

Winthrop Centre Business District and Middle School

Master Plan and Vision Study Community Meeting June 28, 2016



Imagery: Google, 2016



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Tonight's Agenda

Historical Context

Study and Process Overview

Vision for Winthrop Centre

Strategies for Middle School

Next Steps



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Historical Context

When was Winthrop's "Heyday" ?



Historical Context

Findings: Collins Center Report, 2014

- **Winthrop vs. Beverly, Chelsea, Hull, Revere, Salem, Swampscott**
 - ONLY to lose jobs over 1990-2010; Hull had half the number of jobs as Winthrop in 1990, now reaching parity (~1700)
 - 0.18 jobs/resident in the labor force (LOWEST)
 - Between 1990-2012, absolute number of *working residents* was -733; ONLY to decline. Compare to: Revere +3,122 and Salem +2,742
 - Winthrop and Hull only two communities losing population; Chelsea (22.5%, Revere (21%), Salem (8.5%), Winthrop (-14%)
 - Median education levels and HH income lower than SWA's
 - ONLY community with just one business 50+ employees
 - 2nd LOWEST share of residents working from home (1.9% vs. 4.2% SWA)
 - Average transit commute time (47.6 min) vs Rev/Chels 44 and Salem/Swamps 55)
 - Collects LOWEST share of revenue from commercial taxes (7%)
 - LEAST revenue available per capita (\$2,738/per capita)

Historical Context

Findings: Collins Center Report, 2014

LOCAL REVENUES Per Capita (FY2013)

	<u>Prop Tax</u>	<u>All Rev</u>
Winthrop	\$1,420	\$2,738
Beverly	\$2,065	\$3,094
Chelsea	\$1,171	\$4,023
Everett	\$2,094	\$4,075
Hull	\$2,384	\$3,660
Revere	\$1,313	\$3,054
Salem	\$1,811	\$3,309
Swampscott	\$3,147	\$4,264

Source: Massachusetts Department of Revenue

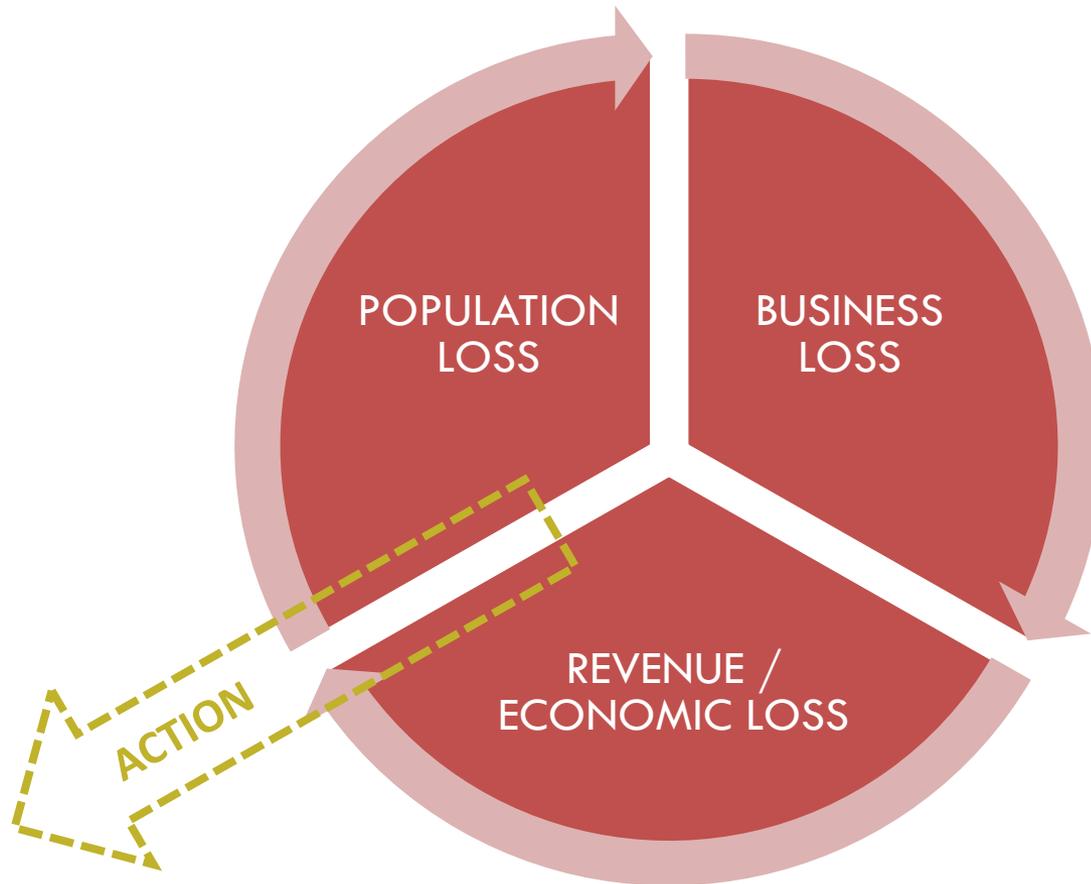
Historical Context

Findings: Collins Center Report, 2014

- **What This Means for Winthrop:**
 - Loss of 2,800 residents between 1975-2010 = local spending power reduced by \$31.2M+.
Businesses struggle to survive.
 - Businesses close, new businesses are slow to move in: Survey finds only 7 businesses have opened since 2009.
 - Population decline + low median HH income = \$204M retail leakage (68%)
 - Few local jobs = low daytime foot traffic → additional stress to local biz
 - *“Employers are finding that the type of workers they are most seeking (i.e. those with backgrounds in technology and science) desire shorter commutes and want to work in environments with active street life where they can go out during lunch or immediately following the end of the work day.”*
 - **Troubling cycle: population declines → business/retail struggles → less attractive to young / educated workers → population declines →**

Historical Context

Breaking the Cycle



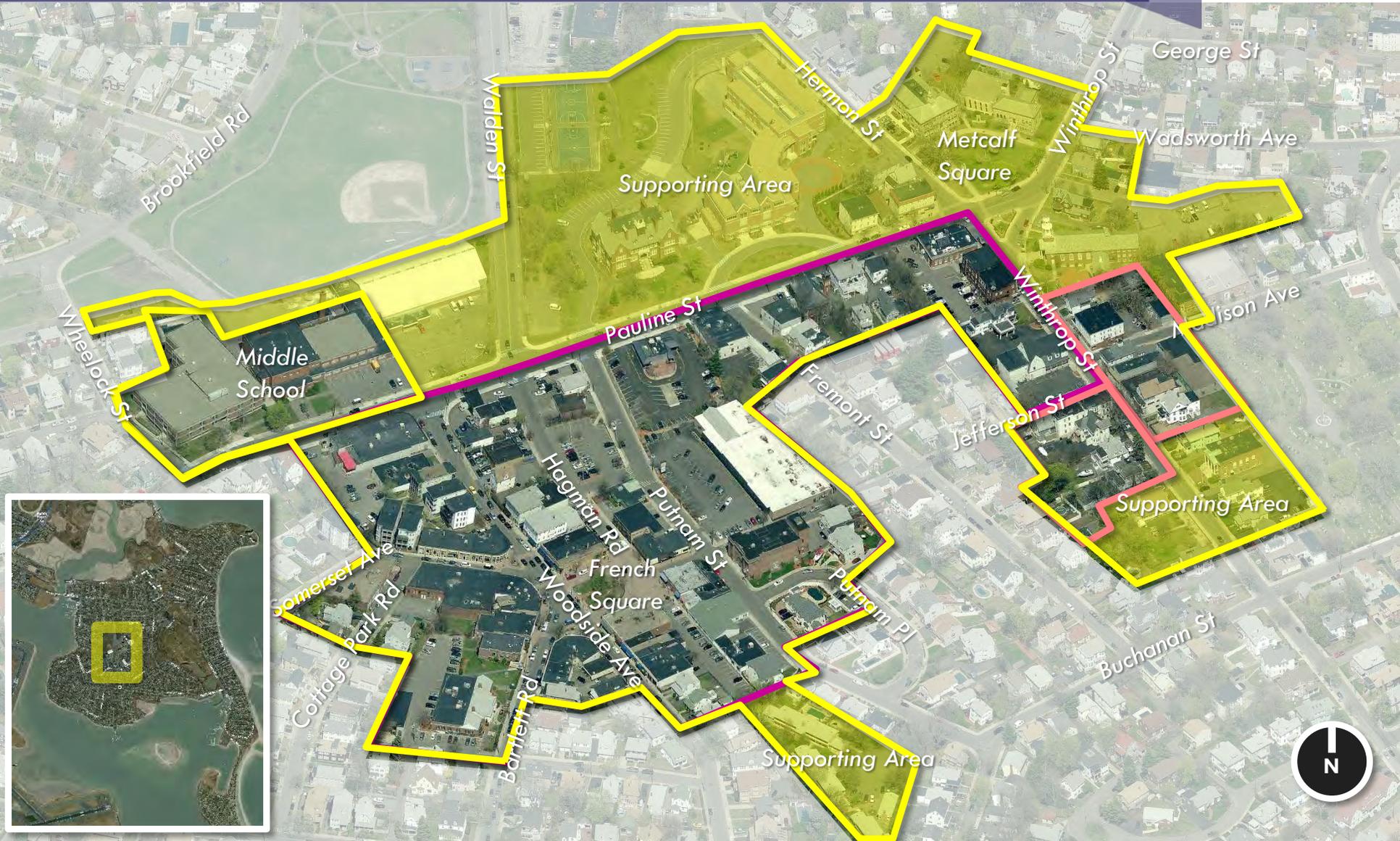
Study and Process Overview



MONTHS

YEARS

Winthrop Centre Study Area



Summary of Feedback from Meeting #1

Your Priorities for Winthrop Centre:

- 1) Market-rate Residential - 24/7 use, activity, critical mass
- 2) Youth Center, Rec. Center or Fitness Center
- 3) Beautify presentation of CBD
- 4) Grocery store/supermarket
- 5) Artist collaborative, coops, or live-work
- 6) Youth Center, More open space
- 7) Innovation Center
- 8) Mixed-use throughout CBD
- 9) Help/fund owners to renovate/improve buildings
- 10) Retain Winthrop feel
- 11) Improved Transportation and connectivity
- 12) Places to go – outdoor dining, music venues, clothing stores

Winthrop Centre Vision

Community Priority Focus Areas:

- **Improved Appearance**
 - Façade and storefront improvements, reinvestment/redevelopment, streetscape, signage, beautification and cleanliness
- **Increase Patrons**
 - Critical mass of residential for 24/7 activity, increase local spending, attract visitors to Winthrop Centre, enhance local shops/services provided
- **Support Community Youth**
 - Build on existing recreation amenities and strengthen with youth center/recreation center, youth and family-oriented activities
- **Activate the Centre**
 - Active uses, outdoor dining, arts, music/performance venue, artist live/work
- **Enhance Access and Convenience**
 - Consider district parking management, improve signage and access to Centre, enhance walkability

Winthrop Centre Vision

Draft Strategies:

	Short Term	Long Term
Improved Appearance	<ul style="list-style-type: none"> • Façade improvement program • Adopt a sidewalk/planter program 	<ul style="list-style-type: none"> • Redevelopment strategy/incentives • Streetscape/public realm investments
Increase Patrons	<ul style="list-style-type: none"> • Enhance signage to Centre • Increase events/promotions 	<ul style="list-style-type: none"> • Add to residential units near district • Encourage mixed-use redevelopment
Support Community Youth	<ul style="list-style-type: none"> • Increase youth-oriented events/activities • Enhance safety and walkability 	<ul style="list-style-type: none"> • Youth center/recreation center • Youth programs
Activate the Centre	<ul style="list-style-type: none"> • Calendar of events/festivals/activity • Enhance public spaces and sidewalks with more seating/amenities/art 	<ul style="list-style-type: none"> • Recruit more restaurants/shops • Expand public realm/sidewalks at center of French Square • Connect local arts with programming in the Centre
Enhance Access and Convenience	<ul style="list-style-type: none"> • Encourage open and shared parking across all lots in the district • Explore district-wide parking management • Enhance walkability with district maps, safe sidewalks/crossings 	<ul style="list-style-type: none"> • Manage parking district-wide • Increase parking efficiency and use • Remove parking no longer needed • Provide clear signage to parking locations
	<ul style="list-style-type: none"> • YOUR IDEAS ... 	YOUR IDEAS ...

Areas of Focus Based on Community Priorities

Woodside Ave
Winthrop, Massachusetts
Street View - Sep 2011

Improved Appearance

*Well-designed signage/awnings
integrated with building facade*

*Active storefront with displays
or temporary signage*

Landscape and amenities

Outdoor seating/activity

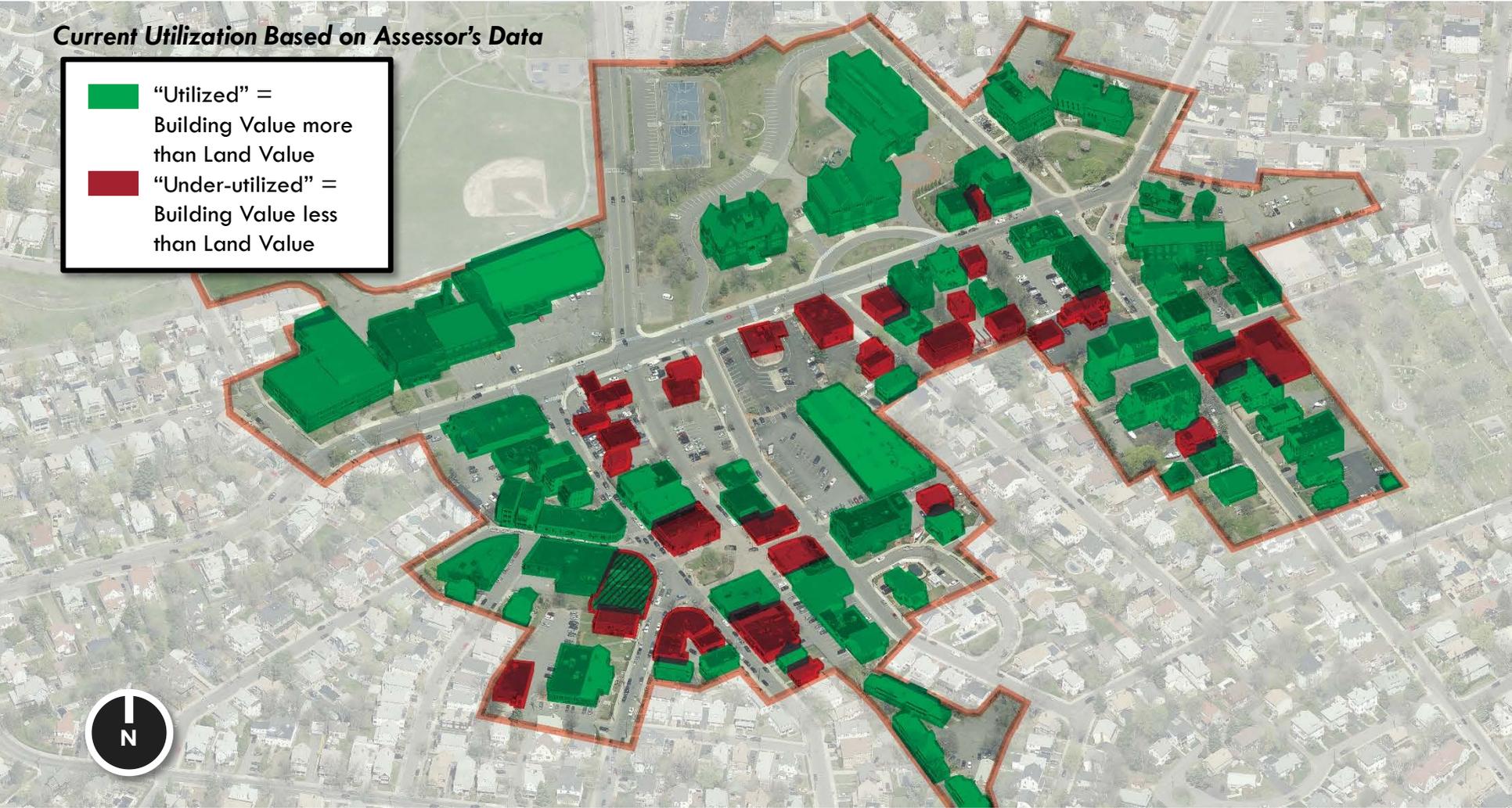
Areas of Focus Based on Community Priorities

Improved Appearance

Current Utilization Based on Assessor's Data

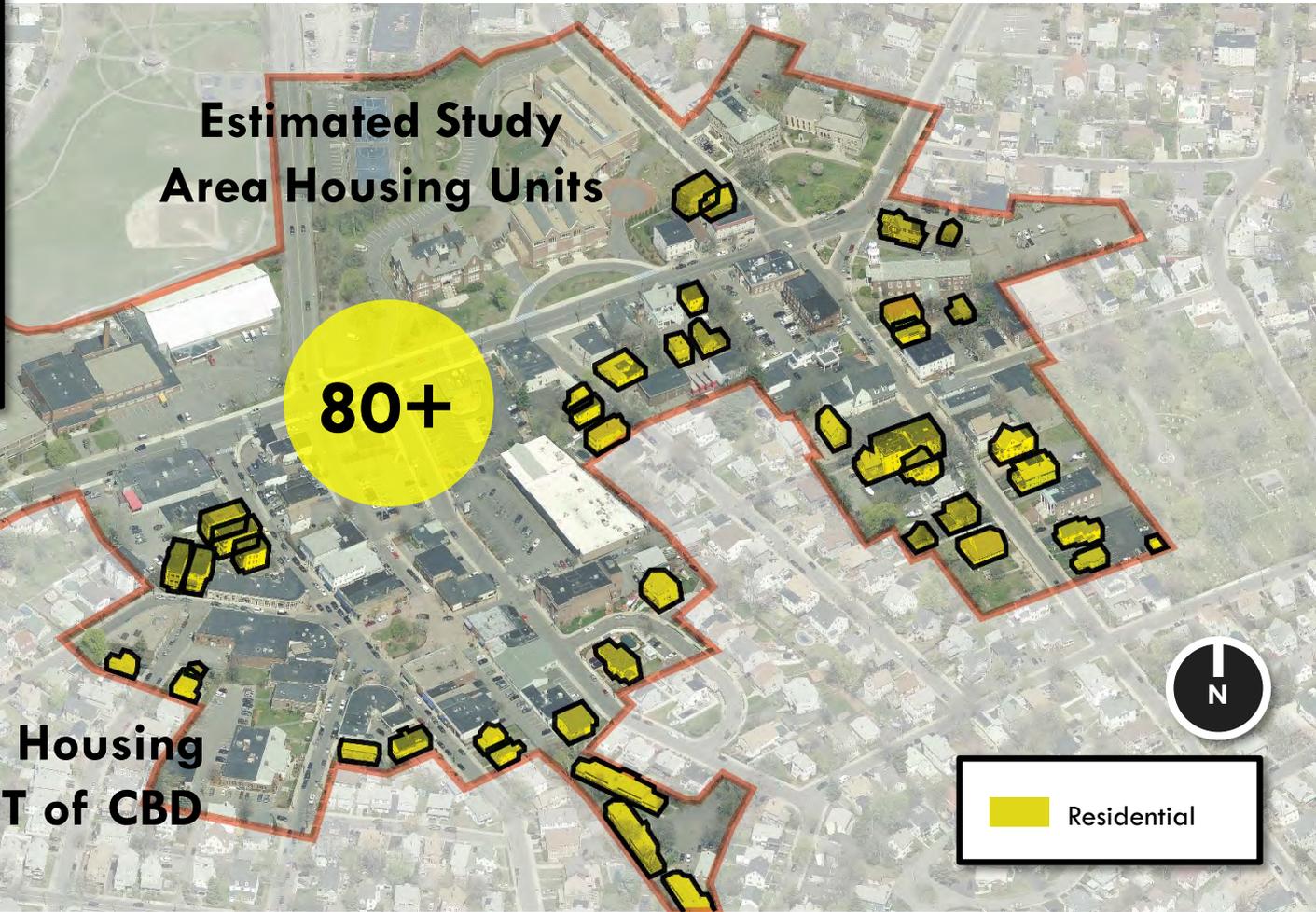
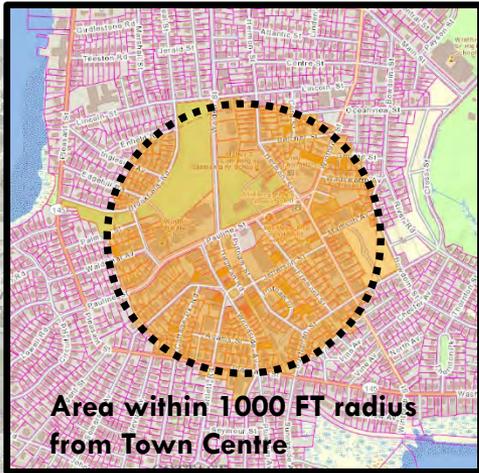
 "Utilized" =
Building Value more
than Land Value

 "Under-utilized" =
Building Value less
than Land Value



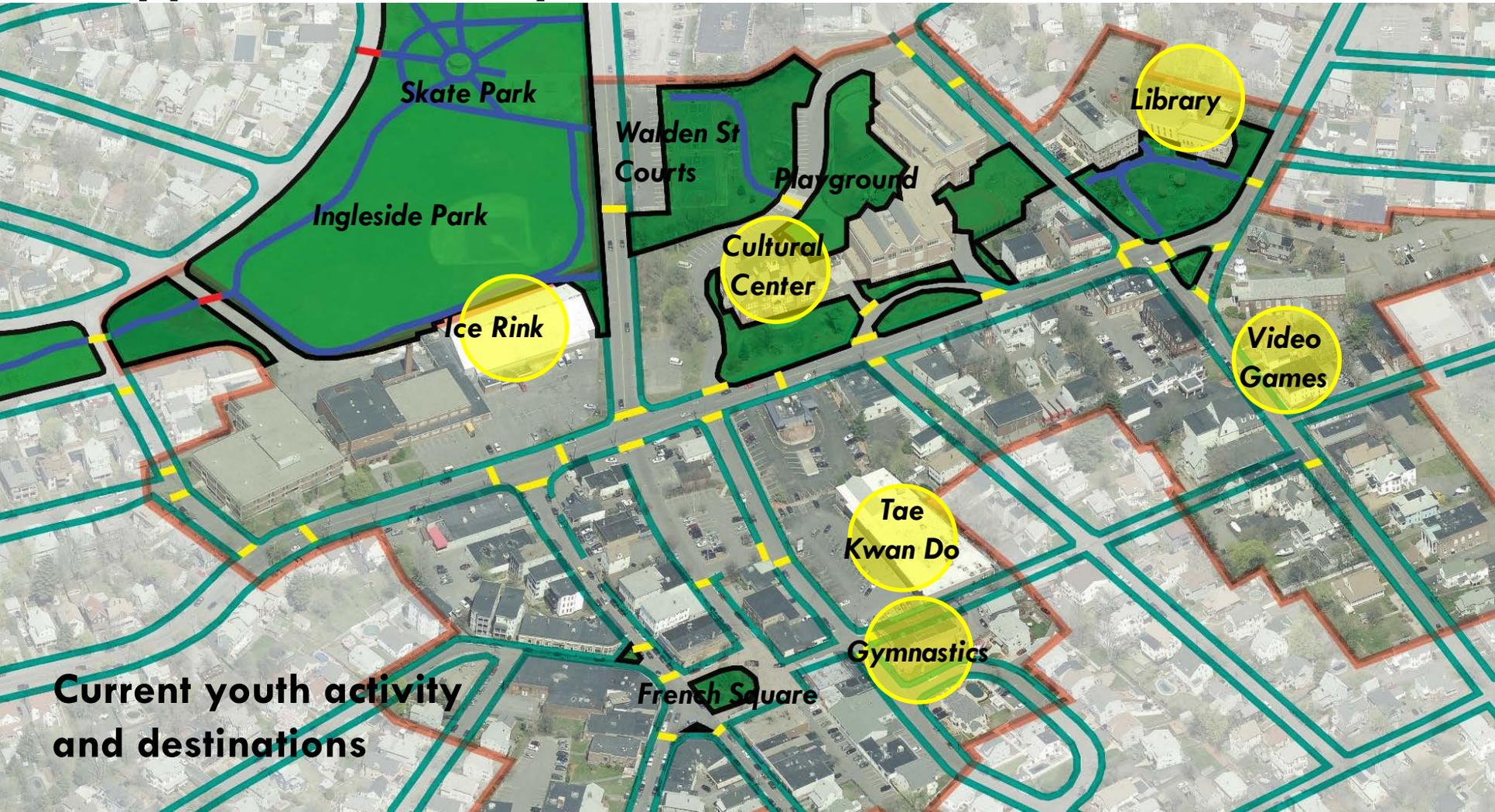
Areas of Focus Based on Community Priorities

Increase Patrons



Areas of Focus Based on Community Priorities

Support Community Youth



Areas of Focus Based on Community Priorities

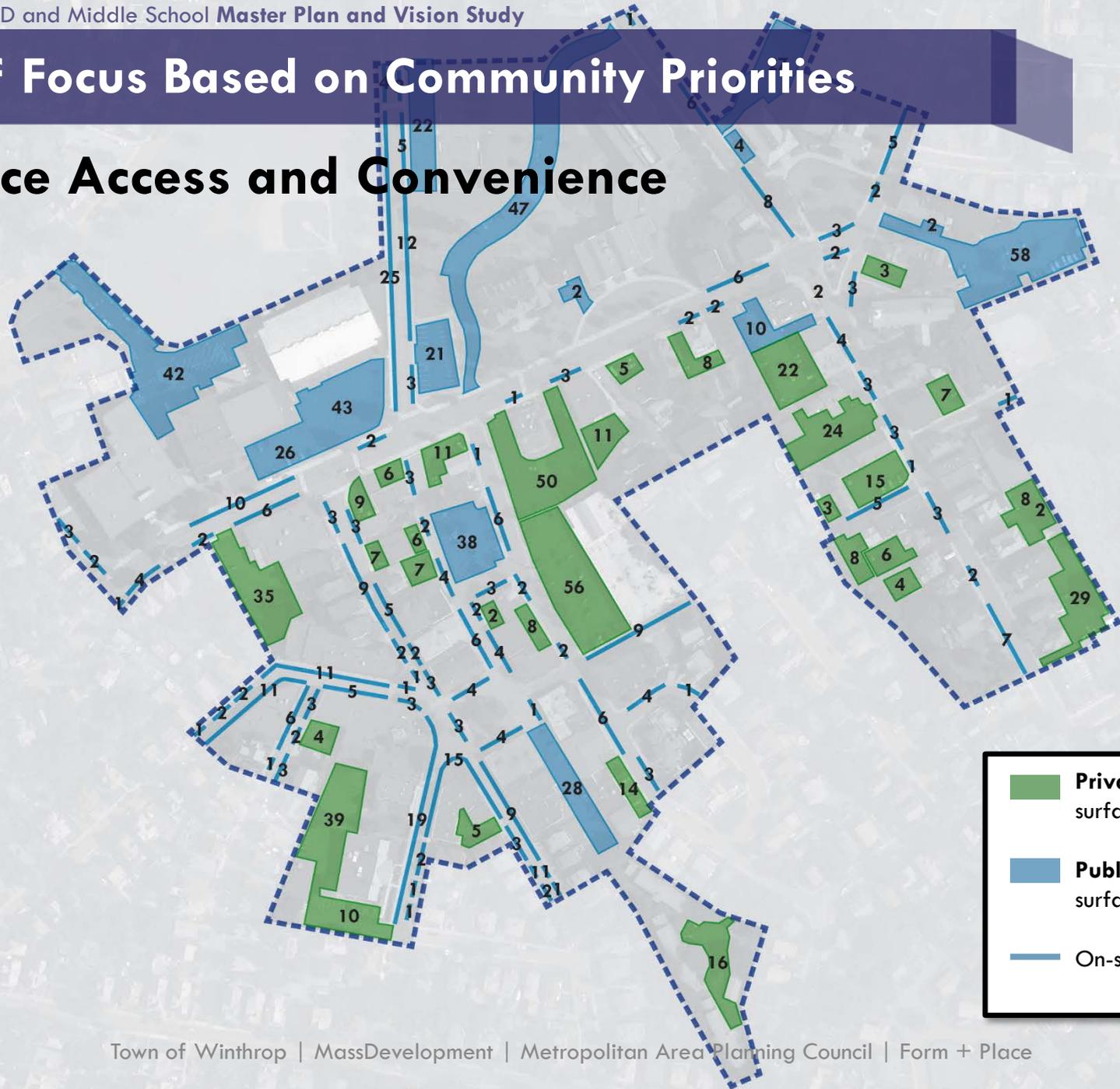
Activate the Centre



Existing uses that contribute to a critical mass of walkable destinations / shops / restaurants

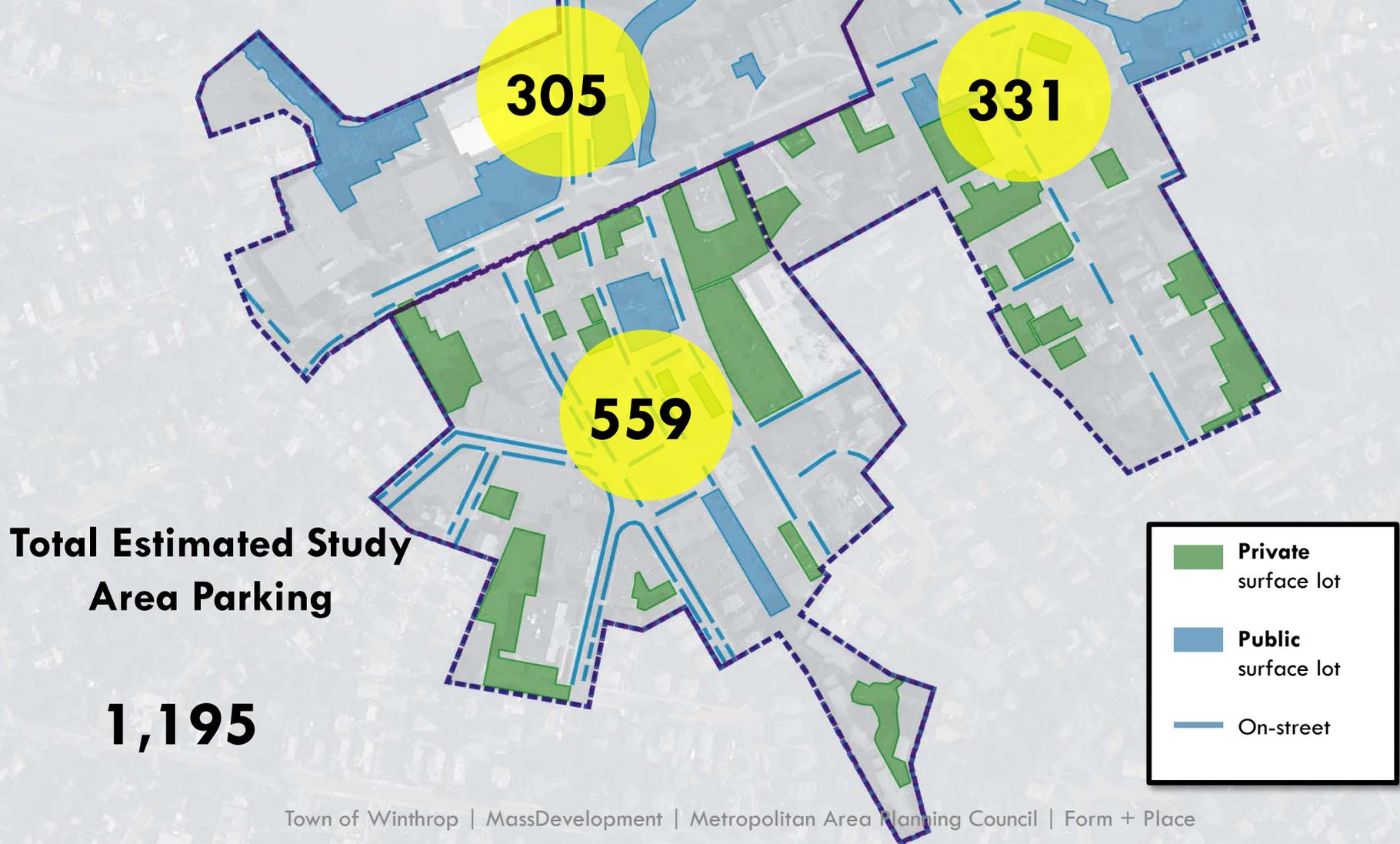
Areas of Focus Based on Community Priorities

Enhance Access and Convenience

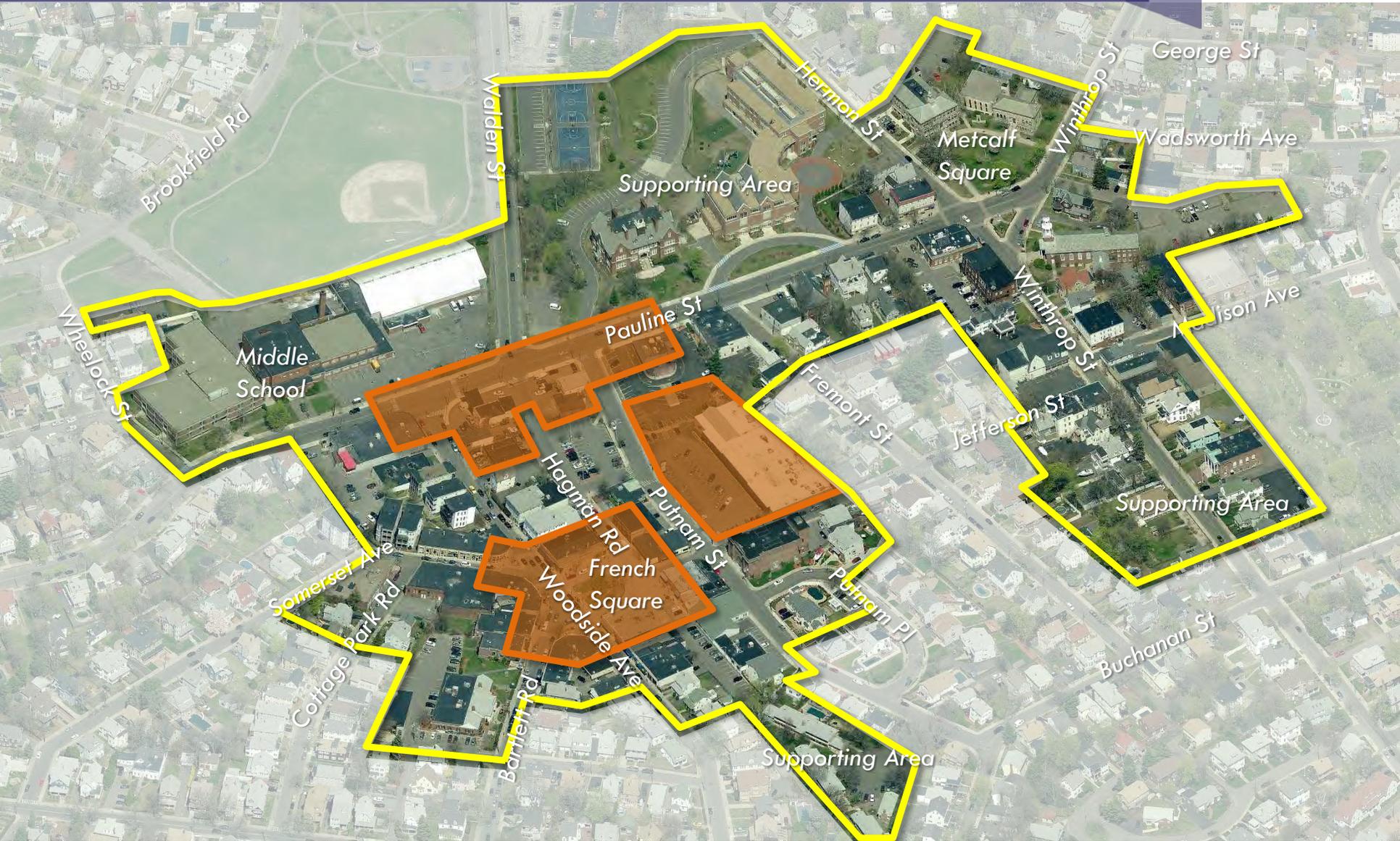


Areas of Focus Based on Community Priorities

Enhance Access and Convenience



Key Opportunity Areas



Vision for the Future



Vision for the Future

Draft Vision Statement:

Winthrop Centre is an **attractive** and **quaint** New England seaside town center with unique and **active local businesses, engaging attractions** for community youth, **vibrant activities** and **convenient access** in a **walkable** area.

Winthrop Centre Business District and Middle School

Master Plan and Vision Study

Strategies for Middle School

Imagery: Google, 2016

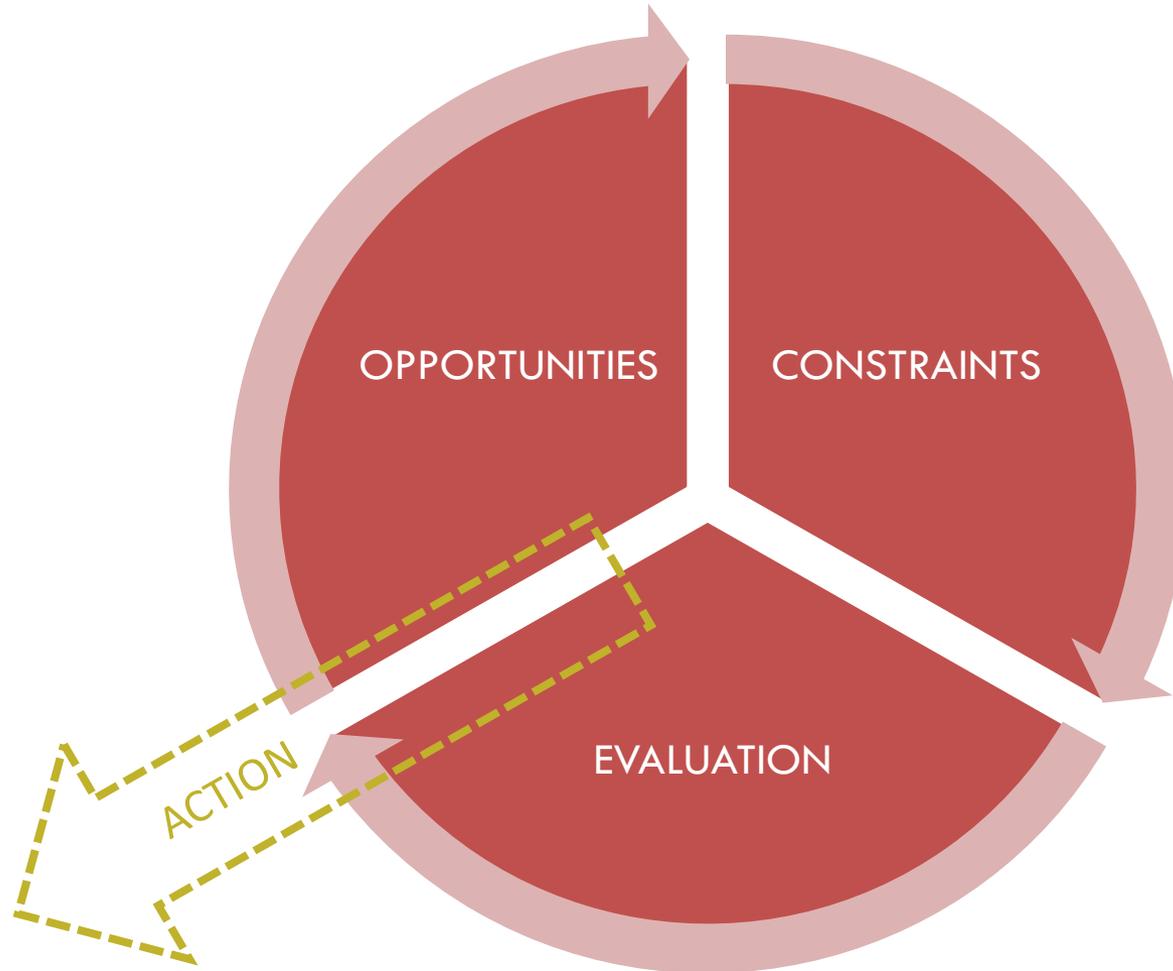


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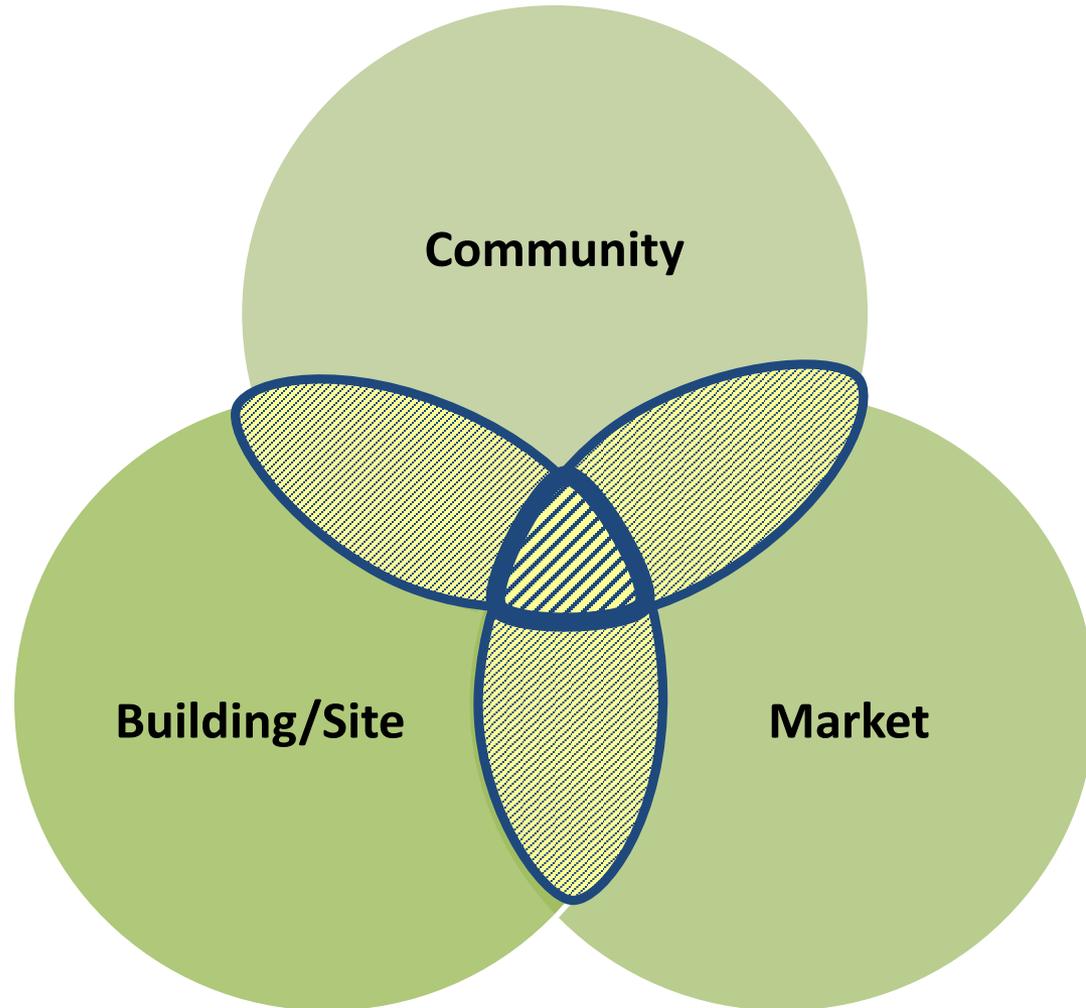
Winthrop Middle School

The Project is a Process



Winthrop Middle School

Finding the “Sweet Spot”



Winthrop Middle School

- **Market Analyst Feedback**
 - Commercial, residential and other uses
 - Distilling community input
 - Market-based uses & community-based amenities
- **Summary of Due Diligence Findings**
 - Challenges for reuse of existing buildings
 - Triggering code compliance / Accessibility issues
- **Diagramming the Repositioning of the Middle School Site**
 - Relationship to the CBD and the Park
 - 3 Conceptual design approaches

Summary of Feedback from Meeting #1

Your Priorities for Middle School:

1. Youth Center/Community Center
2. Pool – indoor pool/community pool
3. Consider demolition of all buildings – for better design/function
4. Maker space, incubator for companies to grow into
5. Space for arts – musicians, poets, creative economy
6. Gymnastics program – climbing wall, weight room
7. Artist live/work space or co-op
8. Business/commercial development and money
9. Climbing wall
10. Housing of some form
11. Don't just develop housing
12. Bring people in with better transportation – town shuttle

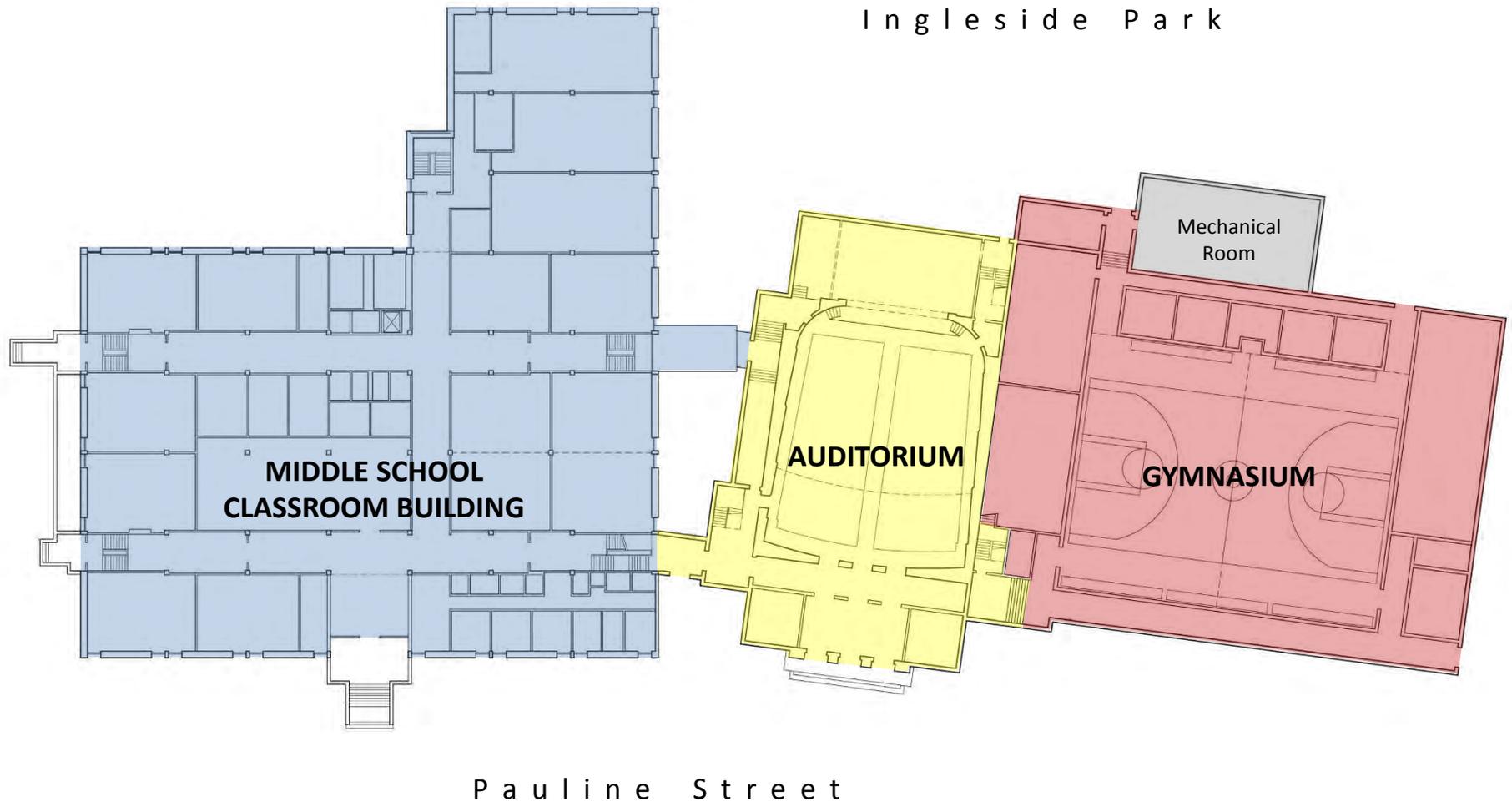
Winthrop Middle School

Community-based and Market-based Uses

Market-based Uses	Community-based Uses/Benefits
Housing	Youth Center
Co-work space	Community Center
Retail/Restaurants	Pool
Neighborhood-scale commercial	Maker Space
	Innovation Center
	Space for the Arts

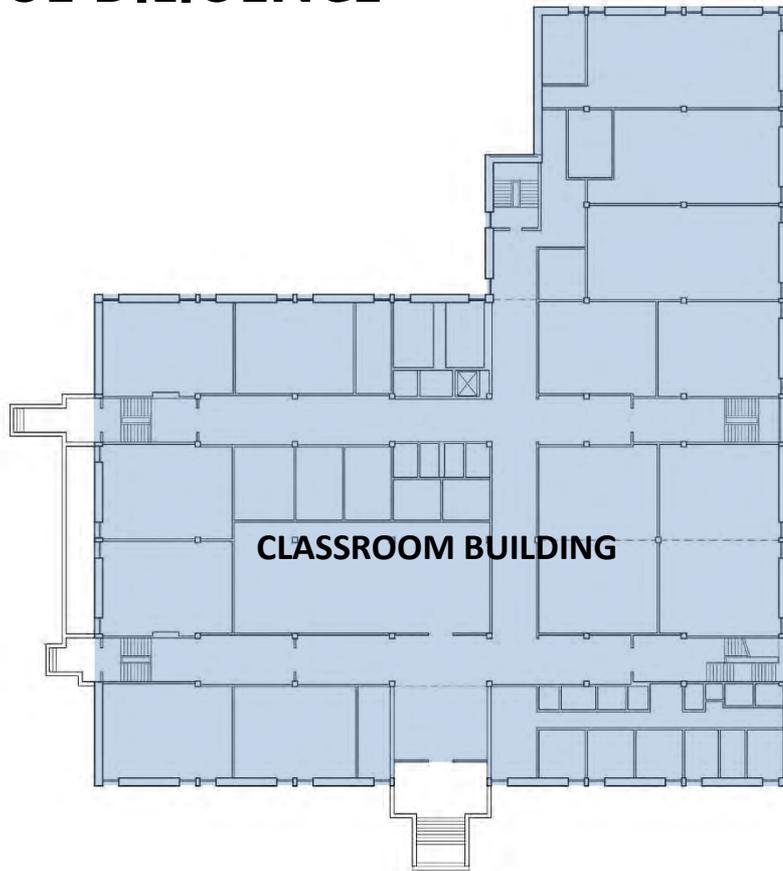
Winthrop Middle School

DUE DILIGENCE



Winthrop Middle School

DUE DILIGENCE



CLASSROOM BUILDING CHALLENGES

Full code compliance required if change of use or if renovations exceed 30% of assessed value of building.

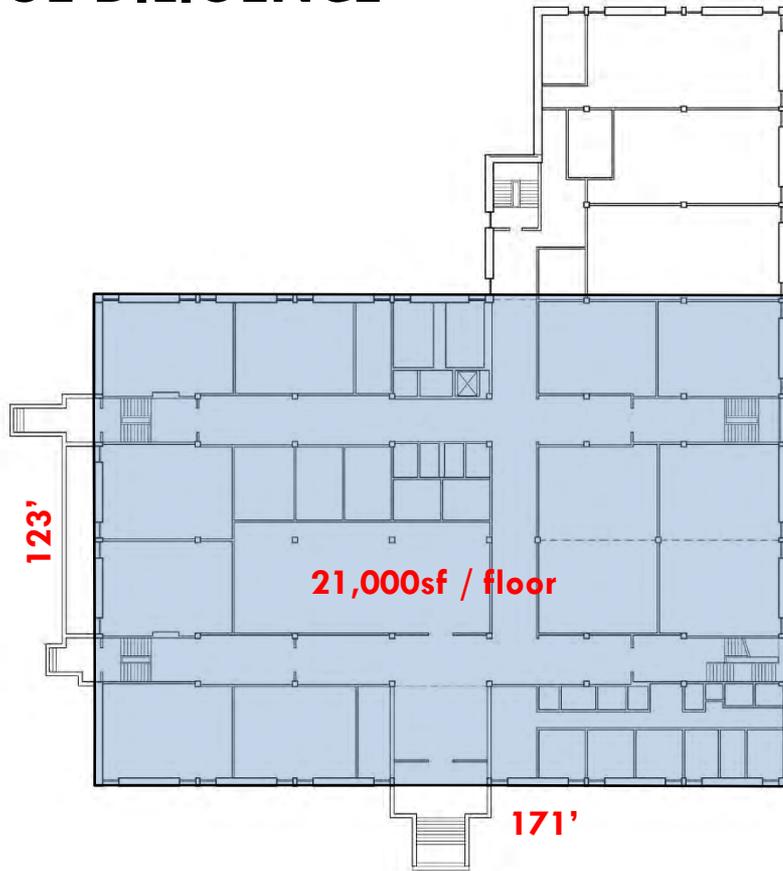
Key issues:

- Relationship to grade [7'-0"+ at main entry]
- 24' x 24' structural grid
- 10'-6" Floor to floor height [8'-6" fl. to clg.]
- Small windows [not much natural light]
- Stairs – location, not enclosed, etc.
- Elevator – location, size, etc.
- Bathrooms – location, accessibility, etc.
- Mechanical systems
- Sprinklers

Pauline Street

Winthrop Middle School

DUE DILIGENCE



COMMERCIAL [OFFICE /RETAIL] REUSE

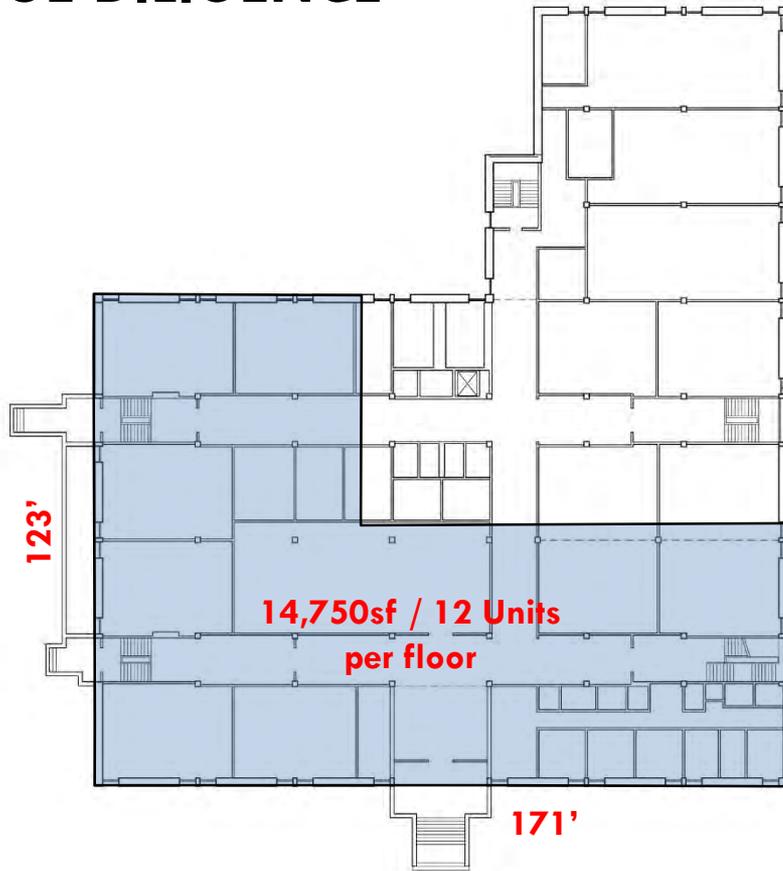
Key issues:

- **Entry / Accessibility**
- **Preferred comm. structural bay = 30' wide**
- **Preferred office floor to floor = 13'-0" min.**
- **Preferred retail floor to floor = 16'-0" min.**
- **123' depth challenging with little natural light [basement level largely underground]**
- **Vertical circulation cores completely reworked**
- **Bathrooms relocated and upgraded**
- **New mechanical systems required**
- **Add sprinkler system; Verify fire separation from other buildings**

Pauline Street

Winthrop Middle School

DUE DILIGENCE



RESIDENTIAL REUSE

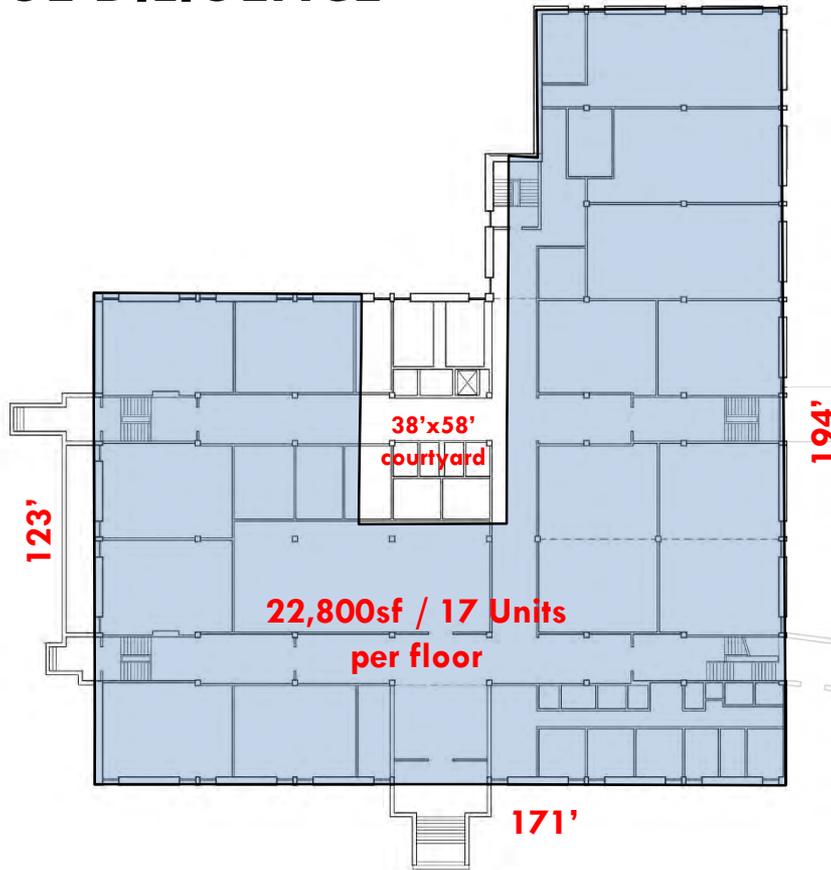
Key issues:

- **Entry / Accessibility**
- **Structural bay not ideal for units or parking**
- **Only two levels usable for units [24 total] [lobby / parking below]**
- **Vertical circulation cores completely reworked**
- **New mechanical systems required**
- **Add sprinkler system; Verify fire separation from other buildings**

Pauline Street

Winthrop Middle School

DUE DILIGENCE



RESIDENTIAL REUSE

Key issues:

- Entry / Accessibility
- Structural bay not ideal for units or parking
- Only two levels usable for units [34 total] [lobby / parking below]
- Vertical circulation cores completely reworked
- New mechanical systems required
- Add sprinkler system; Verify fire separation from other buildings
- Inefficient layout [2 inside corners]
- Courtyard too small / Privacy issues
- Proximity to Auditorium building problematic

Pauline Street

Winthrop Middle School

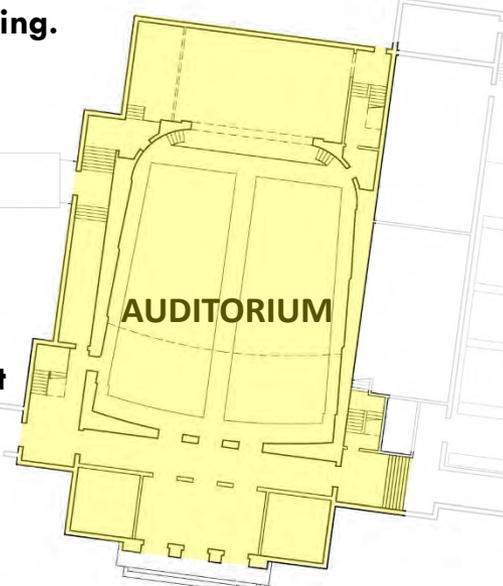
DUE DILIGENCE

AUDITORIUM CHALLENGES

Full code compliance required if change of use or if renovations exceed 30% of assessed value of building.

Key issues:

- Relationship to grade at main entry
- Accessible seating [1:10 slope / location]
- Egress - capacity
- Bathrooms – accessibility
- Mechanical systems – no cooling
- Sprinklers; Fire separation issues from adjacent buildings
- General disrepair: seats, etc.



Pauline Street

Winthrop Middle School

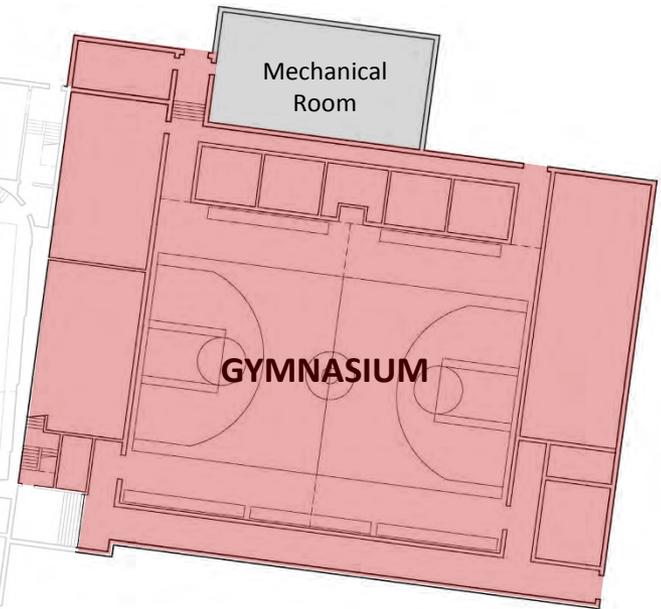
DUE DILIGENCE

GYMNASIUM CHALLENGES

Full code compliance required if change of use or if renovations exceed 30% of assessed value of building.

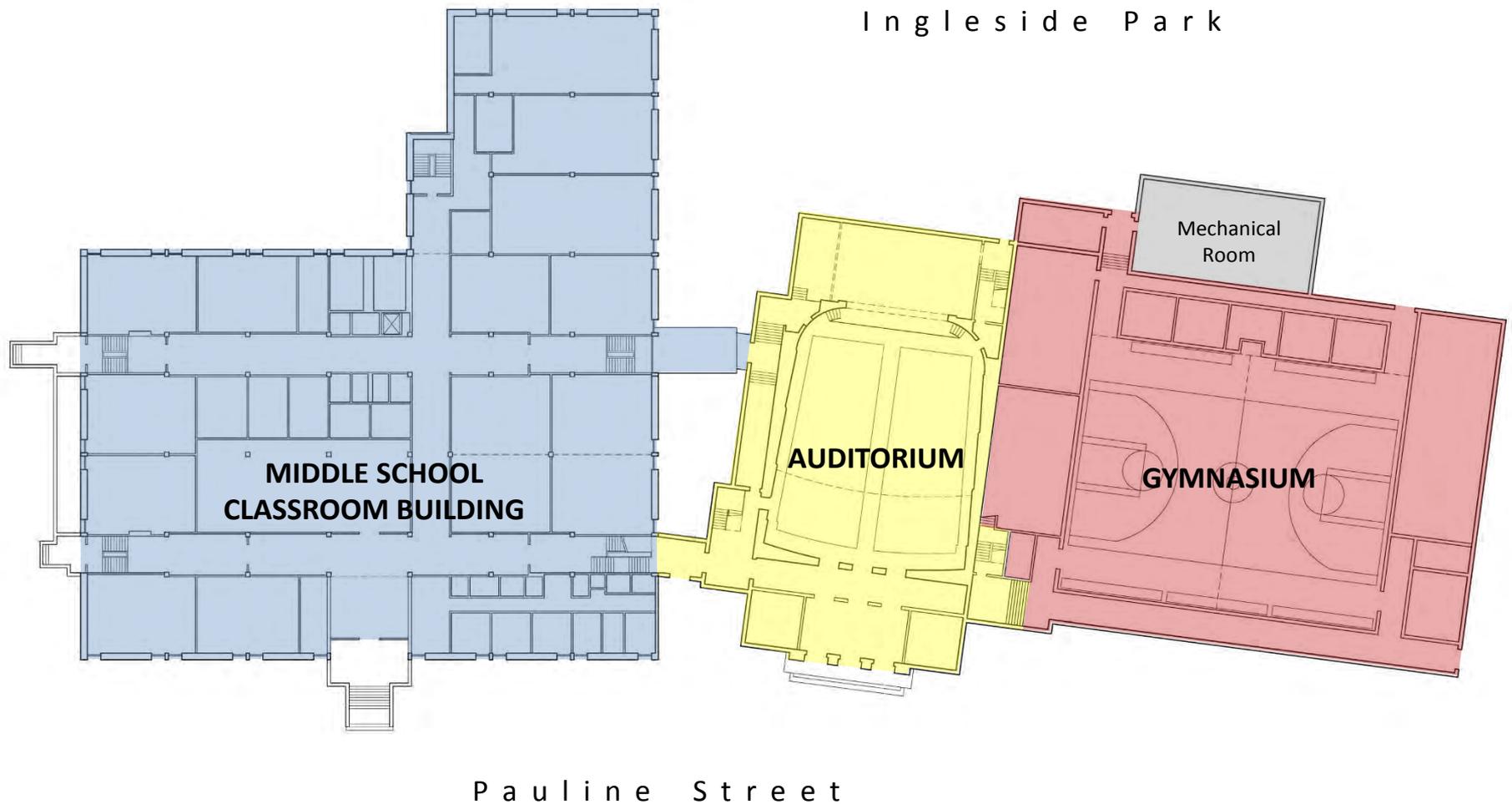
Key issues:

- Pauline Street façade / Entry off parking lot
- Bathrooms – accessibility
- Mechanical systems need to be upgraded
- Sprinklers; Fire separation issues from adjacent buildings
- General disrepair of supporting rooms



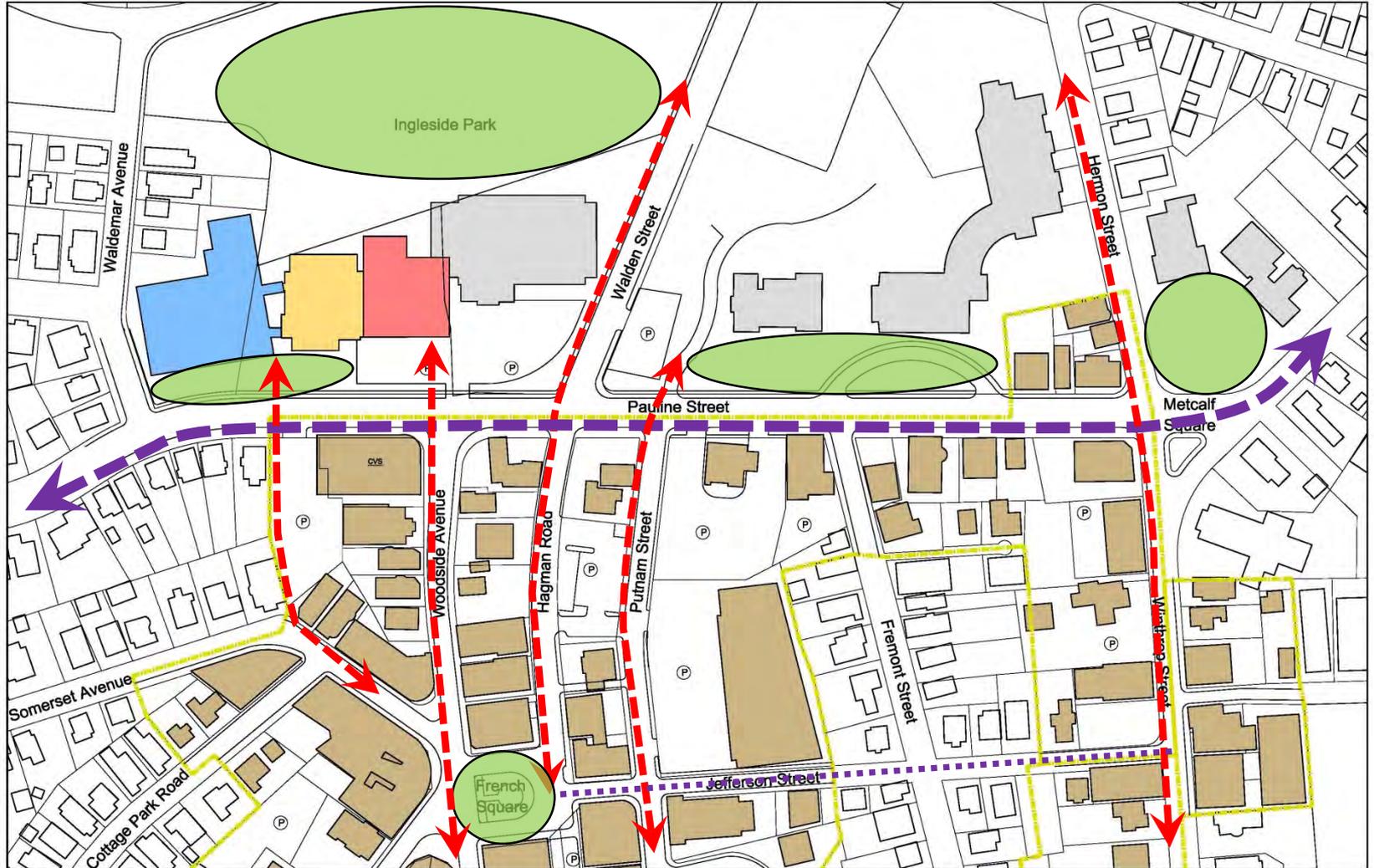
Winthrop Middle School: Due Diligence

DUE DILIGENCE



Winthrop Middle School

SITE: RELATIONSHIP TO THE CBD



Winthrop Middle School

SITE: EXISTING CONDITIONS



Winthrop Middle School

SITE: EXISTING CONDITIONS



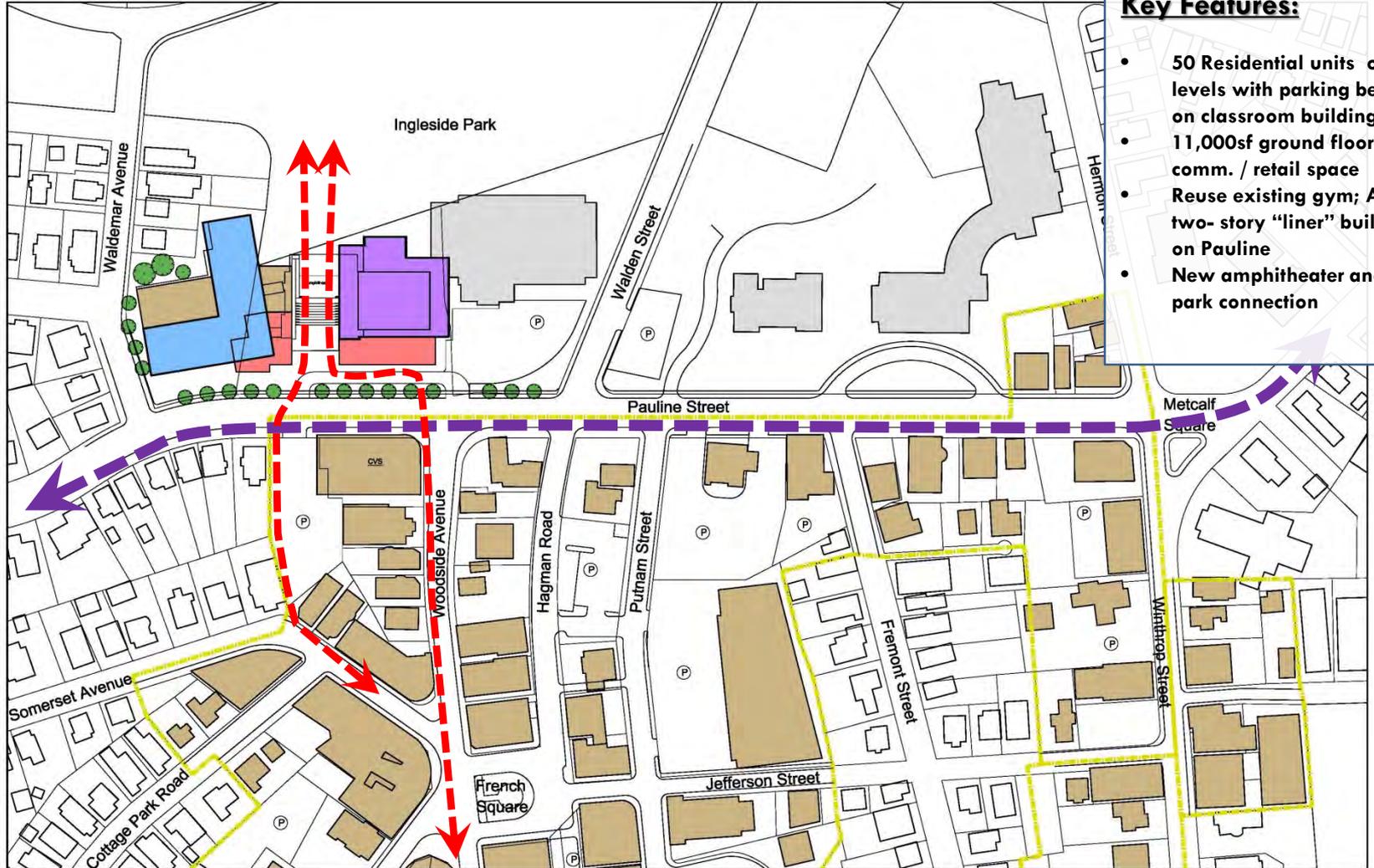
Winthrop Middle School

SITE: EXISTING CONDITIONS



Winthrop Middle School

SITE: DIAGRAM 1



Key Features:

- 50 Residential units on 3+ levels with parking below on classroom building site
- 11,000sf ground floor comm. / retail space
- Reuse existing gym; Add two-story "liner" building on Pauline
- New amphitheater and park connection

Winthrop Middle School

SITE: DIAGRAM 1



Winthrop Middle School

SITE: DIAGRAM 1



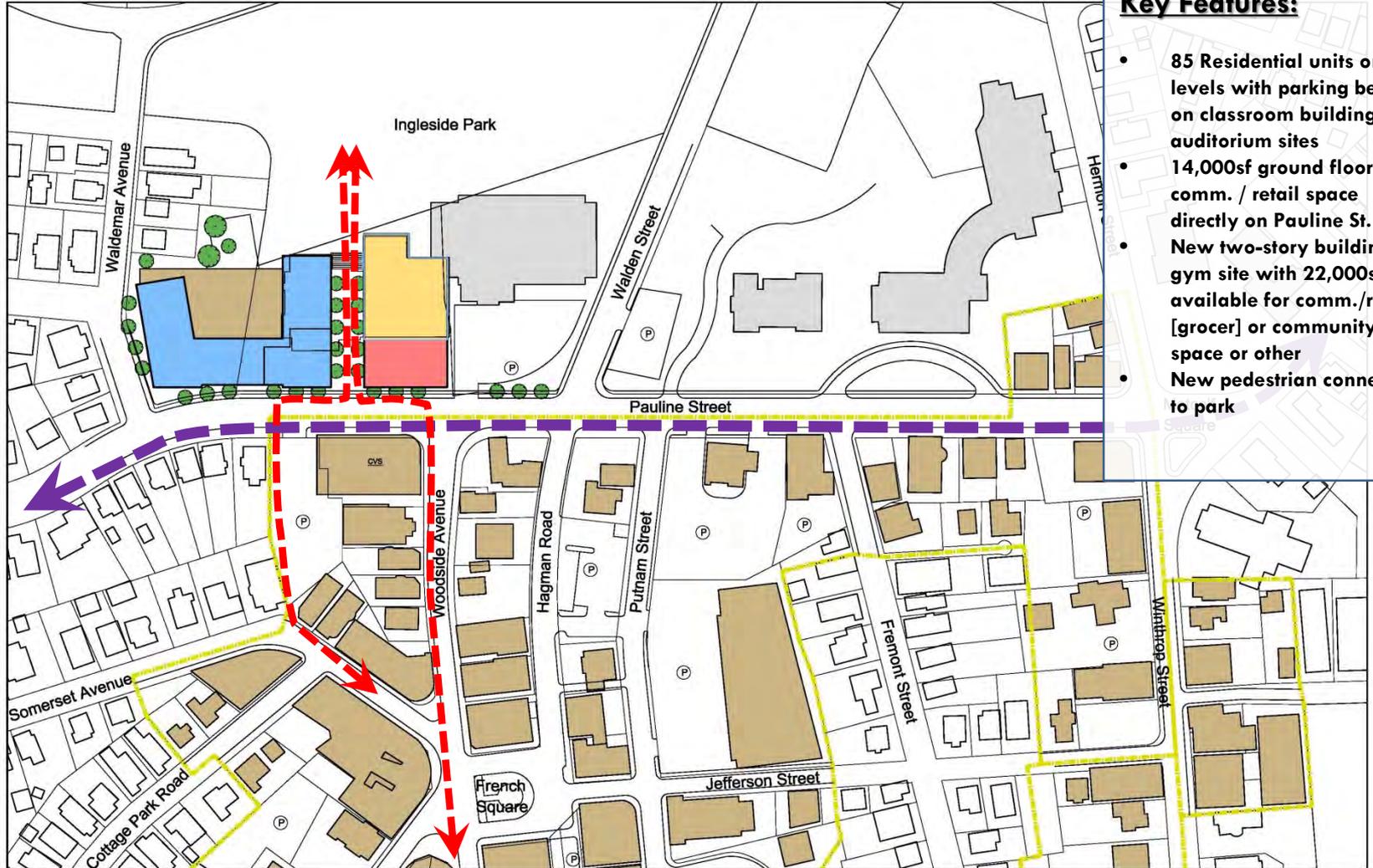
Winthrop Middle School

SITE: DIAGRAM 1



Winthrop Middle School

SITE: DIAGRAM 2



Key Features:

- 85 Residential units on 3+ levels with parking below on classroom building & auditorium sites
- 14,000sf ground floor comm. / retail space directly on Pauline St.
- New two-story building on gym site with 22,000sf available for comm./retail [grocer] or community flex space or other
- New pedestrian connection to park

Winthrop Middle School

SITE: DIAGRAM 2



Winthrop Middle School

SITE: DIAGRAM 2



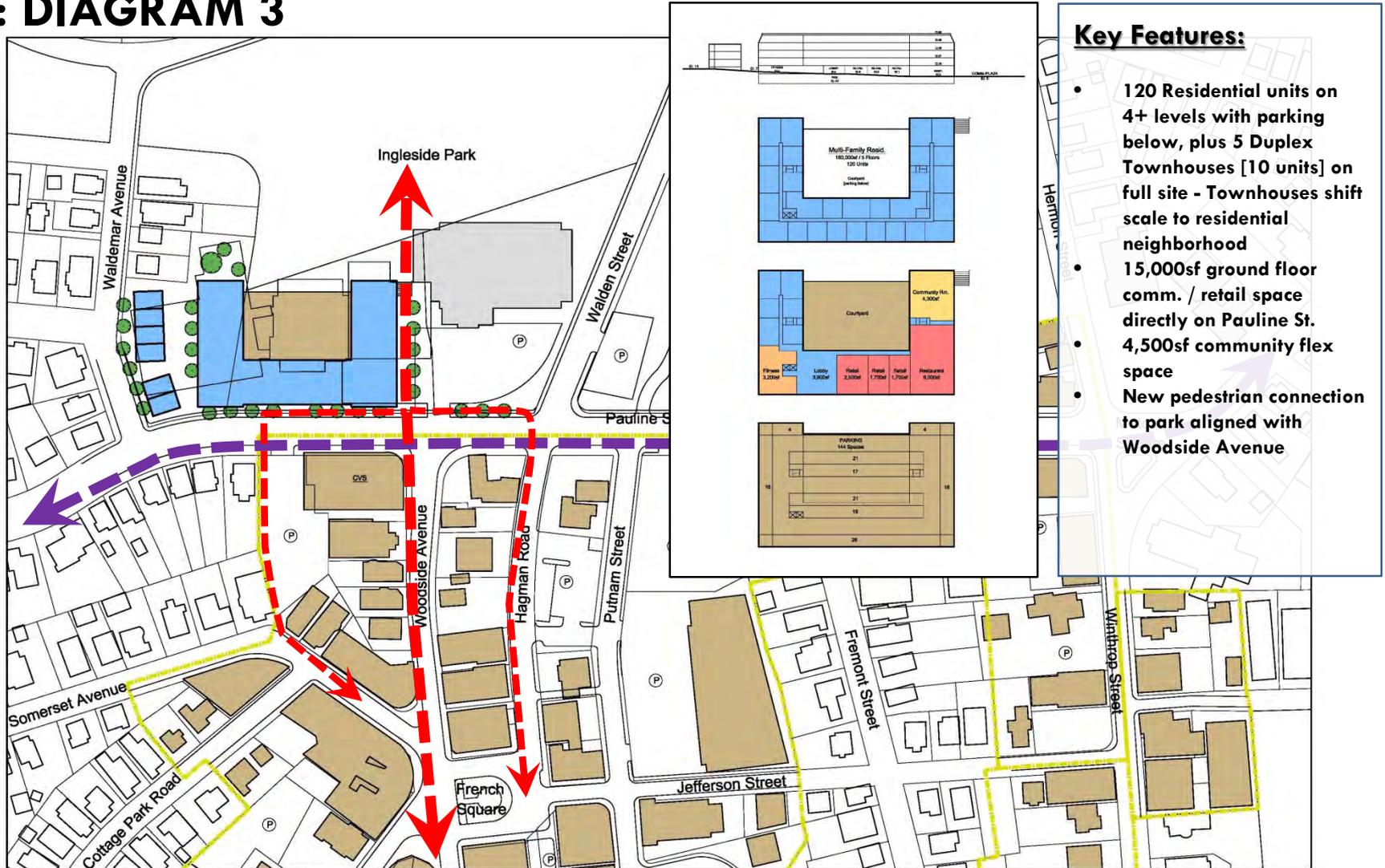
Winthrop Middle School

SITE: DIAGRAM 2



Winthrop Middle School

SITE: DIAGRAM 3



Key Features:

- 120 Residential units on 4+ levels with parking below, plus 5 Duplex Townhouses [10 units] on full site - Townhouses shift scale to residential neighborhood
- 15,000sf ground floor comm. / retail space directly on Pauline St.
- 4,500sf community flex space
- New pedestrian connection to park aligned with Woodside Avenue

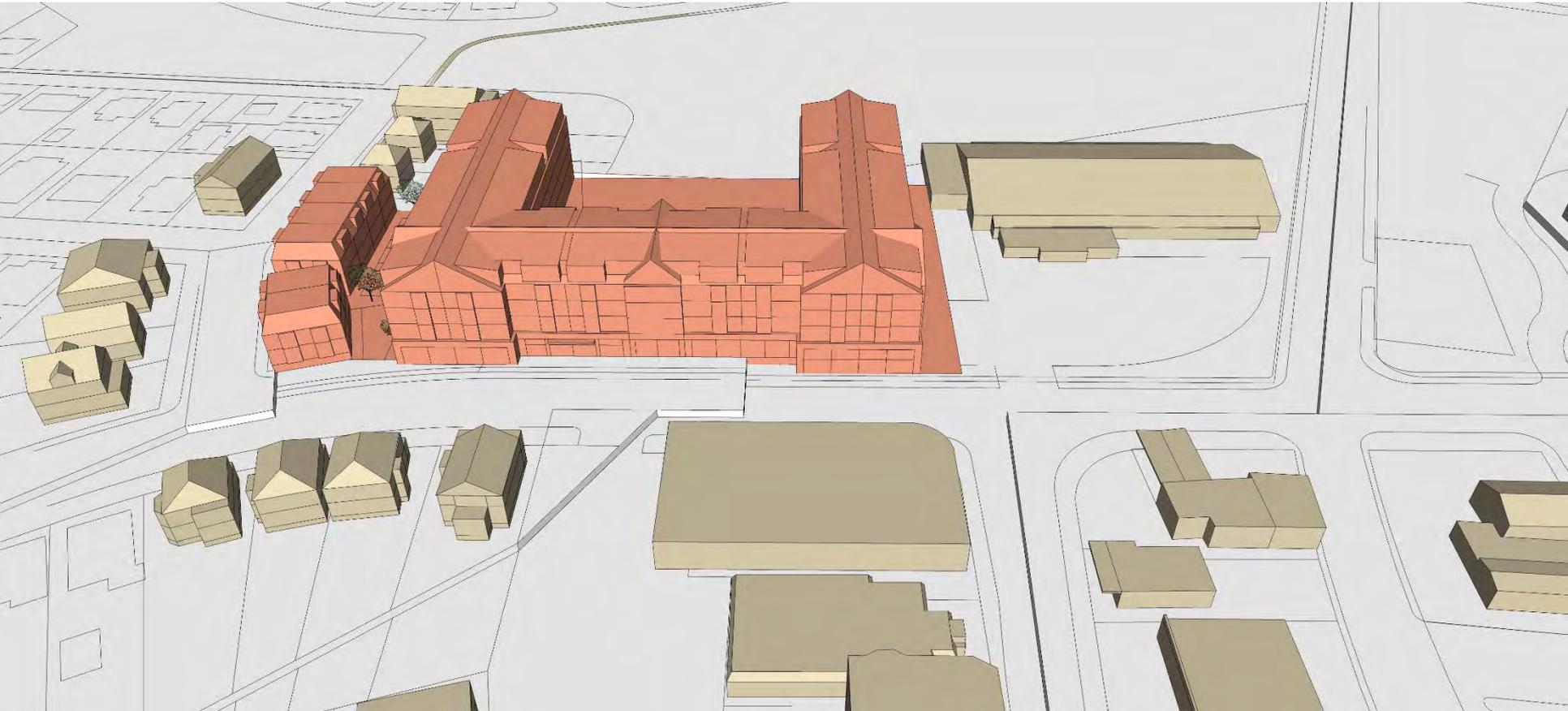
Winthrop Middle School

SITE: DIAGRAM 3



Winthrop Middle School

SITE: DIAGRAM 3



Winthrop Middle School

SITE: DIAGRAM 3



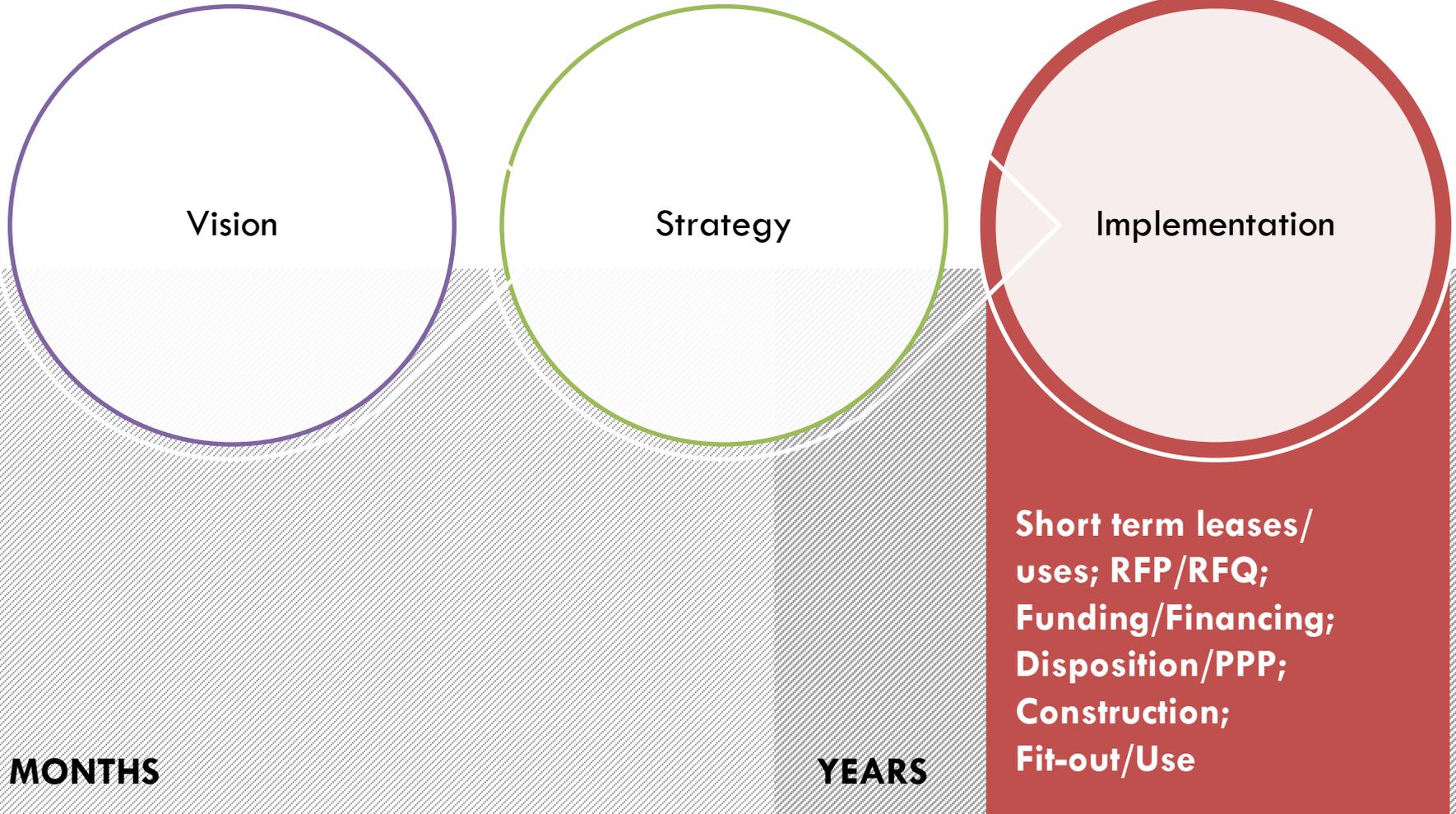
Winthrop Middle School

IDENTIFYING A **VISION** FOR THE MIDDLE SCHOOL SITE

- **ADAPTIVE REUSE**: Merits of incorporating existing building(s)
- **MIXED-USE**: Market-based vs. community-based uses; Impact on future economic development in the CBD; Density
- **PLACE-MAKING**: Gateway, streetscape edge, open space connections, neighborhood transitions, public amenities / gathering
- **BRANDING**: Reinforcing Winthrop's character; Destination [who is the target user?]; Icon vs. part of fabric

Middle School Strategies

Setting the Stage for Next Steps:



Middle School Strategies

Setting the Stage for Next Steps:



Winthrop Middle School



COMMUNITY FEEDBACK

Winthrop Centre Business District and Middle School **Master Plan and Vision Study**

Next Steps

Imagery: Google, 2016



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Next Steps and Timeline

Next Community Meeting: **Early Fall 2016**

- **Advancing Winthrop Centre strategies and recommendations**
- **Advancing and evaluating Middle School scenarios**
- **Draft and Final Reports**

Send additional comments to:

masterplancomments@town.winthrop.ma.us

Winthrop Centre Business District and Middle School

Master Plan and Vision Study Community Meeting June 28, 2016



Imagery: Google, 2016



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