

Request for Expressions of Interest

Strawberry Fields

150 Center Street

Groveland, MA

60+/- Acres



Town of Groveland
Rebecca Oldham, Town Administrator
Town Hall
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INTRODUCTION


This Request for Expressions of Interest seeks input from parties who recognize the significant potential of this property. 150 Central Street is one of the last large parcels of undeveloped land in Groveland, with approximately 31 acres available for development. Refer to the SITE CHARACTERISTICS section for more detailed site information.



150 Center St.

Groveland
Massachusetts

LEGEND

 150 Center Street
Parcel ID: 40-009-0



150 Center Street
40-009-0
62 acres

Center St

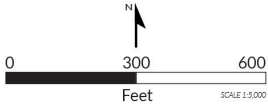
Alyssa Dr

Atwood Ln

Harvard Rd

Murray Ct

Yale St



This map was produced in April 2025 by Innes Associates for the Town of Groveland, MA using data from MassGIS, Bureau of Geographic Information (MassGIS), Commonwealth of Massachusetts, Executive Office of Technology and Security Services.



OFFERING AND OPPORTUNITY

The Town of Groveland is looking for respondents who see potential in the property and are excited to present the Town with creative ideas and concepts in line with the community's visions and goals. Respondents should fully consider past reports and plans, and the time and effort that the community has invested in supporting the successful development of the property. The Town seeks responses that present compelling development concepts and improvements that add value to the people and businesses of Groveland.

Community expectations and goals, expressed through thorough community engagement and identified in the 2023 Comprehensive Plan and the 150 Center Street Site Readiness Feasibility Study Report, include improving the site through flexible mixed-use development, increased community amenities, and preserving conservation areas and the underlying aquifer.

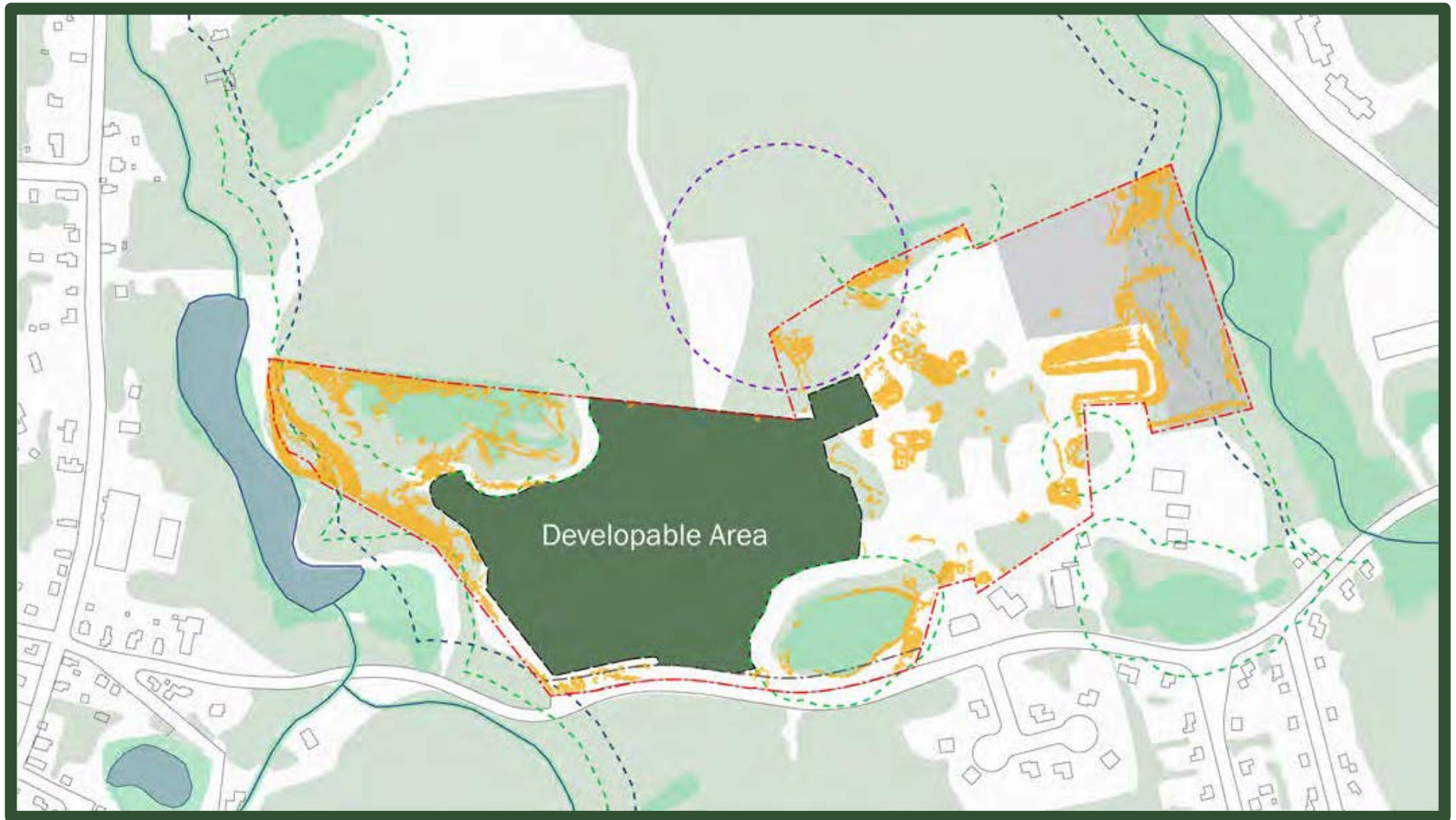
Please consider these goals when preparing your responses and be creative and imaginative in your submissions.

COMMUNITY GOALS

The Feasibility Study identified the following community goals for the reuse of the site:

- Provide access to nearby community amenities and trail systems.
- Preserve natural species habitat and protect the aquifer.
- Create a mixed-use neighborhood that balances private spaces for residents with public spaces that are welcoming to the entire Groveland community.
- Incorporate architectural elements that are sympathetic with New England development patterns and incorporate energy-efficient building materials, layouts, and systems.
- Increase tax revenue generation while balancing natural processes and site features.

The recommended development scheme presented in the Feasibility Study addressed these goals with a mixed-use campus-style development that balanced community, residential, and commercial uses. The scheme described in the feasibility study is not the only option for redevelopment, and new, creative, and imaginative submissions are welcome. However, the Respondent should present a development concept(s) that is adequately connected and/or related to previously conducted analyses and the community goals established in the feasibility study.



150 Center Street Site Readiness Feasibility Study Report, Town of Groveland and Nitsch Engineering, et. al

SUBMISSION AND EVALUATION

The Town of Groveland invites you to respond to this Request for Expressions of Interest by submitting a letter of interest signed by the Respondent's principals that explains its general intentions towards taking on this project, a brief narrative of the proposed development concept, a statement of qualifications, a brief outline of the feasibility of the proposed project, and a conceptual sketch, diagram, or illustration of the proposed development strategy.

Please send your submission via email to Annie Schindler, ASchindler@Grovelandma.com before at 11:00 AM on May 19, 2025.

If you have any questions prior to your submission, please email Annie Schindler at ASchindler@Grovelandma.com by 12:00 pm on April 30, 2025.

Questions will be answered before 12:00 PM on May 9, 2025.



KEY DATES

Deadline	Date	Action
Release date of REI:	April 18	
Questions Due:	May 2 by 12 pm	Submit all questions by email (ASchindler@Grovelandma.com)
Site walk:	At Respondent's discretion	The Site is available to the public with access to trails and parking.
Answers provided by:	May 9 by 12 pm	Responses will be compiled and emailed to all those who requested or received a copy of the REI.
Expressions of Interest due:	May 19 by 11 am	Email PDF of the complete response to Annie Schindler, ASchindler@Grovelandma.com .

Please note: Responses to the REI are public documents and are intended to be used by the Town for the future development of a Request for Proposals (RFP) for the property. This is not a formal Request for Proposals, and a response to this REI does not legally bind the respondent to the Town in any way.

SITE HISTORY

The Town purchased this property, also known as Strawberry Fields or the Bussing property, in 2013 for \$3,675,000. Key goals at the time were to protect the underlying aquifer, prevent a proposed large residential development, provide a future well site, and preserve open space for recreation.

In 2019, the Town approved a vote to protect 8 acres of the property under the Center Street Greenway conservation restriction, which protected the turtle habitat that the Town created as part of the habitat mitigation for the Groveland Community Trail.



PLANNING PROCESSES

By the time the Town began the planning process for the Comprehensive Plan, in 2021, the goal for 150 Center Street was to investigate other options for the use of the land, understanding that proposed uses needed to balance protecting the significant natural resources with the need for additional revenue from property taxes.

The Groveland Comprehensive Plan (October 2023), completed by Innes Associates and Form + Place, identified 150 Center Street as one of the three focus areas for the planning process. During that planning process, the Town applied for and received a Site Readiness grant from MassDevelopment in 2022 to assess the feasibility of development strategies on the site. Nitsch Engineering led a consultant team that included RKG Associates, Innes Associates, and LEC Environmental. The study, 150 Center Street Site Readiness Feasibility Study Report (October 2023), engaged the community around options for the site to provide a framework for the Town's next steps for the property. The 2023 feasibility study includes an evaluation of the site's opportunities and limitations, a market analysis, and recommendations for zoning changes based on a scenario that was modified by community input. This scenario included a mix of residential, commercial, and light industrial, community space (both indoor and outdoor), and open space for future recreation.

Planning Documents

Both documents are available on the Town's website: <https://grovelandma.com>

The Comprehensive Master Plan can be found here: <https://grovelandma.com/wp-content/uploads/2024/02/20231023-Groveland-Comp-Plan-Final-Plan-super-extra-reduced-size.pdf>

The 150 Center Street Site Readiness Feasibility Study Report (October 2023) is here: https://grovelandma.com/wp-content/uploads/2024/02/15050.1_StudyReport_pages_withAppendices-reduced-size.pdf

Information in this document is summarized from the content in the feasibility study report.

The supporting Strawberry Fields Development Plan StoryMap is here: <https://storymaps.arcgis.com/stories/38754b243255447bba32dd16b15eb33e>

SITE CHARACTERISTICS

MAP ID	Assessor's Map 40, Lot 9
SITE	Approximately 61 acres of open space, forest, shrubbery, wetlands, and undeveloped land. Accessible via Center Street, a rural minor collector street. Potential for other points of access, including off Washington Street at the west edge of the property.
DEVELOPMENT CONDITIONS	The site provides a development area of approximately 20 acres of preferred area and 11 acres of acceptable area (for a total of 31 acres) and 13 acres of constrained area.
CONTEXT	<p>Past uses include sand and gravel pits, athletic fields (using turf) and storage areas for paving equipment and other materials.</p> <p>The Town's ownership and oversight have allowed the property to heal and repopulate with native flora and fauna.</p>
REGIONAL ACCESS	<p>Center Street is well-traveled; a central roadway for the Town that runs Southwest to Northeast. Route 113 is to the North, and Route 97 runs through town North to South, intersecting with Center Street just a short distance to the east of the property.</p> <p>US Route 95 is located to the Southeast of Groveland with the Town of Georgetown in between.</p> <p>The site provides public access to an extensive trail system on the property, protected open space and the Groveland Community Trail.</p>

SITE CHARACTERISTICS

ENVIRONMENTAL	25 acres is within the Priority Habitat of Rare Species, including a protected turtle migration area on the eastern side of the site (8 acres). Most of the site is within a Zone II Aquifer Protection District. Some areas of the site include wetlands; a smaller portion includes floodplains at the eastern and western edges.
OPPORTUNITIES ON ADJACENT LAND	The site is adjacent to conservation land, with existing walking trails that connect to the Groveland Community Trail. This recently built trail will eventually connect to a regional multi-use trail. The feasibility study recommended a trailhead on the site to serve the wider trail network.
UTILITIES	<p>The site has access to water and natural gas and is in the Municipal Separate Storm Sewer System (MS4) regulated area, with sewer easement access to connect.</p> <p>A pump station and force main would be required to convey sanitary flows from the western portion of the development to the gravity sewer.</p> <p>The site has the capacity to support a ground-mounted solar installation, but additional investigation, including discussions with Groveland's Municipal Light Department, is required.</p>
SOILS	Sand, gravel, boulders, wetlands, shrubbery, forest lands.
TOPOGRAPHY	Most areas have a slope of less than 2%. Slopes greater than 10% are present in the eastern and western parts of the site.
ZONING	Industrial District, although the Feasibility Study proposed an overlay district that would allow a mix of uses on the site. See Regulatory Context section below.

MARKET ANALYSIS

Local housing production dropped dramatically between 2010 and 2021 (much of the analysis is based on the 2021 5-year ACS). Groveland's housing stock is primarily single-family homes, although other types of housing are found throughout the town. The feasibility study projects a demand of 131 additional units between 2022 and 2032. Demand exists for ownership units with a lesser demand for rental units.

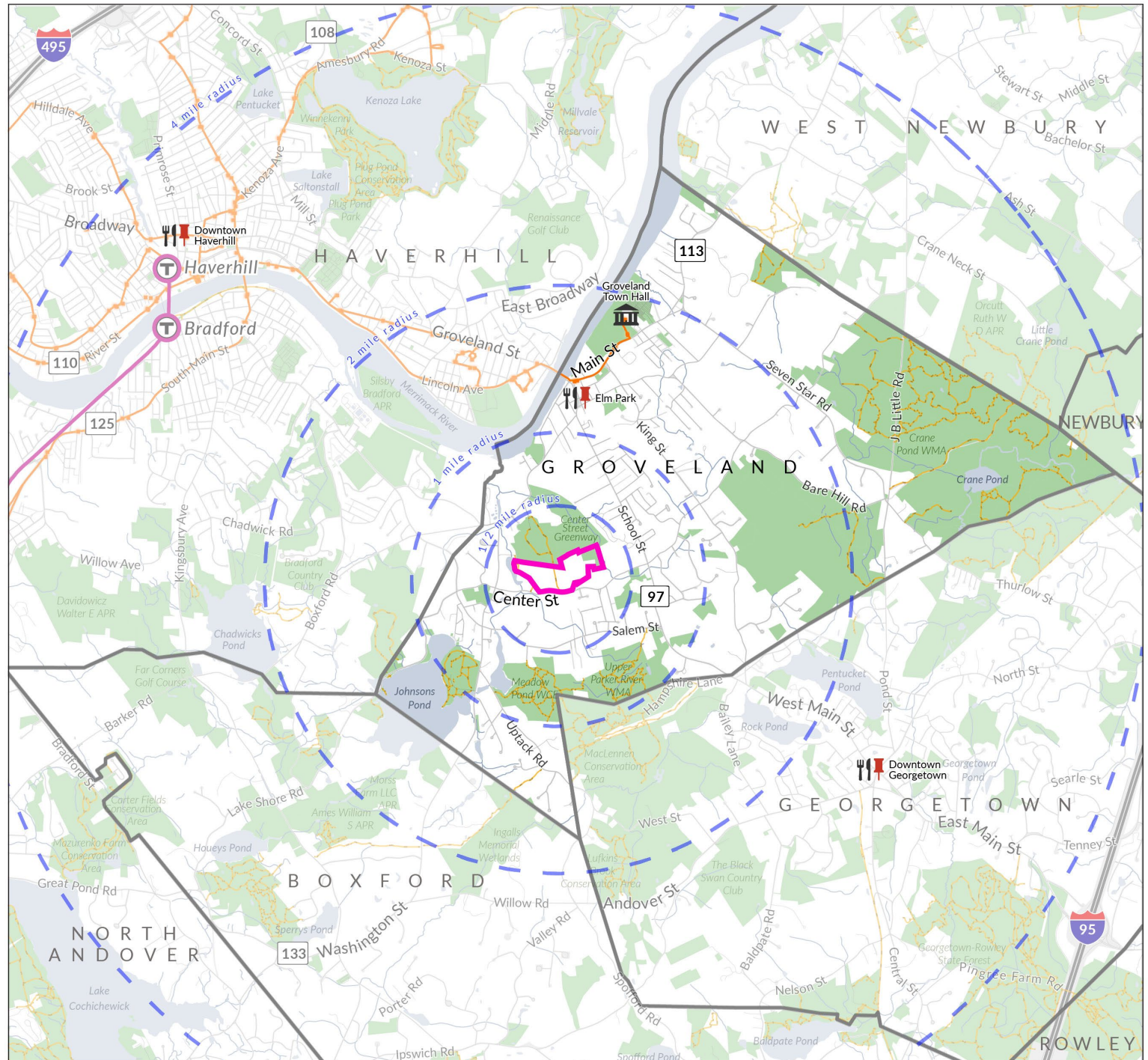
The study also projected demand for non-residential uses, including experiential/destination retail (11,200 SF), small-scale office (5,000 SF), and light industrial (4,500 SF).





- Hydrography
- Local Downtown Areas
- MBTA Commuter Rail
- MRTA Bus Routes
- Open Space
- Trails

 150 Center St.



REGULATORY CONTEXT

The property is subject to federal, state, and local regulations that govern the uses of the property. This includes the approximately 25 acres of the property (divided into two areas, to the east and west) that are designated Priority Habitat of Rare Species areas (these extend beyond the property lines onto abutting land). Priority Habitat areas are protected under the Massachusetts Natural Heritage and Endangered Species Program (NHESP). The protected area to the east includes a Turtle Mitigation Protection area at the eastern edge of the property, covering approximately 8 acres and protected under the Endangered Species Act.

The property has aquifer and wellhead protection land use restrictions, as the property is almost completely within a Zone II Aquifer District, and is within a MassDEP Water Supply Protection area, subject to DEP programs and stormwater management regulations for certain land uses, including septic systems and landfill siting.

The property's designated zoning is the Industrial District. The feasibility study recommended a "Strawberry Fields Overlay District (SFOD)," that would allow a combination of uses and streamline the permitting process for private development and uses focused on community benefits. The zoning would allow multiple uses and buildings on a single lot. Mixed-use buildings, including commercial and light industrial and commercial and residential would also be allowed. The recommended zoning changes include a list of new uses that were attractive to community members who participated in the planning process.



