



# Lynn Waterfront Master Plan

MAY DRAFT PLAN PRESENTATION

City of Lynn / EDIC

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## Work Schedule

June	Kick-Off
June – September	Site Analysis & Property Owner / Stakeholder Meetings
September	Analysis Presentation
October – December	Alternatives Development
December	Alternatives Presentation
January – April	Preferred Plan Refinement
March - April	Economic/Fiscal Impact
May	Draft Redevelopment Plan Presentation
May-June	Refine Plan/Implementation
June	Final Waterfront Master Plan Presentation



## Goals of the Waterfront Master Plan

- Build on current successes
- Create a mixed-use district
- Connect key areas, especially downtown to the waterfront
- Clean up and develop underutilized areas
- Buffer conflicting adjacent uses
- Maximize use of state-owned pier
- Overcome negative image of the waterfront

## Property Owners & Stakeholder Meetings

### Meetings

- National Grid
- Lynn Water & Sewer Commission
- Representatives of the Miles/O'Brian site
- Representatives of the O'Donnell site
- Representative from Building 19 site & Lowe's
- Mayo Group
- Lynn Business Partnership Executive Committee
- Mayor Clancy and Senior Staff
- North Shore Community College
- Representative of the Christie's Site
- Interested Developers
- Lynn Housing and Neighborhood Development
- Department of Conservation and Recreation



## Property Owners & Stakeholder Meetings



### Comments

- History of plans for several of the sites
- Several owners are ready to develop or sell to a developer
- Height is an issue
- Would like to see marinas and water taxis
- Power lines relocation plan
- Compatibility of uses
- NSCC expansion in place, better use of site

# Alternatives Presentation Feedback



## Issues and Goals

- Worried development will be insular
- Upgrade uses along Washington
- Eliminate of incompatible uses
- Runoff needs to be addressed
- Upgrade the connections to the waterfront
- Need short-term accomplishments
- Want more passive uses on waterfront
- Want thru traffic to continue along 1A
- Improve connections between Sagamore Hill and waterfront
- Concerts in the park

# Site Conditions

## Infrastructure

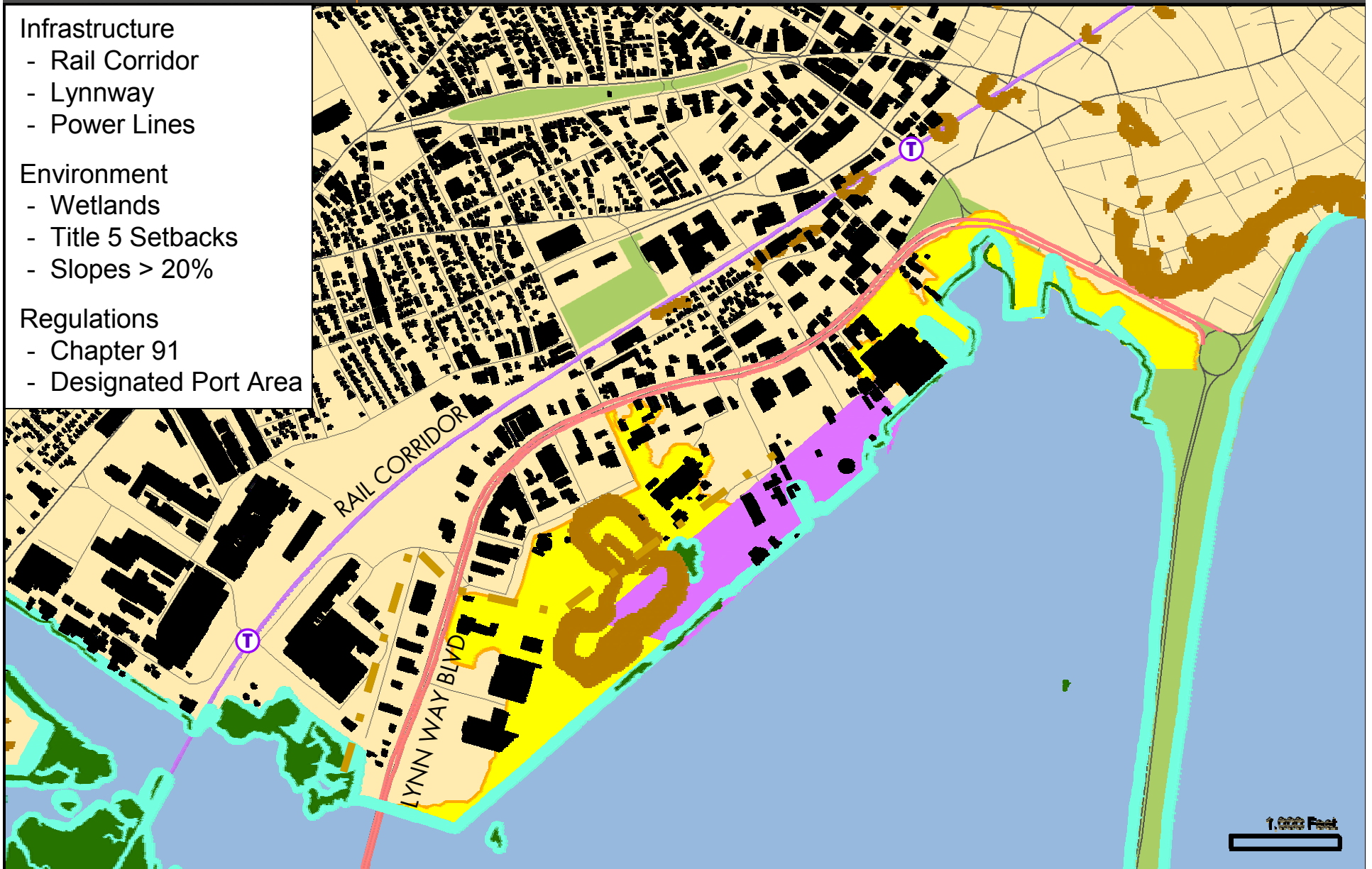
- Rail Corridor
- Lynnway
- Power Lines

## Environment

- Wetlands
- Title 5 Setbacks
- Slopes > 20%

## Regulations

- Chapter 91
- Designated Port Area



## Chapter 91 Area

- Tool for protection and promotion of public use of tidelands and other waterways
- Preserves pedestrian access along the water's edge in return for permission to develop non-water dependant projects on tidelands and provide facilities to enhance public use
- Activities requiring authorization include structures, filling, dredging, change in use, structural alteration, and demolition/removal of structures



# Site Conditions

## Infrastructure

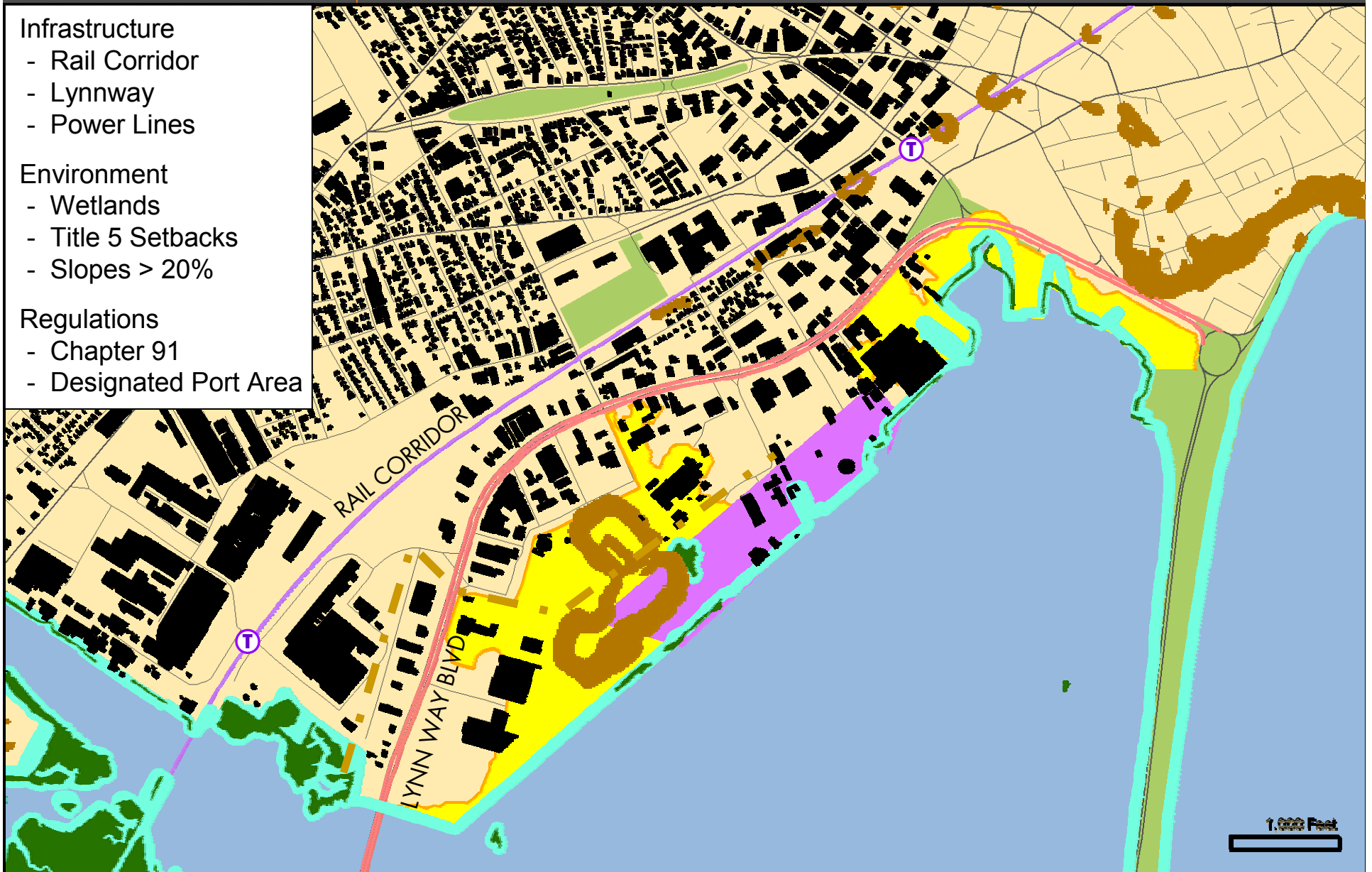
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## Designated Port Area

- 11 DPAs in Massachusetts
- To promote the use and maintenance of designated areas for water-dependent industrial activities
- Water-dependent industrial use requires direct access to the waterfront
- Examples: marine terminals, commercial fishing facilities, marine repair and construction, and manufacturing facilities that rely on bulk receipt of goods by waterborne transportation and supporting uses



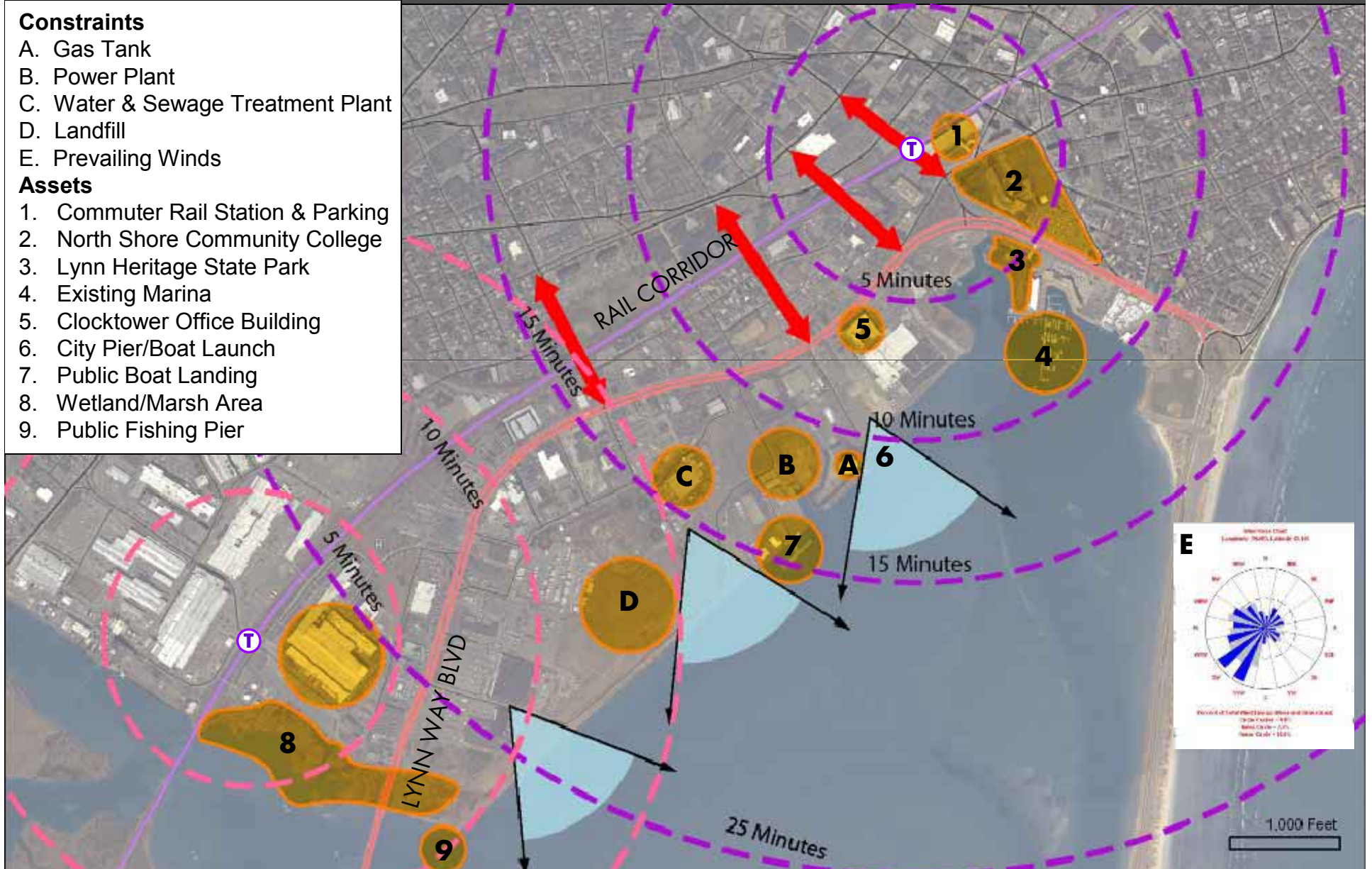
# Site Analysis

## Constraints

- A. Gas Tank
- B. Power Plant
- C. Water & Sewage Treatment Plant
- D. Landfill
- E. Prevailing Winds

## Assets

- 1. Commuter Rail Station & Parking
- 2. North Shore Community College
- 3. Lynn Heritage State Park
- 4. Existing Marina
- 5. Clocktower Office Building
- 6. City Pier/Boat Launch
- 7. Public Boat Landing
- 8. Wetland/Marsh Area
- 9. Public Fishing Pier

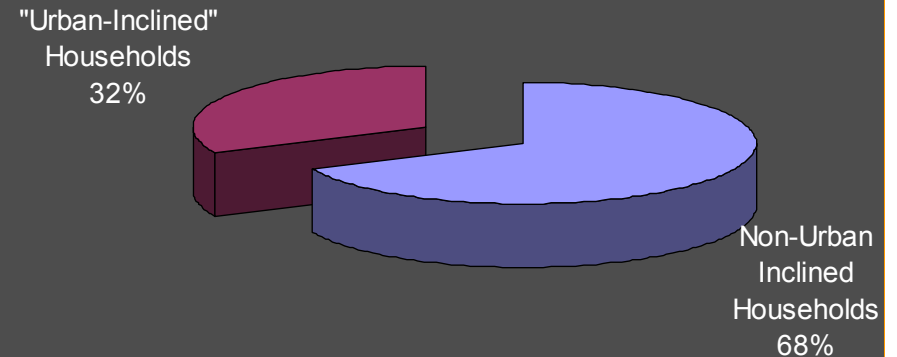




# Residential Potential

- Over **43,000 New Households** in Essex, Suffolk, and Norfolk Counties by 2020
- One-third of the *existing* households in Essex County have lifestyles or “lifestages” (empty nester, young & single) interested in **urban residential** products
- **70,000** of “urban-inclined” households will move over the **next 10 years**

## Household Characteristics Essex, Suffolk, Norfolk Counties



## PRODUCTS

Moderately High Price Points  
*High to Mid-Rise Multi-Family*

# Office Potential

- There will be **17,500 new jobs** that demand office space in Essex County between 2006 and 2027
- New jobs will demand **4.4 million square feet** of office space
- Lynn Waterfront's great **access** and a high **amenity mixed-use** waterfront environment will make the waterfront a competitive office location

New Office Space Demand Essex County Lynn Waterfront Plan		
	2007-2017	2007-2027
Net New Jobs/Employees	9,350	17,480
Square Feet /Employee	250	250
New Office Demand (Sq. Ft.)	2,337,500	4,370,000

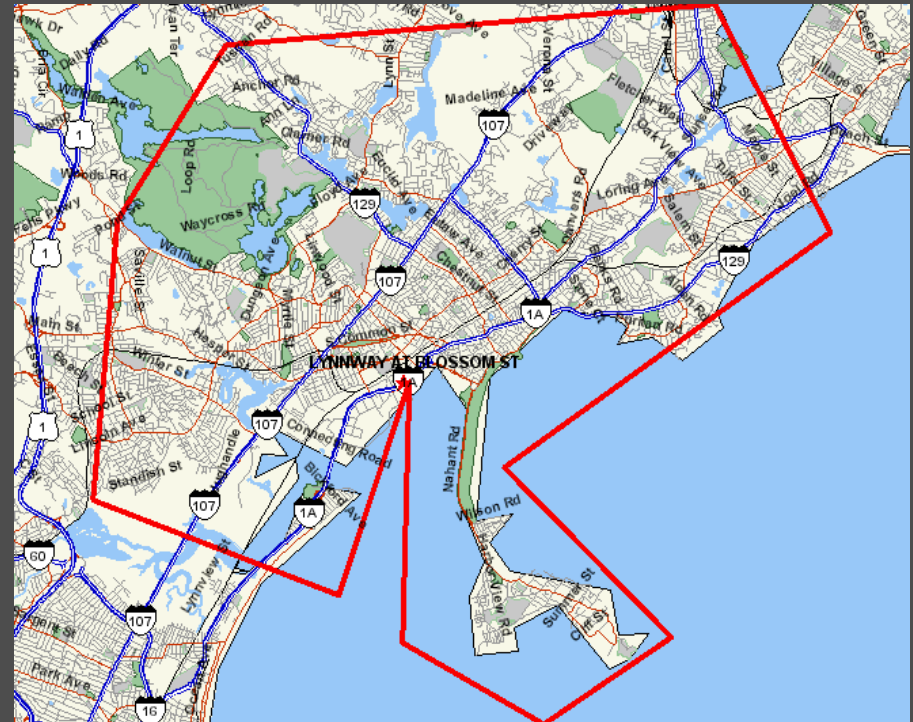
Source: *Economy.com*; ZHA, Inc.  
 F:\60025 Lynn Waterfront\[office inclined employment.xls]new office space

**PRODUCT**  
*Mid-Rise Office*  
*Mixed-Use Mid-Rise*  
*Build-to-Suit*

# Retail Potential

- Trade Area is within a 15-minute drive time & cut back in consideration of Square One and Route 1 retail
- **\$1.6 Billion** in retail expenditure potential in the Lynn Waterfront Trade Area
- **Limited competition** within the Trade Area

Retail Trade Area



## PRODUCTS

*Big Box  
Eating & Drinking  
Small Stores In  
Lifestyle Environment*

## Market Directives

- Create a mixed-use district
- Larger scale retail on Lynnway
- Lifestyle retailing in “waterfront neighborhood” environment(s)
- Buffer conflicting adjacent uses
- Maximize views of the waterfront







## Principles of the Waterfront Master Plan

- Connect the City with the waterfront
- Connections culminate in public spaces along waterfront promenade
- Create a unified open space along the water
- Create a landmark open space for celebrations
- Design a mixed use neighborhood that takes advantage of views and connections
- Design the new development as an extension of the existing urban fabric
- Transform the Lynnway into a pedestrian friendly boulevard
- Transform lower Sagamore Hill area into a vital residential neighborhood
- Upgrade the traffic system to be more pedestrian friendly

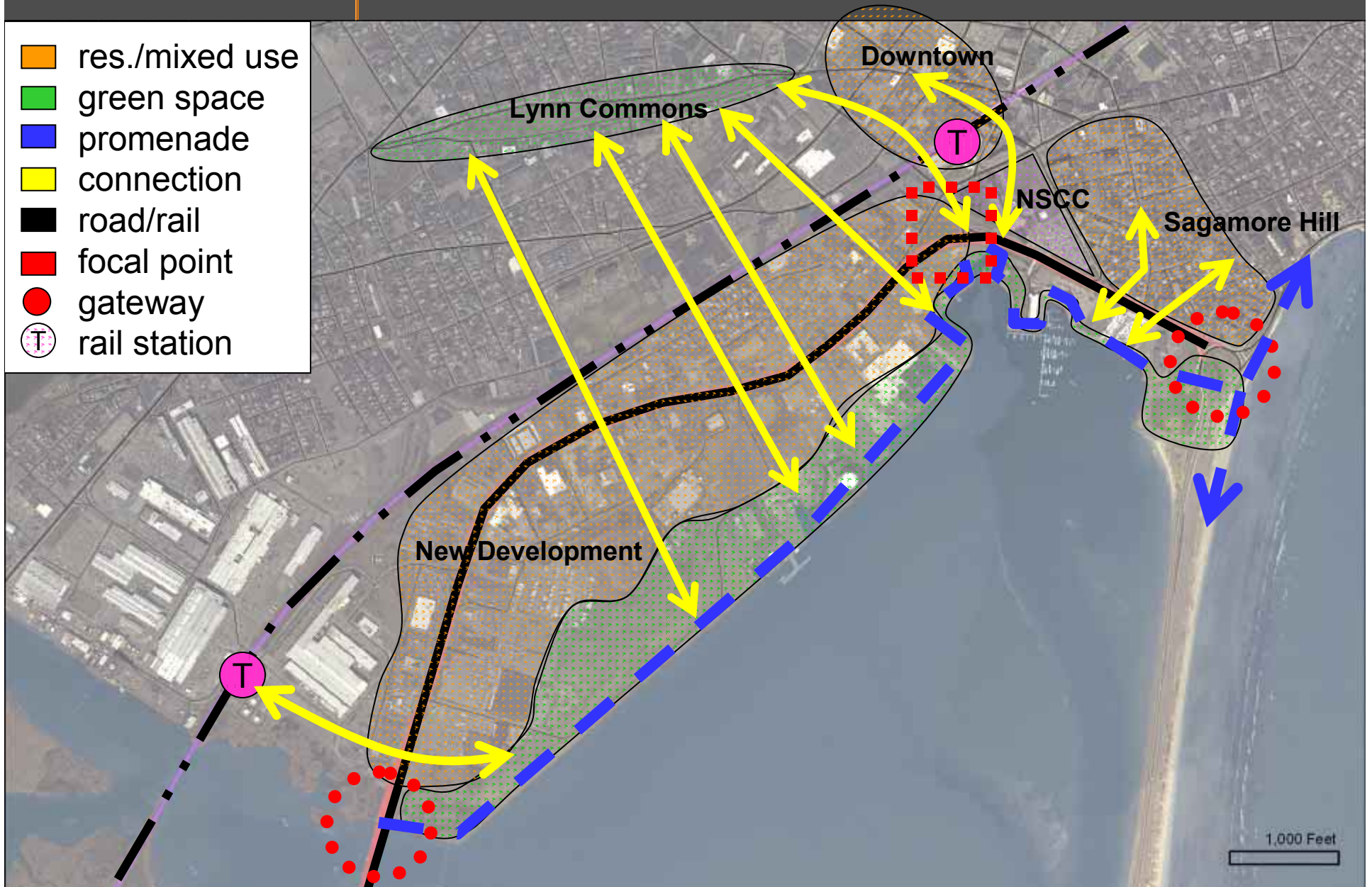
## Sustainability Goals

- Create a walkable, livable community that promotes human interaction
- Configure buildings on the site to minimize energy use by means of natural ventilation, daylighting and shading from vegetation.
- Explore diverse transportation options
- Design walking paths and biking paths that link the built environment with the natural environment
- Conserve water resources through reuse, on-site treatment and reduction in peak demand
- Use biofiltration where possible to ensure groundwater recharge and to reduce out-of-basin transfer through stormwater drains
- Establish a natural systems framework that preserves open space, habitat, buffers, and corridors to minimize impacts to the ecosystem.



# Framework Concept

- res./mixed use
- green space
- promenade
- connection
- road/rail
- focal point
- gateway
- rail station



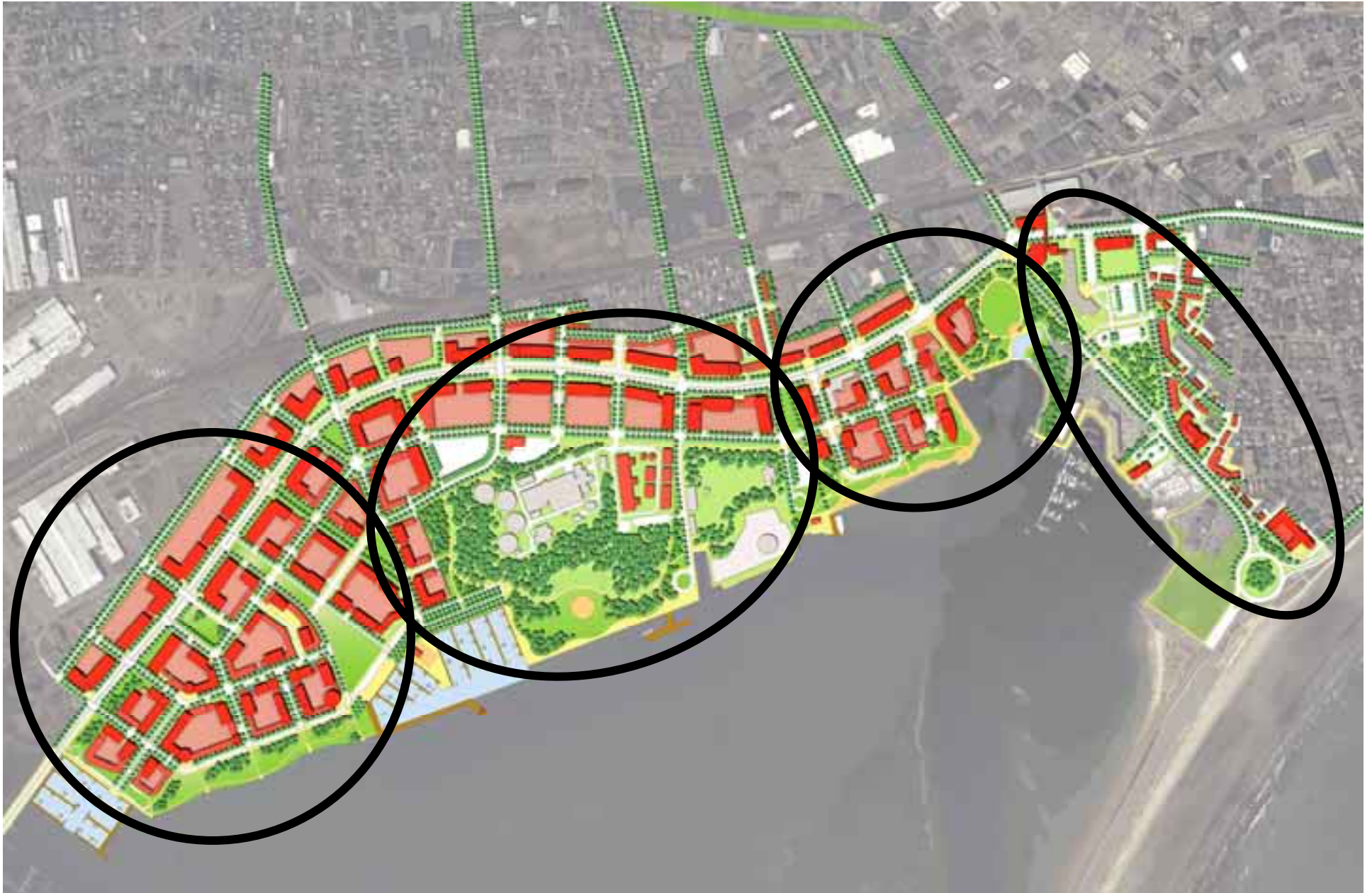


Preferred Alternative Plan



# Waterfront Master Plan

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# Waterfront Districts



# Waterfront Neighborhood

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# Marine Park/Industry Center

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# Downtown Waterfront

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Sagamore Hill Waterfront

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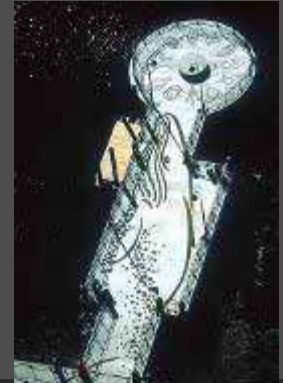
# Waterfront Neighborhood

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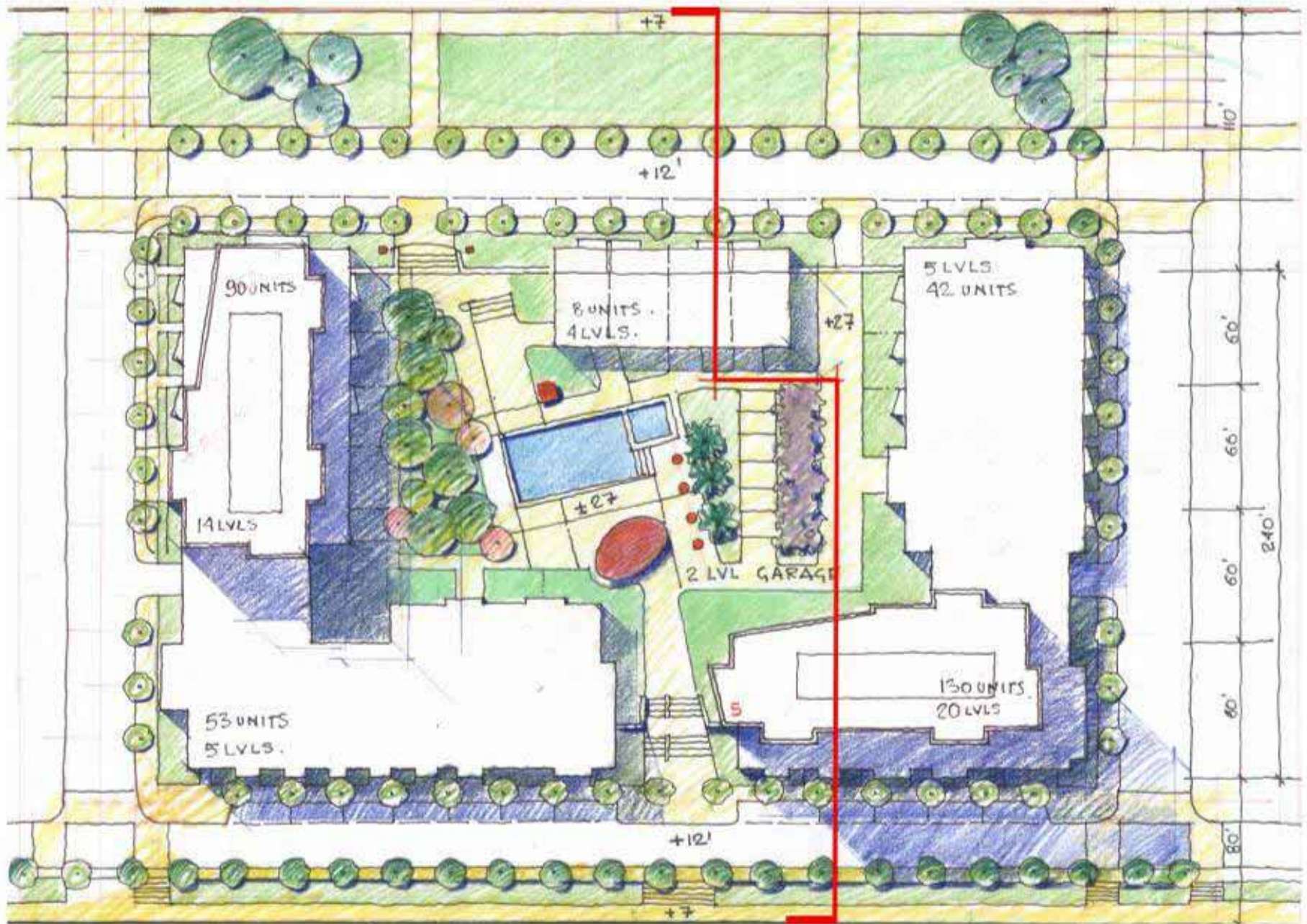
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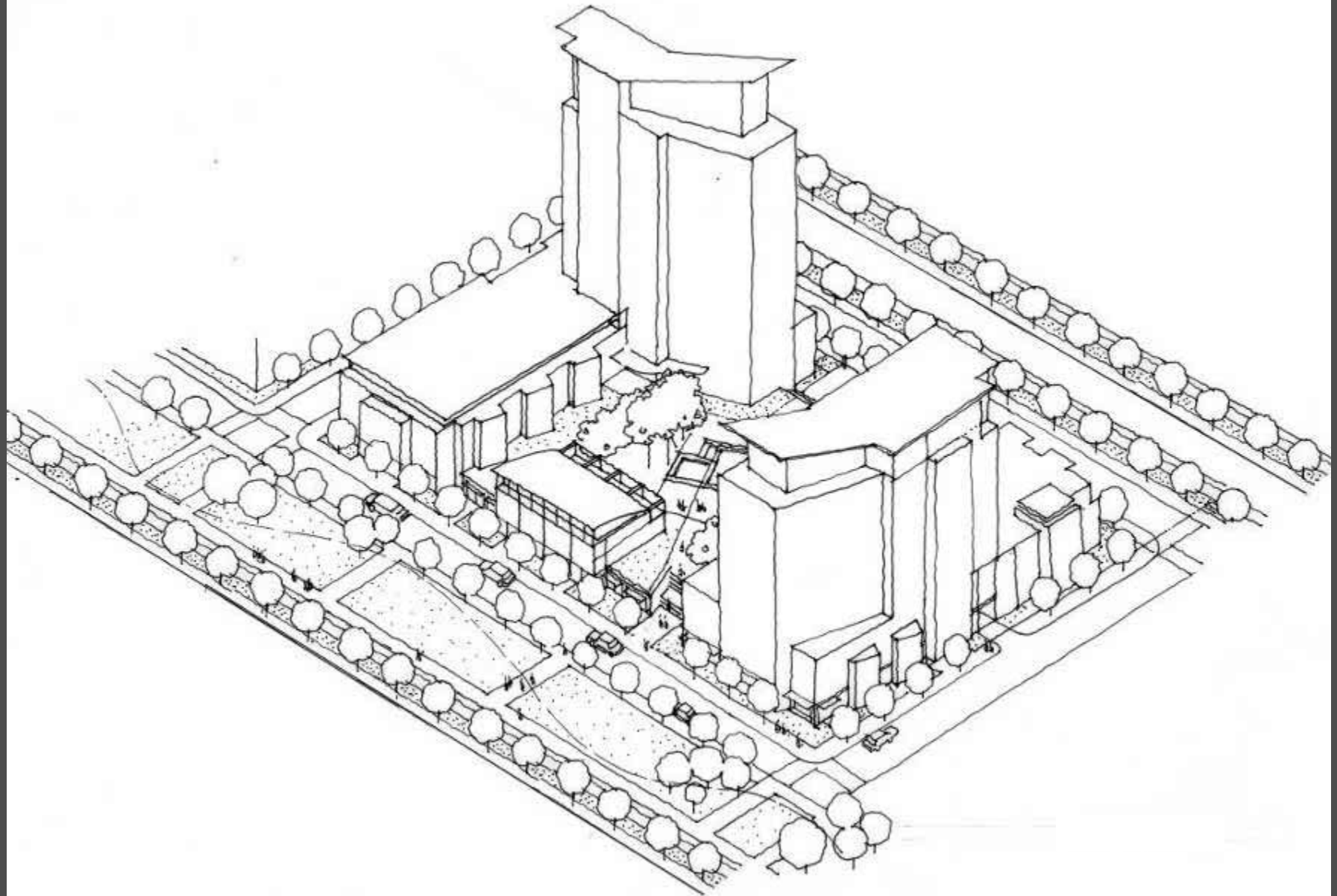


Typical Block Plan



Typical Block Section





Typical Block Axon View



# Marine Park/Industry Center

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# Marine Park/Industry Center



# Marine Park/Industry Center

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# Marine Park/Industry Center

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- Million dollar condos
- Built 1980s
- Next to Water & Sewer Treatment Plant

## Chesapeake Harbor

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# Downtown Waterfront

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# Downtown Waterfront





# Downtown Waterfront

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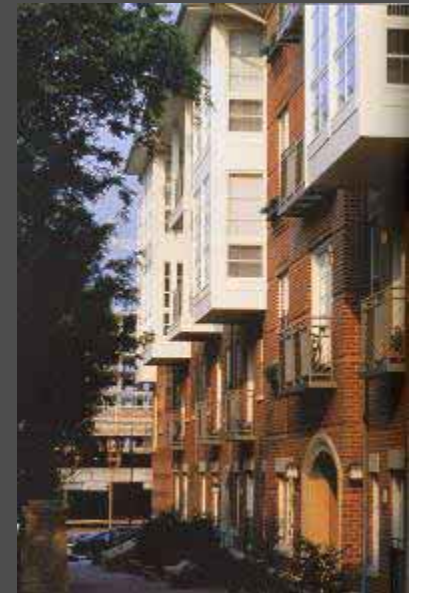
# Downtown Waterfront

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# Sagamore Hill Waterfront

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# Sagamore Hill Waterfront

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# Waterfront Master Plan Implications

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# Waterfront Build-Out Plan



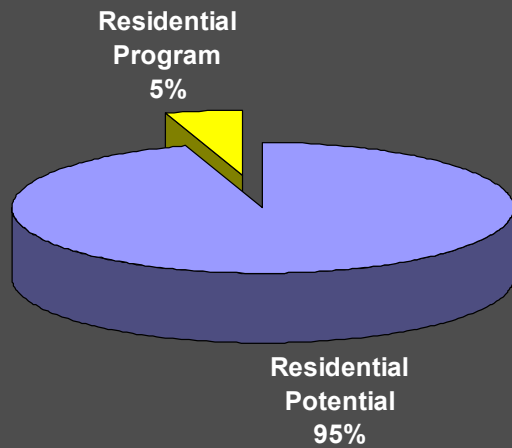
## Conceptual Build-Out Program Lynn Waterfront Plan

	Total	
	Sq. Ft.	Units
Residential	4,177,020	3,500
Retail	1,061,060	
Office	401,190	
Hotel	304,810	
Light Industrial	228,730	
<b>Total</b>	<b>6,172,810</b>	

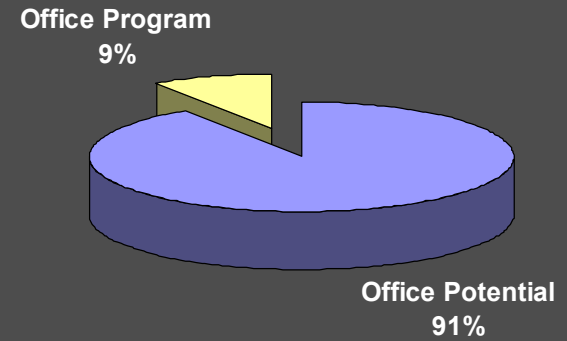


# Market Implications

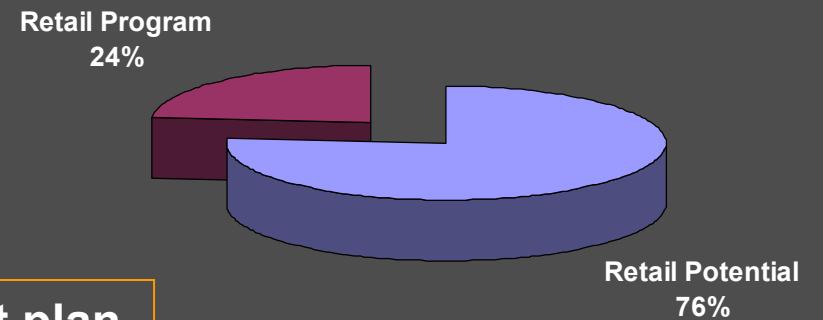
## Residential



## Office



## Retail



Modest capture rates required to implement plan.

# Economic Implications of Waterfront Development

- **\$1.5 billion development program;**
- **Approximately 10,500 construction jobs;**
- **At full build-out approximately 4,800 permanent jobs on the Waterfront**

<b>Build-Out Market Value Lynn Waterfront Plan 2007 Dollars</b>		
	<b>Sq. Ft.</b>	<b>Mkt Value</b>
Residential	4,177,020	\$1,019,684,294
Retail	1,061,060	\$283,989,588
Office	401,190	\$119,413,024
Hotel	304,810	\$64,727,355
Light Industrial	228,730	\$29,062,165
<b>Total</b>	<b>6,172,810</b>	<b>\$1,516,876,425</b>

# Fiscal Implications of Waterfront Development

- Estimate \$15-19 million in annual property tax revenue to Lynn at build-out;
- Approximately, \$20 million in annual property, excise, and personal property tax revenue to Lynn

Build-Out Property Tax Revenue Lynn Waterfront Plan 2007 Dollars		
	Mkt Value	Annual Property Tax Revenue
Residential	\$1,019,684,300	\$9,553,400
Retail	\$283,989,600	\$5,433,900
Office	\$119,413,000	\$2,284,800
Hotel	\$64,727,400	\$1,238,500
Light Industrial	\$29,062,200	\$556,100
Total	\$1,516,876,400	\$19,066,700

# Transportation Implications

## Planning Context:

- Lynn Parkways Traffic Study  
June 2006, Department of Conservation & Recreation
- Mid-North Shore Subregional Transportation Study  
October 2006, Central Transportation Planning Staff

## General Findings:

- Rte 1A is congested; Lynn Shore Dr. has greater capacity
- Options for improving 1A are limited
- DCR sees Lynnway/Lynn Shore Dr. as regional commuter road



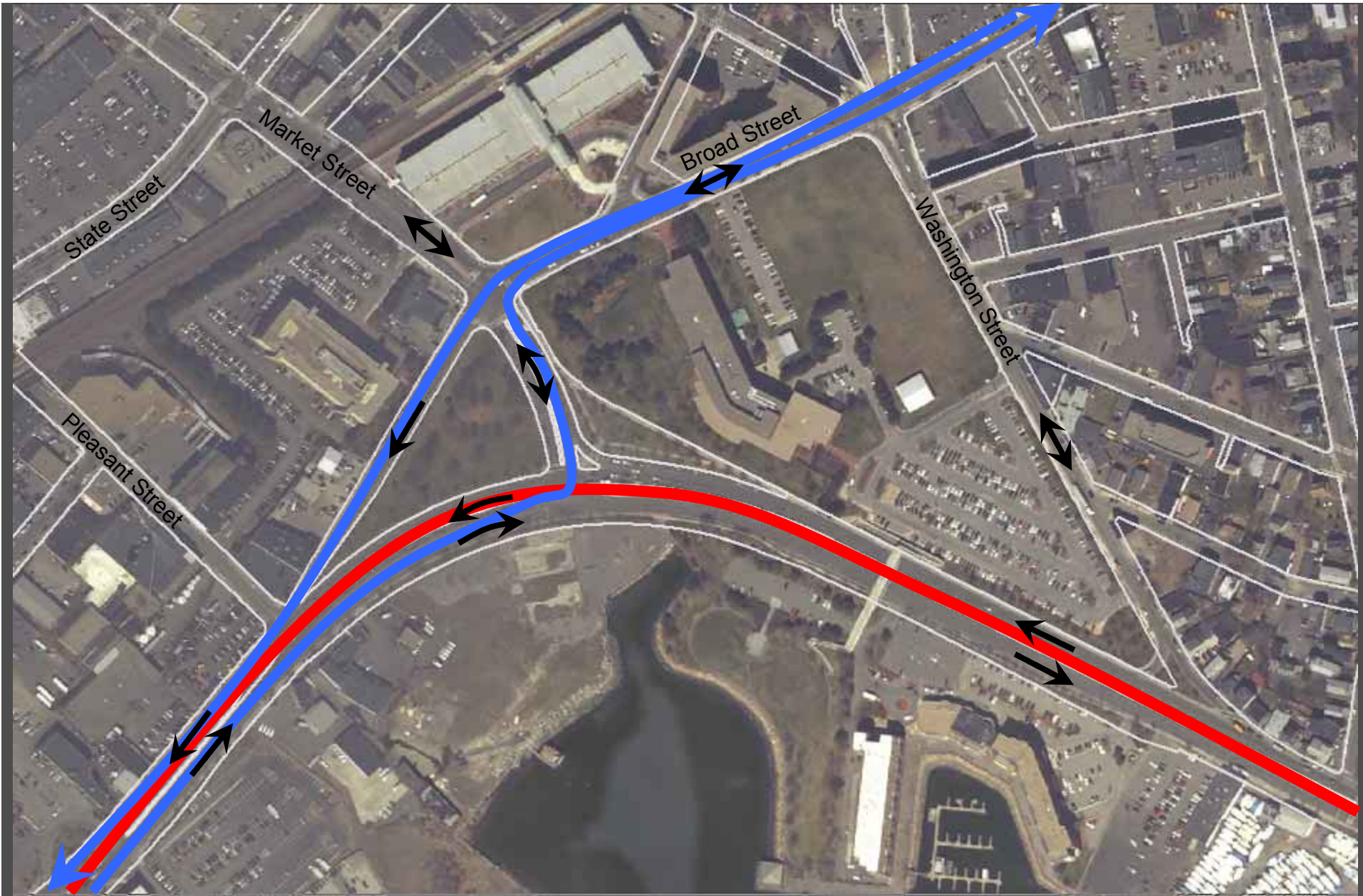
Increased Local Traffic  
+ More Cross Streets  
Higher Volume : Capacity Ratios

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# Signature Civic Waterfront Park

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Existing Conditions

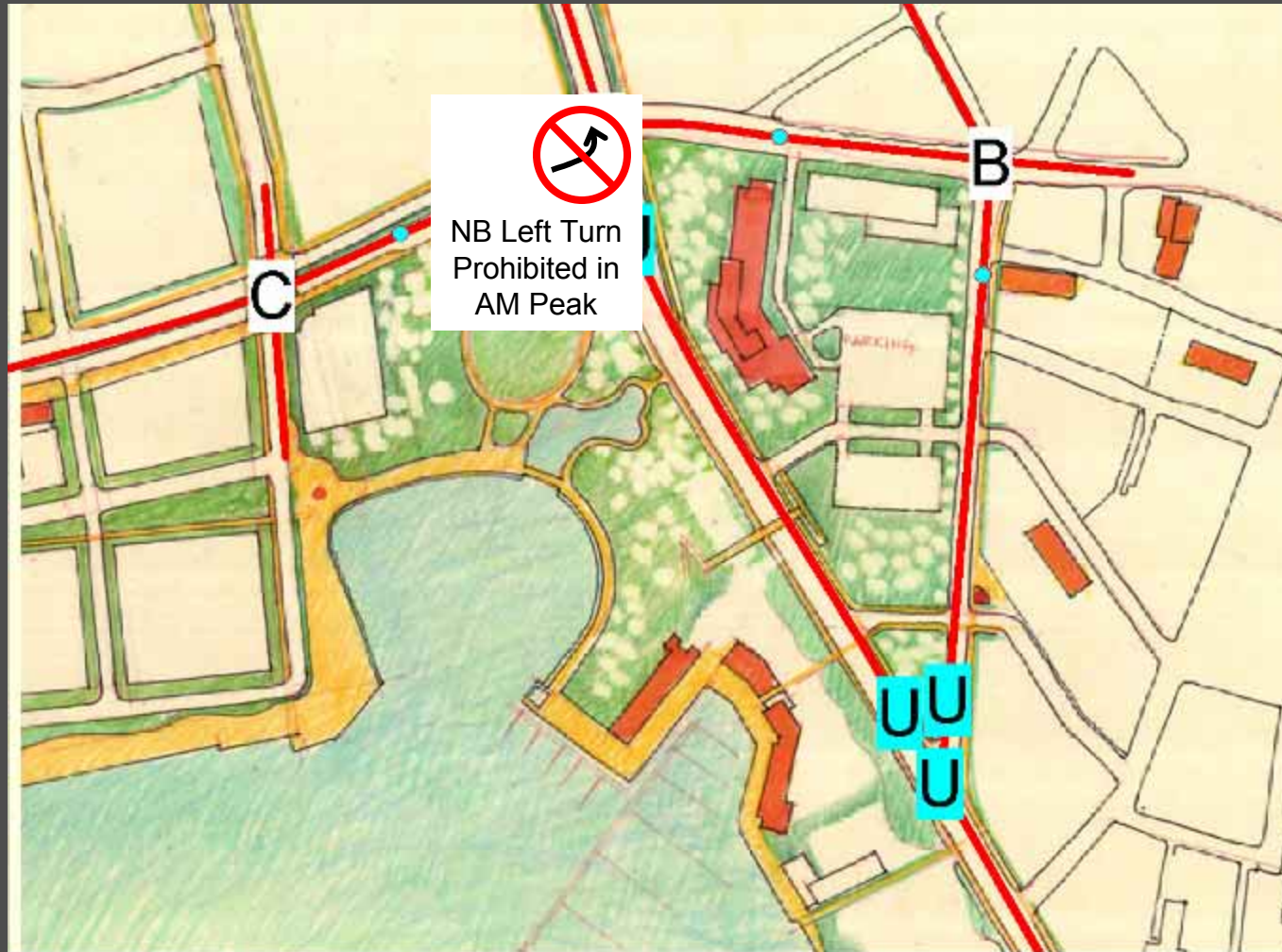
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Future Conditions







Projected AM Levels of Service, 2011 volumes

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## Next Steps

- Phasing Plan
- Zoning Overlay
- Cost Estimate
- Implementation Strategy
- Presentation to City Council
- Future Action Plan
  - Detailed Traffic Study
  - Harbor Plan
  - Coordination with State Agencies
  - Legislative Process for Project Support
  - Funding
  - Public/Private Partnerships
  - Build It!



## Lynn's Reclaimed Waterfront

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