

ULI TECHNICAL ASSISTANCE PANEL REPORT

# RECOMMENDATIONS FOR SQUIRE ROAD

## REVERE, MASSACHUSETTS

JULY 13, 2022



**Boston/  
New England**

## URBAN LAND INSTITUTE (ULI)

The Urban Land Institute is a 501(c)(3) nonprofit research and education organization supported by its members. The mission of ULI is to shape the future of the built environment for transformative impact in communities worldwide. Founded in 1936, the Institute has grown to over 45,000 members worldwide, representing the entire spectrum of land use and real estate development disciplines working in private enterprise and public service. ULI membership includes developers, architects, planners, lawyers, bankers, and economic development professionals as well as other related disciplines.

The Boston/New England District Council of ULI serves the six New England states and has nearly 1,400 members. As a preeminent, multidisciplinary real estate forum, ULI Boston/New England facilitates the open exchange of ideas, information, and experience among local and regional leaders and policy makers dedicated to creating better places.

## TECHNICAL ASSISTANCE PANELS (TAPs)

The ULI Boston/New England Real Estate Advisory Committee convenes TAPs at the request of public officials and local stakeholders of communities and nonprofit organizations facing complex land use challenges, who benefit from the pro bono recommendations provided by the TAP members.

A TAP consists of a group of diverse professionals with expertise in the issues posed. The Panel spends one to two days visiting and analyzing existing conditions, identifying specific planning and development issues, and formulating realistic and actionable recommendations to move initiatives forward in a way consistent with the applicant's goals and objectives.

A recent independent study by Rivera Consulting surveyed municipalities that received assistance from the TAP programs and reported a positive impact by the TAP process on communities. Eighty-two percent of participating municipalities said their behavior and approach to municipal planning and economic development strategies were affected; 67% said there were increased municipal investments related to the stated goals and recommendations of their TAP report; and 62% said at least one key developable asset addressed in their TAP report had been redeveloped, consistent with ULI Boston/New England recommendations.

Learn more at: [boston.uli.org](https://boston.uli.org).



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# Executive Summary

## City of Revere

Under the direction of the Urban Land Institute's Boston/New England District Council, the City of Revere Technical Assistance Panel (TAP) conducted a virtual briefing session on July 6, 2022. One week later, on July 13, 2022, an in-person tour of Revere's Squire Road Corridor took place. Following the tour, the panel of planning, design, engineering, and development professionals held two in-person interview sessions with approximately 20 stakeholders: elected officials, business representatives, community leaders, developers, and residents, in the Revere Council Chambers.

The focus of these sessions was to identify the issues, constraints, and opportunities present along the Squire Road Corridor, (MA Route 60), as well as potential development opportunities within this location. The report that follows, which summarizes the TAP recommendations, comprises five chapters.

## ULI and the TAP Process

ULI and the TAP Process gives an overview of the Urban Land Institute's Boston/New England District Council and its Technical Assistance Panel (TAPs) and provides a detailed list of participants, including City officials, stakeholders, and the panel of land use professionals.



This aerial photograph shows the study area in the Squire Road of Revere. Important landmarks include 1: U.S. Route 1, 2: Squire Road Corridor (U.S. Route 60), 3: Northgate Shopping Center, 4: Future Community Health Center, 5: BJ's, 6: DPW Garage, 7: Brown Circle, and 8: Copeland Circle. Source: Google Images.

## Background and Assignment

Background and Assignment gives background information about the City of Revere and provides an overview of public and private investment areas. This chapter also reviews the City of Revere's objectives for the TAP, as stated in its initial application, which was to identify opportunities that enhance diversification of uses and outline clear urban design goals that reimagine the corridor's auto-oriented use into a candidate for smart growth that compliments the abutting neighborhood, and to research the feasibility of reclaiming and repurposing the greenspace surrounding the corridor to expand pedestrian and cyclist connections to surrounding neighborhoods and the Northern Strand Community Trail.

## Assets and Opportunities

Assets and Opportunities outlines the various positive attributes the panel observed about the Squire Road Corridor, including this route being a regional corridor near Route 1 and its proximity to major anchor stores and larger chains in the retail plaza, as well as recreational and natural assets such as Revere Beach and Rumney Marsh along the Northern Strand Community Trail. The shopping center's ample parking can host temporary public and community events. The expansive commercial properties can serve numerous new development opportunities. The new community health center on Charger Street will introduce a new health and wellness experience to the community and programming for residents of all ages.

## Recommendations

Recommendation outlines the panel's recommendations for the City of Revere, with a focus on a variety of modifications along the Squire Road Corridor to improve pedestrian safety, traffic flow, add more green space, and creating a comprehensive plan to upgrade outdated infrastructure. Strategic re-zoning will encourage land uses that better align with Revere's goals and encourage the refurbishment of the existing dated structures. New retail spaces will provide the variety of shopping and dining options consumers desire and change the negative perception of the area. Providing additional connections to the Northern Strand Trail along Rumney Marsh will generate and promote more foot traffic along this public amenity.

## Next Steps/Implementation

Next Steps and Implementation discusses the steps of the Near-Term: Phase 1 (0-3 years), Long-Term: Phase 2 (3-6 years), and Long-Term: Phase 3 (7-12 years).



# ULI and the TAP Process

The Urban Land Institute is a 501(c)(3) nonprofit research and education organization supported by its members. The organization, comprising more than 45,000 real estate and urban development professionals are dedicated to advancing the Institute's mission of shaping the future of the built environment for transformative impact in communities worldwide.

Established in 1936, the organization's goal is to provide advisory service programming and bring the finest expertise in the real estate field to bear on complex land use planning and development projects, programs, and policies. Each panel team is composed of highly qualified professionals who volunteer their time to ULI. The Boston/New England District Council serves the New England states and has over 1,300 members – developers, architects, planners, public officials, financiers, students, etc.

## Acknowledgments

The members of the Technical Assistance Panel would like to thank the sponsor of this Advisory Services Panel, MassDevelopment, for inviting them to Revere, Massachusetts. The panel would also like to give special thanks to Julie DeMauro – Transportation Coordinator, John Festa – Revere Business Liaison and Economic Development Coordinator, and the City of Revere staff involved in putting together the briefing materials and planning of the Technical Assistance Panel, as well as Frank Iacoviello the BeDriven transit van driver.

Interviews with the nearly 20 stakeholders: representing the State Legislature, City Council, City of Revere staff, business community, and residents provided valuable information and perspectives through their

passion and understanding of the issues, greatly aiding the panel in its analysis. The panelists thank all those who consented to be interviewed.

## Technical Assistance Panels (TAPs)

The ULI Boston/New England Real Estate Advisory Committee convenes Technical Assistance Panel (TAPs) at the request of public officials, local stakeholders, and nonprofit organizations facing complex land challenges and who benefit from planning and development professionals providing pro bono recommendations. TAP panelists are a group of diverse professionals specially assembled with expertise in the issues posed. They work together to provide creative and practical solutions for local communities tackling redevelopment, land management strategies, evaluation for development potential, growth management, affordable housing, asset management and more.

The agenda for a panel assignment is an intensive one day in-person process. The panel's review included a virtual briefing session one week prior, an in-person tour to analyze the existing conditions, in-person interviews with stakeholders and community representatives, and a charette in the Council chambers to formulate realistic and actionable recommendations to move initiatives forward in a way consistent with the applicant's goals and objectives.

A recorded public meeting was held, where the panel and sponsor made an oral presentation of its findings and conclusions. This written report summarizes the TAP's collective expertise, and the recommendations are comprised in five chapters.

The presentation is available electronically at the ULI Boston/New England website [boston.uli.org](http://boston.uli.org).



Panelists touring the Northern Strand Community Trail. Source: ULI Boston.

[uli.org](http://uli.org). More information is available at [uli.org](http://uli.org). Follow ULI on Twitter, Facebook, LinkedIn, and Instagram.

## MassDevelopment Support

The MassDevelopment is the state's finance and development authority. Both a lender and developer, the agency works with businesses, nonprofits, and local, state, and federal officials and agencies to strengthen the Massachusetts economy.

Through these collaborations, MassDevelopment helps create jobs, increase the number of housing units, eliminate blight, and address factors limiting economic growth, including transportation, energy, and infrastructure deficiencies.

Recognizing the alignment between ULI Boston/New England's Technical Assistance Panels and MassDevelopment's mission to support sustainable redevelopment across the Commonwealth, in 2011 the two organizations partnered to support TAPs in four Gateway Cities throughout the Commonwealth. The success of that initial year's collaboration led to continued support.

MassDevelopment partnered with ULI Boston/New England to sponsor the Revere TAP.

## Panel Members

ULI Boston/New England convened a panel of volunteers whose members represent a range of the disciplines associated with the planning and development challenges presented by the City of Revere. Disciplines represented include architecture, urban planning, and design, development, and civil/traffic engineering. Members were selected with the intent of convening a robust array of professional expertise relevant to the City of Revere' objectives for this TAP. The following is the list of panelists:

### Panel Co-Chairs

Emily Innes, AICP, LEED AP ND, Founder of Innes Associates, (TAP Co-Chair)

James Hefferman, Commercial Real Estate Attorney, Rich May P.C., (TAP Co-Chair)

### Panel Members

Heath Cody, AIA, Architect, Gensler

Andrew Colbert, VP, WinnDevelopment

Katherine Gigilo, AIA, Gensler  
Aaron Horne, Project Manager, Trinity Financial  
Mathew Stasio, MassDevelopment  
Nathanial Thomas, VP of Planning and  
Predevelopment, MassDevelopment  
Timothy Moore, Manager, Urban Land  
Institute Boston/New England and Mike  
Bryan, Senior Associate, Urban Land Institute  
Boston/New England, provided organizational  
and technical support in preparation for and  
during the TAP event. Colleen Brewster  
served as the consulting technical writer.

## Stakeholders

The TAP benefited from the participation of a diverse group of stakeholders – policy makers, City staff, business owners, residents, and representatives of area institutions – who met with the panel and shared information, ideas, and options on a range of issues affecting the City of Revere. Stakeholders in the sessions included:

- Mayor Brian M. Arrigo
- Joanne McKenna, Ward 1 Councilwoman
- Ira Novoselsky, Ward 2 Councilman, Chair of Public Safety
- Anthony Cogliandro, Ward 3 Councilman
- Paul Capizzi, Chief Solicitor
- Frank Stringi, Chief City Planner
- John Shue, Chairman of Conservation Commission
- Jessica Giannino, State Representative
- Richard Viscay, Chief Financial Officer
- David Barsky, Architect
- Michelle Kelly, Realtor and Ward 6 Resident
- Donny Ciaramella, Chief of Infrastructure
- Paul Rupp, Community Reinvestment Associates and City of Revere Development Consultant
- Karen Tran, Eastern Equity Partners Owner
- Jonathan Greeley, Economic Development Manager, Amazon
- Ketan Patel, Owner, Avid Hotel – International Hotel Groups
- Jonah Chiarenza, Executive Director of Bike to the Sea

- Pete Sutton, Bicycle and Pedestrian Program Coordinator
- Christine Robertson, Ward 6 Residents

## TAP Process

The panelists participated in a virtual briefing session on July 6, 2022, where they were informed of current conditions and studies the city had undertaken. A site tour of the Squire Road Corridor and surrounding area was held on July 13, 2022, guided by Julia DeMauro and John Festa.

The tour began with the city staff and panel members boarding a transit van at City Hall (281 Broadway). The tour headed north on Broadway (Route 107), around Brown Circle (Route 107 & Squire Road - Route 60) headed west on Squire Road, north on Macoba Street past the site of the former Sozio Home Furnishings and Appliance store (61 Squire Road) and then to BJ's Wholesale Club.

The tour proceeded west on Ward Street to visit the future location of the Revere Community Health Center along Rumney Marsh (Charger Street and Dragon Lane), near where the construction of a replacement DPW building is proposed. After heading south on Charger Street, the tour continued west on Squire Road, pass the Northgate Shopping Center, around Copeland Circle (Route 1 & Route 60), and pass the new Amazon facility (former Showcase Cinemas) still under construction. The panelists visited the Northern Strand Community Trail access point (Wesley and Lynn Streets).

The tour then headed east on Squire Road, where the panelists visited the former Honey Dew Donuts store (304 Squire Road) to inspect the intersection and minimal construction at Squire Road and Sigourney Street, next to Joe's Market. After returning to the transit van for the last time, the tour returned to City Hall for a debriefing session.

Following the tour, interviews with stakeholders were held, followed by an intense charette between the panel of experts.



# Purpose of the TAP and Background

## History of Revere

First known as Rumney Marsh, the area now known as Revere was first inhabited by Rumney Marsh Indians, a Pawtucket Tribe. An epidemic killed thousands in 1616 and the acreage was given to Boston. Later settled in 1626 by European immigrants, the area evolved into a thriving farming community. Revere remained part of Boston until 1739, before joining Chelsea, and then becoming separately incorporated in 1849 as North Chelsea. North Chelsea was renamed Revere in 1871 to honor Paul Revere.

Revere is roughly 5 miles north of downtown Boston and encompasses 10 square miles of north-eastern Suffolk County. With Massachusetts Bay and Atlantic Ocean along its over 3-mile easterly edge, Revere Beach opened in 1896, is known as the oldest public beach in America, and remains in active use. The Revere Beach Reservation District has been on the National Register of Historic Places since 1998 and the full Revere Beach Reservation since 2003.

Revere was also home to the Wonderland Amusement Park from 1906 to 1910, and in the mid-20th century was known as the “Coney Island” of Boston, due to its miles of beaches, dog track, and entertainment facilities. As a seaside resort, Revere was popular with immigrants and the working class until the 1950’s when the conditions began to deteriorate. Tourism has declined; however, Revere remains primarily residential. In the 1990’s, a revitalization occurred, and the waterfront was refurbished with the construction of high-rise residences, beach front pavilions, waterfront restaurants along the boulevard, and a re-sanding of the beach.



Revere Beach, c. 1906.



Rumney Marsh.

## Revere Airport

Revere Airport was in operation from 1927 – 1961. Originally opened in 1927 as Muller Field, it was run by Old Colony Airways Corporation but was renamed Riverside Field after its purchase by Julius Goldman in 1946. It began seaplane operations and blimp landings in 1947, including the Goodyear



Revere Airport, c. 1950.

Blimp that same year. The construction of Route 1 (Northeast Expressway) forced the airport to abandon one of its runways making it difficult for some planes to land. Over time 7 of the original 11 hangars were sold for industrial uses, and in April of 1962 the Revere Airport closed and the remaining aircrafts were relocated to Beverly Municipal Airport. The last hangar became the Sozio Home Furnishings and Appliance store in 1949 but was destroyed by a fire in February of 2018. The entire property has since been redeveloped into what is now Northgate Shopping Center (339 Squire Road).



Northgate Tenant Signage.

Revere is also known for its hundreds of acres of coastal salt marshes and wetlands, known as Rumney Marsh. The marsh is characterized as “one of the most biologically significant estuaries in Massachusetts north of Boston,” by the U.S. Fish and Wildlife Service. Rumney Marsh is an important historical, cultural, and scenic resource, that provides a habitat for a variety of marine and wildlife. Designated as an Area of Critical Environmental Concern (ACEC), salt marshes are also vitally important to the human population, due to their capacity for water storage by preventing flood damage to the densely populated communities that surround it. The Northern Strand Community Trail stretches along the southern edge of the marsh and serves as a greenspace for pedestrians and cyclists.

Constructed in 2012, the Northgate Shopping Center occupies nearly 30 acres along the Squire Road Corridor and is now a multi-tenant retail center.



## City of Revere's Objectives for the TAP

Julia DeMauro and John Festa asked the Technical Assistance Panel to address the following questions:

1. Identify opportunities that enhance the area's diversification of housing, retail, and trade offerings; as well as outline clear urban design goals that reimagine the corridor's identity as a commercial, auto-oriented strip mall into a candidate for smart growth that complements abutting neighborhoods.
2. Research the feasibility of reclaiming and repurposing green space surrounding the corridor to expand pedestrian and cyclist connections to surrounding neighborhoods, and the Northern Strand Community Trail.
3. Review existing zoning of the corridor related to applicability of better land use planning for Squire Road to position it for development opportunities that would transform it into an attractive and accessible mixed-use corridor.

This report analyzes what can realistically and successfully be achieved; including proposed strategies for actions to revitalize specific areas; and suggests specific tasks and tools to accomplish the town's desired vision.



Squire Road Corridor – Route 60 (View west).



Squire Road Corridor – Route 60 (View north to Northgate Shopping Center).



Squire Road Corridor – Route 60 (View east).

# Assets and Opportunities

As the city seeks to redefine the Squire Road Corridor, the panel identified several important and attractive assets to draw upon, including:

## Regional Corridor

Squire Road (Route 60) serves as a major corridor through this busy residential and retail neighborhood. It provides convenient access to air travel offered at Logan International Airport and to Revere Beach, using private or public transportation (MBTA.) As an east and westbound route, Squire Road provides connections to Route 1 to the west, has centralized access to Route 107, to Route 1A to the east, and Route 16 to the south.

These arteries provide a critical connection for those traveling to and through Revere and serve as a major driver to the economic pipeline for the city. This commercial corridor is vital to the local economy and workforce of Revere and surrounding communities, providing access to a variety of retail stores, fast food chains, gas stations, and abutting residential neighborhoods.

## Northgate Shopping Center and Major Anchor Tenants

This one-story multi-tenant 341,000 square foot strip plaza is anchored by several national tenants. Popular on-site are Burlington, CVS, Planet Fitness, Market Basket, and Price Rite, with BJ's and Amazon just minutes away. This shopping center is highly visible and conveniently located near several major arteries, the closest being Route 1 to the west. Dining options such as Subway, McDonald's, and Taco Bell, are available on site, with additional casual sit-down dining options nearby. Banking options are also provided through Bank of America and Chase. Anchor

stores such as these help shopping centers fight declining sales or help attract customers to smaller stores clustered nearby.

Redeveloping land built near existing transportation systems and connecting to existing utilities would also reduce the carbon footprint.

## Large Lots/Development Opportunities

Ownership is split at the Northgate site, but it is suitable land for redevelopment both horizontally and vertically. By eliminating excess parking and redeveloping the area of the site closest to Squire Road, a new and consistent mix of zoning uses could introduce a new street network linked to the surrounding neighborhood.

Stakeholders commented on the lack of business diversity along the Squire Road Corridor as well as the appearance of the existing shopping center. Future development could include commercial, retail, residential, and restaurant uses, and improve Northgate's functionality, appearance, and community appeal. With a public-private partnership for better pedestrian infrastructure, a network of walkable pedestrian-oriented streets could be created to establish a sense of place that the area lacks and make the neighborhood more attractive. Steps to level the job and housing imbalance would address the housing shortage and create opportunities for potential employees to reside closer to their place of employment.

New tenants offering unique opportunities will capture the attention of potential consumers that pass by. Providing a convenient place for consumers to shop and socialize, will keep their spending dollars in Revere. New development patterns would be geared



towards an increased number of taxable parcels and the additional tax base could fund critical infrastructure upgrades and community improvements.

### Ample Parking/Possible Temporary Uses

For a short-term use solution, the excess parking can host a multitude of alternative and temporary uses: seasonal events, fairs, festivals, cultural events, or as an entertainment venue, with opportunities to partner with local businesses. A long-term use could include the remaining surface parking being organized into a new grid of streets that accommodates future development.

### New City Fitness/Community Center

With plans to lease a portion of a former fitness center and redevelop it into a new community health and wellness center, the vision for the facility is to provide a communal space for daycare, youth and senior services, a fitness center, and substance abuse programming.

With the City of Revere making health and fitness opportunities more accessible to residents, it will help eliminate barriers like convenience and help people meet their wellness goals. Through redevelopment, access to the new health center will become safer for pedestrians and cyclists, which may encourage foot traffic rather than vehicular traffic from the neighboring community. Through effective planning the health center can become the focal point of this newly developed area.

### Rumney Marsh and the Northern Strand Community Trail

Parts of Revere are low lying salt marshes that are covered with water at each high tide. These flood detention areas are an existing protected collection of wetlands. The presence and proximity to acres of this greenspace can serve as an amenity to the community and offer benefits to human health and well-being. Extending the suggested street grid and creating new access points to the Northern Strand Trail will inspire a vibrant community.

Trail access will encourage the community to embrace healthy activities and improve their health and social well-being. Active people will be lured by the life-enriching experiences this area could offer. The added foot traffic would draw a variety of people and could encourage them to spend their time and money at the newly developed site.



Former Fitness Center & proposed City Fitness/Community Health Center.



Northern Strand Community Trail.



# Recommendations

The panel was tasked with addressing the questions outlined in the background and assignment portion of this report. Based on the panelist's recommendations, the panel introduced the following areas of focus as priorities for the City and community to strategically implement in 3 phases.

## Infrastructure Improvements

The panel recommended the City invest in infrastructure improvements of the roadway, to provide pedestrians and cyclists safer connections to shopping, recreational areas, and their place of employment.

In the short-term, conversations about linking aging infrastructure funding and improvements should begin between the City of Revere, National Grid, and MassDOT, and should include sewer and water upgrades as a single collaborative project. Portions of infrastructure that are failing most often can be prioritized and a strategy for defining what will be repaired, replaced, or upgraded can be defined.

## Transit Access Improvements

Enhancing transit access can be done by constructing additional bus stops and creating routes for buses to travel through the corridor. A collaboration between MassDOT and the MBTA to establish additional bus stops to meet the intended demand and ridership levels will link the redeveloped pedestrian destination to the existing public transit routes. There is also potential to incorporate 40A reforms as a MBTA Community related to pairing housing development with transportation.

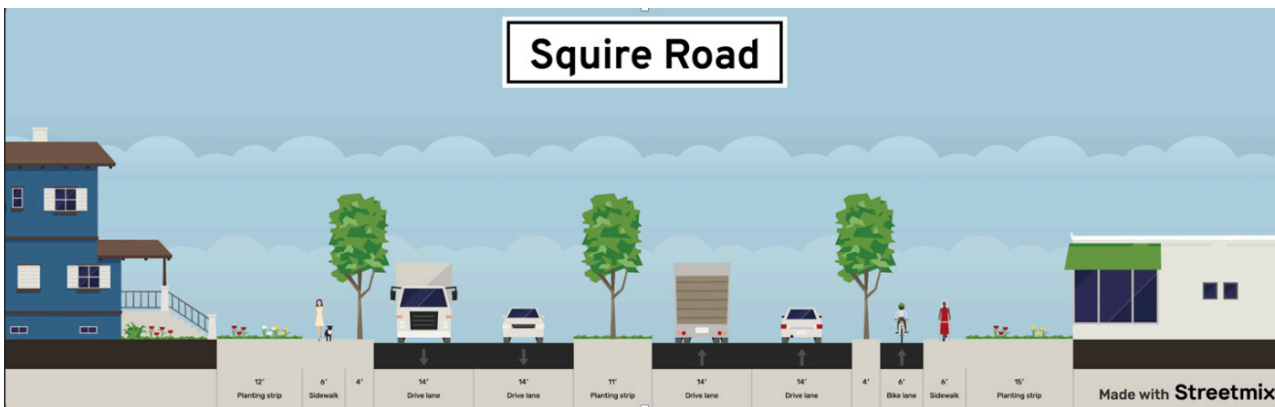
## Studies

In the short-term, the City of Revere can conduct parking, market, and hydrologic studies. A hydrologic study would provide valuable information on the impact of flooding in the area and how sea level rise (SLR) will change that impact. Additionally, the City should create an updated master plan of this area that provides clear guidance and a strategic framework for future development.

Residents reported that Squire Road and its cross streets are of great concern to the surrounding neighborhood due to traffic, loud road noise, unpleasant sidewalks, and not feeling safe walking so close to vehicles traveling at high rates of speed. The sidewalks are either non-existent or extend minimally into the residential neighborhood on the south side of Squire Road.

The consensus among panelists and stakeholders was to request that MassDOT commit to conducting a corridor study on the traffic patterns and signalization of the Squire Road Corridor, particularly between Copeland Circle (Route 1) and Brown Circle (Route 107). A study of this magnitude would provide the necessary insight needed to implement strategic changes.

In the long-term: Phase 2 plan, a streetscape improvement redesigned with MassDOT and community input could begin. A reduction in vehicular speeds would benefit the retail businesses along Squire Road as well. With the concern of pedestrian and cyclist traffic competing against vehicles, a road diet with new landscape buffers along the edges of Squire Road, bike lanes and wider sidewalks



Long-Term: Phase 2 - Squire Road Corridor.

could be incorporated into the streetscape improvements. Separating motorists from pedestrians will make Squire Road safer and more appealing and these roadway improvements should commence during the long-term: Phase 3 plan.

## Zoning and Redevelopment

Consumers once had a much tighter radius when it came to living, work, and leisure. Everything needed for daily life was close-by providing a local connection to the community. Current practices have expanded, and many consumers must travel longer distances for the items they desire.

In the short-term, the City should conduct a thorough review and update their current zoning regulations to establish a more attractive and compatible grouping of uses. Careful consideration should be given to encourage multifamily residential which would support neighborhood retail and services, and promote local job development. The City can support small businesses by providing density bonuses in exchange for reduced rent for local businesses. Creative incentives could be implemented for desirable uses such as breweries, shared commercial kitchens, small-scale food production, and small business innovation centers.

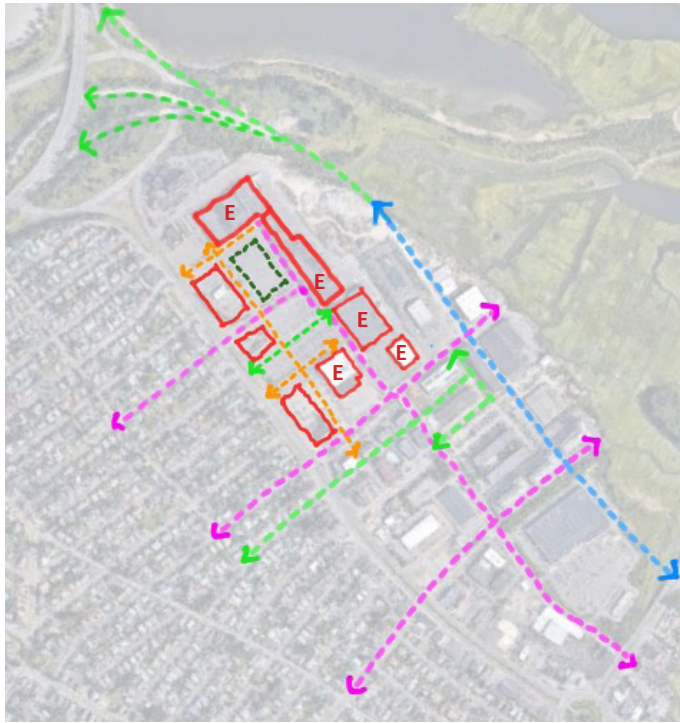
In the long-term: Phase 2 plan, the City could work with property owners to develop new uses/buildings to implement the goals defined in the area master plan to create a one-stop shopping destination.

A reduction in the current parking requirements at the shopping center could coincide with MBTA conversations regarding extending regular bus service to cover the entire area. The City clarifying the zoning requirements would simplify the permitting process for potential developers and accelerate construction timelines.

New types of anchor stores would fill a retail need in the area and prevent potential customers from shopping elsewhere. Anchor fast-food restaurants are in place along the corridor, but the lack of variety was a recurring theme among stakeholders. Providing alternative dining experiences would give consumers more reason to travel to this area rather than drive by.

In the long-term: Phase 3 plan, the redevelopment of commercial parcels into mixed-use residential buildings would begin, as would the completion of streetscaping improvements and a new city common. The construction of higher buildings should be shifted north toward Rumney Marsh where trails would be attractive to new residents. New lower-height buildings with active ground floors with storefronts should be placed closer to Squire Road will complement the existing neighboring buildings that are similar in height. The City should also develop site and building guidelines to ensure a complimentary development throughout the area and to limit development opportunities within flood zones.

Long-Term:  
Phase 2.  
Source: Google  
Maps, TAP  
Panel

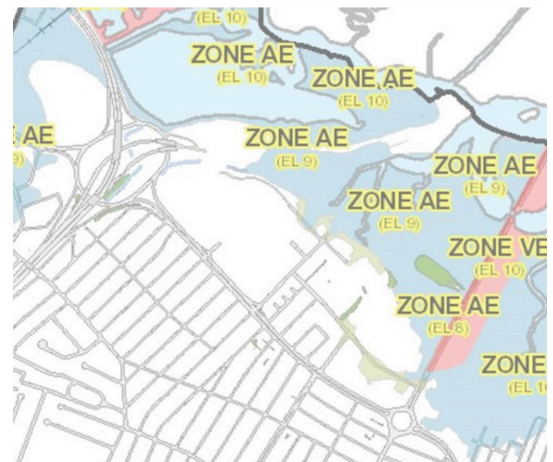


- Extend Neighborhood Streets to create new blocks
- Pedestrian/Bicycle Greenways
- Multimodal Secondary Connections
- Retail
- Community Green
- E = Existing to Remain

## Greenspace & Northern Strand Community Trail Connections

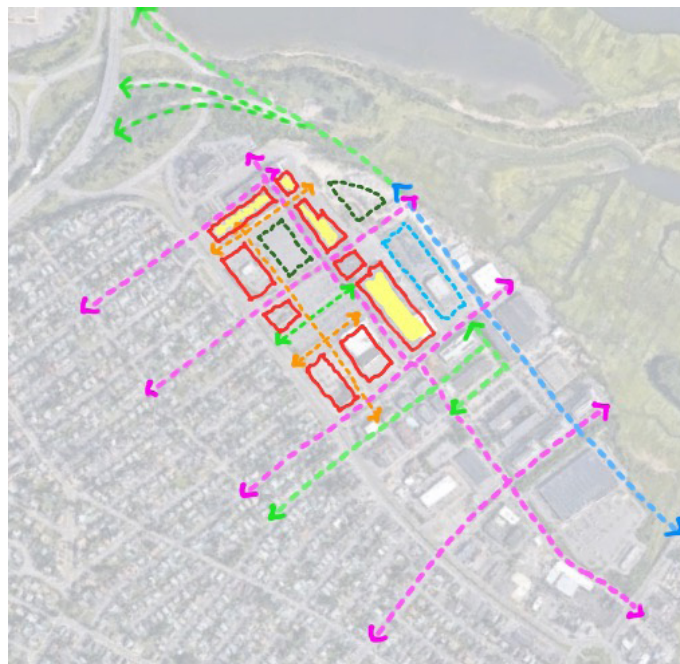
The panelists recommended working with the Department of Conservation & Recreation (DCR) to plan a new recreational path behind Northgate Shopping Center that does not inhibit the protected marsh but does provide a connection to the water. With Rumney Marsh as an area of natural constraint to the north, a short-term goal would be to plan additional pedestrian and bicycle connections to the Northern Strand and waterfront from Squire Road. Informational signage placed along the trail would inform users about the environment and history of the salt marsh. A long-term: Phase 2 goal could be to begin construction on the new travel path westward along Rumney Marsh. The additional connections and new path would redirect pedestrians and cyclists away from Copeland Circle (Route 1) and provide a safer route to access the Northern Strand Community Trail from Squire Road. In long-term: Phase 3, the multimodal road and path west to the Northern Strand would be completed, as well a continuation of the path east toward Broadway (Route 107).

After the completion of the new Community Health Center, a short-term solution could be to clean-up neighboring spaces for a new community green and enhancements along Rumney Marsh. By working with neighboring property owners, creative entertainment related activations can be implemented. Incorporating temporary landscaping, seating areas, container food areas, and public art to surround the new development would bring vitality to the site.



Flood Zone Map at Rumney Marsh

Long-Term:  
Phase 3.  
Source: Google  
Maps, TAP  
Panel



- Extend Neighborhood Streets to create new blocks
- Pedestrian/Bicycle Greenways
- Multimodal Secondary Connections
- Retail
- Community Green
- Future Office
- \*Yellow Infill = Future Residential over Retail





Night Shift Brewing.



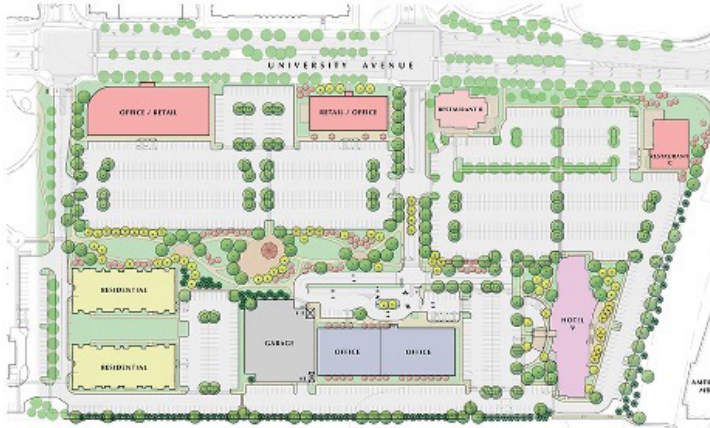
Steelcraft Container Park, Long Beach.



Assembly Row. Source: CWDG.



Assembly Row. Source: Anthony Crisafulli.



University Ave.



University Ave.



Pedestrian Crossing, Assembly Row.



Pedestrian Crossing, Chestnut Hill

# Next Steps and Implementation

The ULI panel concluded that the Squire Road Corridor has significant potential and will require some work on the city's part.

## Funding and Financing Sources

### **MassDevelopment/Commonwealth Places**

The panelists suggested that at a state level, the collaborative initiative between MassDevelopment and the crowdfunding platform Patronicity be pursued by the city. Commonwealth Places provides a funding mechanism for community-driven placemaking projects throughout Massachusetts. It also helps to incentivize private investment. MassDevelopment also provides help with brownfields, site readiness, and technical assistance for a variety of projects, and provides financing assistance (tax-exempt bonds, bridge financing, loans, etc.)

### **Community Preservation Act**

The CPA helps communities preserve open space and historic sites, create affordable

housing, and develop outdoor recreational facilities.

### **Shared Streets and Spaces Grant (MassDOT)**

The city can also engage Shared Streets and Spaces Grant which provides funding to municipalities and public transit authorities to quickly implement improvements to plazas, sidewalks, curbs, streets, bus stops, parking areas, and other public spaces in support of public health, safe mobility, and strengthened commerce.

### **Community One Stop for Growth**

The panel also recommended applying to Community One Stop for Growth, where through a single application, grants can be pursued from Planning Grant, MassWorks, and Mass Downtown Initiative.





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