



## Devens TAP

June 22, 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.



### **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 Staff

Manikka Bowman, Manager, Policy & Outreach

### TAP Writer

Michael Hoban

## Panel Sponsors



MASSDEVELOPMENT



## 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 programming 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

## Panel interviewed stakeholders today including:

- 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
  1. Website refresh
  2. Signage/wayfinding
  3. Social media/app
  4. Newsletter
  5. Ambassador



## Recommendations: Engagement

- Programming:
  1. Mirror Lake:
    - Facilities
    - Lighting
    - Swim groups
    - Arrival experience
    - Activities
  2. Fields/open space
    - Patriotic events
    - Facilities
    - 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?