

## Project Profile: Amesbury Lower Mill Yard

### Project Goals: (Summarized from MassDevelopment Presentation)

- **Vibrant local economy:** Create pedestrian connectivity to Amesbury Center; “Draw business to Amesbury”
- **Enhanced visual appeal:** attract people (visitors, residents, etc.) to Amesbury; create a destination
- **Business growth:** “Generate job growth”; access TIF funding when possible
- **Building diversity:** “Create Mixed Use Residential, Commercial, Office and Industrial Center”
- **Educational benefit:** Access for students/visitors to the riverfront and wetlands
- **Sustainability:** Create direct recreational and visual access to the Pow Wow River



## Building project support:

- Town government
  - Town committed to providing funds for roadway improvements, traffic management, and creation of park and Pow Wow River access.
  - Eleven year planning/study was in process before the project was approved (*2002 Redevelopment Plan, Lower Mill Yard & Microfab Brownfield Sites*)
  - Support by historical commission and conservation commission (river access, museum, wetlands, remediation)
- Community leaders
  - Lower Mill Yard Task Force was created to move things forward.
    - The *\*final\** commitment needed by the community is the relocation of the DPW operations from 22 Water Street to a new location, at a cost of roughly \$6M. All other issues were put into motion in advance of the DPW relocation.
  - Office of Community and Economic Development
  - City Council
  - City Planner and Planning Board
  - Conservation Commission
- State programmatic support (*Newburyport Daily News*, Jan 14, 2013)
  - \$400,000 “PARC” grant to create a new park (a 64% cost reimbursement)
  - \$250,000 grant from State to create boat/kayak launch
  - \$400,000 grant from MADEP for Brownfield cleanup (former Microfab site)
  - \$1.25M Grant from MassWorks for roadway improvements on Elm Street
  - \$40,000 MassDevelopment grant to create Master Plan
  - \$2.1M Riverwalk Enhancement Grant, Phase I
  - *State involvement was a catalyst to move things forward*

## Resulting Project: Vibrant Mixed Use Development

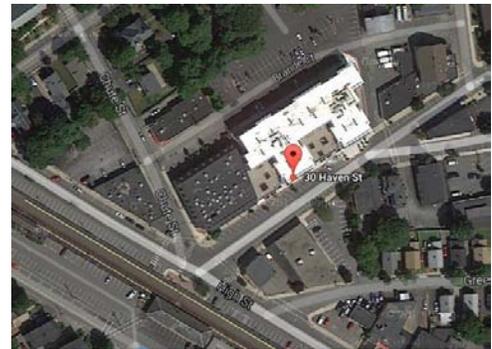
- City Initiatives:
  - Roadway/Traffic Improvements
  - Parking Deck Expansion and Rehabilitation
  - Relocation of DPW Facility
  - Creation of Heritage Park
  - Relocation of Carriage Museum & Visitor's Center
  - Completion of Riverwalk Connection
  - Pow Wow River Canoe/Kayak Launch
- Private Initiatives:
  - Renovation of 670,000 square feet of existing, underutilized mill space
  - Development of 240 new residential units (120,000 square feet of new construction)
    - Current Assessed Value = \$19M
    - Future Assessed Value = \$93M +
  - Bartley Property Mixed Use Redevelopment, AKA - "Carriage Hill Landing"
  - New/Improved Regional Transit Center, TBD
  - New/Improved Senior Center, TBD



## Project Profile: 30 Haven Street, Reading

### Project Goals:

- **Vibrant local economy:** Fill a physical “void” in the downtown ; site was previously the location of the Atlantic Market and sat vacant for 3 years prior to development.
- **Growing tax revenues:** Attract residents and businesses from outside Reading to the town; Create a *destination*.
- **Business growth:** Prior vacant, “dark” site was a detriment to downtown business growth and foot traffic. New uses would enhance retail.
- **Housing diversity:** Provide additional housing options to residents; Reading has traditionally had a predominantly single-family housing stock. Demographic shifts facilitated new forms of housing: rental units, smaller “smarter” units, affordable units.
- **Mixed uses:** Town planning surveys and studies showed a considerable demand for highly amenitized developments.
- **Sustainability:** Enhance and emphasize public transit at the existing Reading Commuter Rail stop. Create a more walkable downtown.



### Building project support:

- Town government
  - Public calling for “action” at the former Atlantic Market site.
  - Traditional 40R “Smart Growth” development process.
    - Utilized state support and some funding for infrastructure to support new development, in return for affordable housing options.
  - Meetings with Planning Board resulted in Planning Board recommendation to the Zoning Board of Appeals which eventually approved the project.
- Community leaders
  - No considerable involvement aside from the Chamber of Commerce and traditional building/development offices
- State programmatic support
  - 40R Development
- Roughly a 4 year time frame from concept to completion.



### **Resulting Project: Mixed-Use, Transit-Focused Development**

- New construction with residential and retail uses steps to the commuter rail and at the center of the Reading Town Center
  - Haven Street is the location of the Town's Annual "Fall Street Fair." 30 Haven Street has become host to vendors during the fair as well as musical guests and other entertainment.
- 54 residential units, 1- and 2- bedroom units to attract young professional and empty nester residents.
  - 20% affordable units in accordance with the 40R requirements.
- Approximately 12,000 square feet of new ground level retail facing Haven Street, and approximately 4,000 square feet of ground level medical office space facing the rear of the site.
- Underground parking was provided for residents
  - Parking was a considerable cost to the project, but parking was downsized due to the project's proximity to public surface parking. Retail was not required to have dedicated parking.
  - Residential and retail had to work together to make the project work. The size of retail was closely controlled.
  - Retail leasing for approx \$22-\$24/SF NNN.
- Extended sidewalks allow for outdoor dining and other uses during the annual street festival.
- The project has attracted residents and retailers to Reading who otherwise would not have considered the town for investment.

## Project Profile: Walpole Station Business Center

### Project Goals:

- **Vibrant local economy:** Appealing uses for young and old alike
- **Enhanced property values:** A rising tide floats all properties. At the center of the town, this site is critical to maximizing value for its citizens.
- **Growing tax revenues:** Better site utilization, more employers, more residents
- **Business growth:** Attract more hi-tech & finance employers to what was once a manufacturing center
- **Housing diversity:** Provide housing options that will appeal to more people
- **Educational benefit:** Not part of the original concept
- **Sustainability:** Highlight and enhance already existing commuter rail stop

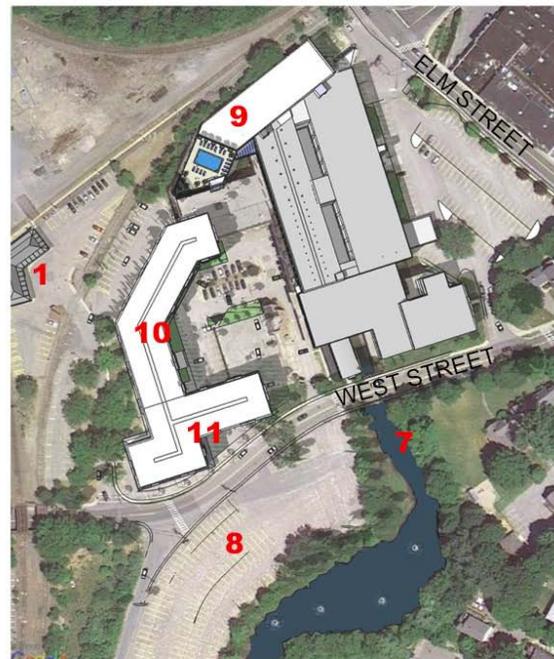


### Building project support:

- Town government
  - Town government had bias for driving development
    - Many prior “stops and starts” were frustrating to the town; the town demanded action by the owner to improve the site
  - Collaborative inter-departmental planning process
    - Focused meetings with all interested parties meeting together. All ideas were put on the table in an open forum
  - Support by historical commission and conservation
    - Site improvements would also improve groundwater conditions, dam maintenance (on site), and mitigation/management of upstream contamination on the Neponset River
  - Pro-development process on the part of the Town, “We need you as much as you need us.”
- Community leaders
  - No involvement to date (pro or con), project is still in conceptual design stage
- State programmatic support
  - None needed at this time unless 40R becomes part of the scope.

- 1** Walpole Commuter Rail Station
- 2** Existing Office (120,000 SF)
- 3** Existing Office (60,000 SF)
- 4** Vacant Industrial (20,000 SF)
- 5** Vacant Industrial (20,000 SF)
- 6** Vacant Industrial (75,000 SF)

- 7** Neponset River
- 8** Commuter Parking (Future Dev. Site)
- 9** ~50 Studio & One Bed Loft Apts.
- 10** ~150 One & Two Bed Apts.
- 11** ~10,000 SF Retail



WALPOLE MILL PROPERTY

Proposed Redevelopment By:  
The Manzo Company, LLC & Tambone Investment Group

LOWE ASSOCIATES Architects, Inc.  
643 VFW Parkway, Chestnut Hill MA 02157

## Resulting Project: Mixed Use Development

- Project site has been rebranded “Walpole Station Business Center” to reflect the importance of the transit line running through the town.
- Over 185,000 square feet of existing commercial uses to remain, roughly 115,000 square feet of vacant industrial to be redeveloped:
  - Existing light industrial uses to remain and expand: product assembly, R&D
  - Existing hi-tech & financial services to remain and expand, competitive rents
  - 50 new residential lofts and 150 new one and two bedroom apartments to be constructed directly adjacent to rail and steps to downtown.
  - 10,000 square feet of new retail fronting West Street to be built to “extend downtown commerce to the train.”
  - Structured parking to be added to support residential uses, parking relief expected for retail uses.
  - Creation of a new open space “plaza” along West Street.

## **Project Profile: Beharrell Street, West Concord Village**

**Project Goals** (Sources: MP = Master Plan, PD = Project Developer)

- **Vibrant local economy:**
  - New building development attuned to village scale and character (MP)
  - Improved flow and connectivity (MP)
  - New residents will support surrounding businesses, bring “life” into the village (PD)
- **Enhanced property values:**
  - Enhance recreation and social engagement opportunities (MP)
  - Increase diversity of housing options through compact development (MP)
- **Better Housing Affordability:**
  - Encourage creation of both low-income and middle-income affordable housing (MP)
- **Business growth:**
  - Focus on small business preservation and development (MP)
- **Demographic growth:**
  - Attract both empty-nesters and young professionals for a multi-generational, vibrant lifestyle (PD)
- **Collaborative process:**
  - Work collaboratively with community groups to enhance the “vision” (PD)
- **Sustainability:**
  - Model best practices in environmental sustainability (MP)
  - Provide better, safer access to the commuter rail (PD)
  - Allow new and improved public access to the Nashoba Brook (PD)
  - Demonstrate the effectiveness of Stretch Code (PD)



## ***Building Project Support***

- **Town Planning**

- Multi-year Master Planning process
- Developer responded to town's "Call to Action" and "Village Study" documents
- Developer coordinated efforts with the Town for over four years to see the project come to life.
- Offering a multi-generational neighborhood that is supportive;
  - site is positioned adjacent to an Assisted Living community
    - studio residents can easily transition to AL as needed.
  - businesses in the project could benefit from this proximity.

- **Community Involvement** (*Source: West Concord Village Master Plan*)

On-going collaboration involving the West Concord Task Force, local property and business owners, area residents and town staff was an integral component of the Master Plan process. Meaningful public involvement in the exploration of development concepts, design alternatives, and preferred actions is the foundation for gaining acceptance and implementation of the Master Plan. Several formal and informal community outreach methods were utilized to build consensus and understanding of future opportunities in West Concord:

- Regular meetings with the West Concord Task Force and Master Plan Working Group;
- Community surveys sent out to residents and business owners;
- Regular website updates on the town's homepage;
- Newspaper columns and announcements of upcoming Master Plan events;
- Regular "office hours" with the Master Plan consultant;
- "Lunch Talks" at Debra's Natural Gourmet with the Master Plan consultant;
- Community design workshop (2 days)
- Visual Preference Survey® of various public space and private development design scenarios;
- Scenario building workshop to present alternative conceptual plans, projects, and programs;
- Public forums to present findings and concepts.
- [25 public meetings for this specific project]

- **Economics**

- Residential rents are expected to be between \$2.20 and \$2.40 per square foot
  - This level of rent is needed to support the infrastructure involved in the project: parking, roadways, and affordable units
- Commercial rents are expected in the \$25-\$30/SF range. (10% of commercial space was designated as "affordable.")

## Resulting Project: Mixed Use Development

- Newly reconfigured transportation hub
- Commercial space
- Market rate housing with 10% affordable (vs the standard 20% affordable)
  - Residential apartments, 2 bed, 1 bed and studios
- Underground parking
- New access to public transit provided via easement.
- Synergistic and connective public spaces and access to green space which was not there before

