Times, Lexington Observer, Patch.com, Wicked Local, the Lexington listserv. We will also ask partners to share widely in their networks.

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**Evaluation: Based on the goals for the district, identify and describe the evaluation methodology to be used in measuring the district's impact. Be specific and concrete. Include information about how the project's impact will be tracked and linked to relevant statistical, economic impact and audience participation measurements.**

- . The goals of the district per the Select Board Resolution are to:
- 1) Attract artists and cultural enterprises
    - Munroe Center for the Arts, the Arts Council, the Symphony as well as Cary Hall try and attract new artists and projects. This designation will hopefully help us attract more National and International artists to the Ton.
  - 2) Encourage business and job development
    - The Town has been trying to attract pop-ups and add vibrancy to the Town Center. Cultural district will help us attract businesses and reduce vacant store fronts and restaurants.
  - 3) Establish tourist destinations
  - 4) Preserve and reuse historic buildings
    - The Stone Building is one such historic building that has been evaluated for reuse and the improvements and repositioning of the building will help promote the Cultural district
  - 5) Enhance property values
    - The property values of the town center are pretty high but the cultural district will improve and balance the variation the values.

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**Public/Private Partnership**

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**Outline the plan for overseeing and managing the district and the district partnership. Include information about how decisions be made for/by the district; how often the partnership will meet; whether there will be a staff person assigned to administer the cultural district's goals; and who the staff person will report to on a day to day basis.**

Each managing partner represents one organization or business within the LCD. For a full list of partners, see the final page of this Agreement. Any of the existing managing partners will have the opportunity to recommend new managing partners at each quarterly meeting. A majority vote of all managing partners present may establish new members or terminate members. Only one vote is allowed per managing partner entity. Any member of this partnership may withdraw at any time.

Each partner shall name an individual authorized to represent them in participating in LCD decision-making and activities. Each partner agrees to respond to email communications from the Coordinator and access materials distributed via the Lexington Cultural District directory in Google drive (or a similar cloud storage method to be determined by the Coordinator). There will be a quarterly meeting of the MP in October, January, April and July. All partners or their designee(s) are expected to attend. The following officers of the MP will be members of the CMP and chosen by majority vote of the MP at the January meeting for a term of one year, which can be renewed annually by majority vote of the MP.

**Coordinator:** responsible for scheduling and giving notice of meetings, creating and disseminating agendas, designating a minutes-taker at meetings, distributing minutes, establishing communications methods and keeping the LCD directory up to date, and assembling and submitting the LCD Annual Report.

**Treasurer:** responsible for keeping track of finances, managing the MP budget, and acting as liaison with the Town Treasurer's office.

In addition to officer roles carried out by members of CMP, each task group established by the CMP, including standing task groups, shall have at least one CMP who serves as a liaison to that group.

Standing Task Groups:

- Marketing/Communications Task Group
- Impact Analysis Task Group
- Fundraising Task Group



**Describe the strategy that will be established to ensure that all the district's partners and stakeholders are kept up to date about opportunities and decisions.**

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The Town of Lexington agrees to participate in efforts to create, promote and sustain the LCD by:

1. Endorsing the submission of the cultural district application to the Massachusetts Cultural Council.
2. Endorsing the cultural district goals: attracting artists and cultural enterprises, encouraging business and job development, establishing tourist destinations, preserving and reusing historic buildings, enhancing property values, and fostering local cultural development.
3. Appointing town officials to represent the town within the managing partnership of said cultural district.
4. Encouraging all who own property or businesses within said cultural district to involve themselves and participate in the development and advancement of the cultural district.

**Describe any current collective marketing efforts in your community.**

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The MP agrees to lead the efforts to create, promote and sustain the LCD by:

1. Participating in the governance and activities of the MP and being available for task group work.
2. Encouraging local artists, makers, creative businesses and cultural organizations to identify themselves as being part of the LCD.
3. Cooperating in marketing initiatives that are identified and endorsed by the MP.
4. Representing the LCD and its goals at appropriate Town committees and civic meetings as identified by the MP.
5. Supporting efforts to achieve consistency of identity through a variety of methods (i.e. signage, logo, colors).
6. Fostering partnerships and opportunities between local entities and individual artists.
7. Providing advice and stewardship of the economic sustainability of the LCD.

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**Describe the marketing and promotion plan for the district. Include information about developing a brand for the district; a promotion strategy; and social media plan.**

Create branding for the district to promote easy and consistent recognition of the assets and places within it. We will work with a qualified designer to develop a logo. Once adopted, we will:  
Share the logo with our partners to use in their print/social/online marketing to identify themselves as part of the district.  
Use the logo on Town assets to designate cultural district activities and efforts.  
Develop signage in key locations that may include maps, points of interest, way finding and other uses.  
Develop a website specific to the cultural district that lists assets, organizations, partners and activities.  
Create distinct social media accounts for the cultural district and encourage partners to cross-promote.  
We will promote the district within Lexington:  
Using the Town's website and email newsletter  
Planning a public ribbon cutting ceremony to open the district

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## Municipal Resources

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**Are there any municipal funds pending or currently in use in the proposed district?**

No

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## District Management Team

## District Management Contacts

| Organization                     | Contact           | Address                                   | City, State, Zip | Partner Type                | Other Partner Type | Phone          | Email                         | Role and qualifications            |
|----------------------------------|-------------------|---|------------------|-----------------------------|--------------------|----------------|-------------------------------|------------------------------------|
| Town of Lexington                | Sandhya Iyer      | 1875 Massachusetts Ave                    | Lexington        | City or town representative |                    | 7816984567     | siyer@lexingtonma.gov         | Town Staff, EDD, Application Admin |
| Lexington Council for the Arts   | Steve Poltorzycki | 1625 Mass Ave                             | Lexington, MA    | Local Cultural Council      |                    | 617-308-6828   | Stephen Poltorzycki           | Council for Arts                   |
| Tourism Committee                | Margaret Coppe    | 1875 Mass Ave                             | Lexington, MA    | Tourism representative      |                    | 3392230832     | mecoppe@gmail.com             | Tourism Rep                        |
| Historical Society               | Carol Ward        | Lexington Historical Society P.O. Box 514 | Lexington, MA    | Other: Please describe      | Historical Society | (781) 862-1703 | Director@lexingtonhistory.org | Historical Society Rep             |
| Chamber of Commerce              | Heather Hartshorn | 1620 Mass Ave                             | Lexington, MA    | Chamber of commerce         |                    | 617-744-9671   | director@lexingtonchamber.org | Chamber of Commerce                |
| Cary Memorial Library            | Koren Stenbridge  | 1874 Mass Ave                             | Lexington, MA    | City or town representative |                    | (781) 862-6288 | Koren Stenbridge              | Town Staff                         |
| unroe Center for the Arts        | Cristina Burwell  | 1403 Massachusetts Ave #1,                | Lexington, MA    | Cultural organization       |                    | (781) 862-6040 | cristina@munroecenter.org     | Executive Director                 |
| Lexington Arts and Craft Society | Matthew Siegal    | 130 Waltham St,                           | Lexington, MA    | Cultural organization       |                    | (781) 862-9696 | matthew.siegal@lexart.org     | President and Executive Director   |
| Lexington Symphony               | Alix Fox          | 1605 Massachusetts Ave                    | Lexington, MA    | Cultural organization       |                    | (781) 862-0500 | info@lexingtonsymphony.org    | Board of Directors                 |
| Lexington Historical Society     | Carol Ward        | Lexington Historical Society P.O. Box 514 | Lexington, MA    | Other: Please describe      | Historical Society | (781) 862-1703 | Director@lexingtonhistory.org | Historical Society Rep             |

## Cultural Assets Inventory

**# of Theaters**

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2

**# of Museums**

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4

**# of Movie houses**

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1

**# of Cultural centers**

---

2

**# of Art galleries**

---

2

**# of Performance spaces**

---

5

**# of Annual festivals**

---

20

**# of Farmers markets**

---

2

**# of Restaurant weeks**

---

1

**# of Open studios**

---

1

**# of Gallery nights**

---

10

**# of Concerts**

---

100

**# of Walking tours**

---

10

**# of Historically designated buildings**

---

20

**# of Historic districts or corridors**

---

4

**# of Live/Work studios**

---

3

**# of Work studios**

---

2

**# of Rehearsal spaces**

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5

**# of Recording studios**

---

**# of Film studios**

---

**# of Businesses**

---

250

**Other**

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**Public Infrastructure**

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**Public Space & Amenities**

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Public Art

**Public Buildings**

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Library, Tourism /Visitor Centers, Public restrooms

**List any additional, relevant public buildings**

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**Transportation Amenities**

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Pedestrian path, Bicycle path, Public Transportation, Parking

**Way finding**

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Special signage, Self-guided walking tours

**Technology**

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Public Wi-Fi Zones, Mobile App

**Other: If you have a public amenity that is not listed above, please describe it here.**

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The Visitors Center sells tickets for the Liberty Ride, a guide-led trolley that takes passengers through the historic sites in Lexington and into Minuteman National Park, which begins in Lexington. The trolley continues through Lincoln and into Concord as well. Cary Memorial Hall, at 1605 Mass Ave, honoring their father and rewarding Lexington for their happy memories of childhood vacations. Fletcher Field, adjoining the buildings that include Cary Hall, has been the location of the Lexington Famers' Market which operates every Tuesday afternoon from late May to late October. The Munroe Center, housed in a former school, focuses on the visual and performing arts. It hosts scores of classes, workshops and performances, and abuts the Lexington Bikeway and Arlington's Great Meadow. The Lexington Community Center was created in buildings on land purchased by the Town from the Scottish Rite Museum.

## Marketing

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### Collective Marketing Checklist

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Marketing plan, Branding plan, Map, Social media, Email blasts, Newsletters or e-Newsletters, Member of regional tourism entity, Advertising – newspaper, Advertising – radio, Advertising – web

### Other Marketing: If you have a marketing tool that is not on the list above, please describe it here.

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Create branding for the district to promote easy and consistent recognition of the assets and places within it. Develop a website specific to the cultural district that lists assets, organizations, partners and activities. Create distinct social media accounts for the cultural district and encourage partners to cross-promote. We will promote the district within Lexington: Using the Town’s website and email newsletter. Publishing press releases to announce the opening of the district in: the Lexington Times, Lexington Observer, Patch.com, Wicked Local, the Lexington listserv. We will also ask partners to share widely in their networks. We will announce the district through our existing tourism marketing, which is extensive. Our tourism efforts already reach regional, national, and international markets. We will communicate regularly with our partners and encourage them to promote their sites, activities, and events through the cultural district’s channels in addition to their own.

## Incentives

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### Overlay Zoning/Special Designation

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### Planning

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Economic Market Analysis, Historic Property Survey

### Financial Tools

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### Other: If there is an incentive being utilized that is not listed please identify it here

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The Economic Development Office works closely with the cultural assets and also has a robust tourism and marketing budget to support the tourism and cultural programs in Lexington.

For the items you identified above, indicate if the incentive currently applies to, or is implemented in, the cultural district. And include the start date(s).

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## Additional Materials

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### Letter of Endorsement from Chief Elected Official

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[Letter\\_of\\_Support-\\_Jill\\_Hai-\\_SIGNED.pdf](#)

98.7 KB - 08/15/2022 1:05PM

Total Files: 1

### Copy of Resolution from City Council / Board of Selectmen.

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[Lexington\\_Cultural\\_District\\_Resolution\\_SIGNED.pdf](#)

793 KB - 08/10/2022 4:40PM

Total Files: 1

### Master Map

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[Cultural\\_District\\_Map\\_FINAL.pdf](#)

1.8 MB - 08/15/2022 1:11PM

Total Files: 1

### Official legal documents on zoning overlays or ordinances relevant to the cultural district

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### Marketing materials, if relevant to the cultural district.

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Reports, feasibility studies, visioning results, and/or news articles regarding a proposed district (if relevant).

[CD\\_Managing\\_Partnership\\_Agreement\\_SIGNED.pdf](#)

2.6 MB - 08/15/2022 1:19PM

[CD\\_Map\\_Key.xlsx](#)

89.1 KB - 08/10/2022 4:42PM

Total Files: 2

## Acknowledgement

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### Ready to Submit?

Once you click "Submit" below, you will no longer have access to make changes to your application. A copy of your application will be sent via an email attachment upon submission.

**Please note: You have not successfully submitted your application until you see the following message: "Congratulations - You have successfully submitted your application. Click on the Home button to return to your home portal."**

**Authorized Signature: I certify that all the information contained in this application, including all supporting documents and materials, is true and correct to the best of my knowledge. I hereby release Mass Cultural Council, its members, and employees, from any liability and/or responsibility concerning the submission of materials to this program. In addition, I agree that the required public acknowledgment will be given to Mass Cultural Council if this application is approved. I understand that failure to respond to any of the items requested in this application may seriously hinder its consideration. I certify that we are committed to the completion of the proposed activities in compliance with legal requirements and granting procedures and will file the report required by the Mass Cultural Council.**

Clicking "submit" below serves as an authorizing electronic signature.

### Authorized Signature

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I agree