

Devens TAP



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 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.



DevensTAP: Sponsored by the Mass Development

- 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-Chair

Ryan Leeming, New England Development

Co-Chair

Jamie Simchik, Fort Hill Places

Heath Cody, SGA

Dan Drazen, Trinity Financial

Aaron Jodka, Colliers International

Christine Lewis, Inkhouse Public Relations

Matt McCarty, Stantec

Gloria Liu, UNC Chapel Hill

Katie Hawkes, Lawn on D





ULI StaffManikka Bowman, Manager, Policy & Outreach

TAP WriterMichael Hoban



Panel Sponsors







Panel Assignment – Address These Questions

- What are some tools and techniques that MassDevelopment could implement to
 effectively increase communication and engagement with the more than 5,000 employees
 that work at Devens each day and encourage them to be a more active part of the Devens
 community?
- How do we reduce the feeling of separateness between companies to help promote interaction and build relationships both formally and informally?
- How do we make Devens a more vibrant place to work during the week?
- Are there amenities or programing that MassDevelopment or the local business organizations could add to encourage this?
- Are there any lessons to be learned from other office or industrial parks that have been repositioned?
- Where could they be located to be most effective?
- Are there physical indicators or creative design strategies that could be implemented to convey the message that Devens is a place of excitement and innovation?



The Process

Briefing

 Panelists met with sponsor and received briefing materials

Site Visit:

Panelists key locations throughout Devens



- Devens' workforce
- Business Partner/ HR Reps
- Amenities Managers
- Residents







What did we hear?



Assets and Opportunities: Devens

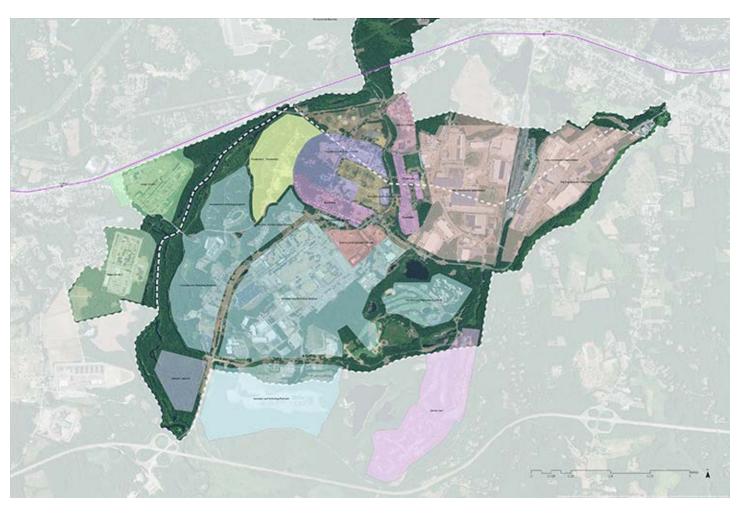
- Vicksburg Square
- Mirror Lake
- Fast-track 75-day permitting
- Reuse plan for commercial/industrial
- Red Tail Golf Club
- Fort Devens History/Museum
- Regionalism beginning to be realized
- Local businesses
- Daytime/weekend spiking population
- Leveraging placemaking as economic growth
- Freight rail link
- Community Events



Challenges: Devens

- Disconnect amongst Devens + neighboring communities
- Local lunch time options
- Build awareness in broader community
- Abandoned Vicksburg Square buildings
- Lack of recreational signages/wayfinding/visitor center
- Unlocking existing recreational amenities
- Post 2033 unknown
- Devens Identity/Different audiences
- Housing cap
- Political situation
- Public Transportation
- Lack of regular activities for millennial
- Reuse plan











Recommendations: Devens

1. Awareness

- 2. Engagement
- 3. DASH 2033



Recommendations: Awareness

- Target Audiences:
 - 1. Residents
 - 2. Employees/businesses
 - 3. Visitors
 - 4. Surrounding regions



- Centralized communications
 - Website refresh
 - 2. Signage/wayfinding
 - 3. Social media/app
 - 4. Newsletter
 - Ambassador





Recommendations: Engagement

- Programming:
 - 1. Mirror Lake:
 - Facilities
 - Lighting
 - o Swim groups
 - Arrival experience
 - Activities



- Patriotic events
- Facilities
- o Playground/seating
- Snack bar/food
- Sports leagues







Recommendations: Engagement

- 3. Commons
 - Farmers market
 - Conferences
 - Movie nights
 - Food trucks
 - Innovation mixer
- Partnerships:
 - 1. Business association
 - 2. Regional events
 - 3. Promotions small/local
 - 4. Young professionals







Recommendations: DASH 2033

- Town square/placemaking in Vicksburg Square
 - 1. Museum
 - 2. Housing
 - 3. Retail/Food
 - 4. Destination (brewery/distillery)
- Transportation
 - 1. More regular service
 - 2. Better connections





Recommendations: DASH 2033

- Reuse Plan
 - 1. 2033
 - 2. Housing Cap
 - 3. Rezoning
- Regionality



Recommendations: Devens





Questions?

