

21 Elm Place Project Update

Prepared for the Community of Swampscott

June 10th, 2021



WinnCompanies & WinnDevelopment

- WinnCompanies is a **private, family-owned company** that celebrates its 50th anniversary this year; Award winning multifamily property developer and manager
- In 50 years, WinnCompanies has **never missed a mortgage payment or a real estate tax payment**: We are long term owners and manager.
- Develop, own, and manage property in **23 states and the District of Columbia**, with our central hub and largest office located in Boston, MA
- **WinnDevelopment** is the development arm of WinnCompanies - Long track record of excellence in site planning, securing entitlements, community outreach, financing and oversight of design and construction of the highest quality communities
- **WinnResidential** is the management arm of WinnCompanies - Nationally reputable management division working across a spectrum of public, affordable, military, and senior housing of all sizes and community types with the goal of long-term stewardship and commitment to quality.



Project Team



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Why Swampscott?

- Flourishing community with a high quality of life and idyllic waterfront features
- Distinct and rich history, welcoming and safe environment, and diverse neighborhoods
- Strong transportation connections in town and to Boston
- Local Partnership: Joint venture with deep roots and a long term commitment
- Strong demand for mixed income housing
- Opportunity to create housing for Swampscott's teachers, fireman, police, municipal workers and retirees

Responding to the Master Plan and Housing Production Plan

SWAMPSCOTT 2025



Housing

Goal: Develop a diverse housing stock tending to town's lack of affordability

Impact: Mixed Income community with range from deeply affordable to market rate units

Economic Development

Goal: Attract new economic investment and generate income for municipal initiatives

Impact: Transforming an underutilized site into a significant tax base with added consumers.

Transportation and Circulation

Goal: Improve transit accessibility and amenities encouraging ridership

Impact: Transit oriented development with various transit aligned amenities

Land Use and Zoning

Goal: Revitalize underutilized sites with a focus on the train station corridor

Impact: Redeveloping underutilized site in the corridor directly specified by the plan

Responding to the Master Plan and Housing Production Plan

The HPP was created to guide the town in achieving its long-term housing goals

Quick Facts

- “Swampscott’s ownership and rental housing is not affordable. Median rents are significantly higher than fair market rent for all unit types”
- “More than 40% of Swampscott households are cost burdened by housing expenses”
- “Approximately 25% of all Swampscott households are low income”

Project Impact

- Opportunity to develop a more diverse, mixed income housing stock
- Identified a site appropriate to accommodate the community
- Affordability of property will be regulated and professionally managed for a long period of time – 40 years

An aerial photograph of a coastal town. The foreground shows a rocky peninsula with several buildings, including a prominent white church with a steeple. The town extends inland, surrounded by dense green trees. In the background, a large body of water is visible, with numerous small boats scattered across its surface. The sky is clear and blue.

Previous Proposal

Review of design presented at February 3rd Select Board Hearing and previous community meetings

Design Breakdown

128 Units

108 Parking Spaces (.84 Ratio)

5 Stories

60' tall from street level to top of building

Modern architectural design



Pitman Road Perspective

Design Refinement Process

Key adjustments under consideration that address the thoughts and comments from community members and municipal bodies. The main topics of discussion include:

Height

Density

Parking

Architectural Style

Traffic

Height and Density – Previous Proposal



128 Units



5 Stories



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

Height and Density – Previous Proposal



128 Units



5 Stories



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

Height and Density – Ideas for Discussion



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

Height and Density – Ideas for Discussion



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Architectural Style – Previous Proposal



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

Architectural Style – Ideas for Discussion



New England Coastal Style

Mansard and Gable Roofs

Soft Pastel Color Palette

Traditional Siding

Classical Columns

Double-Hung Windows

Architectural Style – Swampscott Precedent Studies



Avery



Fisherman's Watch



The Concordia

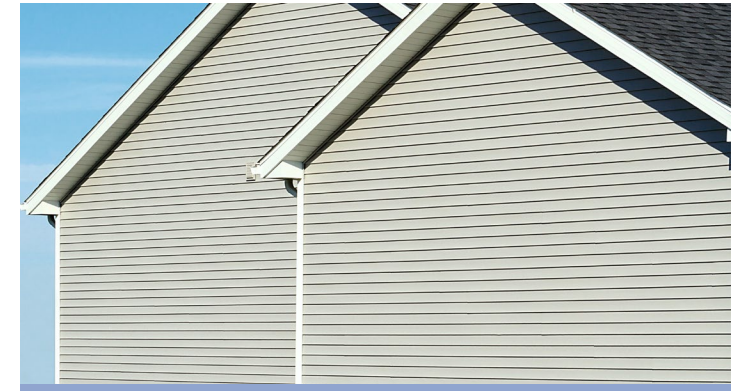
Architectural Style – Swampscott Precedent Studies



Mansard Roof



Gable Roof



Traditional Siding



Classical Columns



Select Stonework



Double-Hung Windows

Height Precedents Around Swampscott

Adjacent Home

Height from Street Level: 55ft

of Stories: 3 (4 with basement)



SITE

Avery

Height from Street Level: 59ft

of Stories: 4



The Concordia

Height from Street Level: 49ft

of Stories: 4



Fisherman's Watch

Height from Street Level: 75ft

of Stories: 5



Height Precedents Around Swampscott

Findings:

- **Sampled 4 Swampscott precedents**
- **Average Height of four precedents 59.5' from street level**
- **Potential refined design is 45' from street level (below average sampling)**
- **A building's size is relative, community members experience it through the height from street level rather than number of stories**

Site Plan – Changes Under Consideration

- 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 – Previous Proposal

108 Parking Spaces



.84 Parking Ratio

Parking – Changes Under Consideration

124 Parking Spaces



1.03 Parking Ratio

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**

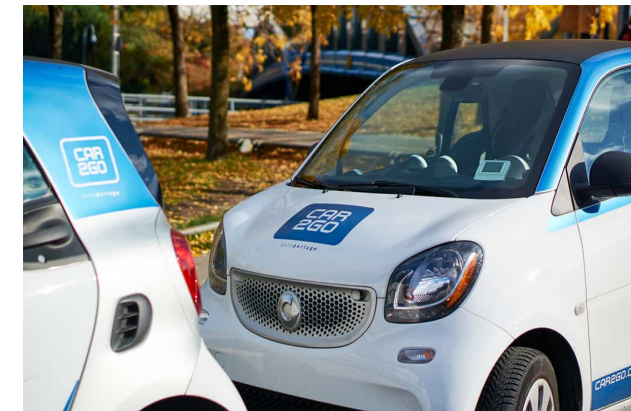
21 Elm Place Proposed Project				
# Of Total Units	% Of units at or below 80% AMI	# of units count toward SHI	SHI Percentage Increase for town	Resulting SHI #
120	51%	120	2%	5.7%

Traffic – January 2021 Study

- Study conducted by Vanasse & Associates on January 2021
 - Used Pre-Covid 19 traffic levels
 - Forecast future traffic levels
- Conclusions:
 - **Project will not result in a significant impact in motorist delays or vehicle queuing over existing or anticipated future conditions.**
 - No apparent safety deficiencies were noted with respect to crash history and line of site
 - Lines of sight exceed the recommended minimum distance for safety operation.

Traffic - Exploration of Mitigants

- Limitation of resident parking through lease structure
- Transit Screen for Commuter Rail and bus services
- Ride Share Options
 - On Site Car Rentals (Zipcar, Car2Go)
 - Community Shuttle Service (Train station, Vinnin Square, ect.)
 - Carpooling Incentives
- Bike Options
 - On Site Bike Rentals (Blue Bike, CityBike)
 - Bike Racks on site
 - Bike storage room in covered garage
- Design Amenities (accommodate remote work)
 - In-unit workspaces
 - Common area workspaces

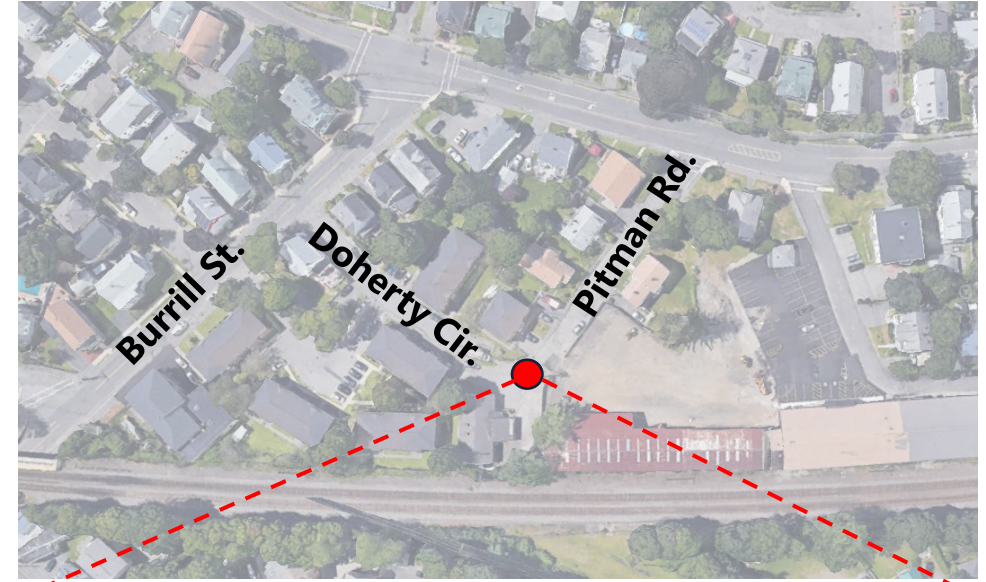




Connectivity, Schedule and Recap

Connectivity Concepts

- Current lack of connectivity between Pitman, Doherty, and Burrill
- Results in disconnect throughout greater site encompassing the project parcel, SHA Housing, and the Rail Trail
- Team has been working to help Town explore big picture Doherty Circle redevelopment concept
- Potential for redevelopment of SHA site to improve layout, parking, and quality of housing
 - ***This is currently in exploration; we do not own or control the SHA site and do not represent such**
- Accommodation for pedestrian/bike path over the train tracks to continue rail trail
- Continue to offer support to the town to explore each concept





Project Timeline

	Milestone	Date
Previous Events	Swampscott Select Board Hearing	February 3 rd , 2021
	DHCD Financing and ZBA Hearing Halted	
	Meetings with Municipal Bodies	February 3 rd - June 10 th , 2021
	Reiteration + Refinement	February 3 rd – June 10 th , 2021
	Received Project Eligibility Letter from DHCD	March 23 rd , 2021
Events to Come	Tonight's Community Meeting	June 10 th , 2021
	Community Meetings	July 2021
	ZBA Filing	August 21 st , 2021

Recap – Ideas For Consideration and Current Exploration

	Ideas For consideration	Previous Proposal	Potential Refined Design
✓	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

	Current Exploration	Progress
	Traffic	Exploring proven mitigants
	Connectivity	Working with town to continue conversation and advance concepts

Please Visit Our Project Website for all relevant information and presentation materials:

www.elmplacecommunity.com

All questions and feedback can be submitted via email at:

info@elmplacecommunity.com

5 Story Precedent Study – Village of Brookline

