



Eastham TAP

September 27, 2017

About ULI – the Urban Land Institute

Mission

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is a research and education institution with nearly 40,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.

ULI at the local level

ULI Boston/ New England

Boston/New England District Council covers nearly all of New England with over 1,300 Members—developers, architects, planners, public officials, financiers, students, etc.



Technical Assistance Panels (TAPs)

ULI Boston/New England is committed to supporting communities in making sound land use decisions and creating thriving places.

The TAP program brings together ULI members with a range of professional expertise to provide focused, collaborative consultation to a local government or qualifying non-profit organization.



Eastham TAP: Sponsored by the Town of Eastham

- This panel looked at the full range of options from an unbiased perspective.
- Panelists include private and public sector experts in the fields of commercial real estate analysis, architecture, planning, and design.

Panelists have donated their time

- Final Deliverable – Written report (8 weeks) will be available at <http://boston.uli.org>

The Panel

Co-Chairs

Jim Heffernan, Rich May, P.C.

Jamie Simchik, Simchik Planning & Development

Panelists

Carrie DeWitt, Boston Public Market Association

Gail Kubik, Finegold Alexander Architects

Michael Galasso, TRI-The Resource, Inc

ULI Staff

Manikka Bowman

Sara Marsh

TAP Writer

Michael Hoban



Panel Sponsors



Panel Assignment – Address These Questions

1. What types of businesses would be most likely to locate/invest in this area under current market and regulatory conditions now that public water is available?
2. What opportunities might exist to diversify the commercial mix, outside of tourism-driven retail and hospitality industries given current market conditions, and what would the town need, in terms of regulations, infrastructure, or amenities, to attract other types of businesses? Are there underutilized assets that could make the town more attractive as well?
3. Are the concept plans provided to the ULI team for housing and commercial development in North Eastham, along with the overlay zoning, likely to allow or result in a greater diversity of businesses, housing and mixed use opportunities that support year-round economic activity as well as the seasonal economy?

The Process

Briefing

- Panelists met with sponsor and received briefing materials

Site Visit:

- Panelists visited key locations throughout Eastham

Panel interviewed stakeholders today including:

- Eastham Business Owners
- Builders/Developers
- Public Officials
- Residents



What did we hear?

Assets and Opportunities: Eastham

- National Seashore
 - Year Round Educational Engagement
- Route 6
- Rock Harbor
- Regional High School
- Athletic Facilities
- New Water System
- New Broadband System – Open Cape



Assets and Opportunities: Eastham

- Engaged & Passionate Business Owners & Residents
- Conservation & Ample Open Space
- Bike Path
- Existing “North Eastham Village Center Plan”
- New Municipal Facilities
- History
 - Agricultural
 - Pilgrims
 - Economic development



Challenges: Eastham

- Affordable Housing
- Seasonality
- Route 6
- Signage or Wayfinding
- Unidentifiable Town Center
- Lack of Identity
- Walkability and Bike Mobility
- Cumbersome Approvals
- Inefficient Development Processing
- No Economic Coordinator or Economic Development Plan
- No Master Plan or Community Plan
- Zoning is too Broad and Antiquated
- No Design Standards
- Limited Commercial Storage

Recommendations: Short-Term

1. Approved Branding Signage and Wayfinding
 - Welcome Sign
 - Landmark Signage
 - Gateway to National Seashore
 - BikeTrail Signage for Cyclists
 - Identifiable Bus Shelters
2. Connecting East & West Eastham for Pedestrians
3. Create role(s) to streamline development and communication
 - Economic Development Coordinator
 - Neighborhood-to-town Liaison
 - Town-to-State Liaison



Recommendations: Short-Term

4. Engage High School Students in Civic Initiatives
5. Locate Senior Center in Close Proximity to North Eastham Village Center
 - Supporting Affordable Senior Housing
6. Acquire Abandoned Gas Station



Recommendations: Short-Term

7. Centralize Communication & Website

- Hire Local Web Designer/Coder
- Update Board of Director Subpages to include clear breakdown of roles and responsibilities
- Update Organization and User Experience
- Creating Tabs/Pages for Organization
 - Specified for Small Businesses
 - Social Engagement Opportunities / Events
 - Building and Planning Guidelines
 - Development Approval Checklist
 - Electronically Fillable Forms, Permits, Contracts

Recommendations: Short-Term

8. Creative Placemaking

- Food Truck Area in Rock Harbor
 - “Friday Night Fish Fry”
 - Seasonal Parking Space Leasing
- Movie Nights
- Artisans Fair in Windmill/Village Green
- Outdoor Seating at Restaurants & Cafes



Frenchmans Market, New Orleans

Recommendations: Short-Term

9. Affordability – Mix of Housing, Lower Cost Retail Options

- Create Additional Workforce Housing that's affordable to Eastham's Community Members



Mixed Use Affordable Housing – Mashpee Commons



Micro unit workforce housing

Recommendations: Long-Term

1. Entrepreneurial Commercial Space

- Commercial Kitchen Space
 - Food & Beverage Production → distillery/brewery/cooking classes
- Coworking Space
 - Shared office space
 - Coffee/Beer/Local Purveyors
- Work in cooperation with the Cape Cod CofC & CCC to Enhance Blue Economy Program & Maritime Industries
- Joint Venture Partner Suggestions
 - Community College
 - Mass Development
 - Cambridge Innovation Center
 - High School
 - Trustees of Reservations

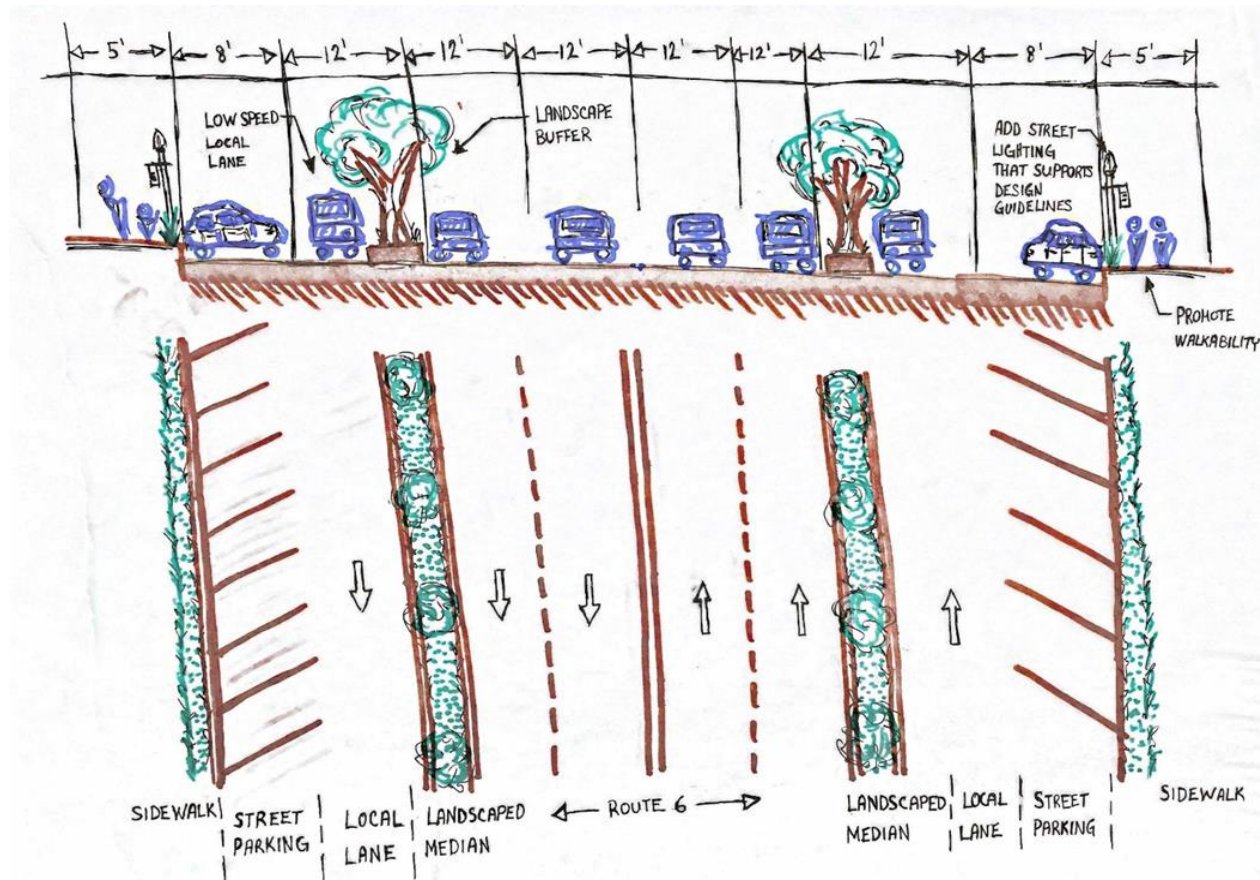
Recommendations: Long-Term

2. Regulatory

- Establish a Master Plan
- Economic Development Plan
- Zoning Revisions to Action Adopted Plans
 - Updating Use Chart
 - Adding Design Review Guidelines
 - Accessory Dwelling Units
 - Reduce front yard Setback, require buildings to put parking in back of structure
 - Landscaping
- Citizen Planner Training Collaborative Workshop
 - <http://masscptc.org/>

Recommendations: Long-Term

3. Establishment of Zoning to Create a “Tradesman Park”
4. Supporting Commercial Bulkheads and Licensing for Fishing Industry
5. Complete streets



Funding

MassHousing

- **Workforce Housing Initiative**
 - MassHousing \$100 million Workforce Housing fund supports the creation of rental housing that is affordable for working families whose incomes are too high for subsidized housing but are priced out of market rents.

Mass Development

- **Massachusetts Cultural Facilities Fund**
 - MassDevelopment supports the arts with capital grants for the acquisition, design, renovation, and construction of cultural facilities. They also offer grants for development studies. Both MassDevelopment and the Massachusetts Cultural Council administer this fund.
- **Predevelopment Loans**
 - MassDevelopment provides low interest rate loans up to \$100,000 with deferred repayment terms to finance predevelopment real estate projects.

Funding

- **Commonwealth Places**

- Commonwealth Places provides a creative funding mechanism to advance community placemaking projects throughout Massachusetts. The statewide program will help fund place-based, community-driven projects – art installations, parks, bike trails, markets, and more – that revitalize downtowns and neighborhood commercial districts.
- Patronicity Hyannis Main Street: Dress up Downtown

- **Public Infrastructure Financing**

- Tax-Exempt Bonds for Public Infrastructure
- MassDevelopment issues tax-exempt bonds for improvements to roadways, sidewalks, parks, parking garages, bridges, tunnels, wharves, and a range of public facilities. Infrastructure programs that use this tax-exempt financing includes
 - Infrastructure Investment Incentive Act (I-Cubed or I3)
 - District Improvement Financing (DIF)
 - Special assessments

Questions?