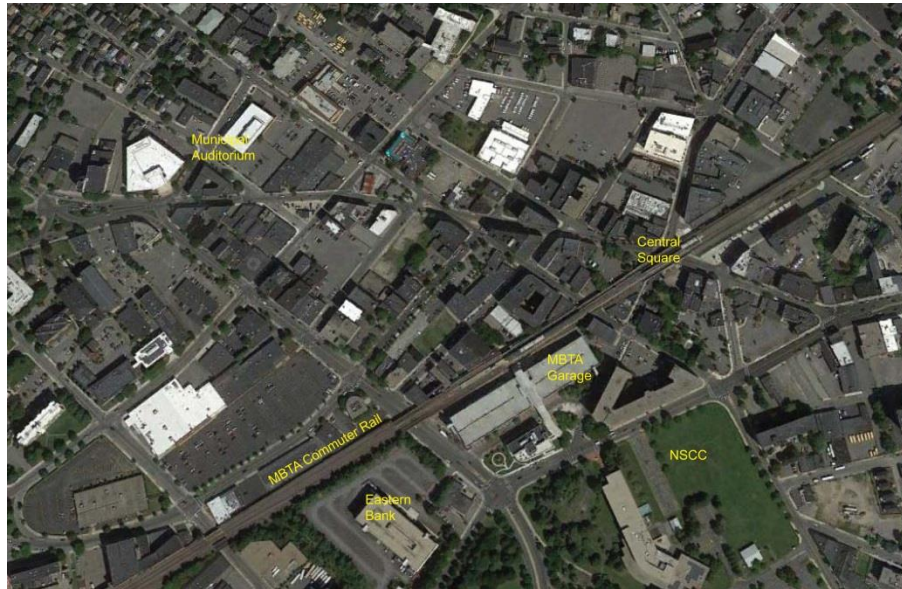




Urban Land
Institute

Boston/New England

ULI Boston/New England Technical Assistance Panel (TAP) Program



Central Square, Lynn, MA

ULI Boston Urban Visionary TAPs Sponsor



MASSDEVELOPMENT

Build. Create. Innovate.



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 30,000 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

- Boston/New England District Council covers nearly all of New England
- Over 1,100 Members—developers, architects, planners, public officials, financiers, students, etc.



Technical Assistance Panels (TAPs)

City of Lynn, MA

ULI Boston/New England is committed to supporting the communities of New England in making sound land use decisions and creating better places. A Technical Assistance Panel (TAP) brings together of a group of ULI members with a range of professional expertise to provide focused, collaborative consultation to a local government or qualifying non-profit organization.

This TAP

- **Sponsored by the Lynn EDIC, MassDevelopment and Eastern Bank**
- This panel looked at the full range of options from an unbiased perspective.
- Panelists include experts in the fields of architecture, development, retail, investment, and banking.
- **Panelists have donated their time**
- Final Deliverable – Written report (8weeks) will be available at <http://boston.uli.org>



TAP Panelists

TAP Co-Chairs

Joe Bator, Eastern Bank

Larry Spang, Arrowstreet

Panelists

David Bennet - Architect

Fran DeCoste – TR Advisors

Phil Giffie – NOAH

Richard Henderson - MassDevelopment

Maureen McAvey, ULI

Haley Suminski, Hunt Mortgage Group

Tania Hartford -- MassDevelopment

Calvin Hennick – Report Writer

Michelle Landers – ULI Boston Director



The Panel's Assignment

Address the following questions:

- Public investment in the target area has been consistently applied for 15 years, can you identify a targeted strategy which would lead to private investment in the area?
- Private property owners in the target area refuse or are financially unable to redevelop their properties which fit a best/higher use model successfully employed in other gateway communities; what tools and or resources can you bring to bear that haven't been explored in the past 15 years?
- What additional steps should the City of Lynn take to encourage investment in the area?



The Process

Briefing

- Panelists met with sponsors and received briefing materials

Site Visit:

- Panelists toured Market Street, Central Ave, Sutton Street, Liberty Street

Panel interviewed stakeholders today including:

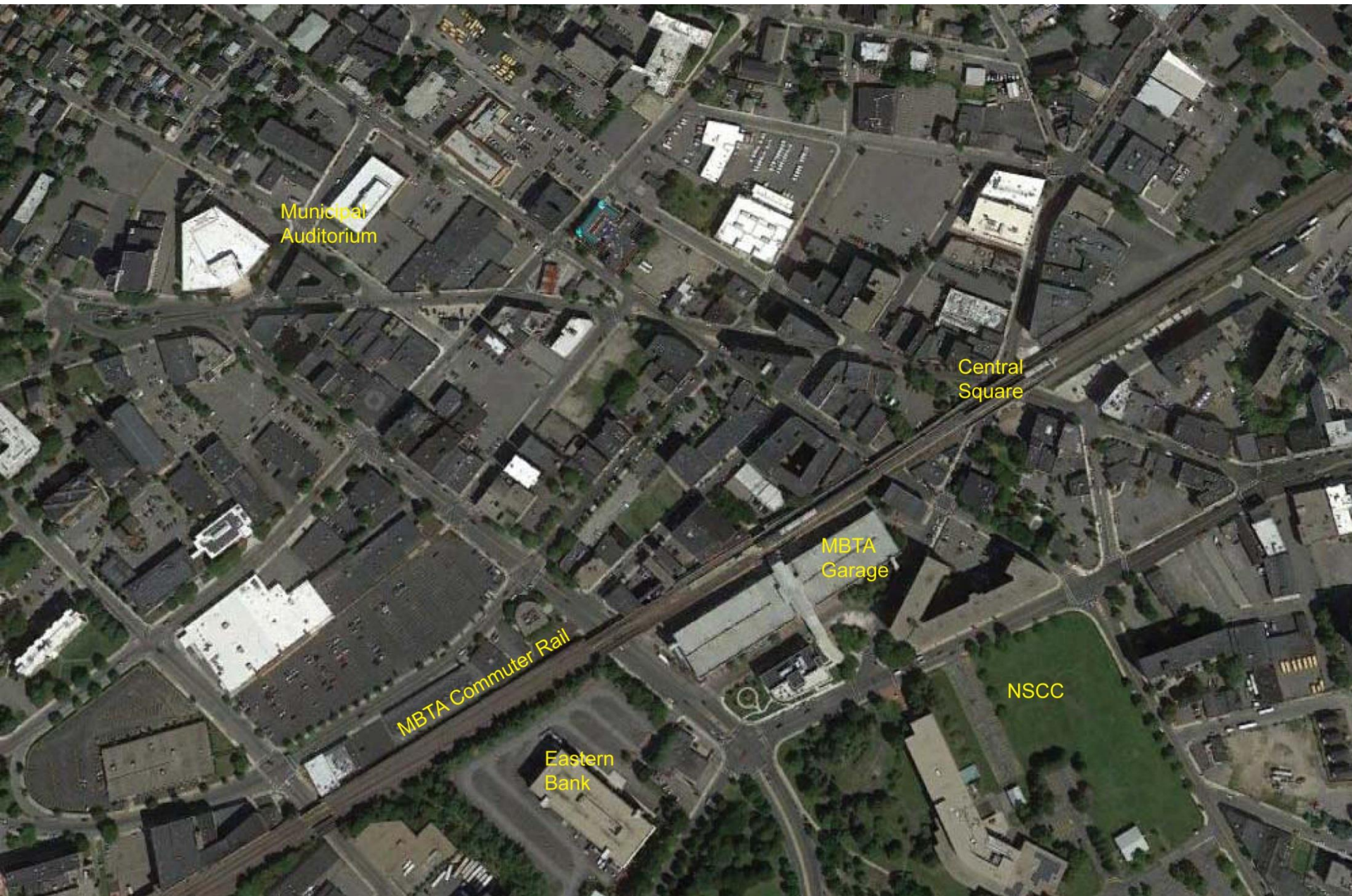
- City officials
- Elected Officials
- Local business leaders
- Private property owners
- Local institutions
- Local arts and cultural agencies
- Downtown Resident





Assets

- Existing employers
- MBTA station
- Waterfront
- NSCC campus
- Arts District starting to flourish
- Diversity is an ASSET
- Emerging restaurant area
- Auditorium capacity
- Significant architecture
- EDIC has focused on downtown in past with visible results
- Food manufacturing/service



Municipal
Auditorium

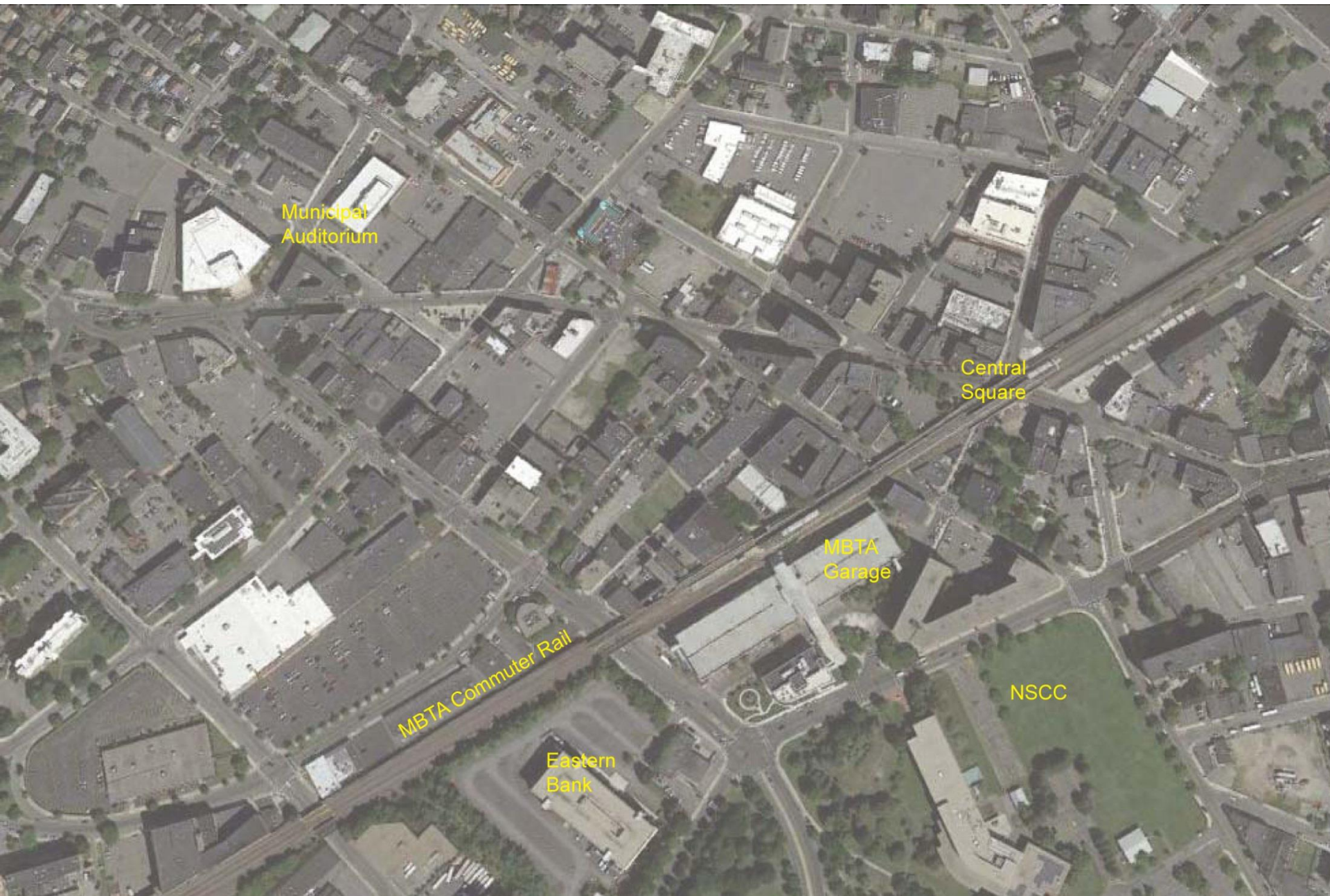
Central
Square

MBTA
Garage

MBTA Commuter Rail

Eastern
Bank

NSCC



Municipal
Auditorium

Central
Square

MBTA
Garage

MBTA Commuter Rail

Eastern
Bank

NSCC



Municipal
Auditorium

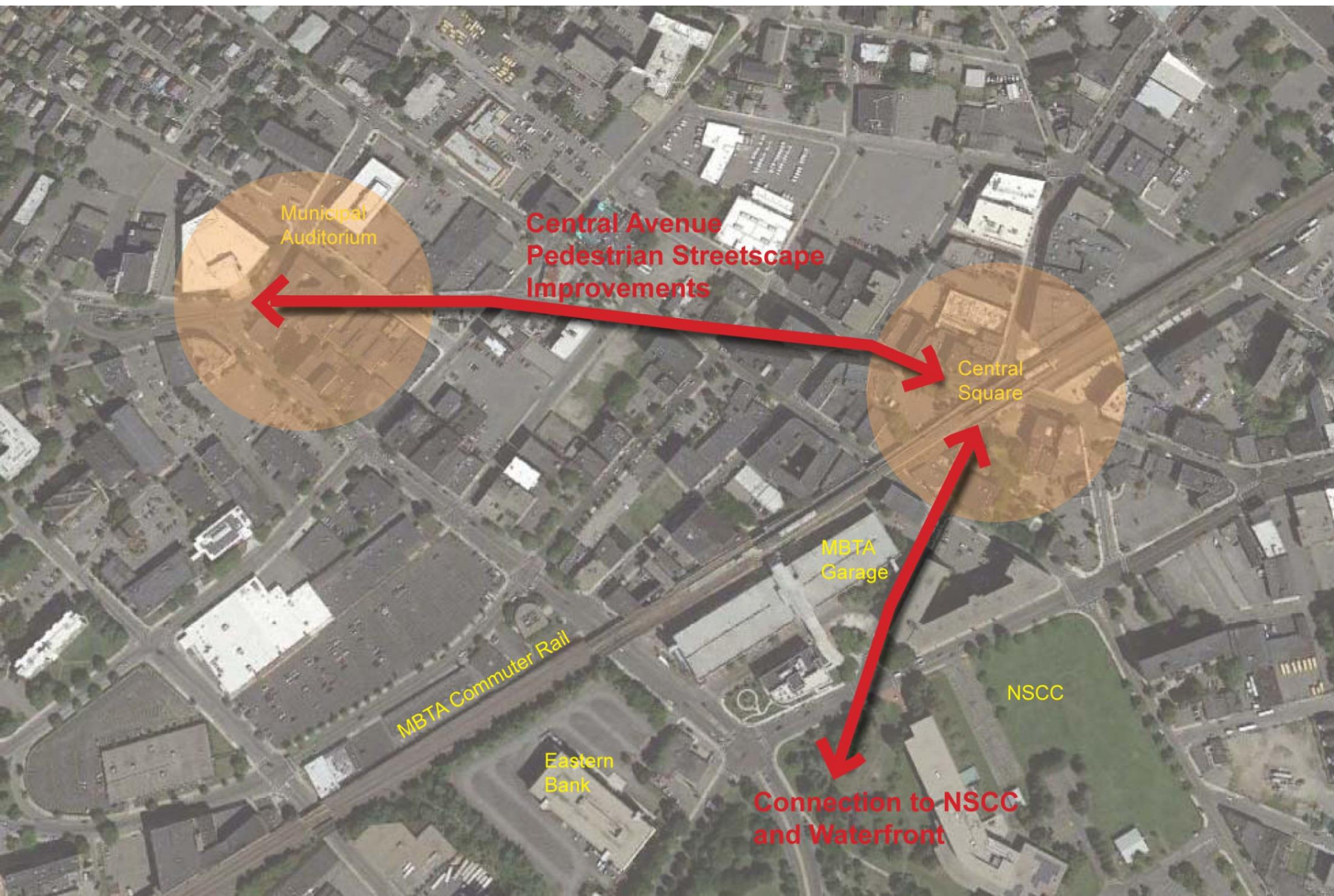
Central
Square

MBTA
Garage

NSCC

Eastern
Bank

MBTA Commuter Rail



Municipal Auditorium

Central Avenue
Pedestrian Streetscape
Improvements

Central Square

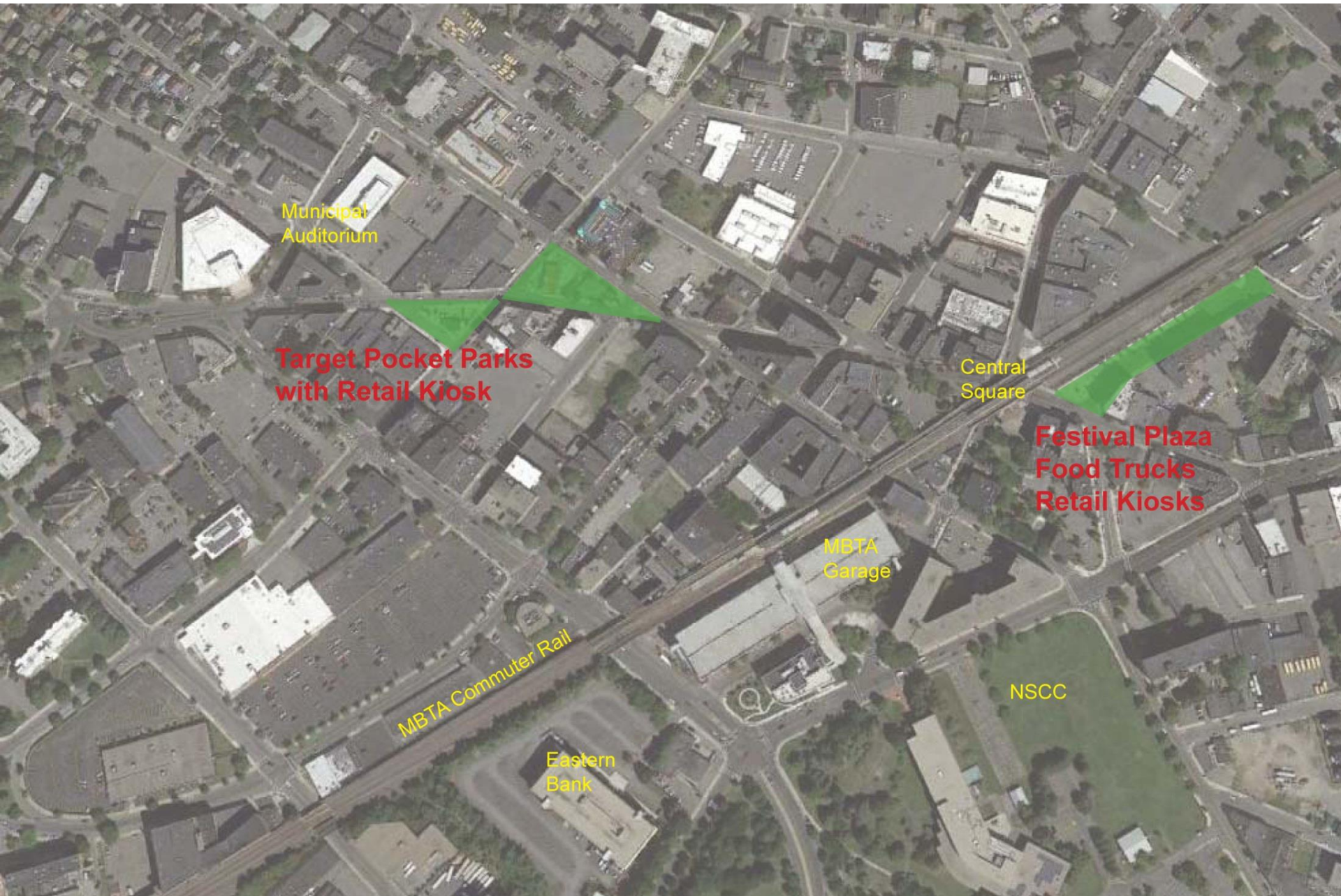
MBTA
Garage

MBTA Commuter Rail

Eastern Bank

NSCC

Connection to NSCC
and Waterfront



Municipal
Auditorium

**Target Pocket Parks
with Retail Kiosk**

Central
Square

**Festival Plaza
Food Trucks
Retail Kiosks**

MBTA
Garage

NSCC

Eastern
Bank

MBTA Commuter Rail



Focus on Programming

- Farmer's market (and possibly Flea Market) under Viaduct
- Place kiosks on Viaduct plaza with product storage under Viaduct
- Host Food Truck evenings when events are happening
- Work with the MBTA to create validated parking at the MBTA garage
- Bring NECC's Culinary Program to a Central Square building, with ground floor restaurant
- Engage with Lynn Arts to ensure the building stays arts-focused
- Consider a Business Improvement District (BID) and/or Main Streets Program



Focus on Code Enforcement

- Establish and enforce regulations for downtown parking lots that includes setbacks, fencing, landscaping, paving and striping standards.
- Hold weekly meetings of City Inspectional Services, Health, Fire, Police staff to discuss problem properties and enforce codes to make owners clean up or sell.



Market/Financial Recommendations

- **Be Proactive** on securing Tax Credits for desired developments – New Markets, Historic
- Explore a District Improvement Financing program for public infrastructure improvements
- Aggressively market existing EDIC programs/tools
- Focus on improving downtown amenities to strengthen the market and increase demand for housing
- Recent rezoning will help make development more feasible (e.g. parking ratios)
- Work with MBTA to create long term dedicated parking in garage for residential development



Focus on Retail

- Conduct a detailed market study/survey to determine unmet needs/demographics
- Approach successful local entrepreneurs to create a second location downtown
- Provide low-interest loans for tenant fit out
- Create design guidelines and design review board tied to façade program
- Attract a gym on edge of district that will attract area commuters as well
- Build on Zimmans— create a design district and pull it towards Central St



Summary

- Increase Active Uses Downtown
- Identify Strategic Assets
- Improve Connectivity



Questions?

Questions?