

150 Center Street

Site Readiness Feasibility Study Report

October 2023



Prepared for:



TOWN of
GROVELAND
MASSACHUSETTS



Prepared by:



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Photo: View from Main Entrance

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Photo: Johnson Creek

1. Executive Summary

The Town of Groveland received a Site Readiness grant from MassDevelopment sponsoring this planning process for a Study of 150 Center Street (the Site). The consultant team was led by Nitsch Engineering and included RKG Associates, economic development consultants, Innes Associates, planning consultants focusing on land use and zoning, and LEC Environmental, environmental and wetland delineation consultants. Nitsch consultants studied the land uses, transportation and mobility, environmental constraints, economic factors, and future potential development scenarios. In the analysis phase of the project, RKG Associates performed a detailed market study. The Town, with the consultant team, also hosted public engagement and stakeholder meetings to solicit input from the community at large and interested groups. Based on the site reconnaissance and information from the community, Nitsch prepared a series of development schemes for review by the Town and the community. The Team then proposed a recommended development scheme that reflects the comments and input received and is in accordance with the findings of the market study for the Site.

The recommended development scheme presents a framework for future mixed-use development around a centralized public open space. Adjacent to this open space are key elements of the program outlined below:

- Residential – up to 35,000 Sq. Ft.
- Commercial / Light Industrial – up to 14,000 Sq. Ft.
- Retail – up to 4,000 Sq. Ft.
- Community Center & Outdoor Performance Center – 17,000 Sq. Ft.
- Community Garden Plots – 5,000 Sq. Ft. plots (with expansion opportunities if demand warrants additional plots)
- Playground and park amenities appropriate for recreational uses.
- Open space retained for future active recreation (Multi-Use Field, Cricket Field)

The Town's dedication and input on the Site, with consideration for the Site's history, natural features, and development potential, will impact the future of Groveland. 150 Center Street is one of the last remaining large parcels of developable land in the Town. This Feasibility Study is the first step toward the future vision of the 150 Center Street property.



Photo: North-Facing View

2. Introduction

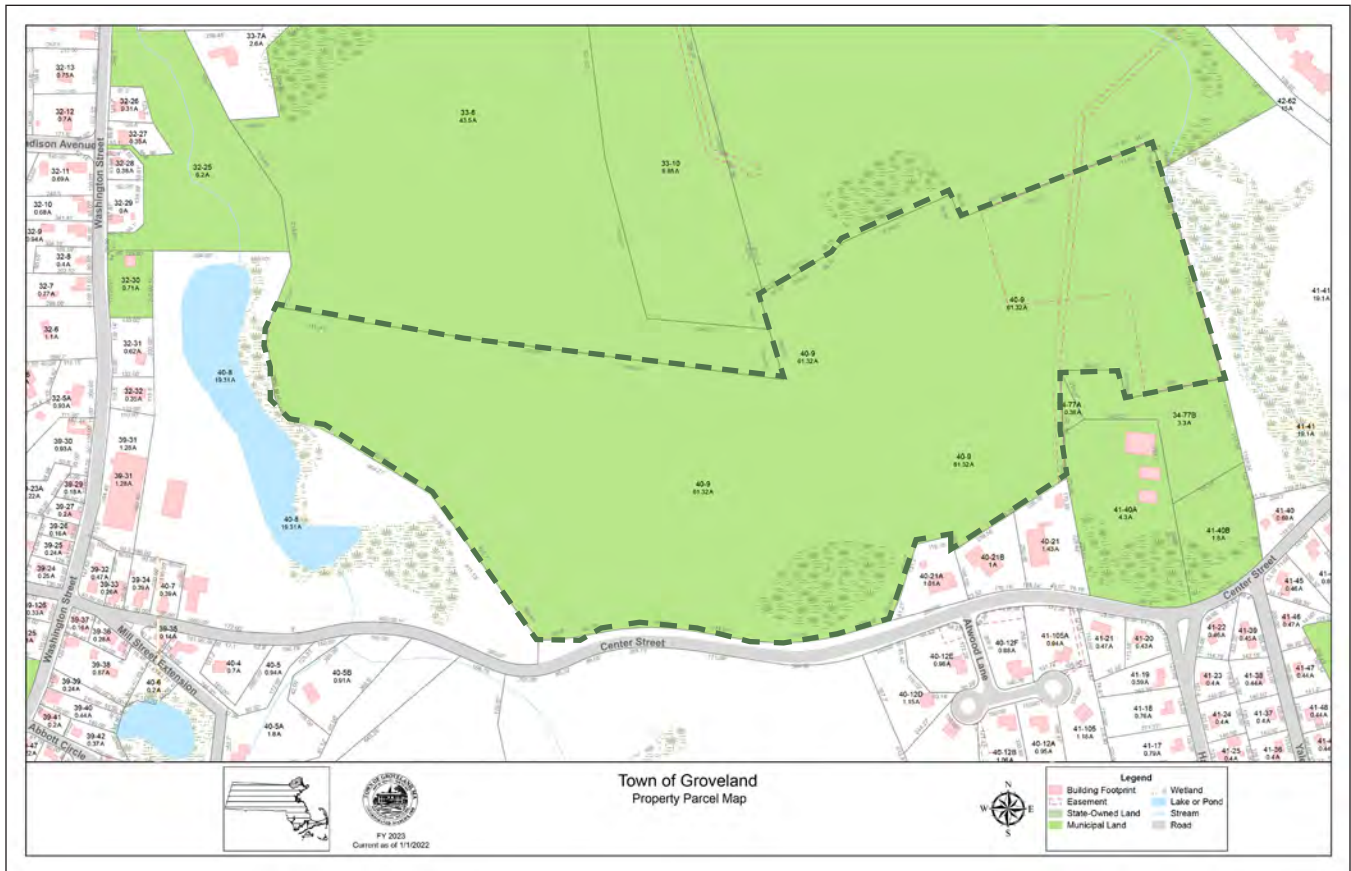


Fig 1. Town of Groveland Property Parcel Map

2.1 Grant Application & Process

The Town of Groveland filed a Community One Stop for Growth application for Site Preparation assistance with MassDevelopment. The Town was awarded a Site Readiness grant from MassDevelopment to advance pre-development master planning for the Site at 150 Center Street (40-009-00) in Groveland, Massachusetts, on October 26th, 2022.

This study aimed to evaluate future development possibilities for the Site by understanding existing conditions – physical, environmental, and economic – and scenario planning to examine different mixes of

land uses, including industrial, commercial, residential, and community uses.

The Site Readiness Feasibility Study focuses on 150 Center Street, more commonly known as “Strawberry Fields” and the “Bussing Property,” a 61.2-acre parcel owned by the Town. The Site is a former gravel pit and processing operation located in west Groveland, Massachusetts. It is generally between the Washington Street Greenway, the Groveland Community Trail, Center Street, and a parcel of land to the west, which has St. Patrick’s Church, Johnson’s Creek/Mill Pond, and the EPA building constructed to

service the abatement of the former Valley Screw Manufacturing building on Washington Street.

In 2006, a proposed development of the Site included 150 residences. This proposal was denied, and the Town of Groveland voted to purchase the 150 Center Street property in 2013 for \$3.675 million as space for general municipal purposes held under the care, custody, and control of the Board of Selectmen. The debt exclusion to fund the measure passed 794 to 468 at a town-wide vote. The appraisal of the property was based on a solicited usage plan demonstrating a mixed-use site. The 2016 usage plan study mimics the purpose of this feasibility study by identifying the potential and best uses of the Site for the community and the financial impact on the Town. In 2019, the Town voted to approve placing 8 acres of 150 Center Street property into the Center Street Greenway conservation restriction as mitigation for a taking of turtle habitat by the Groveland Community Trail.

It is essential to understand the intent of this planning exercise. The Feasibility Study synthesizes the community's aspirations and creates a vision framework plan to guide future development. The project intends to build a land use plan for the 150 Center Street site with uses complementary to the existing neighborhood context and provide amenities to residents that complement the potential development. The Feasibility Study has four main components:

1. Existing Conditions
2. Site Development Opportunities
3. Evaluation
4. Next Steps

The Feasibility Study vision presents future land uses, proposed mixed-use density, open space, development program, and identification of new community amenities. The plans in the feasibility study do not indicate future development footprints. Identifying future development footprints and building sizing requires additional design work between the community and a potential prospective developer, as well as municipal and state authorities with jurisdiction over portions of the Site.

2.2 Project Goals

The following project goals were developed in partnership with the Town and served as the guidelines for this assessment:

1. Identify Site Opportunities, Constraints, and Site Programming
2. Refine Development 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

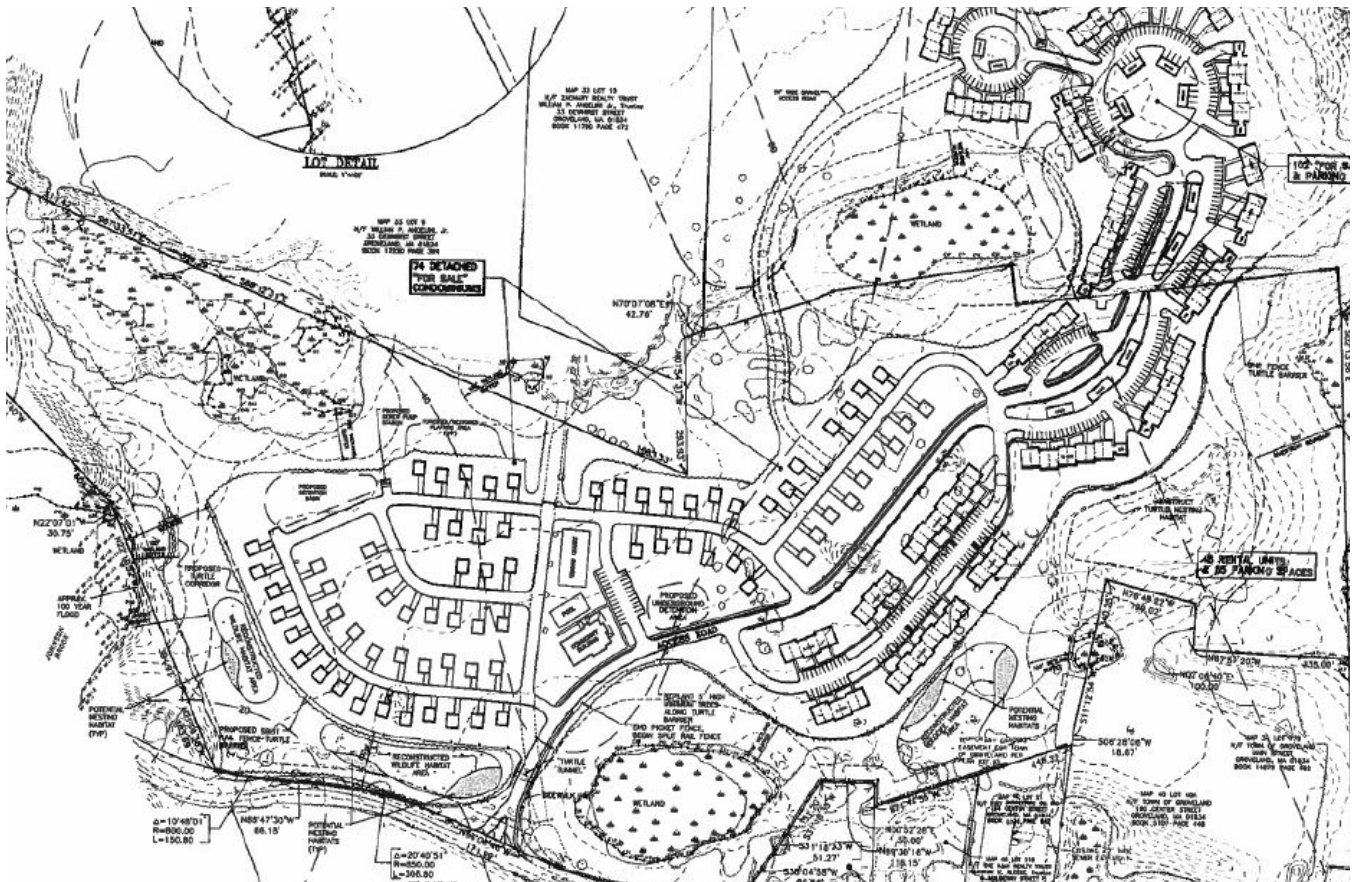


Fig 2. 2006 Residential Development Plan

2.3 Current Planning Context

The Groveland Open Space and Recreation Plan 2020-2027 identified the need for a comprehensive plan for 150 Center Street:

The Town should conduct a feasibility study for the property located at 150 Center Street to formulate a comprehensive plan for the land moving forward.¹

The Town Comprehensive Master Plan further agrees with this, stating:

...the adjacent 60(+)-acre town-owned parcel at 150 Center Street, there is the potential for development that can address

the town's needs for increased housing options, public amenities and town facilities, as well as neighborhood commercial uses.

With the original intent of the purchase in 2013 to protect the Town's aquifer in mind, the Town has a development opportunity at 150 Center Street to bring in revenue and support the growth of Groveland.

¹ Town of Groveland Open Space and Recreation Plan 2020 - 2027 Section 7.3 - Management Needs, Potential Change of Use. P. 116

2.4 Community Engagement

In support of the third goal for this assessment, the Nitsch Team provided opportunities for the public to engage in the project development and provide feedback. The Team held engagement sessions both asynchronously and synchronously, which allowed all community members to participate if they could not attend the in-person sessions. Two in-person events were hosted at Groveland Town Hall to develop the amenities and site layout. A third in-person event was held on Groveland Day, September 9th, where the Team presented the final recommended scheme for some last review and comments from the residents.

Community Engagement Session #1 – May 18th, 2023

The first event was held on Thursday, May 18th, at 7 pm, where town residents participated in a visioning session for the Site. The vision was to drive conceptual ideas for future development of Strawberry Fields. The consultants provided a presentation enveloping the Site’s existing conditions and setting forth the project goals and guiding principles. Following the presentation, the attendees marked up maps, and the consultants took notes on the public feedback (Fig 4).

Community Engagement Session #2 – July 27th, 2023

The second session was held on Thursday, July 27th, at 7 pm, where town residents could provide feedback on different site development schemes. The consultants presented the results of the online survey and the proposed development schemes.



Fig 3. Public Website about Strawberry Fields Development Plan

Following the first community engagement session, the Town added to their Grants & Projects page about the development of 150 Center Street and provided a link to a website created for public engagement. The website presented the existing conditions assessment provided in the first community engagement session presentation. The website also provided a link to a survey so that other residents who could not make the first session could provide their thoughts as well (Appendix H). Please see Appendix A-C for the presentation slides and flyers for the community engagement sessions.



Fig 4. Community Engagement Session #1

At various tables, residents expressed what they liked and disliked about the schemes (Fig 5). Following this engagement session, the different schemes were included on the website for other residents to see as well. This session also provided an opportunity for people to attend virtually on Zoom. It was also live broadcasted on the Groveland Community Television channel and recorded. The recording was saved to the Groveland TV Community page on YouTube.

Community Engagement Session #3 – September 9th, 2023

The third community engagement session took place during Groveland Day. The consultant team had a dedicated table with informative materials showcasing the site conditions, various development proposals, the favored scheme derived from prior sessions, and references for proposed programs. Consultants engaged with each resident who visited the table (Fig 6), explaining the development schemes, introducing the previous engagement effort, discussing design considerations, and encouraging residents to share their opinions on the proposed programs. Residents were invited to rank the programs using a scale from 1 (Definitely Not) to 5 (Love it), indicating their preferences by placing stickers at different positions (Appendix D).



Fig 5. Community Engagement Session #2



Fig 6. Community Engagement Session #3

Key Findings from Community Engagement Sessions





Water Quality & Protection

The residents have expressed explicit concerns regarding the aquifer and the imperative to safeguard the Town’s vital water resources. Their primary objective is to uphold current infiltration rates, thereby ensuring the sustainable use of their water source without depletion or undue strain.



Commercial Restaurants

Residents recognize the necessity of incorporating revenue-generating programs on the Site. A local restaurant with musical performances may contribute to the vitality of the Site.



Trail Network

Residents would like to maintain access to the community trail and extend its reach across the Site. Many currently enjoy walking, walking their dogs, or biking through the area. It is important to them that these activities continue to be accommodated in any future development.



Retail Shops

Residents are supportive of including small retails serving food and refreshments, such as a coffee shop, on the Site. These services can be complementary towards the activity fields.



Community Center

The residents have expressed a strong desire for a community center, with a wide range of envisioned uses. These include a dedicated space for seniors, expanding library programs, offering daycare services for children, establishing a gym, and offering adult programming.



Light Manufacturing

Residents hold divergent views towards light manufacturing uses, emphasizing the need for a detailed plan specifying the type and size of the industrial. Apart from environmental concerns, people also have expressed concern about the Site’s overall atmosphere.



3. Development Conditions



Fig 7. Site Aerial from 1995

3.1 Historical Context

The Center Street area has been an important part of the Town's history since its incorporation in 1850. Center Street was a major thoroughfare that connected Groveland to nearby settlements and cities. The area around Center Street was predominantly agricultural, inhabited by farmers raising crops and livestock to sell at local markets. The street itself was lined with homes, farms, and businesses supporting the local economy. In the 19th century, Center Street became a hub for manufacturing, with several factories and mills opening in the area.

During the 20th century, Center Street saw continued growth and development as the Town expanded and modernized. Many historic buildings along the street were renovated and repurposed for new uses while new homes and businesses were constructed.

Today, Center Street remains a vital thoroughfare in Groveland, with a mix of historic and modern buildings, and a variety of businesses and amenities. The street is a reminder of the Town's rich history and serves as a focal point for community life.

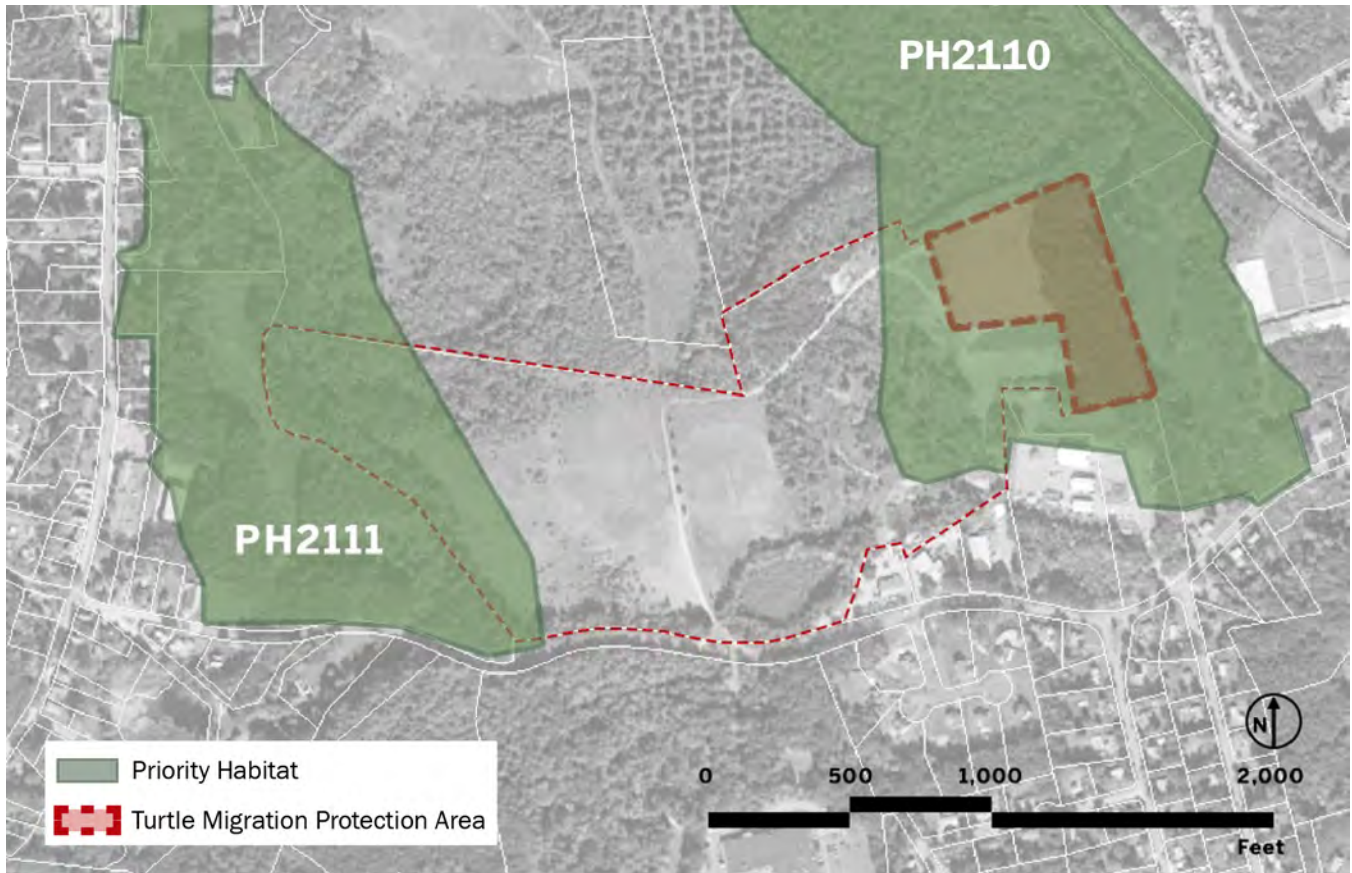


Fig 8. Priority Habitat

3.2 Environmental Conditions

Priority Habitat

As shown on the map in Fig 8, the Site’s eastern and western (approx. 25 acres) portions fall under the Priority Habitat of Rare Species areas (Priority Habitat (PH) 2111 on the west and PH 2110 on the east). The eastern part of the Site serves as a turtle migration protection area. This area is to protect turtles under the Endangered Species Act and was identified by the Massachusetts Department of Fish and Game in 2014. The turtle habitat area was established in 2020 as mitigation for the Groveland Community Trail project and encompasses approximately 8 acres.

Hydrology

The Site falls within the MS4 urbanized area, subjecting it to stormwater management regulations. The Site’s western edge is bounded by Johnson’s Creek and Mill Pond, whose watershed encompasses the entirety of Strawberry Fields. Strawberry Fields is almost entirely enveloped by a Zone II Aquifer Protection District. Zone II is the delineated land surface which contributes water to a well. It is based on detailed, site-specific hydrogeologic data, and the boundary must be approved by MassDEP. As part of the Source Approval Process for public supply wells with approved yields of 100,000

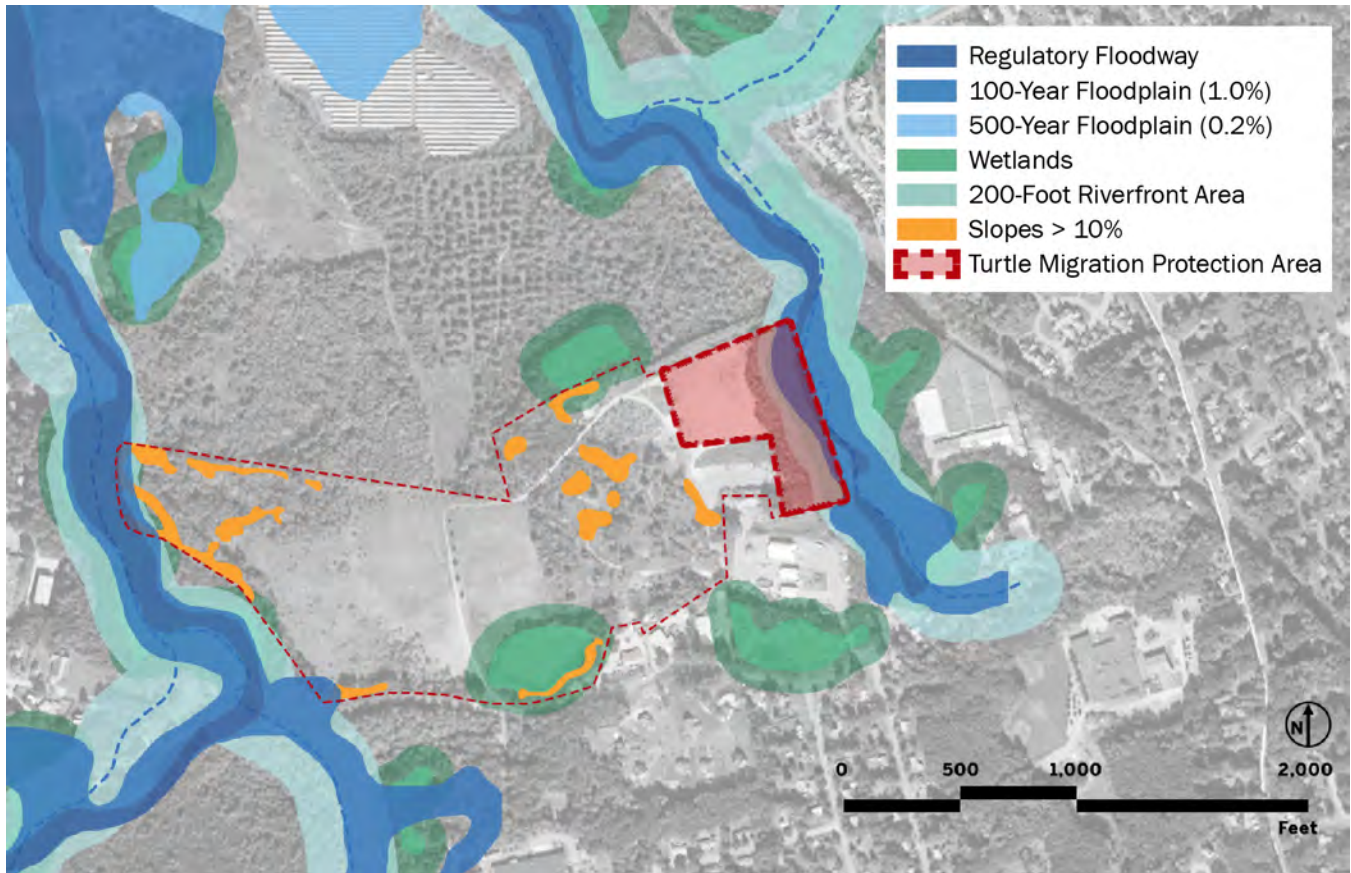


Fig 9. Hydrologic Analysis

gallons per day (gpd) or greater (310 CMR 22.21(2)), MassDEP requires municipalities to restrict certain high-risk land uses from Zone II of these new wells. MassDEP provides a list of activities that are either prohibited or restricted within the Zone II wellhead protection district. Zone II Aquifer Protection Districts impose strict regulations on stormwater treatment and management measures to minimize environmental impacts and protect water quality.

The Site has primarily gentle slopes, with isolated areas of rocks, boulders, and fill that have steeper slopes due to prior site activity. Slopes greater than 10 percent, shown in orange on the map, are concentrated in the eastern and western edges. This can affect

erosion and sediment if the vegetation is cleared.

Wetlands

The transparent light blue areas show 200-foot buffers of perennial streams, and the transparent light green shows 100-foot buffers of wetlands. The Wetlands Protection Act ensures the protection of Massachusetts’ inland and coastal wetlands, tidelands, great ponds, rivers, and floodplains. It regulates activities in coastal and wetlands areas and contributes to the protection of ground and surface water quality, the prevention of flooding and storm damage, and the protection of wildlife and aquatic habitats.

3.3 Physical Context

Site Character

In 1995, Strawberry Fields included gravel pits, but by 2021, only remnants of the cleared area remained with low-medium height shrubs and early successional vegetation encroaching on the fields. Strawberry Fields has been significantly altered by human activity, including excavating sand and gravel pits, adding athletic fields and turf grass, and paving and materials storage. Limited active management has allowed different plant and animal species to gradually colonize the area and establish a new ecosystem.

Mobility

The Site's current main entrance is on the south side of Center Street, between Washington Street to the west and Atwood Lane to the east. School Street runs parallel to Washington Street and intersects with Center Street approximately 0.6 miles east of the main entrance. A gate blocks vehicular traffic from entering the Site, but a small gravel area provides some space for parking. On the west of the Site, a small access road connects Washington Street to the walking trails via a culvert bridge. This road narrows at a culvert across Johnson's Creek above Mill Pond, limiting vehicular access. The parcel's open field is still used for access to adjacent lots and recreation. Walking trails crisscross its wooded areas and ultimately connect to the Groveland Community Trail. Many residents access the Site through the Community Trail to the east of the Site.



Fig 10. West-Facing View



Fig 11. Main Entrance to the Site on the Center Street



Fig 12. A Small Access Road Connects Washington Street to the Walking Trails



Fig 13. Cricket game at 150 Center Street. August 2022. (© MassState Super Kings Facebook Page)



Fig 14. View from Main Entrance Gate



Fig 16. North-Facing View



Fig 15. Existing Site Trails



Fig 17. East-Facing View

Utilities

Water, Natural Gas, & Electric

Water and natural gas are accessible from the Site through main connections in Center Street. The survey plans indicate a gas line in Center Street ending at the southwest corner of the Site. From Town record GIS documents, there is a 12" water line that runs down Center Street. Overhead wires service the nearby properties and end on Center Street at the property on the southeast and southwest corners of the Site.

Sewer

The Town of Groveland Water and Sewer Department installed a new sewer extension in 2023 to connect a sewer main to an existing sewer main adjacent to the Groveland Community Trail. The sewer main extends south across the 150 Center Street property to Harvard Road and continues south and west to the intersection of Salem Street and Sewell Street. The project is intended to provide additional service opportunities for residents and businesses

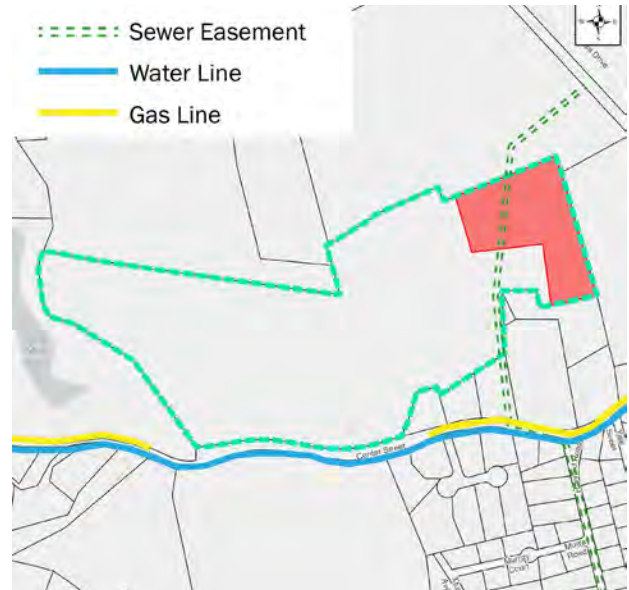


Fig 18. Utility Map

in the area. The 150 Center Street site could connect to the gravity sewer main, however the site topography does not allow for enough cover on the sewer pipe past the area of the existing trail access road. A pump station and force main would be required to convey sanitary flows from the western portion of the development to the gravity sewer.

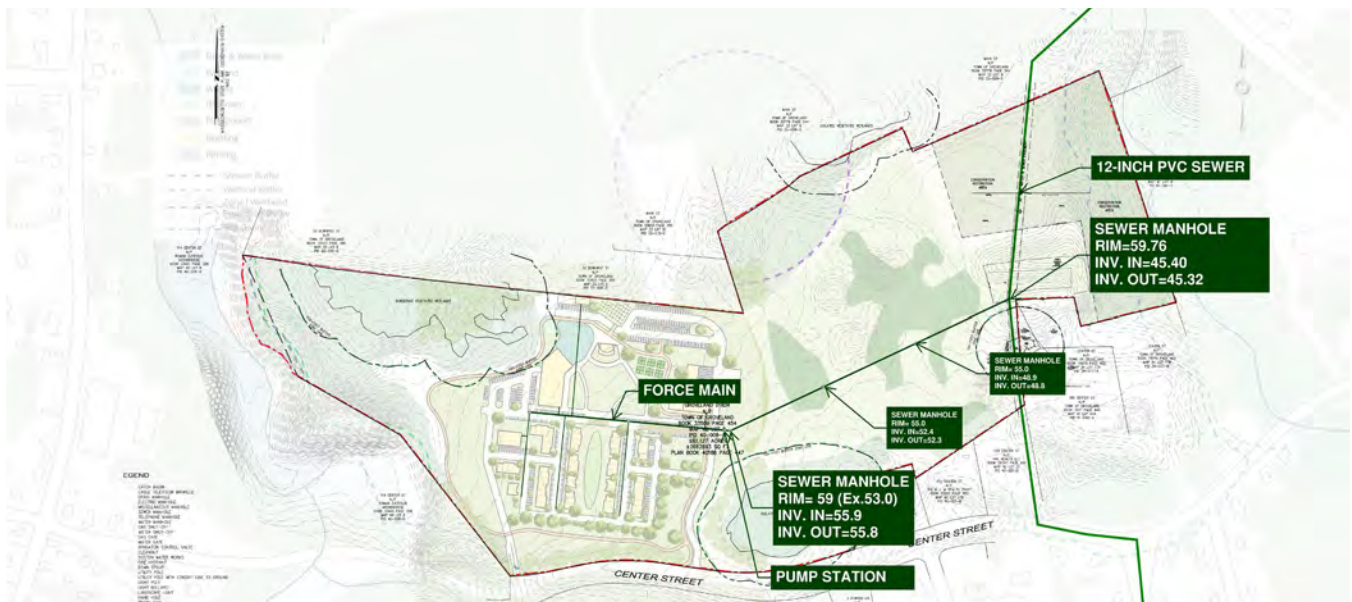


Fig 19. Sanitary Connection



Fig 20. Potential Layout for Solar Panels

Storm Drainage

Based on observations from the site visit on March 30th, 2023, and the survey, there is no stormwater infrastructure onsite. The stormwater from the Site either infiltrates the ground or sheet flows to the western portion of the Site into Mill Pond and Johnson’s Creek.

Solar

In 2012, Groveland established a 3.6 MW ground-mounted solar installation with 12,000 modules on 18 acres at 474 Main Street, north of the Site. The solar panels are situated on the pump station of one of Groveland’s Community Groundwater wells.

150 Center Street redevelopment schemes include approximately 15 acres of undeveloped land, potentially suitable for a ground-mounted solar installation matching the capacity of the existing one at 474 Main Street. A preliminary estimate indicates approximately 22,000 linear feet of double-stacked solar modules at 474 Main Street, while the available space at

150 Center Street could support around 21,000 linear feet. To ensure conservative assumptions, panels at 150 Center Street were placed at least 50 feet from property lines and over 100 feet from wetlands and potential future groundwater well locations. If the groundwater well location changes, it may allow for greater capacity. Additional investigation and coordination with Groveland’s Municipal Light Department are required to determine if the electric grid and connections on Center Street can accept the electricity generated from the potential solar installation at the Site.



Fig 21. North Brookfield 2.5MW Solar Project (© Mass Electric Construction Company)



Photo: East-Facing View

4. Site Development Opportunities

4.1 Design and Development Principles

The development principles outlined for this project prioritize community engagement, environmental sustainability, municipal revenue generation, and the creation of accessible and functional spaces. The project seeks to foster a sense of community and provide opportunities for recreation and social interaction. Incorporating commercial space with future expansion and infill opportunities will help support local businesses and promote economic growth for the municipality. The design and development principles are as follows:

Provide Access to Nearby Community Amenities and Trail Systems

- 150 Center Street is one of the largest remaining parcels of undeveloped land in the Town of Groveland. The planning process is intended to guide Town officials and employees to determine what the future of the Site is, so that the Town and its resident's benefit. Residents have used the Site since the Town purchased the property in 2013 for active recreation uses, including Cricket, sports fields, and passive recreation. The Site provides access to an extensive trail system both on the Site and connected to the protected open space to the north of the property and the Groveland Community Trail. By developing multiple site access options with the potential for a connection to Washington Street, the project also

seeks to enhance connectivity with the broader community.

Preserve Natural Species Habitat and Protect the Aquifer

- The Site is bounded east and west by the Natural Heritage and Endangered Species Program (NHESP) Priority Habitat of Rare Species areas. These areas are intended to be protected for their value to endangered and rare species.
- The Site is almost entirely within a MassDEP Water Supply Protection Area, specifically the Zone II Wellhead Protection Area. Any future development of 150 Center Street should exclude restricted and prohibited land uses. For additional information regarding prohibited land uses, refer to 310 CMR 22.21 and Chapter 14 of Groveland's General Bylaws "Stormwater Management and Land Disturbance."
- The project prioritizes environmental conservation by preserving the aquifer function, groundwater recharge, and utilizing nature-based approaches to treat and manage stormwater. These efforts will not only benefit the local ecosystem but also enhance the aesthetic appeal of the Site and provide opportunities for education and outdoor recreation.

Create a mixed-use neighborhood that balances private spaces for residents with public spaces that are welcoming to the entire Groveland community

- 150 Center Street is clearly viewed as a public resource, and participants in the process have expressed concerns about a residential-only or a primarily residential development. The strategy in the Recommended Scheme is to create a set of community draws on the northern side of the Site that provide residents with indoor and outdoor community spaces, including access to the trail systems noted above, an outdoor performance space, and a community center.
- A small mixed-use gateway introduces people to the Site, and a small neighborhood on the southern side of the Site provides a residential connection to support the neighborhood businesses in the mixed-use area.
- Finally, a small light industrial area allows for a brewery or distillery with a taproom and outdoor eating spaces to bring another activity and draw to the Site. This mixed-use area has significant benefits for Groveland, including the community gathering areas and public trails, additional housing types to supplement the single-family homes, and additional revenue to the Town.

Incorporate architectural elements that are sympathetic with New England development patterns and incorporate energy-efficient building materials, layouts, and systems

- Communities are often concerned about how new construction will fit existing

architectural styles and development patterns. Because the area within the Recommended Scheme is set back from Center Street, the new buildings do not have to match a specific existing area. However, any new development should feel like Groveland while contributing its own unique flavor to the Town.

- Design standards for the Site, the individual buildings, and the relationship of the buildings to the street (or internal drives) can help the Town work with the developer of the Site to create a consistent visual and physical experience for those who live, work, or visit the Site.
- As the current owner of the property, the Town of Groveland also has the opportunity to insist on an ecologically sensitive, energy-efficient design incorporating best practices for climate-resilient architecture. Such requirements could showcase Groveland as a leader in public-private partnerships for such innovation in smaller communities. These requirements could be incorporated into the zoning and a separate set of design guidelines.

Increase Tax Revenue Generation while Balancing Natural Processes and Site Features

- The focus of the development scenarios is to lay out a competitive and pragmatic approach to the development of the Site. The Site is served by utilities and does not require significant public investment to address the physical infrastructure to subdivide or develop the Site. The Site has the potential to generate tax revenue for the Town through potential future dispossession and the possibility

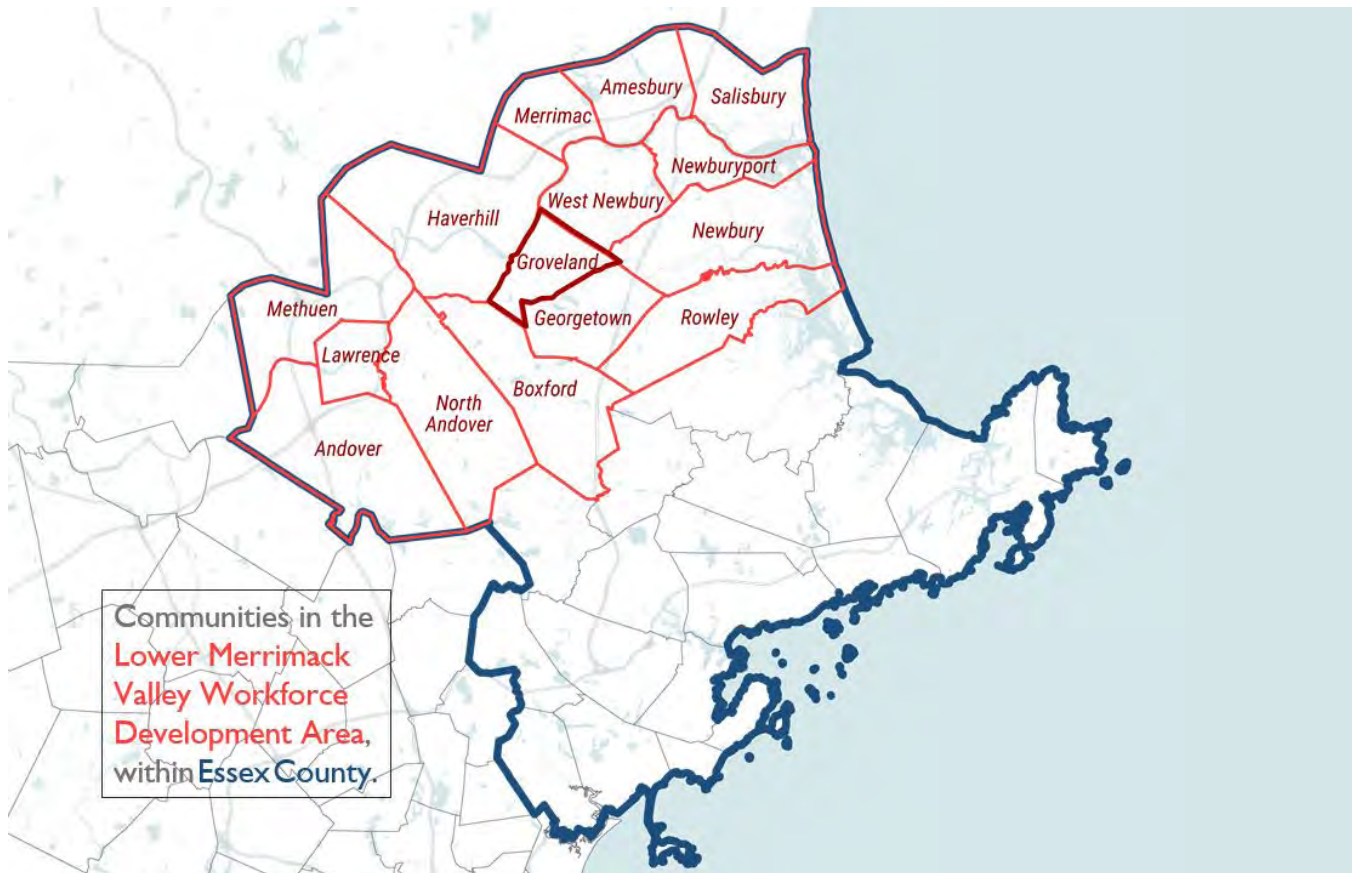


Fig 22. Communities in the Lower Merrimack Valley Workforce Development Area (WDA) (© RKG)

of subdividing and/or development of the land. The entire parcel does not need to be developed in order to realize this potential; subdividing a portion of the property and retaining areas of natural resources and valuable open space is a strategy to incorporate the desires of the community while also realizing the revenue-generating potential of the land.

Overall, the development principles outlined for this project prioritize community engagement, environmental conservation, and accessibility, with the goal of creating a vibrant and sustainable community space and continuing the rich history of Groveland's Center Street.

4.2 Market Context

The Nitsch Team conducted a market assessment for retail, office, and residential uses to inform reuse options that would be considered market feasible for the Site. These options are intended to inform different use scenarios for the Site that would be presented to residents to help identify potential pathway(s) forward. The data is intended to provide decision-makers with a point-in-time understanding of demographic baseline conditions and changes, employment baseline conditions and changes, and existing real estate conditions. The analysis is intended to illustrate how these conditions may influence development decisions, local and regional

real estate trends, and to identify strategies and potential uses for the property.

This analysis is a snapshot made during the second quarter of 2023. The analysis focuses on the potential for housing, commercial office, industrial, and retail in Groveland. It does not examine the potential for hotel or recreational uses. Projections are made using recent trends in demographics, development, and market performance. For the regional level data, The Nitsch Team used the geographic boundary of the Lower Merrimack Valley Workforce Development Area (WDA) (Fig 22).

Demographics & Economic Base

Population Trend

At 6,739 residents, Groveland’s population is near an all-time high after several decades of steady growth (Fig 24). However, recent estimates indicate that the population declined slightly during the pandemic, and projections suggest that growth may have plateaued. The total population is expected to

decrease slightly between 2022 and 2027, shrinking by roughly 65 people.

Education Level

Groveland’s residents are well-educated compared to other communities across the WDA. Of the population aged 25 or older, 49 percent have a bachelor’s degree or higher in Groveland, compared to 39 percent in the WDA (Fig 23).

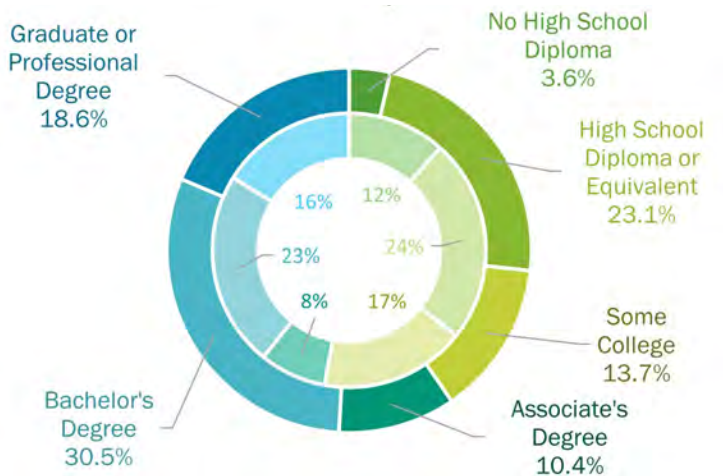


Fig 23. Groveland Educational Attainment, Population Aged 25+ (Source: 2021 5-year ACS) (© RKG)

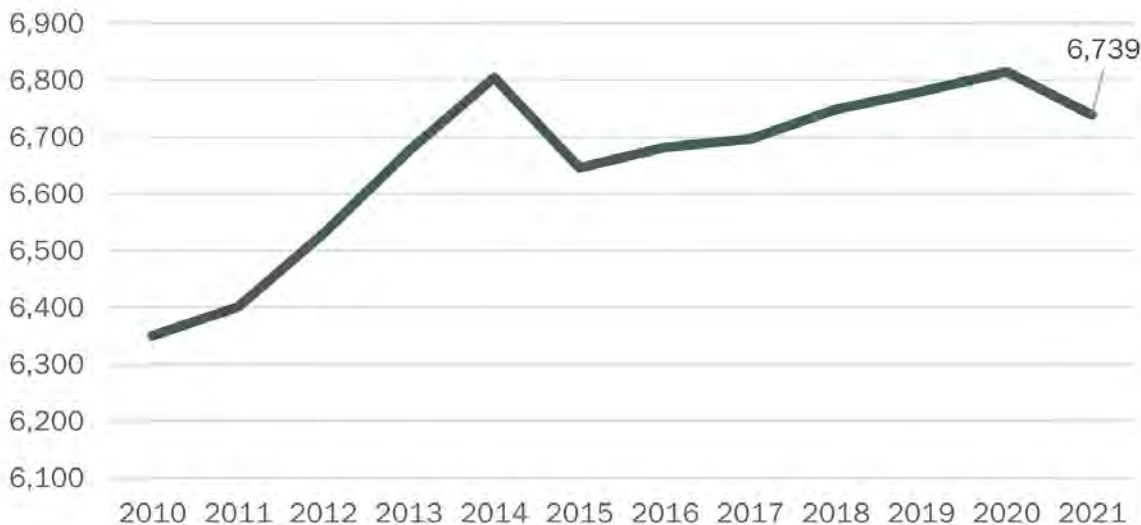


Fig 24. Groveland Total Population Trend (Source: 2010 through 2021 5-year ACS's) (© RKG)

Commuting Patterns

Approximately 2,865 Groveland residents leave town to work, while about 900 workers come from outside Groveland to work there (Fig 25). This leads to a net decrease in the daytime population of nearly 2,000. 37 percent of people who work in Groveland are from the Town or an immediately adjacent community, and 16 percent of resident workers in Groveland travel to an adjacent community or stay in town. This highlights that, other than Boston, most Groveland working residents commute to nearby communities in the Merrimack Valley



Fig 25. Commuting Patterns (© RKG)

Region. Haverhill and Groveland are the most common sources of local workers, while Boston and Haverhill are the most common destinations for the Town’s working residents.

Almost 1,700 of the daytime population difference can be attributed to departing service sector workers, such as those in Professional Services, Health Care, and Finance & Insurance. Many workers coming to Groveland are from adjacent communities, while Groveland residents tend to travel further afield. This can make it more difficult for commercial activities since the number of hyperlocal customers decreases significantly for much of the day. However, Groveland has an opportunity to build off the consistent presence of residents from neighboring communities, enticing them to return during nights and weekends. Furthermore, locating service-oriented businesses within Groveland could help prevent that leakage by giving people employment options closer to home. Providing desirable space for such industry sectors would be an important first step to keeping more residents local during the day, and even attracting more daytime visitors.

Description	2022 Jobs	2012-2022 % Change	LQ vs. LMV WDA
Manufacturing	383	-6.00%	2.56
Construction	144	35.00%	2.29
Other Services (except Public Administration)	98	-6.10%	1.66
Retail Trade	63	-9.30%	0.77
Accommodation & Food Services	63	4.50%	0.93
Health Care & Social Assistance	58	15.30%	0.33
Government	43	-22.20%	0.37
Admin. & Support & Waste Management & Remediation Services	42	NA	0.55
Wholesale Trade	38	1.20%	1.01
Professional, Scientific, & Technical Services	37	2.10%	0.54
All Others	65	11.30%	0.57
Total	1034	0.038	

Table 1. Industries by Employment in Groveland (© RKG)

Housing Market

Roughly 81% of the 2,547 existing housing units in Groveland are single-family, a much higher proportion than in the WDA (59%).

Groveland’s housing stock is generally newer than the WDA overall, with many units built between 1990 and 2009; however, since 2010, local housing production has dropped dramatically compared to the region’s. This is reflected in extraordinarily low vacancy rates: just 15 units, or 0.6 percent of all housing units in Groveland, were vacant; in the WDA, 5.1 percent were vacant. All these figures point toward strong latent demand for housing locally and regionally.

Median sale prices for homes in Groveland track closely with those in Essex County generally. Median single-family home prices in Groveland increased by 85 percent

since 2010, reaching \$556,000 in 2022. According to Redfin, Groveland’s housing market is also “very competitive,” with 67 percent of homes selling for over-asking price and a median of 18 days on the market. Across the North Shore/Merrimack rental submarket (including Groveland), vacancy rates are near decade-lows while rents have steadily increased since 2010. Furthermore, asking rents have jumped dramatically since the middle of 2021. The rental market within the region is quite strong. However, it is worth noting that currently, Groveland is home to fewer than 400 renter households, and thus figures for the existing rental market – asking rents, vacancies, unit types – in Groveland are more challenging to identify. The local and regional housing for-sale markets are quite strong, with prices consistently increasing. The Groveland market appears particularly robust, with 67 percent of homes selling for more than the asking price.

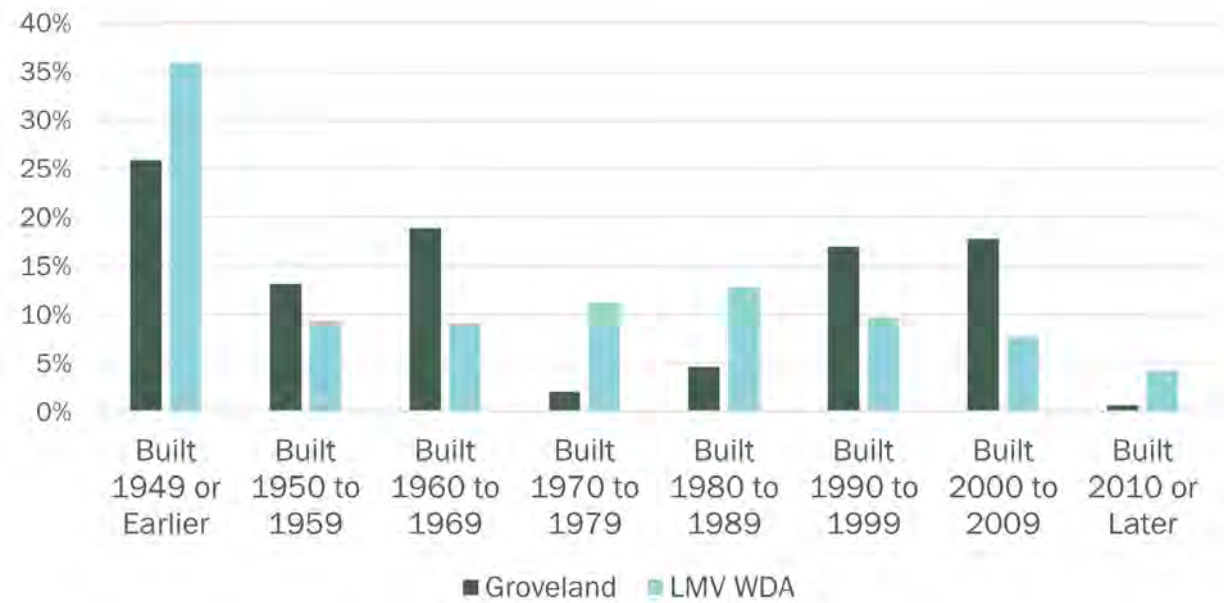


Fig 26. Year Structure Built for Housing Stock (Source: 2021 5-year ACS) (© RKG)

Between 2022 and 2032, demand for housing units in Groveland is projected to increase by 131 units, based on regional and market growth estimates. The majority of the demand will be for ownership units, though 40 units of rental housing are estimated. 150 Center Street could easily accommodate this number of units, in a range of configurations including a mix of single-

family and multifamily housing, while still maintaining enough space for community and commercial uses. Though the local rental housing market is quite limited, rents continue to increase, and vacancies are near historic lows across the Merrimack Valley and North Shore, suggesting that rental housing is in high demand. This can translate to demand locally in Groveland as well.



Fig 27. Home Sale Prices (Source: The Warren Group/Banker & Tradesman, Town Stats) (© RKG)



Fig 28. Apartment Vacancy Rates & Asking Rents (Source: Moody's Analytics, REIS) (© RKG)

Office & Retail Markets

According to Moody’s Analytics, there are only 4 properties with leasable office space in Groveland, with an average size of roughly 2,800 sf of rentable area. Across the county, there are nearly 2,200 leasable office properties, with an average size of approximately 10,200 sf. Demand for space in Groveland is likely fundamentally different (i.e., smaller spaces) than in the county overall. The average rent across the county is \$21.43/sf.

Groveland is part of the North Shore/Rt 128 North office submarket area. Asking rents for office space in this area have increased steadily since 2010, even during the pandemic. Likewise, vacancies have trended downward. While these trends indicate a fairly stable office market, there is uncertainty surrounding office uses in the future as the effects of the pandemic

on remote work continue to take shape, and longer-term leases that may have been signed before 2020 have yet to expire.

Demand for office space in Groveland is expected to grow modestly over the 10 years, with a total increase in demand of approximately 5,000 sf, or 500 sf per year. Demand for industrial space is also expected to grow modestly. Some of the Town’s stated goals for the Site – as a community and potentially recreation hub – preclude most industrial uses. However, some less intensive industrial uses, like construction, may be compatible with these goals and could be integrated into a development framework.

Retail spaces in Groveland are limited, with only 20 such properties in town, according to Moody’s Analytics. These spaces tend to be much smaller than those across the county, at 3,100 sf vs. 11,000 sf, though they are on average the same age as retail



Fig 29. Office Vacancy Rates & Asking Rents (Source: Moody’s Analytics, REIS) (© RKG)

spaces in the county. On one hand, this suggests that Groveland's retail spaces are competitive with those throughout the county, in that they are not any more outdated or outmoded. However, because they are so much smaller, Groveland may not be able to attract or accommodate the full range of retailers. The predominance of smaller

spaces locally suggests that smaller and/or highly specialized retailers are likely a better fit for Groveland. Especially large retail gaps exist in General Merchandise Stores, Food & Beverage Stores, Clothing & Accessories Stores, and Food Services & Drinking Places. Smaller spaces catering to these types of retailers are the most likely to be successful.

Merchandise Category	Demand at Recapture Rates	
	SF at 5% recapture	SF at 10% recapture
Total, All Retail Categories	18,647	37,293
Total, Categories Relevant to Study Site	11,222	22,445
Food & Beverage Stores	3,175	6,350
Grocery Stores	2,792	5,584
Specialty Food Stores	42	84
Beer, Wine & Liquor Stores	341	682
Health & Personal Care Stores	892	1,784
Clothing & Clothing Accessories Stores	2,793	5,586
Clothing Stores	1,911	3,822
Shoe Stores	350	700
Jewelry, Luggage & Leather Goods Stores	532	1,064
Sporting Goods, Hobby, Book & Music Stores	1,282	2,564
Sporting Goods/Hobby/Musical Instr Stores	1,093	2,186
Book, Periodical & Music Stores	189	378
General Merchandise Stores	3,798	7,596
Department Stores Excluding Leased Depts.	3,274	6,549
Other General Merchandise Stores	524	1,048
Miscellaneous Store Retailers	863	1,725
Florists	50	99
Office Supplies, Stationery & Gift Stores	328	657
Used Merchandise Stores	33	66
Other Miscellaneous Store Retailers	452	903
Food Services & Drinking Places	2,218	4,435
Restaurants	2,009	4,017
Special Food Services	23	47
Drinking Places - Alcoholic Beverages	185	371

Table 2. Retail Gap Analysis: Square Footage Demands (© RKG)

Conclusions

The profile of Groveland residents could be a major attractor for commercial businesses – residents are highly educated, have higher than average incomes, and currently have few choices but to spend that income further outside Groveland. Therefore, retail and personal/professional services appear to be market-viable uses. Uncertainty in the long-term office market created by the pandemic and remote work trends should inform any plans for new office creation – office space should be adaptable, smaller-scale, and unique in design. There does appear to be a strong demand for residential uses.

The for-sale and rental markets have both been performing well over the past decade,

and regional trends suggest that any new residential construction will be successful. Local vacancy rates show very little slack in the market. Furthermore, demand models show potential for approximately 130 new housing units, assuming the Town can capture its fair share of regional growth. The desire for a community and recreation center at the Site aligns well with the market-viable uses. The mixed-use site will draw a diverse population and help ensure consistent activation. The Site’s size, utility connections, and flat, easily transformable landscape contribute to a highly desirable development parcel, particularly for small commercial offices, destination and experiential retail, indoor/outdoor recreation, light industrial uses such as construction, and different residential uses.

Space Type	Contextual Examples <i>(Not necessarily reflective of existing demand)</i>	Groveland Square Footage/Unit Demand over 10 years	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

Table 3. Space Demands by Type



Fig 30. Development Constraints

4.3 Concepts

The average resident response from the public survey suggests that approximately 17 acres, or around 33% of the total 61-acre site, should be used for further development. The initial concepts of the Site provided a spatial layout and programming design to guide the site development schemes. These concepts were informed by the first stakeholder engagement session and market analysis. A shared core principle across all conceptualizations is the imperative to safeguard the Site’s natural species and aquifer. This is achieved by concentrating major developmental undertakings in the central portion of the Site, allowing

substantial portions of the land to remain pristine and reserved for conservation efforts.

Concept 1

Concept 1 embodies a vision characterized by minimal development impact. This approach delineates limited instances of commercial initiatives and community-oriented amenities, positioned near the existing trail. At the front, a selection of potential commercial activities is proposed. These include a community kitchen, a coffee shop, and a restaurant with outdoor seating. Exemplary models from the surrounding region inspired this approach. For instance, the Boxford Community Store & Kitchen



Fig 31. Development Concept #1

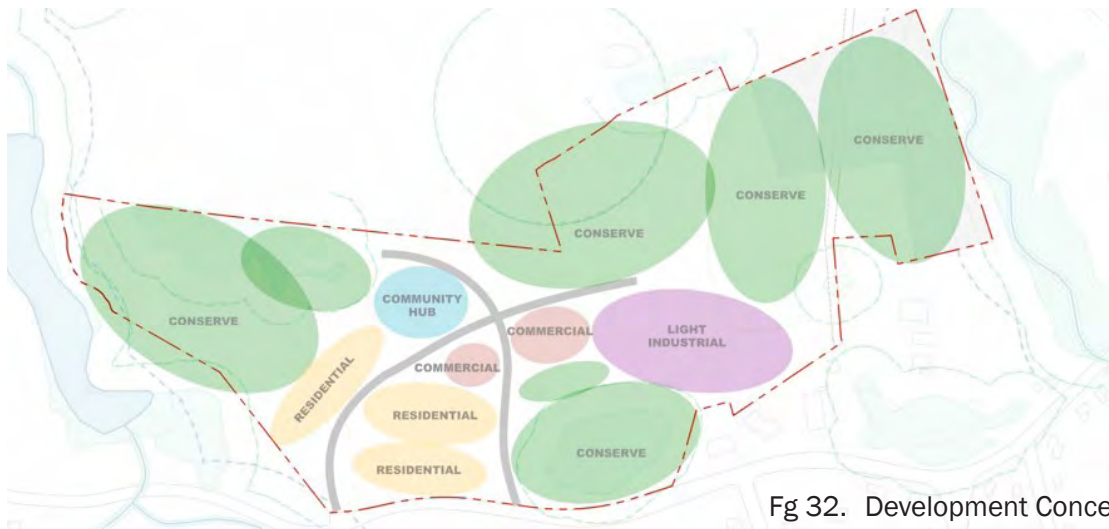


Fig 32. Development Concept #2



Fig 33. Development Concept #3

offers diverse food options throughout the day. A drive-through coffee outlet similar to Aroma Joes Coffee, could draw frequent visitors seeking refreshments. A local restaurant with musical performances, following the model of the Egremont Barn Restaurant, may contribute to the vitality of the Site. As one traverses the trail deeper into the Site, a central community hub emerges, intended to function as a multi-purpose space. Moving towards the northern boundary, a playground and community garden aim at catering to the younger generation.

Concept 2

Concept 2 incorporates a new access road originating from the southwestern corner of the Site. Dynamic programs are distributed along the two main thoroughfares. Residential developments, similar to the successful model of Emerson Green, adds a touch of residential vitality to the Site. The proposal maintains the commercial programs outlined in Concept 1, with the commercial node positioned at the intersection of the two primary roads. In addition to the community center, Concept 2 envisions a new outdoor pavilion, taking inspiration from the Brighton Common Pavilion. It can serve the dual purpose of a gathering space for site residents, and an inviting locale for town residents. On the eastern side, Concept 2 introduces a notion of light industrial applications, such as a brewery, modeled after Exhibit A Brewing Co. Truck access is introduced via the central road without causing disruptions to the residential developments. Even as Concept 2 advocates for development opportunities, the preservation focus remains intact. Most of the land continues to be earmarked for conservation efforts.

Concept 3

Taking development a step further, Concept 3 advances an even more robust developmental scheme, mirroring the layout along the two main arteries designed for the Site as seen in Concept 2. In this iteration, Concept 3 emphasizes a blend of commercial and light industrial endeavors while omitting any residential components. The commercial component of Concept 3 builds upon the aforementioned programs and proposes the inclusion of a sizable supermarket, drawing inspiration from successful models like the Crosby Marketplace in Georgetown. Positioned near the western entrance, this addition aims to provide convenience to neighboring communities. On the industrial front, Concept 3 not only incorporates the brewery idea, but also introduces a business park, influenced by the Lomar Business Park in Pepperell. This diverse mix of commercial and industrial elements is designed to maximize potential revenue generation for the Town. However, there is a risk of overestimating the demand for commercial and industrial spaces, which could lead to unoccupied spaces in the future, wasting valuable resources and diluting the overall attractiveness of the Site.

Through a comprehensive analysis of the various concepts outlined above, it becomes evident that Concept 2 strikes the most optimal equilibrium among increasing accessibility, preserving natural species habitat and the aquifer, and generating more tax revenue for the Town. Building upon the foundations laid by Concept 2, a series of refined schemes were subsequently cultivated to delve deeper into the potential of the Site's development.

Recommended Development Programs & Reference Projects



Fig 34. Friends Center for Children, New Haven, CT



Fig 35. Healthworks Community Fitness, Dorchester, MA



Fig 36. The Egremont Barn Restaurant, Egremont, MA



Fig 37. Exhibit a Brewing Co., Framingham, MA



Fig 38. Architectural Elements, Inc., Boxborough, MA



Fig 39. Emerson Green, Devens, MA



Fg 40. Fort River Birding and Nature Trail, Hadley, MA



Fg 41. North Andover Senior Center, North Andover, MA



Fg 42. Young Community Garden – ECG, Gloucester, MA



Fg 43. Brighton Common Pavilion, Boston, MA



Fg 44. Charlie Waite Field, Harvard, MA



Fg 45. Boxford Community Store & Kitchen, Boxford, MA

4.4 Schemes

The consulting team crafted a series of four schemes, each building upon the previous, to illustrate the potential for the Site's development.

Scheme 1

Scheme 1 shows that 97% of the Site is allocated for conservation purposes, reaffirming the commitment to preserving its ecological richness. Essential circulation comprises a minimal 1.5%, while a further 0.3% of land is designated for the creation of community-oriented amenities. A fitness trail loop spanning half a mile is intricately woven into the landscape, connecting with the existing trail network. This trail design serves as a conduit for visitors to fully appreciate the Site's natural beauty while consolidating development. A prominent entry road enters from the east side, serving as the gateway to an array of carefully planned features. These include three pickleball courts, a 1,800-sqft covered performance area, a community garden with 40 plots, a playground, and a 1,200-sqft outdoor pavilion. This blend of active and communal spaces lays the foundation for a harmonious coexistence between recreation, engagement, and nature appreciation.

Scheme 1 would generate approximately 100 vehicular trips to the Site per day, bringing people to the improved park space. The new 3-way intersection with Center Street and "East Road" would warrant a stop sign on East Road only, but would not require a 3-way stop.

Pedestrian accommodations for Scheme 1 include an 8-ft sidewalk on East Street, which

will connect to the planned Safe Routes to School project sidewalk on Center Street as described in [Section 3.3](#).

Bike lanes are not anticipated on Center Street. Bicycles that enter the Site from Center Street on East Street can use the 8-ft wide sidewalk to access the site amenities to the north.

Scheme 2

Scheme 2 introduces an additional entrance at the south-western corner of the Site. This ingress offers access to a centrally positioned 15,000-sqft community center. A 6,000-sqft restaurant, providing around 80 seats, takes its place on the opposite side. The restaurant's mission is to offer local food to site visitors, enhancing their overall experience. A deliberate design approach is taken with the placement of parking facilities for both the community center and the restaurant. These spaces are discreetly situated at the rear of the structures, allowing the fronts to be oriented towards a central garden and lawn area. The restaurant's outdoor patio is also thoughtfully positioned to overlook the green space, fostering an environment where customers can indulge in a meal while appreciating the beauty of the outdoors. With Scheme 2 building upon Scheme 1, it elevates the quality of community amenities, introducing a diverse range of activities that can unfold on this dynamic site. In this phase, 93% of the Site is preserved for conservation. Circulation paths span 3.7% of the land, while community amenities claim 1.2%. A minor 1.3% hosts the revenue-generating restaurant.

Scheme 2 would generate approximately 1,200 trips to the Site per day, bringing people to the new restaurant, community



Fig 46. Development Scheme #1

center, and other amenities. This number does not consider any “internal capture,” or trips that serve multiple purposes (for example, a family attends a programmed event at the community center and gets lunch afterward). This scheme introduces “West Road” and a new intersection at Center Street.

Both the East Street and West Street intersections along Center Street would be three-way stop-controlled intersections. Based on 2022 MassDOT traffic counts along Center Street, the current stop-controls at the School Street and Washington Street intersections would be sufficient; those intersections do not require signalization.



Fig 47. Development Scheme #2

Apart from an 8-ft sidewalk on East Street which will connect to the planned Safe Routes to School project on Center Street, pedestrian accommodations for Scheme 2 include a 6-ft wide sidewalk along West Street, which will connect from Center Street to the fitness trail.

Street on East Street can use the motor vehicle lanes to access the site amenities to the north. The 8-ft sidewalk could be expanded to a 12-ft shared use path to better facilitate bicyclist access.

Scheme 3

Bicyclists that enter the Site from Center

Scheme 3 integrates 39 housing units



Fig 48. Development Scheme #3

at the forefront of the Site, aligned along the central axis of the entire development. Parking for these residential units is designed on the ground floor of each unit, enabling residents to conveniently access their parking from the rear of their unit, connected to the main road. These units are oriented to face a central expanse of green space. Meanwhile, residents need not be

concerned about noise or disturbances from Center Street. An existing woodland in the south acts as an effective visual and auditory buffer, separating the residential units and the street. Moreover, Scheme 3 incorporates a 4,000-sqft commercial/light industrial building on the east side, positioned across the street from the restaurant. This phase significantly raises the revenue-generating

proportion to 9.1%, enhancing the financial sustainability of the Site. The allocation for circulation expands to encompass 4.9% of the land, while the percentage for community amenities remains at 1.2%. A substantial 84% of the land is still dedicated to conservation.

Scheme 3 would generate approximately 1,500 trips to the Site per day, bringing people to the new restaurant, events at the community center, and home to their new units. This number does not consider any “internal capture,” or trips that serve multiple purposes. Building on Scheme 2, this scheme also introduces “West Road” and a new intersection at Center Street.

Both the East Street and West Street intersections along Center Street would be three-way stop-controlled intersections. The current stop-controls at the School Street and Washington Street intersections would be sufficient; those intersections would not require signalization.

Pedestrian accommodations for Scheme 3 include an 8-ft sidewalk on East Street, which will connect to the planned Safe Routes to School project on Center Street. Additionally, a 6-ft wide sidewalk along West Street which will connect from Center Street to the fitness trail. Pedestrian access to the community trail would be facilitated through a 12-ft wide shared-use path connection from the fitness trail.

Bicyclists that enter the Site from Center Street on East Street can use the motor vehicle lanes to access the site amenities to the north. The 8 -ft sidewalk could be expanded to a 12-ft shared use path to better facilitate bicyclist access. Bicyclist access to the community trail would be accommodated

through a shared-use path connection from the fitness trail.

Scheme 4A & 4B

Building upon Scheme 3, the project envisions two distinct pathways that it could potentially follow. The first, designated as Scheme 4A, entails an augmentation of housing units to a total of 90 units across the frontal expanse of the Site.

Conversely, Scheme 4B diverges from residential unit expansion, instead opting to dedicate an additional 20,000-sqft to commercial spaces. Symmetrically positioned along the central axis, these commercial structures find their place across the community center and the restaurant. Moreover, Scheme 4B hints at the potential for future expansion of commercial spaces, a flexibility that could respond to the growing business needs on-site.

Both Scheme 4A and 4B introduce substantial enhancements to the revenue-generating potential of the land, elevating it to 16.5%. 4.9% of the land is allocated for traffic, ensuring efficient movement throughout the Site. The dedication to conservation remains robust, with a significant 77% of the land earmarked for preservation purposes.

Scheme 4A would generate approximately 2,100 trips to the Site per day, and Scheme 4B would generate around 1,700 daily trips. These trips bring people to the new restaurant, events at the community center, and home to their new residences. This number does not consider any “internal capture,” or trips that serve multiple purposes (for example, employees of the light industrial area getting dinner after work at



Fig 49. Development Scheme #4A

the nearby restaurant). Building on Schemes 2 and 3, this scheme also introduces “West Road” and a new intersection at Center Street.

Both the East Street and West Street intersections along Center Street would be three-way stop-controlled intersections. The current stop-controls at the School Street

and Washington Street intersections would be sufficient; those intersections would not require signalization.

Pedestrian accommodations for Schemes 4A and 4B include widening the sidewalk on East Street to a 12-ft wide shared-use path on East Street. This path will connect to the planned Safe Routes to School project

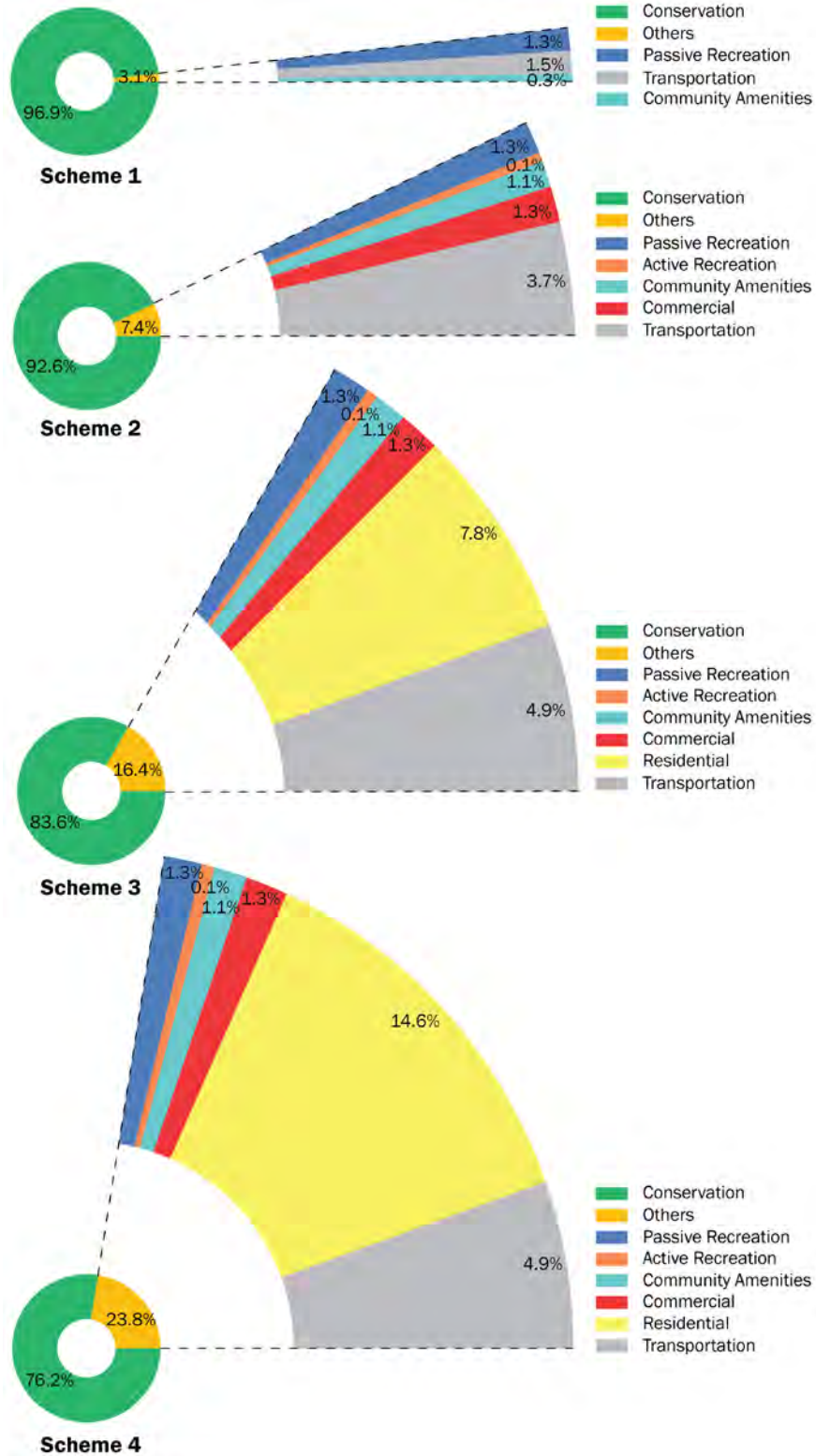


Fig 50. Development Scheme #4B

on Center Street. Additionally, a 6-ft wide sidewalk along West Street will connect from Center Street to the fitness trail. Pedestrian access to the community trail would be facilitated through a 12-ft wide shared-use path connection from the fitness trail.

Bicyclists that enter the Site from Center Street on East Street can use the widened 12-ft sidewalk on East Street. Bicyclist access to the community trail would be accommodated through a shared-use path connection from the fitness trail.

Program Composition of different Schemes



4.5 Future Land Uses and Implications

Proposed Uses

150 Center Street provides an opportunity for the Town of Groveland to create an area that serves a variety of community needs. These include the following:

- 12-18-hour activity. The combination of residential and small business uses with community access ensures an active site. People who are walking between uses also provide eyes on the area; with an appropriately lit pathway system, this increases the safety and attractiveness of the area.
- Community uses. The proposed community uses create a ‘northern campus’ that provides activities for a variety of interests and welcomes the entire Groveland community to the Site, retaining its importance as a community asset that is open to all. These uses include the extended trail network with a supporting trailhead kiosk, the community center and community gardens, and the performance pavilion.
- Commercial and light industrial uses. The small restaurant and proposed brewery/distillery or other food production (light industrial) anchor the community campus and provide an additional draw for residents with a possible small regional draw from adjacent towns. One or more mixed-use buildings anchor the entrance to the two campuses and can provide neighborhood services to the adjacent townhouses. Neighborhood services could include a small convenience store,

café, dry cleaner or laundry, day care, or small professional offices, among other uses. Units above those mixed-use buildings provide a housing type that is lacking in Groveland.

- Small neighborhood. The “southern campus” includes both the mixed-use buildings and the townhouses. The townhouses provide another housing type that is lacking in Groveland and are likely to attract younger residents who are looking for their first home and older residents seeking to downsize. The housing can be more affordable than single-family homes because of the smaller size of both the buildings and the associated land.

Relationship to Other Commercial Centers

The proposed uses would not be in competition with either Elm Square or Route 97; the campus-style development is complementary to those commercial areas.

Funding Community Components

The community components could be built by the Town, using a combination of municipal capital funds, funds from the Community Preservation Act for open space and recreation, bonding, and grants for parks, trails, and sustainable solutions, where appropriate and available.

Another option would be to work with the developer of the property to construct at least some of these amenities, which would also support the private program. The trails would be the most likely option for a partnership as those would be amenities for the rest of the development. The ability of

the developer to participate in such a public-private partnership will depend in part on the overall development volume, including the number of housing units. See Chapter 6 for more information on the disposition process and some of the evaluation criteria that could be used.

The Market Analysis undertaken by RKG Associates ([Section 5.3](#)) provides an assessment of the net fiscal impact to the Town of the private component of the Site. The net amount of new revenue to the Town may also allow the Town to bond a portion of the larger construction projects, such as the community center. The Town is unlikely able to fund the entire amount through the increase in residential taxes and will need to find additional capital funds, which could include a community fundraising source. In addition, the Town will need to consider the operating costs of a community center and the impact of those costs on the municipal budget. Revenue from renting the community center and the performance space could help offset some of those costs but requires appropriate management.

Managing Community Components

The Site provides significant opportunities for community-building, including active management of some of the publicly accessible components. Options for the management of each are as follows:

- The Community Center could be managed by the Council on Aging with participation by other committees such as the Recreation Committee, the Cultural Council, and the School Committee to attract a wide range of ages with different activities to the Community Center. The construction of the building, the space available, and the ownership of the building are all topics that should be addressed in the RFP.
- The Community Garden might be run by a non-profit organization, such as the Groveland Garden Club or a new group that is organized specifically for this purpose. If the community garden is attached to the proposed community center (perhaps with the playground), then the Council on Aging or another town department might take over management. If the Town chooses these options, this information should be included as part of the public benefit component of the Request for Proposals (RFP).
- The ownership and management of the Performance Center and Outdoor Pavilion are also open questions. The Groveland Recreation Committee and the Groveland Cultural Council could manage these facilities, with the assistance of the Highway Department for maintenance, or the facilities could be built by the developer and managed by a third party, with ownership of the land remaining with the Town or moving to the developer.
- The Conservation Commission will want jurisdiction over the lands designated as Conservation. However, the management and maintenance of the trails, trailhead parking and kiosk, and the fitness stations may need additional support. The Groveland Recreation Committee is an option, again with assistance from the Highway Department.



5. Evaluation

5.1 Recommended Development Scheme

Following the second public engagement presentation of the proposed schemes to residents and subsequent discussions that unveiled residents' preferences and concerns, the Nitsch Team formulated a recommended scheme to integrate all the garnered insights and ideas. The development scheme presents a framework for future development around a centralized public open space. Adjacent to this open space are key elements of the program outlined below:

- Residential – up to 35,000 Sq. Ft.
- Commercial / Light Industrial – up to 14,000 Sq. Ft.
- Retail – up to 4,000 Sq. Ft.
- Community Center & Outdoor Performance Center – 17,000 Sq. Ft.
- Community Garden Plots – 5,000 Sq. Ft. plots (with expansion opportunities if demand warrants additional plots)
- Playground and park amenities appropriate for recreational uses
- Open space retained for future active recreation (Multi-Use Field, Cricket Field)

At the forefront, a collection of 55 residential units takes shape, striking a balance between substantial housing and maintaining a subdued residential presence. Housing demand in the Merrimack Valley is diverse and has outpaced supply for some time. Trends suggest that housing production, particularly housing with a smaller footprint,

cluster development with higher density, and incorporation of the affordability crisis will continue to be an issue over the next decade. A new community center and amenities could coexist well with moderate-density housing. However, through the community engagement process, the Town and consultant team received strong feedback suggesting single-family housing was not a preferable use for the Site, and that housing, if included in the future program, should be integrated within a mixed-use approach.

An array of trees is proposed to blend with the natural forest and serve as effective visual and acoustic buffers, separating the residential units from Center Street. Adequate street-side parking is allocated to cater to the parking needs of residents and their guests. Positioned at the west intersection of the main road and the central thoroughfare, a 4,000-sqft retail building contributes to the revenue-generating aspect of the Site. On the eastern side, an inviting 4,000-sqft restaurant coexists harmoniously with a spacious 10,000-sqft commercial/light industrial space. The latter could potentially house a brewery or similar programs.

Transitioning to the opposite side of the central thoroughfare unveils an array of diverse community amenities. These encompass a 15,000-sqft community center, a playground, an 1,800-sqft performance venue, a community garden comprising 24 plots, and a 1,000-sqft outdoor pavilion. These components cater to a multitude of interests and foster an environment of engagement and interaction.

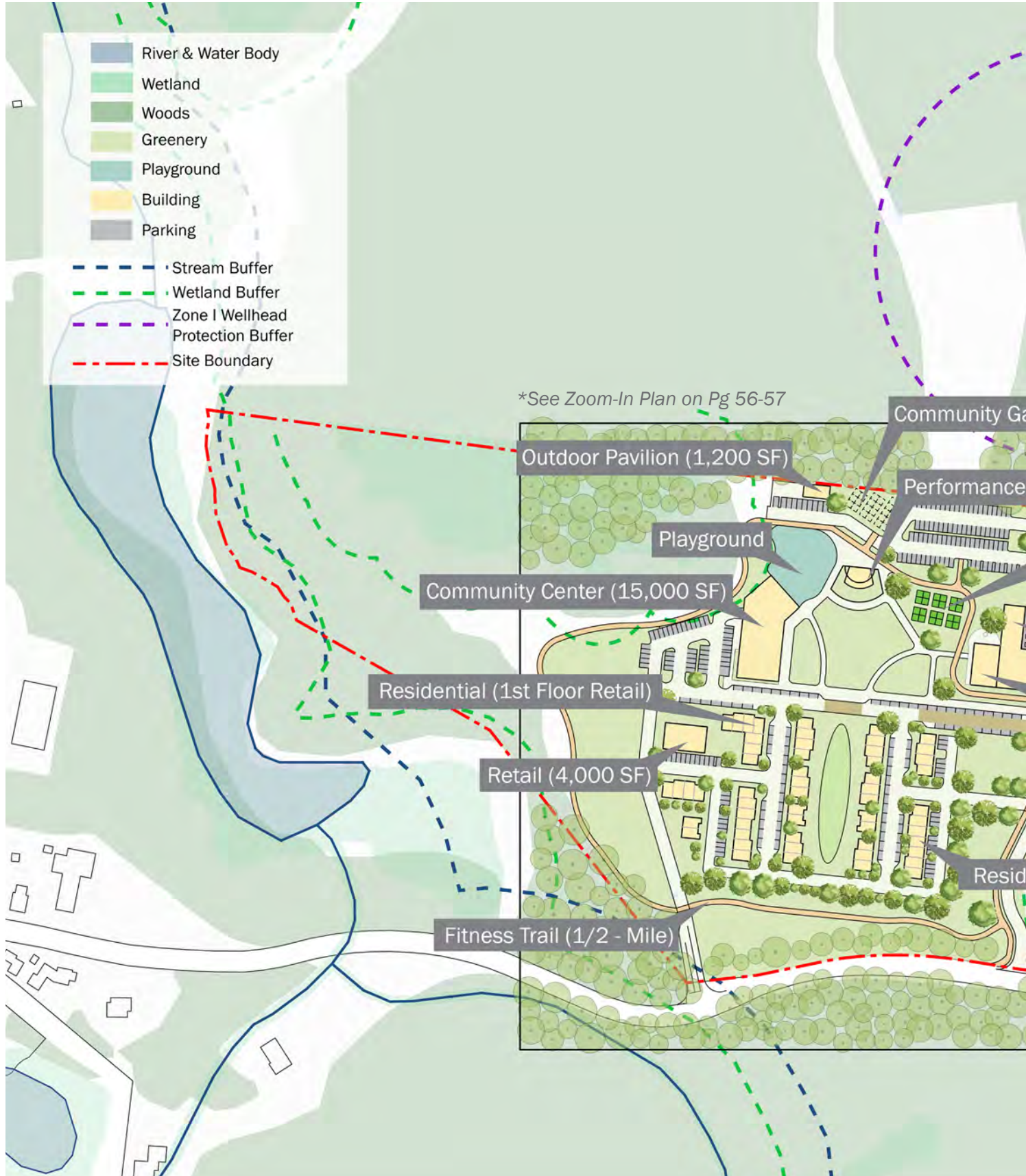




Fig 51. Recommended Development Scheme

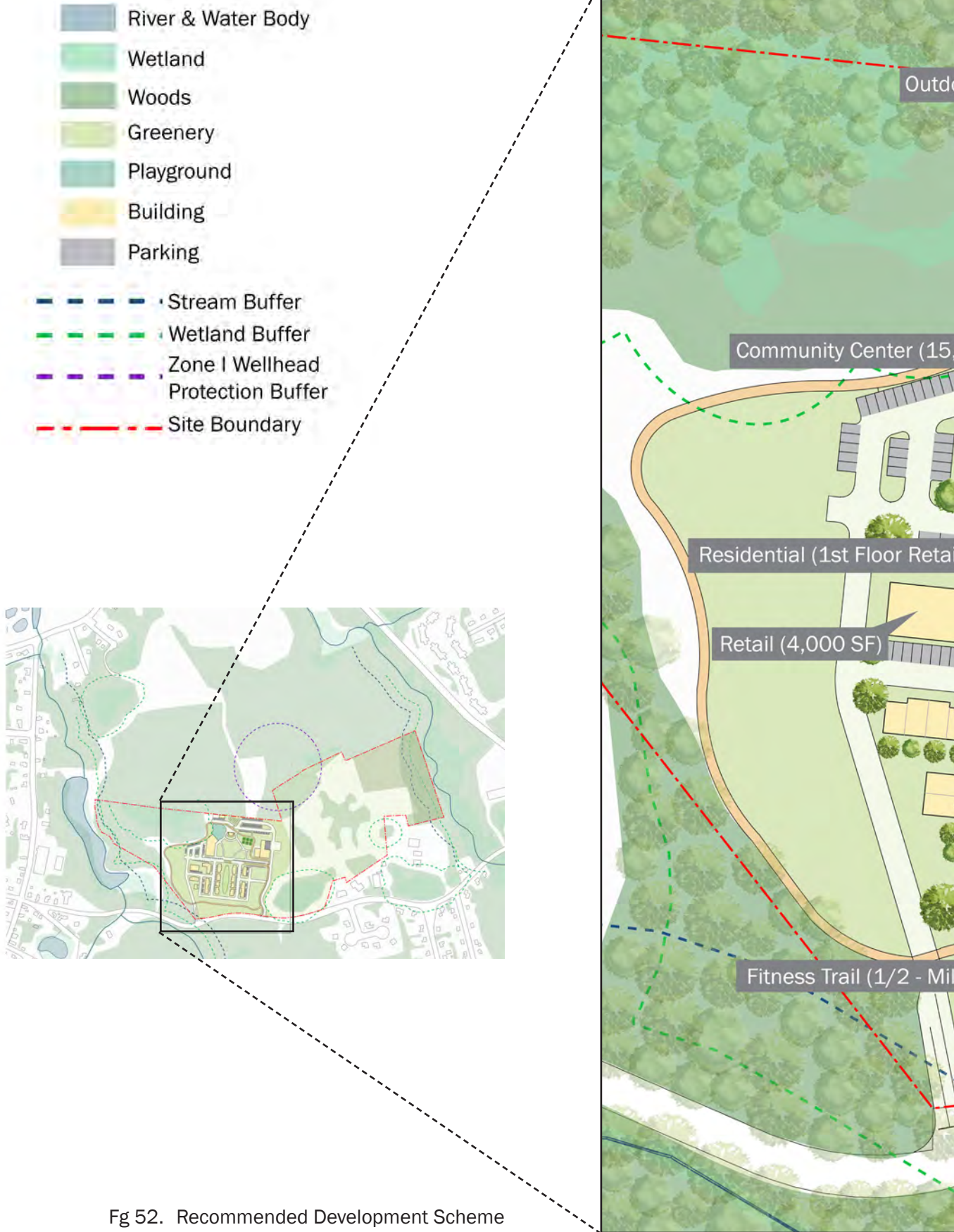


Fig 52. Recommended Development Scheme



In summary, the recommended scheme meticulously allocates land resources of the Site: a substantial 88.2% is reserved for conservation purposes, 7% is dedicated to circulation, 0.6% caters to commercial and light industrial endeavors, 1.3% is allocated for residential townhouses, and a further 1.5% is set aside for community-oriented amenities. This comprehensive distribution underscores the scheme's commitment to preserving the environment, increasing accessibility, and generating revenue.

Connectivity

The project promotes connectivity by retaining and connecting to the on-site and adjacent land trail network. The connection to the Groveland Community Trail will further improve accessibility and provide additional opportunities for outdoor recreation. In the recommended scheme, there are two primary entrances to access the Site. A 0.5-mile fitness trail winds around the development, offering visitors a diverse array of experiences and activities. Truck routes have been planned to facilitate entry from the east entrance, ensuring direct access for trucks serving the brewery and restaurant, while avoiding any disruption to the residential zone. The pavements lining the central thoroughfare are strategically designed to establish it as a pedestrian and bicycle-friendly street. Access to this thoroughfare is reserved for emergency vehicles, with no allowance for truck entry.

5.2 Transportation and Mobility Considerations

Based on the nature of the land uses of the recommended scheme, we anticipate minimal impacts on the morning or evening peak hours. The programmed events at the community center will likely be in the middle of the day, thereby minimizing additional traffic during rush hour. Additionally, Groveland residents who want to utilize the fitness trail and public park will arrive and depart throughout the day, rather than at specific peaks. If the Town wishes to host larger events at the outdoor pavilion or elsewhere on the development site, the two exits will allow traffic to dissipate both to the west to Washington Street and to the east to School Street.

Because parking demand for the various land uses will be distributed throughout the day, parking requirements can be shared, reducing the amount of paved area on site. During the day, drivers who wish to park to access the community center can utilize parking near the fitness trail and tennis courts. In the evening, restaurant patrons can utilize the same spaces. This shared parking allows more green space to be maintained throughout Strawberry Fields.

5.3 Zoning Framework

The recommended zoning for 150 Center Street is an overlay district (the Strawberry Fields Overlay District or SFOD) that would allow the combination of uses described in the recommended scheme and be coordinated with the disposition of the property as described in Chapter 6. The use of an overlay district will make the permitting process easier for both the private development and the uses related to community benefits. A streamlined permitting process for the Site will make it more attractive to potential developers.

The current zoning for the property is the Industrial District. This section provides information about how current components of the zoning could be modified to create the SFOD.

Definitions

The recommended scheme presented in this report includes the following specific uses that should be added to the Town’s zoning bylaws:

- **ADD: Brewery, Distillery, Winery** – A small, independently owned facility in which alcoholic beverages produced on-site are bottled and sold, typically in conjunction with a bar, tavern, or restaurant use. This includes the substantial equivalent to breweries, distilleries, and wineries. Products produced on-site may be sold through wholesale and retail operations.
- **MODIFY: Commercial Recreation, Outdoor** to allow outdoor entertainment, including concerts, theater productions, and movies.

- **ADD: Community Garden** – Garden plots managed by a single entity where people grow and care for plants for the purpose of consumption, neighborhood beautification, or education.
- **ADD: Trailhead Kiosk** – A structure providing information, trail-related retail including food for consumption on- or off-site, publicly-accessible bathrooms, and public trash and recycling facilities.

Multiple Uses Per Lot

The Town of Groveland already allows multiple uses on a single lot and within the same structure (4.2 Multiple Uses) except for residential, unless specifically allowed. The proposed SFOD should allow mixed use buildings with residential use as a component and more than one residential building per lot.

Table of Uses

The table on the following page shows the current uses allowed on the 150 Center Street lot and the proposed uses for the SFOD based on the recommended scheme described in this plan. The Town of Groveland uses the following abbreviations:

- **SP-A:** Special Permit from the Board of Appeals
- **SP-P:** Special Permit from the Planning Board
- **P:** Permitted
- **NP:** Not permitted

All proposed uses for the Proposed Overlay are identified as Permitted as the property will be subject to a Land Disposition Agreement (purchase and sale or lease) with a developer (see the RFP process in

Uses	Industrial (Existing)	SFOD (Proposed)	Site Plan Review
Multi-Family Dwellings	NP	P	Yes
Community Facilities			
Community Center	--	P	Yes
Library	P	P	No
Municipal Buildings	P	P	No
Parks	P	P	No
Post Office	P	P	No
Public Utilities	P	P	No
Municipal Recreation Outdoors	P	P	No
Agricultural			
Agricultural uses exempt under M.G.L. c. 40A, § 3.	P	P	No
Community Garden	--	P	Yes
Farm Stand Non-Exempt	SP-A	P	Yes
Business/Industrial			
Adult Day Care	SP-A	P	Yes
Bank - Commercial/Retail	P	P	Yes
Bed and Breakfast Establishment	NP	P	Yes
Brewery, Distillery, Winery with Tap Room	--	P	Yes
Business Offices	P	P	Yes
Child Care Facility	P	P	Yes
Convenience Retail	SP-A	P	Yes
Dry Cleaners	SP-A	P	Yes
Express Parcel Pickup	SP-A	P	Yes
Laundromat	SP-A	P	Yes
Light Manufacturing	P	P	Yes
Parking, Private	SP-A	P	Yes
Pharmacy, excluding medical marijuana dispensaries	P	P	Yes
Restaurant	SP-A	P	Yes
Retail - Small	P	P	Yes
Stand Alone Kiosk/Drive though/Walk up	SP-A	P	Yes
Recreational			
Commercial Recreation - Indoor	SP-A	P	Yes
Commercial Recreation - Outdoor	SP-A	P	Yes
Accessory Uses			
Customary Home Occupation (9)	NP	P	No

Table 4. Uses

Chapter 6) which will specify the terms of the development program. All uses for the Proposed Overlay should require Site Plan Review by the Planning Board. Uses not listed are not permitted within the Proposed Overlay.

Density and Dimensional Regulations

The table below compares the dimensional regulations for the existing Industrial District to those recommended for the proposed Strawberry Fields Overlay District.

The minimum lot area is zero to allow the flexibility in the campus-style development shown in the recommended scheme. For the frontage standard, the SFOD should establish a no-build zone along Center Street that preserves the view from the street. The development in the SFOD will be along internal access drives that act as the streets and govern the placement of the buildings in relation to circulation. Because of this relationship, the Town may want to consider establishing standards by building type. Table 6 shows the building types and their likely characteristics in the recommended scheme.

District	Min Area SF	Min Frontage Feet	Min Setbacks			Max. Height Feet	Max. % Lot Coverage	Max. % Impervious Area
			Front	Side	Rear			
I	43,560	150	50	25	25	35	25	50
SFOD	0	0	0-15	0-10	0-10	35-45	25	50

Table 5. Density and Dimensional Regulations

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 4,000 SF restaurant	3-Feb	30-45	0-10 feet ¹
Mixed-use 2 (restaurant and commercial/light industrial)	10,000 SF commercial/ light industrial	3-Jan	45	0-10 feet ¹
Attached town houses/row houses	630 SF G/F each 1,250 SF per unit total	2.5	35	10-15 feet ²
Community center	15,000 SF	2-Jan	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

1.This front setback is from the internal access drives, not from Center Street. Parking is not allowed within the front setback of any building.

2.The greater depth allows for a plaza area in front of the building. For a restaurant, this could be used for outdoor dining.

3.The deeper front setback for the townhouse units would allow for a front porch.

4.The deeper setback for the Community Center would allow for a more welcoming entrance, including landscaping and a front porch/terrace that could also allow for center activities.

Table 6. Building Characteristics

Lot Coverage and impervious area would change depending on whether the Town retains ownership of the conservation area or disposes of the entire site to a preferred developer. If the Town retains some of the land, the lot coverage and impervious area calculations should change to match the anticipated level of development. The Town should consider establishing minimum lot area and lot coverage restrictions by building type if the developer plans to subdivide the parcel at some point.

The Town's requirement for contiguous buildable area is not included in the proposed SFOD because of the size of the parcel and the recognition that this parcel will be the subject of a Land Disposition Agreement which will confirm the buildable area.

Finally, the Town may want to consider establishing a phasing program for the development of the buildings and amenities (see [Chapter 6](#)). As part of this process, the Town may also want to consider a cap on the total development volume to protect the Site's natural resources. This cap should be flexible enough to accommodate changing market demand – perhaps an additional 10-20% of the conceptual development volume identified in the recommended scheme. This cap anticipates that the developer might want to subdivide portions of the property post-development for resale and protects the Town for unanticipated future development. Of course, Town Meeting can always vote to change the cap on development, if instituted.

Off-Street Parking Requirements

This plan does not recommend changes to the off-street parking requirements for the uses shown in the recommended scheme.

The parking spaces per use standard appears reasonable given the Site's location and the zoning allows for shared parking calculations to reduce parking requirements.

Affordable Housing/Residential Development

This plan does not recommend changes to the affordable housing requirements. However, Section 10. Residential Development requires a special permit from the Planning Board for land that is divided into four or more lots or any project that results in a new increase of four or more dwelling units. Affordable housing for the Site should either be addressed within the SFOD or within the Land Disposition Agreement. This would allow the review of this project to remain at the level of Site Plan Review rather than a special permit. The Planning Board would still conduct the Site Plan Review.

Conservation Subdivision Design

The purpose of the Conservation Subdivision Design (CSD) district is to encourage flexible design for residential development. Although not applicable to 150 Center Street – the CSD is only applicable to residential developments in R-1 and R-2 – some of the requirements of this district could be incorporated into the SFOD. These include the Submittals, components of the Design Process, the Application, the Procedures, and some of the Design and Development Standards.

Planned Unit Development

The Town's existing Planned Unit Development (PUD) process is less relevant to the development of the SFOD as it is stricter than the CSD and has less relevance

to a campus-style mixed-use development.

Sign Regulations

The Town should consider establishing a sign master plan process that would allow the developer to obtain approval of all signage types and locations in one approval and require administrative review for the permits for each sign as it is installed or updated. This would streamline the overall permitting process.

Site Plan Review

The Town's existing Site Plan Review process should be applied to all uses on the Site as part of the Land Use Disposition Agreement, discussed in Chapter 6 Next Steps.

5.4 Market Analysis

In an effort to provide the Town a more complete understanding of the relative benefits and costs associated with this vision, The Nitsch Team developed a fiscal impact model to measure the impacts of the **privately-owned components only**. This analysis assists in understanding the potential for private property tax generation from each of these components compared to the demands on municipal services and estimated costs of those town services. It is assumed that the publicly owned and operated components of the plan would generate enough revenue to offset the construction cost debt and future operational costs and be funded through an enterprise that would balance revenues and costs.

This analysis relied on Town-provided data and information to ensure accuracy specific to Groveland and this project. Information provided by the Town included:

- Town of Groveland Omnibus Budget, FY 24
- Pentucket School Budget, FY 24
- School Enrollment, FY 23
- Call Volumes from Police and Fire Departments, 2022
- Town of Groveland Property Assessment Records and Tax Rates, FY 24

Fiscal Impact Analysis

Recurring Municipal Revenue Projections

This section describes the assumptions used to derive the estimated municipal revenues associated with the development program at 150 Center Street. the Nitsch Team measured those major revenue

streams with direct benefit to the Town of Groveland. This analysis focuses on the recurring revenues of property taxes and the Community Preservation Act (CPA) tax from private development. It does not include one-time payments to the Town, such as building permit fees or water/sewer hookup fees.

a.) Real Estate Tax Revenues

The primary source of municipal revenue in Massachusetts is real property taxes. The first step of the fiscal impact analysis is to estimate real property taxes that will be generated from the development program. Income properties in Groveland, such as commercial and industrial spaces, are assessed using an income valuation method, which recognizes the relationship between the property's value and the income it is expected to generate. For-sale residential units, such as the townhouses envisioned on the Site, are assessed on the sale price of the unit.

Since this project includes both a residential and a commercial component, the Nitsch Team developed two different pro forma evaluations to generate the total real property taxes the Town could expect to collect if this project were built and stabilized. The pro forma models were developed using realistic assumptions that reflect the current real estate market in Groveland or comparable developments in surrounding communities. The Nitsch Team used local market research to determine projected residential sale prices, commercial rents, vacancy and collection loss, operating expenses, and capitalization rates.

For the residential townhouses, the Nitsch Team utilized a comparable sales approach to valuation to derive potential property tax

estimates. For the 55 townhouses, the Nitsch Team assumed an average sales price of \$650,000 for a new two-bedroom unit. This was based on comparable sales found on Redfin and Zillow for similar product types in Groveland and surrounding communities. The estimated taxable valuation of the townhouses is \$35,750,000 (55 x \$650,000) which yields a gross property tax estimate of \$469,398 per year to the Town of Groveland (Table 7).

The Nitsch Team used the income valuation method for the light industrial and retail components of the development program based on information obtained from the pro forma analysis. After market research on lease rates and capitalization rates in the North Shore and Merrimack Valley regions, the Team estimates new retail space at this location could lease for \$20 per SF while new light industrial space could lease for \$15 per SF recognizing this may be a hybrid space combining production with a retail/sales component. A cap rate of 5.5% was applied to the Net Operating Income (NOI) of the development program representing a blended rate between retail cap rates of 6% and industrial cap rates of 4.5%. Based on an NOI of \$263,500, the commercial component could yield a capitalized value of approximately \$4,790,909 and annual property taxes of \$62,905 to the Town.

The Nitsch Team estimates that the total net new annual property tax revenue of the entire development program could be as high as \$532,302, in 2023 dollars.

b.) Community Preservation Act (CPA) Tax Revenues

Groveland adopted the Community Preservation Act and with it a 3% surcharge

on the assessed property value of residential and commercial parcels. The Nitsch Team calculated an estimate of CPA taxes that could be generated from the development program at the Site. The Town could anticipate an additional \$15,969 in CPA taxes per year.

c.) Summary of Municipal Revenues

A summary of municipal revenues at project stabilization shows an estimated \$548,271 in new annually recurring taxes generated from the private portion of the development program at 150 Center Street.

Residential	
Townhome Units	55
Gross Sale Price	\$35,750,000
Taxable Value of Residential Property	\$35,750,000
2023 Tax Rate	\$13.13
Real Property Taxes - Residential	\$469,398
CPA Tax - Residential	\$14,082
Commercial	
New Total Commercial Square Feet	18000
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%
Capitalization 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
TOTAL: Real Property Taxes + CPA Tax	\$548,271

Table 7. Calculation of Real Property Value & Taxes (2023 Dollars) (Source: Redfin, Loopnet, MA DOR, RKG Associates 2023) (© RKG)

Recurring Municipal Cost Projections

a.) Proportional Share of Departmental Costs

New development also generates public expenditures for maintaining government facilities and providing government services. In order to fully assess the costs associated with the residential and commercial land uses within the proposed development program, departmental expenses have been estimated for locally funded government services that will be provided by the Town of Groveland to the residents and employees that may one day live and work at 150 Center Street. Since the development has both residential and commercial components, the first step of this analysis is to allocate the proportional share of departmental expenses to residential and commercial development. The Nitsch Team employs a methodology that uses the Town of Groveland’s Fiscal Year 2024 Omnibus Budget and the assessed value of taxable real property as provided by the Massachusetts Department of Revenue for 2023.

According to MA DOR property assessment summary data, real property assessments for residential and commercial properties are as follows:

- Residential: \$1.30 billion: 94%
- Commercial/Industrial: \$63.97 million: 6%

The residential land uses’ proportional share of applicable government expenses is 94%, compared to 6% for commercial and industrial. The total personal property assessment is not reflected in this analysis since it is based on temporary assets that depreciate over time, and is not tied to the land. Several departments are assigned a 100% allocation to residential uses because of the nature of their services.

b.) Estimated Municipal Unit Costs

Departmental expenses shown in Table 9 are derived from the detailed budget breakdowns for each department, and in some cases sub-departments, as listed in the Town’s FY 2024 Omnibus Budget. Expenses are allocated by proportional share. The projections of municipal costs on a per-household or per-employee basis recognize that there are economies of scale associated with ongoing government operations, and that the introduction of new households and commercial operations in Town will impact certain departments more directly than others. Therefore, each functional element is assigned an efficiency factor, which is a percentage that reflects the incremental costs that would be incurred from net new households or employees in the Town. For example, police cost categories such as patrol services are likely to be more directly impacted than fleet services. Since public schools serve a narrow constituency (pupils), they are directly impacted by pupils generated from new housing.

removed state aid, grants, and any other one-time revenue from outside sources from department budgets as applicable. This revenue is not generated through the local tax base but typically through state aid or grants. One day, these funding sources could increase, decrease, or disappear completely, so it is important to understand the true costs borne by the Town to provide these critical services and facilities to residents and businesses. It is estimated that the incremental fiscal cost of providing town services to each new household is \$723 (Table 8). This is exclusive of school costs, which are calculated separately. The incremental cost of government services for new commercial space is calculated on a per-employee basis. Using a similar approach of allocating the proportional share of costs to each employee, The Nitsch Team worked with the Town to define the impacts of new businesses on municipal budgets. It is estimated that the incremental fiscal cost of general government services per new employee is \$88 (Table 9).

It is also worth noting that The Nitsch Team

The number of employees that will occupy the 18,000 total square feet of industrial/

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

Table 8. Calculation of Unit Costs for Residential Land Uses (Source: Town of Groveland & RKG Associates, Inc., 2023) (© RKG)

retail/restaurant space is estimated to equal 60, which is based on the widely accepted industry standard (and supported by the Urban Land Institute in multiple publications) of 300 square feet per employee.

c.) Estimated Public Schools Cost

New residential development accommodates households that may include school-age children. Indeed, the largest single government service cost associated with residential development is public schools. Estimating the number of new pupils from a residential development can be challenging and depends on various factors. These include, but are not limited to:

- The number of units with more than one bedroom, and the size of those bedrooms.
- The on-site amenities and marketing plan for the development.
- The location of the development.
- The quality of the school system.
- The sales price of the housing.
- The mix of market-rate and affordable units.

An added challenge for the townhouse units at 150 Center Street is there are very few comparable new townhouse developments in the Town that could serve as a comparable. A study was completed in 2015 that looked at different types of residential developments, unit types, bedroom sizes, and levels of affordability across Massachusetts to estimate per-unit student generation metrics. While this study is a bit dated, it is still a good information source in communities that lack comparable projects. For 150 Center Street, the Nitsch Team utilized the student generation estimate for the 2-bedroom, attached single-family, owner-occupied unit typology that carries a 0.429 children per unit estimate. Table 10 describes the estimate for school-aged children residing within the residential units.

To estimate potential school costs for the fifty-five (55) additional school-age children, the Nitsch Team reviewed the FY24 Pentucket Regional School budget. After removing external revenue sources from the budget, the all-in FY24 expenditure per pupil was \$15,174 (Municipal Expenditure of \$35,279,985 / 2,325 students).

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

Table 9. Calculation of Unit Costs for Commercial Land Uses (Source: MA EOLWD ES-202, Q4 2022 & RKG Associates, Inc., 2023) (© RKG)

To calculate the cost of educating one additional student from the Town of Groveland, the Nitsch Team analyzed all school budget line items to identify fixed costs and variable costs that could change based on the addition of a new student to the district. All variable costs from the budget were totaled, multiplied by Groveland’s share of the total school budget, and then divided by Groveland’s 2022-23 enrollment of 892 in-district students. This yielded an incremental cost per new student of \$9,510. The Nitsch Team believes utilizing an incremental approach to municipal and school costs more accurately reflects the financial impact on a town or school district. Not all costs incurred by the school district

will rise by adding new students, particularly when those students are spread across grades and schools. For example, if 24 new students were added to the regional district, it is unlikely new principals or administrators would be hired but new books, desks, and equipment would be needed. This methodology separates those costs that are anticipated to rise as a result of new students and those that are not.

After adjusting for fixed and incremental costs, The Team estimates that the total cost to educate new students from development at 150 Center Street could be as high as \$224,397 (Table 11).

Unit Type	Units	Ratio	Est. Pupils Generated
MARKET			
1 - Bedroom	0	0.000	0
2 - Bedroom	55	0.429	24
TOTAL	55		24

Table 10. Calculation of Pupil Generation (Source: Econsult Solutions, 2015 ESI Residential Demographic Multipliers for MA, RKG Associates) (© RKG)

Expense Category	2023 - 2024	Percent of Total
Pentucket School Budget		
Variable Costs	\$31,404,686	62%
Fixed Costs	\$19,315,403	38%
Total School Budget	\$50,720,090	100%
Groveland Share of Budget		
Variable Costs	\$8,483,232	62%
Fixed Costs	\$5,217,598	38%
Total School Budget	\$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

Table 11. Calculation of Costs of Public Schools (Source: Pentucket Regional Schools FY 23 Budget, RKG Associates 2023) (© RKG)

d.) Summary of Municipal Expenditures

Total annually recurring municipal expenditures for development at 150 Center Street is projected to equal \$269,480 in 2023 dollars, reflecting: \$39,971 in services to households; \$5,293 in services to commercial operations; and, \$224,397 in public school services (Table 12).

Fiscal Impact Summary

The calculation of the annual municipal surplus/deficit assumes that the project is fully built out and stabilized. Table 13 presents the net fiscal impact summary for both municipal revenues and expenditures.

Table 13 presents a summary of the projected revenues and costs. Total projected annually recurring municipal revenues are estimated to equal \$548,272.

The annual cost of general government services is estimated to equal \$45,084, and the cost of public schools is estimated at \$224,397, totaling \$269,481 in annually recurring municipal costs. Development at 150 Center Street, as envisioned in this study, is projected to generate an annual municipal surplus of \$278,791, creating a net positive fiscal benefit for the Town of Groveland.

Cost Category	Number	Cost	Municipal Expenditure
Housing Units	55	\$723	\$39,791
Commercial Employees	60	\$88	\$5,293
Public School Pupils	24	\$9,510	\$224,397
TOTAL			\$269,480

Table 12. Estimated Annual Municipal Expenditures (2023 Dollars) (© RKG)

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

Table 13. Net Fiscal Impact Summary (2023 Dollars) (© RKG)





Fig 53. Rendering of the Vision for 150 Center Street (© RKG)



6. Next Steps

The Town of Groveland now has a recommended development scheme, resident feedback, an existing conditions assessment, zoning, and market analysis for 150 Center Street. These resources summarize the feasibility of development options as well as the community's reaction to them. The Town of Groveland can utilize this information to inform the next steps of developing 150 Center Street. Further action is needed before the development plan can be implemented. Collaboration between the Town of Groveland and a developer will need to determine ownership of the different pieces associated with the recommended scheme.

6.1 Property Disposition and Redevelopment Process

The Town of Groveland will need to dispose of some or all of this property to meet the vision and program described above. Disposition options can include the sale of the entire property; the sale of a portion of the property; or a long-term ground lease for some of or the entire property. Disposition of municipal property is governed by the uniform Procurement Act, M.G.L. c. 30B (Chapter 30B). The Chapter 30B Manual was updated in May 2023 and can be found here: <https://www.mass.gov/doc/the-chapter-30b-manual-procuring-supplies-services-and-real-property-legal-requirements-recommended-practices-and-sources-of-assistance-9th-edition/download>.

Chapter VIII. Real Property Transactions covers the disposition of real property with a value of more than \$35,000. 150 Center Street would fall into this category.

The basic process for disposition is outlined in the Chapter 30B Manual, and includes the following actions:

- Declare property available for disposition (sometimes referred to as surplus to requirements) and identify any restrictions on the reuse of the property.
- Determine the value of the property. This can include either hiring an appraiser or using the assessed value of the property if it meets certain criteria.
- Develop the solicitation (usually called a Request for Proposals). This should include a description of the property and the criteria the Town will use to evaluate responses and determine the rule for award (in other words, how the winning bid will be selected). Submission requirements and contract terms and conditions are also required.
- Advertise the RFP in a newspaper with sufficient circulation and, if the property is over 2,500 SF, publish the advertisement in the Central Register.
- Distribute the RFP to all who request it. This step includes tracking those who requested the RFP and sending any addenda (updates to the RFP) to all on the list.

- Open and evaluate proposals. Proposals are opened in public and evaluated using only the criteria in the proposal.
- Submit disclosures. This is the name of the selected bidder and the amount of the transaction, which must be sent to the Central Register.
- Execute the contract. For real property, this will be a purchase and sale or a lease, which should be drafted by the Town's land use lawyer. The document should contain the terms and conditions included in the Request for Proposals.
- Retain records for six years from the date the Town received the final payment under the contract.

The Chapter 30B Manual is more specific about the requirements for each step and should be consulted in detail during the process of developing the Request for Proposals.

Preparing the Request for Proposals: Process

The Town has options for developing the RFP. Town staff can develop the RFP, using the information in this report to complete the description of the property and the criteria for evaluation (see below). The Board of Selectmen would declare the property surplus to requirements and approve the RFP for publication and distribution. The Board of Selectmen would also make the final decision on the preferred developer.

Another option would be to create a committee to prepare the RFP, interview the respondents, and prepare a recommendation to the Board of Selectmen for their review

and consideration. Again, the Board of Selectmen makes the final decision on the preferred developer.

If the second option is chosen, the role of the committee would be focused on the development of the evaluation criteria used to differentiate the respondents to the RFP and allow for a clear decision-making process.

Preparing the Request for Proposals: Criteria

When preparing the draft Request for Proposals (RFP), the Town should consider the following items as components of the evaluation criteria:

- The amount of land that will be part of the proposal and the conditions attached to that land.
 - Options include subdividing the parcel with the Town retaining the areas marked Conservation, Passive Recreation, and Community Amenities. The Town should consider how these areas will be built and maintained if it takes ownership.
 - A second option would be to retain only the land identified for Conservation and dispose of the land for Passive Recreation and Community Amenities. This option could include a ground lease from the Town for the proposed public components. This arrangement would provide a developer with a tenant for a portion of the non-residential areas and reduce the risk of development.
 - The Town could also dispose of the property for less than its appraised value in exchange for construction of some

of the amenities by the developer. This could include the trails and perhaps the performance stage; it is unlikely to include the community center without an increase in the number of residential units, based on current market conditions.

- The development volume necessary to achieve the anticipated public benefit(s).

- Participants in the community meetings had different preferences for the volume of development suitable for the Site and the land uses of that development. As noted above, the Town could retain ownership of some of the land and build the proposed passive recreation and community facilities itself, using a combination of municipal capital funds, funds from the Community Preservation Act for open space and recreation, bonding, and grants for parks, trails, and sustainable solutions, where appropriate and available. However, if the Town wants the developer of the property to fund portions of the capital expense, then it must balance the amount of development required to provide sufficient funds for the public benefit. Under current market conditions and given both the characteristics of Center Street and Groveland’s location in the region, this development is likely to be housing. Thus, the number of housing units allowed must be balanced with the desired community benefits.

- Phasing private development with the development of public benefits.

- If the Town wishes the developer to contribute towards the construction of public benefits, then the criteria in the

RFP should require that public amenities are constructed on a similar schedule as the private development. 150 Center Street is seen as a community resource. Coordinated construction of public amenities with private development would ensure that all residents of Groveland continue to feel welcome on the Site. Again, this option depends on the proposed ownership structure and responsibilities for construction.

- Other criteria.

- Other criteria include the experience of the developer, their financial capacity, their development capacity, and their willingness to work with the Town to achieve its objectives.

Development is subject to both the Town of Groveland’s bylaws and regulations as well as the State of Massachusetts’ regulations. Any major changes to the recommended development scheme and development principles should be reviewed by the Town and provide a chance for public outreach and a public hearing.



Photo: Existing Site Trails

Appendices

The following materials and additional information were utilized during the feasibility study and provided in the Appendices for reference. Those Appendices include:

Appendix A. Public Engagement Material

A.1 Public Engagement Session
Flyers

A.2. First Public Engagement
Session Presentation

A.3. Second Public Engagement
Session Presentation

A.4. Other Public Engagement
Materials

Appendix B. Results of Public Surveys

Appendix C. Market Report & Fiscal Impact
Assessment

Appendix D. Wetland Delineation Sketch Map

Appendix E. Property Topographic Basemap

Appendix A.1. Public Engagement Session Flyers

COMMUNITY VISIONING SESSION

Please join us for a first community visioning session meeting for Strawberry Fields, 150 Center Street.

This first visioning session led by the Town's consultants, Nitsch Engineering, Innes Associates, and RKG Associates will include a brief presentation. The vision will drive the conceptual ideas for future redevelopment of Strawberry Fields site.

This will be the first informational gathering meeting, so please come and share your ideas. We look forward to seeing you there!

STRAWBERRY FIELDS

150 CENTER STREET

GROVELAND, MA



Thursday May 18, 2023

7:00pm – 8:30pm



Groveland Town Hall

183 Main Street

Groveland, MA 01834



TOWN of
GROVELAND
MASSACHUSETTS



COMMUNITY VISIONING SESSION

Please join us for our second community visioning session for Strawberry Fields/150 Center Street.

This session led by the Town's consultants, Nitsch Engineering, Innes Associates, and RKG Associates will include a brief presentation. Your input will drive the conceptual ideas for future redevelopment of the site.

This will be the second of three informational meetings, so please come and share your ideas. We look forward to seeing you there!

STRAWBERRY FIELDS

150 CENTER STREET

GROVELAND, MA



Thursday July 27, 2023
7:00pm – 8:30pm



Groveland Town Hall

183 Main Street
Groveland, MA 01834

Visit the Project Website at the link below or use this QR Code:

tinyurl.com/01834150



TOWN of
GROVELAND
MASSACHUSETTS



Appendix A.2. First Public Engagement Session Presentation

150 CENTER STREET

GROVELAND, MA

STRAWBERRY FIELDS
Public Engagement Session

May 18th, 2023



Schedule of Events

- INTRODUCTIONS 7:00 – 7:10pm
- STRAWBERRY FIELDS PRESENTATION 7:10 – 7:30PM
 - Project Introduction
 - Site Assessment
 - Market & Zoning Analysis
- COMMUNITY ENGAGEMENT SESSION 7:30 – 8:10PM
- REPORT OUT & NEXT STEPS 8:10 – 8:30PM



TOWN of
GROVELAND
MASSACHUSETTS



Introductions

Town of Groveland



Town Administrator
Rebecca Oldham



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

MassDevelopment



**VP Planning &
Predevelopment**
Nathaniel Thomas

Consultant Team



Project Manager
Brian Creamer,
AICP, SITES AP



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



**Senior Transportation
Designer**
Madeline Augustine,
EIT



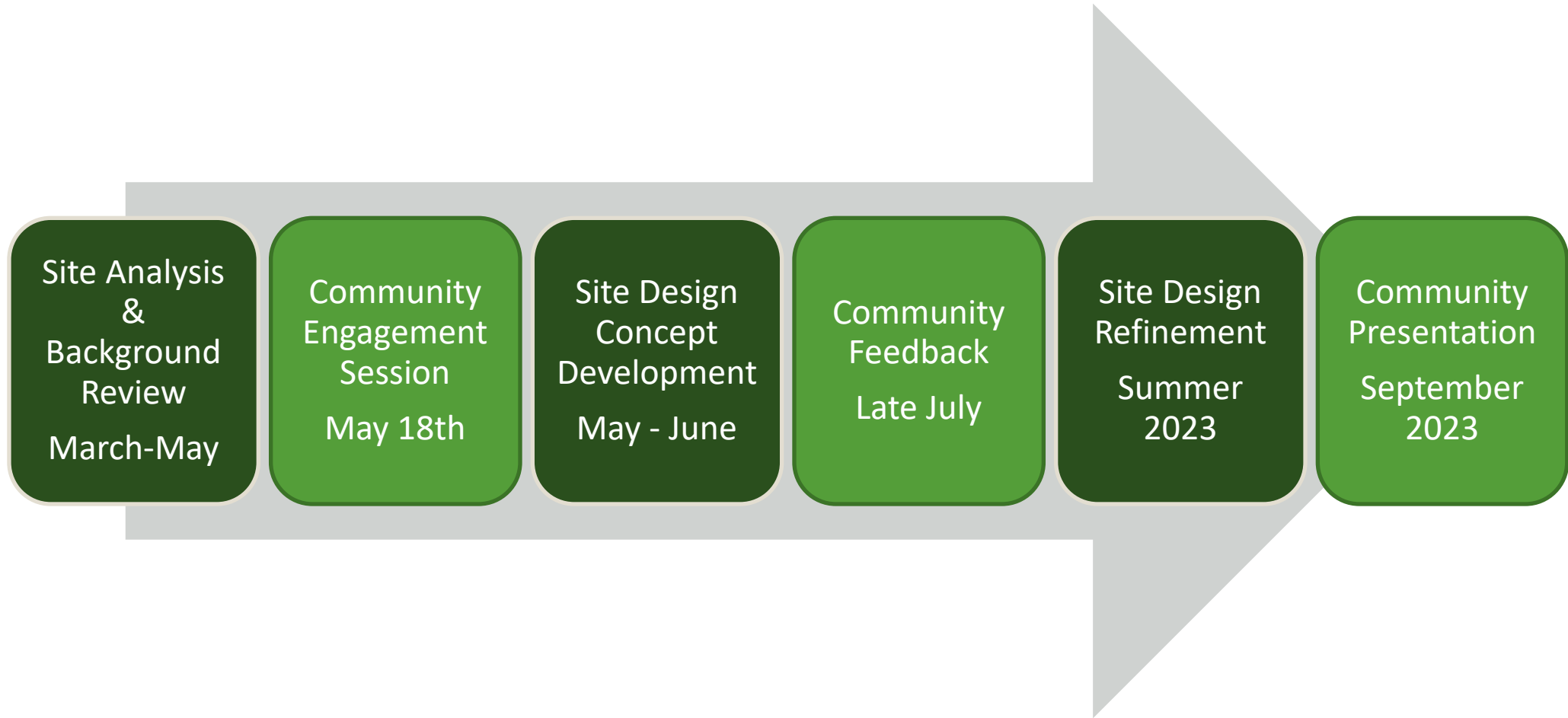
Principal
Emily Keys Innes, AICP,
LEED AP ND



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



Project Schedule



PROJECT INTRODUCTION





Project Introduction
Project Goals



1 Identify Site Opportunities, Constraints and Site Program



2 Refine Redevelopment Scenarios with Zoning Recommendations and Market Analysis

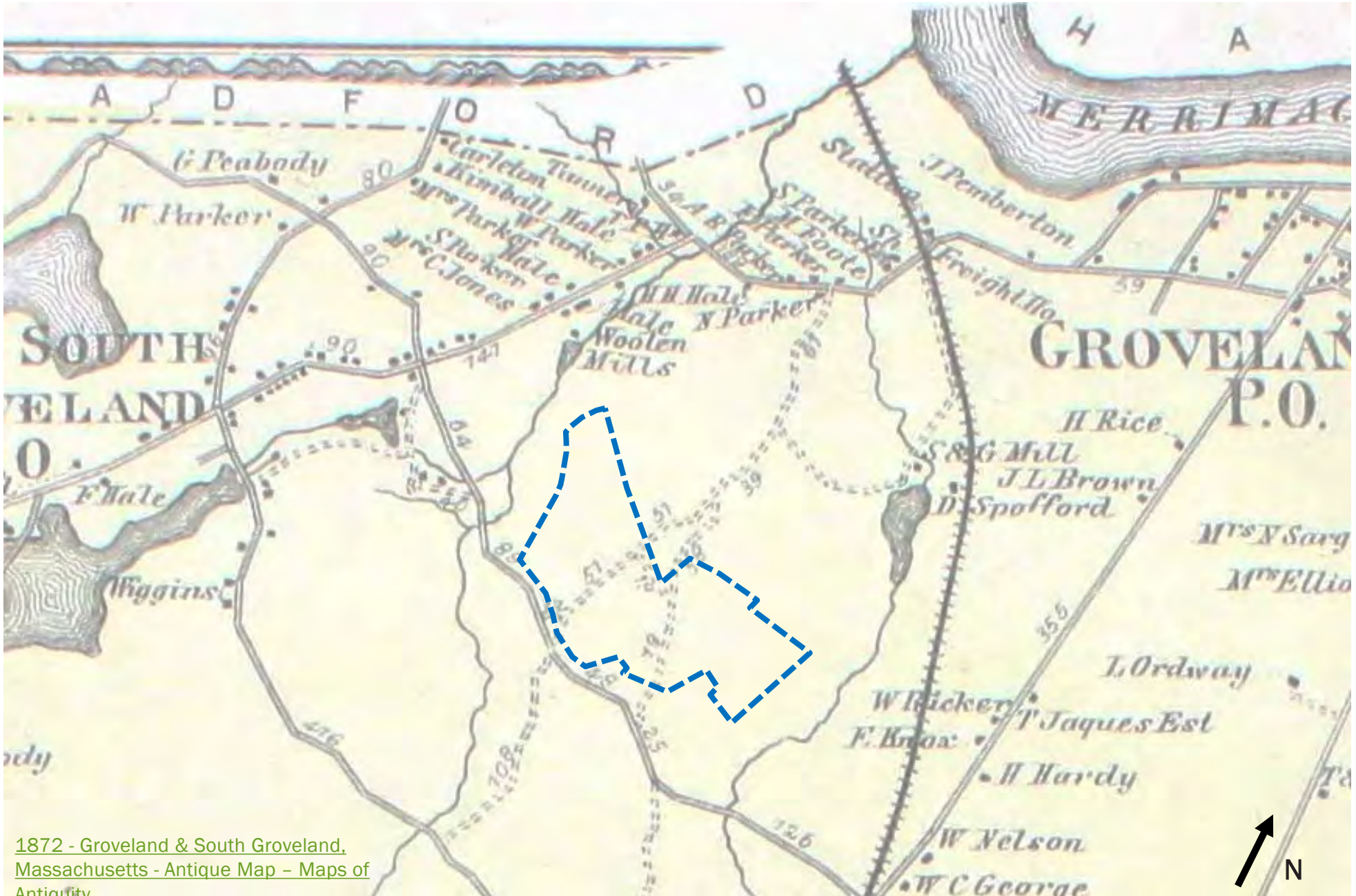


3 Facilitate Collaboration and Engagement

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



SITE ASSESSMENT



1872 - Groveland & South Groveland, Massachusetts - Antique Map - Maps of Antiquity

Historical Context



April 1995



December 2001



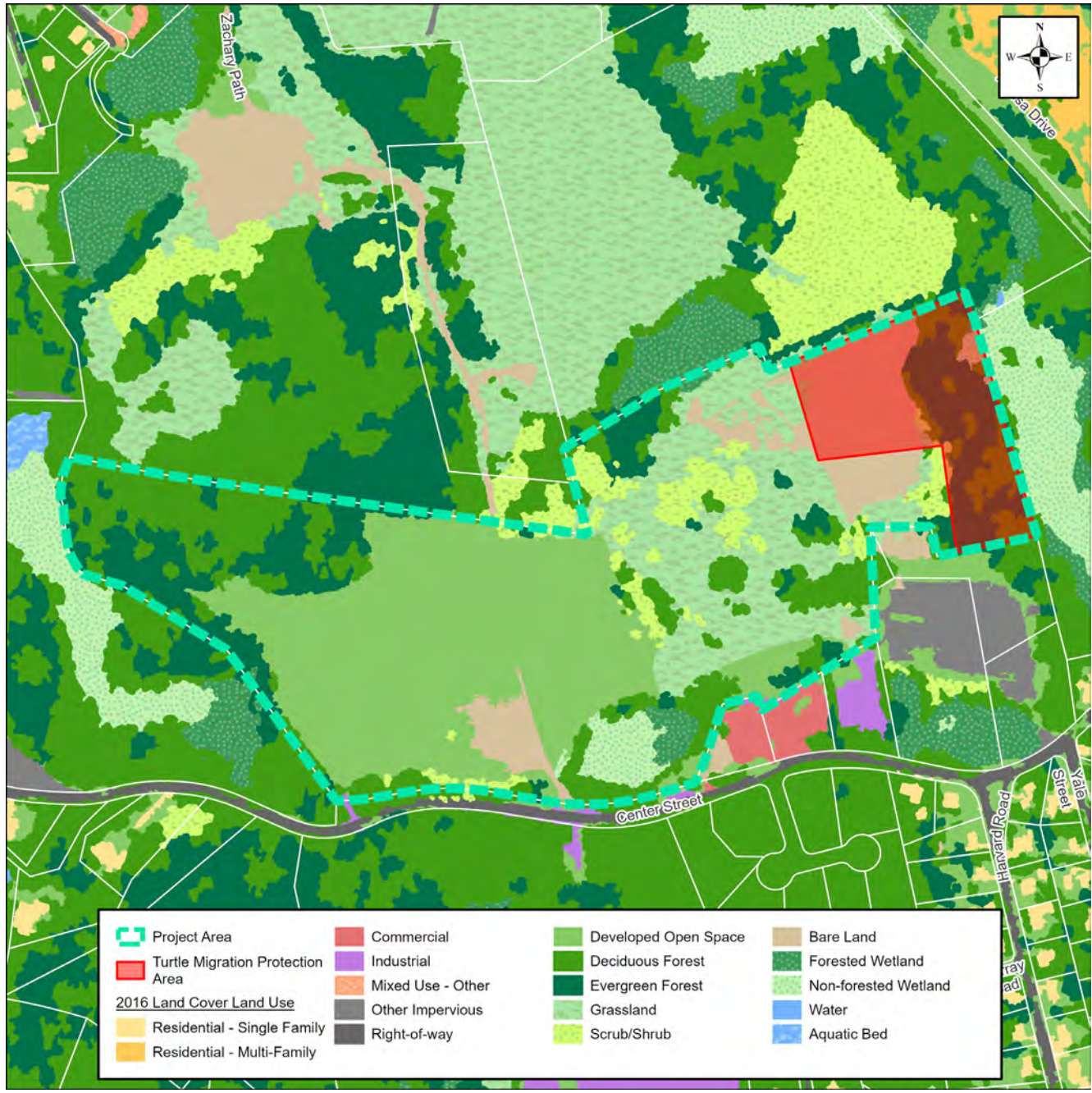
April 2008



April 2022

Land Use

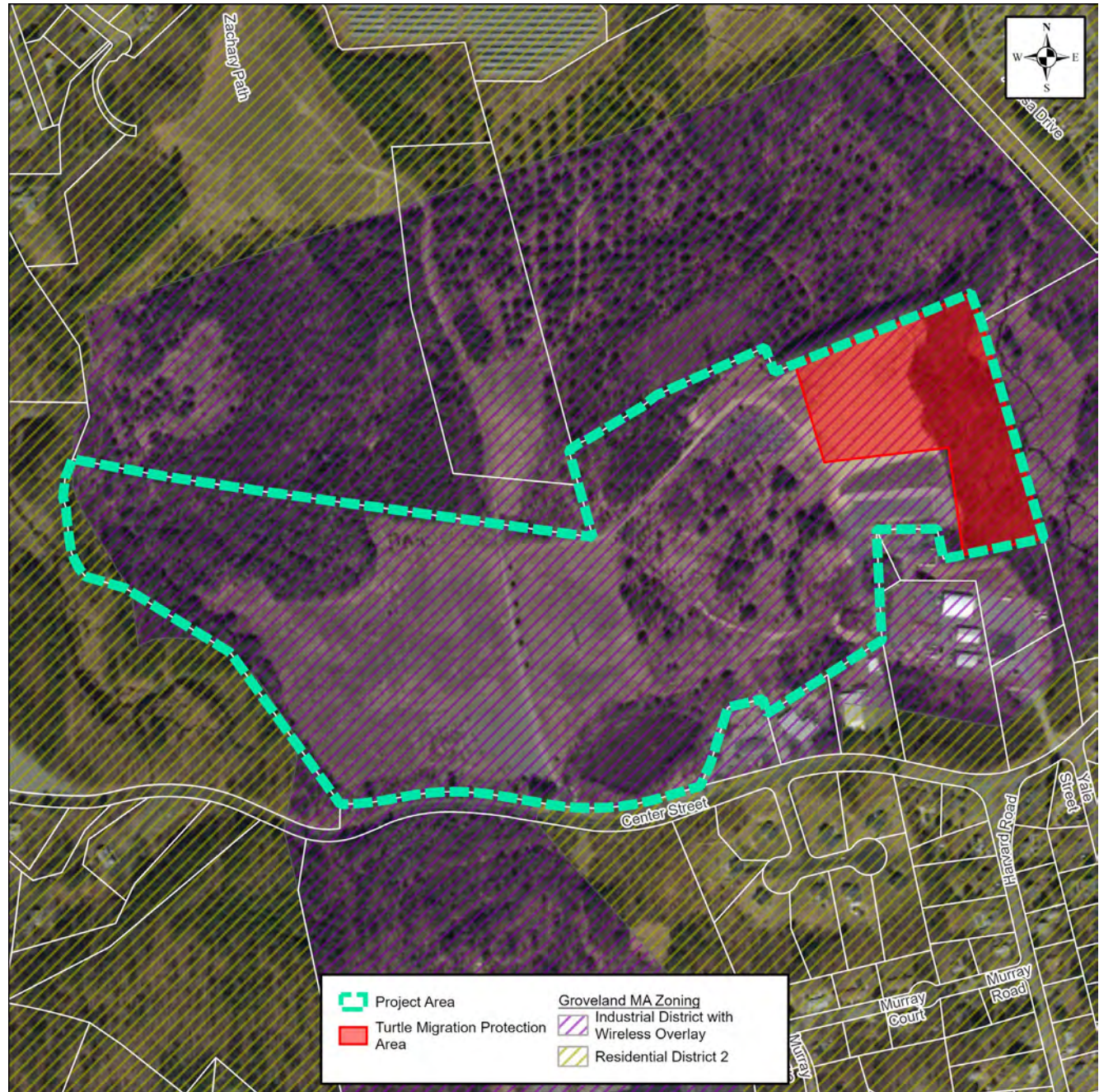
Land uses on the site are comprised of open space, evergreen and deciduous forest, shrub land, forested wetland, and bare land.



Zoning

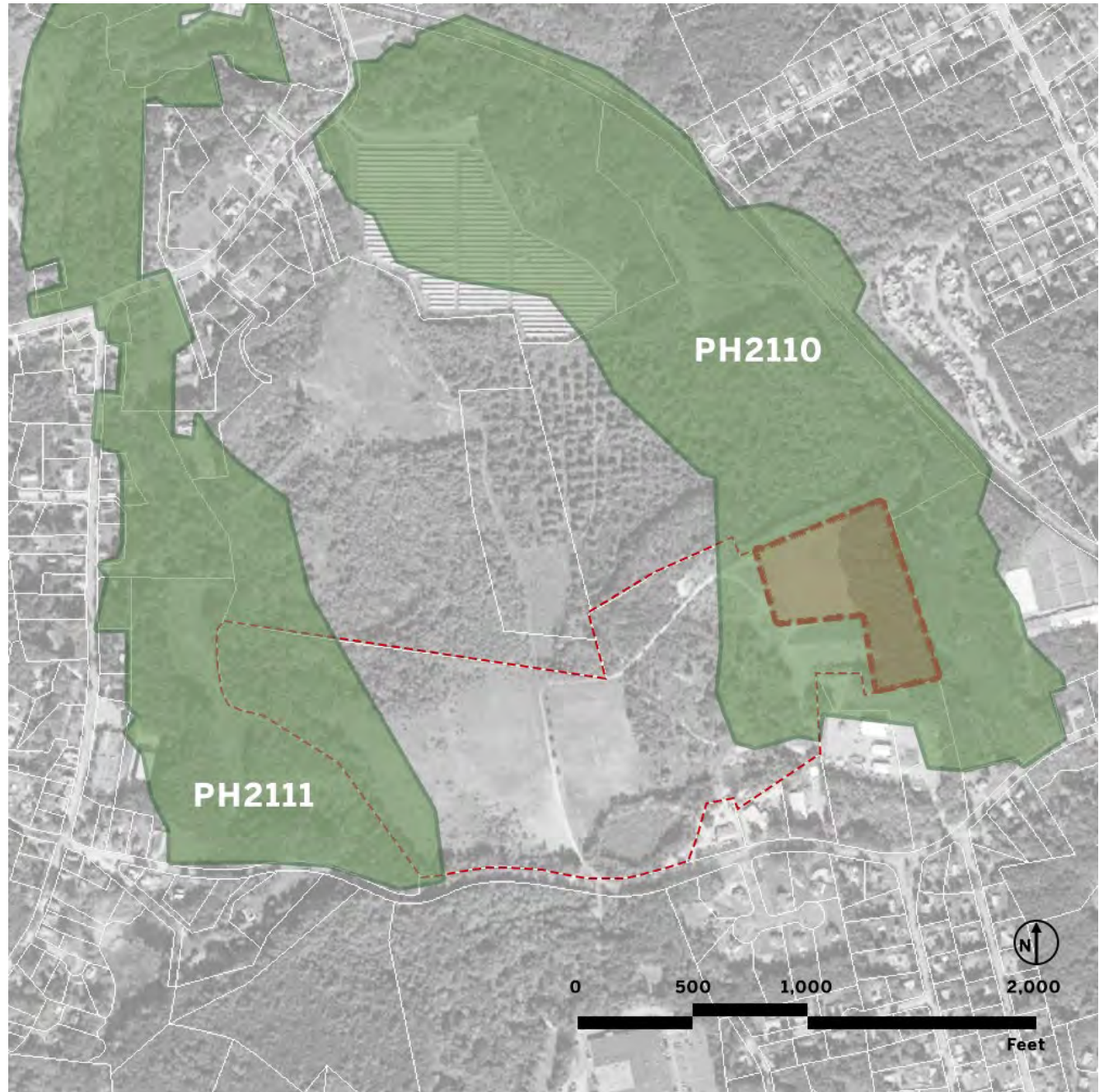
The site is currently entirely within the Industrial District. It is bordered on the west side by Residential District 2

Rezoning or a zoning overlay will be required to redevelop the site with uses not allowed within the Industrial District










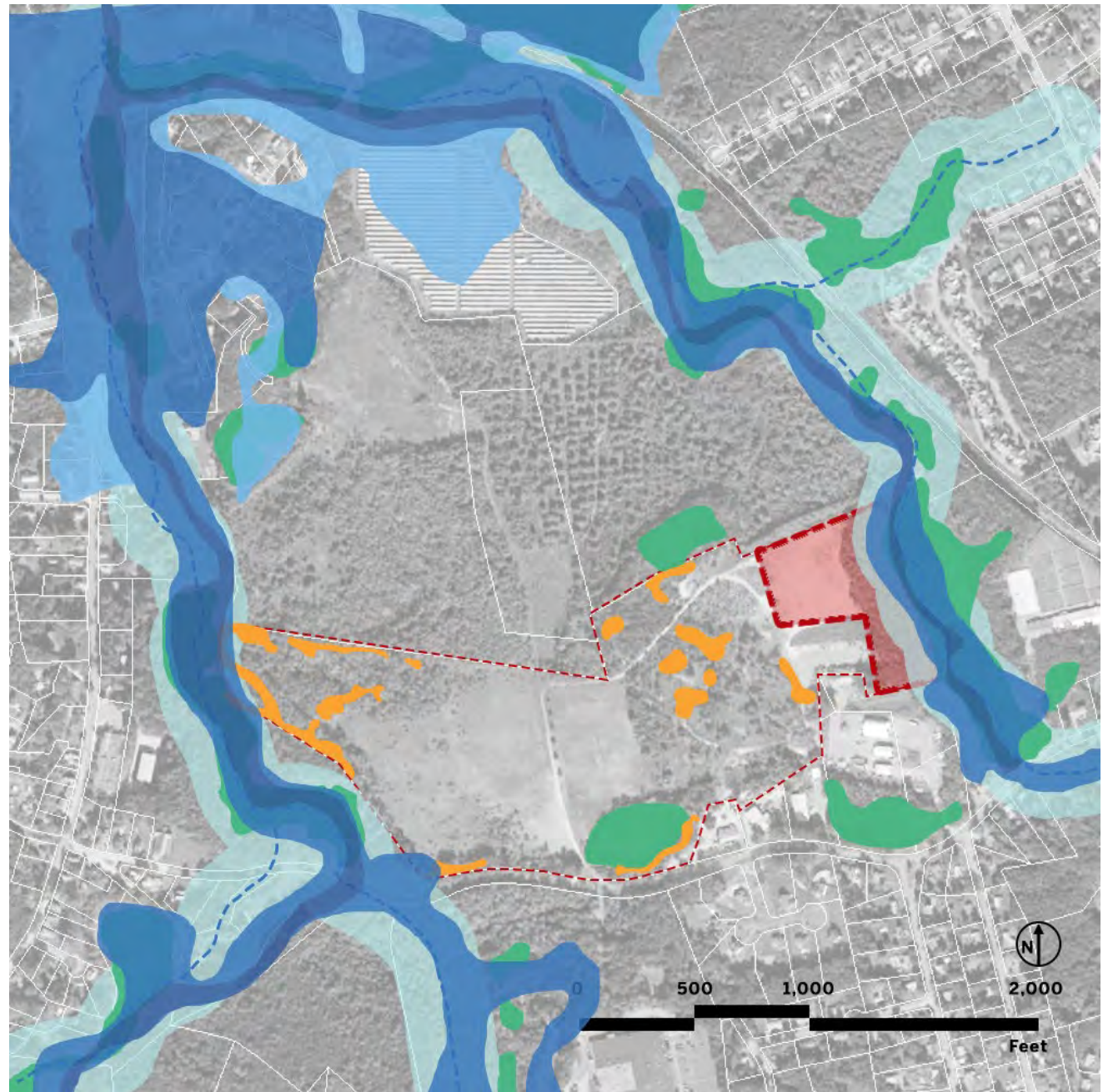
Priority Habitat of Rare Species

Priority Habitat of Rare Species (PH 2110 & PH 2111) by the Massachusetts Natural Heritage and Endangered Species Program (NHESP)



Environmental Protection and Regulatory Constraints

-  Regulatory Floodway
-  100-Year Floodplain (1.0%)
-  500-Year Floodplain (0.2%)
-  Wetlands
-  200-Foot Riverfront Area
-  Slopes > 10%
-  Conservation Restriction



Aquifer and Wellhead Protection

Land use restrictions:

Prohibited

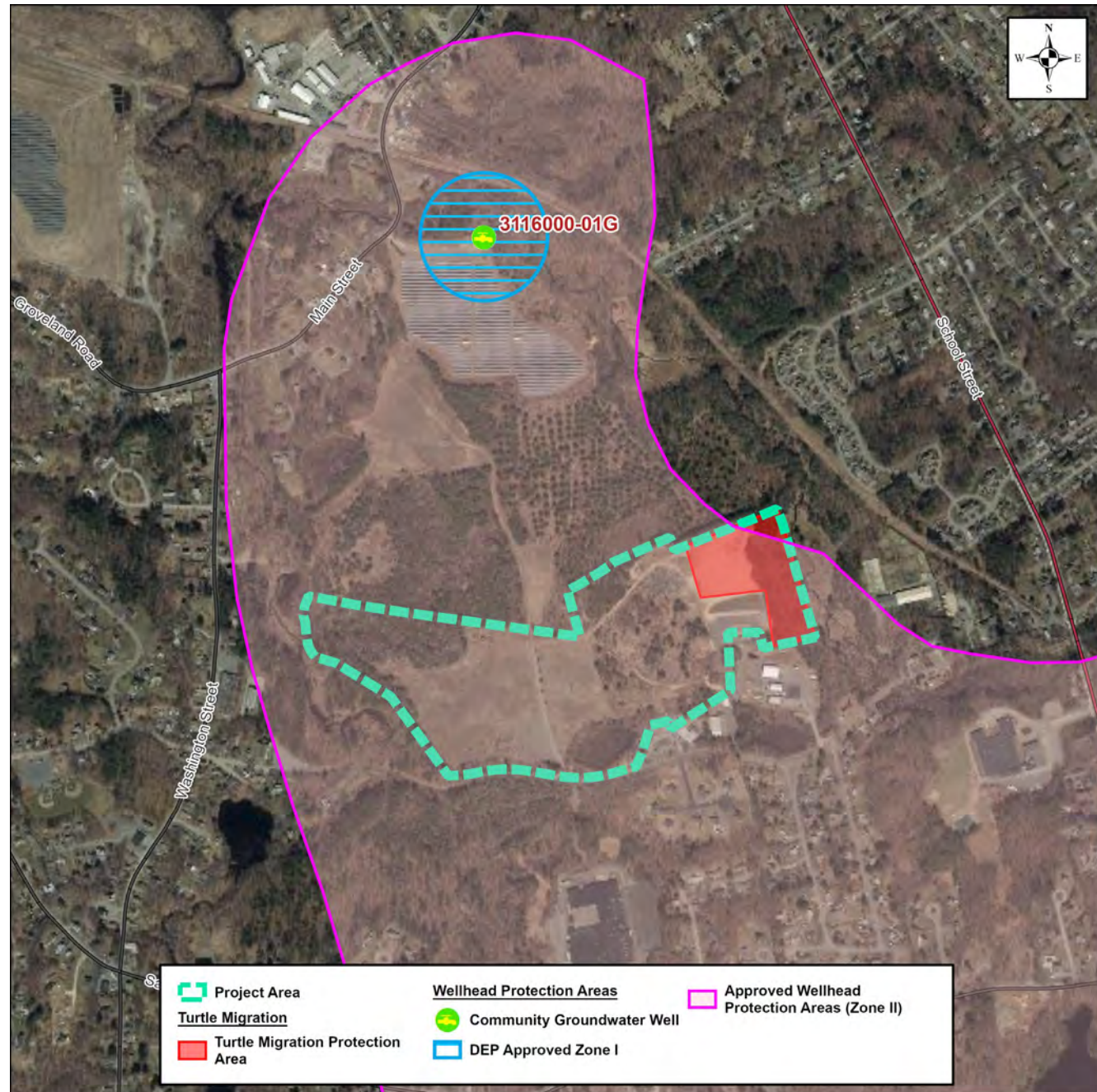
- non-sanitary wastewater disposal to the ground
- landfills and open dumps
- automobile graveyards/junkyards
- stockpiling/disposal of snow or ice that contains deicing chemicals
- facilities that generate, treat, store, or dispose of hazardous waste (Note: Very Small Quantity Generators are exempt.)
- petroleum, fuel oil and heating oil bulk stations and terminals
- wastewater residual landfills

Restricted

- storage of sludge, septage, deicing chemicals, animal manure
- commercial fertilizers, hazardous materials, and petroleum products
- earth removal activities
- impervious surfaces greater than 15% or 2,500 square feet

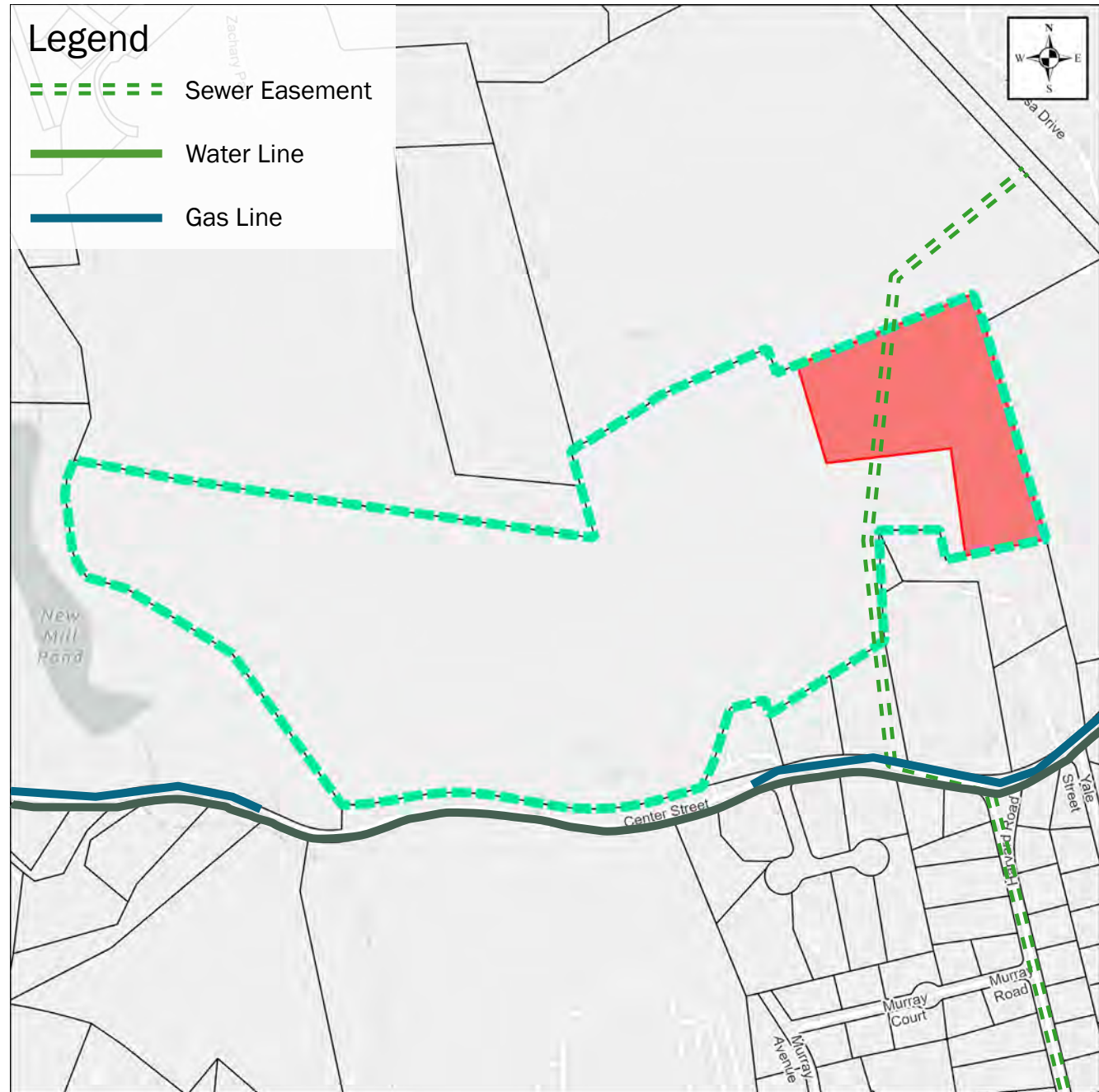
Other DEP programs also regulate certain threatening land uses, such as septic systems and landfill siting.

MassDEP indicates additional requirements for stormwater management in a Zone II which is considered a “Critical Area”.



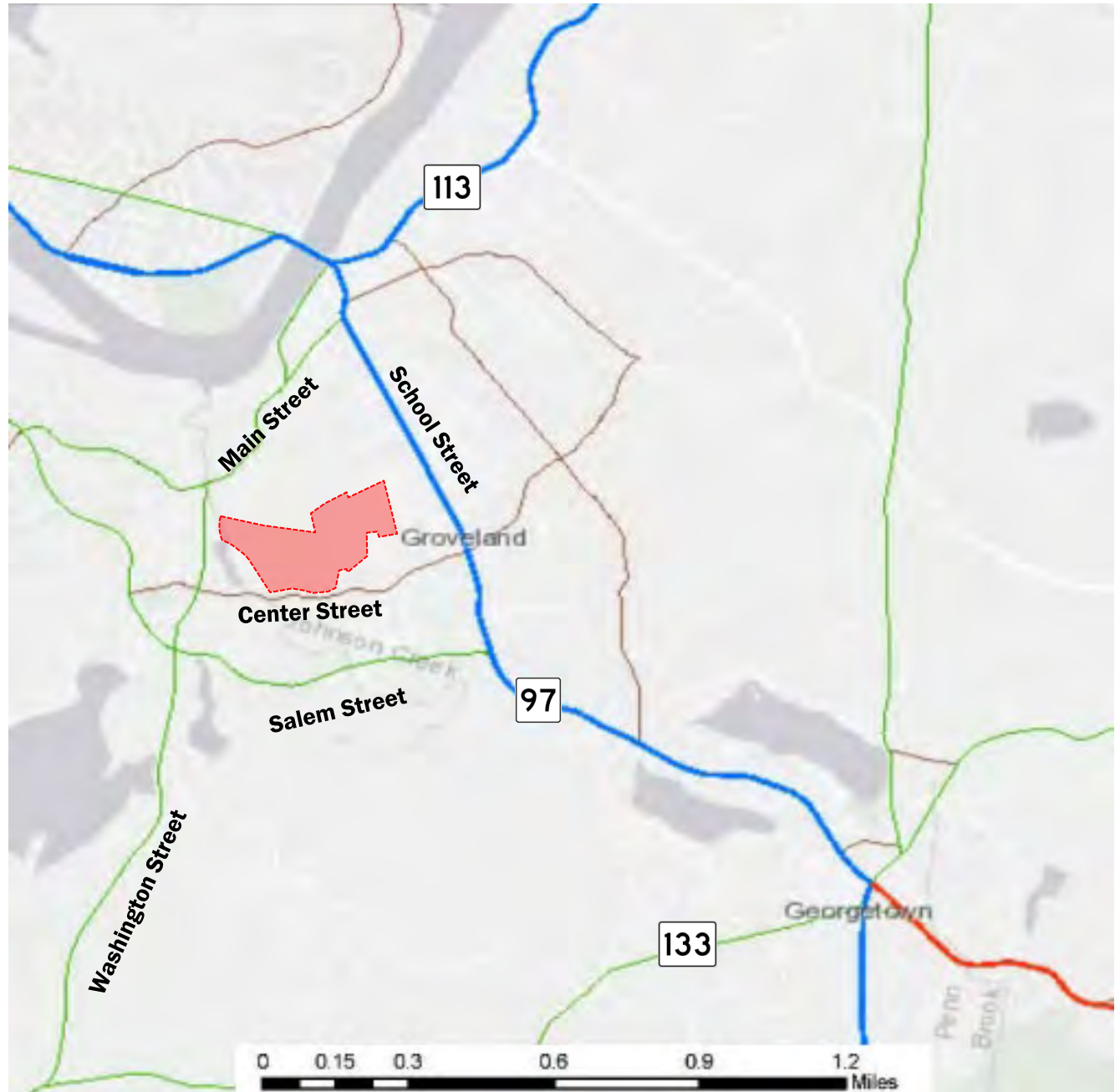
Site Utilities

- The site is within the Municipal Separate Storm Sewer System (MS4) regulated area
- It is a relatively flat site with less than 2% slopes
- There is Water, Natural Gas, and a Sewer easement accessible from the site



Roadway Use, Traffic, and Site Access

Function Classification of nearby Roadways show the site is accessed by Center Street which is classified as a rural minor collector.



- Rural or urban principal arterial
- Rural minor arterial or urban principal arterial
- Urban minor arterial or rural major collector
- Urban collector or rural minor collector
- Local






Walking Distances and Adjacencies

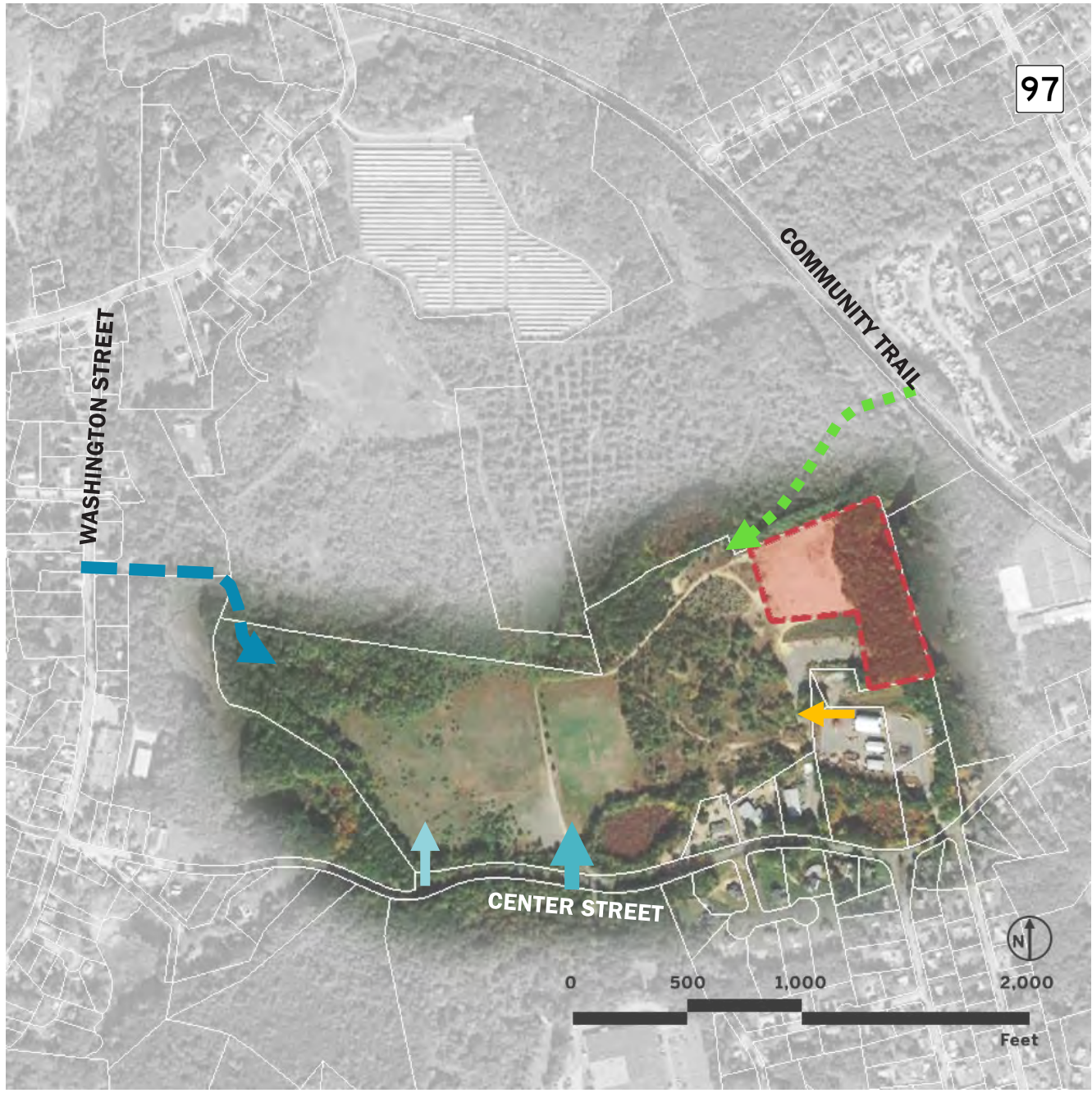
Sidewalks are present at Washington Street and approximately 500-foot section of Center Street to St. Patrick's Church.

Newly installed sidewalks connect the Groveland Community Trail to School Street (MA-97) on the eastern end of Center Street.



Roadways and Site Access

-  Primary vehicular site access
-  Secondary access /emergency vehicle access
-  DPW Access
-  Potential future access to Washington street
-  Bike + Ped Access from Community trail





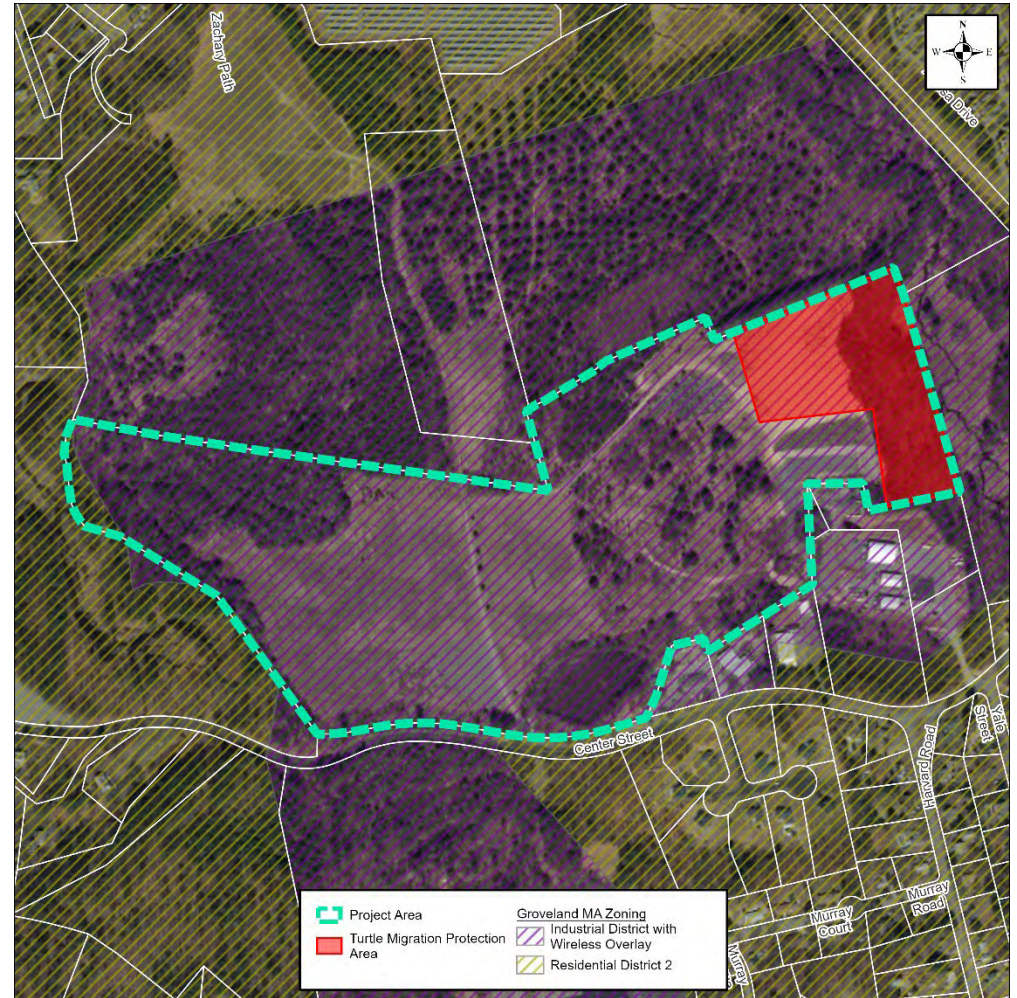
ZONING ANALYSIS

Current Industrial District: Uses

Some of the uses that may be of interest are already allowed in the Industrial District, either as-of-right, through a Special Permit by the ZBA, or through a Special Permit by the Planning Board.

These include the following:

- 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)



Current Industrial District: Dimensional Standards

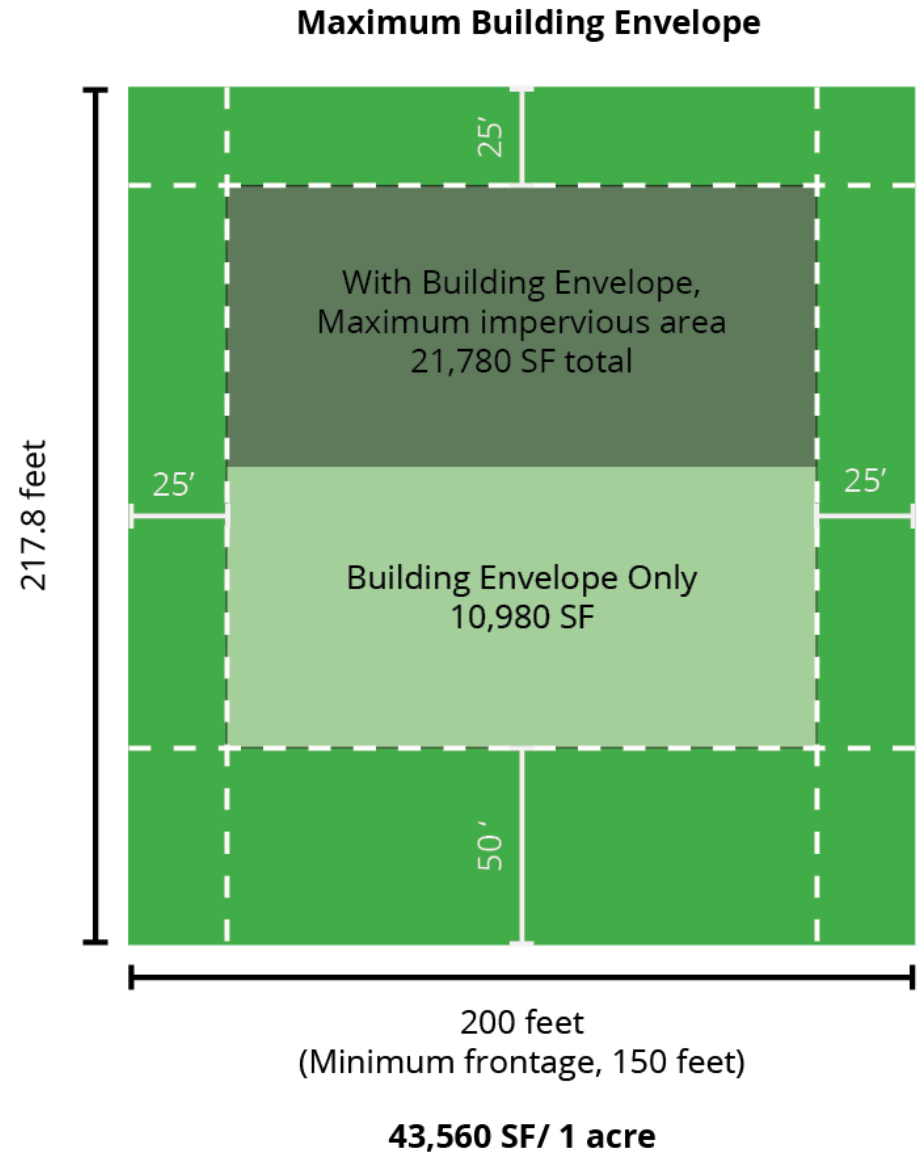
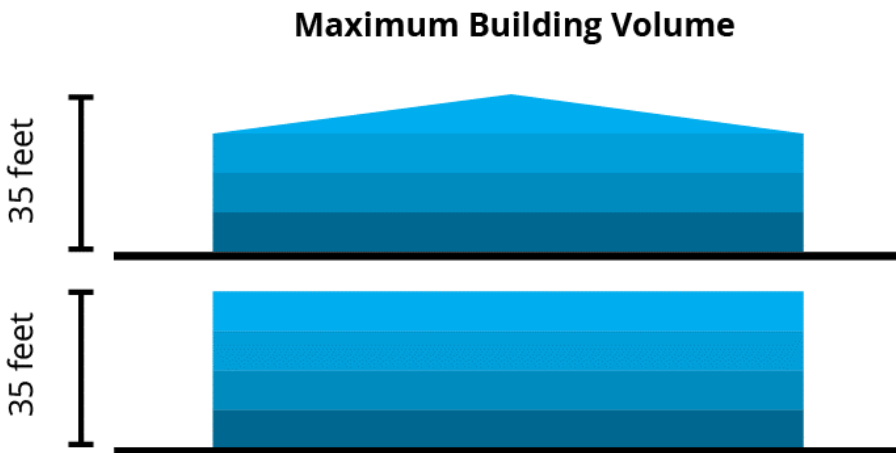
The Industrial District has the following dimensional standards:

- Minimum lot size: 43,560 SF or 1 acre → At just under 62 acres, 61 buildable lots could be created.
- Minimum frontage: 150 feet → Frontage requirements might reduce that number, depending on the road layout.
- Maximum height: 35 feet → 2 ½ stories with a pitched roof; 3 stories with a flat roof; or a single-story warehouse/industrial building.
- Maximum lot coverage: 25% → 75% of the lot must be unbuilt.
- Maximum impervious area: 50% → 50% of the lot must be unbuilt and unpaved; in other words, be of a surface that allows water to infiltrate the soil.
- Minimum setbacks: → These could also reduce the building envelope, depending on the size of the lot and the relationship to the other requirements.
 - Front: 50 feet
 - Side: 25 feet
 - Rear: 25 feet
- Minimum contiguous buildable area as percentage of lot area: 50%-60% (The lower number is for lots on town sewer.)

Current Dimensional Standards

Illustration only; not a proposed construction project.

This example only meets the minimum contiguous buildable area if the parcel is on Town sewer.

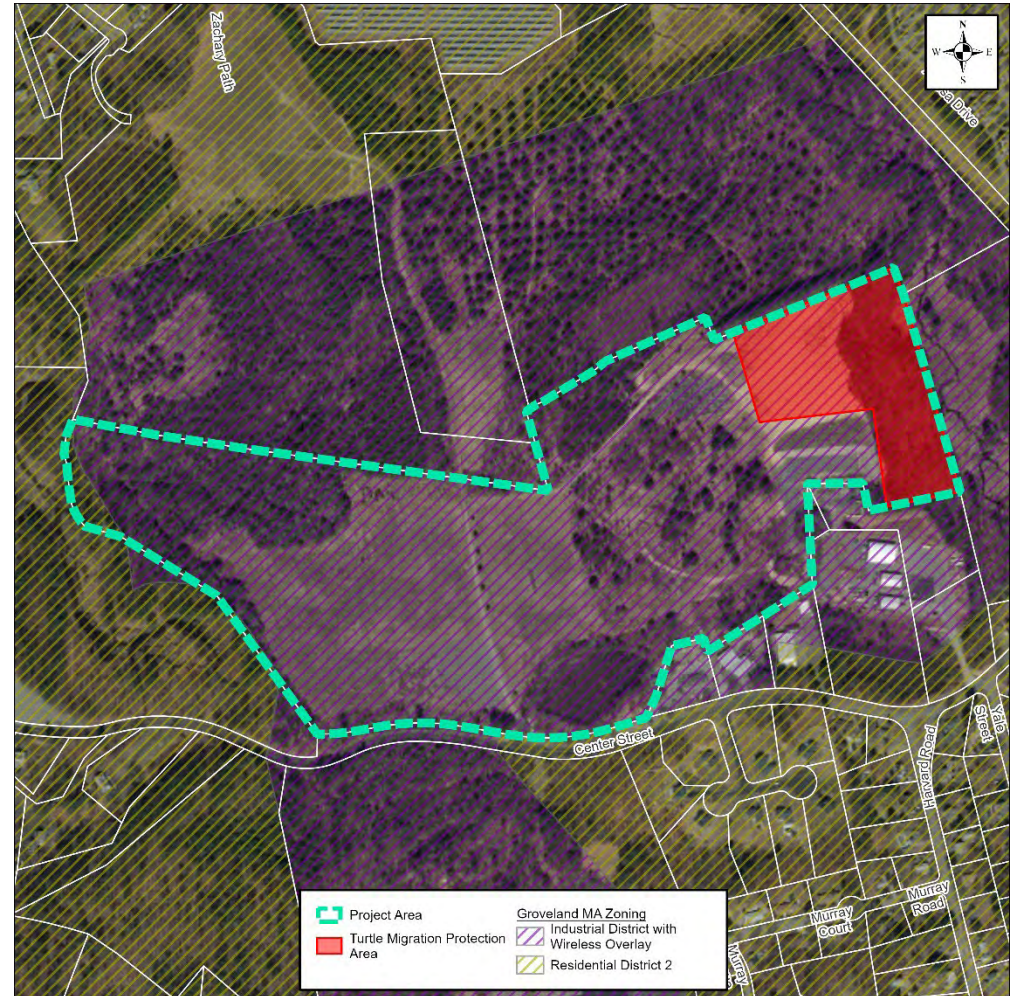


Groveland is an Adjacent Small Town

Under the new regulations, it must create one or more zoning districts that would **permit multifamily as of right** for a minimum of 130 units at a minimum density of 15 units per acre.

In theory, 150 Center Street/Strawberry Fields could either meet or contribute to meeting this requirement.

However, the current zoning and ownership status means **this parcel is non-compliant with 3A.**



Zoning Changes?

This parcel may require a more flexible development option that allows for a mixed-use campus-style development, with appropriate standards and guidelines for a phased approach.

Zoning changes could establish flexible rules for the relationship between the buildings and uses on the interior of the site, while protecting the existing development pattern along Center Street.



Development Precedents: Recreation



Edge Sports Center
Bedford
<https://theedgesportscenter.com/>



Fort River Birding and Nature Trail
Hadley
<https://fortriver.org/fort-river-birding-and-nature-trail/>



Notchview (Trustees)
Windsor
https://www.tripadvisor.pt/Attraction_Review-g41945-d266971-Reviews-Notchview-Windsor_Massachusetts.html



Dining/Entertainment
Egremont
Innes Associates



Dining
Egremont
Innes Associates



Trailhead
Innes Associates

Development Precedents: Building Community



Multifamily
Amesbury
RKG Associates



Co-housing
Littleton
Hagerhomestead.org



Community Gardens
Rowley
Innes Associates



Community Center
Pembroke)
<https://www.pembroke-ma.gov/town-manager/pages/community-center-building-project>

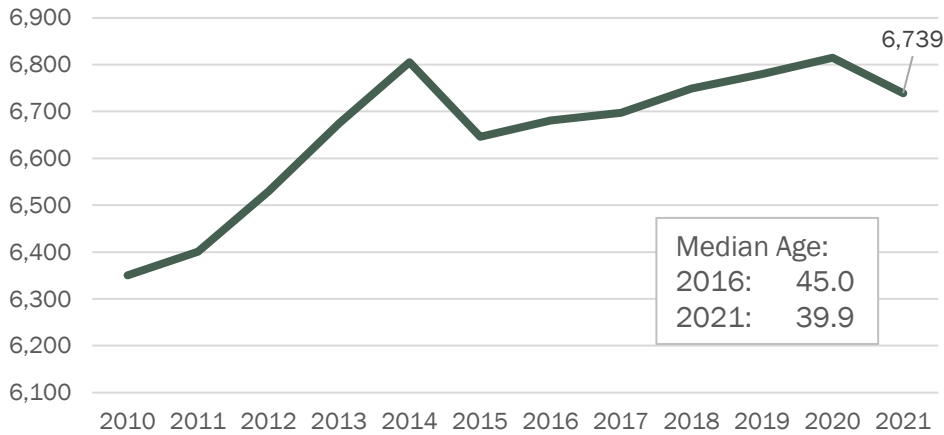


MARKET ANALYSIS

Demographics & Economic Base

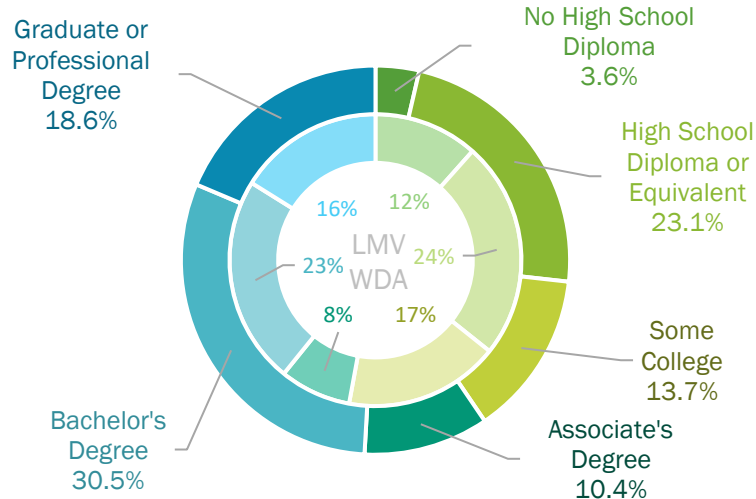
Groveland Total Population Trend

Source: 2010 through 2021 5-year ACS's



Groveland Educational Attainment, Population Aged 25+

Source: 2021 5-year ACS



Commuting Patterns



Industries by Employment in Groveland

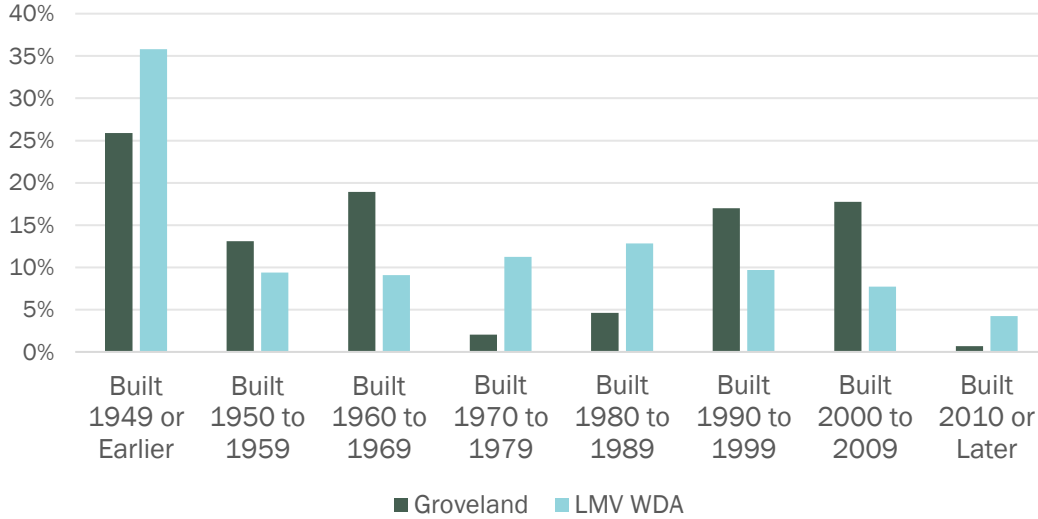
Description	2022 Jobs	2012-2022 % Change	LQ vs. LMV WDA
Manufacturing	383	-6.0%	2.56
Construction	144	35.0%	2.29
Other Services (except Public Administration)	98	-6.1%	1.66
Retail Trade	63	-9.3%	0.77
Accommodation & Food Services	63	4.5%	0.93
Health Care & Social Assistance	58	15.3%	0.33
Government	43	-22.2%	0.37
Admin. & Support & Waste Management & Remediation Services	42	NA	0.55
Wholesale Trade	38	1.2%	1.01
Professional, Scientific, & Technical Services	37	2.1%	0.54
All Others	65	11.3%	0.57
Total	1,034	3.8%	

Source: Lightcast, Industry Report

Housing Market

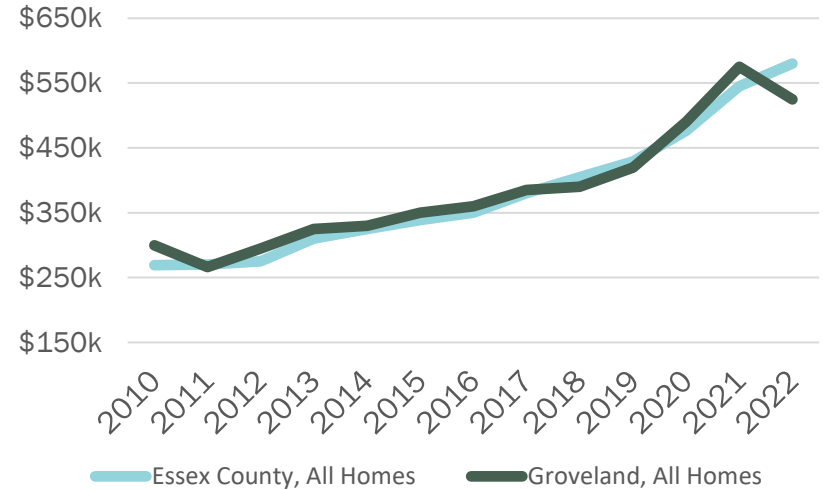
Year Structure Built for Housing Stock

Source: 2021 5-year ACS



Home Sale Prices

Source: The Warren Group/Banker & Tradesman, Town Stats



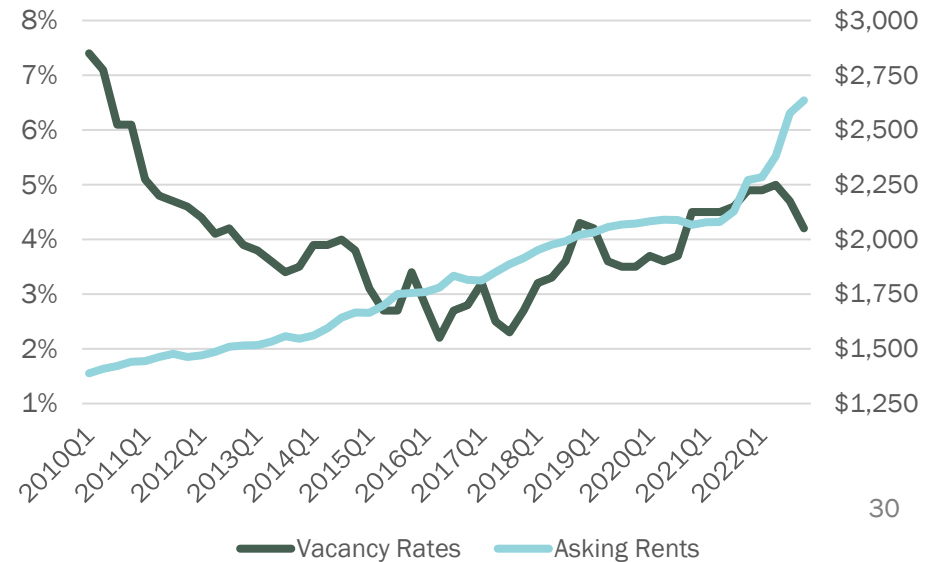
Additional Notes

- Local housing vacancy rate is below 1 percent and regional vacancy rate is below 5 percent.
- More than 80 percent of existing housing structures in Groveland are single-family (59 percent in the region).

Apartment Vacancy Rates & Asking Rents

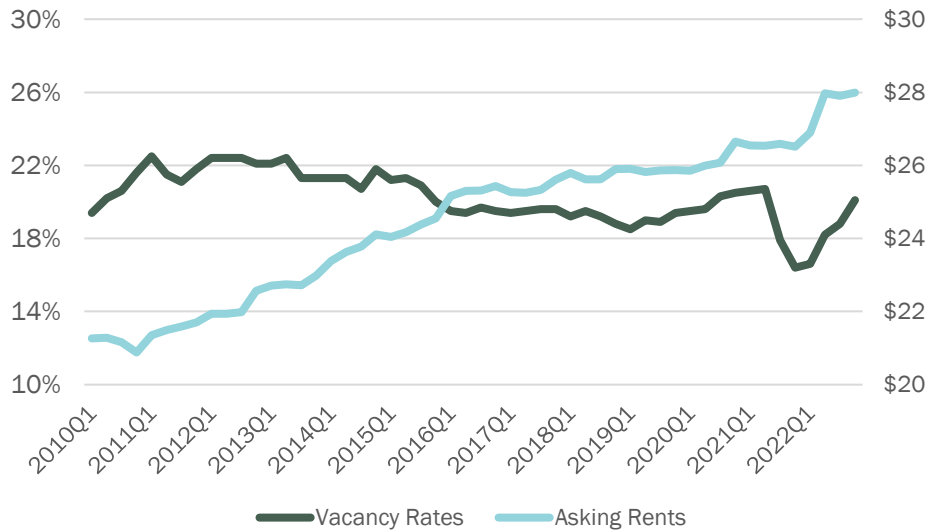
North Shore/Merrimack Valley Submarket Area

Source: Moody's Analytics, REIS



Office & Retail Markets

Office Vacancy Rates & Asking Rents
North Shore/Route 128 North Submarket Area
Source: Moody's Analytics REIS



Additional Notes

- The long-term impacts of the COVID-19 pandemic on office occupancy are still uncertain, adding risk to rental office space.
- Groveland’s retail trade area is a significant exporter of retail spending: local households travel far to spend.
- There is notable projected demand for industrial space – less compatible with desired program for the property and may require performance standards in zoning.

Retail Gap Analysis: Square Footage Demands

Merchandise Category	Demand at Recapture Rates	
	SF at 5% recapture	SF at 10% recapture
Total, All Retail Categories	18,647	37,293
Total, Categories Relevant to Study Site	11,222	22,445
Food & Beverage Stores	3,175	6,350
Grocery Stores	2,792	5,584
Specialty Food Stores	42	84
Beer, Wine & Liquor Stores	341	682
Health & Personal Care Stores	892	1,784
Clothing & Clothing Accessories Stores	2,793	5,586
Clothing Stores	1,911	3,822
Shoe Stores	350	700
Jewelry, Luggage & Leather Goods Stores	532	1,064
Sporting Goods, Hobby, Book & Music Stores	1,282	2,564
Sporting Goods/Hobby/Musical Instr Stores	1,093	2,186
Book, Periodical & Music Stores	189	378
General Merchandise Stores	3,798	7,596
Department Stores Excluding Leased Depts.	3,274	6,549
Other General Merchandise Stores	524	1,048
Miscellaneous Store Retailers	863	1,725
Florists	50	99
Office Supplies, Stationery & Gift Stores	328	657
Used Merchandise Stores	33	66
Other Miscellaneous Store Retailers	452	903
Food Services & Drinking Places	2,218	4,435
Restaurants	2,009	4,017
Special Food Services	23	47
Drinking Places - Alcoholic Beverages	185	371

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



COMMUNITY ENGAGEMENT SESSION

Development Principles Summary



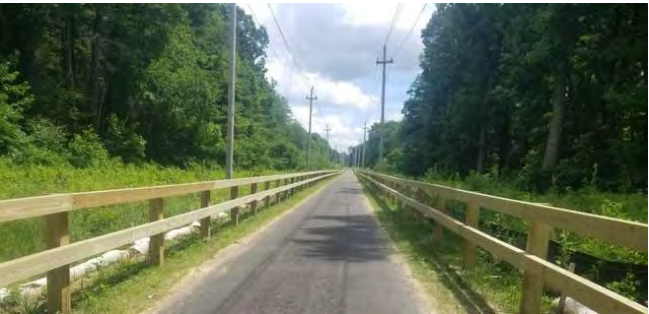
1. Community Center and outdoor spaces to support programming



2. Develop commercial recreation with future expansion and infill opportunities



3. Preserve aquifer function and groundwater recharge. Treat and manage stormwater utilizing nature-based approach



4. Retain and connect to on-site and Groveland Community Trail. Restore pockets of ecological value to the site



5. Provide Accessible Community Residential Options



6. Seek Light Manufacturing Uses to Generate Municipal Income

Development Precedents: Recreation



Edge Sports Center
Bedford
<https://theedgesportscenter.com/>



Fort River Birding and Nature Trail
Hadley
<https://fortriver.org/fort-river-birding-and-nature-trail/>



Notchview (Trustees)
Windsor
https://www.tripadvisor.pt/Attraction_Review-g41945-d266971-Reviews-Notchview-Windsor_Massachusetts.html



Dining/Entertainment
Egremont
Innes Associates



Dining
Egremont
Innes Associates



Trailhead
Innes Associates

Development Precedents: Building Community



Multifamily
Amesbury
RKG Associates



Co-housing
Littleton
Hagerhomestead.org



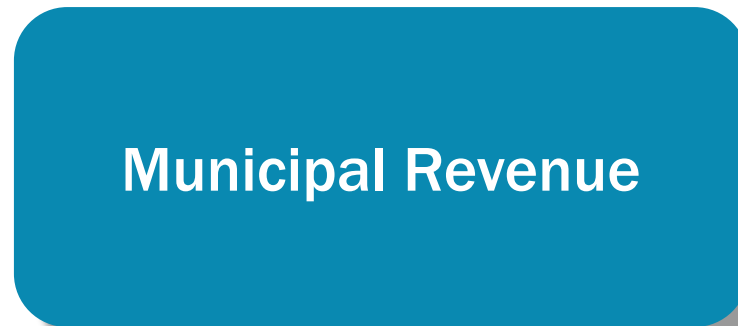
Community Gardens
Rowley
Innes Associates



Community Center
Pembroke)
<https://www.pembroke-ma.gov/town-manager/pages/community-center-building-project>

Site Topics & Tables





- 10 Minutes at each Table
- Write down any thoughts and mark up the maps on the Table

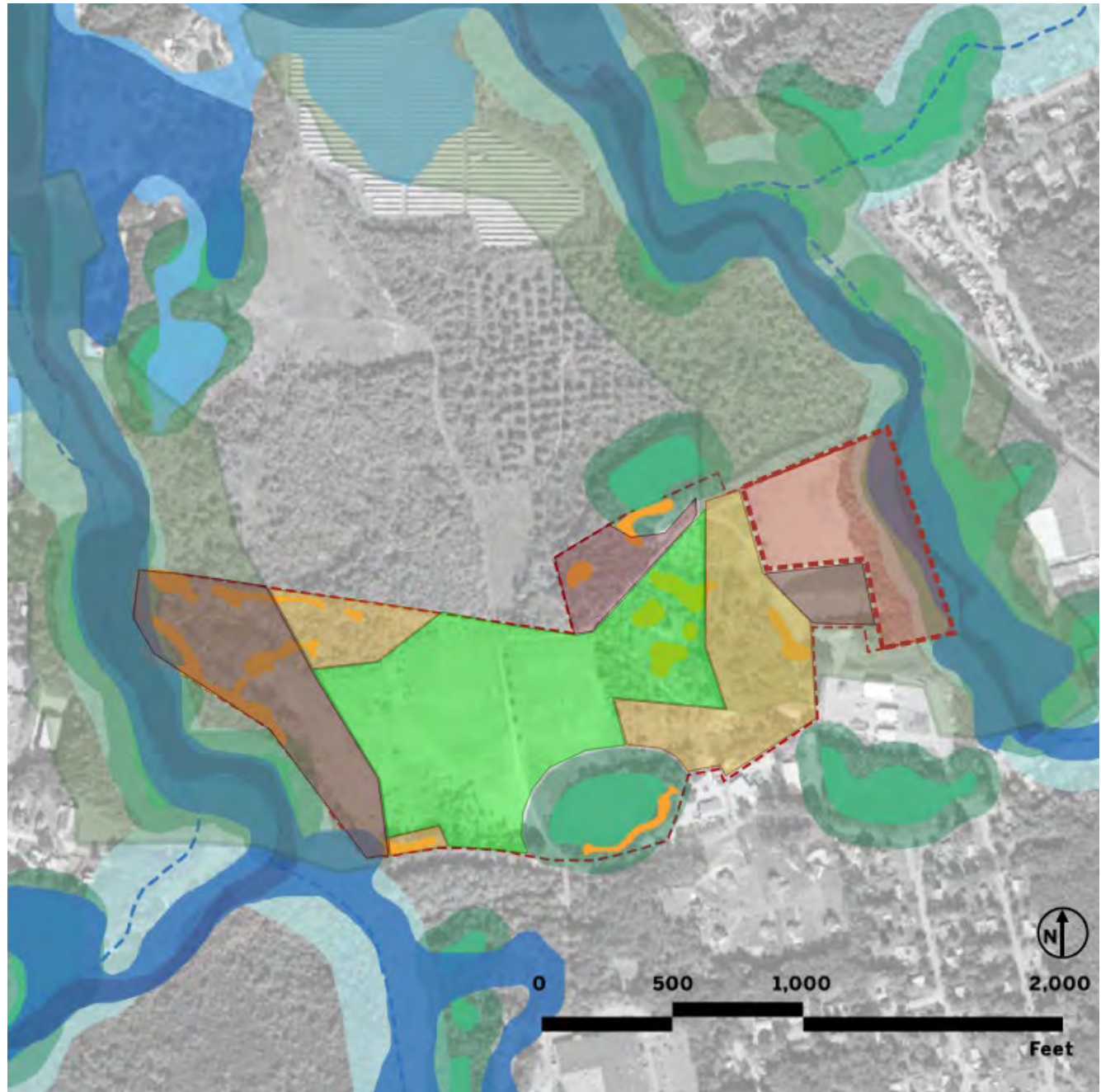


Priority Development Areas

The site has approximately:

- 20 acres of preferred development area
- 11 acres of acceptable development area
- 13 acres of non-preferred development area

-  Conservation Restriction
-  Preferred development area
-  Acceptable development area
-  Constrained development area





REPORT OUT & NEXT STEPS

A green-tinted landscape photograph showing a field of tall grass in the foreground. In the middle ground, there are several trees, including a large pine tree on the left and a smaller one in the center. In the background, there's a line of trees and a small, rounded structure, possibly a silo or a small building. The sky is blue with a few white clouds. The entire image has a uniform green color overlay.

Thank you!

**For more information and further comments, please visit the
project Website – Available Soon**

Appendix A.3. Second Public Engagement Session Presentation

150 CENTER STREET

GROVELAND, MA

STRAWBERRY FIELDS
Public Engagement Session

JULY 27th, 2023



Meeting is Recorded

- The Town of Groveland will be recording this meeting and posting it on the Town webpage for those who are unable to attend the Zoom meeting live. It is possible that participants may also be recording the meeting with their phone cameras or other devices. If you do not wish to be recorded during the meeting, please turn off your microphone and camera.
- Comments may be submitted through the project webpage.
- Meeting recording will be uploaded to the project webpage within 48 hours.

Hybrid Meeting Etiquette

- We want to ensure that this conversation is a pleasant experience for all, and that all community members/ stakeholders are comfortable sharing their comments, questions, and feedback.
- Please be respectful and mindful of each other's time when asking questions/providing comments, so that all attendees can participate in the meeting.
- Attendee microphones will be muted during the presentation.
- During the community engagement session, questions/comments will be accepted in two ways:
 - Through the Q+A tab at the bottom of your screen; or
 - Raise your "virtual hand" and we will take your questions orally in the order which hands were raised

Zoom Tips

Welcome! Here are some tips for first-time Zoom users. **Your controls are at the bottom of the screen.**

Clicking on these symbols activates different features. ***(Phone users press *9 to raise hand and press *6 to unmute.)***



Mute/unmute (you will remain muted until a host gives you access)



Turn video on/off (your video will remain off until a host gives you access)



Ask clarifying questions (we will have discussion period at the end)



Raise hand to ask for audio/visual permission at the end of the presentation.

Welcome!

- INTRODUCTIONS 7:00 – 7:10pm
- STRAWBERRY FIELDS PRESENTATION 7:10 – 7:45PM
 - Project Introduction
 - Community Feedback
 - Site Schemes
 - Zoning & Market Analysis
- COMMUNITY ENGAGEMENT SESSION 7:55 – 8:20PM
- REPORT OUT & NEXT STEPS 8:20 – 8:30PM



TOWN of
GROVELAND
MASSACHUSETTS



Introductions

Town of Groveland



Town Administrator
Rebecca Oldham



**Town Planner/
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Annie Schindler

MassDevelopment



**VP Planning &
Predevelopment**
Nathaniel Thomas



**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



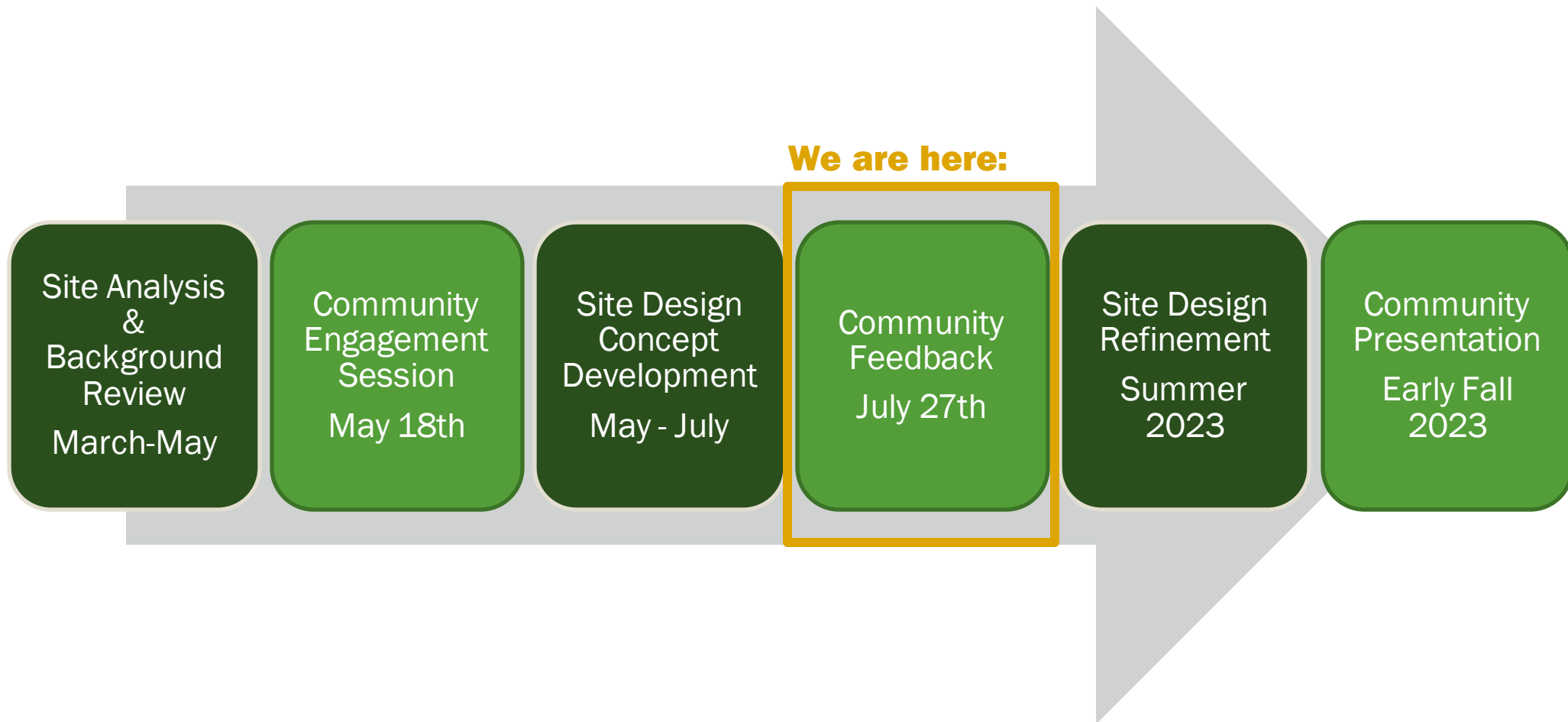
Principal
Emily Keys Innes, AICP,
LEED AP ND



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



Project Schedule



PROJECT INTRODUCTION





Strawberry Fields Development History

Reasons why we are purchasing the Bussing property

In March 2013 after negotiating with owner Jim Bussing, the Groveland Selectmen – Bette Gorski, Bill Darke, and Don Greaney reached an agreement to buy the 61 acre parcel for \$3,675,000. Below are the reasons for the purchase.

A. Water – Aquifer protection and future wells

- Protect and control the aquifer that feeds our primary town well permanently from contamination
- Prevent minimum of 100 single family homes from being built on top of this | irreplaceable resource
- Bussing property ensures access to the Angelini property for gravel removal enabling purchase of the Angelini property providing a future well site
- Bussing property ensures adequate mitigation space for any requirements by Natural and Endangered Species Program (NHESP) for providing a future well site on the Mattingly property guaranteeing an adequate future water supply

B. Recreation – Meeting the needs of a growing community

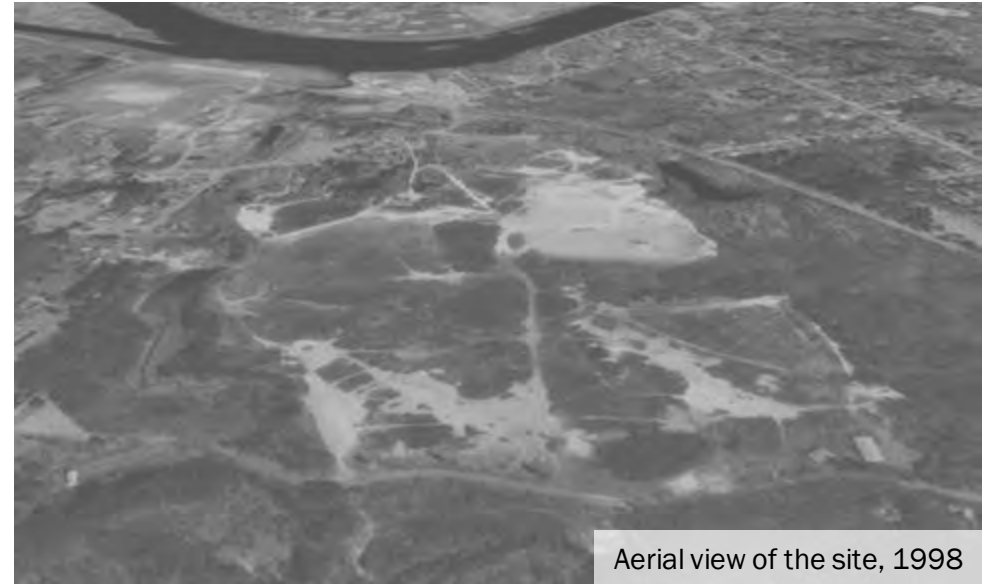
- Provides valuable open space that will be used for active and passive recreation
- Will alleviate current and future demand for fields for soccer, football, lacrosse and other sports for residents of all ages
- The last large open space parcel in town meeting recreation needs that would disappear if not purchased by the town

C. Value

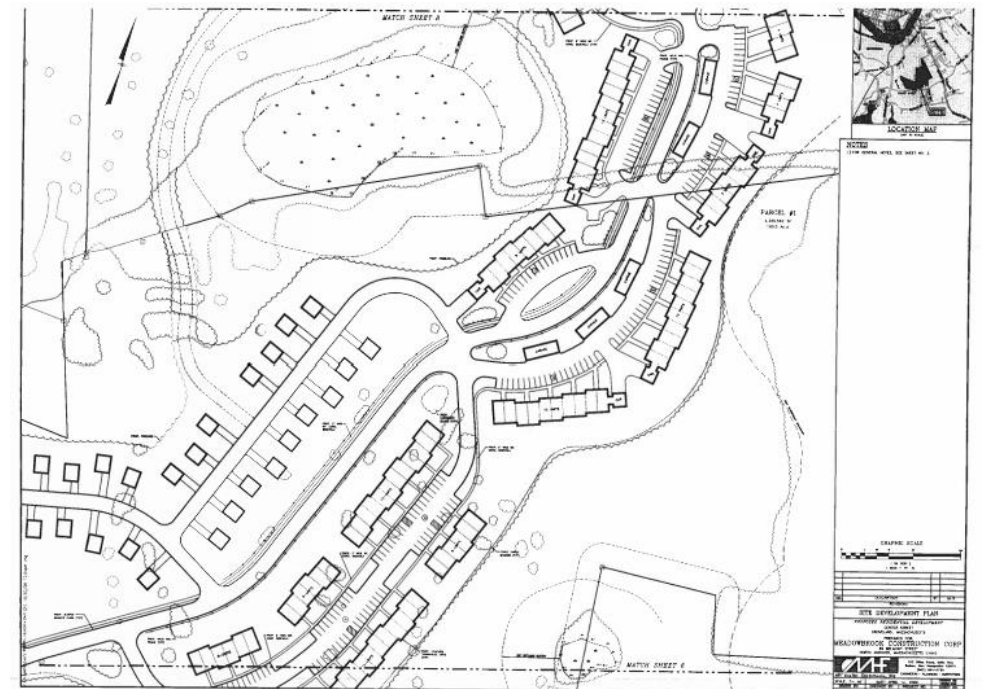
- Prevents the addition of 100 homes on this valuable parcel
- Our property appraisal of \$3.75 mil proves the value and supports our purchase price of \$3.675 mil
- If developed, Bussing could realize \$40,000–\$50,000 per house lot further demonstrating the value, we are paying \$36,750 per lot

After agreeing to the purchase in March 2013 the Selectmen decided to put the final decision in the hands of the town's people. The \$3.675 mil purchase passed at the FY13 Town meeting and passed a town vote with 62% of voters approving.

June 26, 2014



Aerial view of the site, 1998



Proposed Residential Development (40B), 2006

Strawberry Fields Development History

Town of Groveland 2022 Comprehensive Plan

GROVELAND COMPREHENSIVE PLAN WHAT DO YOU THINK?

BOARD #3: VALLEY SCREW TO VEASEY

Goal 2: Integrate Valley Screw and 150 Center into a network of open spaces, neighborhoods, and community amenities.

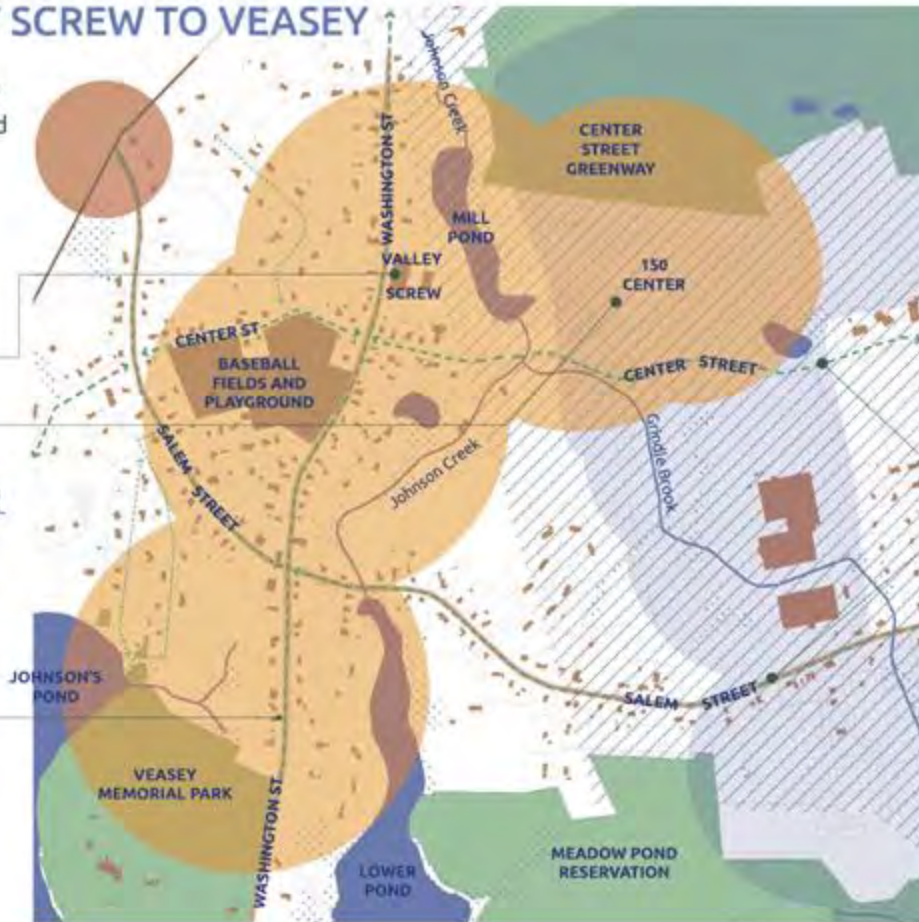
KEY STRATEGIES

Acquire Valley Screw and complete environmental clean-up.

Conduct a hydrologic study of 150 Center to understand the extent of the aquifer.

Conduct a public planning process for the future of Valley Screw and 150 Center St. Consider protection of the aquifer, connections to existing open space and parks, appropriately-scaled housing and mixed use, and community amenities. Link to Mill Pond and the existing trail network.

Connect the Community Trail with Veasey Memorial Park along Washington Street with pedestrian and bicycle connections (Complete Streets).



Connect Center and Salem Streets to the Community Trail and Washington Street with pedestrian and bicycle connections (Complete Streets).

Evaluate the industrial zone for new uses. Consider mixing industrial uses with other uses (food, entertainment, experiential retail, residential).



2022 COMPREHENSIVE PLAN
GROVELAND, MA
Date Issued: 11/2022
ca

Project Development



Town of Groveland

- Applied for a Site Readiness Grant through MassDevelopment to conduct feasibility, planning, civil engineering, and market analysis studies to create a master plan for the site

MassDevelopment

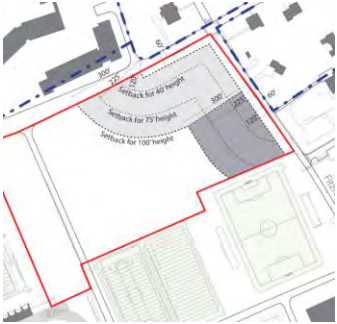
- Awarded the Town of Groveland with funding from the Community One Stop for Growth – Site Readiness Program Grant
- Retains Nitsch Engineering Team as Technical Assistance provider

Nitsch Engineering Team

- Research existing conditions, development opportunities and constraints, market analysis and fiscal impact assessment
- Provide land use and zoning recommendations and redevelopment scenario to town

Project Introduction

Project Goals



1 Identify Site Opportunities, Constraints and Site Program



2 Refine Redevelopment Scenarios with Zoning Recommendations and Market Analysis



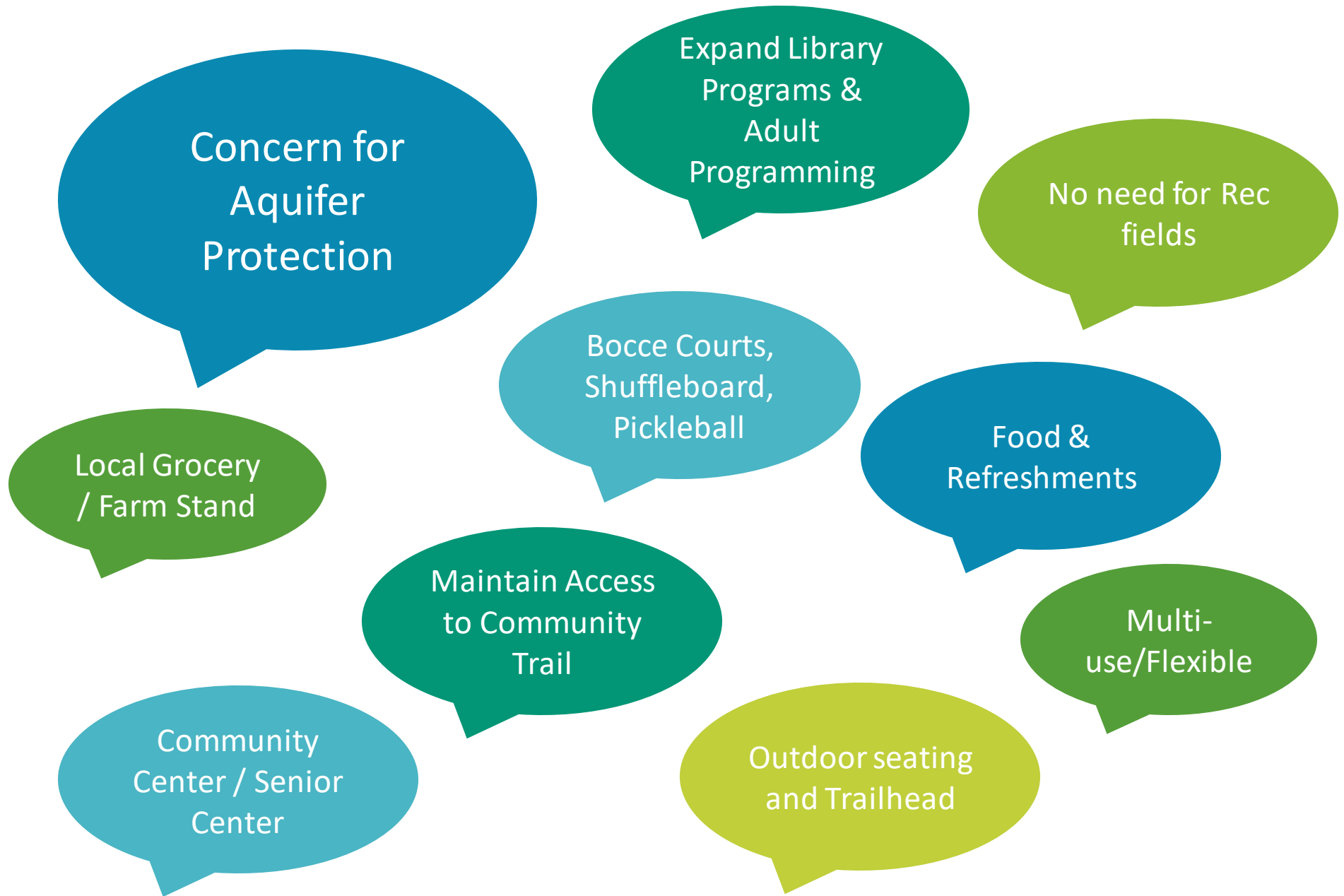
3 Facilitate Collaboration and Engagement

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



COMMUNITY FEEDBACK

Summary of May 18th Meeting



Aquifer and Wellhead Protection

Land use restrictions:

Prohibited

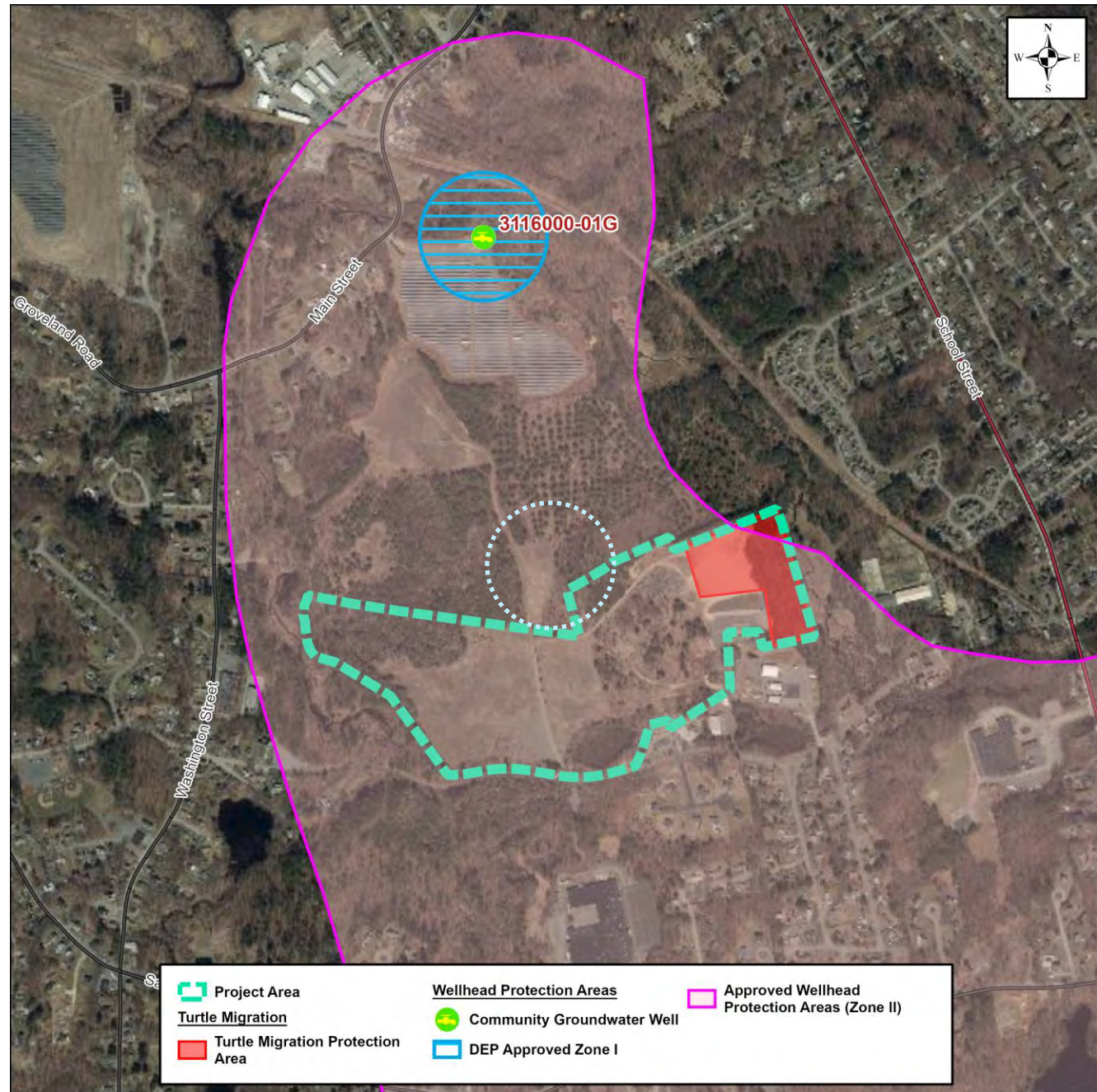
- non-sanitary wastewater disposal to the ground
- landfills and open dumps
- automobile graveyards/junkyards
- stockpiling/disposal of snow or ice that contains deicing chemicals
- facilities that generate, treat, store, or dispose of hazardous waste (Note: Very Small Quantity Generators are exempt.)
- petroleum, fuel oil and heating oil bulk stations and terminals
- wastewater residual landfills

Restricted

- storage of sludge, septage, deicing chemicals, animal manure
- commercial fertilizers, hazardous materials, and petroleum products
- earth removal activities
- impervious surfaces greater than 15% or 2,500 square feet

Other DEP programs also regulate certain threatening land uses, such as septic systems and landfill siting.

MassDEP requires additional standards for stormwater management in a Zone II which is considered a "Critical Area".



Zone II Wellhead Protection Zones

Groveland has two Zone II Wellhead Protection Areas. Development within a Wellhead Protection Area is not prohibited but does come with certain restrictions. Residential and Commercial development like those shown in the areas at the same scale as the existing photos below show that there are precedent for commercial, industrial, and residential development within wellhead protection areas in Groveland



Groveland Business Park - Commercial development on Route 97



Main St, Broad St, 7 Star Rd, Fairway Dr and Groveland Fairways Event Center



150 Center Street - 2023



Harvard Rd, Yale St, Dartmouth St. Staunton Rd, Murray Rd Residential development



The Pines and Town of Groveland municipal buildings, Groveland Housing Authority

Green Infrastructure Practices

Bioretention



Permeable Paving Systems



Green Roofs



Bioswale Stormwater Treatment



Constructed Wetlands

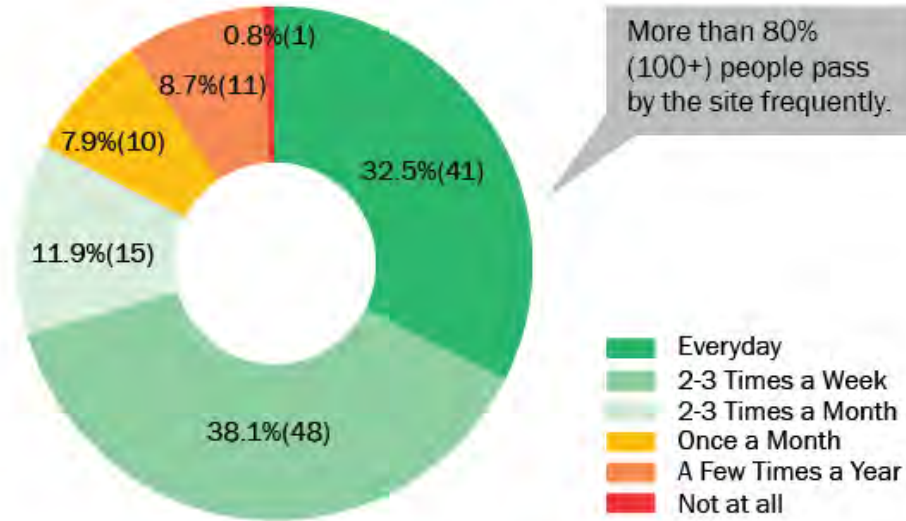


Infiltration Basins

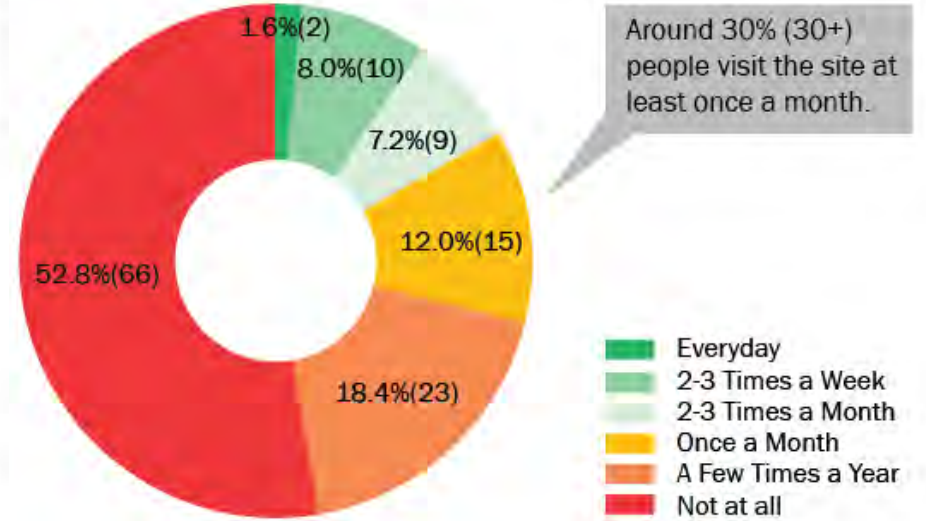


Site Access Feedback

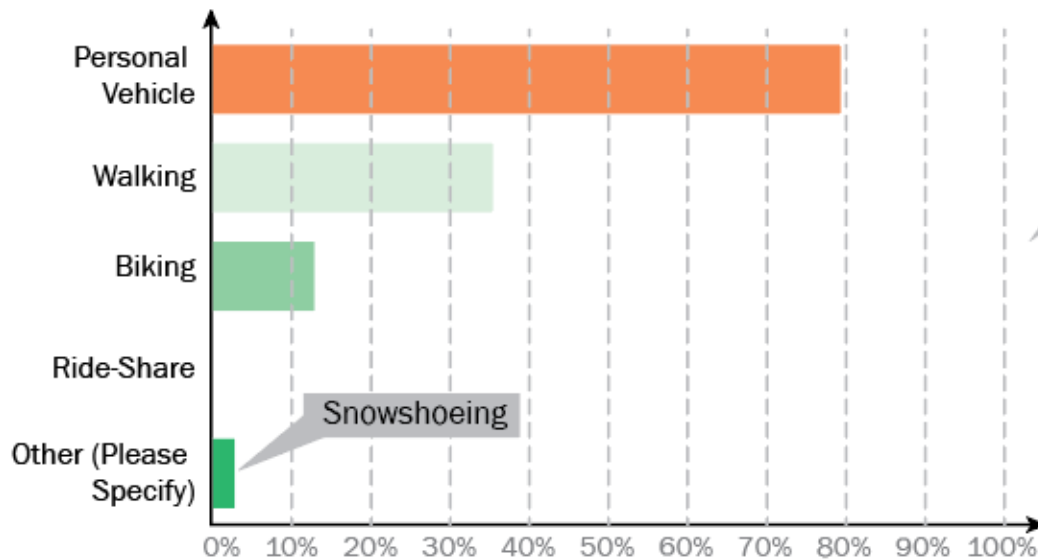
Q2. How often do you commute past 150 Center Street?



Q3. How frequently do you visit/stop at 150 Center Street?



Q4. How do you access 150 Center St? (Check all that apply)



Significant potential exists to promote greater utilization of active transportation for accessing the site.

Please rank your priorities for the site development:



#1 Retain and connect to on-site and Groveland Community Trail. Restore pockets of ecological value to the site



#2 Seek Light Manufacturing Uses to Generate Municipal Income



#3 Develop commercial recreation with future expansion and infill opportunities

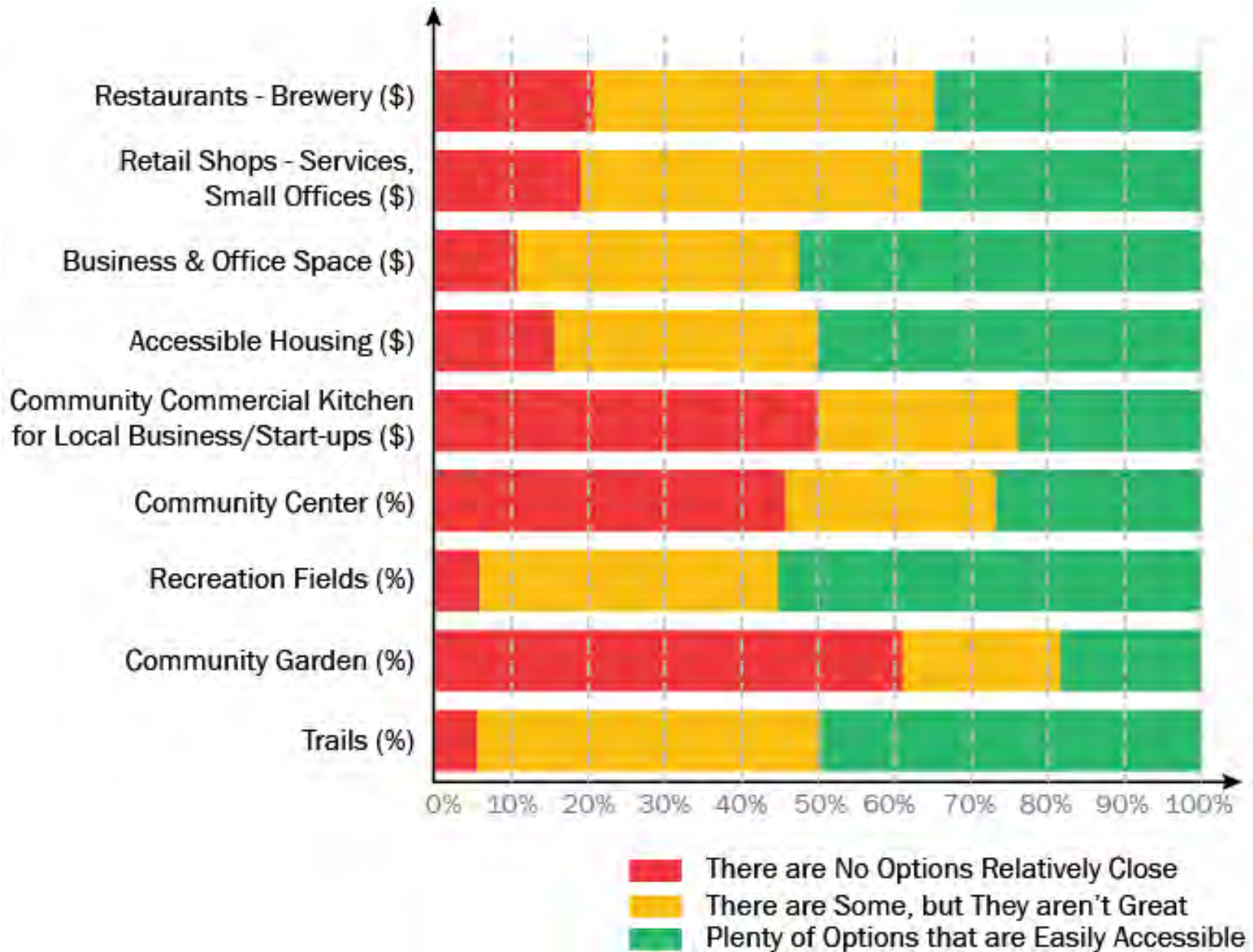


#4 Community Center and outdoor spaces to support programming

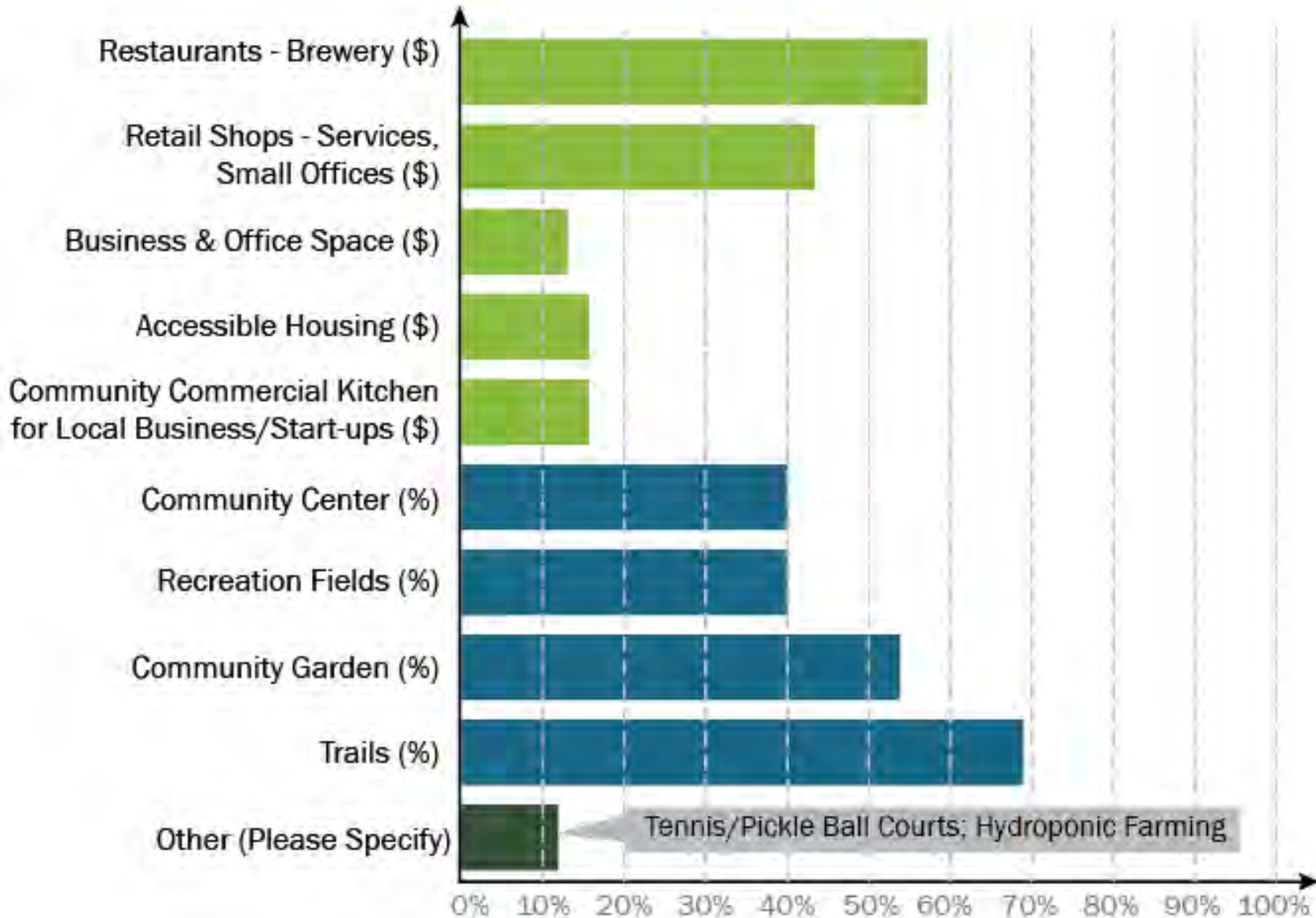


#5 Provide Accessible Community Residential Options

Please rate the availability of these amenities within or immediately surrounding the Groveland community:



Would you like any of the above amenities to be more accessible? (\$ = tax revenue generating, % = community public amenities)



What are your greatest concerns for the site?



What is Groveland missing that should be fulfilled on the site?



Summary

Respondents prioritize **aquifer protection, a trail network, and a community center.**

Regarding revenue-generating options, **commercial restaurants, retail shops, and light manufacturing including breweries,** received the highest number of responses.



SITE SCHEMES

Strawberry Fields Concept Designs



These are:

- Ideas on ways to develop the site
- Single family residential is not applicable under the grant, nor does it align with current zoning
- Flexible and able to be changed



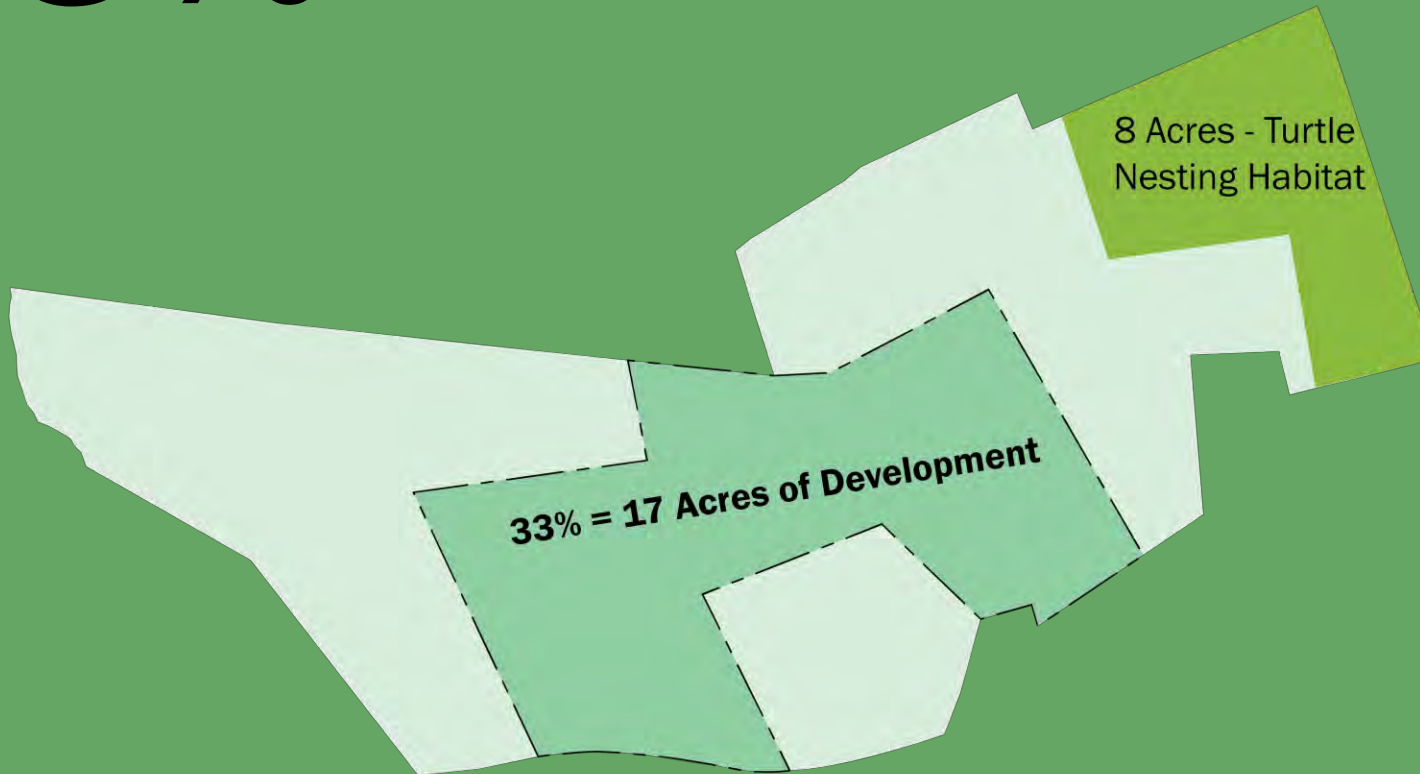
These are NOT:

- Design drawings
- Proposed developments

How much of the 61-acre site would you like to see further developed? Provided that 8 acres is reserved for the Turtle Habitat Conservation Restriction.

Average Response:

33%



61 Acres - Total Site

CONCEPT 1



CONCEPT 1

Young Community Garden - ECG
Gloucester, MA



North Andover Senior Center
North Andover, MA



Boxford Community Store & Kitchen
Boxford, MA



The Egremont Barn Restaurant
Egremont, MA

Aroma Joes Coffee
Various Locations



CONCEPT 2



CONCEPT 2

Exhibit A Brewing Co
Framingham, MA

Emerson Green
Devens, MA

The Egremont Barn Restaurant
Egremont, MA



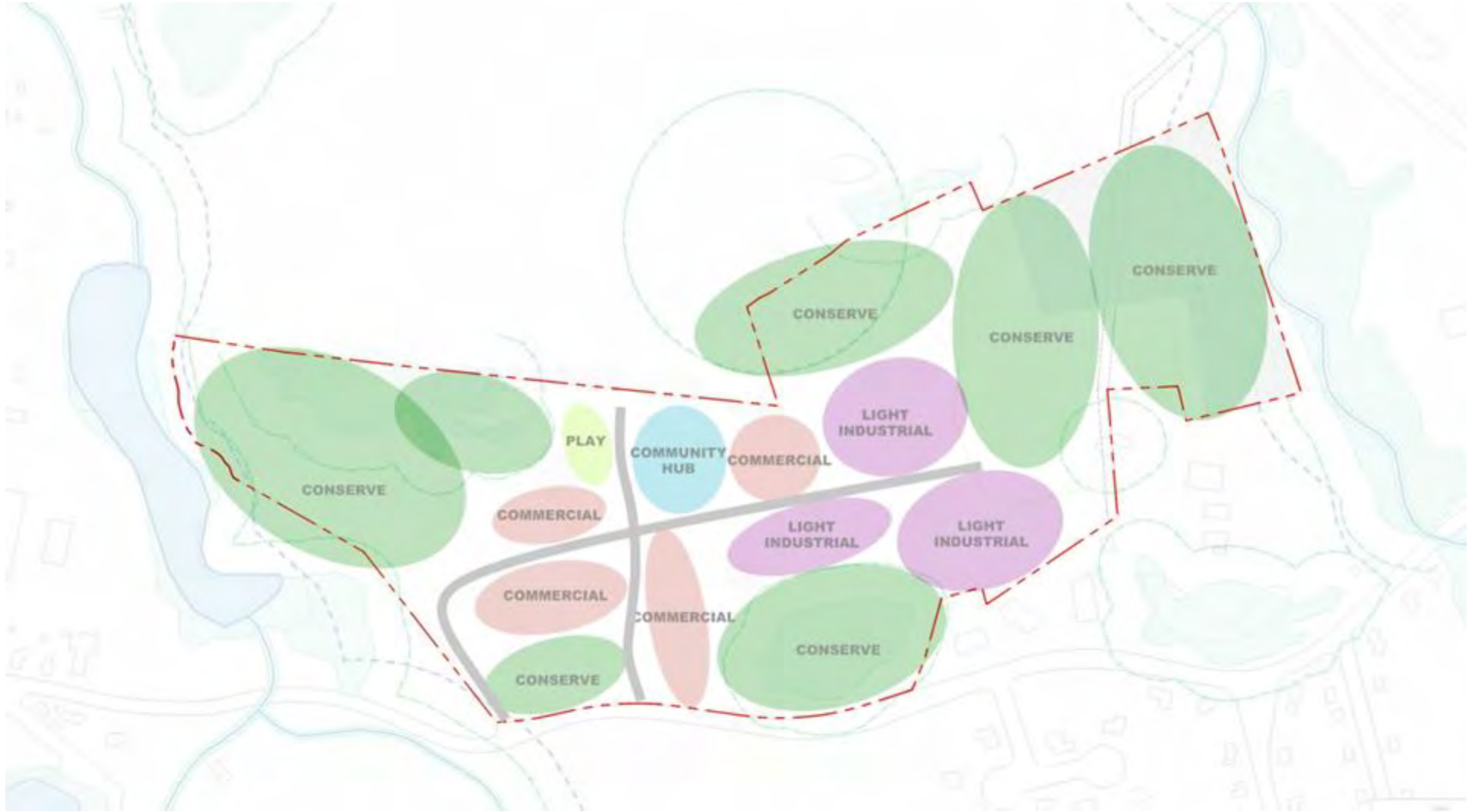
Brighton Common Pavilion
Boston, MA



North Andover Senior Center
North Andover, MA



CONCEPT 3



CONCEPT 3

Exhibit A Brewing Co
Framingham, MA



Lomar Business Park
Pepperell, MA



Crosby Marketplace
Georgetown, MA



The Egremont Barn Restaurant
Egremont, MA



Community Center
Pembroke, MA



MOVING FORWARD WITH CONCEPT 2




SCHEME 1

98% CONSERVE – 1.5% CIRCULATION – 0.3% COMMUNITY AMENITIES



SCHEME 1

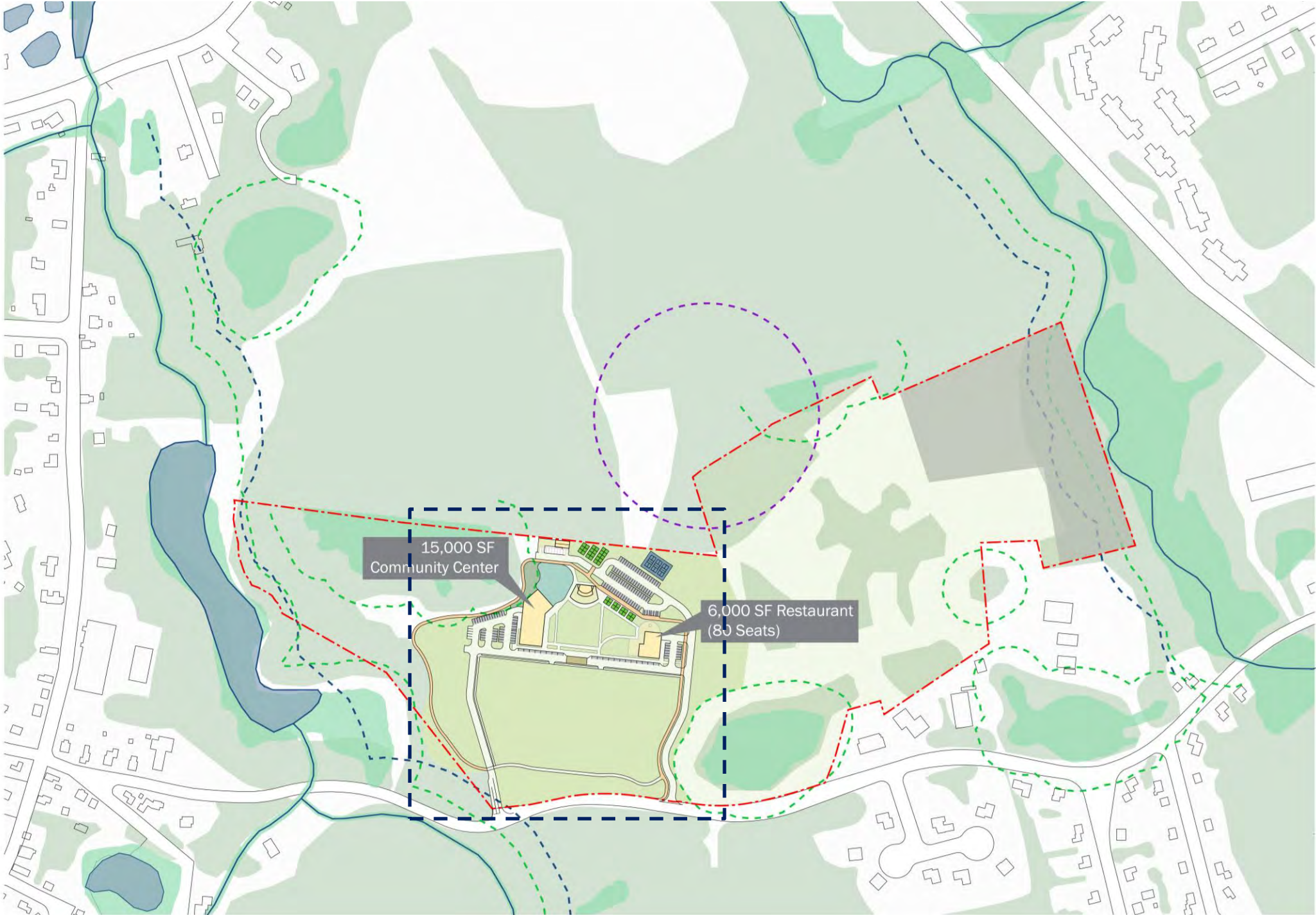
98% CONSERVE – 1.5% CIRCULATION – 0.3% COMMUNITY AMENITIES

-  River & Water Body
-  Wetland
-  Woods
-  Greenery
-  Playground
-  Building
-  Parking
-  Stream Buffer
-  Wetland Buffer
-  Zone II Wellhead Protection Buffer
-  Site Boundary



SCHEME 2

94% CONSERVE – 3.7% CIRCULATION – 1.3% REVENUE GENERATING – 1.2% COMMUNITY AMENITIES



SCHEME 2

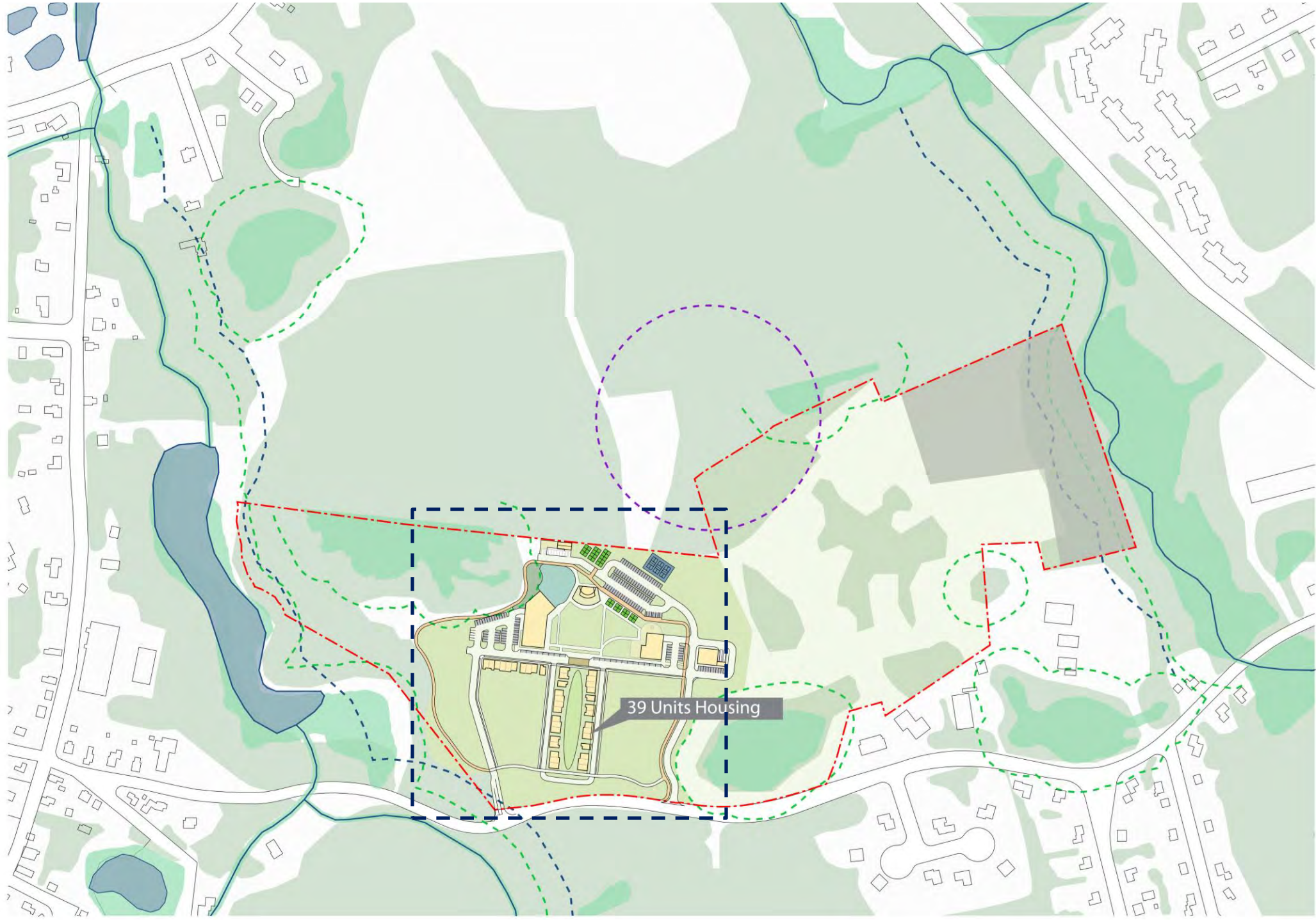
94% CONSERVE – 3.7% CIRCULATION – 1.3% REVENUE GENERATING – 1.2% COMMUNITY AMENITIES

-  River & Water Body
-  Wetland
-  Woods
-  Greenery
-  Playground
-  Building
-  Parking
-  Stream Buffer
-  Wetland Buffer
-  Zone II Wellhead Protection Buffer
-  Site Boundary



SCHEME 3

85% CONSERVE – 9.1% REVENUE GENERATING – 4.9% CIRCULATION – 1.2% COMMUNITY AMENITIES



SCHEME 3

85% CONSERVE – 9.1% REVENUE GENERATING – 4.9% CIRCULATION – 1.2% COMMUNITY AMENITIES

-  River & Water Body
-  Wetland
-  Woods
-  Greenery
-  Playground
-  Building
-  Parking
-  Stream Buffer
-  Wetland Buffer
-  Zone II Wellhead Protection Buffer
-  Site Boundary



SCHEME 4A

77% CONSERVE - 16.5% REVENUE GENERATING - 4.9% TRANSIT - 1.2% COMMUNITY AMENITIES



SCHEME 4A

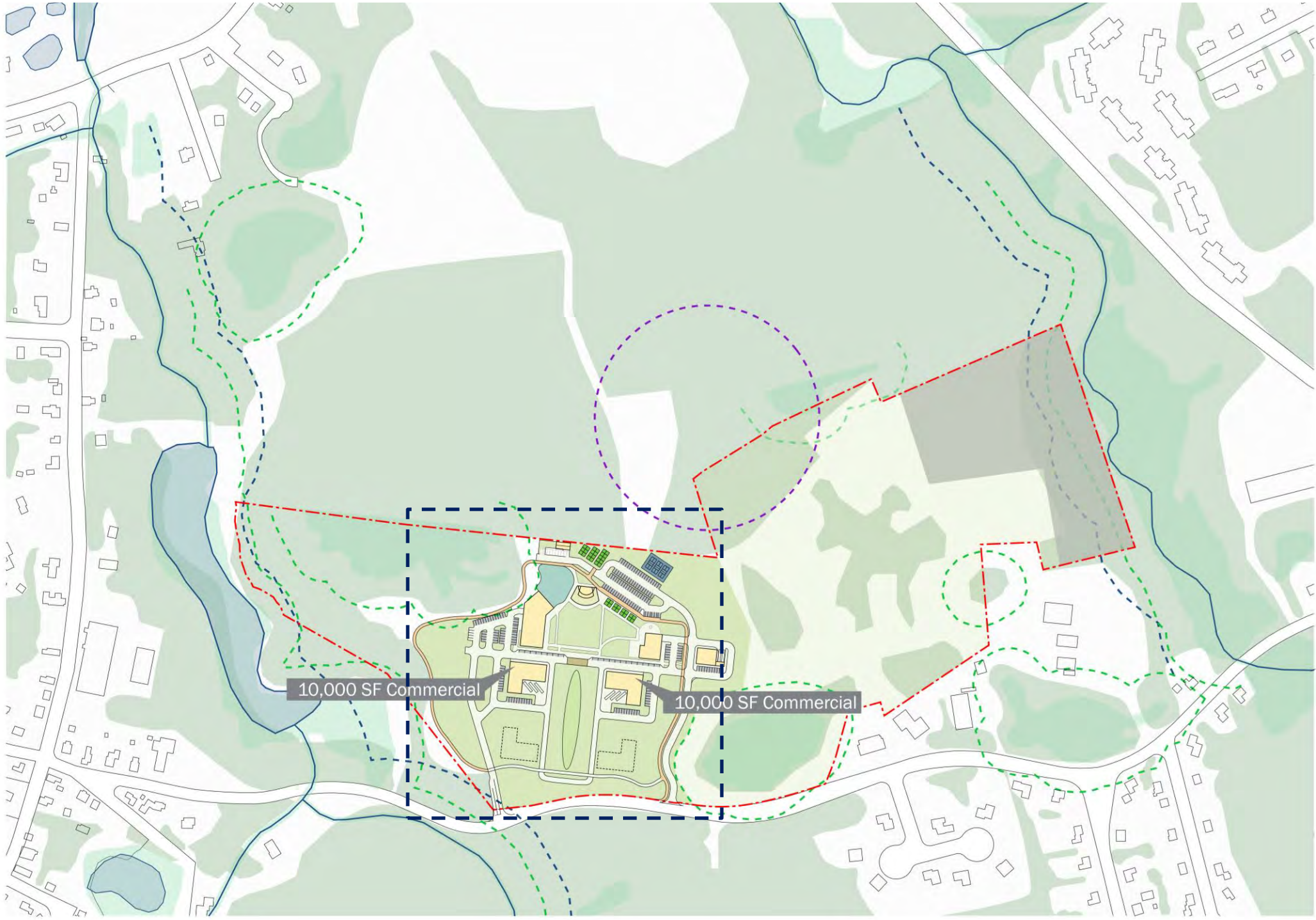
77% CONSERVE – 16.5% REVENUE GENERATING – 4.9% TRANSIT – 1.2% COMMUNITY AMENITIES

-  River & Water Body
-  Wetland
-  Woods
-  Greenery
-  Playground
-  Building
-  Parking
-  Stream Buffer
-  Wetland Buffer
-  Zone II Wellhead Protection Buffer
-  Site Boundary



SCHEME 4B

77% CONSERVE - 16.5% REVENUE GENERATING - 4.9% TRANSIT - 1.2% COMMUNITY AMENITIES



SCHEME 4B

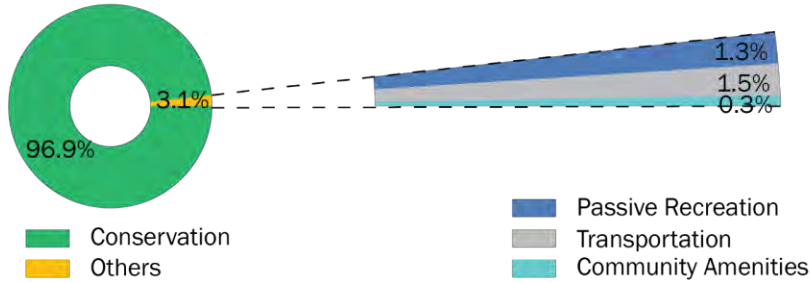
77% CONSERVE – 16.5% REVENUE GENERATING – 4.9% TRANSIT – 1.2% COMMUNITY AMENITIES

- River & Water Body
- Wetland
- Woods
- Greenery
- Playground
- Building
- Parking
- Stream Buffer
- Wetland Buffer
- Zone II Wellhead Protection Buffer
- Site Boundary

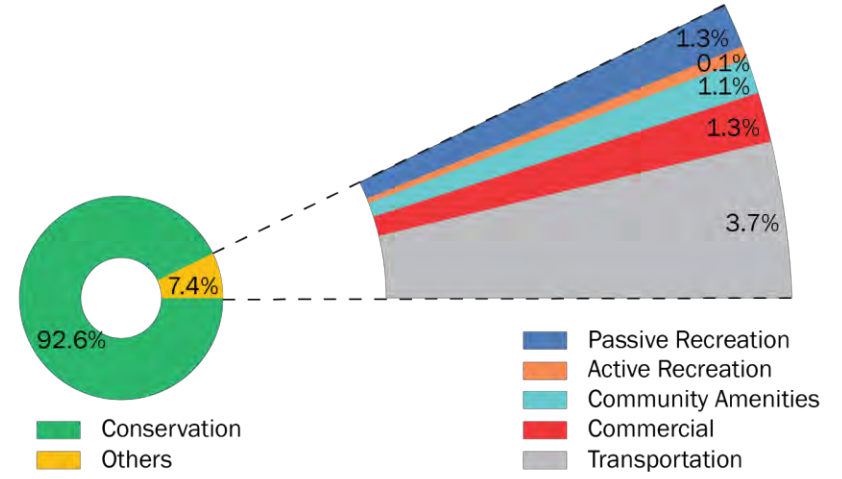


Site Development Schemes

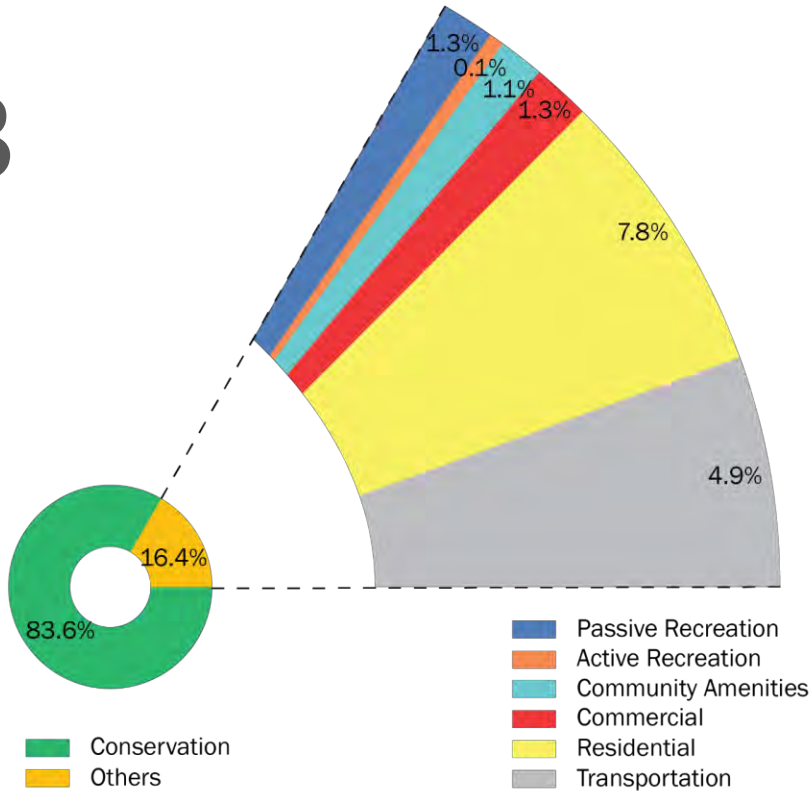
1



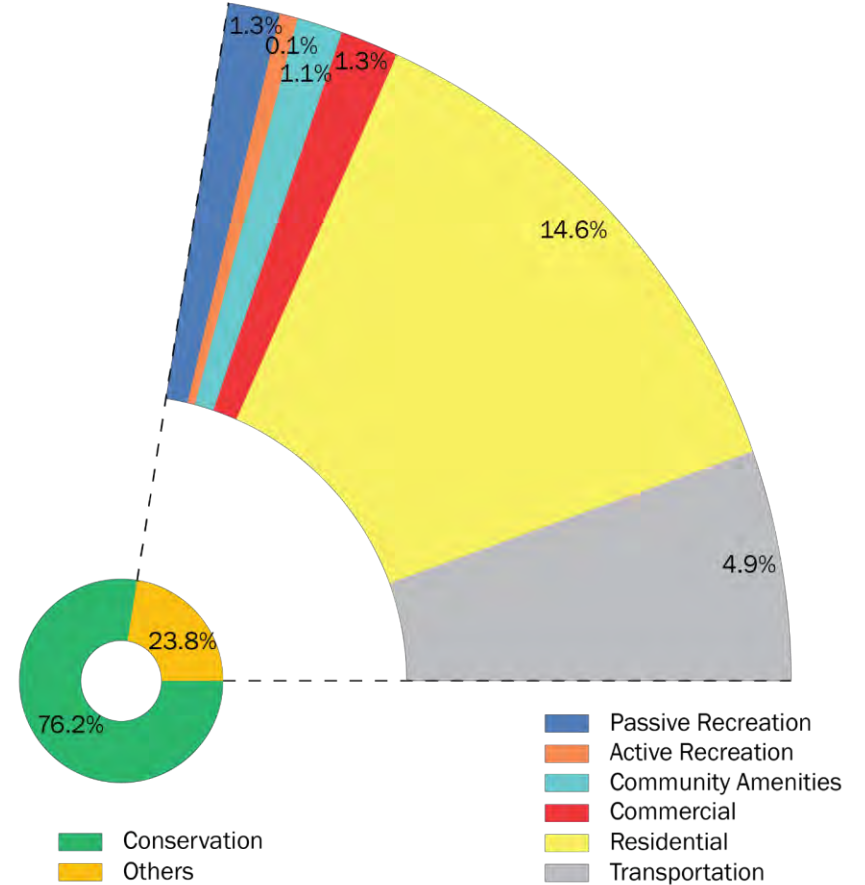
2



3



4





ZONING & MARKET ANLYSIS

Zoning Regulations

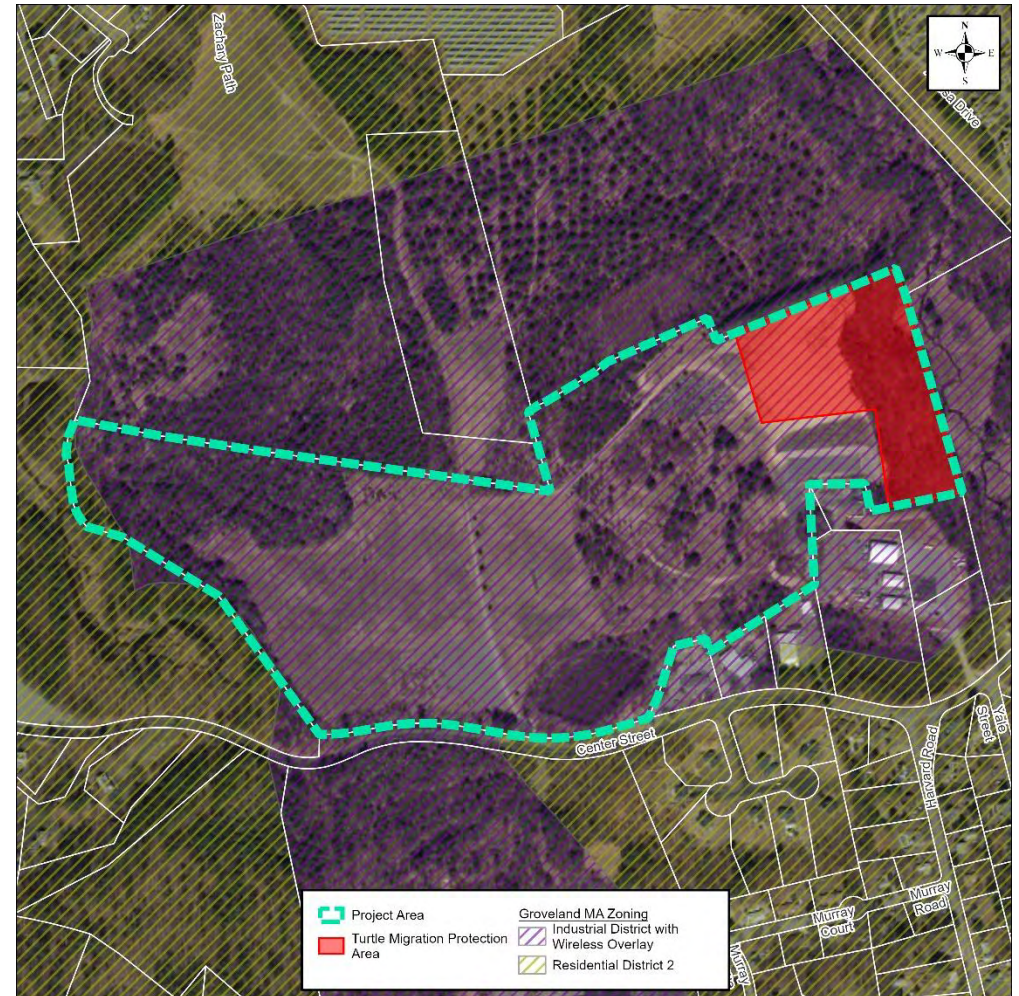
This property is zoned for industrial uses. The existing dimensional standards encourage sprawl development.

Zoning changes could allow a mix of uses on the site that encourage community uses, recreation, restaurant, light industrial, and housing.

Zoning changes could also require that uses be clustered in the appropriate areas, preserving critical habitat and allowing for recharge of the aquifer.

Design controls - including design guidelines, development controls, and even a form-based code - could promote sustainable, phased development.

Towns that incorporate appropriate design controls are better able to attract and retain projects that are responsive to community needs.



Development Precedents: Recreation



Edge Sports Center
Bedford
<https://theedgesportscenter.com/>



Fort River Birding and Nature Trail
Hadley
<https://fortriver.org/fort-river-birding-and-nature-trail/>



Notchview (Trustees)
Windsor
https://www.tripadvisor.pt/Attraction_Review-g41945-d266971-Reviews-Notchview-Windsor_Massachusetts.html



Dining/Entertainment
Egremont
Innes Associates



Dining
Egremont
Innes Associates



Trailhead
Innes Associates

Development Precedents: Building Community



Multifamily
Amesbury
RKG Associates



Co-housing
Littleton
Hagerhomestead.org



Community Gardens
Rowley
Innes Associates



Community Center
Pembroke)
<https://www.pembroke-ma.gov/town-manager/pages/community-center-building-project>

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



COMMUNITY ENGAGEMENT SESSION

Development Schemes Feedback

20 min to write down any thoughts and mark up the concepts and schemes in groups



REPORT OUT & NEXT STEPS



Thank you!

For more information, please visit the project Story Map!

<https://arcg.is/1yWfy8>

Appendix A.4. Other Public Engagement Materials

Visit the Project Website at the link below or use this QR Code:

tinyurl.com/01834150



STRAWBERRY FIELDS

150 CENTER STREET
GROVELAND, MA



Reasons why Groveland purchased the property (2013)

In March 2013 after negotiating with owner Jim Bussing, the Groveland Selectmen – Bette Gorski, Bill Darke, and Don Greaney reached an agreement to buy the 61 acre parcel for \$3,675,000. Below are the reasons for the purchase.

A. Water – Aquifer protection and future wells

- Protect and control the aquifer that feeds our primary town well permanently from contamination
- Prevent minimum of 100 single family homes from being built on top of this [irreplaceable resource
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- Bussing property ensures adequate mitigation space for any requirements by Natural and Endangered Species Program (NHESP) for providing a future well site on the Mattingly property guaranteeing an adequate future water supply

B. Recreation – Meeting the needs of a growing community

- Provides valuable open space that will be used for active and passive recreation
- Will alleviate current and future demand for fields for soccer, football, lacrosse and other sports for residents of all ages
- The last large open space parcel in town meeting recreation needs that would disappear if not purchased by the town

C. Value

- Prevents the addition of 100 homes on this valuable parcel
- Our property appraisal of \$3.75 mil proves the value and supports our purchase price of \$3.675 mil
- If developed, Bussing could realize \$40,000–\$50,000 per house lot further demonstrating the value, we are paying \$36,750 per lot

After agreeing to the purchase in March 2013 the Selectmen decided to put the final decision in the hands of the town's people. The \$3.675 mil purchase passed at the FY13 Town meeting and passed a town vote with 62% of voters approving.

Aquifer and Wellhead Protection

Land use restrictions:

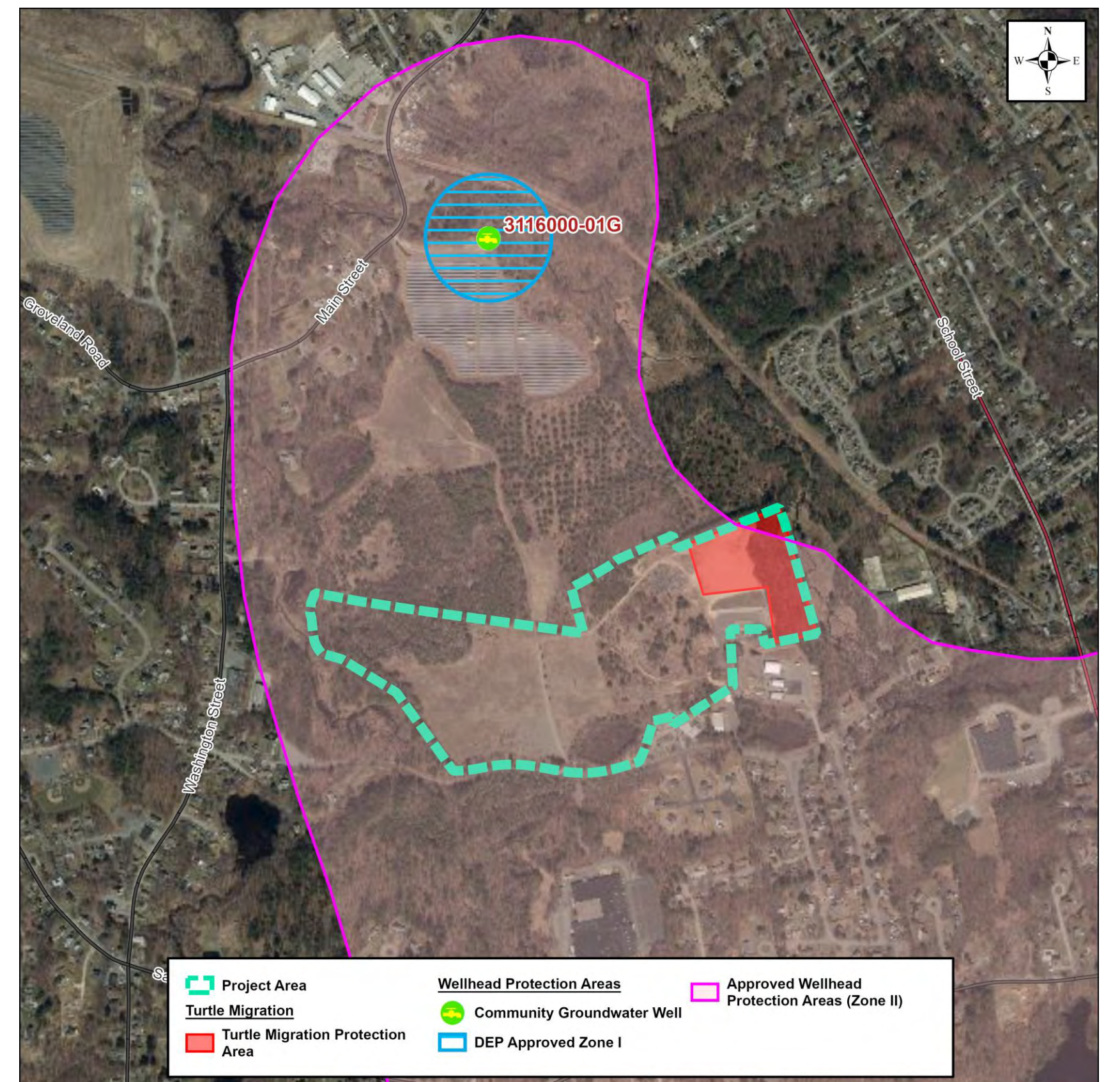
Prohibited

- non-sanitary wastewater disposal to the ground
- landfills and open dumps
- automobile graveyards/junkyards
- stockpiling/disposal of snow or ice that contains deicing chemicals
- facilities that generate, treat, store, or dispose of hazardous waste (Note: Very Small Quantity Generators are exempt.)
- petroleum, fuel oil and heating oil bulk stations and terminals
- wastewater residual landfills

Restricted

- storage of sludge, septage, deicing chemicals, animal manure
- commercial fertilizers, hazardous materials, and petroleum products
- earth removal activities
- impervious surfaces greater than 15% or 2,500 square feet

Other DEP programs also regulate certain threatening land uses, such as septic systems and landfill siting.





Strawberry Field Redevelopment Potential

Community Engagement

Two hybrid community engagement sessions took place on May 18th, 2023 and July 27th, 2023 for the public to engage in the project development and provide feedback. A survey was posted on the project website to collect more feedback from residents.

Concern for Aquifer Protection

Expand Library Programs & Adult Programming

No need for Rec fields

Bocce Courts, Shuffleboard, Pickleball

Local Grocery / Farm Stand

Multi-use/Flexible

Food & Refreshments

Maintain Access to Community Trail

Community Center / Senior Center

Outdoor seating and Trailhead

Preferred Scheme

Design and development principles:

- Provide Access to Nearby Community Amenities and Trail Systems;
- Preserve Natural Species Habitat and Protect the Aquifer;
- Increase Tax Revenue Generation while Balancing Natural Processes and Site Features



Conservation	Area (AC)	% of Site
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		
Eight Parking Spaces (1 HP) and Trailhead Kiosk	0.2	0.3%
Fitness Trail (1/2 Mile Trail with Fitness Kiosks)	0.7	1.2%
Community Amenities		
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		
Townhouses (55 units)	0.8	1.3%
Commercial		
Retail	0.1	0.1%
Restaurant	0.1	0.1%
Commercial / Light Industrial	0.2	0.4%
Industrial		
None	0.0	0.0%
Circulation		
Impervious Ground Cover	4.3	7.0%

How do you feel about the programs included in the Strawberry Fields development vision?

Community Trail



- 1 Definitely not
- 2 Not quite right
- 3 It's ok
- 4 Like it
- 5 Love it

Small Retail



- 1 Definitely not
- 2 Not quite right
- 3 It's ok
- 4 Like it
- 5 Love it

Community Center



- 1 Definitely not
- 2 Not quite right
- 3 It's ok
- 4 Like it
- 5 Love it

Commercial / Light Industrial



- 1 Definitely not
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Community Garden



- 1 Definitely not
- 2 Not quite right
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Restaurant



- 1 Definitely not
- 2 Not quite right
- 3 It's ok
- 4 Like it
- 5 Love it

Performance Pavilion



- 1 Definitely not
- 2 Not quite right
- 3 It's ok
- 4 Like it
- 5 Love it

Housing



- 1 Definitely not
- 2 Not quite right
- 3 It's ok
- 4 Like it
- 5 Love it

Other Ideas?



TOWN of GROVELAND MASSACHUSETTS



ia

RKG

How do you feel about the programs included in the Strawberry Fields development vision?

Community Trail



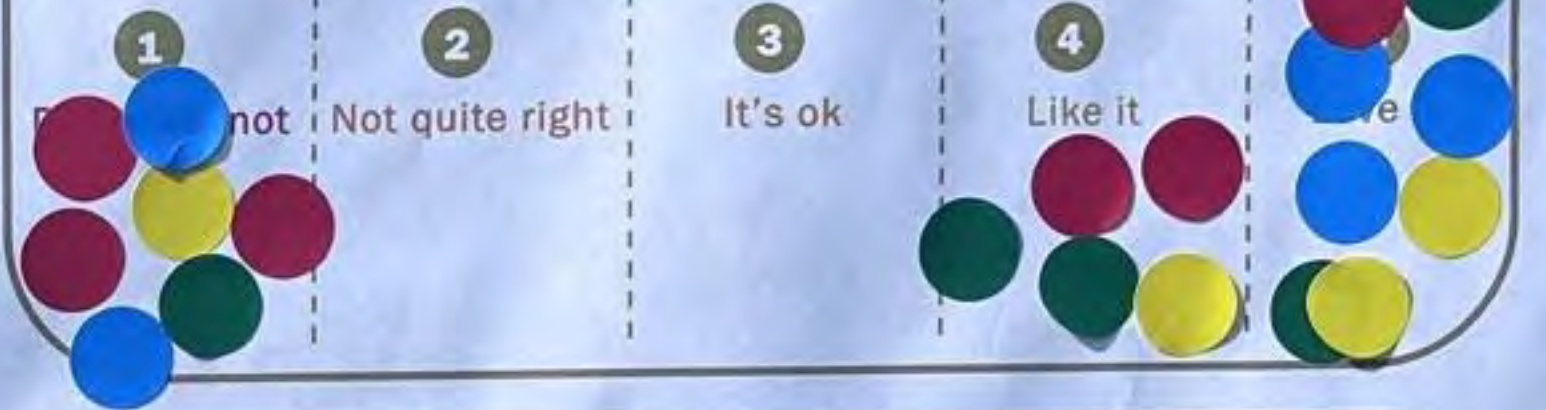
Small Retail



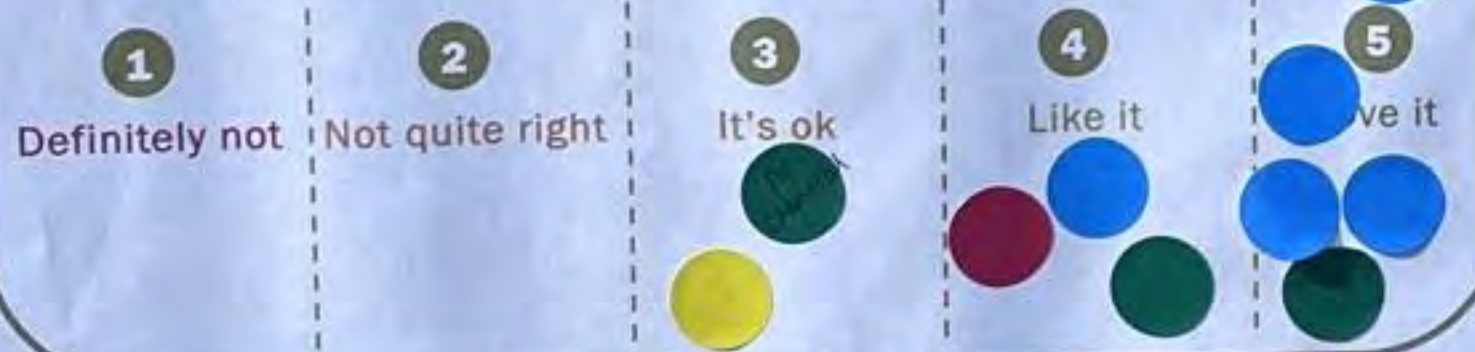
Community Center



Commercial / Light Industrial



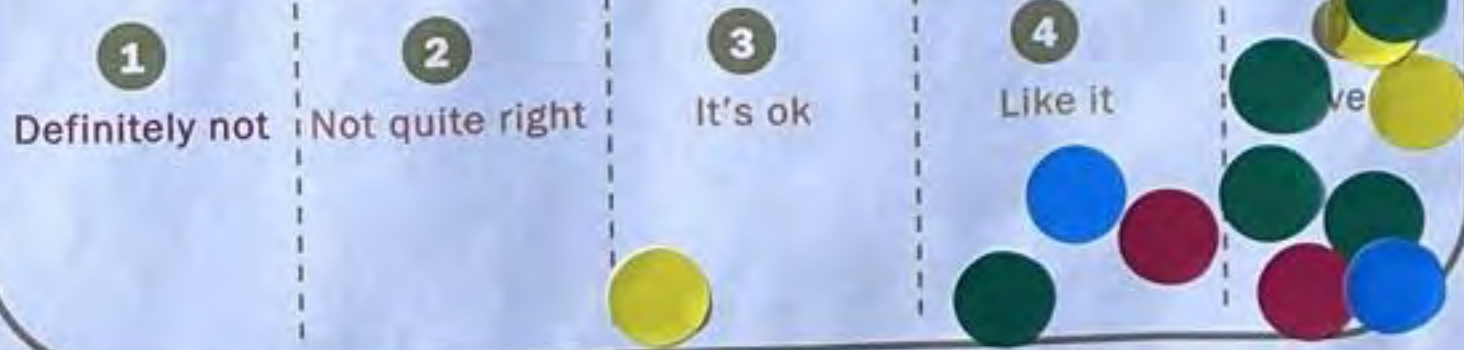
Community Garden



Restaurant



Performance Pavilion



Housing



Other Ideas?

Community Center activity

YOUNG + DAYCARE

*GOLF course / country Club
W. BOYFORD STORE
WEST VILLAGE PODIOUS*

definitely not golf court!



GROVELAND

MassDevelopment

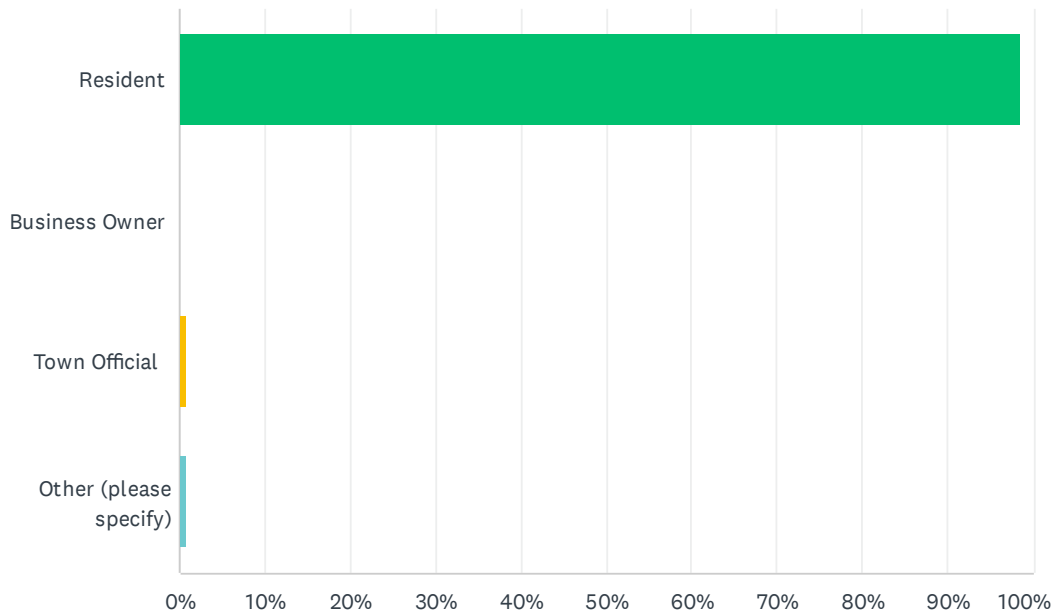
Arch Engineering



Appendix B. Results of Public Surveys

Q1 Who are you?

Answered: 133 Skipped: 2

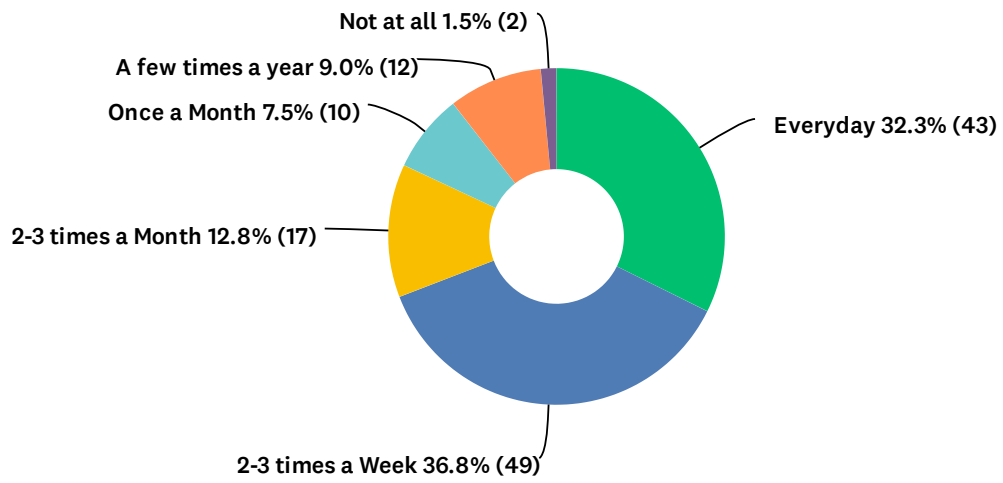


ANSWER CHOICES	RESPONSES	
Resident	98.50%	131
Business Owner	0.00%	0
Town Official	0.75%	1
Other (please specify)	0.75%	1
TOTAL		133

#	OTHER (PLEASE SPECIFY)	DATE
1	Resident of neighboring town	6/25/2023 10:56 AM

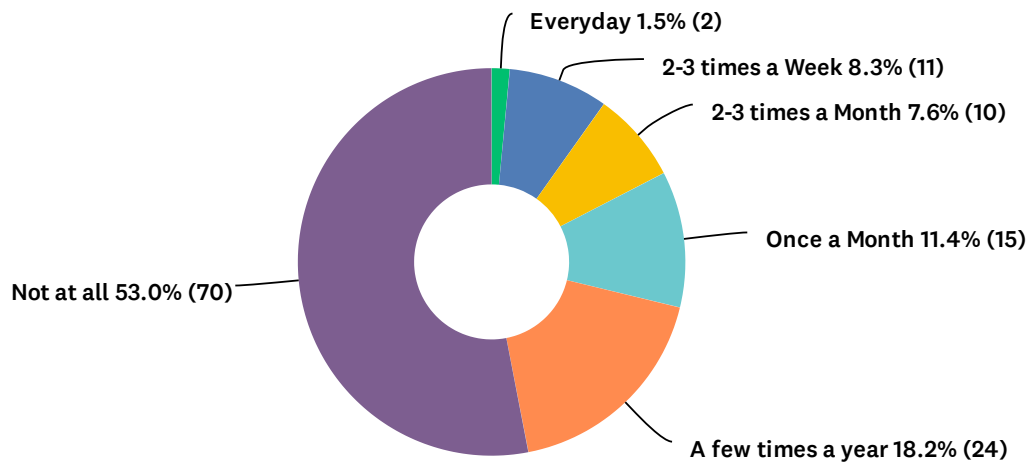
Q2 How often do you commute past 150 Center Street?

Answered: 133 Skipped: 2



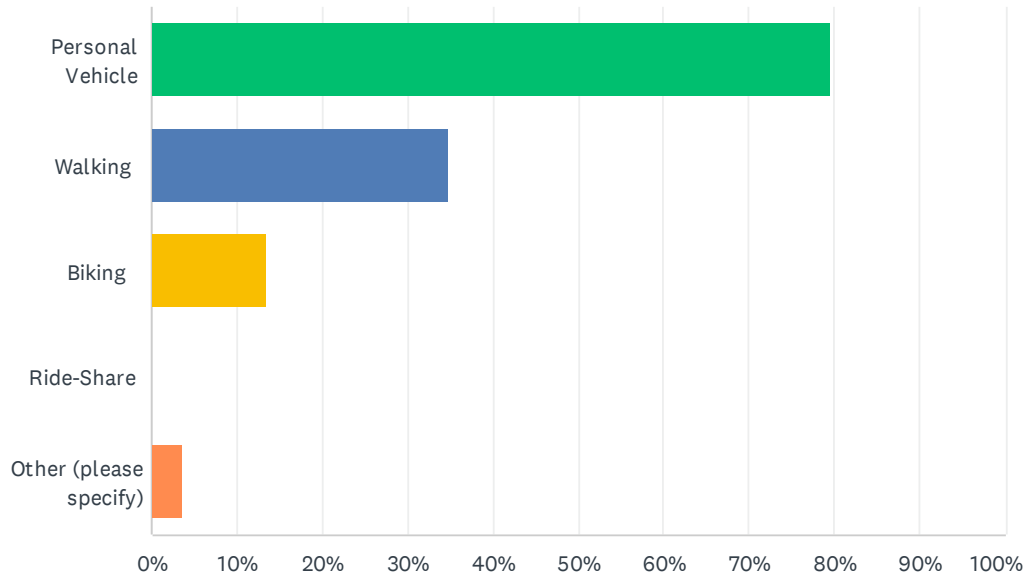
Q3 How frequently do you visit/stop at 150 Center Street

Answered: 132 Skipped: 3



Q4 How do you access 150 Center St? (check all that apply)

Answered: 112 Skipped: 23

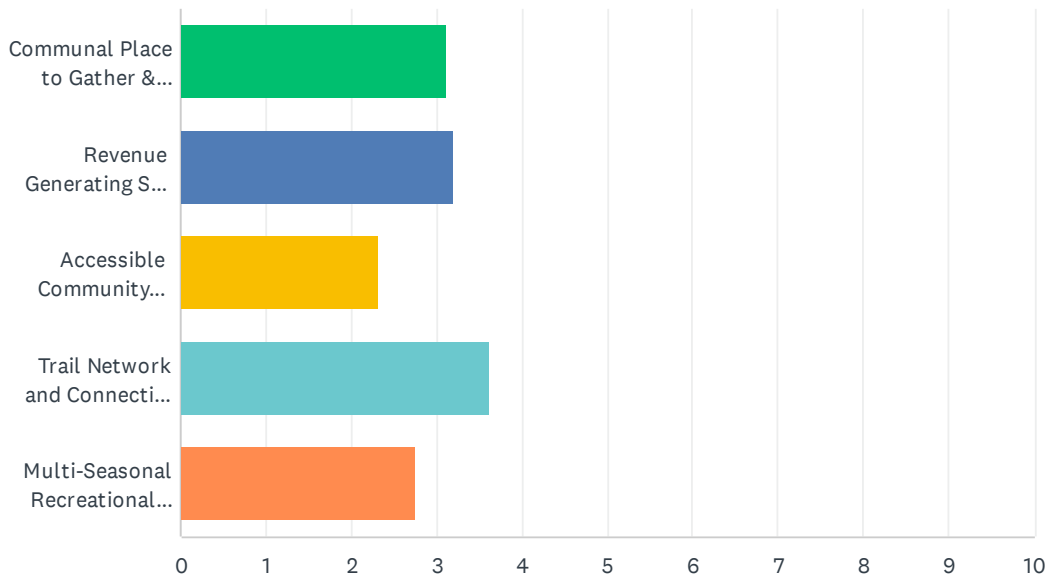







ANSWER CHOICES	RESPONSES	
Personal Vehicle	79.46%	89
Walking	34.82%	39
Biking	13.39%	15
Ride-Share	0.00%	0
Other (please specify)	3.57%	4
Total Respondents: 112		

#	OTHER (PLEASE SPECIFY)	DATE
1	Not at all	7/19/2023 8:03 PM
2	n/a	7/3/2023 7:12 AM
3	Snowshoe	7/2/2023 11:48 AM
4	It has a gate we are not allowed to enter !!!!!	7/2/2023 8:52 AM

Q5 Please rank your priorities for the site development:

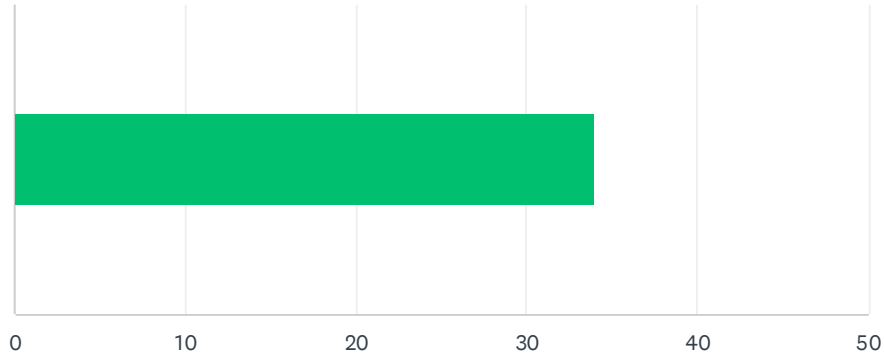
Answered: 135 Skipped: 0



	1	2	3	4	5	TOTAL	SCORE
 Communal Place to Gather & Host Town Programs	15.56% 21	23.70% 32	24.44% 33	29.63% 40	6.67% 9	135	3.12
 Revenue Generating Site Uses – Commercial/Light Industrial	31.85% 43	14.81% 20	14.81% 20	17.04% 23	21.48% 29	135	3.19
 Accessible Community Residential Options	2.22% 3	17.04% 23	26.67% 36	18.52% 25	35.56% 48	135	2.32
 Trail Network and Connection to Groveland Community Trail	40.74% 55	16.30% 22	16.30% 22	17.78% 24	8.89% 12	135	3.62
 Multi-Seasonal Recreational Uses	9.63% 13	28.15% 38	17.78% 24	17.04% 23	27.41% 37	135	2.76

Q6 How much of the 61 acre site would you like to see further developed? Provided that 8 acres is reserved for the Turtle Habitat Conservation Restriction.

Answered: 125 Skipped: 10



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	34	4,249	125
Total Respondents: 125			

#		DATE
1	90	7/27/2023 1:19 PM
2	25	7/23/2023 2:28 PM
3	0	7/20/2023 7:56 PM
4	25	7/20/2023 1:38 PM
5	75	7/19/2023 8:03 PM
6	80	7/19/2023 6:32 PM
7	60	7/19/2023 6:13 PM
8	100	7/9/2023 5:06 PM
9	24	7/7/2023 12:25 PM
10	31	7/6/2023 3:43 PM
11	0	7/6/2023 11:05 AM
12	0	7/4/2023 7:44 PM
13	0	7/4/2023 7:30 PM
14	0	7/4/2023 7:16 PM
15	10	7/4/2023 8:42 AM
16	50	7/4/2023 8:17 AM
17	0	7/3/2023 10:18 PM
18	31	7/3/2023 9:23 PM

Strawberry Fields Redevelopment

19	0	7/3/2023 8:00 PM
20	100	7/3/2023 2:48 PM
21	0	7/3/2023 2:33 PM
22	40	7/3/2023 10:20 AM
23	0	7/3/2023 9:59 AM
24	23	7/3/2023 9:37 AM
25	30	7/3/2023 7:35 AM
26	50	7/3/2023 7:12 AM
27	32	7/2/2023 7:40 PM
28	15	7/2/2023 7:25 PM
29	20	7/2/2023 7:21 PM
30	0	7/2/2023 7:15 PM
31	51	7/2/2023 6:53 PM
32	50	7/2/2023 6:43 PM
33	60	7/2/2023 5:04 PM
34	40	7/2/2023 4:36 PM
35	20	7/2/2023 4:17 PM
36	80	7/2/2023 4:02 PM
37	35	7/2/2023 3:46 PM
38	60	7/2/2023 3:42 PM
39	40	7/2/2023 3:04 PM
40	83	7/2/2023 2:49 PM
41	60	7/2/2023 2:34 PM
42	0	7/2/2023 2:21 PM
43	21	7/2/2023 2:12 PM
44	20	7/2/2023 1:26 PM
45	40	7/2/2023 12:43 PM
46	52	7/2/2023 12:25 PM
47	20	7/2/2023 11:48 AM
48	0	7/2/2023 11:33 AM
49	0	7/2/2023 11:16 AM
50	50	7/2/2023 11:02 AM
51	50	7/2/2023 10:45 AM
52	50	7/2/2023 10:43 AM
53	40	7/2/2023 10:40 AM
54	8	7/2/2023 10:22 AM
55	100	7/2/2023 10:03 AM
56	60	7/2/2023 9:50 AM

Strawberry Fields Redevelopment

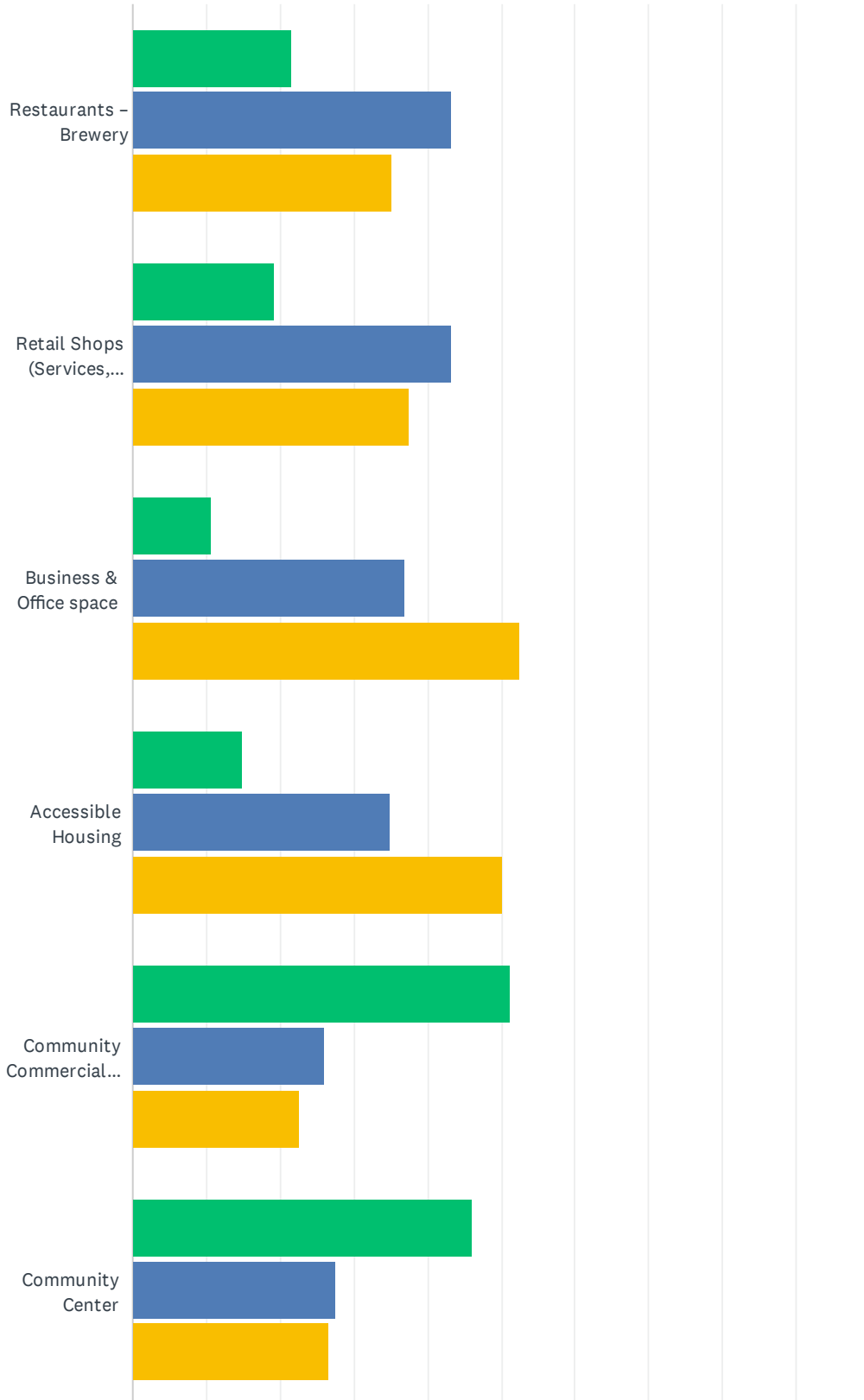
57	60	7/2/2023 9:50 AM
58	20	7/2/2023 9:38 AM
59	0	7/2/2023 9:37 AM
60	60	7/2/2023 9:35 AM
61	50	7/2/2023 9:33 AM
62	5	7/2/2023 9:23 AM
63	40	7/2/2023 9:21 AM
64	25	7/2/2023 9:20 AM
65	6	7/2/2023 9:16 AM
66	0	7/2/2023 9:13 AM
67	0	7/2/2023 9:13 AM
68	50	7/2/2023 8:52 AM
69	51	7/2/2023 8:50 AM
70	0	7/2/2023 8:47 AM
71	25	7/2/2023 8:46 AM
72	95	7/2/2023 8:31 AM
73	80	7/2/2023 8:12 AM
74	50	7/2/2023 8:08 AM
75	65	7/2/2023 8:04 AM
76	50	7/2/2023 8:03 AM
77	100	7/2/2023 8:02 AM
78	33	7/2/2023 7:56 AM
79	50	7/2/2023 7:51 AM
80	7	6/28/2023 5:03 PM
81	50	6/28/2023 1:15 PM
82	54	6/28/2023 11:04 AM
83	7	6/28/2023 9:28 AM
84	75	6/28/2023 9:00 AM
85	40	6/28/2023 5:32 AM
86	0	6/28/2023 4:31 AM
87	50	6/27/2023 9:13 PM
88	75	6/27/2023 9:08 PM
89	60	6/27/2023 8:56 PM
90	25	6/27/2023 5:31 PM
91	4	6/27/2023 12:00 PM
92	25	6/27/2023 8:24 AM
93	0	6/27/2023 8:09 AM
94	0	6/27/2023 12:09 AM

Strawberry Fields Redevelopment

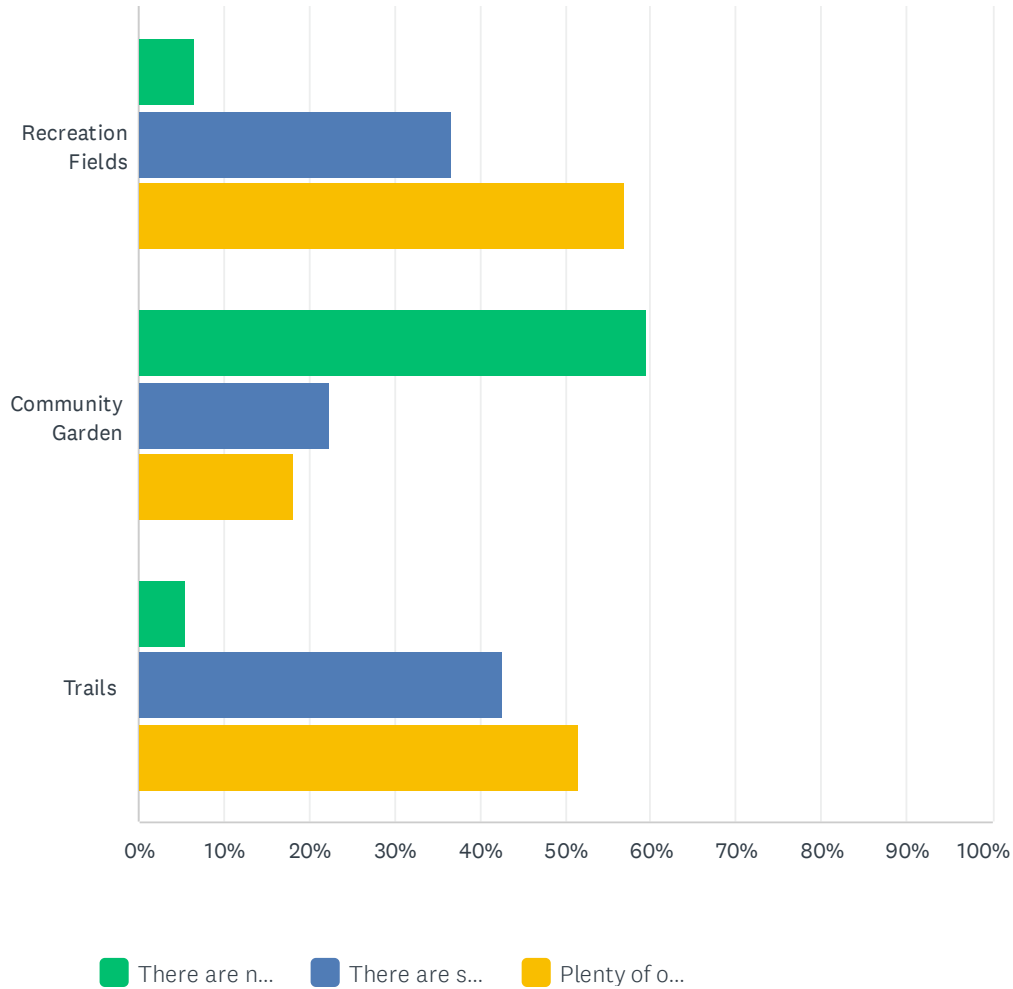
95	20	6/26/2023 9:53 PM
96	0	6/26/2023 5:08 PM
97	1	6/26/2023 5:03 PM
98	76	6/26/2023 12:01 PM
99	75	6/26/2023 7:53 AM
100	44	6/26/2023 5:36 AM
101	50	6/25/2023 11:48 PM
102	0	6/25/2023 8:01 PM
103	75	6/25/2023 7:31 PM
104	0	6/25/2023 5:24 PM
105	30	6/25/2023 4:36 PM
106	100	6/25/2023 2:08 PM
107	35	6/25/2023 1:54 PM
108	0	6/25/2023 12:36 PM
109	37	6/25/2023 11:41 AM
110	1	6/25/2023 10:56 AM
111	92	6/25/2023 7:43 AM
112	10	6/25/2023 7:17 AM
113	50	6/25/2023 2:43 AM
114	60	6/24/2023 10:14 PM
115	0	6/24/2023 9:58 PM
116	15	6/24/2023 9:52 PM
117	20	6/24/2023 8:36 PM
118	0	6/24/2023 7:35 PM
119	0	6/24/2023 7:21 PM
120	0	6/24/2023 7:10 PM
121	0	6/24/2023 6:58 PM
122	50	6/24/2023 6:31 PM
123	20	6/24/2023 6:28 PM
124	0	6/24/2023 5:51 PM
125	0	6/24/2023 5:45 PM

Q7 Please rate the availability of these amenities within or immediately surrounding the Groveland community:

Answered: 128 Skipped: 7



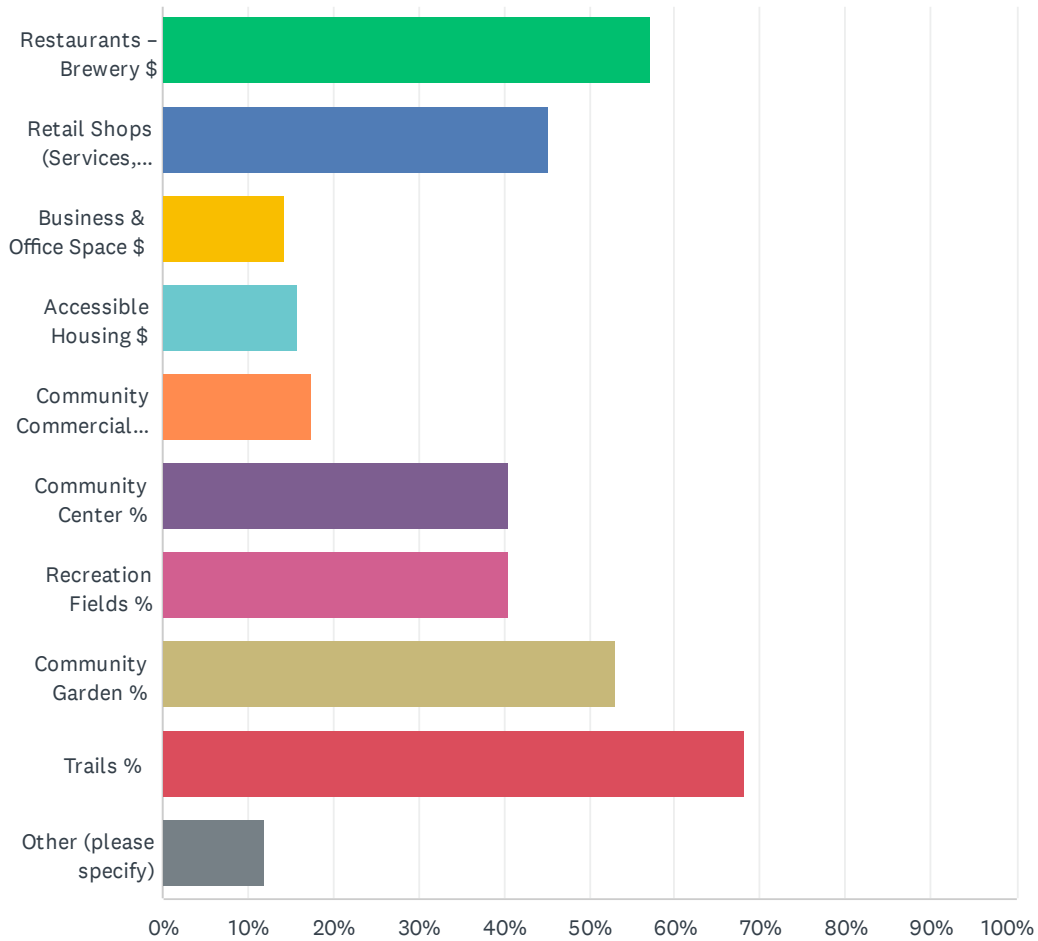
Strawberry Fields Redevelopment












	THERE ARE NO OPTIONS RELATIVELY CLOSE	THERE ARE SOME, BUT THEY AREN'T GREAT	PLENTY OF OPTIONS THAT ARE EASILY ACCESSIBLE	TOTAL
Restaurants – Brewery	21.60% 27	43.20% 54	35.20% 44	125
Retail Shops (Services, small office, market)	19.20% 24	43.20% 54	37.60% 47	125
Business & Office space	10.66% 13	36.89% 45	52.46% 64	122
Accessible Housing	15.00% 18	35.00% 42	50.00% 60	120
Community Commercial Kitchen for local businesses/start-up	51.26% 61	26.05% 31	22.69% 27	119
Community Center	45.97% 57	27.42% 34	26.61% 33	124
Recreation Fields	6.50% 8	36.59% 45	56.91% 70	123
Community Garden	59.50% 72	22.31% 27	18.18% 22	121
Trails	5.65% 7	42.74% 53	51.61% 64	124

Q8 Would you like any of the above amenities to be more accessible? (\$ = tax revenue generating, % = community public amenities)

Answered: 126 Skipped: 9



Strawberry Fields Redevelopment

ANSWER CHOICES	RESPONSES	
 Restaurants – Brewery \$	57.14%	72
 Retail Shops (Services, small office, market) \$	45.24%	57
 Business & Office Space \$	14.29%	18
 Accessible Housing \$	15.87%	20
 Community Commercial Kitchen for local businesses/start-up \$	17.46%	22
 Community Center %	40.48%	51
 Recreation Fields %	40.48%	51
 Community Garden %	53.17%	67
 Trails %	68.25%	86
Other (please specify)	11.90%	15
Total Respondents: 126		

#	OTHER (PLEASE SPECIFY)	DATE
1	Solar field	7/19/2023 8:03 PM
2	Nobody is going to Groveland for dinner !!	7/3/2023 10:44 AM
3	Stop developing!! No more low income house, that brings nothing but trash.	7/3/2023 9:59 AM
4	Hydroponic farming	7/2/2023 6:53 PM
5	Tennis courts, track	7/2/2023 1:26 PM
6	Leave it as is!	7/2/2023 11:33 AM
7	Pickle ball courts	7/2/2023 9:35 AM
8	Very concerned about increase traffic !!!!	7/2/2023 8:52 AM
9	Town pool	7/2/2023 8:03 AM
10	If this property has any development it should only occur right on Center street.	6/28/2023 5:03 PM
11	I would like to see more public green space.	6/27/2023 12:09 AM
12	Leave it alone for the wild life !!	6/24/2023 10:21 PM
13	Trader joes	6/24/2023 9:58 PM
14	Leave it alone .. We can't fill the open real estate now!! (Groveland Diner, Stark and Cronk, The	6/24/2023 5:51 PM

Strawberry Fields Redevelopment

old Gas station and now Your Place and Ours !!

15	Leave strawberry fields alone	6/24/2023 5:45 PM
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Q9 What are your greatest concerns for the site?

Answered: 102 Skipped: 33

#	RESPONSES	DATE
1	Protection of our drinking water	7/27/2023 1:19 PM
2	Existing wildlife disturbed. Increased traffic on the street. Noise pollution.	7/23/2023 2:28 PM
3	Zone board member/other town board members promoting store complex for own personal gain	7/20/2023 7:56 PM
4	No one really drives by that area so I am concerned that a restaurant or small business/market would not make enough money	7/19/2023 8:03 PM
5	that it becomes a waste land	7/19/2023 6:32 PM
6	Runoff to aqueduct	7/19/2023 6:13 PM
7	Tax revenue	7/9/2023 5:06 PM
8	Overdevelopment	7/7/2023 12:25 PM
9	Protecting open space, habitat and town water. That we will not keep protecting these things which were the reasons the property was purchased.	7/6/2023 11:05 AM
10	Development, loss of animal habitat	7/4/2023 7:44 PM
11	Tax dollars being wasted	7/4/2023 7:30 PM
12	We do not need any additional residential or commercial spaces in the town. This area needs to remain open. Space	7/4/2023 7:16 PM
13	I live in Yale st. I am already concerned about the traffic from the new apartment LS that are being built on Salem Street. Our neighborhood does not need additional business traffic to contend with every day.	7/4/2023 8:42 AM
14	Infrastructure, water consumption, traffic	7/4/2023 8:17 AM
15	Land was purchased to stay green and not to be developed So no building	7/3/2023 10:18 PM
16	Greatest concern that more housing will go in the space and no businesses will be considered.	7/3/2023 9:23 PM
17	It should not be developed	7/3/2023 8:00 PM
18	Real estate tax increases	7/3/2023 2:48 PM
19	Loss of the last large chunk of town-owned green space. Loss of wildlife habitat.	7/3/2023 2:33 PM
20	Leave the site alone! Go back to the woke City you came from Rebecca !!	7/3/2023 10:44 AM
21	This town is growing and we need to develop accordingly. We need more revenue and can only do that by welcoming businesses. We can do that responsibly while preserving the small town feel.	7/3/2023 10:20 AM
22	That you will build on it	7/3/2023 9:59 AM
23	Housing, we need to bring revenue into the community to reduce Real Estate Taxes	7/3/2023 7:35 AM
24	That any development will have the same cookie-cutter look as others across the state. Mixed material structures that capture none of the towns existing charm.	7/3/2023 7:12 AM
25	Leave it alone..please..didn't we AI buy this to protect it a few years back?	7/2/2023 7:41 PM
26	I would hate for the natural beauty of the area to be lost. Part of the appeal pf groveland is that nature still exists around us.	7/2/2023 7:40 PM
27	large housing developments	7/2/2023 7:25 PM

Strawberry Fields Redevelopment

28	Traffic, increase in taxes for residents.	7/2/2023 7:21 PM
29	This space was purchased by town as open space, or so many people thought.... now we want to develop it???? Seems deceptive	7/2/2023 7:15 PM
30	Duplication of existing infrastructure. Stressing current government services.	7/2/2023 6:53 PM
31	Traffic	7/2/2023 5:47 PM
32	Overdevelopment and overpopulation of our already struggling school system	7/2/2023 4:36 PM
33	over development	7/2/2023 3:46 PM
34	Affordable to live in Groveland	7/2/2023 3:42 PM
35	Tax dollars and proper maintenance	7/2/2023 3:04 PM
36	more housing. Groveland has expanded enough	7/2/2023 2:34 PM
37	Having crowds disturb one of the few remaining green spaces in our town. Industrial or retail use would ruin this area.	7/2/2023 2:21 PM
38	More housing means more demand on schools that are overburdened already	7/2/2023 2:12 PM
39	Traffic on Center st	7/2/2023 1:26 PM
40	Traffic	7/2/2023 12:43 PM
41	Mismanagement	7/2/2023 12:25 PM
42	Protection of aquifer. Oversight of any development to protect aquifer! Keeping open space for plants and animals. Corridors connecting flora and fauna are crucial to maintain a healthy ecosystem.	7/2/2023 11:48 AM
43	The community is being destroyed.	7/2/2023 11:33 AM
44	Losing small town feel. Overcrowding roads, schools, utilities etc. causing increase in taxes and more overrides.	7/2/2023 11:16 AM
45	Taxing town water even more. Making it too modern/not keeping with Groveland's small town feel.	7/2/2023 11:02 AM
46	I do not think it is a good idea to allow ANY industrial use anywhere near our aquifer. Protect the water, don't make the same mistakes as in the past.	7/2/2023 10:45 AM
47	Increased traffic along Center St. Sidewalks from close-by neighborhoods, Atwood, Harvard, Yale would be great.	7/2/2023 10:40 AM
48	Overdevelopment	7/2/2023 10:22 AM
49	Increased traffic on center street will push more vehicles to use 7 Star Rd to get to Georgetown. 7 Star Rd is often used by pedestrians, but does not have shoulders or sidewalks, is winding and hilly, and people already speed.	7/2/2023 10:03 AM
50	Housing	7/2/2023 9:50 AM
51	Traffic access, it would be important to have multiple access points, including access to the trail for pedestrians to alleviate traffic flow on Center St.	7/2/2023 9:50 AM
52	Adding to already heavy traffic and vandalism to a remote area.	7/2/2023 9:38 AM
53	That it will be overdeveloped causing a strain on the town water supply, emergency services, schools etc. and to preserve nature and the suburban look and feel of Groveland. People moved here for a nice quiet town with trees and nature.	7/2/2023 9:35 AM
54	More apartments/homes means more kids in schools. Taxes.	7/2/2023 9:23 AM
55	Over development of housing and offices. Groveland also has plenty of beautiful community center areas where the town gathers.	7/2/2023 9:20 AM
56	Aquifers	7/2/2023 9:16 AM
57	No commercial, industrial or condo/housing development. This area was purchased using tax	7/2/2023 9:13 AM

Strawberry Fields Redevelopment

payer money with the promise that it would be used for recreation purposes only . Just because the town demographics has changed is absolutely no reason to start building any commercial or housing on that property. I have lived in Groveland since 1983 and I am tired of every free space being built upon. This appears on it's face to be a means of increasing revenue. Leave the land for recreation!!! The town keeps wanting more (high school, 2 1/2 over rides, Strawberry Fields, etc. and out taxes have sky rocketed as a result. Live within our means is sound advice , that apparently the "younger" folks in town don't seem to agree with. Some of my taxes over the past decade have gone to the preservation of Strawberry Fields as an open and free area for wildlife and recreation. Don't ruin this area. No buildings, commercial or otherwise, should be on that area. Richard Beaumont 193 Center St.

58	Conservation, traffic impact, impact on public services I.e. fire, police and schools that have limited ability to react to additional residential development.	7/2/2023 9:13 AM
59	Destroying the environment.	7/2/2023 8:54 AM
60	Traffic increase !!!!!!! Just look at Georgetown today. The Salem 200 condo dev will bring 450 more cars. Coming soon!	7/2/2023 8:52 AM
61	That it continues to sit unused for any purpose whatsoever.	7/2/2023 8:46 AM
62	More housing with an already crowded school	7/2/2023 8:27 AM
63	Whatever is developed, there needs to be a balance between developing and open space/nature as we are a community that is desired for its quietness.	7/2/2023 8:12 AM
64	I really think it should be mixed use. I do t want to see it completely developed or destroyed. Should have something for the public to use	7/2/2023 8:03 AM
65	More housing with crappy water in the town. Traffic. Wildlife losing their homes	7/2/2023 7:56 AM
66	The wildlife homes that are located there.	7/2/2023 7:51 AM
67	This property was purchased by the taxpayers to PROTECT OUR AQUIFER. Yes, no one visibly sees the aquifer every day, but it supplies our ability to exist as our bodies are mostly water. With more development happening in the old quarry, we have more and more people moving to town who will depend on our water resources. We already had a tragedy with our well being polluted on Main St. . Let's take every precaution we can to preserve our groundwater for us and future generations.	6/28/2023 5:03 PM
68	We need additional sources of revenue. I feel it would be helpful to allow businesses to develop there. The tax revenue would help	6/28/2023 1:15 PM
69	Protecting our town water supply and the aquifer that feeds it. Following the will of 62% of voters wh voted to purchase it for the aquifer and recreation.	6/28/2023 9:28 AM
70	For the town to make as much money as possible	6/28/2023 9:00 AM
71	Aquifer protection	6/27/2023 9:13 PM
72	Developed into industrial space or all housing.	6/27/2023 9:08 PM
73	Overdevelopment into retail space. Whatever is put there it should be dense in order to maximize the amount of free space around any buildings. We need to minimize the amount of paved area if possible. Perhaps use grass parking if needed for a community center during large events.	6/27/2023 5:31 PM
74	Contamination Washington st site has deed restrictions in place by the EPA and DEP Level it, leave to nature for 50 years and then look at development	6/27/2023 12:00 PM
75	Increased traffic that town cant handle.	6/27/2023 8:24 AM
76	No low income housing	6/27/2023 8:09 AM
77	One of my biggest concerns is the town over extending itself from a development and resources standpoint, the small town feel I grew up is fading, there is no reason why groveland needs to turn into Haverhill. Over crowded schools, over crowded roads and town resources being stretched to thin.	6/27/2023 12:09 AM
78	Overdevelopment	6/26/2023 9:53 PM

Strawberry Fields Redevelopment

79	Commercial or residential development would cause further harm to the site.	6/26/2023 5:08 PM
80	I'd like to see the local ecosystem further protected and maintained, with minimal commercial development. I love the trails and walk & bike there often.	6/26/2023 5:03 PM
81	Environmental impact, traffic, and ensuring that it will drive community engagement and ideally drive tax revenue	6/25/2023 11:48 PM
82	Development. Leave the site alone	6/25/2023 5:24 PM
83	That it isn't used for housing that our towns schools or water systems can support	6/25/2023 4:36 PM
84	safety for the aquifer	6/25/2023 12:36 PM
85	Loss of wildlife	6/25/2023 11:41 AM
86	My hope is this site will be protected from potentially contaminating future uses because it sits atop the town's aquifer and invaluable resource of clean water. That along with the endangered and threatened species using the area for habitat make commercial and housing development ideas very short sighted.	6/25/2023 10:56 AM
87	Most of this land should be kept for conservation which I believe was the original intent. Where do you think wild life will go if we keep taking their land???? It makes me shudder to think of how much land has been taken away from nature in the 40 years I've lived here...	6/25/2023 7:17 AM
88	Prior contamination and parking/traffic concerns dumping out onto Rte 97	6/25/2023 2:43 AM
89	I think we should leave it alone. Allow wild life to continue to flourish and live in peace. If we develop this area, hundreds of wild life animals will lose their home	6/24/2023 10:21 PM
90	Would hate to see the site over developed, it should remain mostly natural area/animal habitat.	6/24/2023 9:58 PM
91	Sustainability	6/24/2023 9:52 PM
92	Leave it alone , we got scam into buying it from a developer now you want to develop it	6/24/2023 8:57 PM
93	Overdevelopment	6/24/2023 8:36 PM
94	Building more housing- we need to keep open space or if it has to be developed it should be commercial sites	6/24/2023 8:02 PM
95	Having Low income housing built	6/24/2023 7:56 PM
96	Do not develop!!!!!! We moved here because of the trees, the wildlife and the quiet. Wildlife habitats are being destroyed by builders. Enough is enough!! The condo plans for salem st, the storage units. This town us forcing coyotes into people's backyards. We pay an exorbitant amount of taxes for our land which is slowly diminishing. It's horrible.	6/24/2023 7:35 PM
97	No more housing/apartments	6/24/2023 7:10 PM
98	We do not have the capacity for more kids in the schools systems. Our small streets can't handle the traffic these business or houses are bringing in. We are developing everything in this town and leaving nothing for the poor animals.	6/24/2023 6:58 PM
99	That it will be developed into more housing that stresses our already tapped resources.	6/24/2023 6:31 PM
100	Traffic / population and influx of people	6/24/2023 6:28 PM
101	Our Infrastructure can't handle development .. Especially with the apartments under construction on Salem St	6/24/2023 5:51 PM
102	Aquifer, excessive traffic from non Groveland residents.	6/24/2023 5:45 PM

Q10 What is Groveland missing that should be fulfilled on the site?

Answered: 101 Skipped: 34

#	RESPONSES	DATE
1	Light industry to help with taxes	7/27/2023 1:19 PM
2	A few small businesses (restaurants) and a community center.	7/23/2023 2:28 PM
3	Open space, that's what it was purchased for and should stay that way	7/20/2023 7:56 PM
4	We do not have a community center or a ymca for programs for youth and elderly after school and during summer vacations.	7/19/2023 8:03 PM
5	Brewery / beer garden/ restaurant	7/19/2023 6:13 PM
6	Opportunities for small businesses.	7/9/2023 5:06 PM
7	Keeping the open space if possible	7/7/2023 12:25 PM
8	Educational center to raise the generally below normal collective IQ of Groveland residents	7/6/2023 3:43 PM
9	Recreation options for all ages not just organized sports, potential solar field.	7/6/2023 11:05 AM
10	Green space	7/4/2023 7:44 PM
11	Ball fields	7/4/2023 7:30 PM
12	Zero	7/4/2023 7:16 PM
13	Community center, the town lacks community communication. A place for kids to gather.	7/4/2023 8:42 AM
14	Restaurants/bars/breweries and retail shops are virtually devoid in the town	7/4/2023 8:17 AM
15	Zero they shouldn't be able to build on it	7/3/2023 10:18 PM
16	Affordable, not low income condos for 55+so that people can stay in the community.	7/3/2023 9:23 PM
17	Leave it alone	7/3/2023 8:00 PM
18	Something that will generate revenue, why not bring the space back to farming lease out to pot farmers. Real estate taxes are insane here! It has gone past my mortgage payment. We need something that generates revenue and doesn't have a big impact to our Towns water, schools, roads....	7/3/2023 2:48 PM
19	Nothing. Groveland is attractive for it's green space. Let's not sell off the last bit.	7/3/2023 2:33 PM
20	Nothing leave it alone	7/3/2023 10:44 AM
21	Restaurants, small retail options, community gathering spaces, recreation	7/3/2023 10:20 AM
22	Trees! Plant trees	7/3/2023 9:59 AM
23	Gathering place for people to shop	7/3/2023 7:35 AM
24	2,000sq ft starter homes that offer opportunity to start a family or downsize from an empty nest. All the new developments I see are giant McMansions.	7/3/2023 7:12 AM
25	Maybe a common garden. It really does not need to change. It's okay to not develop every inch of the town.	7/2/2023 7:41 PM
26	Biking trails would be great	7/2/2023 7:40 PM
27	restaurant	7/2/2023 7:25 PM
28	Small businesses, shops, etc. recreation for kids and seniors.	7/2/2023 7:21 PM
29	Space to be used by community	7/2/2023 7:15 PM

Strawberry Fields Redevelopment

30	21st century planning.	7/2/2023 6:53 PM
31	Senior center	7/2/2023 5:04 PM
32	Teen center, community pool	7/2/2023 4:36 PM
33	Sit down restaurant & small market with adequate parking	7/2/2023 4:17 PM
34	affordable and accessible housing	7/2/2023 3:46 PM
35	Franchise chains	7/2/2023 3:42 PM
36	a community center, a recreational park, maybe a trail connecting to the existing trail recently built. anything keeping it an outdoor place to visit. no more housing.	7/2/2023 2:34 PM
37	Community center. Our seniors only have a dingy room to hold events. And they have to share this space.	7/2/2023 2:21 PM
38	How about adding to water access with the rail trail. Such a phenomenal waste to not utilize this more.	7/2/2023 2:12 PM
39	Nice park with trees, walking paths, gardens and benches.	7/2/2023 1:26 PM
40	Good food options other than pizza would be great but I do worry about the impact of increased traffic in a residential neighborhood	7/2/2023 12:43 PM
41	Cell tower	7/2/2023 12:25 PM
42	There can never be enough open space! Our water is precious, continuous oversight with strict environmental regulations for any development is necessary and crucial.	7/2/2023 11:48 AM
43	Protection of all wildlife and stop building!	7/2/2023 11:33 AM
44	Nothing	7/2/2023 11:16 AM
45	Maybe a better place for the post office	7/2/2023 11:02 AM
46	Affordable senior housing.	7/2/2023 10:45 AM
47	Businesses to generate tax revenues	7/2/2023 10:43 AM
48	Keep our town as green as possible	7/2/2023 10:22 AM
49	Tax generating income. Restaurants, shops, and housing that doesn't increase school burden would be great.	7/2/2023 10:03 AM
50	Marketplace. Trails throughout	7/2/2023 9:50 AM
51	The town needs a better tax revenue stream- bringing in businesses at a higher tax rate would help the Town fund schools and public programs without leaving the entire tax burden on the citizens. Local employment opportunities would also benefit the citizens. If our tax base is more diversified it would benefit everyone.	7/2/2023 9:50 AM
52	Council on Aging Community Center	7/2/2023 9:38 AM
53	Ensuring youth sports have enough space is important. Tying together the nature trails to a park would be nice. 55+ community for people to downsize and retire in a nice community. A small commercial space with a restaurant or two or brewery and some small offices for small businesses	7/2/2023 9:35 AM
54	Small local restaurant / brewery that does not take over or destroy the remaining areas.	7/2/2023 9:20 AM
55	Open, wild spaces where any construction or building is prohibited	7/2/2023 9:13 AM
56	Focus on passive recreational use. Refer to Endicott Park in Danvers. That park includes a playground, trails, open space and some community assets like a picnic pavilion and shared function space.	7/2/2023 9:13 AM
57	I think it should be a wildlife protected area that raises awareness and educates the public about the ecosystem we live in.	7/2/2023 8:54 AM
58	Something that will not introduce a 1000 more cars. This town's beauty is a quiet country town. An oasis from other cities. Please don't destroy it. 25 yrs ago people did not know we existed.	7/2/2023 8:52 AM

Strawberry Fields Redevelopment

Today people want to move here. Our homes have large lots and places like Veasy where all the kids can snow board & sled in Winter and Johnson's pond for ice fishing & Kayaking and fab trails. Please think about the future...

59	I would like to see a primary care and or speciality office of Lahey or Partners (MGH) affiliated hospital systems.	7/2/2023 8:50 AM
60	nothing	7/2/2023 8:47 AM
61	Some percentage of the site could be used for commercial purposes, as long as it was in keeping with the general community.	7/2/2023 8:46 AM
62	Community pool , dining options	7/2/2023 8:27 AM
63	We need revenue generating opportunities to help our town financially...office/storefront for small businesses, a small dedicated market, etc. would all be beneficial to the town.	7/2/2023 8:12 AM
64	Tax revenue from more business	7/2/2023 8:08 AM
65	Town pool for summer. We have no town beach and need area to swim.	7/2/2023 8:03 AM
66	More Community areas. Fields so soccer doesn't have to be on Sunday AMs. Water park for kids.	7/2/2023 7:56 AM
67	More restaurants, recreation center/gym, brewery	7/2/2023 7:51 AM
68	I think that every available commercial property should be used before we lose valuable open space for development and businesses that may fail leading to more empty buildings.. I want to see this firm narrow down the data from just the North Shore to Groveland. What properties are not being used to their fullest potential? This should be addressed before we build more infrastructure.	6/28/2023 5:03 PM
69	Affordable housing along the outer edge of Center St and a community center.	6/28/2023 9:28 AM
70	Area for families to hang out with kids where they can also get coffee, ice cream, produce, pharmacy items or other items we need to travel to get.	6/28/2023 9:00 AM
71	Businesses	6/28/2023 5:32 AM
72	See above - engaging location with food, drink, shops, and trails to draw people there and spend time	6/27/2023 9:13 PM
73	Restaurants and a gathering area. An open air mall type area like Lynnfield Market Street or Tuscan Village in Salem, just on a smaller scale.	6/27/2023 9:08 PM
74	Place some dense retail/restaurant space and have affordable housing above. Limit the overall parking (pavement) and make it a place to walk around and do things...but keep as much open space as possible.	6/27/2023 5:31 PM
75	Water for future generations. Need to protect open land.	6/27/2023 12:00 PM
76	Keep rural feeling while increasing community activities Town's water and internet quality is detrimental to new businesses. Need to address	6/27/2023 8:24 AM
77	Race track	6/27/2023 8:09 AM
78	I think the Town is a find the way it is, I don't think wanting a small quiet town is a bad thing, there is no reason to take away what little public green space the town has left to build the next condo complex or restaurant.	6/27/2023 12:09 AM
79	Positive revenue	6/26/2023 9:53 PM
80	Accessible passive open space would be ideal. Most is gone from Groveland, except for WMA off JB Little road.	6/26/2023 5:08 PM
81	A community garden would be nice. The existing field that's used for cricket games could be made better for that use.	6/26/2023 5:03 PM
82	Businesses that can help with taxes.	6/26/2023 12:01 PM
83	Community center with indoor recreation space.	6/26/2023 7:53 AM

Strawberry Fields Redevelopment

84	Small grocery; healthy/sustainable food and retail options	6/25/2023 11:48 PM
85	Groveland is a small town, not a city. Our town cannot afford the amenities provided by larger communities. These are being proposed by our administrators that do not even live here and live in cities themselves.	6/25/2023 5:24 PM
86	Restaurant	6/25/2023 4:36 PM
87	More facilities for residents such as more trails for walking and hiking and recreational facilities.	6/25/2023 2:08 PM
88	community garden and survey of current business that is encroaching on Strawberry Field land and is constantly overlooked by Conservation	6/25/2023 12:36 PM
89	Maybe more senior/affordable housing (tiny houses/energy efficient), NO more athletic fields, pickleball and walking/biking trails connecting to rail trail, design connecting to the already present nature	6/25/2023 11:41 AM
90	Everything	6/25/2023 7:43 AM
91	Conservation land for wildlife to inhabit! No more houses, no more business... enough is enough!	6/25/2023 7:17 AM
92	More development of open space, trails and anything commercial to lower or defer tax burden on residents should be primary consideration	6/25/2023 2:43 AM
93	Nothing, we don't need anything that accessible. I moved to this town loving the fact that it wasn't overly developed with tons of apartments or stores/ restaurants. It's what makes Groveland unique and a family environment.	6/24/2023 10:21 PM
94	Some walkable retail, small grocery (trader joes), restaurant/brewery	6/24/2023 9:58 PM
95	Business that can bring in tax revenue	6/24/2023 8:02 PM
96	More walking trails and outdoor nature	6/24/2023 7:56 PM
97	That we want to preserve the trees, the wildlife and the rural town feel.	6/24/2023 7:35 PM
98	Open public land	6/24/2023 7:10 PM
99	We need businesses in the town to offset the tax burden on the residents	6/24/2023 6:31 PM
100	Trees and open space for wildlife.. too much development	6/24/2023 5:51 PM
101	Dirt Trails only. Tall trees.	6/24/2023 5:45 PM

Appendix C. Market Report & Fiscal Impact Assessment

150 Center Street Groveland, MA Market Assessment

May 2023



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1. Overview

- A. Purpose
- B. Methodology
- C. Study Analysis

2. Market Analysis

- A. Demographics
- B. Employment Base
- C. Real Estate & Development



Overview

Purpose of Analysis

RKG Associates was hired by Nitsch Engineering to analyze local and regional market conditions to identify potential reuse options for the 150 Center Street property. RKG's role on the project was to conduct a market assessment for retail, office, and residential uses and to inform reuse options that would be considered market feasible. These options are intended to inform different use scenarios for the site that would be presented to residents to help identify potential pathway(s) forward.

The data in this document are intended to provide decision makers with a point-in-time understanding of:

- **Demographic** baseline conditions and changes
- **Employment** baseline conditions and changes
- Existing **Real Estate** conditions

The analysis is intended to illustrate how these conditions may influence development decisions, local and regional real estate trends, and to identify strategies and potential uses for the property.

Methodology

- This analysis is a snapshot, made during the second quarter of 2023.
- It is based on the best and most recently available data sources.
- The analysis focuses on the potential for housing, commercial office, industrial, and retail in Groveland.
- The analysis does not examine the potential for hotel, or recreational uses in Groveland.
- Projections are made using recent trends in demographics, development, and market performance.
- Sources for data include:

**US Census Bureau (American Community Survey,
LEHD/OnTheMap)**

ESRI Business Analyst

**Massachusetts Executive Office of Labor & Workforce
Development (EOLWD)**

Lightcast/Emsi

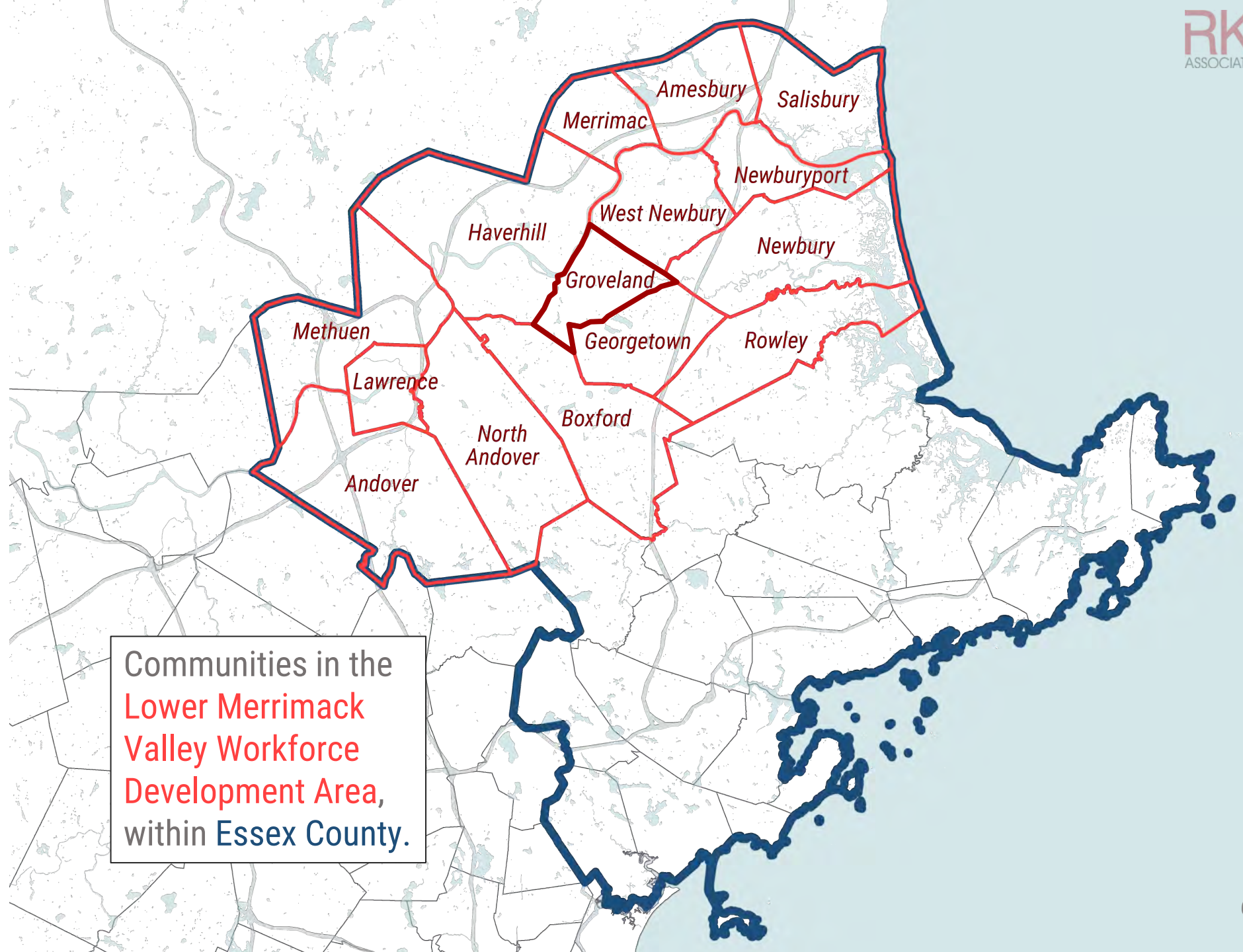
Moody's Analytics/REIS

The Warren Group

Methodology

RKG collected and analyzed data for this report at the town level and the regional level.

For the regional level data, RKG used the geographic boundary of the Lower Merrimack Valley Workforce Development Area (WDA). Those communities are shown in the **red** outline on the map to the right.



Site Analysis



Subject Property: 150 Center Street, Groveland, MA

The subject property is a 62-acre parcel owned by the town and is one of the largest remaining undeveloped sites in the community. The site is about 0.5 miles west of Route 97 and about 5 miles northwest of Interstate 95. The site is located in a relatively rural area surrounded by open spaces, agricultural lands, light industrial uses, and single-family neighborhoods.

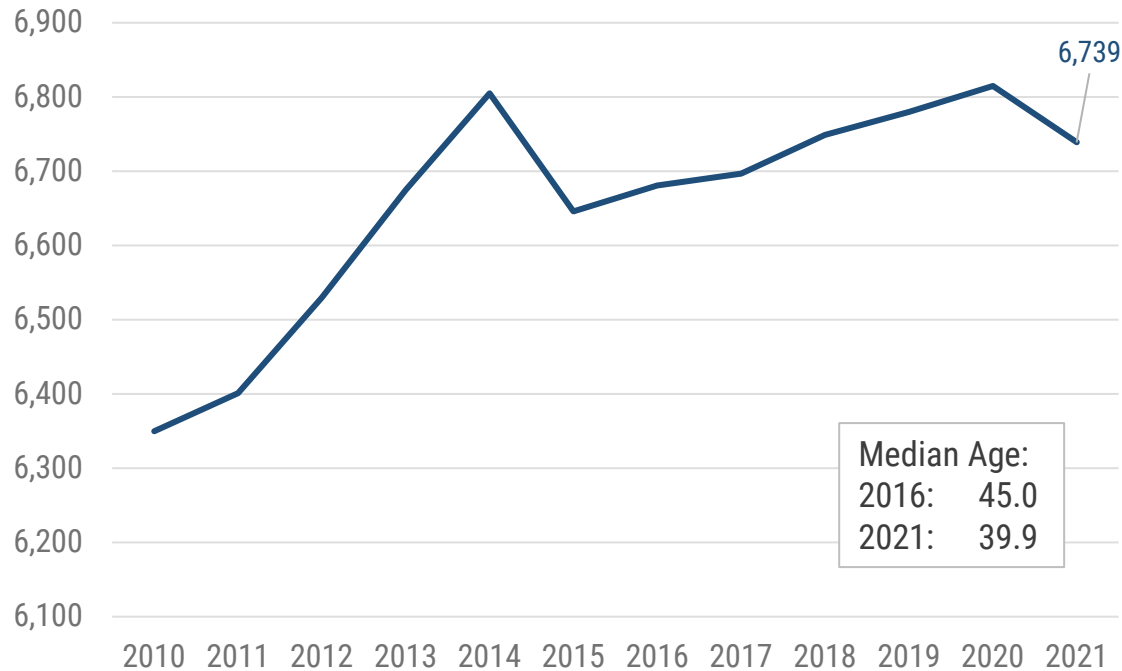
Site Analysis

Category	Existing Conditions	Advantaged Uses	Neutral	Disadvantaged Uses
Site Access	Direct vehicular access from Center St, potential for future connections from Washington St (vehicular) and the nearby Community Path (bike+ped). Center St has two travel lanes with minimal shoulders and no sidewalks. It is classified as a collector road and does not see significant traffic over the course of a day.	Recreation Residential Light Industrial Small/Condo Office	Community Center Destination/Experiential Retail	Neighborhood Retail Heavy Industrial Office Park
Topography	Extremely flat with small, isolated pockets of steep slopes.	All		
Adjacencies	Surrounded on two sides by undeveloped open space, including water/wetlands. Some existing light industrial and residential uses to the south.	Community Center Recreation Residential Light Industrial Small/Condo Office Destination/Experiential Retail	Office Park	Neighborhood Retail Heavy Industrial
Utility Access	Connections available for water (largest main size), sewer (requires pump station), electric, and gas.	All		
Land Cover	Predominantly developed, cleared land with some grassland, forest, and wetlands.	All		

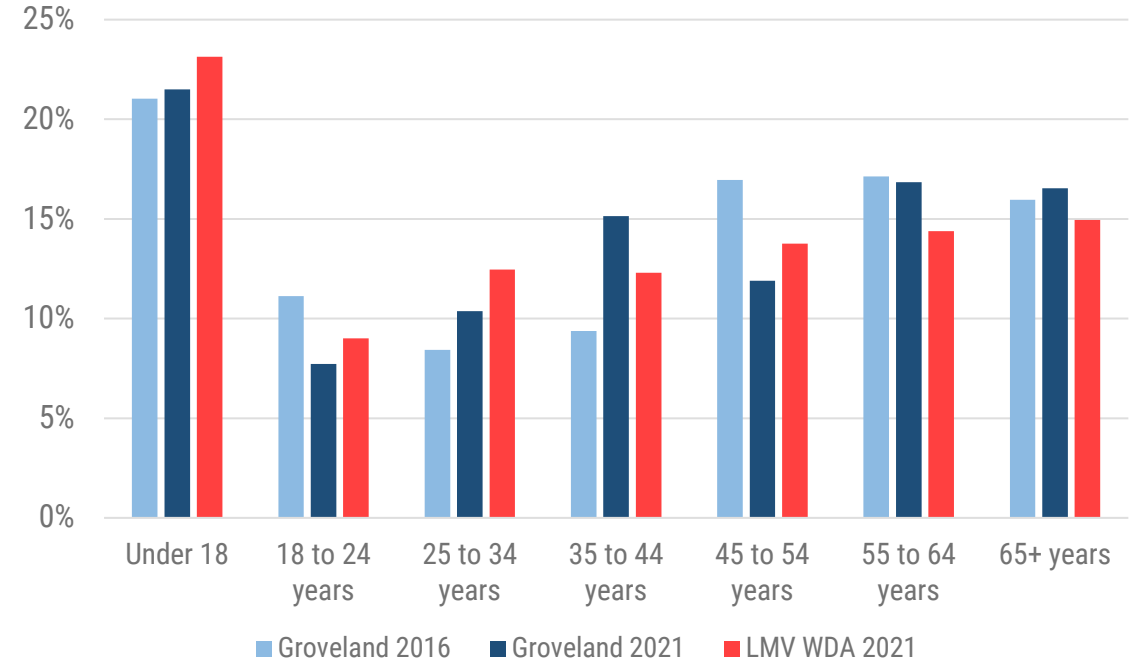
Demographics

Demographics | Population Trends: Total Population & Age

Groveland Total Population Trend
Source: 2010 through 2021 5-year ACS's



Population Distribution
Source: 2016 & 2021 5-year ACS's



Groveland’s population is near an all-time high and has been stable for the last decade. Projections from ESRI suggest that total population is expected to decrease slightly between 2022 and 2027, shrinking by roughly 65 people. Between the 2016 and 2021 ACS’s (spanning 2012 to 2021), the shares of the population under the age of 18, 25-44, and 65+ all increased. Groveland has lower proportions of residents who fall into the college-aged or young professional cohorts compared to the WDA – with smaller shares of those under 18, 18-24, and 25-34.

Demographics | Population Trends: Education & Income

Groveland’s residents are well-educated compared to other communities across the WDA. Of the population aged 25 or older, 49 percent have a bachelor’s degree or higher in Groveland, compared to 39 percent in the WDA.

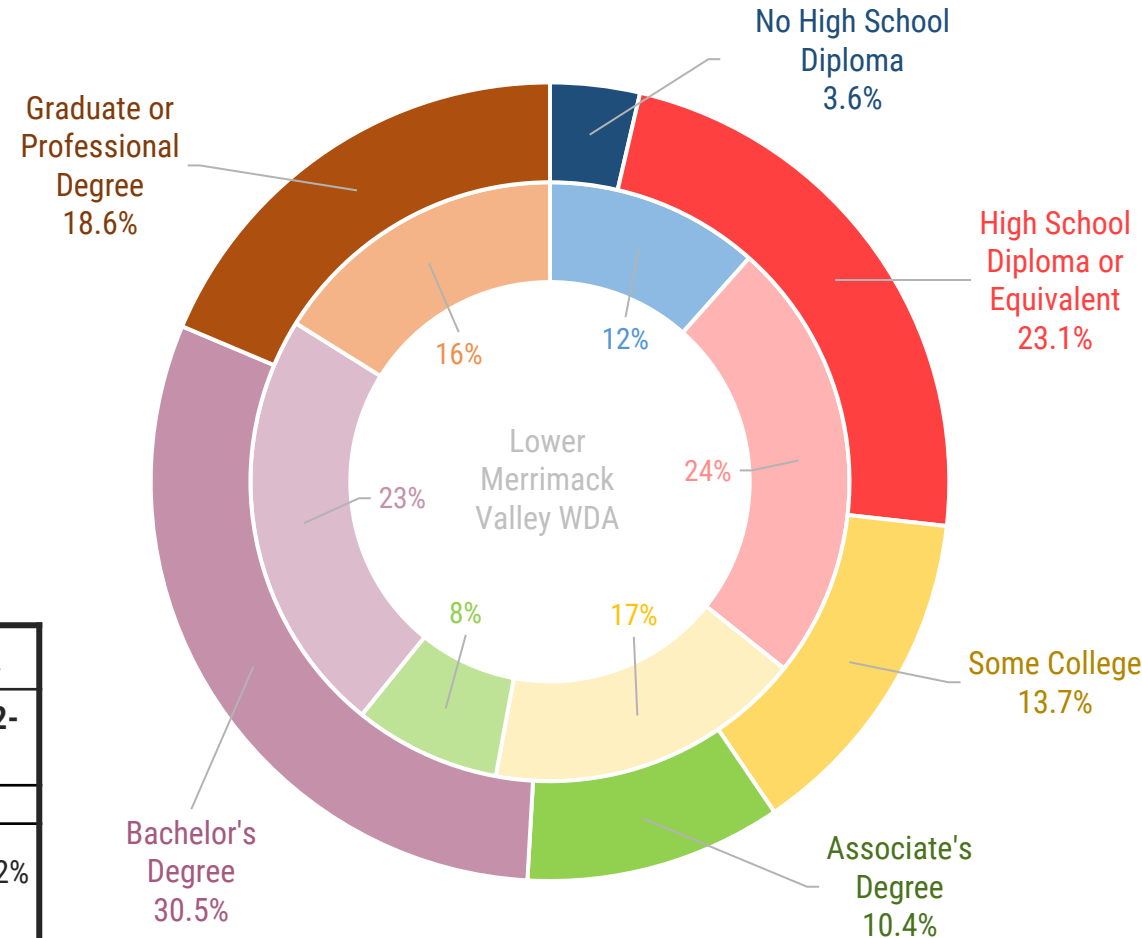
Somewhat unsurprisingly, Groveland’s high education levels are matched by high income levels, both for per capita incomes and median household incomes (MHIs). Groveland’s MHI is significantly higher than the WDA’s; however, while it is expected to grow, it is not projected grow as quickly as incomes across the Lower Merrimack Valley.

Income Metrics	Groveland			Lower Merrimack Valley WDA		
	2022	2027	% Δ 2022-2027	2022	2027	% Δ 2022-2027
Median Household Income	\$116,662	\$134,953	15.7%	\$92,942	\$109,829	18.2%
Per Capita Income	\$58,902	\$68,654	16.6%	\$50,661	\$59,278	17.5%

Sources: Esri Business Analyst, "Demographic & Income Profile"; RKG Associates

Groveland Educational Attainment, Aged 25+

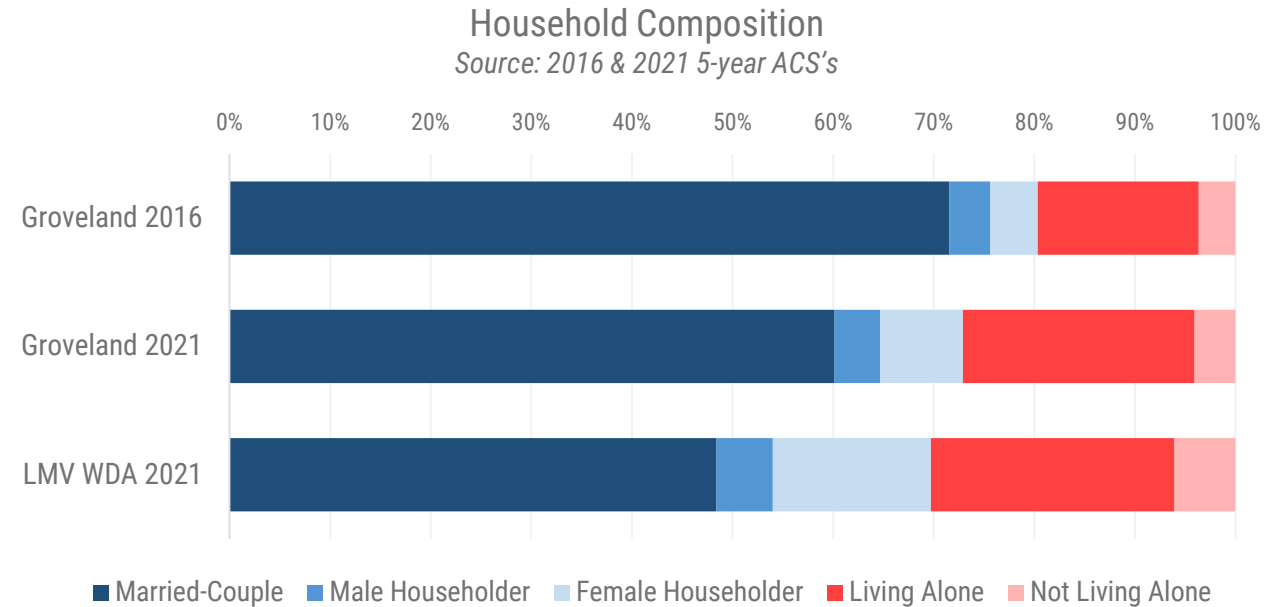
Source: 2021 5-year ACS



Demographics | Population Trends: Households

Between the 2012 and 2021, Groveland’s household composition shifted away from family households toward non-family households. Family households dropped from more than 80 percent of households to slightly less than 73 percent. People living alone represented the largest increase in share, while the share of married couple families decreased by more than 10 percent. Over that period, average household size decreased from 2.94 to 2.66, a much larger drop than that seen across the WDA (2.76 to 2.70).

Groveland has a much smaller share of households that are renter-occupied compared to the WDA. However, in both geographies the number and proportion of renter households are expected to decrease – this is likely because very little rental housing is being built in many WDA communities while demand for ownership from higher income households remains high.



Household Metrics	Groveland, MA			Lower Merrimack Valley WDA		
	2022	2027	% Δ 2022-2027	2022	2027	% Δ 2022-2027
Total Households	2,516	2,495	-0.8%	137,379	137,587	0.2%
Owner Households	2,136 84.9%	2,140 85.8%	0.2%	86,196 62.7%	88,017 64.0%	2.1%
Renter Households	380 15.1%	355 14.2%	-3.9%	51,183 37.3%	49,570 36.0%	-3.2%
Owner Median Value	\$496,455	\$578,797	16.6%	\$517,345	\$606,093	17.2%

Source: Esri Business Analyst, "Housing Profile"

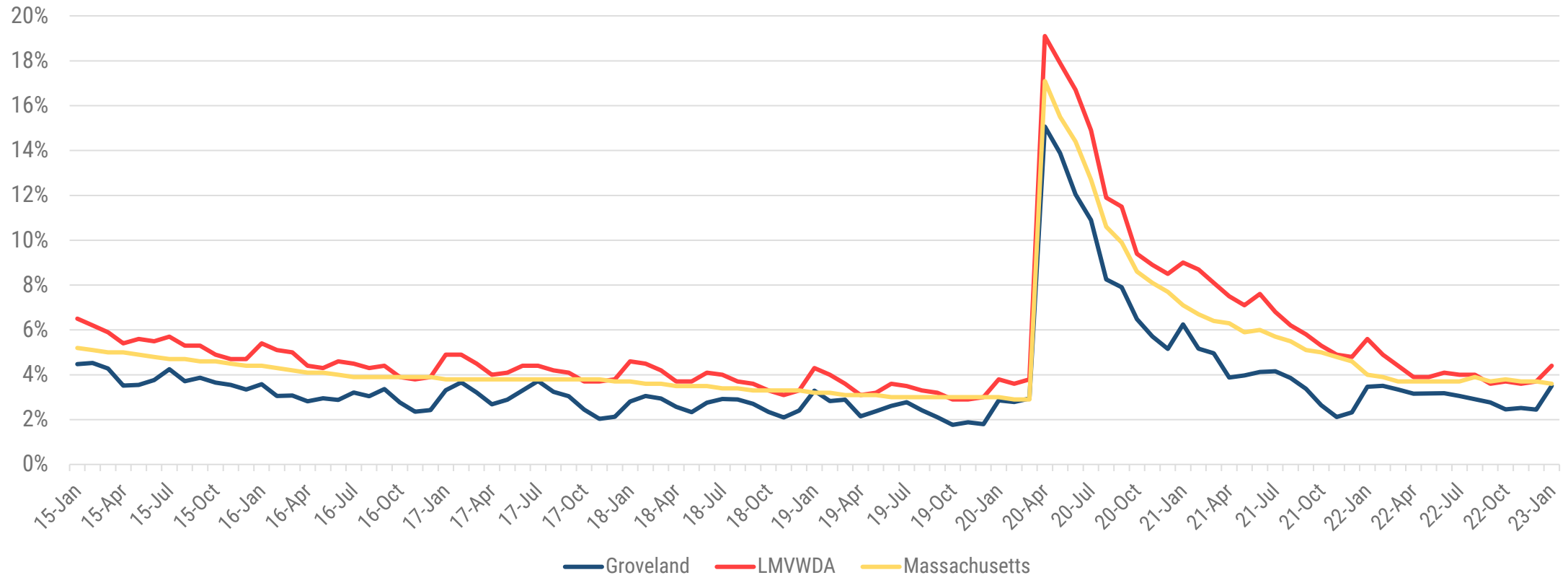
Key Findings & Market Implications

- At 6,739 residents, Groveland's population is near an all-time high after several decades of steady growth. However, recent estimates indicate that the population declined slightly during the pandemic, and projections suggest that growth may have plateaued.
 - Although the population is projected to plateau, more residents are living alone, and household size is shrinking which may indicate a need for different housing types to allow smaller households to live and remain in the community. The lack of housing diversity may be contributing to population stabilization or potential decline as older adults can no longer live independently or look for smaller homes with little to no maintenance.
- The town's median age of 39.9 is similar to the county's (40.8) and the WDA (40.1) while average household size in Groveland is decreasing. Furthermore, an increasing number of people are living alone.
 - The 39.9 figure represents a dramatic drop from previous years' estimates, suggesting a shift in the demographic makeup of the town. This may be attributable to increases in households between the ages of 35-44 with children under 18. If increases in younger householders with children is desirable, then providing other housing options for older adults to live in Groveland could help free up single-family homes. The ability for Groveland residents to find housing suitable to their life stage will help sustain an age-diverse community over time.
- Groveland's population is very highly-educated, corresponding to high household incomes and stable income growth.
 - Higher household incomes may help attract developers looking to build market-rate housing. The higher household spending figures can also be a draw for businesses, particularly those reliant on consumer spending (retail, food & beverage) and providers of professional services (office users)
- The proportion of owner-occupied households is expected to remain high, representing nearly 85 percent of households in Groveland – meaning there are only about 350 rental units in town.
 - The general lack of rental housing in Groveland means the market is not well-defined. Regionally and statewide, we recognize there is demand for rental housing which likely applies to Groveland as well. Additionally, the owner-to-renter ratio suggests that there is a limited range of housing options in Groveland. The limited housing options in Groveland could offer an opportunity to add smaller unit types to the market to support single-person households, and those at the younger and older ends of the age spectrum.

Economic Base

Economic Base | Labor Market

Unemployment Rates
Source: MA EOLWD



After a significant rise during the onset of the COVID-19 pandemic, unemployment rates have essentially returned to pre-pandemic levels. Current unemployment is below what economists consider “full employment”, the point at which essentially everyone who is willing and able to be employed is already in a job. Unemployment is lower than state and county levels, and regional labor force participation levels are high compared to the state (67 percent vs. 65 percent in 2022Q4) suggesting that hiring may be challenging for businesses.

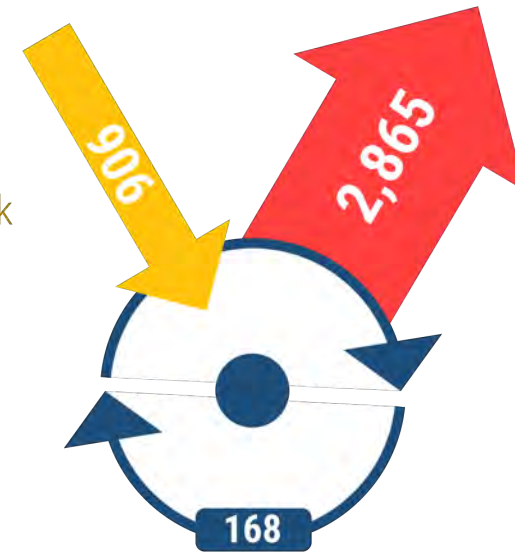
Economic Base | Commuting Patterns

Approximately 2,865 Groveland residents leave town to head to work, while about 900 workers come from outside Groveland to work in the town. This leads to a net decrease in daytime population of nearly 2,000.

37 percent of people who work in Groveland are from the town or an immediately adjacent community, and 16 percent of resident workers in Groveland travel to an adjacent community or stay in town. This highlights the fact that, other than Boston, most Groveland residents who are working commute to nearby communities in the Merrimack Valley Region.

Haverhill and Groveland itself are the most common sources of local workers, while Boston and Haverhill are the most common destinations for Groveland’s working residents.

People who live elsewhere and work in Groveland



People who live in Groveland and work elsewhere

People who live and work in Groveland

Home Area	Count of Workers	Share	Work Destination Area	Count of Workers	Share
Haverhill, MA	185	17.2%	Boston, MA	258	8.5%
Groveland, MA	168	15.6%	Haverhill, MA	172	5.7%
Methuen, MA	47	4.4%	Groveland, MA	168	5.5%
Merrimac, MA	36	3.4%	Danvers, MA	142	4.7%
Lawrence, MA	29	2.7%	Andover, MA	129	4.3%
Georgetown, MA	26	2.4%	Newburyport, MA	102	3.4%
Amesbury, MA	25	2.3%	Beverly, MA	89	2.9%
Peabody, MA	25	2.3%	Peabody, MA	86	2.8%
Salem, NH	25	2.3%	Lawrence, MA	72	2.4%
Plaistow, NH	24	2.2%	North Andover, MA	72	2.4%

Economic Base | Industries by Employment

Overall, employment in Groveland grew by 4 percent between 2012 and 2022. The total number of jobs in town increased by 38 to 1,034 over that period.

Manufacturing, Construction, and Other Services (except Public Administration) are the most common industries in Groveland. Of those, only Construction has grown since 2012, though it has added only 40 jobs.

Manufacturing and Construction are also the industries with the highest Location Quotients, i.e., they are the most overrepresented industries in Groveland compared to the larger WDA.

Most private sector industries experienced job growth or were stable, with Manufacturing being the only industry that saw a double-digit decrease in number of jobs. However, the WDA experienced a similar percentage decrease in Manufacturing employment over that period.

NAICS	Description	2022 Jobs	2012 - 2022 % Change	Average Annual Earnings	LQ vs. LMV WDA
31	Manufacturing	383	-6.0%	\$124,084	2.56
23	Construction	144	35.0%	\$96,400	2.29
81	Other Services (except Public Administration)	98	-6.1%	\$30,212	1.66
44	Retail Trade	63	-9.3%	\$85,831	0.77
72	Accommodation & Food Services	63	4.5%	\$32,118	0.93
62	Health Care & Social Assistance	58	15.3%	\$89,412	0.33
90	Government	43	-22.2%	\$100,330	0.37
56	Admin. & Support & Waste Management & Remediation Services	42	NA	\$52,382	0.55
42	Wholesale Trade	38	1.2%	\$184,629	1.01
54	Professional, Scientific, & Technical Services	37	2.1%	\$90,288	0.54
11, 21, 22, 48, 51, 52, 53, 55, 61, 71, 99	All Others	65	11.3%		0.57
TOTAL		1,034	3.8%	\$95,493	

Source: Lightcast, Industry Report

Economic Base

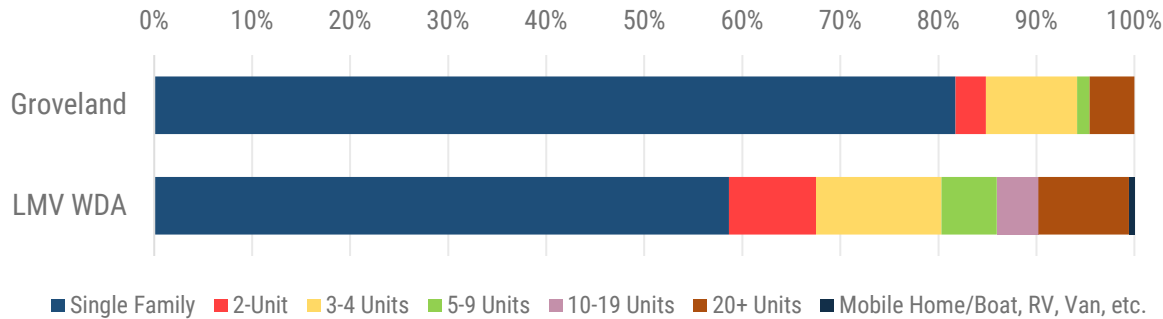
Key Findings & Market Implications

- High regional labor force participation and very low unemployment rates indicate that there are few available workers locally and regionally which could constrain certain industry sectors from expanding in Groveland or the region in general.
- Nearly 2,000 more people leave Groveland to go to work than travel to Groveland for work, decreasing the town's daytime population by more than a quarter. Almost 1,700 of that difference can be attributed to departing service sector workers, such as those in Professional Services, Health Care, and Finance & Insurance. Many of the workers coming to Groveland are from adjacent communities, while Groveland residents tend to travel further afield.
 - This can make it more difficult to support commercial activity, since the number of hyperlocal customers decreases so significantly for much of the day. However, Groveland has an opportunity to build off the consistent presence of residents from neighboring communities, enticing them to return during nights and weekends or otherwise frequent local businesses.
 - Furthermore, locating service-oriented businesses within Groveland could help prevent that leakage by giving people employment options closer to home. **Providing desirable space for such industry sectors would be an important first step to keeping more residents local during the day, and even attracting more daytime visitors.**
- The largest industries by employment in Groveland are Manufacturing, Construction, and Other Services. Of these three industry sectors, Construction is the only one that has grown in the last decade. However, Retail, Accommodation & Food Services,
 - **Construction** (industrial space users) and **Administration & Support** (office space users) are the two industries that added the most jobs over that period, nearly 40 in each. **Health Care**, another major source of office demand, has grown significantly, while the **Retail** sector has been relatively stable and the **Food & Accommodation** sector has grown over that period – both of which require retail space.

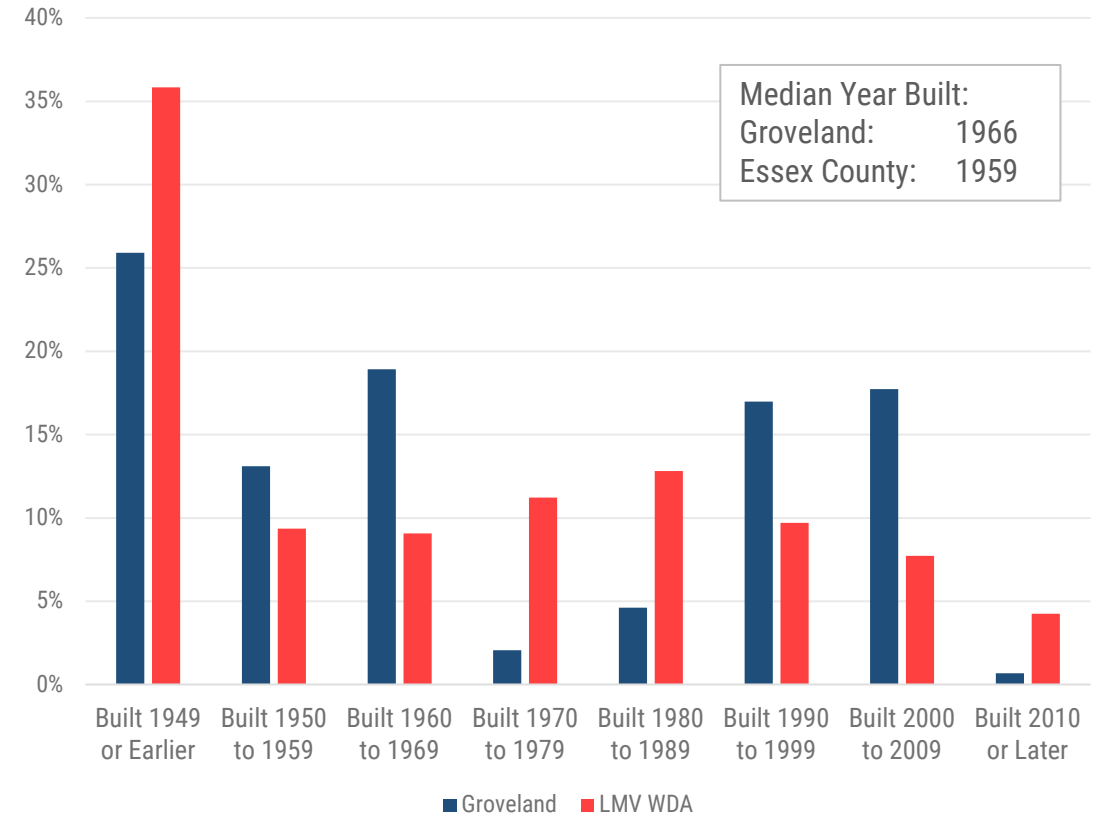
Real Estate & Development Trends

Real Estate | Housing: Characteristics of Existing Stock

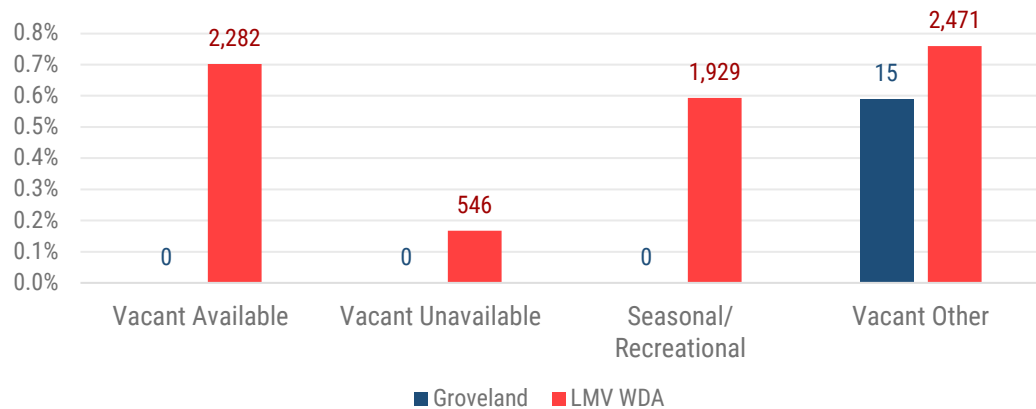
Housing Stock by Number of Units in Structure



Year Structure Built for Housing Stock



Sources of Housing Vacancy as Percent of All Units



Source: 2021 5-year ACS

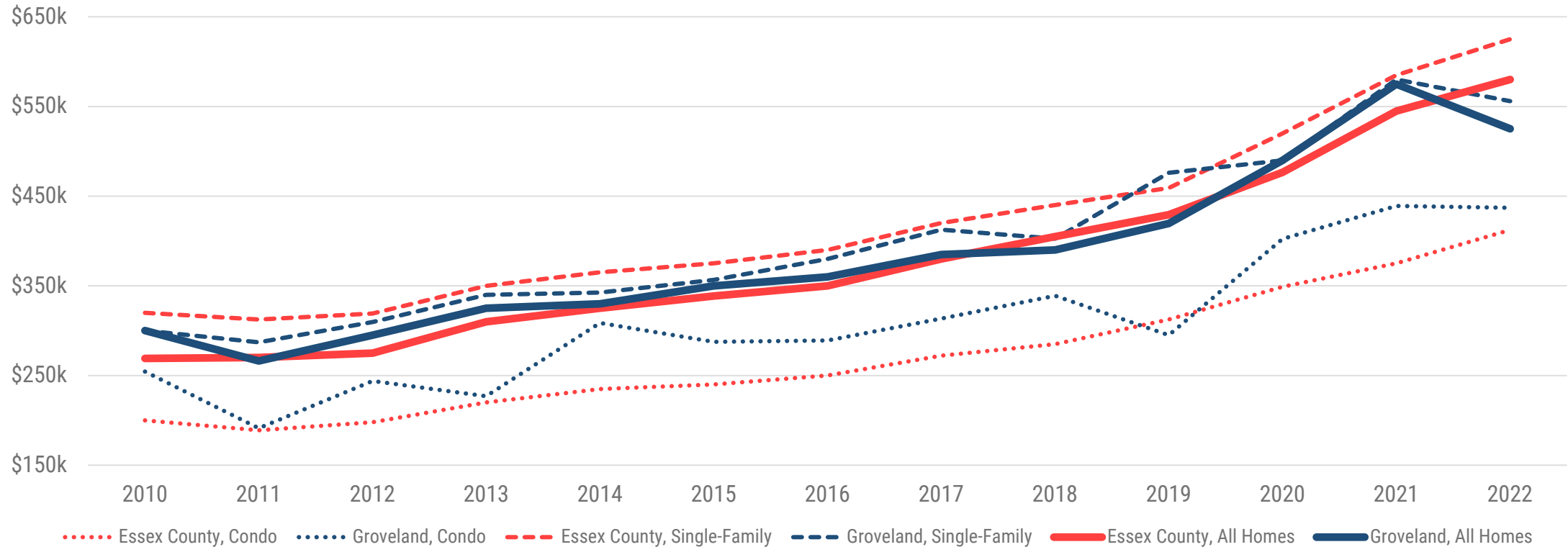
Roughly 81 percent of the 2,547 existing housing units in Groveland are single-family, a much higher proportion than in the WDA (59 percent). Groveland’s housing stock is generally newer than the WDA overall, with many units built between 1990 and 2009; however, since 2010 local housing production has dropped off dramatically compared to the region’s (which is itself quite low, compared to past decades). This is reflected in extraordinarily low vacancy rates: just 15 units, or 0.6 percent of all housing units in Groveland, were vacant; in the WDA, 5.1 percent of units were vacant, a lower rate than both the county and state. These figures all point toward strong latent demand for housing locally and regionally.

Real Estate | Housing: Local Market & Recent Trends

For Sale

Home Sale Prices

Source: The Warren Group/Banker & Tradesman, Town Stats

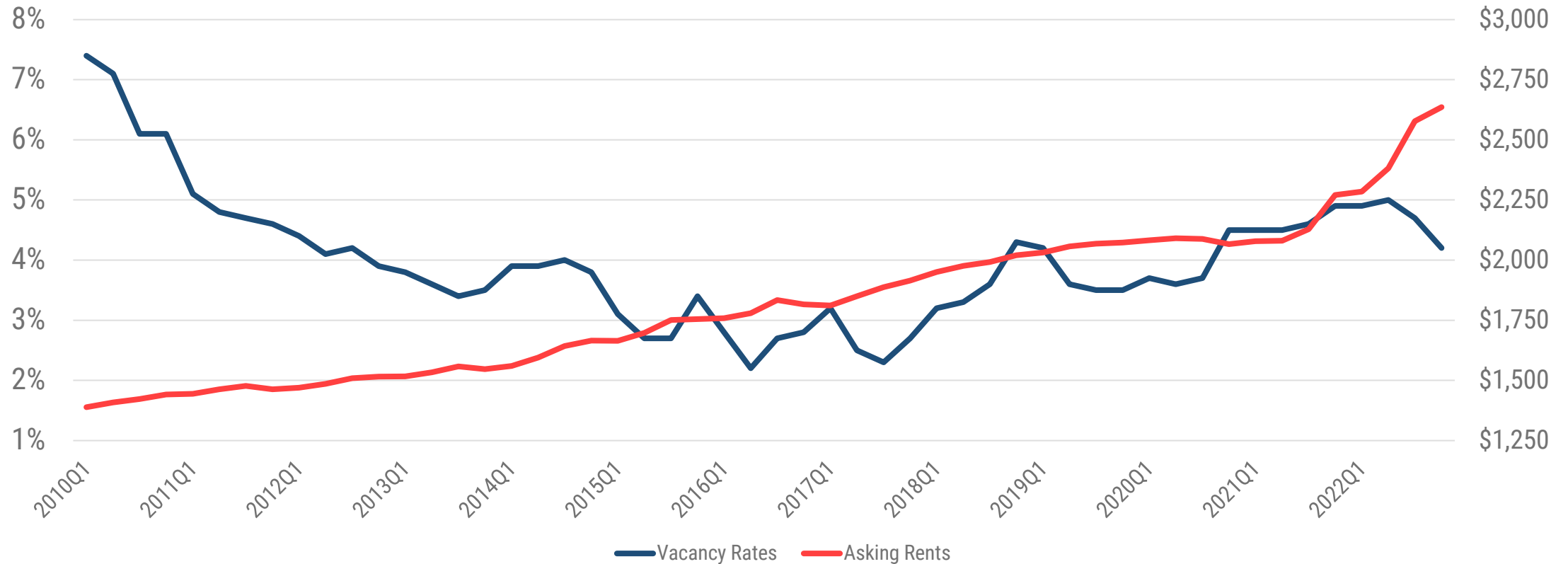


Median sale prices for homes in Groveland track closely with those in Essex County generally. Median single-family home prices in Groveland increased by 85 percent since 2010, reaching \$556,000 in 2022. According to Redfin, Groveland’s housing market is also “very competitive,” with 67 percent of homes selling for over-asking price and a median days on market of 18.

Real Estate | Housing: Local Market & Recent Trends

Rental

Apartment Vacancy Rates & Asking Rents
North Shore/Merrimack Valley Submarket Area
Source: Moody's Analytics, REIS



Across the North Shore/Merrimack rental submarket (that includes Groveland), vacancy rates are near decade-lows while rents have been steadily increasing since 2010. Furthermore, asking rents have jumped dramatically since the middle of 2021. Trends for these two metrics suggest that the rental market within the region is quite strong. However, it is worth noting that currently Groveland is home to fewer than 400 renter households, and thus figures for the existing rental market – asking rents, vacancies, unit types – in Groveland are more difficult to identify.

Real Estate | Housing: Projected Demand

	2022 Estimate	2022-2027 Projected Demand	2027-2032 Projected Demand	Total Projected Demand, 2022-2032
Ownership Housing Units*	2,136	45	46	91
Rental Housing Units**	380	19	21	40
Total Units	2,516	64	67	131

Between 2022 and 2032, demand for housing units in Groveland is projected to increase by 131 units, based on estimates of regional and market growth. The majority of the demand will be for ownership units, though 40 units of rental housing is estimated. 150 Center Street could easily accommodate this number of units, in a range of configurations including a mix of single family and multifamily housing, while still maintaining enough space for community and commercial uses.

** Demand for ownership units is calculated as a fair share of projected growth in regional (LMV WDA) ownership households, as estimated by ESRI Business Analyst. This projection assumes local trends do not continue, as a result of local policy choices, hence the disparity between raw 2027 projections and fair share projections.*

*** Demand for rental housing units is calculated as a fair share of projected growth in regional (North Shore/Merrimack Valley) apartment absorption, as estimated by Moody's REIS. This projection assumes local trends do not continue, as a result of local policy choices, hence the disparity between raw 2027 projections and fair share projections.*

Real Estate | Office: Recent Trends & Local Inventory

According to Moody’s Analytics, there are only 4 properties with leasable office space in Groveland, which have an average size of roughly 2,800 sf of rentable area. Across the county, there are nearly 2,200 leasable office properties, with an average size of approximately 10,200 sf. This indicates that demand for space in Groveland is likely fundamentally different (i.e., smaller spaces) than in the county overall.

While the market in Groveland is too limited to provide precise estimates of rents, across the county the average rent is \$21.43/sf.

There are currently three new office buildings with rentable space under construction in Essex County, demonstrating that spec development is possible in the region. However, those projects are all in denser communities and in locations with highway or transit access, suggesting that 150 Center Street may not be a desirable location for significant office development such as an office park.

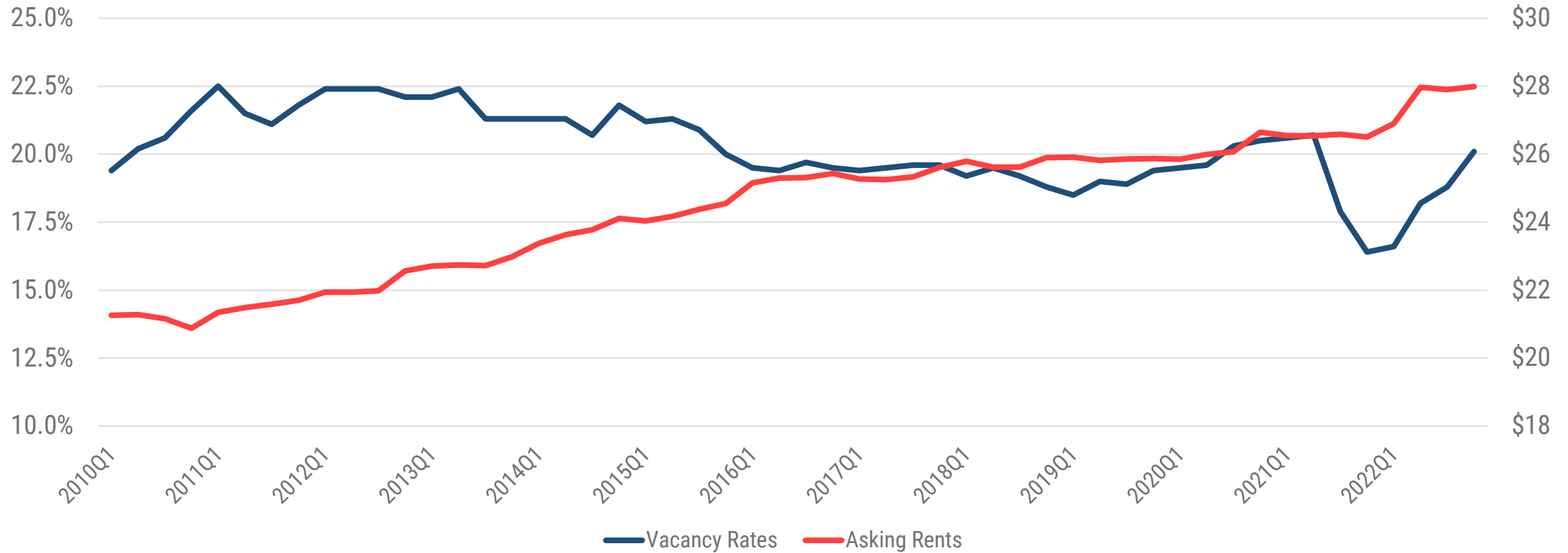
Comparison of Office Leasable Property, Groveland & Essex County

Metric	Groveland	Essex County
Number of Properties	4	2,177
Average Size	2,795 sf	10,158 sf
Average Year Built	1972	1955
Average Rent, per SF	-	\$21.43

Source: Moody’s Analytics REIS

Real Estate | Office: Recent Trends & Local Inventory

Office Vacancy Rates & Asking Rents
North Shore/Route 128 North Submarket Area
Source: Moody's Analytics REIS



Groveland is part of the North Shore/Rt 128 North office submarket area. Asking rents in this area have increased steadily since 2010, even through the pandemic years. Likewise, vacancies have trended downward, though with more volatility, particularly over the last two years. While these trends indicate a fairly stable office market, there is uncertainty surrounding office uses in the future as the effects of the pandemic on remote work continue to take shape and longer-term leases that may have been signed prior to 2020 have yet to expire.

Real Estate | Office & Industrial: Regional Growth & Local Opportunities

To estimate office and industrial demand, changes in office-using industry employment levels were projected to 2032, and the growth in employment regionally was then applied to Groveland using a “fair share” estimate of regional growth. Space needs are the results of applying a square foot-per-employee conversion for each industry sector.

Demand for office space in Groveland is expected to grow modestly over the 10 years, with a total increase in demand of approximately 5,000 sf, or 500 sf per year.

Demand for industrial space is also expected to grow modestly. Although employment growth is less than 3 times that of office sectors, space demand is projected to grow by nearly 33,000 sf, due to a much higher space need per employee for industrial users.

Despite the demand for industrial space, some of the Town’s stated goals for the site – as a community and potentially recreation hub – preclude most industrial uses. However, some less intensive industrial uses, like construction, may be compatible with these goals and could be integrated into a development framework.

Note that backfilling of some existing vacancies and conversions from other uses are likely to occur before new ground-up construction takes place to meet local and regional demand.

NAICS	Description	LMV WDA Job Growth		Groveland Projected Space Demand		
		2022 Jobs	Projected Growth (2022-2032)	Fair Share of Job Growth	Projected Space Needs (SF, Annual)	Projected Space Needs (SF, 10-Year)
Industrial Total		40,601	5,506	70	3,270	32,703
23	Construction	9,343	1,945	30	448	4,481
31	Manufacturing	22,316	1,815	31	2,339	23,386
42	Wholesale Trade	5,614	874	6	309	3,094
48	Transportation & Warehousing	3,328	872	4	174	1,743
Office Total		57,887	9,412	28	500	4,998
51	Information	1,344	(116)	0	-8	-76
52	Finance & Insurance	3,625	146	0	13	134
53	Real Estate and Rental & Leasing	1,996	170	1	21	212
54	Professional, Scientific, & Technical Services	10,210	1,562	6	110	1,099
55	Management of Companies	3,172	(107)	0	0	0
56	Administration & Support & Waste Mgmt	11,330	2,629	10	193	1,934
62	Health Care & Social Assistance	26,210	5,129	11	170	1,695
C&I Total		98,488	14,918	98	3,770 sf	37,701 sf

Real Estate | Retail: Recent Trends & Local Market

Retail spaces in Groveland are limited, with only 20 such properties in town according to Moody's Analytics. These spaces tend to be much smaller than those across the county, at 3,100 sf vs. 11,000 sf, though they are on average the same age as retail spaces in the county.

On one hand, this suggests that Groveland's retail spaces are competitive with those throughout the county, in that they are not any more outdated or outmoded. However, because they are so much smaller, Groveland may not be able to attract or accommodate the full range of retailers looking for space in the region.

The predominance of smaller spaces locally suggests that smaller and/or highly specialized retailers (i.e., not formula or chain retail) are likely a better fit for Groveland.

Note: These statistics describe traded retail-only rental properties, and do not account for owner-occupied structures or mixed-use structures.

Existing Retail Stock

	Groveland	Essex County
Number of Properties	20	3,641
Average Size	3,105 sf	10,980 sf
Average Year Built	1946	1946
Average Rent, per SF	-	\$36.59

Source: Moody's REIS

Real Estate | Retail: Gap Analysis

15-Minute Drive Time – 150 Center St, Groveland, MA

Merchandise Category	Demand/HH	Total Demand	Total Sales	(Export)/Import	Potential SF w/ 10% Re-Capture
TOTAL, ALL CATEGORIES	\$32,612	\$1,085,242,758	\$518,018,039	(\$567,224,719)	37,293
Furniture & Home Furnishings Stores	\$1,220	\$40,609,466	\$15,472,525	(\$25,136,941)	1,291
Electronics & Appliance Stores	\$1,773	\$59,006,639	\$24,868,006	(\$34,138,633)	2,330
Bldg Materials, Garden Equip. & Supply Stores	\$2,738	\$91,127,034	\$44,877,222	(\$46,249,811)	3,631
Food & Beverage Stores	\$8,078	\$268,823,260	\$168,240,808	(\$100,582,452)	6,350
Health & Personal Care Stores	\$2,672	\$88,923,437	\$69,626,301	(\$19,297,136)	1,784
Clothing & Clothing Accessories Stores	\$3,076	\$102,343,839	\$10,532,058	(\$91,811,781)	5,586
Sporting Goods, Hobby, Book & Music Stores	\$1,622	\$53,961,002	\$10,736,435	(\$43,224,567)	2,564
General Merchandise Stores	\$5,123	\$170,464,029	\$68,645,251	(\$101,818,779)	7,596
Miscellaneous Store Retailers	\$1,643	\$54,683,304	\$26,523,170	(\$28,160,134)	1,725
Food Services & Drinking Places	\$4,667	\$155,300,748	\$78,496,263	(\$76,804,485)	4,435

Sources: Esri Business Analyst, Retail MarketPlace Profile; RKG Associates

Within a 15-minute drive of the study site, there are 33,227 households with an average annual spending demand, among the selected retail sectors, of \$32,612 – translating to an aggregate demand of \$1.09b annually. Total sales are estimated to be \$518m in that geography, indicating a net of \$567m in exported sales. This means that overall, nearby households are traveling far away from home (and the study site) to make purchases.

Especially large retail gaps exist in General Merchandise Stores, Food & Beverage Stores, Clothing & Accessories Stores, and Food Services & Drinking Places. Although this site’s ability to capture spending is limited by its level of regional access, smaller spaces catering to these types of retailers are the most likely to be successful. As the site analysis suggests, many of these categories – particularly restaurants, food and beverage, and certain general merchandise stores – are well-suited to this property.

Note:

“Import” indicates that in the aggregate, sales at retailers in the 15-minute drive time area are greater than the demand from households in that geography.

“Export” indicates that in the aggregate, demand from households in the 15-minute drive time area is greater than sales at retailers in that geography.

Real Estate | Retail: Demand

Given existing levels of demand and spending, a large retail gap exists within the 15-minute drive time area.

Assuming Groveland can capture a limited amount of retail spending from that existing gap, a total of between 18,600 sf to 37,300 sf of retail space could be supported.

Some of the supportable square footages are not large enough to suggest a new retail location/store will open. Figures for Florists or Book, Periodical, & Music stores, for example, may instead indicate the ability of existing retailers to diversify their product lines or make small expansions to existing stores rather than represent opportunities for entirely new businesses.

Others like Restaurants, Clothing, and Health Care stores could support new or expanded spaces if Groveland could capture some of the leaked spending from local households.

The categories that present the likely best fit for 150 Center Street are detailed in the table at right.

Note: Not all of this space will be created in new development. Existing vacant spaces are likely to fill first, and some retailers may repurpose existing space for new or different inventory.

Merchandise Category	Demand at Recapture Rates	
	SF at 5% recapture	SF at 10% recapture
Total, All Categories	18,647	37,293
Total, Categories Relevant to Study Site	11,222	22,445
Food & Beverage Stores	3,175	6,350
Grocery Stores	2,792	5,584
Specialty Food Stores	42	84
Beer, Wine & Liquor Stores	341	682
Health & Personal Care Stores	892	1,784
Clothing & Clothing Accessories Stores	2,793	5,586
Clothing Stores	1,911	3,822
Shoe Stores	350	700
Jewelry, Luggage & Leather Goods Stores	532	1,064
Sporting Goods, Hobby, Book & Music Stores	1,282	2,564
Sporting Goods/Hobby/Musical Instr Stores	1,093	2,186
Book, Periodical & Music Stores	189	378
General Merchandise Stores	3,798	7,596
Department Stores Excluding Leased Depts.	3,274	6,549
Other General Merchandise Stores	524	1,048
Miscellaneous Store Retailers	863	1,725
Florists	50	99
Office Supplies, Stationery & Gift Stores	328	657
Used Merchandise Stores	33	66
Other Miscellaneous Store Retailers	452	903
Food Services & Drinking Places	2,218	4,435
Restaurants	2,009	4,017
Special Food Services	23	47
Drinking Places - Alcoholic Beverages	185	371

Real Estate & Development

Key Findings & Market Implications

- Housing vacancy rates are extraordinarily low, and a comparatively tiny number of new homes have been built in Groveland since 2010. The vast majority of existing housing is comprised of single-family units, and a much smaller portion of units in Groveland are multifamily, compared to the region.
- The local and regional housing for-sale markets are quite strong, with prices consistently increasing. The Groveland market appears to be particularly robust, with 67 percent of homes selling for more than asking price, and the typical home remaining on the market for fewer than 3 weeks.
- Though the local rental housing market is quite limited, rents continue to increase, and vacancies are near historic lows across the Merrimack Valley and North Shore, suggesting that rental housing is in high demand across the region. This can translate to demand locally in Groveland as well.
- Existing office real estate trends and projections of regional employment growth suggest that there may be demand for office and industrial space.
 - The regional office rental market has been stable in spite the pandemic's effects, and there are a small number of speculative office projects currently in the pipeline on the North Shore.
 - Industry sectors that drive demand for office and industrial space are expected to grow by nearly 15 percent by 2033 across the LMV WDA – based on the town's current fair share of regional employment, that could translate to **5,000 sf of new demand for office** space and **32,700 sf of industrial** space.
 - Although heavy industrial uses such as manufacturing may be incompatible with goals for the site, other, less intensive users such as construction enterprises may complement the intended program.

Real Estate & Development

Key Findings & Market Implications

- The retail sector in Groveland's trade area is a net exporter of sales by a wide margin – indicating that overall, people leave Groveland to shop elsewhere.
- The retail gap of \$567 million could reflect demand for **18,600 sf** **37,300 sf** of additional retail space, depending on Groveland's ability to capture a small portion of spending that is currently leaving the trade area.
 - The biggest beneficiaries of recaptured sales are likely to be **food and beverage** stores, **general merchandise** stores, and **restaurants and drinking establishments**.
 - However, **food and beverage** stores, **restaurants and drinking establishments**, **clothing and accessories** stores, **health care and personal** stores are the retail categories with the highest recapture potential that are also particularly compatible with the goals for – and the kinds of spaces under consideration at – the study site.

Real Estate & Development

Conclusions

- The profile of Groveland residents could be a major attractor for commercial businesses – residents are highly-educated, have higher than average incomes, and currently have few choices but to spend that income further outside of Groveland. For these reasons, retail and personal/professional services appear to be market-viable uses.
- Uncertainty in the long-term office market created by the pandemic and remote work trends should inform any plans for new office creation – office space should be adaptable, smaller-scale, and unique in its design.
 - The office users should also cater to the local market, with such tenants as medical/healthcare providers, professional services such as lawyers or engineers, or finance and real estate professionals.
- There does appear to be strong demand for residential uses in Groveland.
 - The for-sale and rental markets have both been performing well over the past decade, and regional trends suggest that any new residential construction will be successful. Local vacancy rates show very little slack in the market. Furthermore, demand models show potential for approximately 130 new units of housing assuming the town can capture its fair share of regional growth.
 - However, if the Town were to make policy and regulatory changes that encouraged and facilitated additional development, particularly relative to neighboring communities, regional demand is likely strong enough to support even more housing.
- The desire for a community and recreation center at this site aligns well with the market-viable uses. The combination of a community center and office, retail, and residential uses will draw a diverse population to the site and help ensure consistent activation, while simultaneously reinforcing demand for each specific use.
- The size of the site, its utility connections, and flat, easily transformable landscape contribute to a highly desirable development parcel, particularly for small commercial office, destination and experiential retail, indoor/outdoor recreation uses, light industrial uses such as construction, and different types of residential uses.

Real Estate & Development

Conclusions

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



150 Center Street Market Assessment
Groveland, MA
May 2023

FISCAL IMPACT ANALYSIS

A. INTRODUCTION

The following memo contains a fiscal impact analysis of a hypothetical build out of the town-owned property located at 150 Center Street in the Town of Groveland, Massachusetts. The vision for the property is a mix of public and private uses which includes:

- Public-owned community center and associated recreation amenities
- 10,000 square feet (SF) of privately-owned light industrial/commercial building
- 8,000 SF of Privately-owned retail/restaurant space
- 55 privately-owned townhomes

In an effort to provide the Town of Groveland a more complete understanding of the relative benefits and costs associated with this vision, RKG Associates (RKG) developed a fiscal impact model to measure the impacts of the **privately-owned components only**. This was done to understand the potential for private property tax generation from each of these components compared to the demands on municipal services and estimated costs of those town services. It is assumed that the publicly owned and operated components of the plan would generate enough revenue to offset the construction cost debt and future operational costs and be funded through an enterprise that would balance revenues and costs.

This analysis relied on data and information provided directly by the Town of Groveland to ensure the analysis utilized local data specific to Groveland and this project. Information provided by the Town to RKG included:

- Town of Groveland Omnibus Budget, FY 24
- Pentucket School Budget, FY 24
- School Enrollment, FY 23
- Call Volumes from Police and Fire Departments, 2022
- Town of Groveland Property Assessment Records and Tax Rates, FY 24

B. DEVELOPMENT PROGRAM

The subject property comprising roughly 60-acres of vacant land is located at 150 Center Street in the Town of Groveland, Massachusetts. The concept for development on this town-owned parcel is a combination of public recreation uses and private development to include a mix of light industrial/commercial space, retail and restaurant space, and residential townhomes.

Table 1

**Proposed Private Development Program
 150 Center Street, Groveland, MA**

Use Type	Units	Square Feet
Two-Bedroom Townhomes	55	-
Office		-
Retail/Restaurant		8,000
Light Industrial		10,000
TOTAL	55	18,000

Source: Nitsch Engineering, 2023

The private development component of the program calls for 55 townhouses on the site, 10,000 SF of light industrial/commercial space intended to support food or beverage production for smaller scale businesses, and 8,000 SF of retail which could support small retailers, restaurants, cafes, or other small business ventures.

Figure 1: Rendering of the Vision for 150 Center Street



Source: RKG

C. FISCAL IMPACT ANALYSIS

1. Recurring Municipal Revenue Projections

This section describes the assumptions used to derive the estimated municipal revenues associated with the development program at 150 Center Street. RKG Associates measured those major revenue streams with direct benefit to the Town of Groveland. This analysis focuses on the recurring revenues associated with property taxes and the Community Preservation Act (CPA) tax from private development. It does not include one-time payments to the Town such as building permit fees or water/sewer hookup fees which are not intended to flow into the general fund.

a.) Real Estate Tax Revenues

The primary source of municipal revenue in Massachusetts is real property taxes. The first step of the fiscal impact analysis is to estimate real property taxes that will be generated from the development program. Income properties in Groveland such as commercial and industrial spaces are assessed using an income valuation method, which recognizes the relationship between the property's value and the income it is expected to generate. For-sale residential units, such as the townhouses envisioned on the site, are assessed on the sale price of the unit.

Since this project includes both a residential component and a commercial component, RKG developed two different pro forma evaluations to generate the total real property taxes the Town could expect to collect if this project were built and stabilized. The pro forma models were developed using realistic assumptions that reflect the current real estate market in Groveland or comparable developments in surrounding communities. RKG used local market research to determine projected residential sale prices, commercial rents, vacancy and collection loss, operating expenses, and capitalization rates.

For the residential townhouses, RKG utilized a comparable sales approach to valuation to derive potential property tax estimates. For the 55 townhouses, RKG assumed an average sales price of \$650,000 for a new two-bedroom unit. This was based on comparable sales found on Redfin and Zillow for similar product types in Groveland and surrounding communities. The estimated taxable valuation of the townhouses is \$35,750,000 (55 x \$650,000) which yields a gross property tax estimate of \$469,398 per year to the Town of Groveland. (Table 2).

Table 2
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
Real Property Taxes - Residential	\$469,398
CPA Tax - Residential	\$14,082
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
Real Property Taxes + CPA Tax - Totals	\$548,271

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

The income valuation method was used for the light industrial and retail components of the development program based on information obtained from the pro forma analysis developed by RKG. Market research was conducted by RKG on lease rates and capitalization rates in the North Shore and Merrimack Valley regions. RKG estimates new retail space at this location could lease for \$20 per SF while new light industrial space could lease for \$15 per SF recognizing this may be a hybrid space combining production with a retail/sales component. A cap rate of 5.5% was applied to the Net Operating Income (NOI) of the development program representing a blended rate between retail cap rates of 6% and industrial cap rates of 4.5%. Based on an NOI of \$263,500, the commercial component could yield a capitalized value of approximately \$4,790,909 and annual property taxes of \$62,905 to the Town.

RKG estimates that the total net new annual property tax revenue of the entire development program could be as high as \$532,302, in 2023 dollars.

b.) Community Preservation Act (CPA) Tax Revenues

Groveland adopted the Community Preservation Act and with it a 3% surcharge on the assessed property value of residential and commercial parcels. RKG calculated an estimate of CPA taxes that could be generated from the development program at 150 Center Street. The Town could anticipate an additional \$15,969 in CPA taxes per year.

c.) Summary of Municipal Revenues

A summary of municipal revenues at project stabilization shows an estimated \$548,271 in new annually recurring taxes generated from the private portion of the development program at 150 Center Street.

3. Recurring Municipal Cost Projections

a.) Proportional Share of Departmental Costs

In addition to municipal revenues, new development also generates public expenditures associated with the cost of maintaining government facilities and providing government services. In order to fully assess the costs associated with the residential and commercial land uses within the proposed development program, departmental expenses have been estimated for locally funded government services that will be provided by the Town of Groveland to the residents and employees that may one day live and work at 150 Center Street. Since the development has both residential and commercial components, the first step of this analysis is to allocate the proportional share of departmental expenses to residential and commercial development. RKG Associates employs a methodology that uses the Town of Groveland's Fiscal Year 2024 Omnibus Budget and the assessed value of taxable real property as provided by the Massachusetts Department of Revenue for 2023.

According to MA DOR property assessment summary data, real property assessments for residential and commercial properties are as follows:

- Residential: \$1.30 billion: 94%
- Commercial/Industrial: \$63.97 million: 6%

The residential land uses' proportional share of applicable government expenses is 94%, compared to 6% for commercial and industrial. The total personal property assessment is not reflected in this

analysis since it is based on temporary assets that depreciate over time, and is not tied to the land. Several departments are assigned a 100% allocation to residential uses because of the nature of their services.

b.) Estimated Municipal Unit Costs

Departmental expenses shown in Table 4 are derived from the detailed budget breakdowns for each department, and in some cases sub-departments, as listed in the Town’s FY 2024 Omnibus Budget. Expenses are allocated by proportional share. The projections of municipal costs on a per-household or per-employee basis recognize that there are economies of scale associated with ongoing government operations, and that the introduction of new households and commercial operations in Town will impact certain departments more directly than others. Therefore, each functional element is assigned an efficiency factor, which is a percentage that reflects the incremental costs that would be incurred from net new households or employees in the town. For example, police cost categories such as patrol services and investigations are likely to be more directly impacted than fleet services and building operation. Similarly, fire rescue operations will be more directly impacted than communications. Since public schools serve a narrow constituency (pupils), they are directly impacted by pupils generated from new housing.

It is also worth noting that RKG removed state aid, grants, and any other one-time revenue from outside sources from department budgets as applicable. This revenue is not generated through the local tax base and typically comes in the form of state aid or grants. It is possible that one day these sources of funding could increase, decrease, or disappear completely so it is important to understand the true costs borne by the Town of Groveland to provide these critical services and facilities to residents and businesses. Based on the methodology described above, it is estimated that the incremental fiscal cost of providing town services to each new household is \$723 (Table 3). This is exclusive of school costs which are calculated separately in this memo.

Table 3
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

The incremental cost of government services for new commercial space is calculated on a per employee basis. Using a similar approach of allocating the proportional share of costs to each employee, RKG worked with the Town to define the impacts of new businesses on municipal budgets. It is estimated that the incremental fiscal cost of general government services per new employee is \$88 (Table 4).

Table 4
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

The number of employees that will occupy the 18,000 total square feet of industrial/retail/restaurant space is estimated to equal 60, which is based on the widely accepted industry standard (and supported by the Urban Land Institute in multiple publications) of 300 square feet per employee.

c.) Estimated Public Schools Cost

New residential development accommodates households that may include school age children. Indeed, the largest single government services cost associated with residential development is public schools. Estimating the number of new pupils from a residential development can be challenging and depends on a host of factors. These include, but are not limited to:

- The number of units with more than one bedroom, and the size of those bedrooms.
- The on-site amenities and marketing plan for the development.
- The location of the development.
- The quality of the school system.
- The sales price of the housing.
- The mix of market-rate and affordable units.

An added challenge for the townhouse units in the development program at 150 Center Street is there are very few comparable new townhouse developments in the town that could serve as a comparable for this project. Fortunately, a study was completed in 2015 that looked at different types of residential developments, unit types, bedroom sizes, and levels of affordability across Massachusetts to estimate per unit student generation metrics. While this study is a bit dated, it is still a good source of information in communities that lack comparable projects. For 150 Center Street, RKG utilized the student generation estimate for the 2-bedroom, attached single family, owner-occupied unit typology that carries a 0.429 children per unit estimate. Table 5 describes the estimate for school aged children that could reside within the residential units at 150 Center Street.

Table 5
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.

To estimate potential school costs for the fifty-five (55) additional school age children, RKG reviewed the FY24 Pentucket Regional School budget. After removing external revenue sources from the budget, the all in FY24 expenditure per pupil was \$15,174 (Municipal Expenditure of \$35,279,985 / 2,325 students).

To calculate the cost of educating one additional student from the Town of Groveland, RKG analyzed all school budget line items to identify fixed costs and variable costs that could change based on the addition of a new student to the district. All variable costs from the budget were totaled, multiplied by Groveland's share of the total school budget, and then divided by Groveland's 2022-23 enrollment of 892 in-district students. This yielded an incremental cost per new student of \$9,510. RKG believes utilizing an incremental approach to municipal and school costs more accurately reflects the financial impact on a town or school district. Not all costs incurred by the school district will rise through addition of new students, particularly when those students are spread across grades and schools. For example, if 24 new students were added to the regional district it is unlikely new principals or administrators would be hired but new books, desks, and equipment would be needed. This methodology separates those costs that are anticipated to rise as a result of new students and those that are not.

After making the adjustments for fixed and incremental costs, RKG estimates the total cost to educate new students from development at 150 Center Street could be as high as \$224,397. (Table 6).

d.) Summary of Municipal Expenditures

Total annually recurring municipal expenditures for development at 150 Center Street is projected to equal \$269,480 in 2023 dollars, reflecting: \$39,971 in services to households; \$5,293 in services to commercial operations; and, \$224,397 in public school services (Table 7).

Table 6
Calculation of Costs of Public Schools
150 Center Street, Groveland, MA

Expense Category	2023-2024	Percent of Total
Pentucket School Budget		
Variable Costs	\$31,404,686	62%
Fixed Costs	\$19,315,403	38%
Total School Budget	\$50,720,090	100%
Groveland Share of Budget		
Variable Costs	\$8,483,232	62%
Fixed Costs	\$5,217,598	38%
Total School Budget	\$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

Table 7
Estimated Annual Municipal Expenditures (2023 Dollars)
150 Center Street, Groveland, MA

Cost Category	Number	Cost	Municipal Expenditure
Housing Units	55	\$723	\$39,791
Commercial Employees	60	\$88	\$5,293
Public School Pupils	24	\$9,510	\$224,397
TOTAL			\$269,480

Source: RKG Associates 2023

4. Fiscal Impact Summary

The calculation of the annual municipal surplus/deficit assumes that the project is fully built out and stabilized. Table 8 presents the net fiscal impact summary for both municipal revenues and expenditures. Table 8 presents a summary of the projected revenues and costs. Total projected annually recurring municipal revenues are estimated to equal \$548,271.

Table 8



Net Fiscal Impact Summary (2023 Dollars)
150 Center Street, Groveland, MA

Project Estimated Residential Property Taxes	\$469,398
Project Est. Commercial Property Taxes	\$62,905
Project Est. CPA Taxes	\$15,969
NET NEW ANNUAL MUNICIPAL REVENUES	\$548,271
Project Costs of General Government Services	\$45,084
Project Costs of Public Schools	\$224,397
NET NEW ANNUAL MUNICIPAL COSTS	\$269,480
NET NEW ANNUAL MUNICIPAL SURPLUS/(DEFICIT)	\$278,791

Source: RKG Associates 2023

The annual cost of general government services is estimated to equal \$45,084 and the cost of public schools is estimated at \$224,397 totaling \$269,480 in annually recurring municipal costs. Development at 150 Center Street as envisioned in this study is projected to generate an annual municipal surplus of \$278,791 creating a net positive fiscal benefit for the Town of Groveland.

Appendix D. Wetland Delineation Sketch Map

 Property Boundary
 Wetland Flags (approximate)



Wetland Delineation Sketch:
 150 Center Street - Groveland, MA
 Prepared by LEC Environmental Consultants, Inc., based on
 April and May, 2023 field work by LEC Senior Wildlife/Wetland Scientist Dan Wells and
 Wetland Specialist Nicole Ferrara
 office: 781-245-2500;
 email: dwells@lecenvironmental.com

The Orange lines represent the approximate location of LEC orange wetland flags delineating the boundary of Bordering Vegetated Wetlands (BVW) for the B Series and Isolated Vegetated Wetlands (IVW) for the 1-47, A and C Series. The 100-foot Buffer Zone extends from the BVW and IVW boundaries. The C Series IVW may not be jurisdictional as a freshwater wetland under the MA WPA or Groveland Wetland Protection Bylaw if it is less than 5,000 s.f. in area. If so, it would not have a buffer zone. Note that the C series may be jurisdictional under the WPA and Bylaw as an Isolated Land Subject to Flooding if it holds 1/4 acre foot of water at least once a year to an average depth of at least six inches.


This sketch is for internal purposes only to guide surveyors in locating wetland flags in the field. Not for re-use, distribution or presentation in any format without the express written

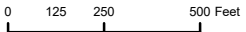
MassGIS Data Source:
 "Bureau of Geographic Information (MassGIS),
 Commonwealth of Massachusetts, Executive
 Office of Technology and Security Services".
 MassGIS 2021 Orthophotos (Spring 2021)


 LEC Environmental Consultants, Inc.
 Wakefield, MA 781.245.2500
www.lecenvironmental.com

**Wetland Delineation
 Sketch Map**
 150 Center Street
 Groveland, MA

Date: 5/2/2023

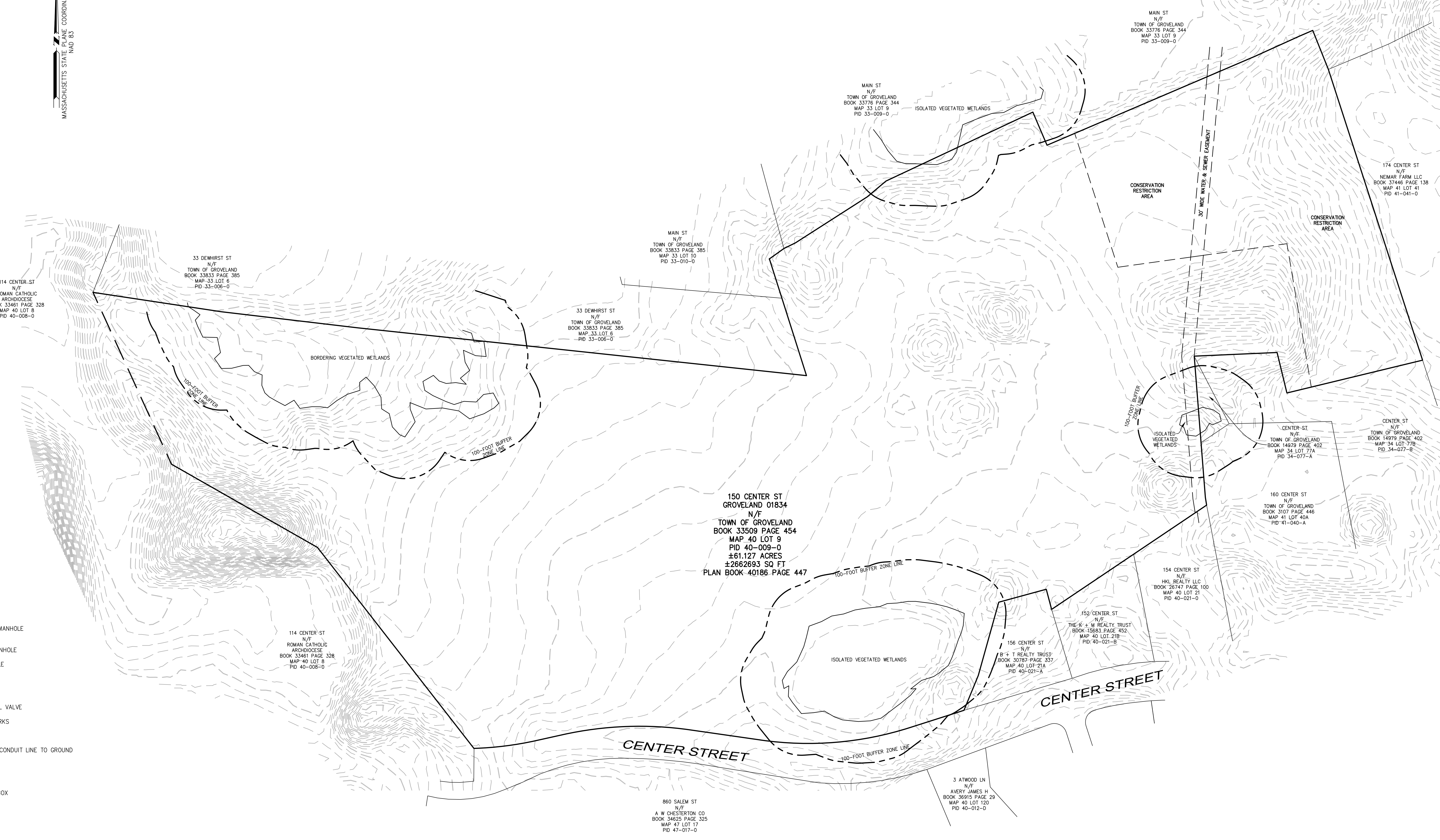


1 inch = 500 feet


Appendix E. Property Topographic Basemap

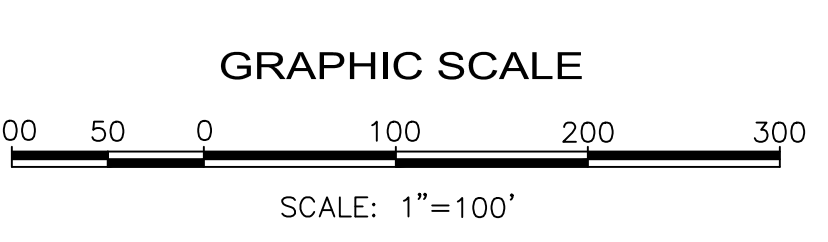
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MASSACHUSETTS STATE PLANE COORDINATE SYSTEM
NAD 83



LEGEND

- ⊙ CATCH BASIN
- ⊙ CABLE TELEVISION MANHOLE
- ⊙ DRAIN MANHOLE
- ⊙ ELECTRIC MANHOLE
- ⊙ MISCELLANEOUS MANHOLE
- ⊙ SEWER MANHOLE
- ⊙ TELEPHONE MANHOLE
- ⊙ WATER MANHOLE
- ⊙ GAS SHUT-OFF
- ⊙ WATER SHUT-OFF
- ⊙ GAS GATE
- ⊙ WATER GATE
- ⊙ IRRIGATION CONTROL VALVE
- ⊙ CLEANOUT
- ⊙ BOSTON WATER WORKS
- ⊙ FIRE HYDRANT
- ⊙ DOWN SPOUT
- ⊙ UTILITY POLE
- ⊙ UTILITY POLE WITH CONDUIT LINE TO GROUND
- ⊙ LIGHT POLE
- ⊙ LIGHT BOLLARD
- ⊙ LANDSCAPE LIGHT
- ⊙ HAND HOLE
- ⊙ TRASH CAN
- ⊙ FIRE ALARM CALL BOX
- ⊙ METAL POST
- ⊙ CONCRETE POST
- ⊙ PARKING METER
- ⊙ SIGN POST
- ⊙ TRAFFIC MAST ARM
- ⊙ TRAFFIC SIGNAL
- ⊙ PEDESTRIAN SIGNAL
- ⊙ DECIDUOUS TREE WITH TRUNK DIAMETER
- ⊙ CONIFEROUS TREE WITH TRUNK DIAMETER
- ⊙ HANDICAP PARKING
- ⊙ SPOT ELEVATION
- ⊙ CHAIN LINK FENCE
- ⊙ BITUMINOUS CONCRETE BERM
- ⊙ SLOPED GRANITE CURB
- ⊙ VERTICAL GRANITE CURB
- ⊙ VERTICAL CONCRETE CURB
- ⊙ WHEELCHAIR RAMP
- ⊙ LANDSCAPE TIMBER
- ⊙ RIM ELEVATION EQUALS
- ⊙ INVERT ELEVATION EQUALS
- ⊙ TOP OF HOOD ELEVATION EQUALS
- ⊙ NO PIPES VISIBLE
- ⊙ TOP OF WATER
- ⊙ TRAFFIC CONTROL BOX
- ⊙ UNDERGROUND LOOP DETECTOR
- ⊙ DETECTABLE WARNING PANEL
- ⊙ TOP OF WALL ELEVATION
- ⊙ UNDERGROUND CABLE TELEVISION LINE
- ⊙ UNDERGROUND DRAIN LINE
- ⊙ UNDERGROUND ELECTRIC LINE
- ⊙ UNDERGROUND GAS LINE
- ⊙ UNDERGROUND SEWER LINE
- ⊙ UNDERGROUND TELEPHONE LINE
- ⊙ UNDERGROUND WATER LINE
- ⊙ OVERHEAD WIRES
- ⊙ MONITORING WELL
- ⊙ BENCH MARK



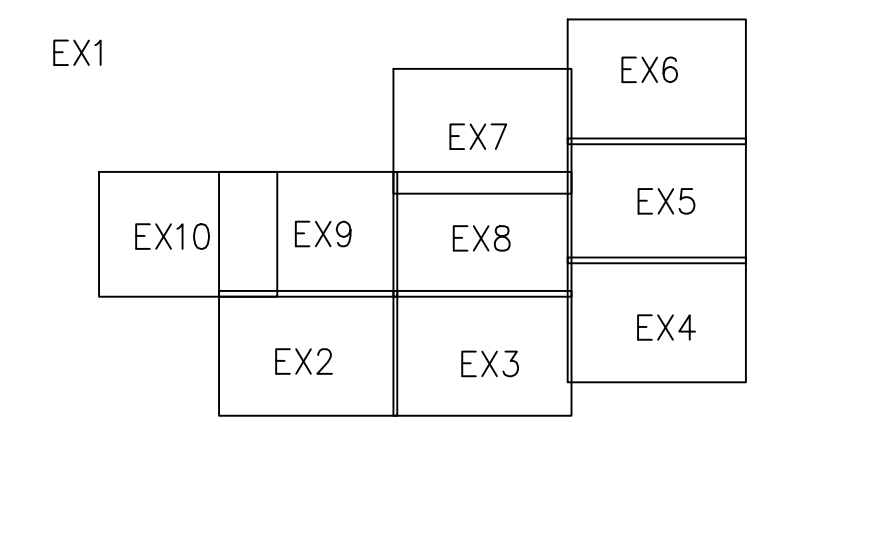
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DENIS R. SEQUIN, PLS DATE
MASSACHUSETTS REG. NO. 37058
REGISTERED PROFESSIONAL LAND SURVEYOR

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FIELD BOOK	833			
DRAFTED BY	JTJ	REV.	COMMENTS	DATE
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EXISTING CONDITIONS PLAN

150 CENTER STREET
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SHEET:
EX-1
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MASSACHUSETTS STATE PLANNING BOARD
COORDINATE SYSTEM
NAD 83

JOHNSON CREEK

132.24'
N33°32'39"W

114 CENTER ST
N/F
ROMAN CATHOLIC ARCHDIOCESE
BOOK 33461 PAGE 308
MAP 40 LOT 8
PID 40-008-0

150 CENTER ST
GROVELAND DISTRICT
N/F
TOWN OF GROVELAND
BOOK 33509 PAGE 454
MAP 40 LOT 9
PID 40-009-0
481.127 ACRES
6,280,263 SQ FT
PLAN BOOK 40186 PAGE 447

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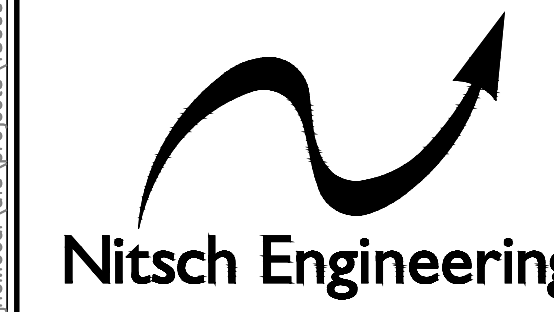
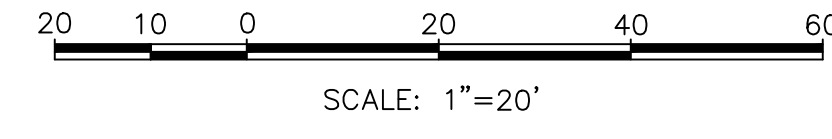
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860 SALEM ST
N/F
A W CHESTERTON CO
BOOK 3425 PAGE 325
MAP 47 LOT 17
PID 47-017-0

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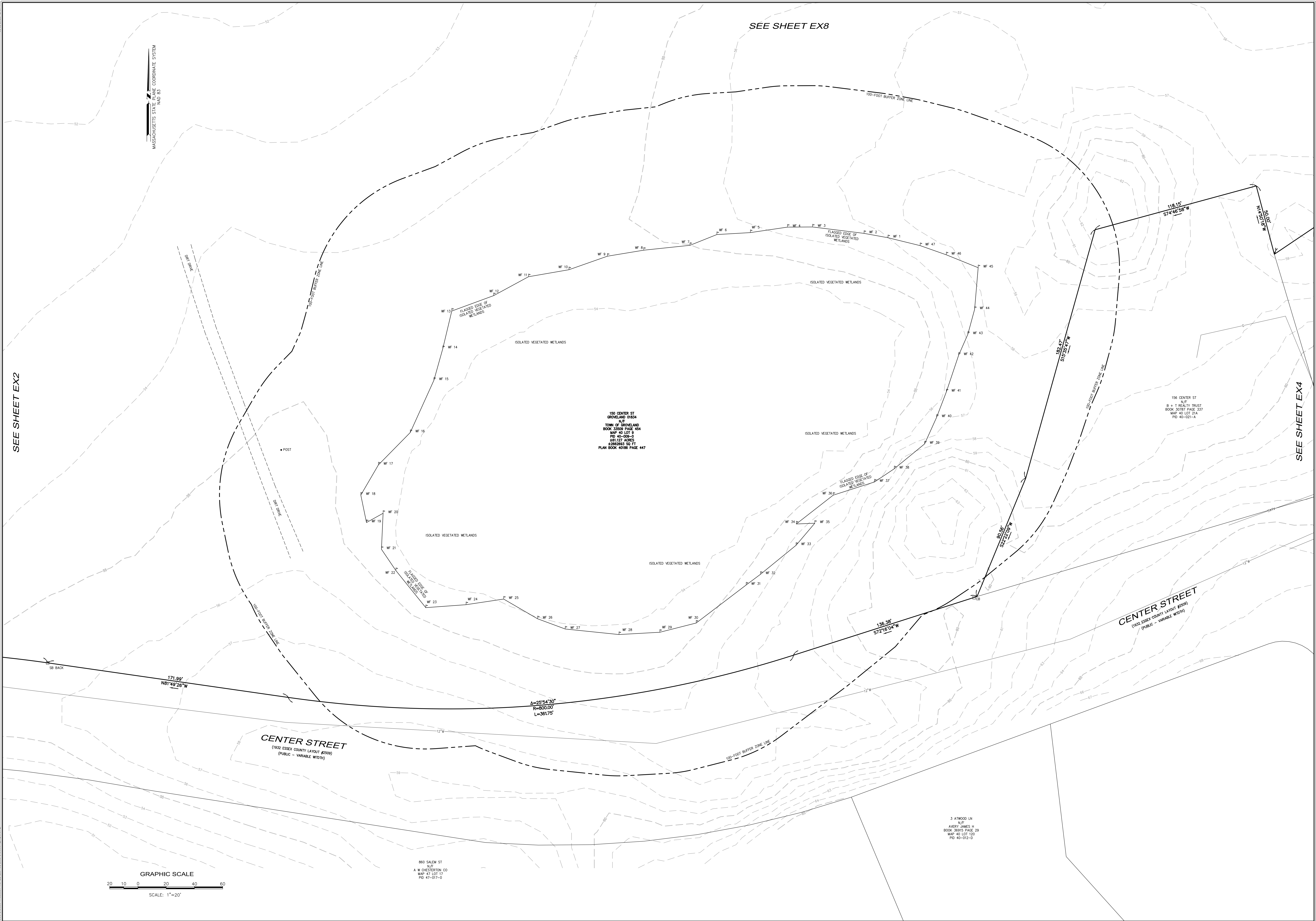
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MASSACHUSETTS STATE COORDINATE SYSTEM
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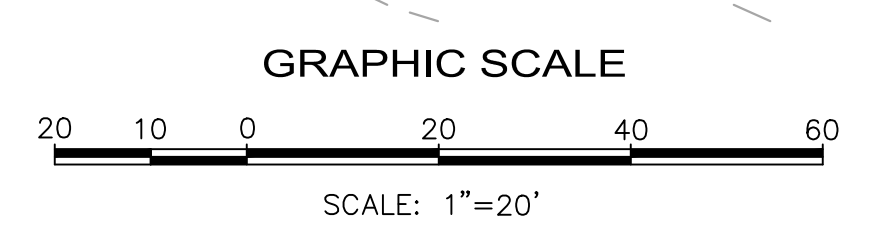
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PLAN BOOK 4018R PAGE 447

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B = T REALTY TRUST
BOOK 33787 PAGE 337
MAP 40 LOT 21A
PD 40-001-A

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BOOK 3055 PAGE 29
MAP 40 LOT 120
PD 40-072-D

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MAP 47 LOT 17
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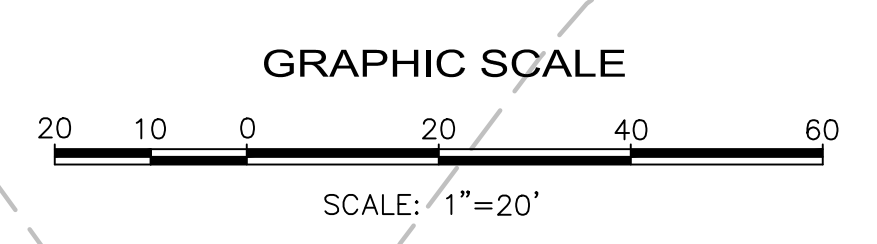
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174 CENTER ST
N/E
TOWN OF GROVELAND
BOOK 37446 PAGE 138
MAP 41 LOT 41
PID 41-041-D



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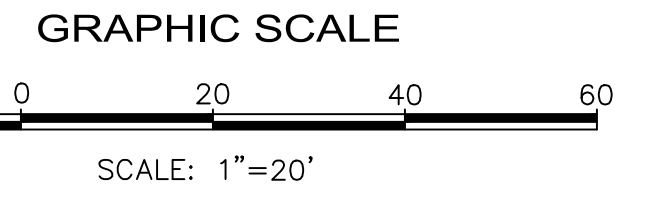
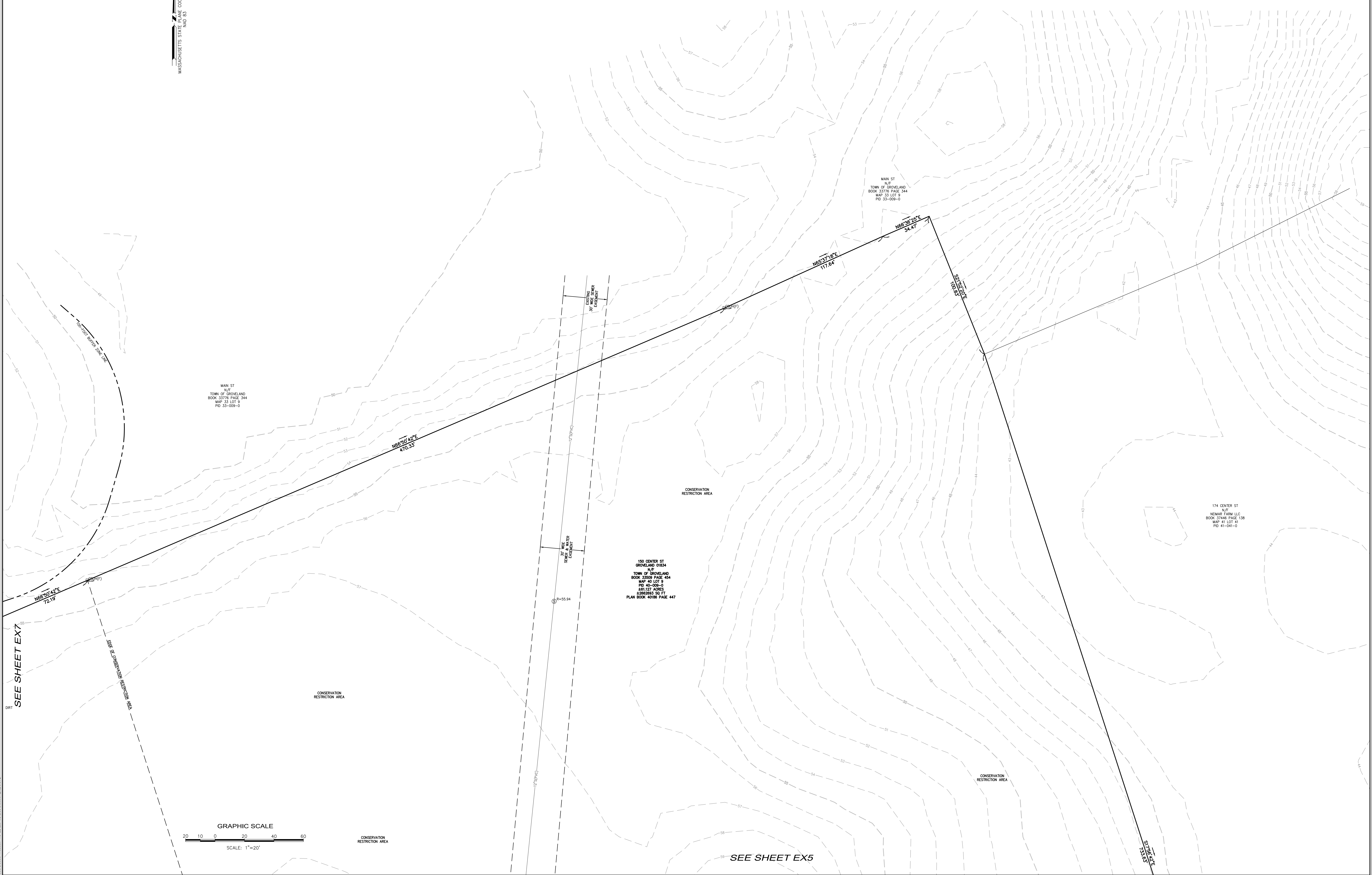
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FIELD BOOK:	833		
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	REVISIONS		

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SEE SHEET EX5

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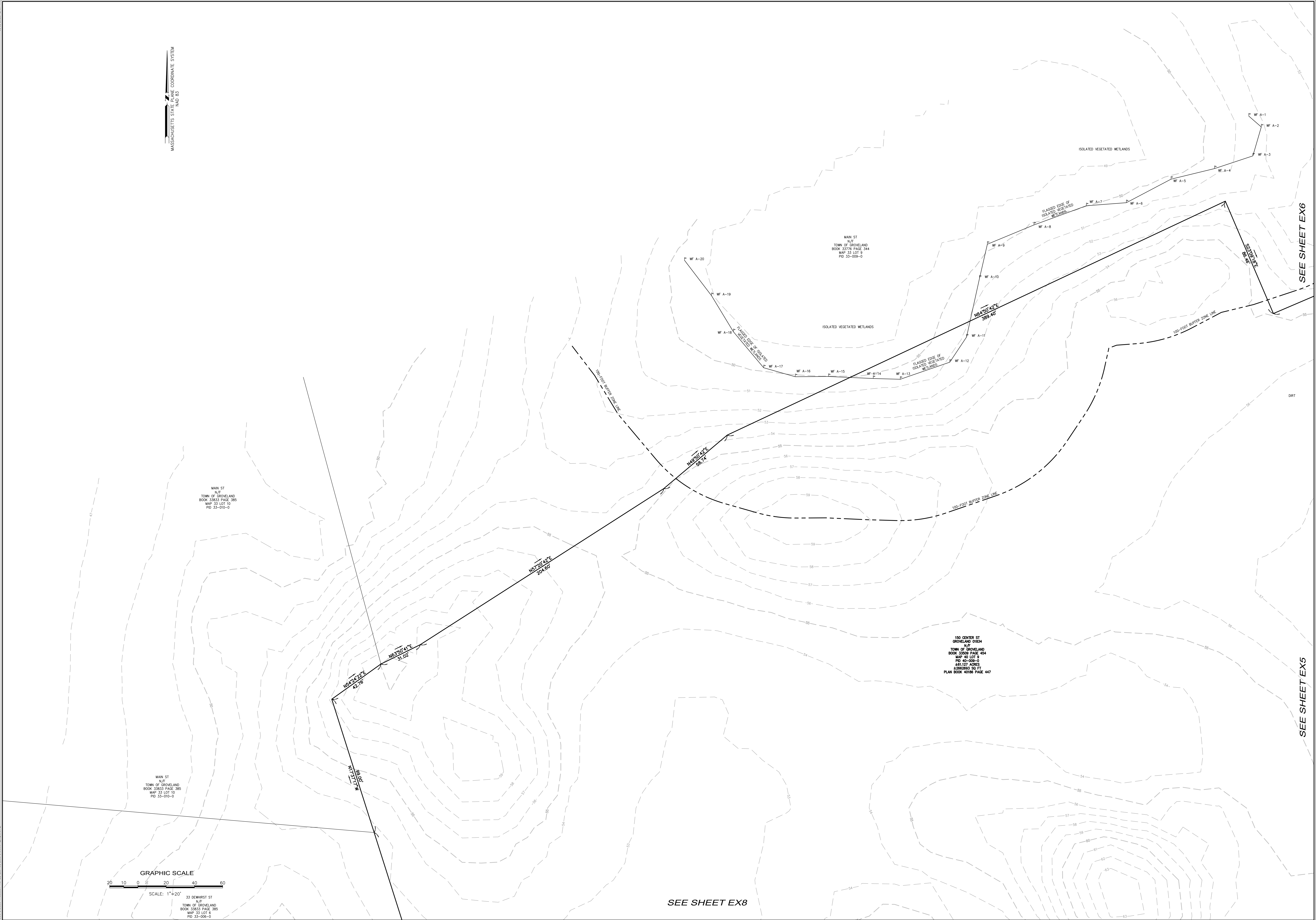
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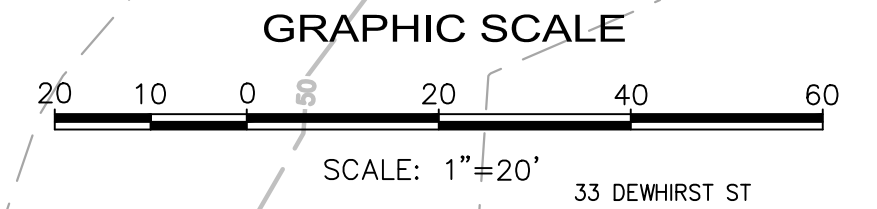
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			DATE

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OF 10 REV.

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MAIN ST
N/E
TOWN OF GROVELAND
BOOK 3383 PAGE 385
MAP 33 LOT 10
PD 33-006-0

33 DEWHURST ST
N/E
TOWN OF GROVELAND
BOOK 3383 PAGE 385
MAP 33 LOT 6
PD 33-006-0

SEE SHEET EX7

150 CENTER ST
GROVELAND 01834
N/E
TOWN OF GROVELAND
BOOK 3383 PAGE 404
MAP 40 LOT 0
PD 40-000-0
38117 AGONCS
3260282 50 FT
PLAN BOOK 4086 PAGE 447

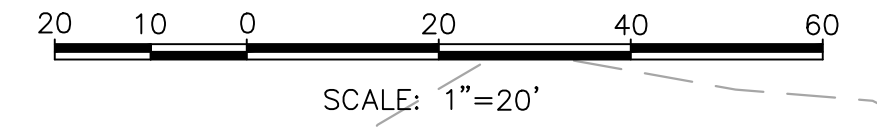
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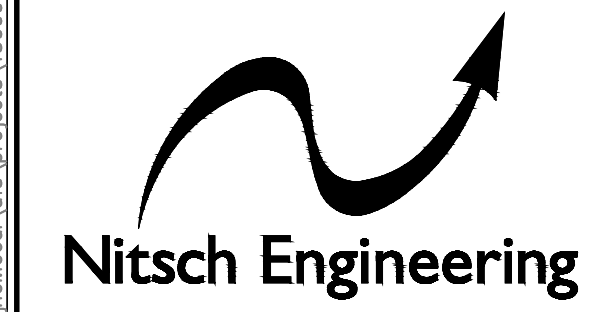
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SCALE: 1"=20'



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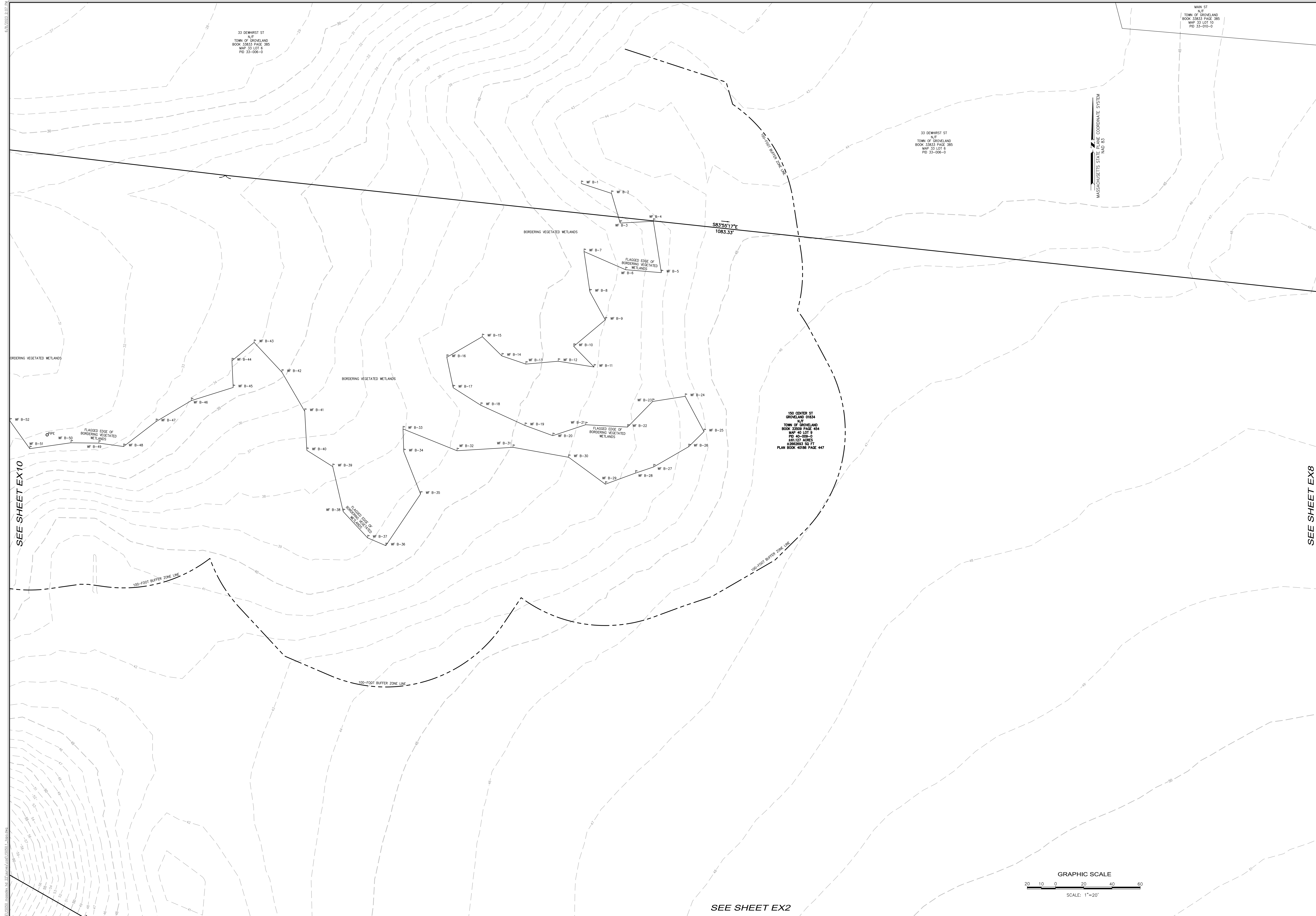
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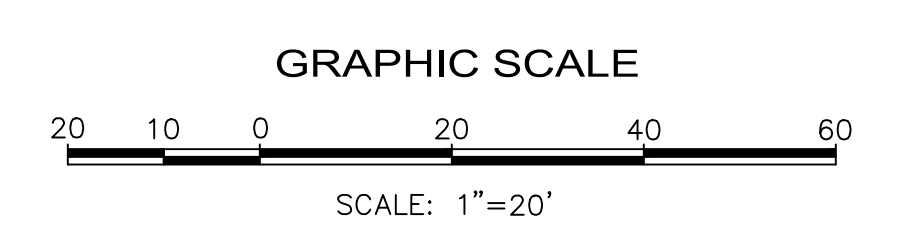


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MASSACHUSETTS STATE PLANE COORDINATE SYSTEM
NAD 83



6/6/2023 2:37:17

33 DEWHIRST ST
N/P
TOWN OF GROVELAND
BOOK 3383 PAGE 385
MAP 33 LOT 6
PID 33-006-0

33 DEWHIRST ST
N/P
TOWN OF GROVELAND
BOOK 3383 PAGE 385
MAP 33 LOT 6
PID 33-006-0

MAIN ST
N/P
TOWN OF GROVELAND
BOOK 3383 PAGE 385
MAP 33 LOT 10
PID 33-010-0

150 CENTER ST
GROVELAND 01854
N/P
TOWN OF GROVELAND
BOOK 3308 PAGE 464
MAP 40 LOT 9
PID 40-009-0
861,127 ACRES
280,000.00 FT
PLAN BOOK 40198 PAGE 447

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- Transportation Engineering
- Structural Engineering
- Green Infrastructure
- Planning
- GIS

PROJECT #	15050.1		
FILE	15050.1_TOPO.dwg		
SCALE	1"=20'		
DATE	JUNE 2023		
PROJECT MANAGER	DRS		
FIELD BOOK	833		
DRAFTED BY	JTJ	REV.	COMMENTS
CHECKED BY			REVISIONS
			DATE

EXISTING CONDITIONS PLAN
150 CENTER STREET
GROVELAND, MA 01834
PREPARED FOR:
MASSDEVELOPMENT
99 HIGH STREET, BOSTON, MA 02110

SHEET:
EX-9
OF 10 REV.

