

Everett Square Revitalization Plan

Everett Redevelopment Authority Public Hearing

Thursday, December 13, 2018

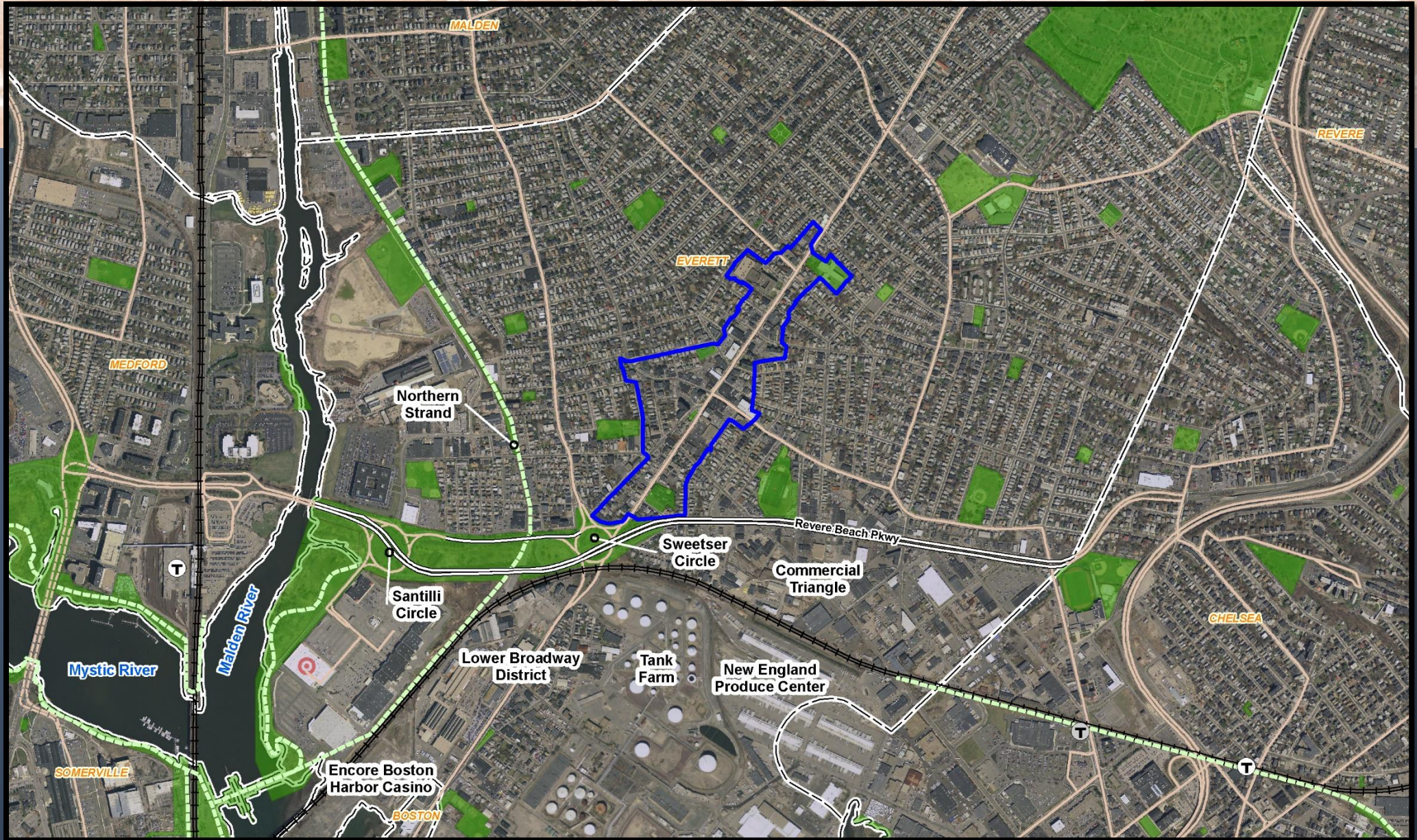


Everett Square Revitalization Plan

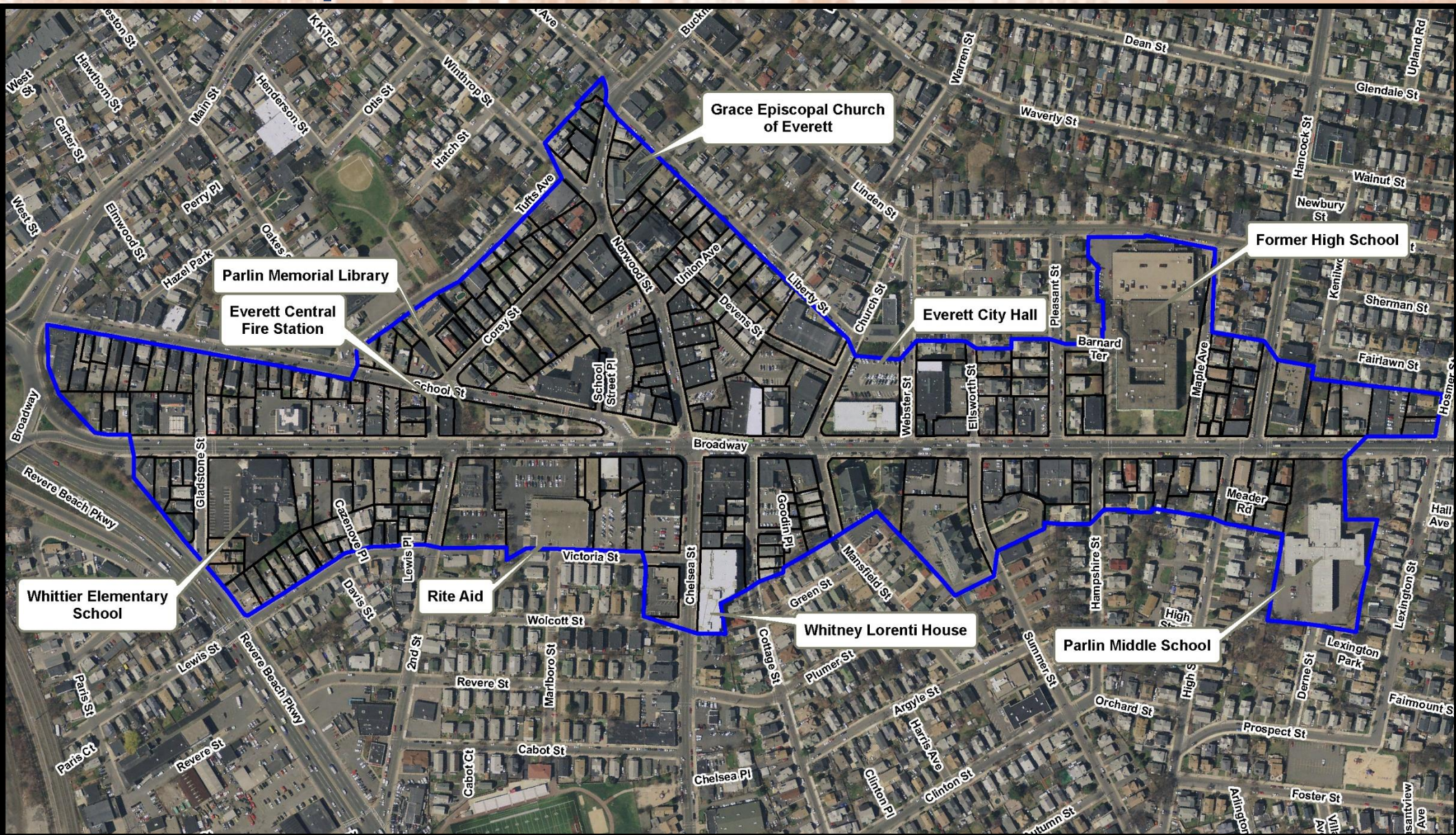
Public Hearing Agenda

- I. Welcome and Introductions
- II. Project Introduction
- III. Project Overview/ Power Point
 - Describe Project Area
 - Past project history
 - Summary of prior meeting
 - Purpose of urban renewal
 - Phases of the urban renewal process
 - Recommended actions
 - Identify acquisitions
 - Describe public realm improvements
 - Project Phasing
 - Project Financing
- IV. Public Comment and Questions
- V. Next Steps and Meeting Conclusions

Everett Square Urban Revitalization Area



Everett Square Urban Revitalization Area



The background of the slide features a faded, orange-tinted photograph of a street scene in Everett Square. Visible buildings include the 'LA ROVERS OFFICE BUILDING' and a 'RESTAURANT & LOUNGE'.

Previous Everett Square Planning Efforts

- **Utile Everett Square Streetscape Plan (2016)**
 - Traffic Study
 - Community Survey
- **MassDot Citywide Public Transit Study (2015-2016)**
- **Complete Streets Prioritization Plan, (2016)**
- **High School Reuse Study (2012)**
- **MAPC Parking Study (2015)**
- **City's Bus Rapid Transit (BRT) Program**



Summary of Public Forum, January 2018

- Data collection results for land use, structure age, ownership and property conditions.
- Previous studies/Foundation of Recommendations
- Urban Renewal Eligibility Criteria
- Vision & Goals
- Elements of an Urban Revitalization Plan
- Comments and questions about parking, green space, bringing more vitality into the area, public transportation and traffic, historical buildings, and financing the plan.

Phases of the Urban Renewal Process



Urban Renewal Program – M.G.L. c. 121B

Urban Renewal Regulations – 760 CMR 12.00

- The Massachusetts Legislature established the Urban Renewal Program under Massachusetts General Laws Chapter 121B (M.G.L. c. 121B) to assist communities to revitalize decadent, substandard or blighted open areas and to encourage sound growth.
- The Urban Renewal Program provides tools for communities to redevelop these deteriorated and blighted areas -- designated as urban renewal areas -- for residential, recreational, educational, hospital, business, commercial, industrial or other purposes.
- Under M.G.L. c. 121B, future redevelopment within these designated urban renewal areas must be undertaken in accordance with use limitations specified in approved Urban Renewal Plans.
- The Department of Housing and Community Development (DHCD), Division of Community Services, is responsible for the operation and administration of the Urban Renewal Program.

The background of the slide features a faded, orange-tinted photograph of a city street scene. In the center, there is a building with a sign that reads "LA ROVERS OFFICE BUILDING" and "INSURANCE" below it. To the left, another building has a sign that says "BREATHERS & LODGE". To the right, a sign for "LA ROVERS RESTAURANT" is visible. The street is lined with trees and other buildings, creating a sense of a vibrant urban environment.

Urban Renewal Plan Benefits

- **Builds on the strengths of Everett Square:**
 - A walkable city center with a good amount of foot traffic.
 - Many locally-owned businesses which serve surrounding neighborhoods.
 - Strong municipal presence.
 - Good proximity to Boston and area highways.
- **Provides a framework for implementing the community's vision.**
 - Set priorities and target areas to focus developer activity.

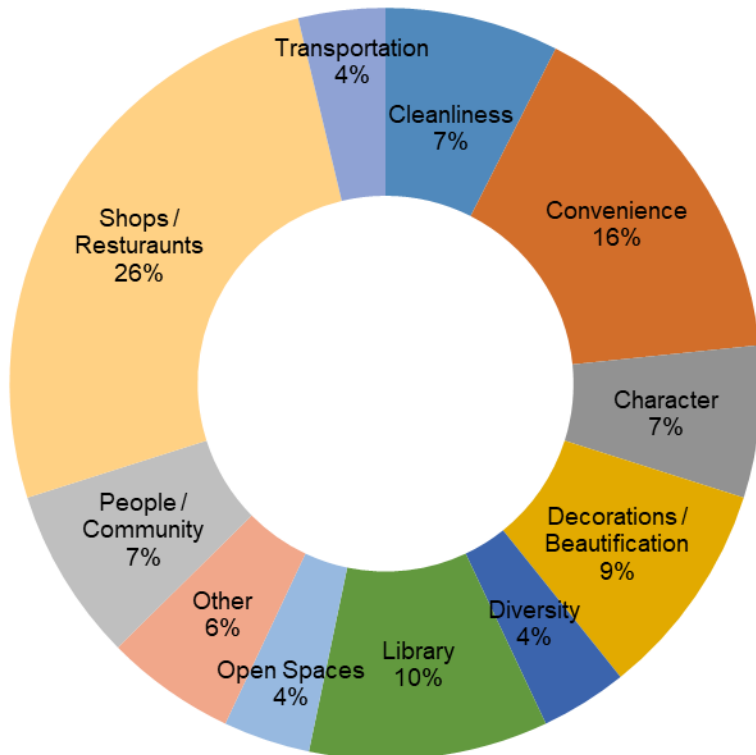


Urban Renewal Plan Benefits (continued)

- **Attracts public and private investment, stimulates economic growth, increases tax base and creates local jobs.**
- **Enables land assembly and acquisition when needed and appropriate.**
- **Allows city redevelopment agency to negotiate sales for property disposition.**
- **Identifies infrastructure upgrades for future growth.**

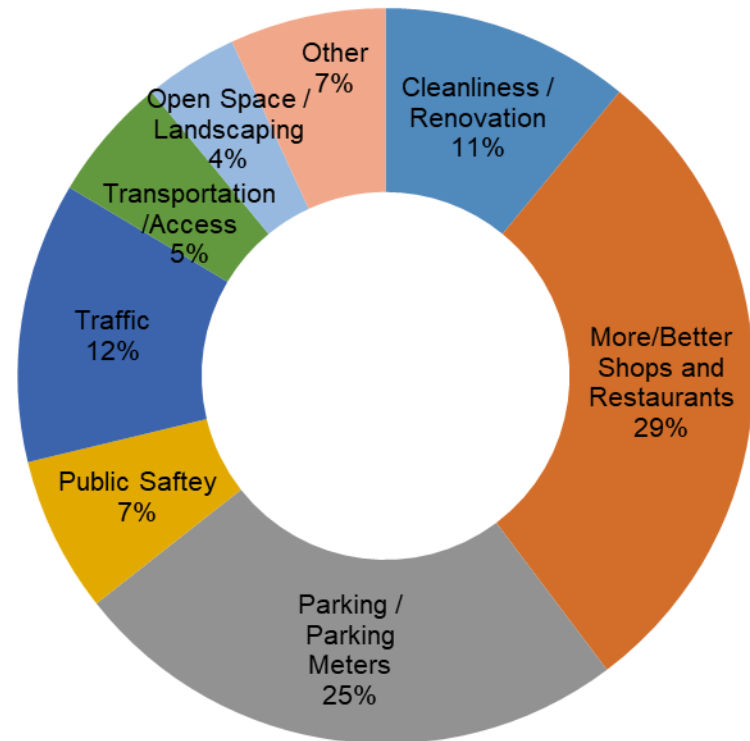
First Step in Planning For Everett Square Utile Community Survey (2016)

What do you like most about Everett Square?



Shopping, Convenience & Library = 52%

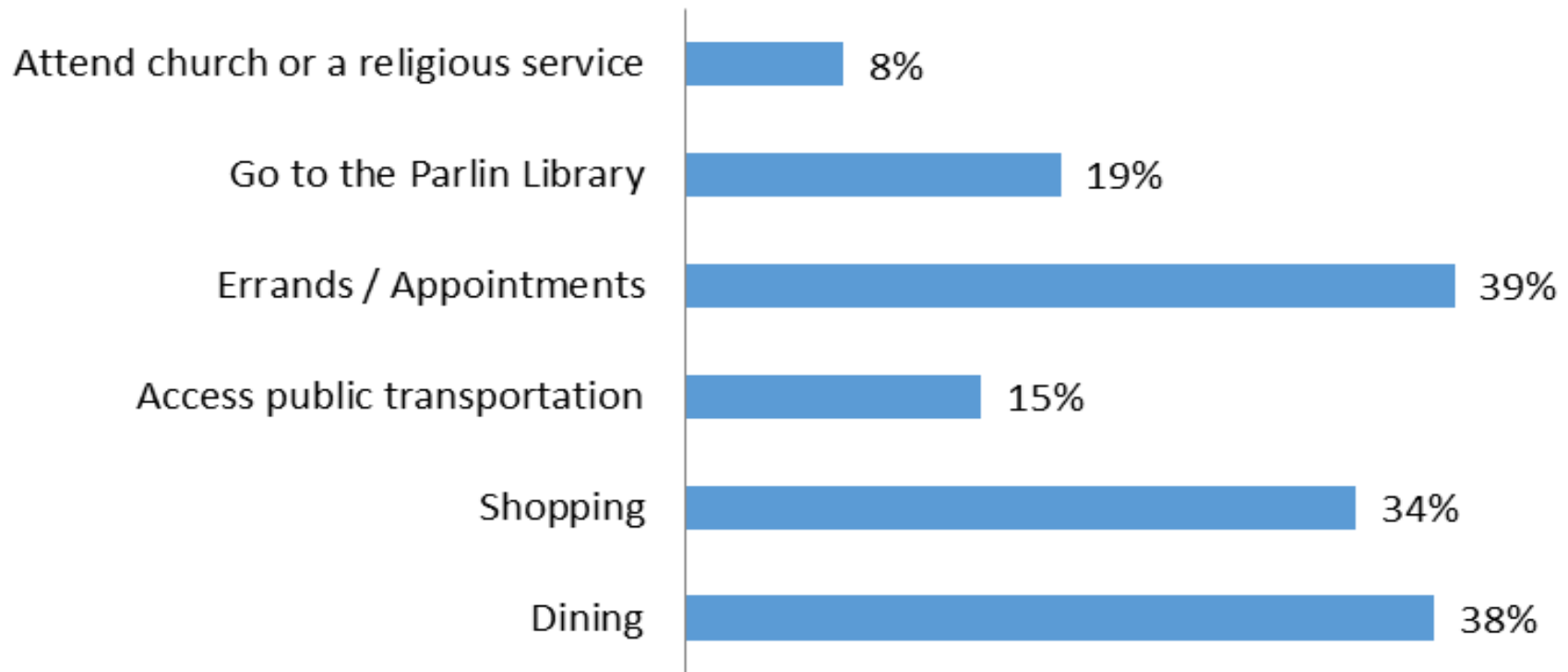
Suggestions for Improving
Everett Square



Parking, Shops/Restaurants & Traffic = 66%

Results from Utile Community Survey

Reasons for Going to Everett Square

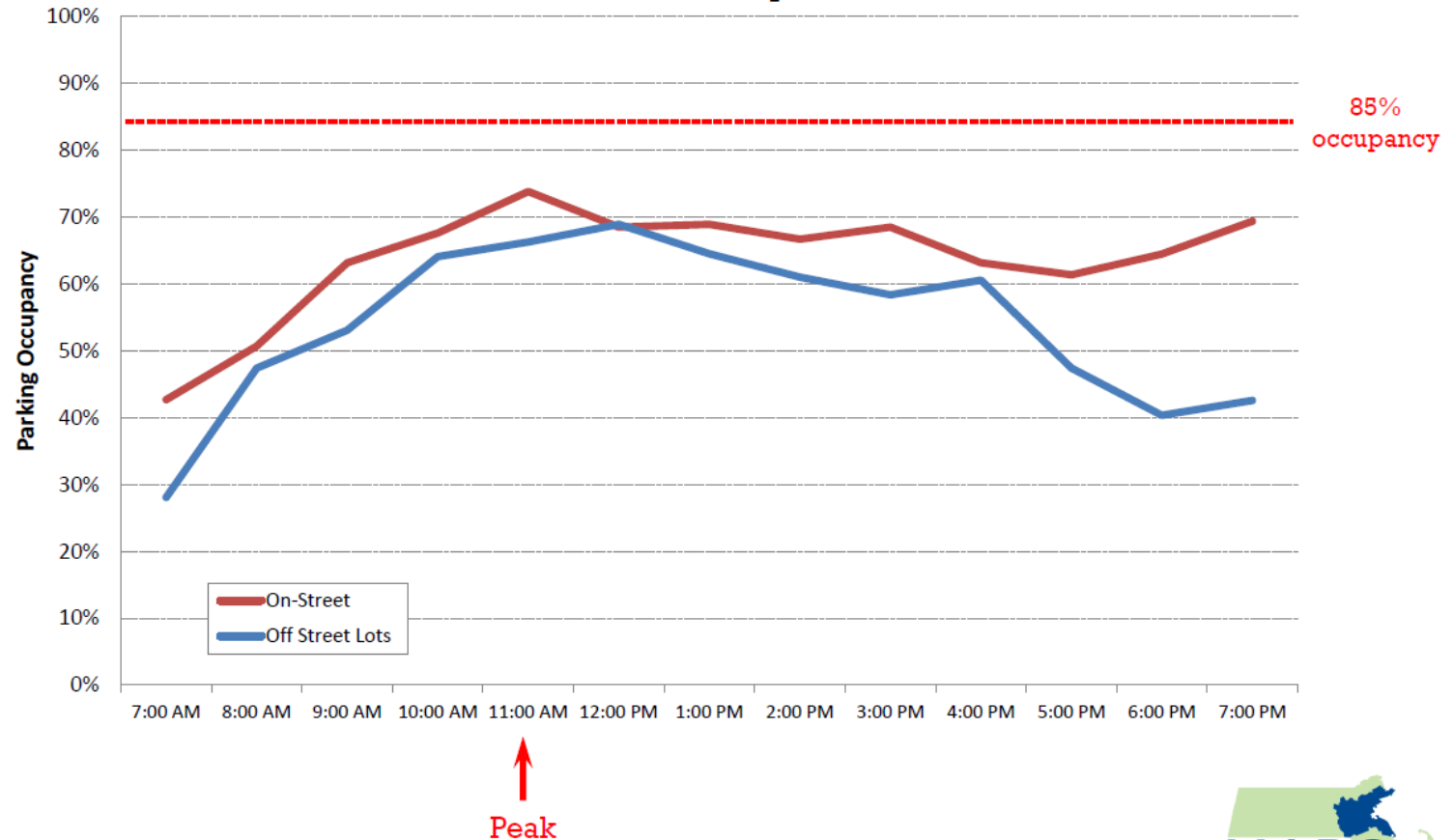


MAPC Parking Study

Conclusions

- Adequate capacity
- Improve technology and enforcement
- Improve access

Everett Square Occupancy vs. Capacity Weekday





Elements of an Urban Renewal Plan?

- Solicit Public Input
- Define the URP Boundary
- Community Vision & Goals
- Present Project Data, e.g., Infrastructure, Land Use, Zoning, Conditions, etc.
- Satisfy Eligibility Requirements
- Identify Area Needs
- Propose Economic and Community Development Strategies
- Identify Public Improvements/Investments
- Prepare Plan Budget and Funding Sources
- Long Term 25yr + Implementation Plan
- Obtain Municipal and State Approvals



Urban Revitalization Area Meets Eligibility Requirements

To be considered eligible for urban renewal, an area must meet the regulatory criteria for one or more of the following categories:

- **Blighted Open Area**
- **Decadent Area**
- **Substandard Area**

Meeting the Criteria for a “Decadent Area”

A developed area where one or more of the following conditions are present:

- ✓ Diversity of ownership, irregular lot sizes or obsolete street patterns make it improbable that the area will be redeveloped by the ordinary operations of private enterprise.
- ✓ Building(s) out of repair, physically deteriorated, unfit for human habitation, obsolete or in major need of repair;
- ✓ A substantial change in business or economic conditions;
- ✓ Inadequate light, air, or open space; or
- ✓ Excessive land coverage.
- Much of the real estate has been sold or taken for nonpayment of taxes upon foreclosure of mortgages;
- Buildings have been torn down and not replaced and under existing condition is improbable that the buildings will be replaced;



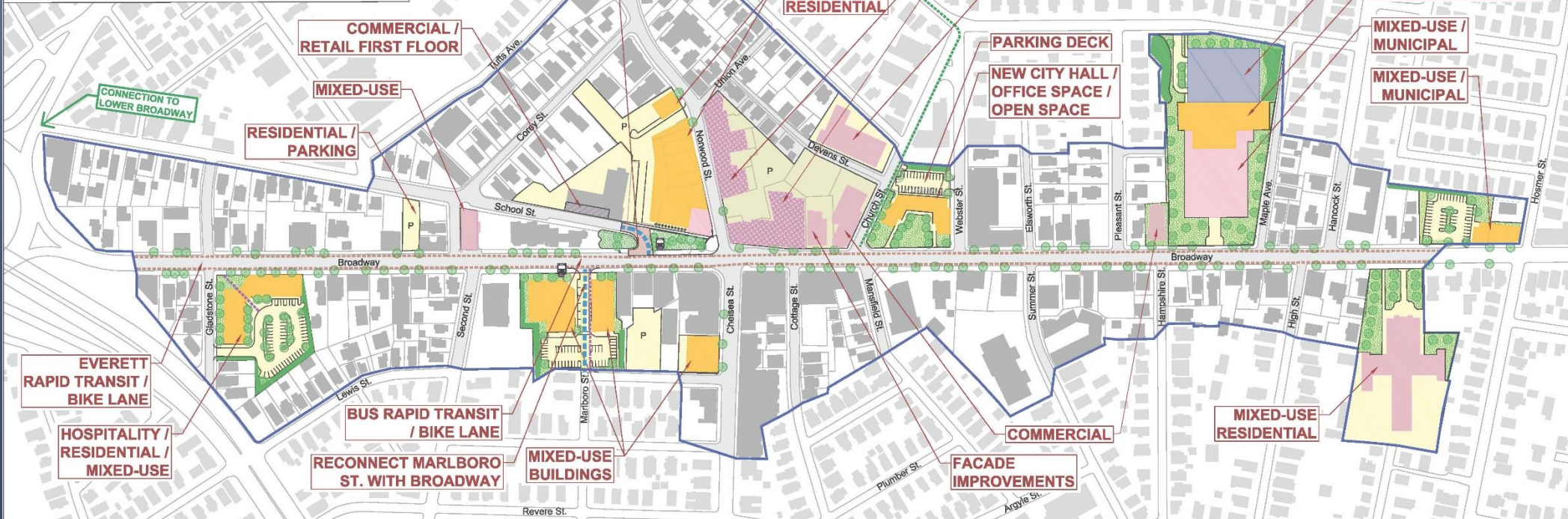
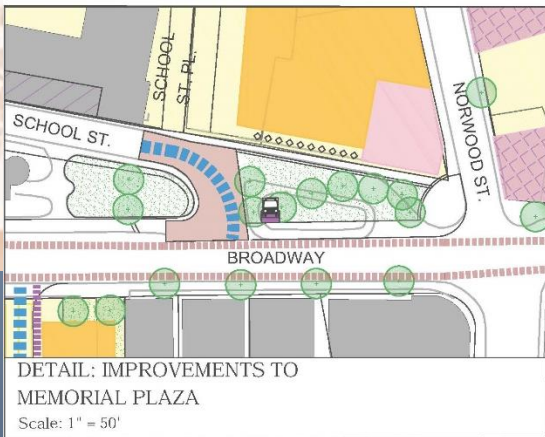
Everett Square Revitalization Strategy

- **Unify the streetscapes along Broadway, Norwood Street and Chelsea Streets**
- **Redevelop storefronts to improve property utilization; rehabilitate or add second floor uses**
- **Encourage small-scale mixed-use redevelopment with local business owners**
- **Enhance pedestrian amenities and street crossings**
- **Provide opportunities for place-making events**
- **Promote outside activities with seasonal programming**

Everett Square Revitalization – The Vision

Everett Square will be a vibrant and inclusive civic, commercial, residential, and dining destination that retains its civic center identity and historic character and embraces its diverse population and history. A diverse mix of uses, housing opportunities, and transportation options will support a high quality of life for residents. Everett Square will provide business opportunities for a variety of business types, creating a range of job opportunities, and increasing the city's tax base by rehabilitating and/or redeveloping vacant or underutilized properties.

- Support and preserve economic and cultural diversity by fostering an environment where businesses thrive and providing opportunities for businesses serving a diversity of incomes and that provide well-paying jobs for people with a variety of skills to increase the number and diversity of jobs available to Everett residents.
- Create a vibrant and unique atmosphere that is distinctly Everett, maintains Everett Square's mixed-use character, and is well-connected to other parts of the City and region to attract new residents, businesses, and visitors.
- Provide a robust and flexible development approach that can respond to market demands and does not constrain the viability of future opportunities.
- Provide efficient and reliable multi-modal transportation options to improve local and regional connectivity and prioritize public transit, walking, and biking to reduce travel times during peak hours.
- A strong civic presence supports local businesses and communities, providing stability and contributing to a mix of uses that will stimulate activity during the day and evening hours.



CONCEPT PLAN - A EVERETT SQUARE EVERETT, MA DECEMBER 7, 2018

LEGEND

- EXISTING BUILDING / REHABILITATE
- NEW BUILDING
- PARKING GARAGE
- REHABILITATE 1st FLOOR
- REHABILITATE and ADD 2nd FLOOR RESIDENTIAL

- STREETSCAPE VEGETATION
- DEDICATED BUS LANE
- IMPROVED VEHICULAR CONNECTION
- IMPROVED PEDESTRIAN CONNECTION
- BIKEPATH CONNECTION
- RAISED BUS PLATFORM





Potential Redevelopment Concepts and Sites

- Redevelop Norwood Street and School Street Area with mixed-use development.
- Rehabilitate Norwood Street and some Broadway parcels- encourage mixed-use with upper story development.
- Redevelop 419 Broadway (Rite Aid) - Create two parcels with mixed-uses and connect Marlboro Street with Broadway.
- Rehabilitate portions of Former High School, redevelop the central and rear portions.
- Replace City Hall with a new building, enhanced parking and green space.



Potential Redevelopment Concepts and Sites

- Rehabilitate the fire station and the first floor of the Sacro Building.
- Rehabilitate Everett Savings Bank and Universal Church.
- New mixed-use building at Broadway and Hosmer.
- Develop a mixed-use building at the corner of Chelsea and Victoria Streets.
- Rehabilitate Devens School for residential use.
- Redevelop Whittier School for hospitality or mixed-use.
- Rehabilitate Parlin School for mixed-use or residential.



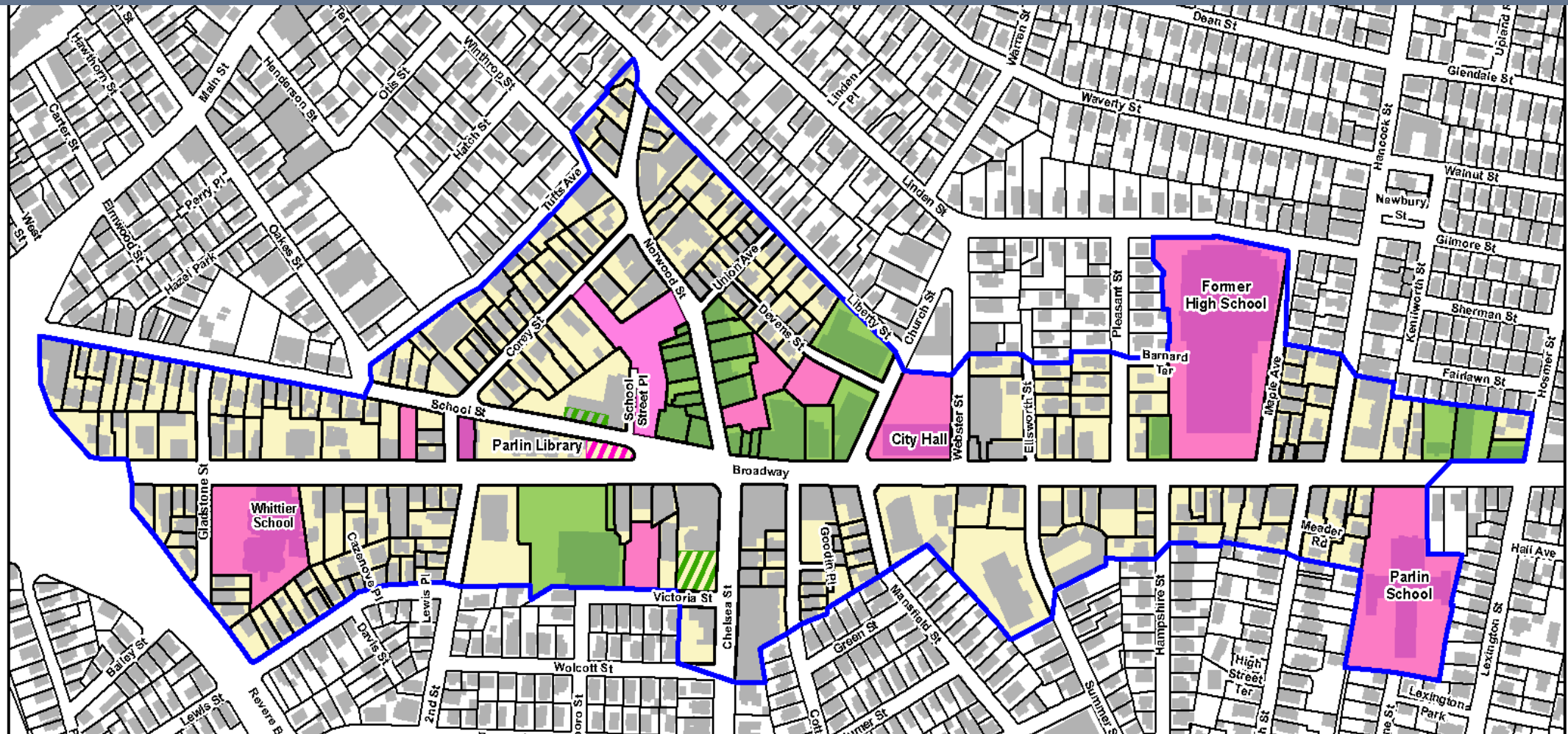
Public Realm Improvements

- Redesign of 9/11 Memorial Plaza at School St & Broadway
- Streetscape redesign along Broadway
- Extend Marlboro Street to Broadway
- Bus and bike lanes on both sides of Broadway
- Encourage wide sidewalks –potential for outdoor seating
- Add pocket parks and streetscape improvements
- Signage and potentially bike lanes to improve connections with Northern Strand Community Trail / Bike to the Sea
- Add a two-level parking deck in the rear of City Hall parcel
- New structured parking garage behind former High School
- Wayfinding and signage improvements

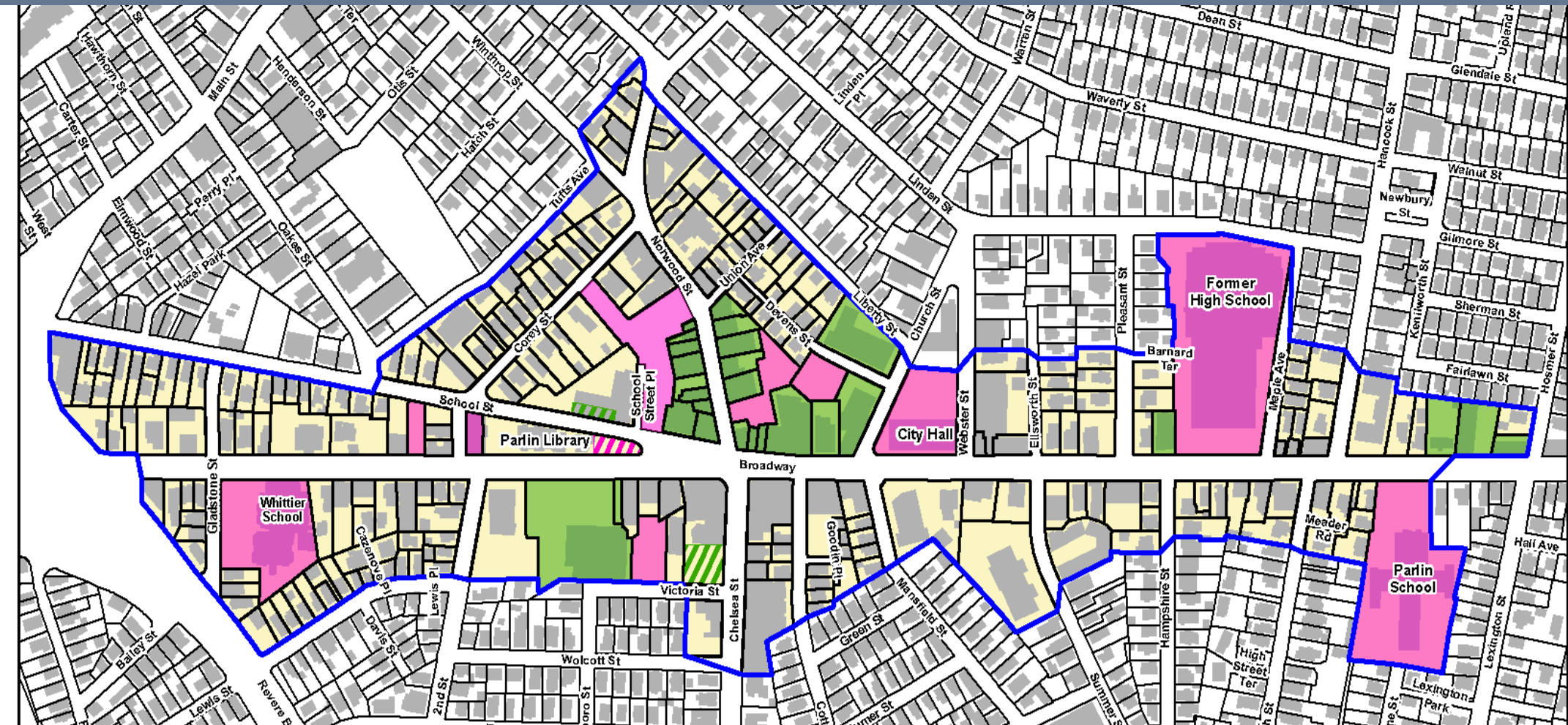
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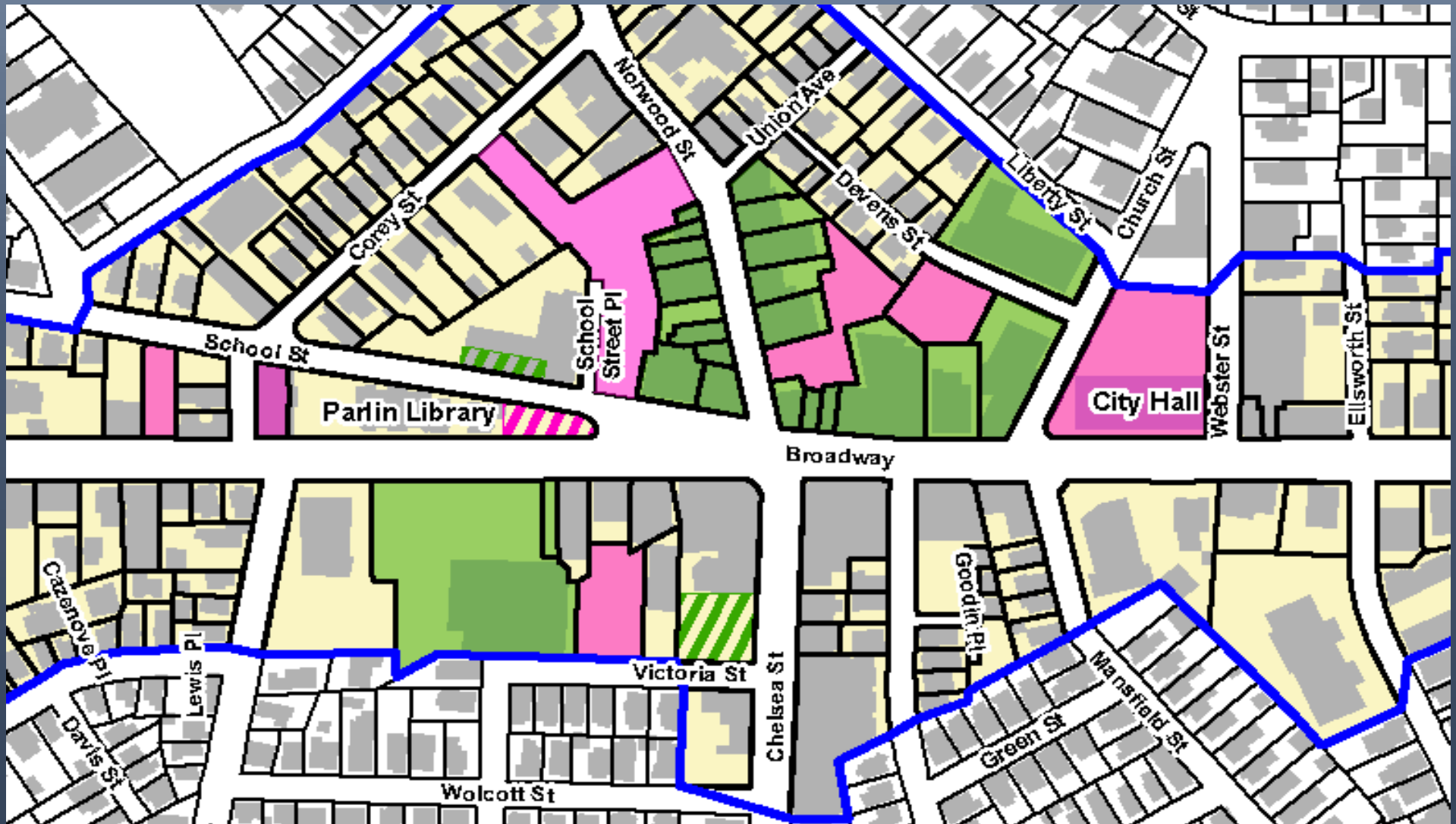
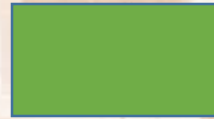
Parcel Transfers -



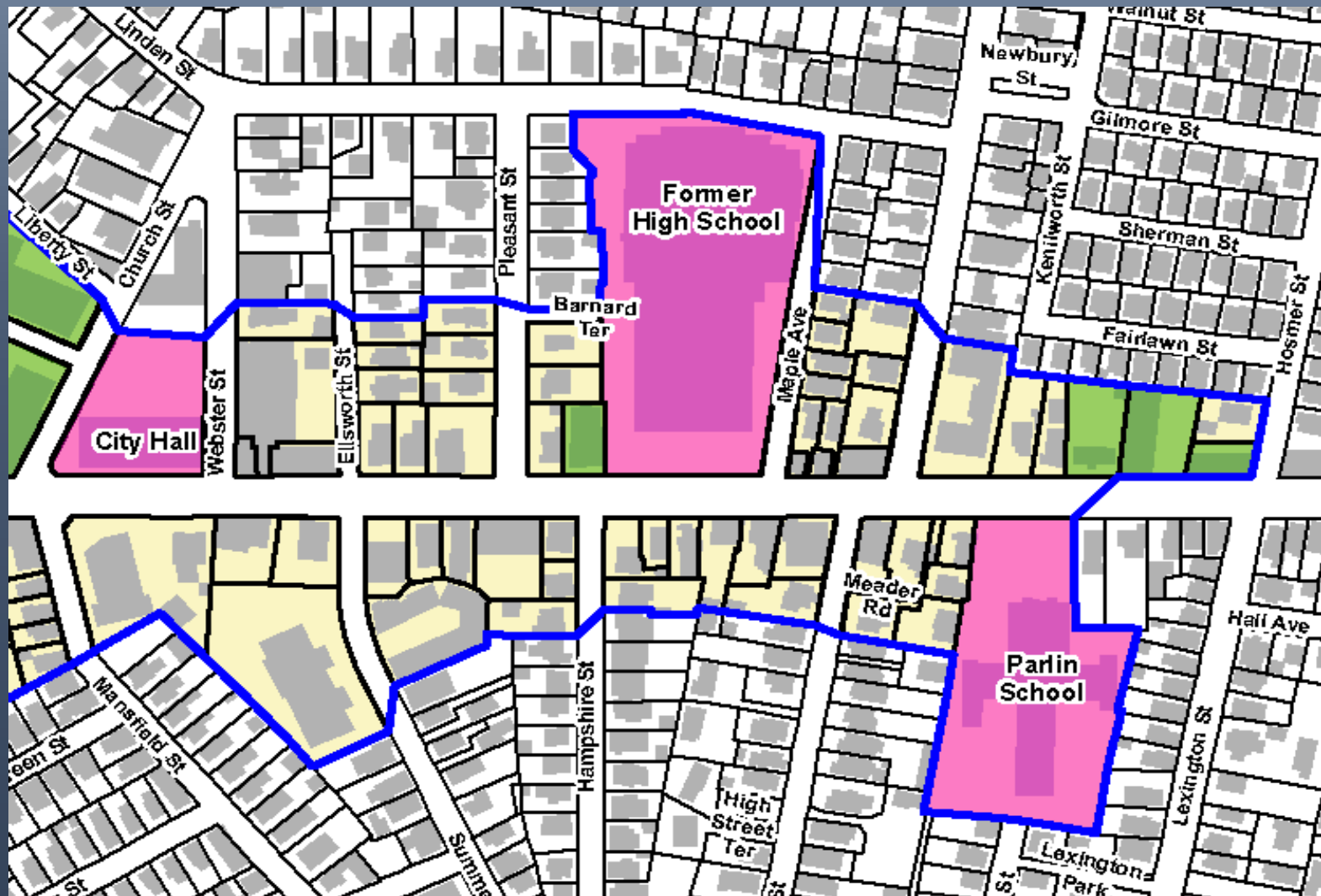
Parcel Acquisitions -



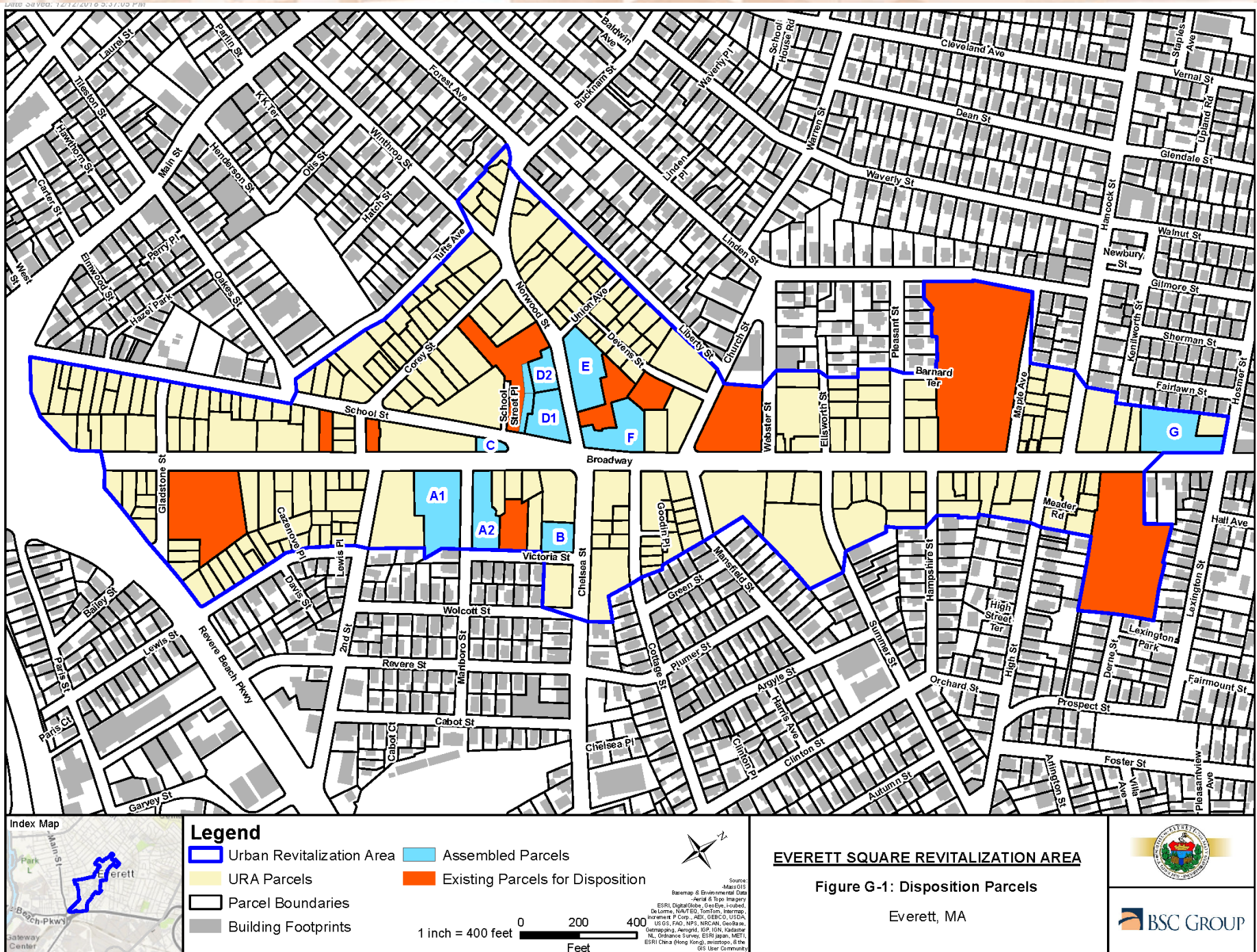
Parcel Acquisitions -



Parcel Acquisitions -



Parcel Assemblage





A Word About Property Acquisitions

- All properties contemplated for acquisition must be identified in the Plan.
- Not all properties in the Urban Renewal Area (URA) are targeted for acquisition.
- Not all properties identified for acquisition are acquired.
- Not all properties acquired are taken by eminent domain.
- The Everett Redevelopment Authority (ERA) may negotiate for the purchase of properties identified for acquisition. No public bidding process is required. This allows the ERA to operate on a level playing field with the private sector in the acquisition and disposition of property.
- Transactions require two independent appraisals to ensure fair market value.

Everett Square Concepts: Norwood & School Streets Area



Existing Conditions
EVERETT SQUARE- BOUVIER BLOCK
CITY OF EVERETT
January 8, 2018



Scheme A: Low Level Development (Existing Braza Bar and Grill to remain)
EVERETT SQUARE- BOUVIER BLOCK
CITY OF EVERETT
January 8, 2018



Scheme B: Mid-level Development (3 story)
EVERETT SQUARE- BOUVIER BLOCK
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Scheme C: Maximum Development (6 story)
EVERETT SQUARE- BOUVIER BLOCK
CITY OF EVERETT
January 8, 2018

Urban Renewal Plan Financial Opportunities

- MassWorks Infrastructure Projects
- Transportation Enhancement Program
- Chapter 90 Funding
- MA Parkland Acquisitions and Renovations for Communities (PARC)
- Land and Water Conservation Fund (LWCF)
- Brownfields Site Assessment
- Gateway Cities Funding
- District Improvement Financing (DIF)
- Public-Private Partnerships



Next Steps

- **Submit Draft URP to DHCD for Review**
- **Local Approval Process**
 - **ERA Declaration of Necessity**
 - **Planning Board Planning Consistency Determination**
 - **Public Hearing & Approval – City Council**
 - **Approval by Mayor**
 - **Legal Counsel Certification**
- **DHCD Approval & MEPA ENF Certificate**

Public Comment

