

150 CENTER STREET

GROVELAND, MA

STRAWBERRY FIELDS
Board of Selectmen Meeting
SEPTEMBER 25th, 2023



Introductions

Town of Groveland



Town Administrator
Rebecca Oldham



**Town Planner/
Environmental Program
Coordinator**
Annie Schindler

MassDevelopment



Vice President Real Estate
Amanda Gregoire

Consultant Team



Project Manager
Brian Creamer,
AICP, SITES AP



**Water Resources
Designer/Planner**
Sydnie Picard, EIT,
ENV SP



Planning Analyst
Mengyao Li



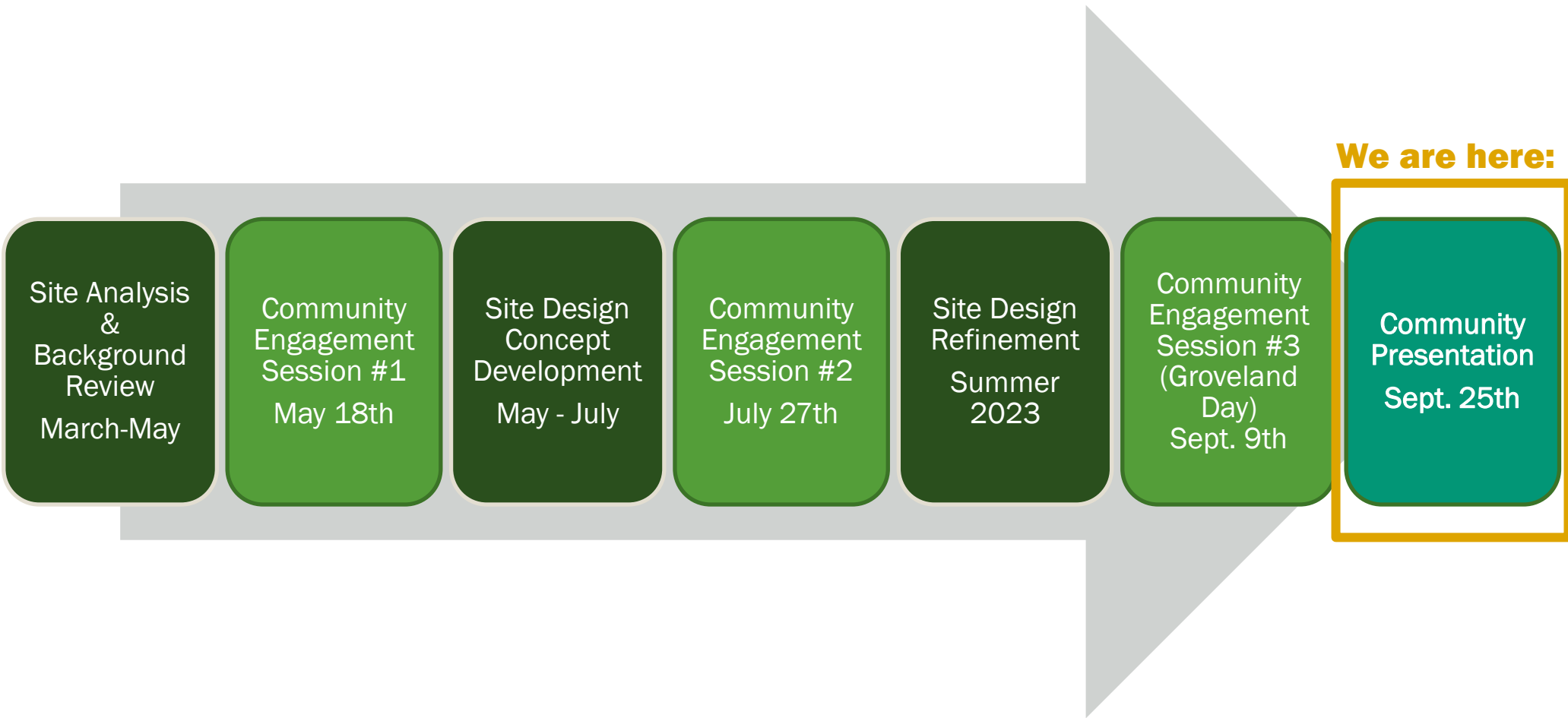
Principal
Emily Keys Innes, AICP,
LEED AP ND



**Planner & Urban
Designer**
Chris Herlich, AICP



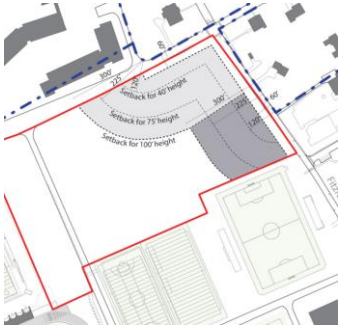
Project Schedule



Project Introduction



Project Goals



1 Identify Site Opportunities, Constraints and Site Program



2 Refine Redevelopment Scenarios with Zoning Recommendations and Market Analysis



3 Facilitate Collaboration and Engagement

Create a process to enhance collaboration with the Town and MassDevelopment to promote stakeholder engagement and public outreach.

Community Engagement



Community Engagement #1 (May 18th)

1. Who are you?
 a. Resident
 b. Business Owner
 c. Town Official
 d. Other: _____

2.
 a. How often do you commute past 150 Center Street?
 i. Everyday
 ii. 2-3 times a Week
 iii. 2-3 times a Month
 iv. Once a Month
 v. A few times a year
 vi. Not at all
 b. How frequently do you visit/stop at 150 Center Street
 i. Everyday
 ii. 2-3 times a Week
 iii. 2-3 times a Month
 iv. Once a Month
 v. A few times a year
 vi. Not at all
 c. How do you access 150 Center St? (check all that apply)
 i. Personal Vehicle
 ii. Walking
 iii. Biking
 iv. Ride-Share
 v. Other: _____

3. Please rank your priorities for the site development:
 a. Communal Place to Gather & Host Town Programs
 b. Revenue Generating Site Uses – Commercial/Light Industrial

Online Survey



Community Engagement #2 (July 27th)



Community Engagement #3 (Sept. 9th)

Summary of Community Engagement Feedback



1. Aquifer Protection



2. Trail Network



3. Community Center



1. Commercial Restaurants



2. Retail Shops



3. Light Manufacturing

Concern for
Aquifer
Protection

Expand Library
Programs & Adult
Programming

No need
for Rec
fields

Local Grocery /
Farm Stand

Maintain Access to
Community Trail

Community
Center /
Senior
Center

Bocce Courts,
Shuffleboard,
Pickleball

Food &
Refreshments

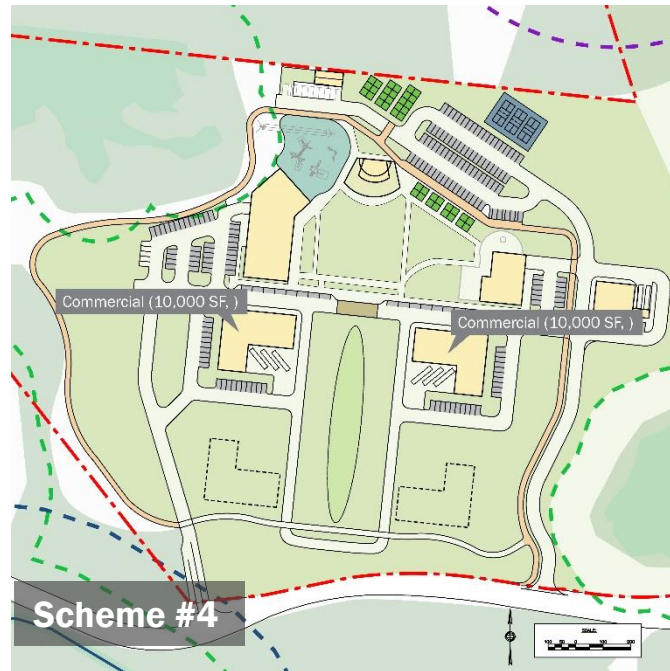
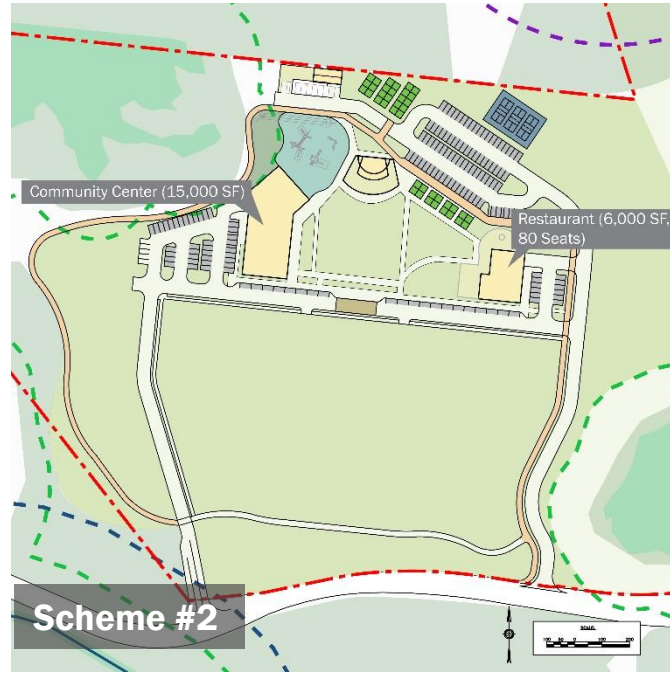
Multi-use/
Flexible

Real Estate & Development Conclusions

Space Demands by Type

Space Type	Contextual Examples <i>(Not necessarily reflective of existing demand)</i>	Groveland Square Footage/ Unit Demand over 10 yrs	Basis of Demand Estimate
Community Center	Youth Center Senior Center Event Space	15,000+ sf required	Regional Youth Center Precedents
Recreation	Indoor Sports Playing Fields/Surfaces/Courts Trails	N/A	
Light Industrial	Construction Staging & Storage Makerspace	4,500 sf	Fair Share of Regional Employment Growth
Small/Condo Office	Health Care Provider Lawyer Engineer	5,000 sf	Fair Share of Regional Employment Growth
Destination/Experiential Retail	Restaurant Taproom/Winery Farmstand/Specialty Grocer Clothing Store	11,200+ sf	Retail Gap Analysis
For Sale Housing	Single-family Detached Townhomes Duplex/Triplex	91 units	Fair Share of Regional Owner Household Growth
Rental Housing	Small Apartment Complex	30 units	Fair Share of Regional Renter Household Growth

Development Schemes

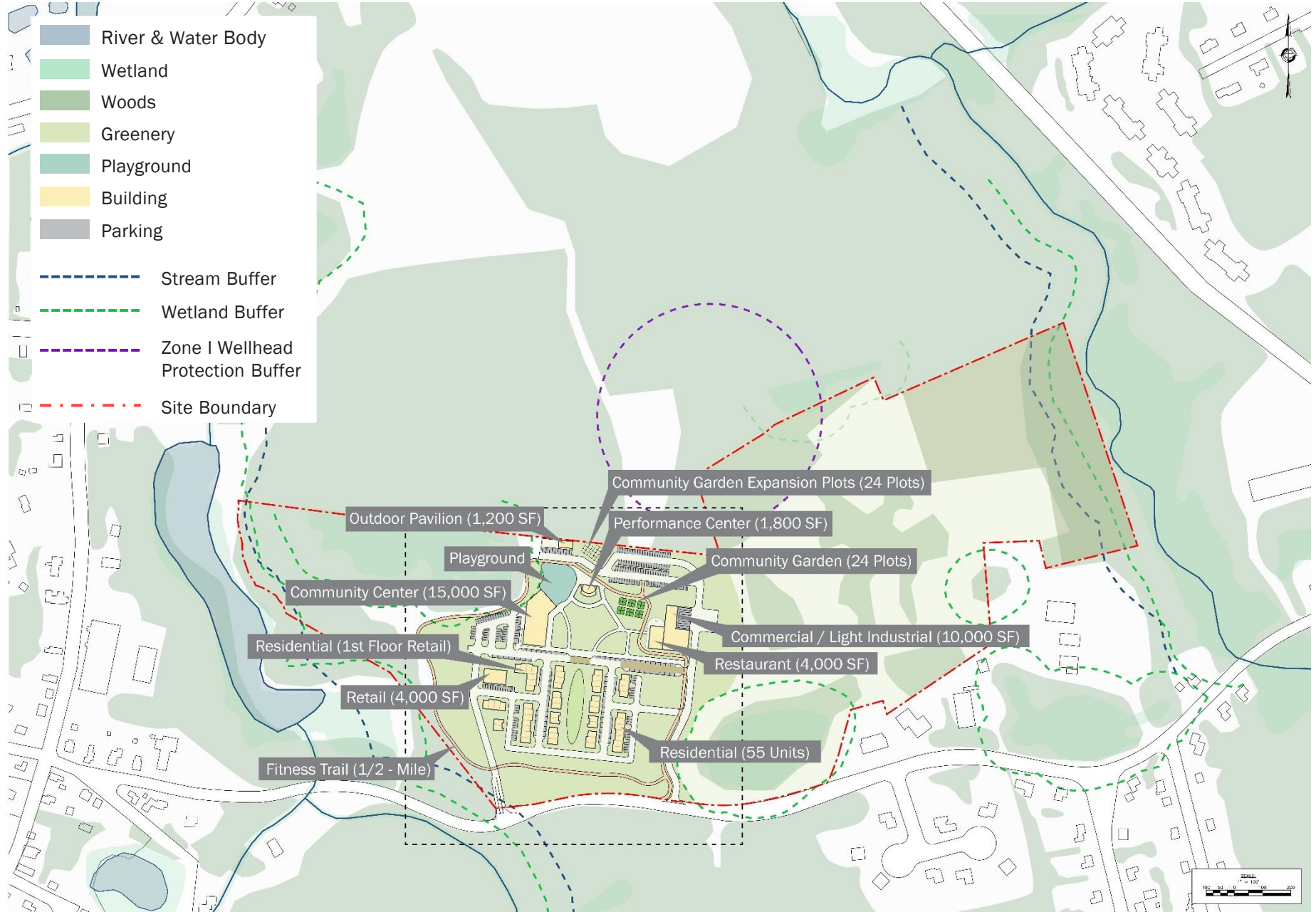


- River & Water Body
- Wetland
- Woods
- Greenery
- Playground
- Building
- Parking

- Stream Buffer
- Wetland Buffer
- Zone I Wellhead Protection Buffer
- Site Boundary

Preferred Scheme

88.1% CONSERVE – 1.9% REVENUE GENERATING – 7.0% TRANSIT – 3.0% COMMUNITY AMENITIES



Preferred Scheme

Program	Area (Acre)	% of Site
Conservation	54.2	88.1%
Turtle Nesting Habitat	8.0	13.0%
NHESP	17.4	28.3%
Isolated Wetland and 100 Ft Buffer	8.3	13.5%
Wellhead Protection	2.1	3.4%
Meadow Planting	18.4	30.0%
Passive Recreation	0.9	1.5%
8 Parking Spaces (1 HP) and Trailhead Kiosk	0.2	0.3%
Fitness Trail (1/2 Mile Trail with Fitness Kiosks)	0.7	1.2%
Active Recreation	0.0	0.0%
None	0.0	0.0%
Community Amenities	0.9	1.4%
Community Center	0.3	0.6%
24-Plot Community Garden	0.1	0.2%
Performance Center	0.0	0.1%
Playground	0.3	0.6%
Outdoor Pavilion	0.0	0.0%
Residential	0.8	1.3%
Townhouses (55 units)	0.8	1.3%
Commercial	0.4	0.7%
Retail	0.1	0.1%
Restaurant	0.1	0.1%
Commercial / Light Industrial	0.2	0.4%
Industrial	0.0	0.0%
None	0.0	0.0%
Circulation	4.3	7.0%
Impervious Ground Cover	4.3	7.0%
TOTAL	61.6	100.0%



Net Fiscal Impact Summary (2023 Dollars)

Project Estimated Residential Property Taxes	\$469,398
Project Estimated Commercial Property Taxes	\$62,905
Project Estimated Community Preservation Act Taxes	\$15,969
Net New Annual Municipal Revenues	\$548,272

Project Municipal Expenditure for Housing Units	(\$39,791)
Project Municipal Expenditure for Commercial Employees	(\$5,293)
Project Costs of Public Schools	(\$224,397)
Net New Annual Municipal Costs	(\$269,481)

NET NEW ANNUAL MUNICIPAL SURPLUS / (DEFICIT) \$278,791

Net Fiscal Impact of
Commercial
(18,000 Sq.ft)

\$59,499

Net Fiscal Impact of
Housing
(55 Townhome Units)

\$443,689

Preferred Development Programs

MOST PREFERRED

LEAST PREFERRED

Daycare Center



Friends Center for Children,
New Haven, CT

Small Retail/
Grocery/Gym



Healthworks Community
Fitness,
Dorchester, MA

Restaurant



The Egremont Barn
Restaurant,
Egremont, MA

Commercial/
Light Industrial



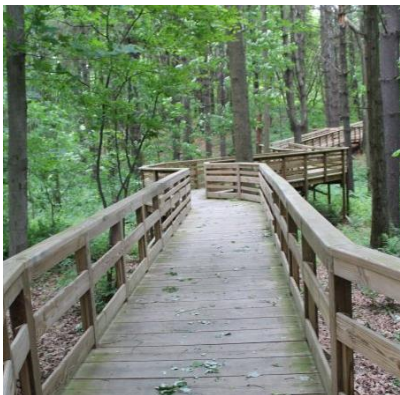
Exhibit a Brewing Co.,
Framingham, MA

Housing



Emerson Green,
Devens, MA

Community Trail



Fort River Birding and
Nature Trail,
Hadley, MA

Community Center



North Andover Senior Center,
North Andover, MA

Community Garden



Young Community Garden
– ECG,
Gloucester, MA

Performance Pavilion



Brighton Common Pavilion,
Boston, MA

Sports Field



Charlie Waite Field,
Harvard, MA

Existing: Industrial District

Allowed Uses

- Agricultural uses, including nursery
- Commercial recreation (indoor and outdoor)
- Retail and restaurant
- Some office uses
- Some manufacturing, warehouse, and wholesale uses
- Residential as part of the Planned Unit Development Overlay District (3-4 units per building)

Proposed: Strawberry Fields Overlay District

Allowed Uses

- Community gardens and public meadow
- Commercial recreation (indoor and outdoor)
- Retail and restaurant
- Professional office
- Light manufacturing, focused on food and drink production and on-site retail.
- Municipal/community use
- Residential townhouses or rowhouses
- Mixed-use: housing above ground floor commercial

Existing: Industrial District

Dimensional Standards

Minimum lot size: 43,560 SF

Minimum frontage: 150 feet

Maximum height: 35 feet

Maximum lot coverage: 25%

Maximum impervious area: 50%

Minimum setbacks:

- Front: 50 feet
- Side: 25 feet
- Rear: 25 feet

Minimum contiguous buildable area as percentage of lot area: 50%-60%

Proposed: Strawberry Fields Overlay District

Dimensional Standards

Minimum lot size: 0 SF

Minimum frontage: 0 feet

Maximum height: **By Building Type**

Maximum lot coverage: 25%

Maximum impervious area: 50%

Minimum setbacks: **By Building Type**

Proposed: Strawberry Fields Overlay District

Building Types

Building Type	Conceptual Floorplate	Maximum Height		Front Setback ¹
		Stories	Feet	
Retail pad	4,000 SF	1.5	20	0-10 feet ¹
Mixed-use 1 (retail on ground floor/residential above)	4,200 SF retail	2-3	30-45	0-10 feet ¹
Mixed-use 2 (restaurant and commercial/light industrial)	4,000 SF restaurant 10,000 SF commercial/ light industrial	1-3	45	0-10 feet ¹
Attached town houses/row houses	630 SF ground floor each 1,250 SF per unit total	2.5	35	10-15 feet ²
Community center	15,000 SF	1-2	15-30	0-20 feet ³
Performance center	1,800 SF	1-1.5	15-25	N/A
Outdoor pavilion	1,200 SF	1-1.5	15-20	N/A
Trailhead kiosk	800-1,200 SF	1 story	15	N/A

Proposed: Strawberry Fields Overlay District

Other Recommendations

- **ADD:** Definitions for Brewery, Distillery, Winery; Community Garden; and Trailhead Kiosk
- **MODIFY:** Definition for Commercial Recreation
- **ALLOW** multiple uses per lot and as-of-right
- **ESTABLISH** a no-build zone along Center Street
- **DEVELOP** design standards and guidelines
- **CONSIDER** Affordability guidelines
- **CONSIDER** an overall building cap

Development Standards: Examples

- **REQUIRE:**
 - Signage Master Plan
 - A front setback from the internal access drives for the adjacent buildings
 - Low-impact landscape techniques, including 100% on-site stormwater capture and infiltration
 - Dark Sky-compliant lighting strategies
- **PROHIBIT** Parking within the front setback of any building
- **ALLOW:** Deeper front or side setback for a plaza area in front of a mixed-use building; front porch and activity area in front of the Community Center; and porches in front of the townhouse units

Design Guidelines: Examples

- PROVIDE GUIDANCE:**
- For the placement of buildings on site and in relationship to each other to promote pedestrian-and bike-friendly connections
 - On architectural styles and materials
 - On the relationship of wall openings to the façade and the street
 - On a palette of streetscape furniture and materials
 - For the location of and amenities for outdoor recreation

Chapter 30B Manual: Procedure

- Declare property available for disposition and identify any restrictions on the reuse of the property.
- Determine the value of the property.
- Develop the solicitation Request for Proposal
- Advertise the RFP
- Distribute the RFP
- Submit disclosures
- Execute the contract
- Retain records for six years from the date the Town received the final payment under the contract.

Considerations for Disposition

To support the desired public benefits:



Allow more residential on the site



Leverage the additional real estate taxes with a combination of grants and bonds for parks, trails, and cultural venues with some contribution from the developer

New Strawberry Fields: Enriching Lives, Nurturing Nature, and Sustaining Prosperity



Thank you!

Contact Us:

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TOWN of
GROVELAND
MASSACHUSETTS



Appendix 1. Detailed Fiscal Impact Analysis (FIA) - Residential



Revenue

Calculation of Real Property Value & Taxes (2023 Dollars)
150 Center Street, Groveland, MA

Residential

Townhome Units	55
Gross Sale Price	\$35,750,000
Taxable Value of Residential Property	\$35,750,000
2023 Tax Rate	\$13.13
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Real Property Taxes - Residential	\$469,398
CPA Tax - Residential	\$14,082

Source: Redfin, Loopnet, MA DOR, RKG Associates 2023

Expenditure

Calculation of Unit Costs for Residential Land Uses
150 Center Street, Groveland, MA

Expense Category	FY 2024 Budget	Residential Proportional Share @ 94%	Efficiency Adjustment	Adjusted Expenses
General Government	\$2,788,000	\$2,612,532	11%	\$287,378
Police	\$1,738,764	\$1,629,331	51%	\$830,959
Fire	\$446,599	\$418,491	63%	\$263,650
Public Works	\$2,062,228	\$1,932,437	16%	\$309,190
All Other Services	\$1,500,900	\$1,406,438	10%	\$140,644
Total	\$8,536,491	\$7,999,230		\$1,831,821
Total Housing Units (2021 Estimate)			2,532	
Incremental Fiscal Costs Per Housing Unit				\$723

Source: Town of Groveland and RKG Associates, Inc., 2023

Appendix 1. Detailed Fiscal Impact Analysis (FIA) - Commercial



Revenue

Calculation of Real Property Value & Taxes (2023 Dollars) 150 Center Street, Groveland, MA

Commercial	
New Total Commercial Square Feet	18,000
Gross Potential Revenue	\$310,000
Less: Vacancy & Credit Loss @ 5%	\$15,500
Less: Operating Expenses @ 10%	\$31,000
Net Operating Income	\$263,500
Capitalization Rate*	5.50%
Capitalized Value of Commercial Property	\$4,790,909
Taxable Value of Commercial Property	\$4,790,909
2023 Tax Rate	\$13.13
Real Property Taxes - Commercial	\$62,905
CPA Tax - Commercial	\$1,887

Source: Redfin, Loopnet, MA DOR, RKG Associates 2023

Expenditure

Calculation of Unit Costs for Commercial Land Uses 150 Center Street, Groveland, MA

20% was used as a default

Expense Category	FY 2024 Budget	Commercial Proportional Share @ 5%	Efficiency Adjustment	Adjusted Expenses
General Government	\$2,788,000	\$139,400	11%	\$15,334
Police	\$1,738,764	\$86,938	51%	\$44,338
Fire	\$446,599	\$22,330	63%	\$14,068
Public Works	\$2,062,228	\$103,111	16%	\$16,498
All Other Services	\$1,500,900	\$75,045	10%	\$7,505
Total	\$8,536,491	\$426,825		\$97,743
Total Employees (2015 Estimate)			1,108	
Incremental Fiscal Costs Per Employee				\$88

Source: MA EOLWD ES-202, Q4 2022 and RKG Associates, Inc., 2023

Appendix 1. Detailed Fiscal Impact Analysis (FIA) – Public School



Pupil Generation

Calculation of Pupil Generation 150 Center Street, Groveland, MA

Unit Type	Units	Ratio	Est. Pupils Generated
MARKET			
One Bedroom	0	0.000	0
Two Bedroom	55	0.429	24
TOTAL	55		24

Source: Econsult Solutions, 2015 ESI Residential Demographic Multipliers for MA, RKG Associates.

Expenditure

Calculation of Costs of Public Schools 150 Center Street, Groveland, MA

Expense Category	2023-2024	Percent of Total
Pentucket School Budget		
<i>Variable Costs</i>	\$31,404,686	62%
<i>Fixed Costs</i>	\$19,315,403	38%
<i>Total School Budget</i>	\$50,720,090	100%
Groveland Share of Budget		
<i>Variable Costs</i>	\$8,483,232	62%
<i>Fixed Costs</i>	\$5,217,598	38%
<i>Total School Budget</i>	\$13,700,830	100%
Groveland Cost per Pupil	\$9,510	

Groveland's Total Enrollment 2023	892
Project Pupils Generated	24
Annual Public Schools Cost	\$224,397

Source: Pentucket Regional Schools FY 23 Budget; RKG Associates 2023