

21 Elm Place Project Update

Prepared for the Community of Swampscott

July 13th, 2021



Project Team



Gilbert J. Winn
Chief Executive Officer,
WinnCompanies



Michael O'Brien
Executive Vice President,
WinnCompanies



Adam Stein
Executive Vice President,
WinnDevelopment



Chris Fleming
Senior Project Director,
WinnCompanies



Adam Giordano
Assistant Project Director,
WinnCompanies



Bruce Paradise
Property Owner



Barry Turkanis
Property Owner



Mike D. Binette
Senior Partner + Managing Principal
The Architectural Team



Andrew Stebbins
Senior Project Manager
The Architectural Team



Deb Colbert
Senior Project Manager
Hancock Associates



Chris Drucas, Esq
General Counsel

Recap – June 10th Meeting

	Ideas For consideration	Initial Proposal	June 10th Concepts
✓	Height	60' from Street Level (Essex and Pitman)	45' from Street Level (Essex and Pitman)
✓	Stories	5 Stories	2 Stories (Essex), 4 Stories (Pitman), 5 Stories (Tracks)
✓	Density	128 Units	120 Units
✓	Parking	108 (.84 Ratio)	124 (1.03 ratio)
✓	Architectural Style	Modern	New England Coastal

Recap - Height and Density: Initial Proposal



128 Units



5 Stories



60' from Essex/Pitman street level
to top of building

Recap - Height and Density: June 10th Concepts

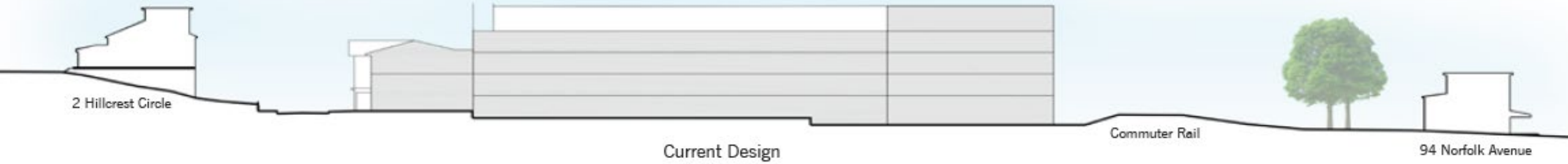
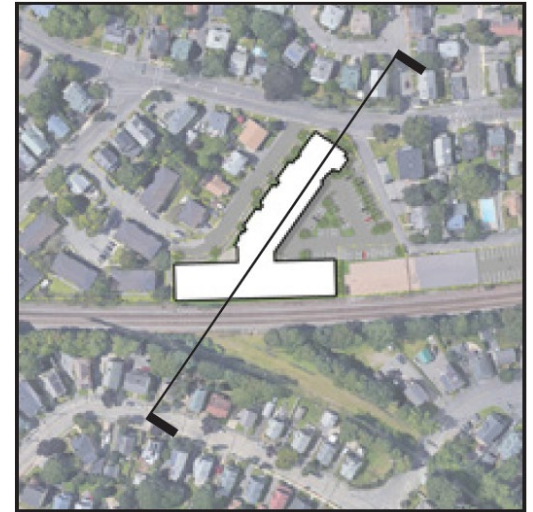


120 Units

● Strategic building step down on Essex St. (2 stories) and Pittman Rd. (4 stories)

● 45' from Essex/Pitman street level to top of building

Recap - Height and Density: June 10th Concepts



Recap - Architectural Style: Initial Proposal



Modern ● Strong Vertical Accentuation ● Vibrant Earth Tones ● Minimalist Window Treatment ● Metallic Panels, brick masonry, and tight patterned siding

Recap - Architectural Style: June 10th Concepts



New England Coastal Style



Mansard and Gable Roofs



Soft Pastel Color Palette



Traditional Siding



Classical Columns



Double-Hung Windows

Site Plan – June 10th Concepts

- A** PROVIDE APPROX 360' NEW SIDEWALK FOR PUBLIC USE
- B** NEW STREET TREES
- C** PROPOSED DIRECT ENTRIES AND PORCHES TO ENLIVEN STREET
- D** NEW GROUND COVER
- E** NEW TREES AND SHRUBS (APPROX 2.5X MORE TREES PROPOSED THAN EXISTING ON SITE)
- F** NEW TREE LINE TO REDUCE HEAT ISLAND EFFECT
- G** GREEN ISLAND AT PARKING
- H** NEW EXTERIOR PATIO AT GRADE WITH CONNECTION TO NEW SIDEWALK
- I** PROPOSED NEW BUS SHELTER
- J** SOLAR READY PANELS - APPROX 9,300 SF
- K** WHITE TPO ROOF TO REDUCE HEAT ISLAND EFFECT
- L** PLANTER BOXES AT EXTERIOR DECK
- M** BIKE SHARE
- N** GARAGE WITH ELECTRIC VEHICLE CHARGING STATIONS



Parking – Initial Proposal

108 Parking Spaces



.84 Parking Ratio

Parking – June 10th Concept

124 Parking Spaces



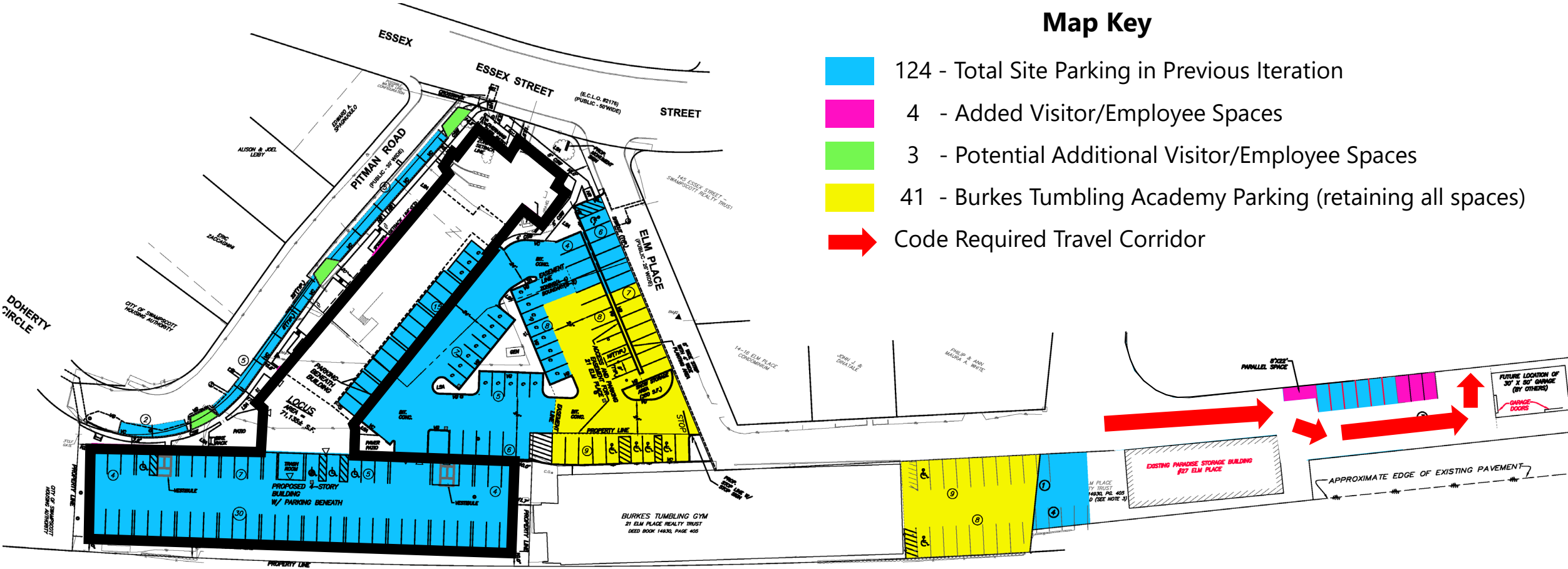
1.03 Parking Ratio

Tonight's Focus

Addressing each of the following community comments/questions posed in the June 10th meeting:

- **Will the site provide visitor parking?**
- **What does a Doherty/Pitman Connection Mean**
- **How will privacy and quiet be maintained for those in surrounding neighborhoods?**
- **How is the building articulated from Norfolk and Stetson Ave?**
- **What traffic mitigation measures are being integrated/explored**

Parking: 11 Potential Visitor/Employee Spaces



Project Parking Breakdown

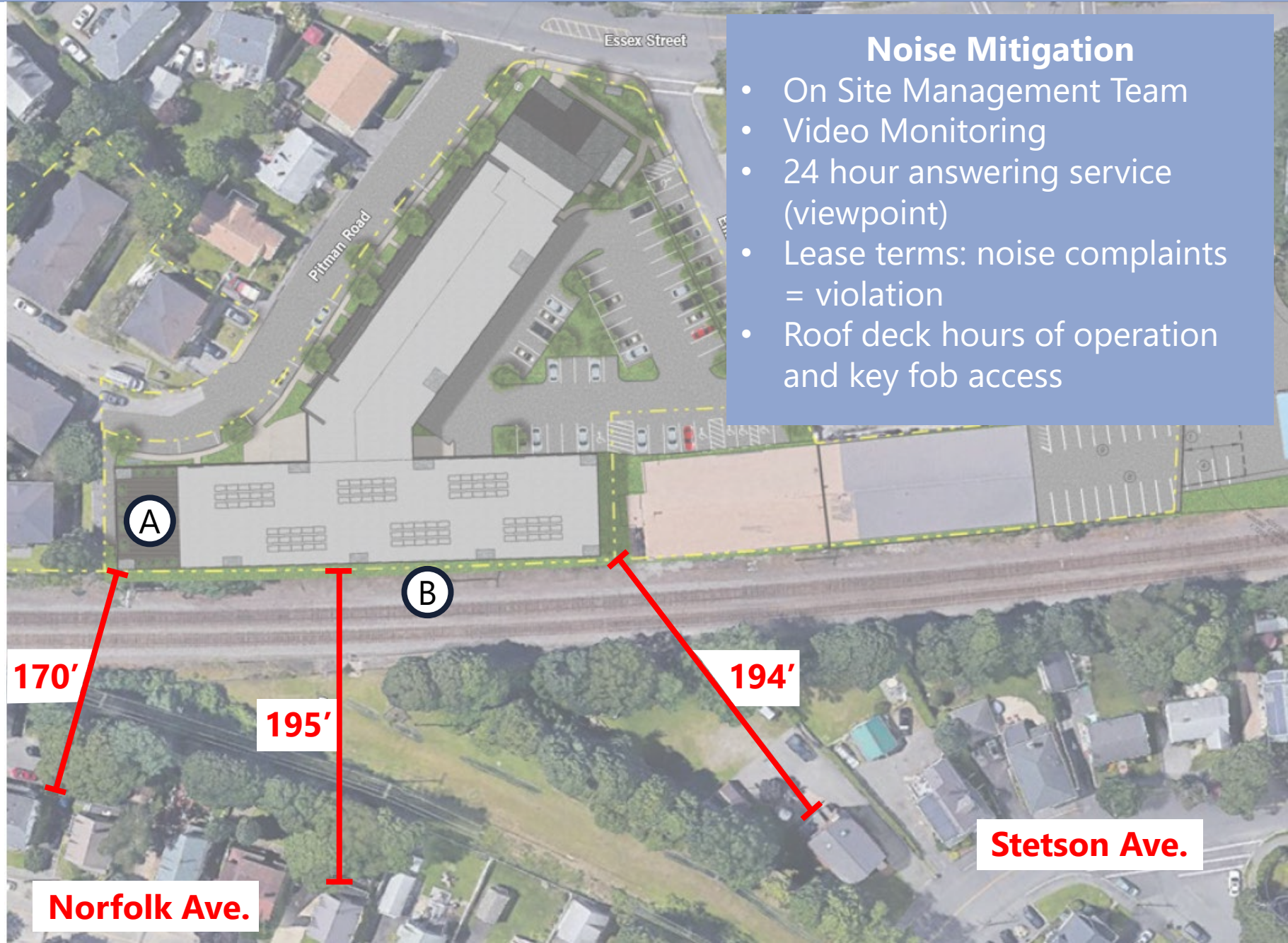
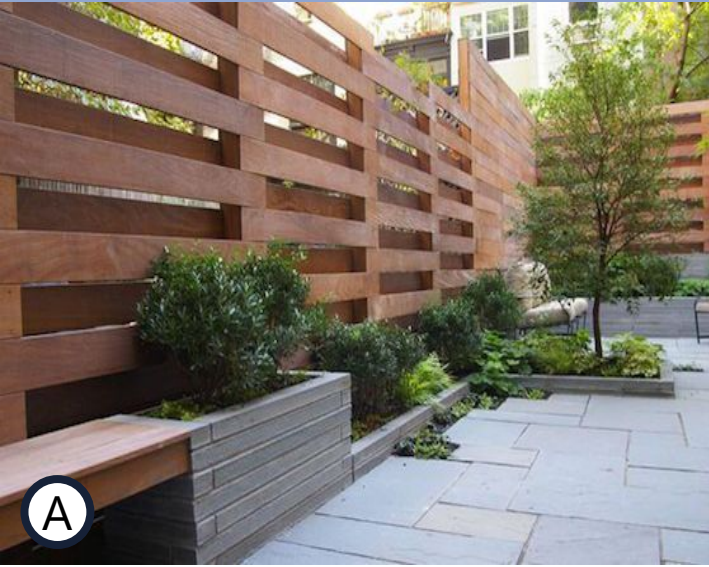
Total Potential Site Spaces – 131

120 - Occupancy Spaces (1 per unit)

11 - Visitor/Employee Spaces

5 - Total Handicapped Spaces

Privacy and Noise



Norfolk Ave Perspective



Stetson Ave Perspective



Traffic Mitigation: Transit Screen

June 10th Concept

Concept Exploration

Transit Screen for Commuter Rail and Bus Services

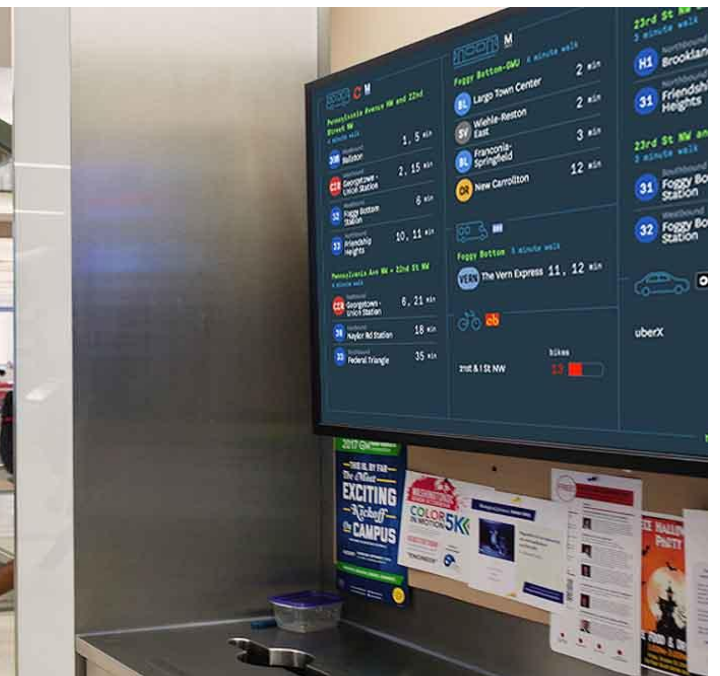
- Met with head of sales to determine goals / needs of our project
- Received formal proposal
- Exploring success and utilization across similar properties

The screenshot displays a digital transit screen with multiple sections:

- McPherson Square** (7 minute walk):
 - OR New Carrollton: 1 min
 - BL Franconia-Springfield: 3 min
- Farragut North** (8 minute walk):
 - RD Grosvenor-Strathmore: 2 min
 - RD Shady Grove: 5 min
 - RD Silver Spring: 5 min
 - RD Glenmont: 10 min
- K & 14th** (6 minute walk):
 - CTR Georgetown - Union Station Westbound: 6, 9 min
 - DB Stadium - Armory Eastbound: 7, 17 min
 - 80 Fort Totten Northbound: 10 min
- 16th & M (northbound)** (3 minute walk):
 - S1 16th & Colorado Northbound: 2, 4 min
 - S4 Silver Spring Station Northbound: 3, 4 min
- 16th & M (southbound)** (3 minute walk):
 - S2 Federal Triangle Southbound: 22, 31 min
 - S8 Franklin Square Southbound: 29 min
- K & 15th** (3 minute walk):
 - 16Y Barcroft Westbound: 2 min
 - DB Stadium - Armory Eastbound: 2, 6 min
 - D4 Ivy City Eastbound: 3, 14 min
- bikes**:
 - 15th & L St NW: 0
 - 14th & Rhode Island Ave NW: 16
 - Thomas Circle: 3
- UBER**:
 - uberX: 3 min away
 - NW 1500-1598 S St: 14 minute walk
- Traffic travel times** (via drive time to):

	now	in 30 minutes
16th St NW	Silver Spring MD 28 min	29 min
14th St Bridge	National Airport 37 min	37 min
267	Dulles Intl Airport 74 min	73 min

1776
Techmasters!
Want to get better at public speaking? Join us for Techmaster every Friday @9!
6:10 pm Wednesday, December 7
42°F
Now: 42° Clear
7 PM: 42° Clear
8 PM: 42° Clear



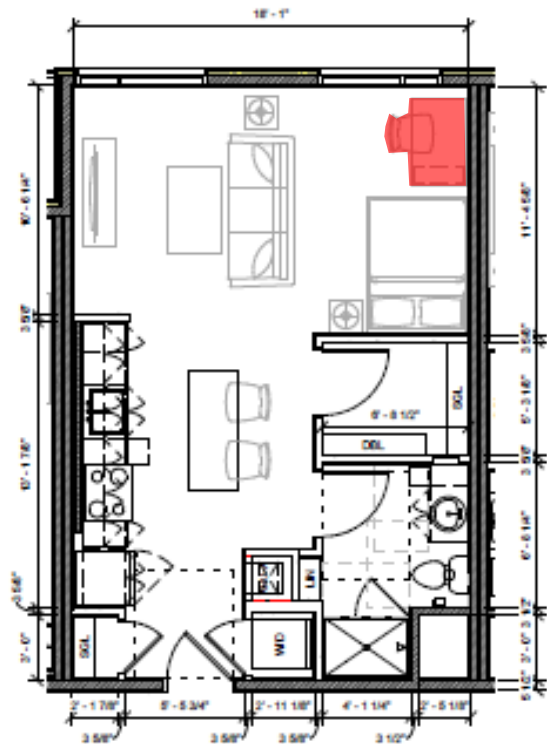
Traffic Mitigation: Design Amenities

June 10th Concept

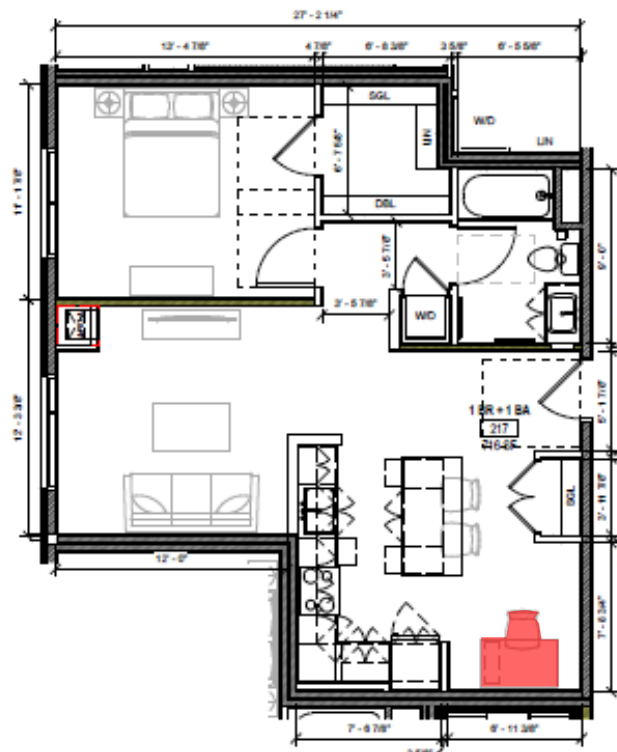
Concept Exploration

Design Amenities to Accommodate Remote Work

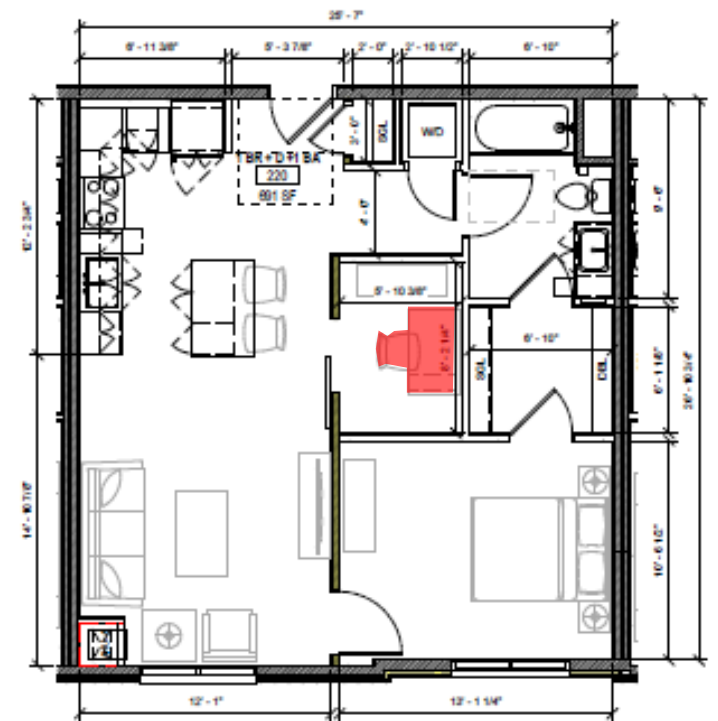
- In-Unit work from home workspaces
- Three amenity spaces with tables, desks, collaborative spaces and Wifi



Studio

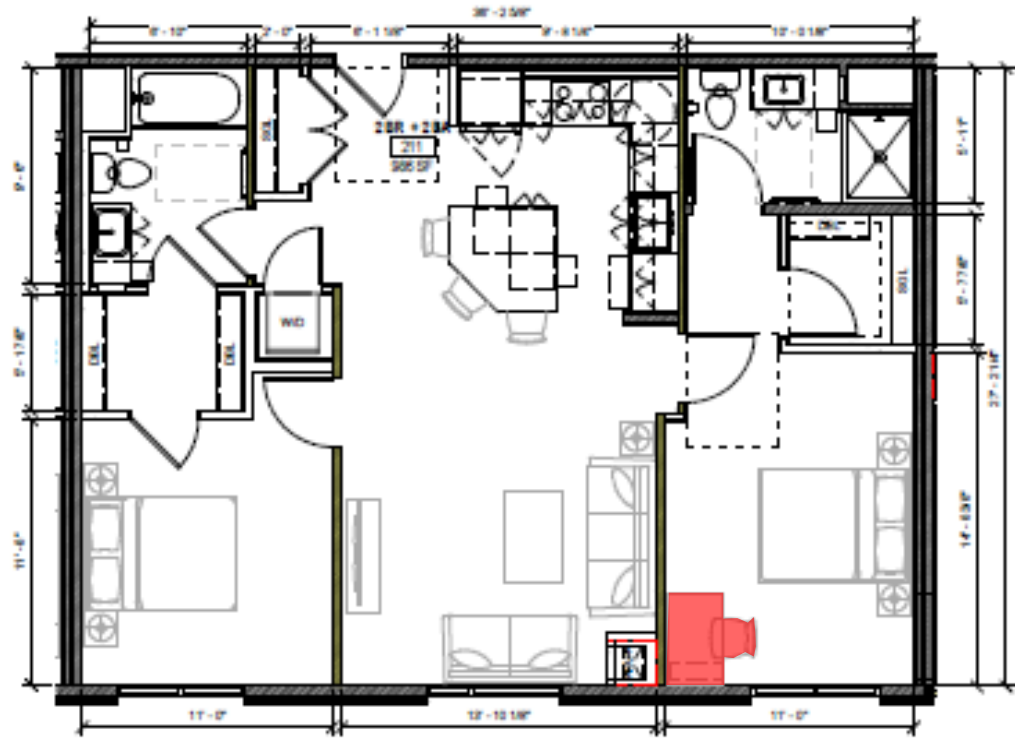


1BR



1BR + Den

Traffic Mitigation: Design Amenities



2BR

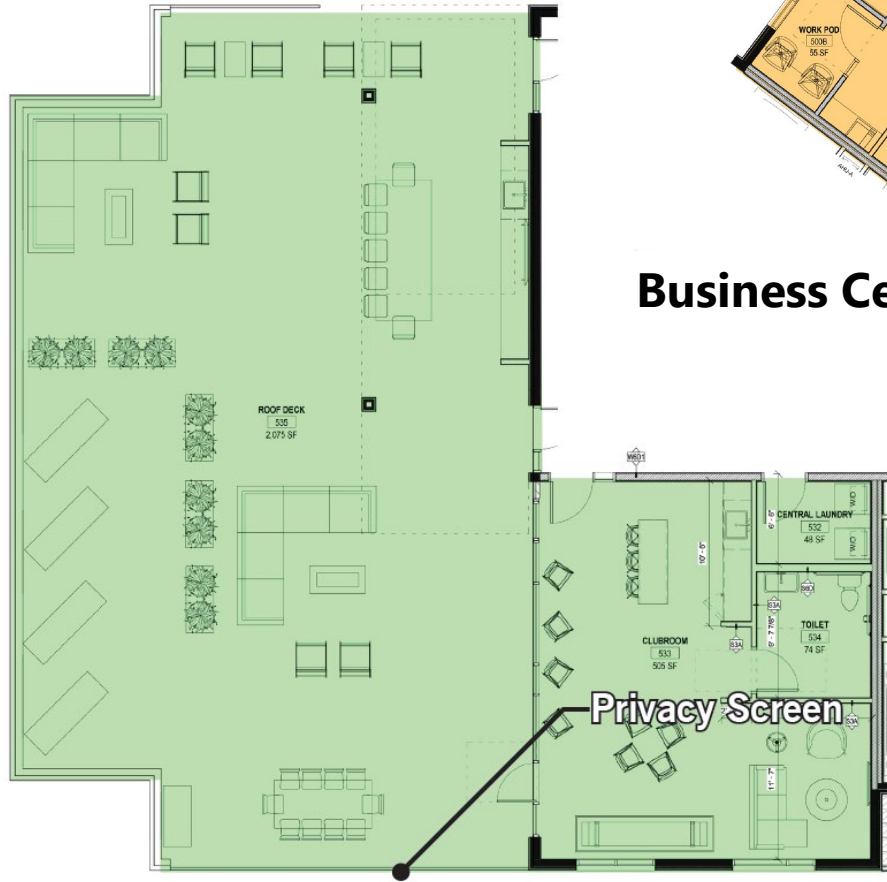
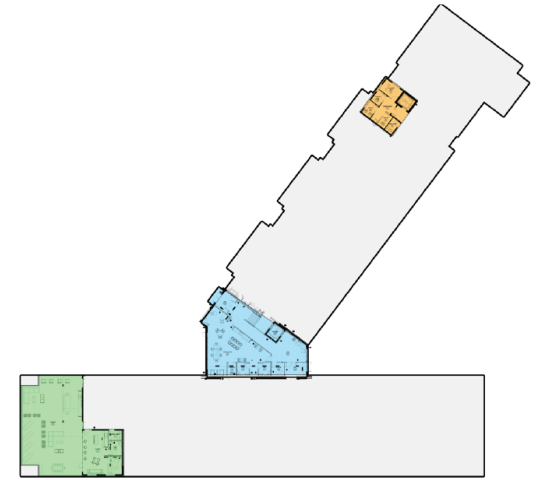


3BR

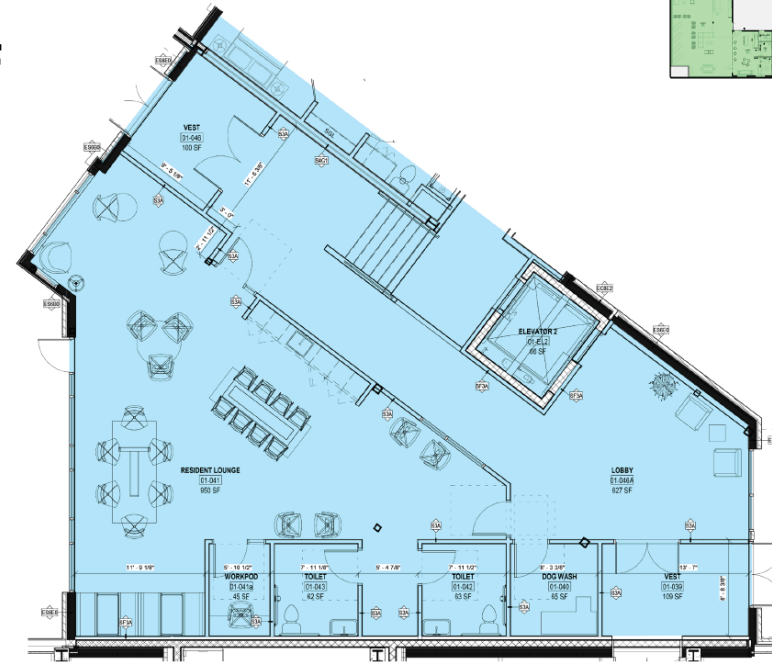
Traffic Mitigation: Design Amenities



Business Center – 750 SF



Fifth Floor Amenity Space – 2500 SF



Ground Floor Resident Lounge – 1000 SF

Traffic Mitigation: Design Amenities



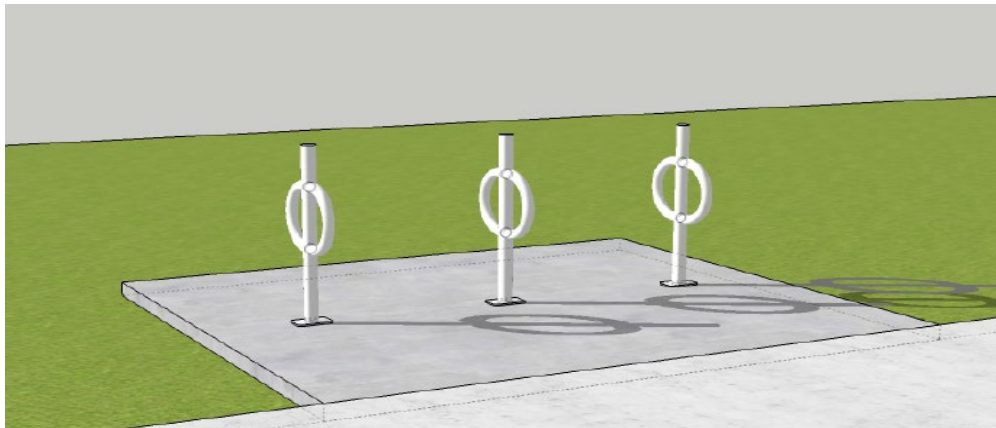
Traffic Mitigation: Bicycle Opportunities

June 10th Concept

Concept Exploration

Bicycle Opportunities

- Met with Marketing Manager for Bluebikes to explore bike sharing – do not offer developer sponsored stations
- Implementation of minimum 4 bike racks accommodating at least 48 bikes at any point in time



Traffic Mitigation: Limiting Cars

June 10th Concept

Concept Exploration

Assigned Parking Spaces

- To be executed by assigning one parking space per unit and regulating use with on site staff
- Residents required to sign a parking agreement as part of their lease
- 70% of units 1BR or Studio



Traffic Mitigation


June 10th Concept

Concept Exploration

Ride Sharing

- Exploring ride sharing services like zipcar, Car2go
- Reaching out to nearby residential projects about shuttle services implementation
- EV Charging stations in garage



An aerial photograph of a coastal town, likely Swampscott, Massachusetts. The town is built on a peninsula or near the water's edge, with numerous houses and buildings. In the background, there is a large body of water, possibly a bay or harbor, with a distant shoreline and a tall chimney visible. The sky is clear and blue. A large, semi-transparent white rectangular box is centered over the middle of the image, containing text.

SHA Update

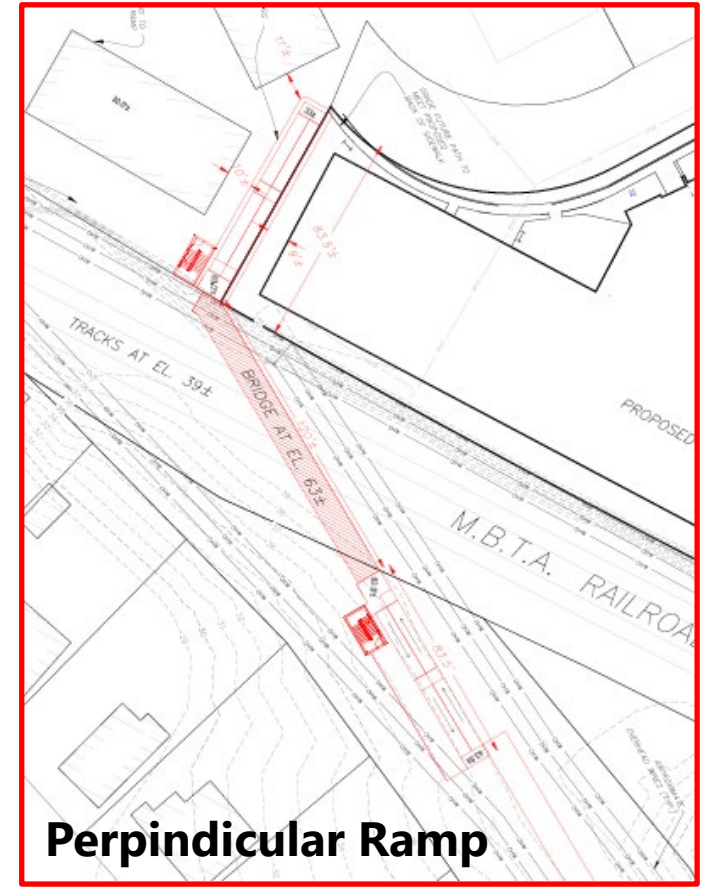
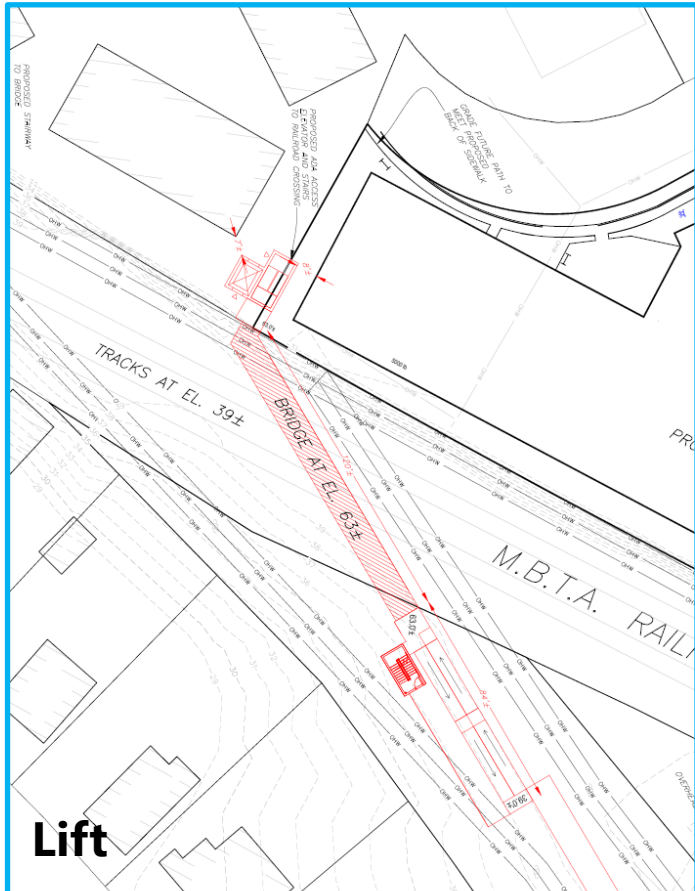
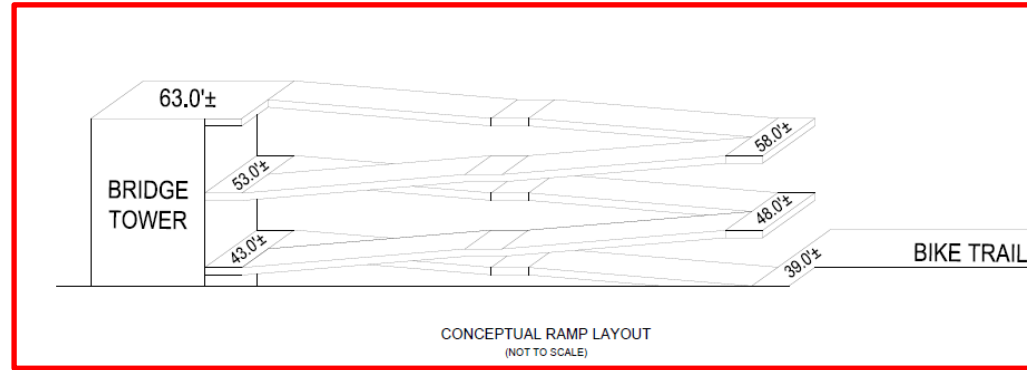
Town, Swampscott Housing Authority, and Development team still in discussions about any potential next steps.

An aerial photograph of a coastal town, likely in New England, showing a mix of residential buildings, green spaces, and a rocky shoreline meeting the ocean. A large, semi-transparent white rectangular box is centered over the image, containing text. The text is in a clean, sans-serif font. The background shows a dense residential area with various house styles, interspersed with trees. In the foreground, a rocky coastline curves along the water's edge, with several small boats visible in the blue water. The sky is clear and light blue.

Open Discussion

All community members and groups interested in continuing conversation with small meetings - please reach out to agiordano@winnco.com

Bike/Pedestrian Connection



Unit Breakdown Table

41% Affordable, 59% Market/Middle Income

Mixed-Income Breakdown

Income Restrictions	Total Units	Percent of Total Units	Income Limit (2-Person HH)*
Market Rents	43	36%	-
Workforce/Middle-Income @ 120% AMI	16	13%	\$114,240
Workforce/Middle-Income 80% AMI	12	10%	\$76,160
LIHTC 60% AMI	34	28%	\$57,120
LIHTC 30% AMI	15	13%	\$28,560
Total	120	100%	-

Unit Mix

Studio	7
1BR	77
2BR	24
3BR	12

Subsidized Housing Inventory (SHI)

**The proposal would bring the town SHI up to 5.7%,
exceeding the halfway point of the MA 10% goal**

- Reference: Subsidized Housing Inventory published by the State of Massachusetts in December of 2020
<https://www.mass.gov/doc/subsidized-housing-inventory/download>

Community	Total Housing Units	SHI Units	Current SHI%
Swampscott	5795	212	3.7%

- State goal that each municipality reaches an SHI of 10% - Swampscott currently short 6.3%
- Mass General Laws Section II of 40B Guidelines: **If 25% of units in a given development are rented at 80% AMI or below, all units count toward the SHI**

21 Elm Place Proposed Project				
# Of Total Units	% Of units at or below 80% AMI	# of units count toward SHI	SHI Percentage Increase for town	Resulting SHI #
120	51%	120	2%	5.7%