

Braintree Wood Road Revitalization & Mixed-Use Project Kick Off

Raul Gonzalez, Senior Economic
Development Planner

Abigail Bliss, Economic Development
Planner II



Mayor Charles C. Kokoros



Agenda



- Opening Remarks & Introductions
- Project Vision, Objectives, & Presentation
- Roles & Responsibilities
- Questions & Answers
- Next Steps
- Adjournment



Mayor Charles C. Kokoros



Opening Remarks

Mayor Charles C. Kokoros



Mayor Charles C. Kokoros

Project Vision, Objectives, & Presentation

Project Vision

- **Transforming Priority Area:** Elevating Wood Road into an innovative hub.
- **Potential Life Sciences Focus:** Attracting companies for Research & Development and Good Manufacturing Practice.
- **Mixed-Use Development:** Utilizing strategic advantages for diverse, complementary functions.
- **Regional Impact:** Aiming to make Wood Road a competitive and innovative center in the region.



Mayor Charles C. Kokoros



Timeline



Mayor Charles C. Kokoros

Phase 1: Existing Conditions Analysis

Duration: Nov - Feb

Tasks: Kick-off meeting, review of plans, studies, data, and economic analysis.

Deliverable: Summary memo of existing conditions.

Phase 2: Community Visioning Process

- Duration: March – August
- Tasks: Engagement strategy, community survey, focus groups, development of preliminary vision and recommendations.
 - Deliverable: Community visioning findings, preliminary recommendations.

Phase 3: Implementation Matrix Development

- Duration: September - November
- Tasks: Development of implementation matrix, final report compilation.
 - Deliverable: Implementation matrix, final report.

Phase 1: Existing Conditions Analysis



Mayor Charles C. Kokoros

Kick-off Meeting (Task 1.A):

- Hold an initial meeting with Core Team and stakeholders.
- Outline project goals and procedures.

Plans, Studies, and Data Review (Task 1.B):

- Analyze relevant town-provided documents and data.
- Integrate key themes from concurrent Town planning efforts.
- Perform economic and spatial analysis to benchmark the project site against the Metro Boston region.
- Determine key site characteristics, including economic barriers and prospects.

Wood Road District

- Northwest Braintree, combining office and industrial parks.
- At the Braintree Split – intersection of I-93, MA Route 3, U.S. Route 1.
- Hosts hotels, commercial offices, life science firms, distribution companies.
- Wood Road features a repositioned building, now a major life sciences hub.
- Suitable for further conversions due to building stock and highway access



Highway Business District Overview

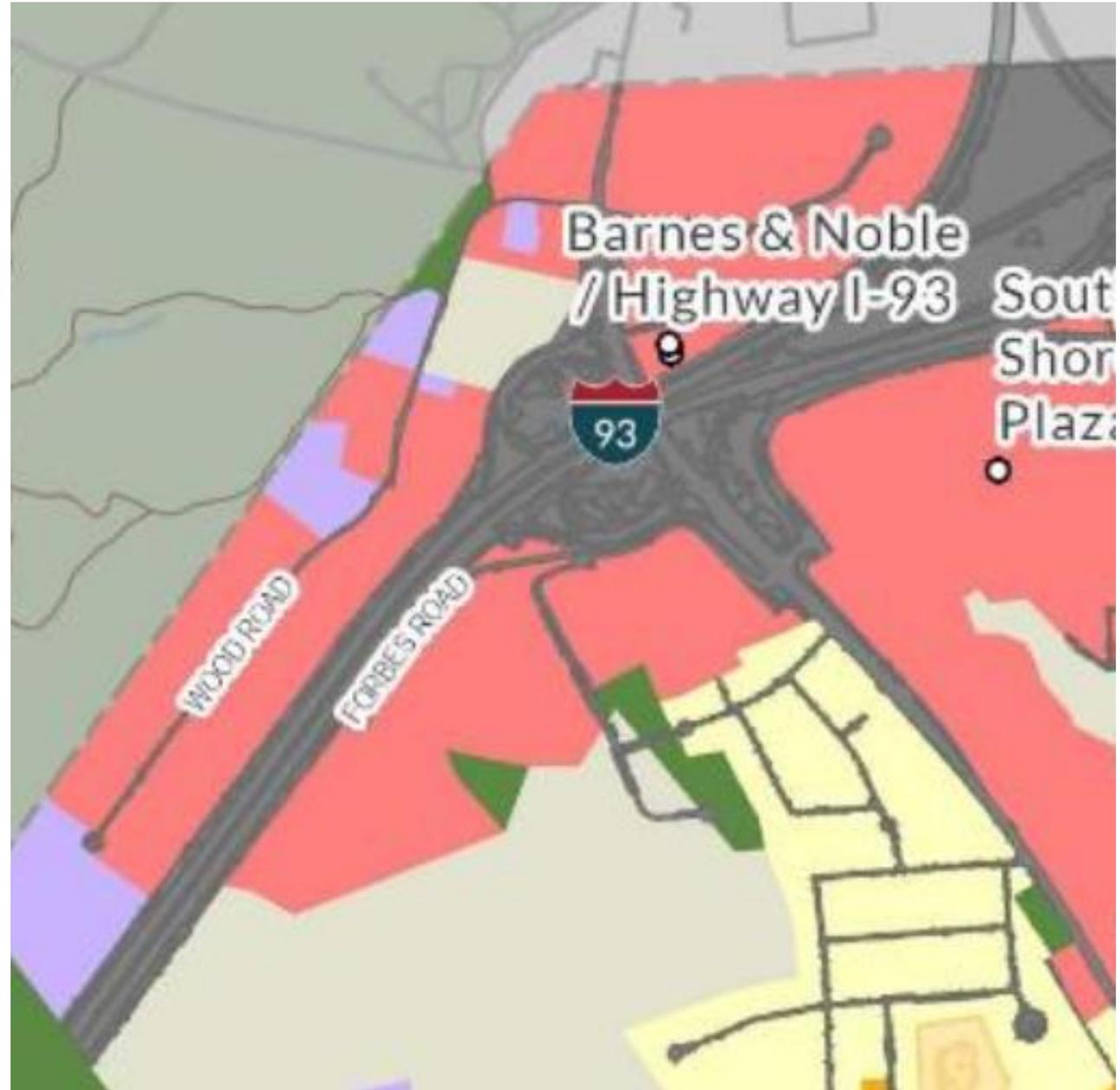


Mayor Charles C. Kokoros

- Location: Wood Road within Braintree's Highway Business District.
- Character: Suburban retail and office environment along highways.
- Permitted Uses: Automotive, banking, offices, hotels, medical facilities, restaurants, retail.
- Regulations: 100-foot buffer from residential/Open Space areas; specific conditions for structure expansion.
- Building Coverage: Increase allowed with parking structures, adhering to open space and coverage requirements.
- Signage: Regulated for aesthetics and safety, with guidelines for different sign types.

Assessors Data

- Mixed properties including offices, warehouses, hotels, owned by various entities.
- Buildings date from 1960s-1980s; lot sizes vary greatly.
- Used for hotels to industrial, sales ranging from \$1 to \$15M.
- Located in a diverse land use area with commercial general (CG), industrial area (IA) and central commercial (CE) codes.
- Notable long-term investments with sales from 1950s onwards.





Mayor Charles C. Kokoros

Roles & Responsibilities



Core Team Roles

- **Project Advancement:** Lead collaboration with Town staff and key experts.
- **Input and Feedback:** Offer vital insights throughout the project.
- **Community Engagement:** Foster engagement that mirrors community diversity.
- **Task Implementation:** Support all phases including analysis, visioning, and reporting.
- **Meeting Frequency:** Regular meetings to drive progress and coordination.



Mayor Charles C. Kokoros

Questions & Answers

Questions for Attendees



Mayor Charles C. Kokoros

- From your point of view, what are the key strengths of the Wood Road area that we can build upon?
- Could you highlight some challenges that Wood Road currently faces that we should address in this initiative?
- How do you envision the priority development area's impact on Braintree's broader economic landscape in the next 5 to 10 years?
- Are there any other communities that serve as benchmarks or competitors for Wood Road, offering insights or inspiration for our development efforts?



Mayor Charles C. Kokoros

Next Steps

Next Steps

- **Summarize Key Points:** Compile and distribute a summary of the kickoff discussions and stakeholder input.
- **Stakeholder Engagement:** Develop a plan for ongoing stakeholder involvement.
- **Data Gathering:** Begin collection and analysis of essential data as identified in Phase 1.
- **Schedule Next Meeting:** Set date for the next Core Team meeting to review initial findings.
- **Communication Plan:** Establish a regular update schedule to keep all parties informed.

Thank You!



Raul Gonzalez
Senior Planner

RGonzalez@mapc.org

617-933-0763

Abigail Bliss

Economic Development Planner II

abliss@mapc.org

617-933- 0722