



BROADWAY MASTER PLAN PROJECT UPDATE



PLANNING PROCESS

TO-DATE

- **Public Meeting #1 - April 1, 2024**
60 attendees
Presentation & breakout sessions
- **Community Input Survey - March & April**
172 responses in English & Spanish, diverse ages
- **Interviews**
Discussions with property owners & local brokers
- **Public Meeting #2 - Today**
presentation & feedback on plan vision

NEXT STEPS

- **Broadway Master Plan Draft - Fall 2024**
posted for viewing & public comment
- **Public Feedback & Adoption of Draft Plan - Fall 2024**
by Planning Board & City Council

SEE THE SURVEY RESULTS HERE!

<https://www.revere.org/business-development/broadway-master-plan>





A MASTER PLAN IS...

- A vision for future development of an area
- A flexible framework to identify priorities and investments
- A policy guide for decision making
- A way to address issues, such as: zoning, housing, land use, and transportation

A MASTER PLAN IS NOT...

- A static document that will be implemented as drawn
- A plan for the city to acquire private property
- A type of change that can happen quickly



Courtesy of Next Stop Revere

BROADWAY IS GREAT BECAUSE... **IT HAS A MIX OF USES**

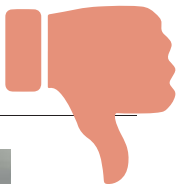




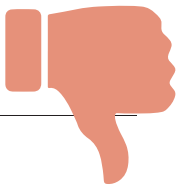
BROADWAY IS GREAT BECAUSE... IT HAS GREAT BUSINESSES AND PEOPLE



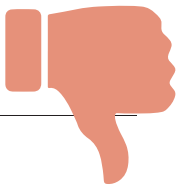
WHAT'S NOT SO GREAT... IT'S VERY LOW DENSITY FOR A MAIN STREET



WHAT’S NOT SO GREAT... IT HAS A LIMITED RIGHT OF WAY



WHAT’S NOT SO GREAT... **THERE ARE TRAFFIC AND PARKING CONCERNS**





Recommendations



Goals

Recommendations

Fix existing deficiencies

1. Wayfinding

2. Regulatory Streamlining

3. Parking Benefit District

4. Parking Lot Access

Improve effectiveness and efficiency

5. Performance Pricing

6. Shared Parking

7. Parking Ambassadors

8. Enforcement Technologies

Support development and Master Plan goals

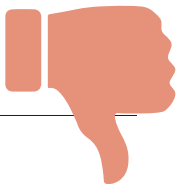
9. Loading and Dynamic Curbs

10. Locations for Parklets

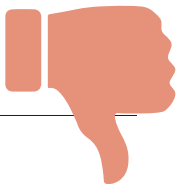
11. Leverage Existing Capacity to Support Development

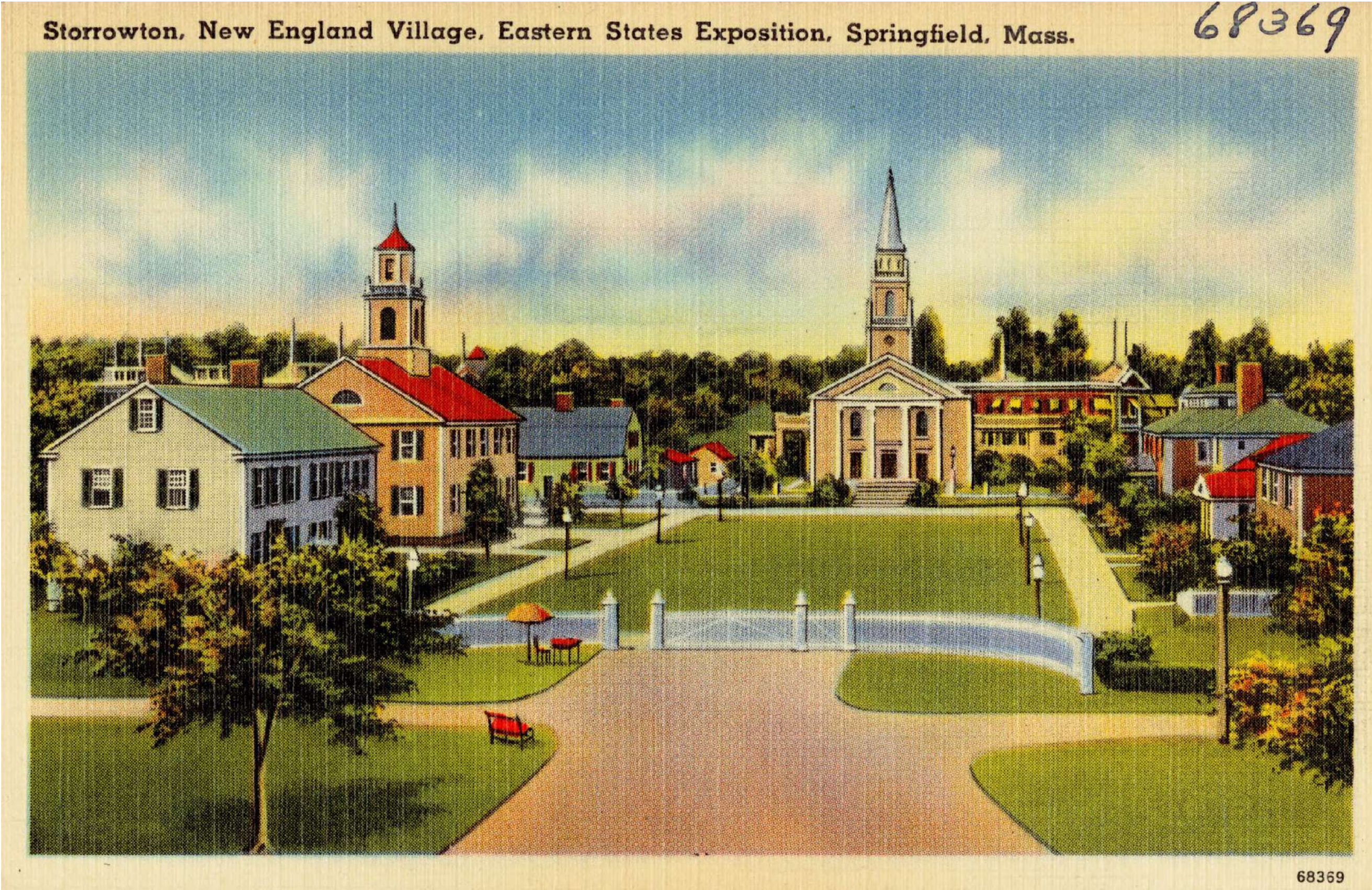
DRAFT

WHAT’S NOT SO GREAT... **LOW-DENSITY, SUBURBAN SINGLE-USE BUILDINGS**



WHAT’S NOT SO GREAT... **LOW-DENSITY, SUBURBAN SINGLE-USE BUILDINGS**





Revere's Broadway corridor is anchored by a **vibrant public realm**, with a **mix of uses** and well connected to adjoining assets within a **sustainable, pedestrian-oriented** environment.



WHERE WOULD SUCH A SPACE EMERGE?



Rite Aid
467 Broadway

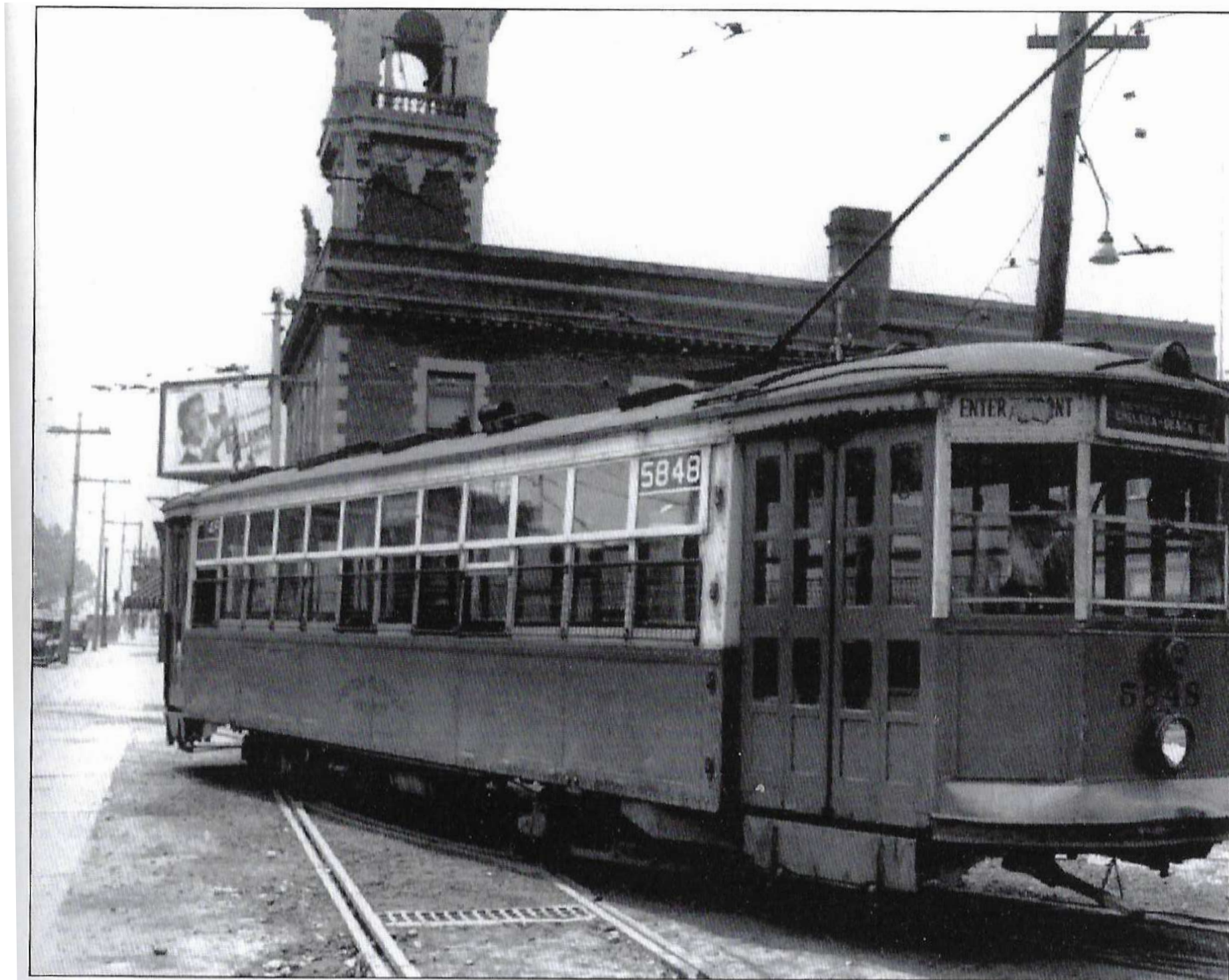


Walgreens
430 Broadway



Central Fire Station
400 Broadway

BROADWAY TROLLEY IN FRONT OF CENTRAL FIRE STATION



Here we see a trolley leaving the car barn on Broadway. The Central Fire Station can be seen in the background.

Image courtesy of Images of America, Revere

VISION: A NEW, RESILIENT CITY COMMON WITH MIXED-USE BUILDINGS



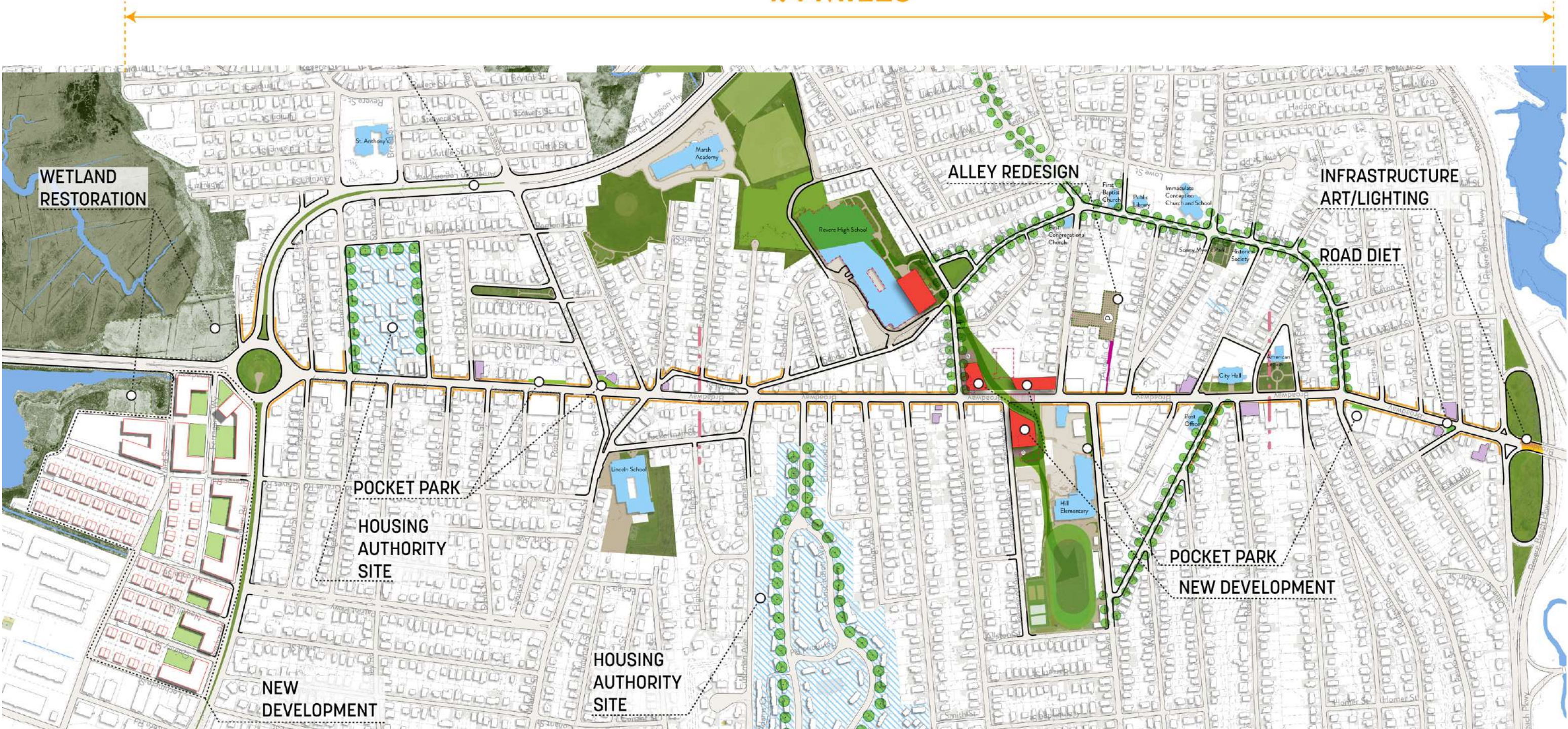
BROADWAY IS THREE CORRIDORS

1.4 MILES



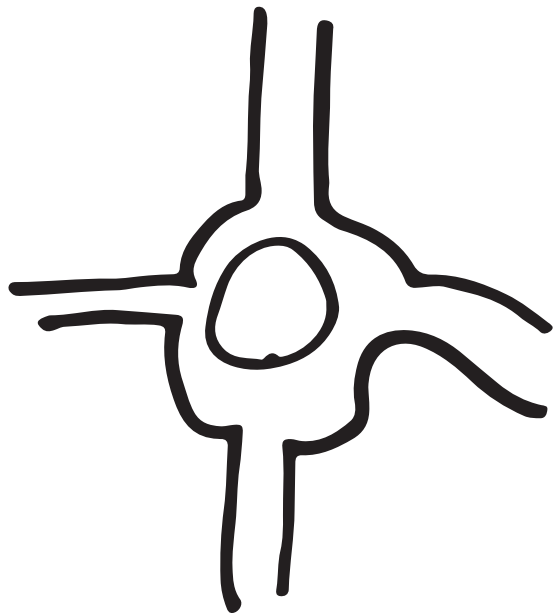
BROADWAY IS THREE CORRIDORS

1.4 MILES

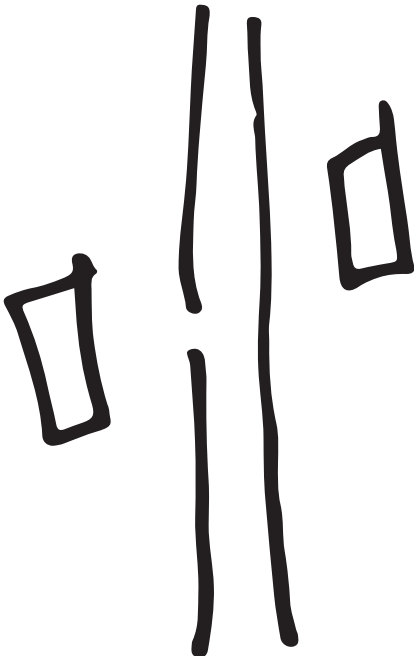


BROADWAY IS THREE CORRIDORS

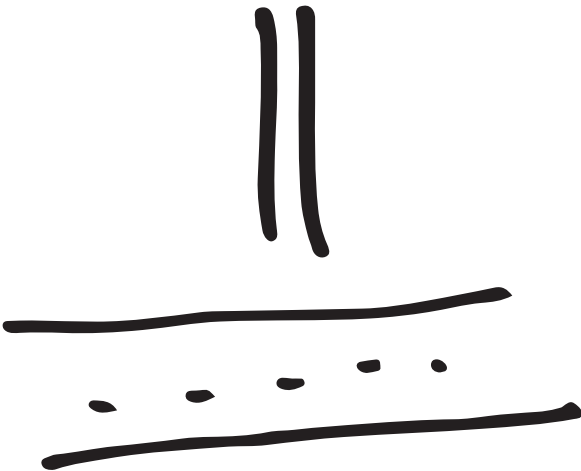
NORTH



CENTRAL

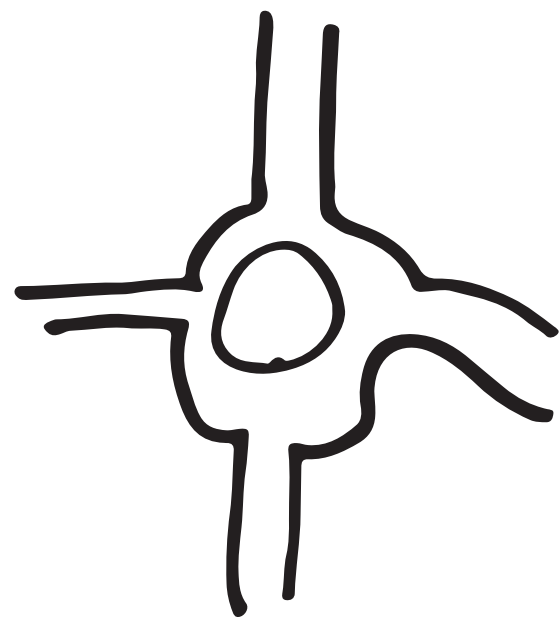


SOUTH



BROADWAY IS THREE CORRIDORS

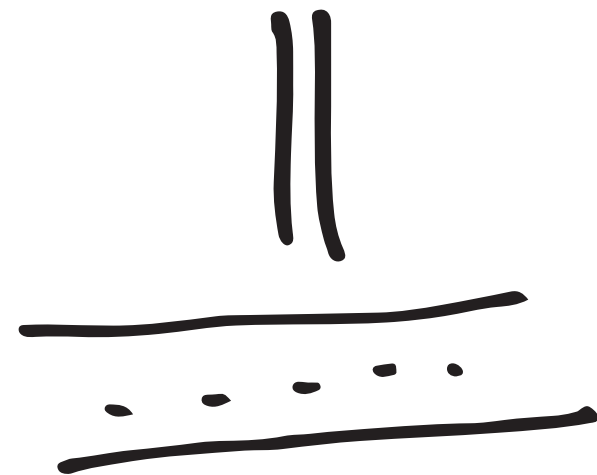
NORTH



CENTRAL



SOUTH







PHARMACIES... A NATIONAL PANORAMA

9/17/24, 3:36 PM Walgreens plans store closures, CEO says shoppers stunned by prices

BUSINESS NEWS

Walgreens plans store closures as CEO says consumers are 'stunned' by prices

The pharmacy chain's stock has declined steadily for nearly a decade.



— A shopper carries a Walgreens bag outside a store in Las Vegas on Monday.
Bridget Bennett / Bloomberg via Getty Images

June 27, 2024, 8:10 AM EDT / Updated June 27, 2024, 4:39 PM EDT
By Rob Wile and Annika Kim Constantino, CNBC

<https://www.nbcnews.com/business/business-news/walgreens-plans-store-closures-ceo-says-consumers-stunned-prices-rcna159208> 1/3

15:40 55

Search

A photograph of a Walgreens store on a city street. The store has a red sign with the Walgreens logo and Chinese characters. Several people are walking on the sidewalk in front of the store.

Struggling Walgreens will close more stores

Updated June 28th, 2024, 2:41 AM

PHARMACIES

Struggling Walgreens will close more stores

Walgreens will close a “significant portion” of its 8,600 US locations over the next three years as it struggles to keep up with a rapidly evolving retail pharmacy industry, the company announced Thursday. “We are at a point where the current pharmacy model is not sustainable and the challenges in our

15:40 55

Search

A photograph of a person with dark hair and a blue headband sitting on a blue couch in a living room. There are some items on the couch, including a small figurine and some bags.

When drugstores disappear: Why nearly 15,000 Bostonians live in ‘pharmacy deserts’

Many of these dead zones overlap with vulnerable communities — already poorer, sicker, and less well-resourced than the rest of the state. Where do patients go?

By Diti Kohli, Tiana Woodard, Daigo Fujiwara-Smith, and Thomas Lee • Updated July 28th, 2024, 2:42 AM

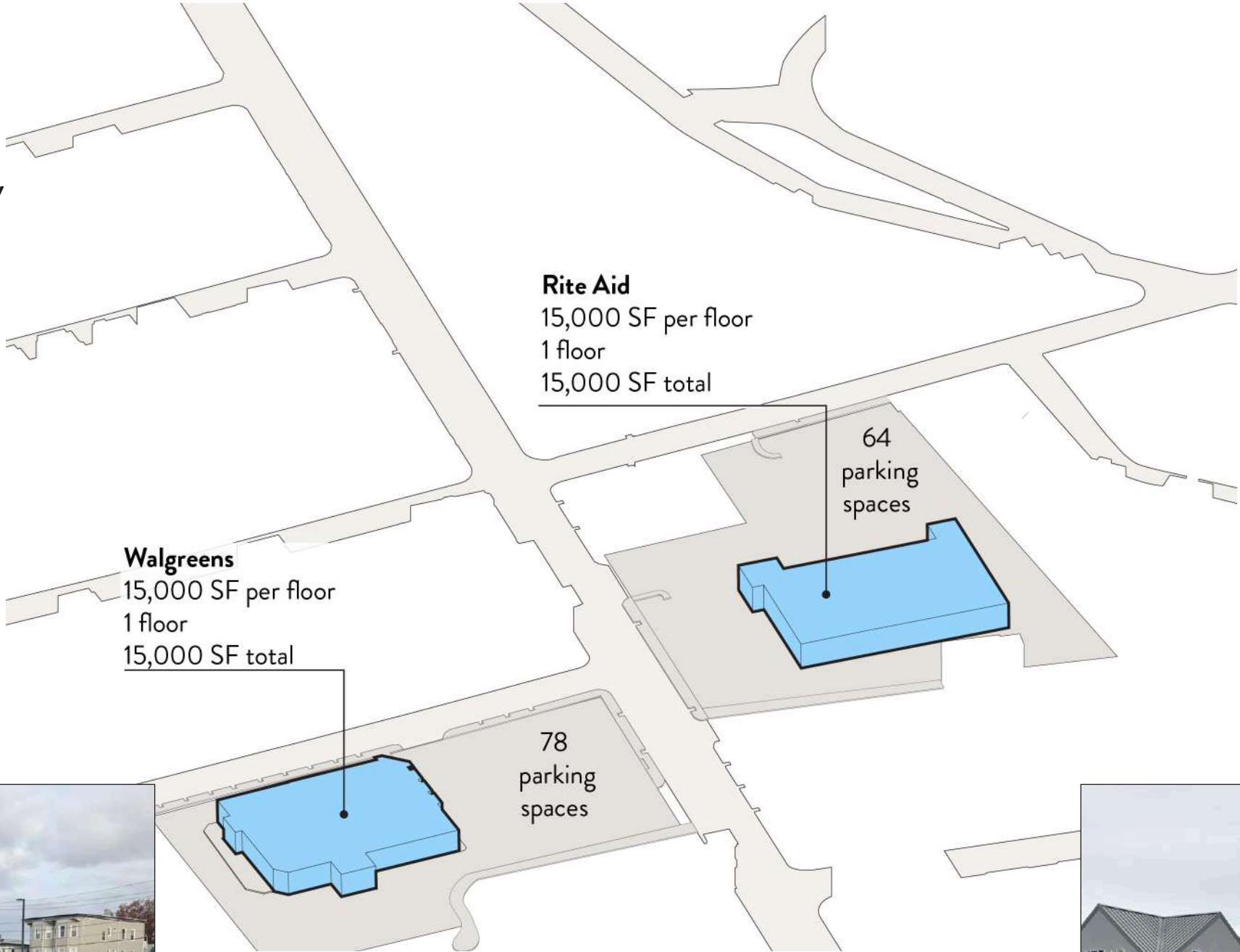
A close-up photograph of a person's face, looking down. The image is partially obscured by a dark overlay.

CENTRAL BROADWAY... TODAY



CENTRAL BROADWAY... TODAY

Suburban-style single-story pharmacies surrounded by surface parking



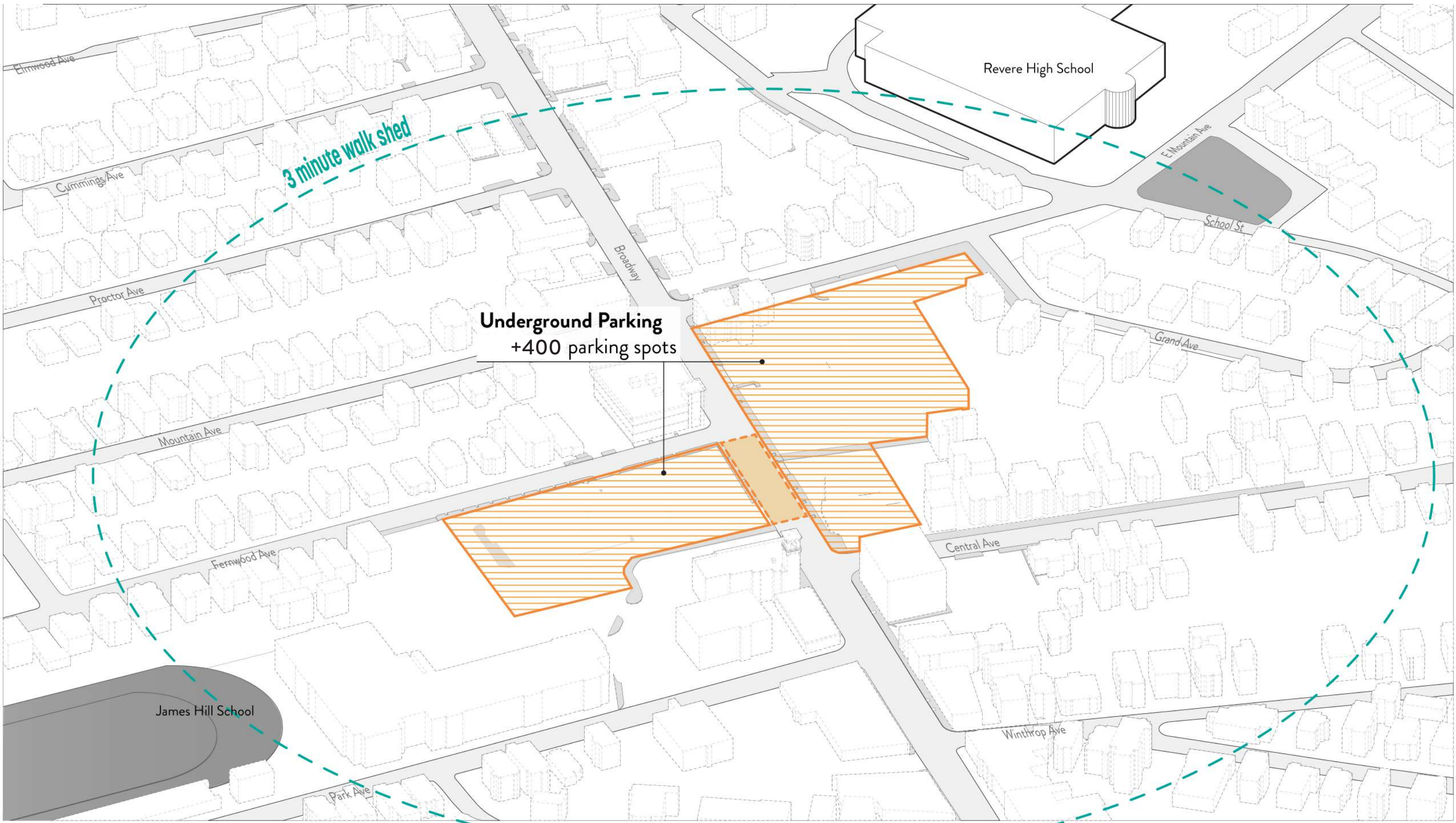
Why focus on the central anchor?

- Area is least like any other part of downtown
- Space resides in approximate midpoint of corridor
- Central anchor is adjacent to highest number of community amenities

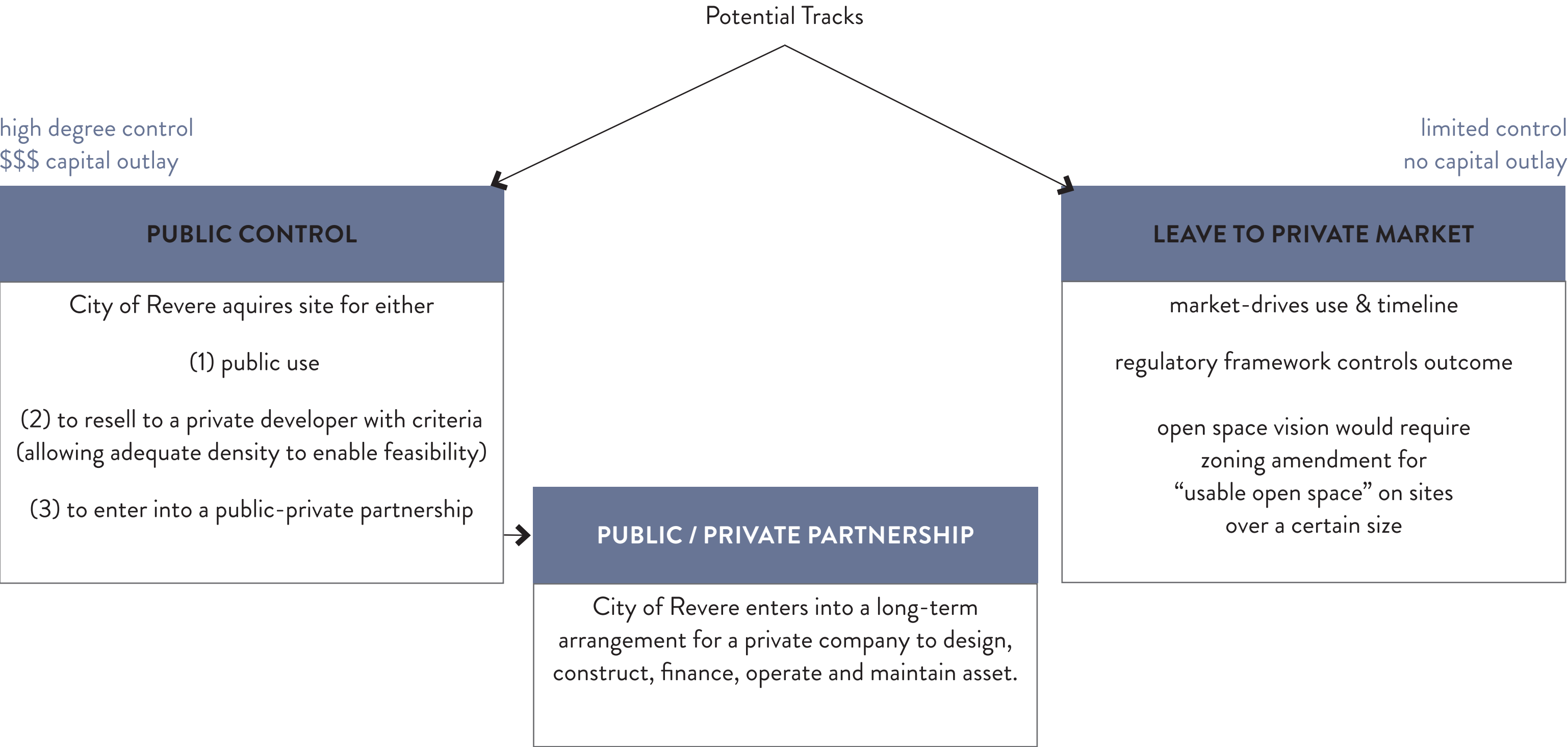


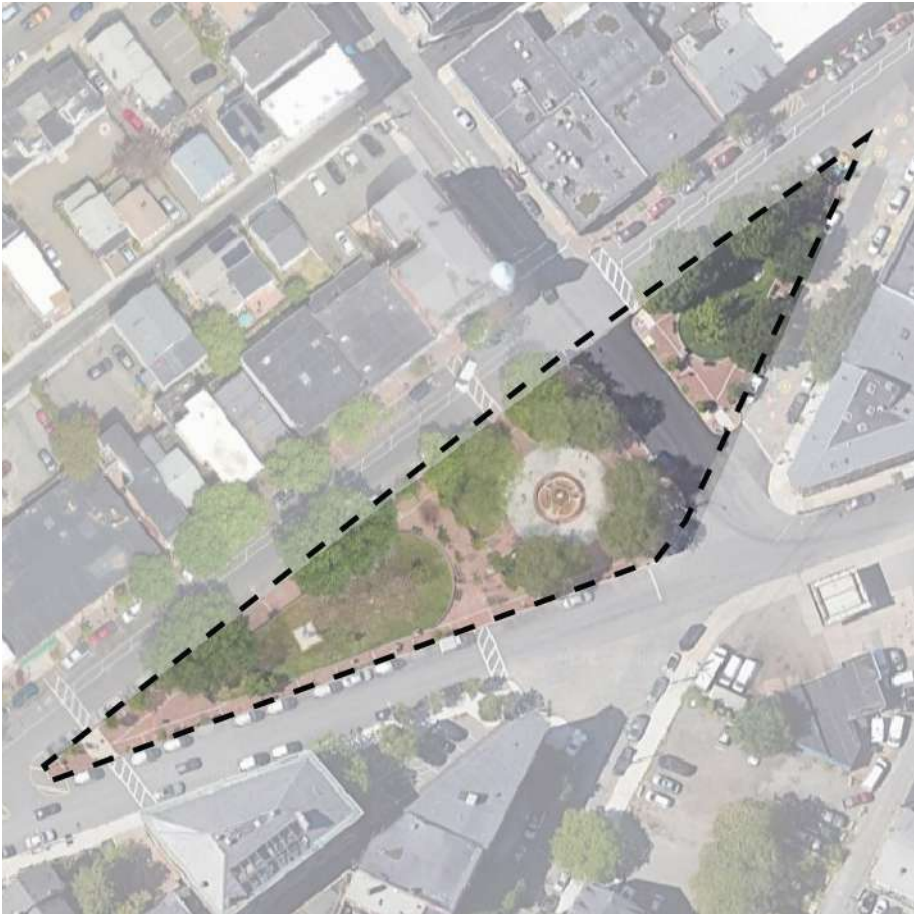


Total Square Footage
79,000 SF Ground Floor
341,000 SF Upper Floors
420,000 SF Total



CENTRAL BROADWAY... THE IMPLEMENTATION STRATEGY





1908

0.85 Acre Park



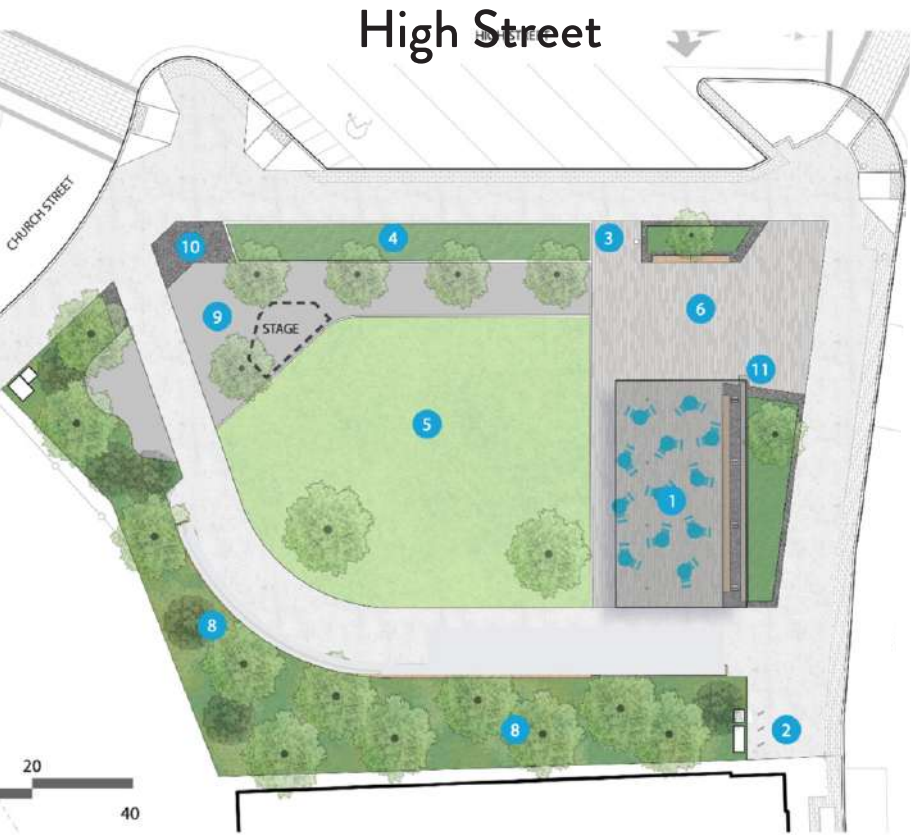
Est. 1846

0.4 Acre Park



Est. 1884

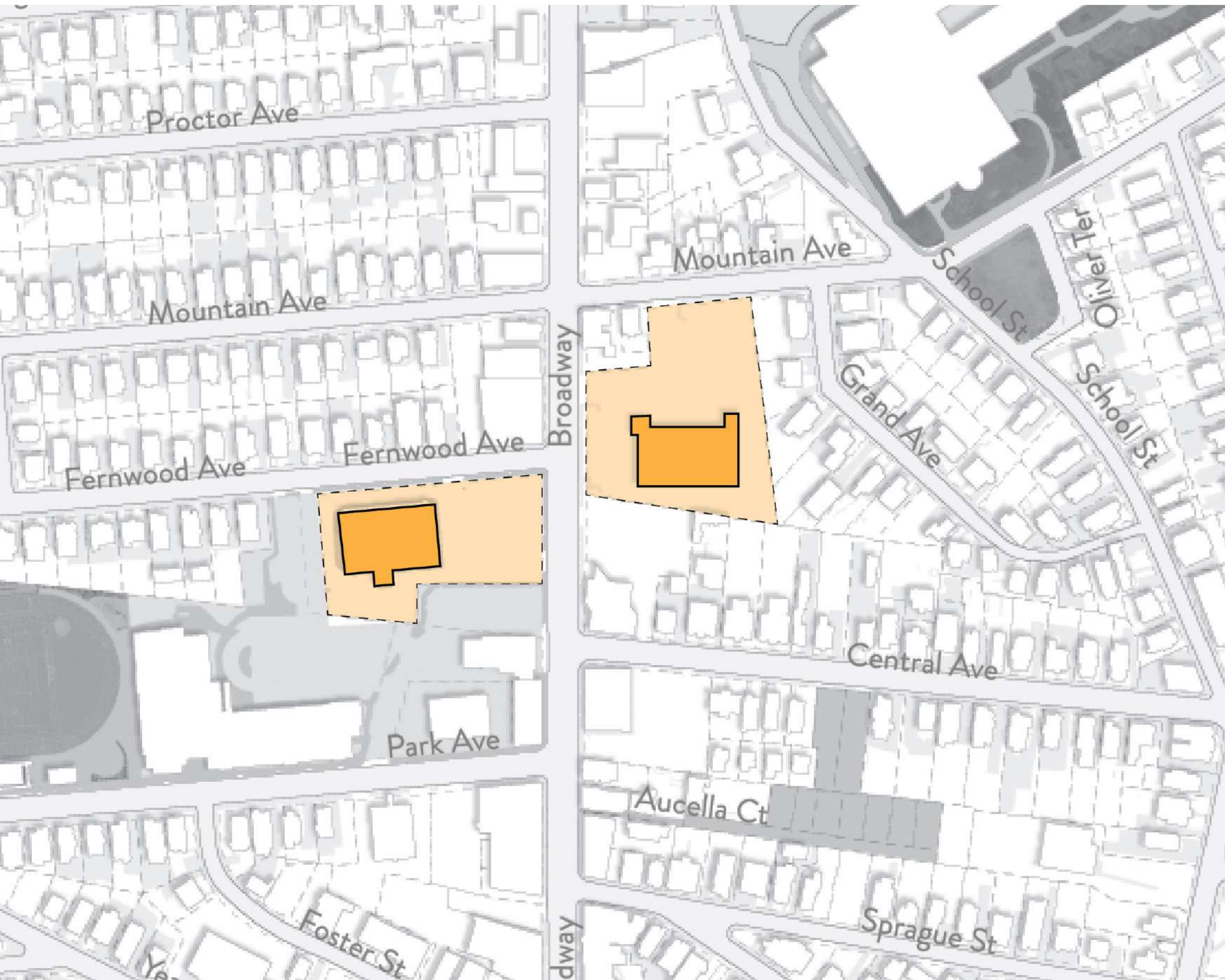
0.7 Acre Park



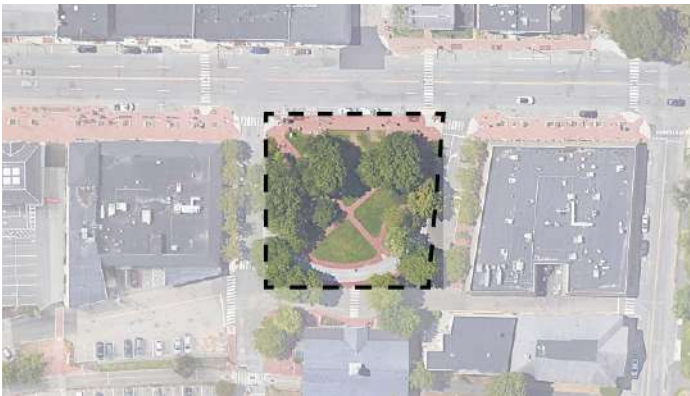
In Progress 2024

0.3 Acre Park

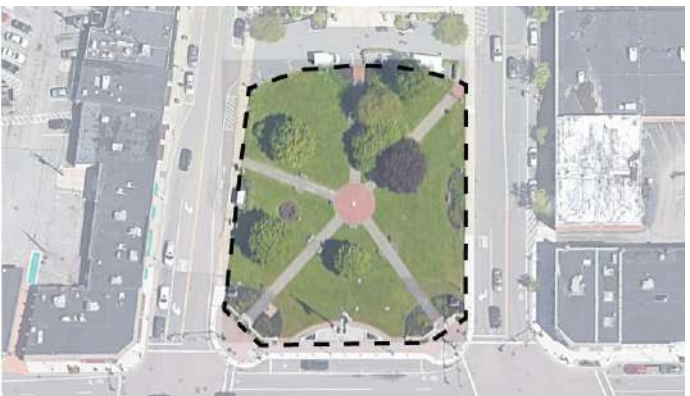
PROPOSED CITY COMMON LOTS



Chelsea Square, Chelsea MA

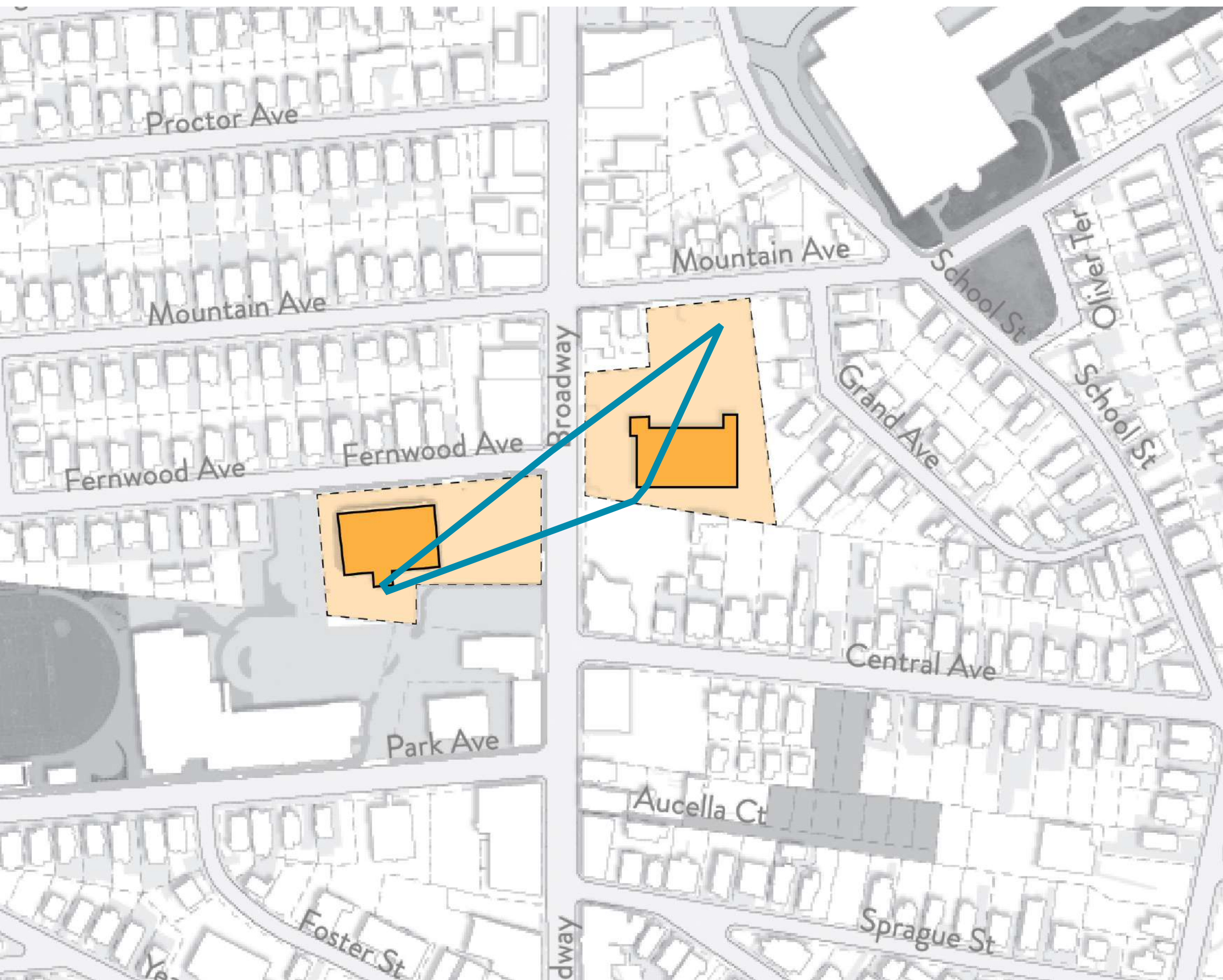


Emery Park, Lexington MA

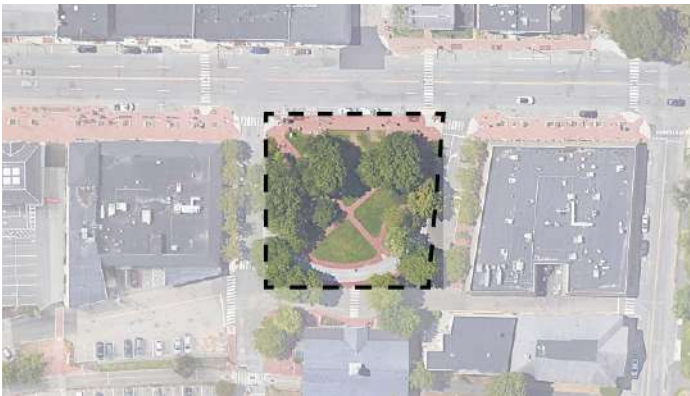


Townhall Park, Needham MA

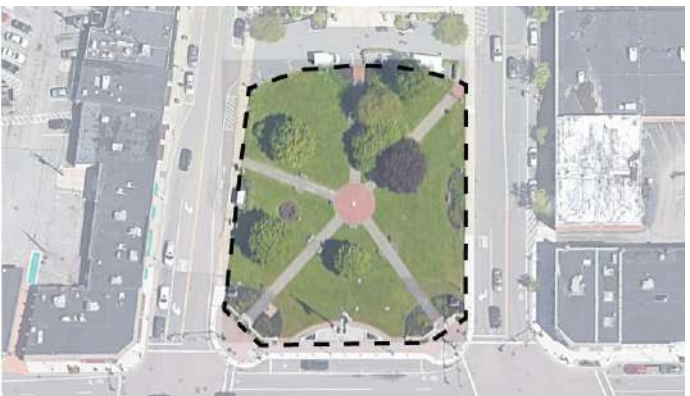
PROPOSED CITY COMMON LOTS



Chelsea Square, Chelsea MA

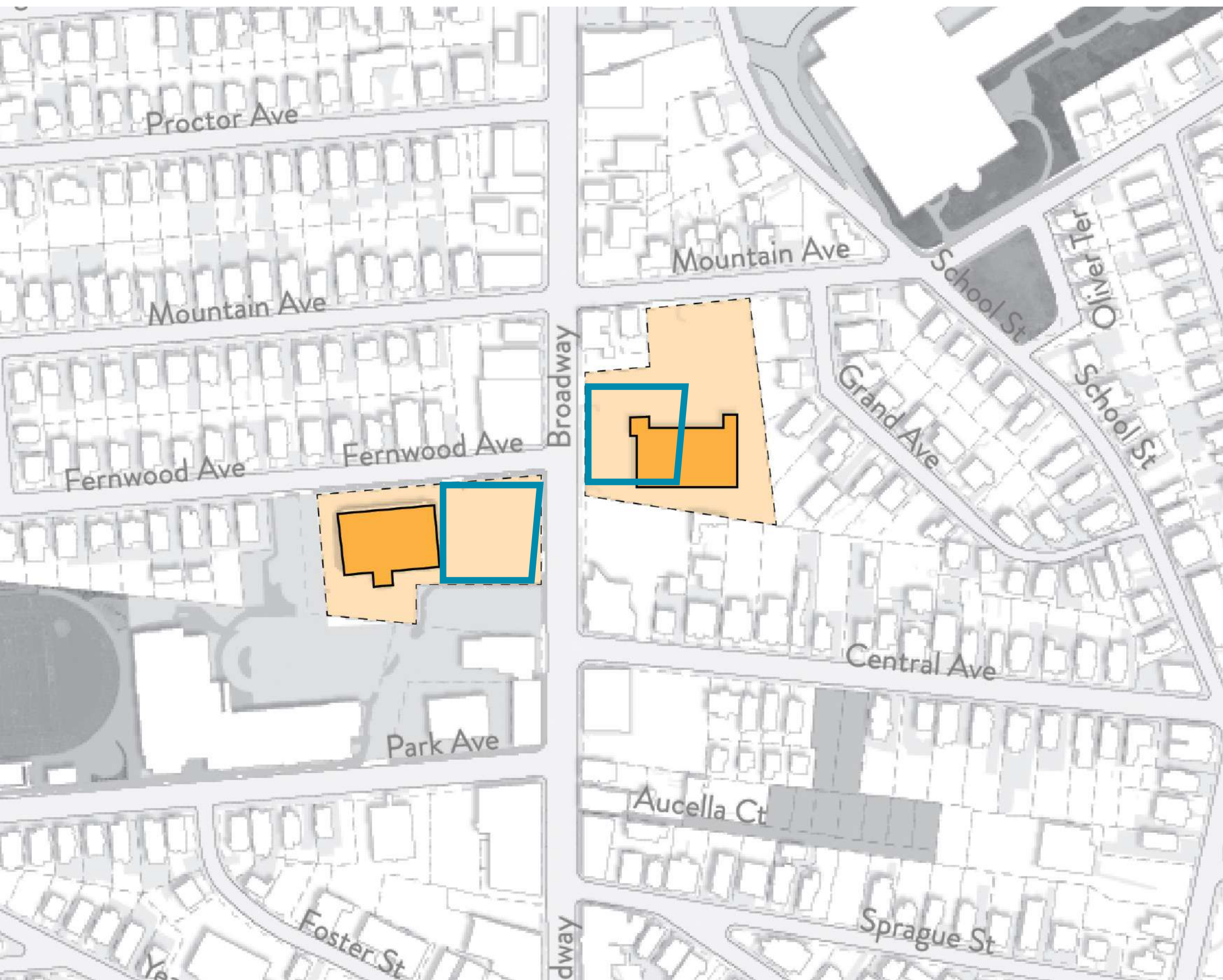


Emery Park, Lexington MA



Townhall Park, Needham MA

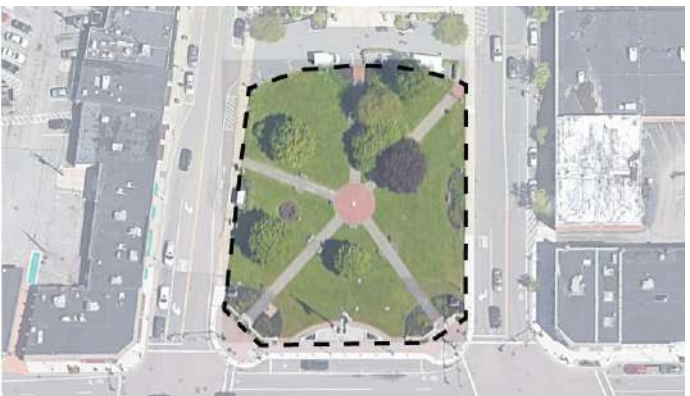
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Chelsea Square, Chelsea MA



Emery Park, Lexington MA

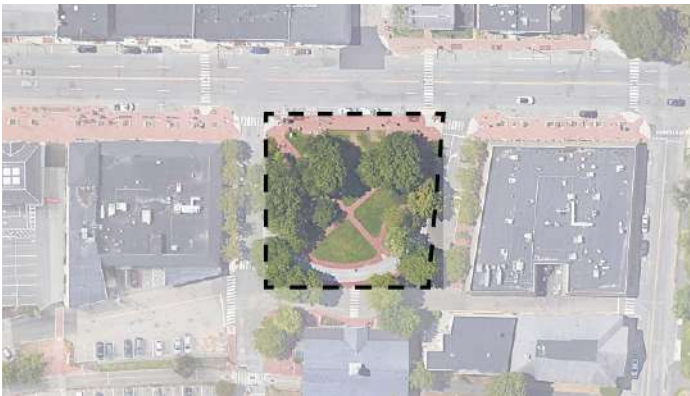


Townhall Park, Needham MA

PROPOSED CITY COMMON LOTS



Chelsea Square, Chelsea MA



Emery Park, Lexington MA



Townhall Park, Needham MA

CENTRAL BROADWAY... TODAY



CENTRAL BROADWAY... TODAY



Impervious Surface (2005)

Esri, NASA, NGA, USGS, FEMA, Esri Community Maps Contributors, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, USFWS

MassGIS Data: Impervious Surface 2005 (online)
9/25/2024
Found at: <https://www.mass.gov/info-details/massgis-data-impervious-surface-2005>

CENTRAL BROADWAY... THE VISION

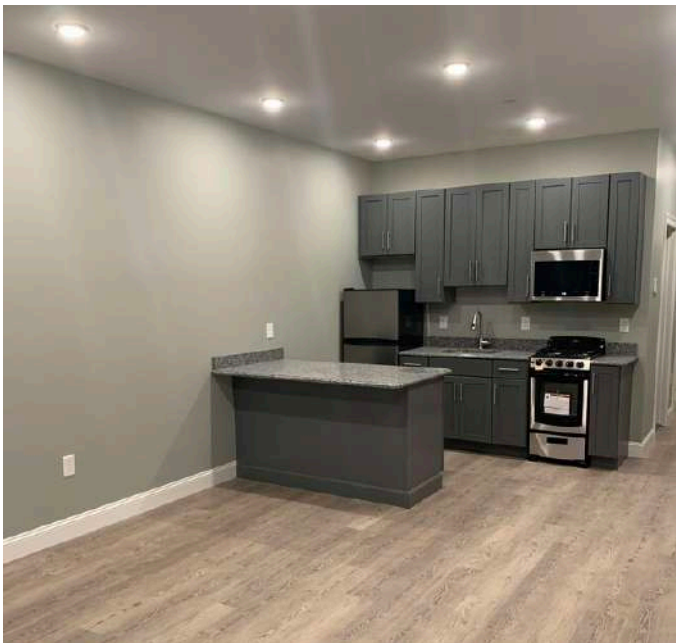


MARKET OPPORTUNITIES RESIDENTIAL

REVERE IS GROWING, HOUSING IS IN DEMAND

- **Revere ranks as the fastest-growing city in Massachusetts.**

Population (ACS 2022 5-year)	60,577
Population 2010	50,008
Percent Growth	21.1%
Absolute Growth	10,569
- **Moderate growth is anticipated to continue.**



14 Yeaman Street Mico Unit Apartments



One Beach - Affordable Senior Apartments (The Neighborhood Developers / Utile)

INCREMENTAL REDEVELOPMENT ALONG BROADWAY CAN SUPPORT HOUSING PRODUCTION GOALS

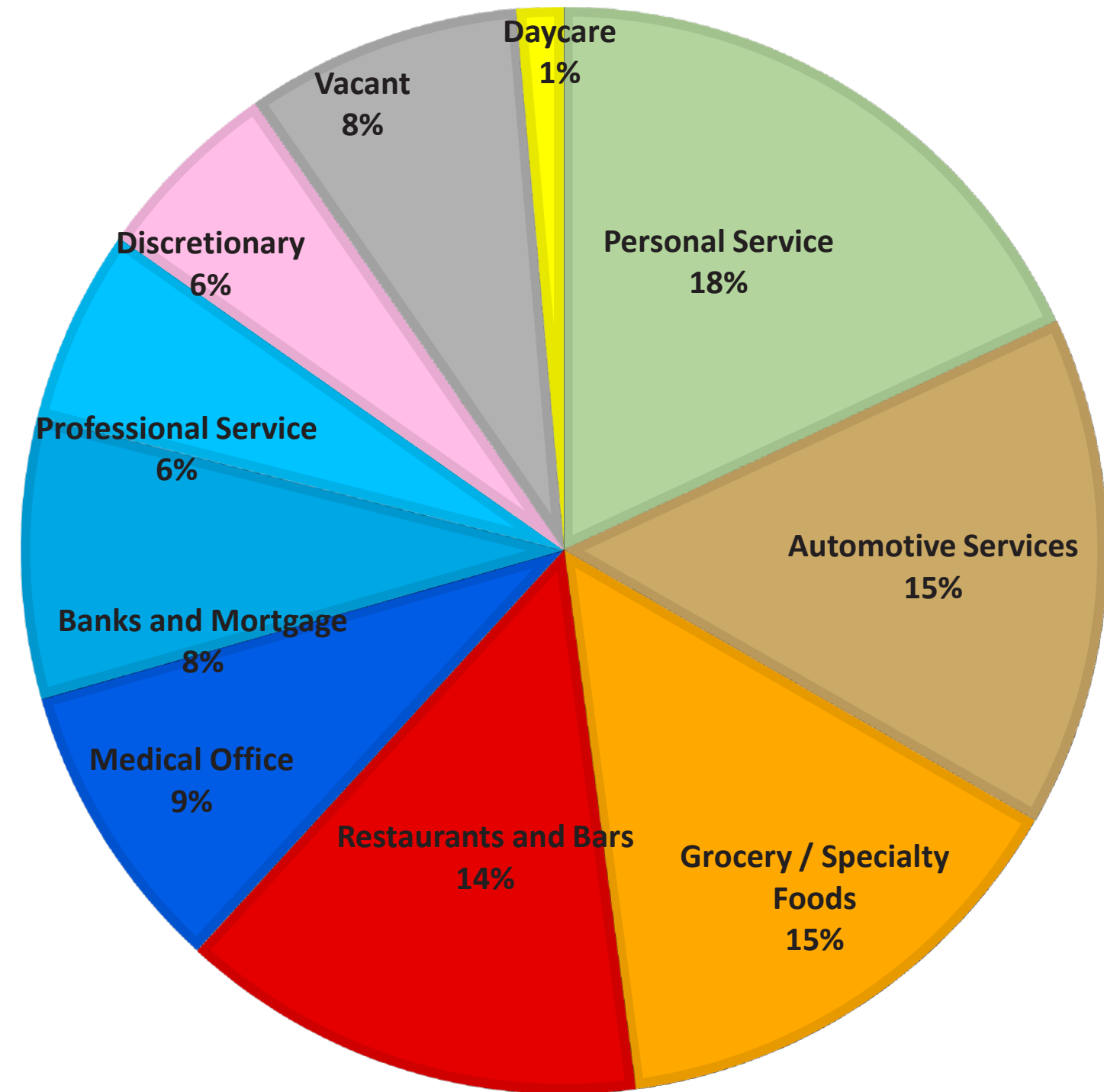
- While large-scale new housing has been concentrated along the waterfront and is planned for Suffolk Downs, **Broadway’s single-story structures and large sites present opportunities.**
- **Context-sensitive design is key** as Broadway is at the seam of several neighborhoods and 25% of ground floor space along the corridor is residential.
- **Affordability issues have grown with construction costs.** Renters often compromise on space to lower costs. The market is responding with micro units.
- **Family households with children make up 26% of Revere households*** and Broadway’s schools make the area attractive to families.
- **Aging public housing throughout the region is being redeveloped with mixed-income neighborhoods** (Charlestown’s Bunker Hill Redevelopment). Similar opportunities may exist when housing complexes adjacent to Broadway require renovation or replacement.

*MAPC <http://www.housing.ma/revere/report>

MARKET OPPORTUNITIES COMMERCIAL



Existing Supply (June 2024) - By Percent of Commercial Space (~350,000 GSF)



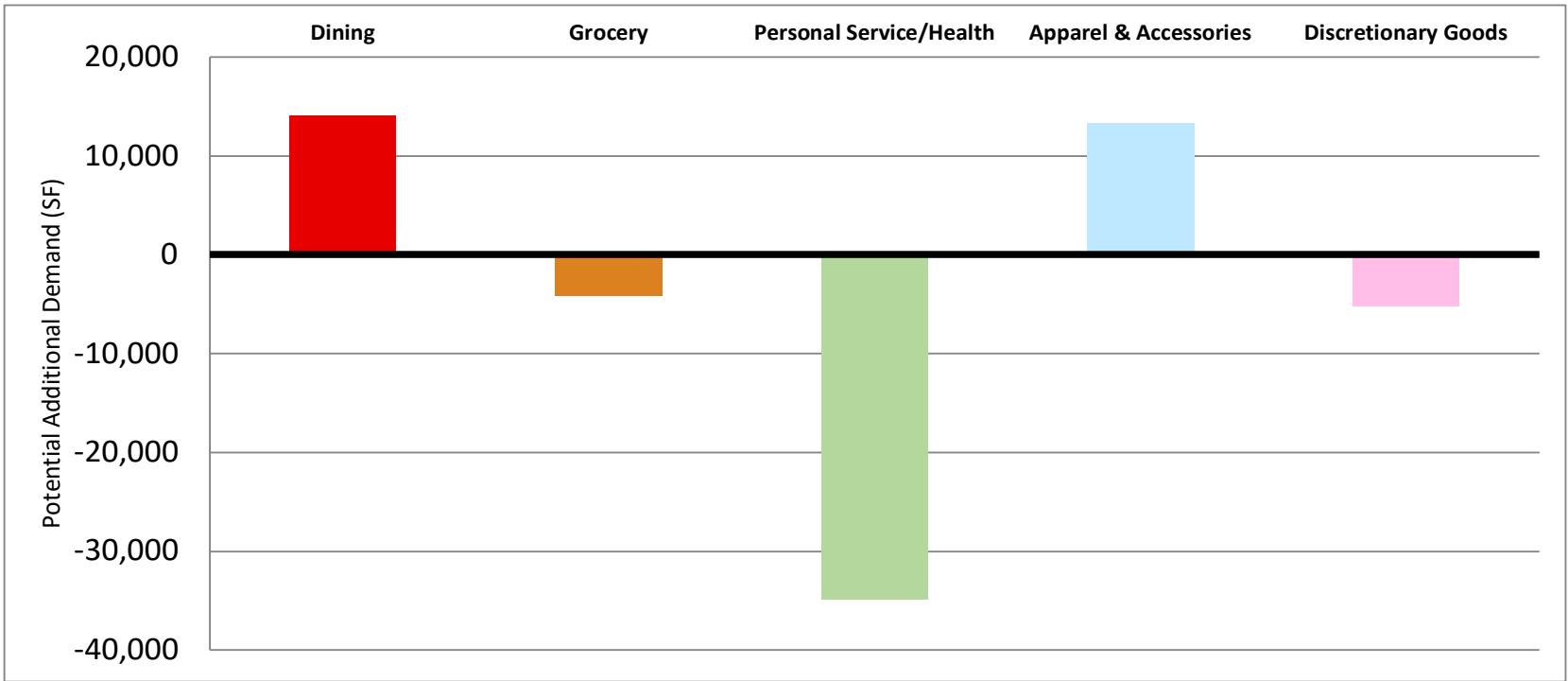
Note: Gross square footage (GSF) estimated using Revere ArcGIS building footprints, does not reflect leasable square footage.

Total Commercial Excludes: Residential & Other. Does not reflect recently closure of MOM's Dealership

MARKET OPPORTUNITIES COMMERCIAL

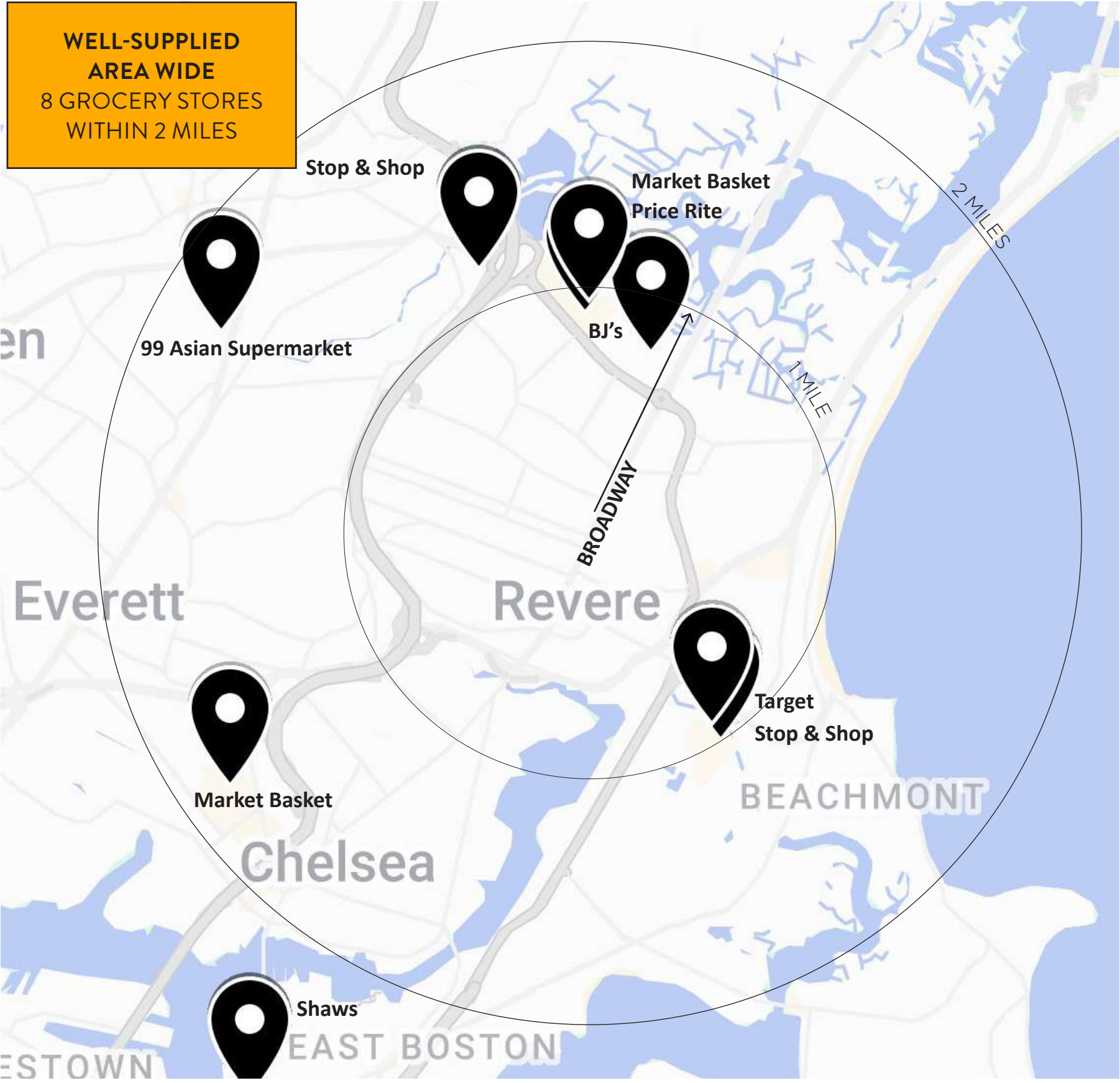
- A demand model looked at market audience spending in five retail categories.
- Grocery, personal service/health & discretionary goods is well-supplied.
- **Additional demand is foreseen in dining as well as apparel & accessories.**
- Each new unit of housing in the study area should support approximately 10-20 sf of new retail per new housing unit

REVERE BROADWAY						
RETAIL BY CATEGORY						
	Dining	Grocery	Personal Service/Health	Apparel & Accessories	Discretionary Goods	Estimated Leasable
Existing (sf)	39,204	41,155	50,928	0	15,862	147,149
Overall Demand (sf)	53,274	36,986	16,053	13,341	10,646	130,301
Potential Additional Demand (sf)	14,070	-4,170	-34,875	13,341	-5,216	-16,849



Note: Gross square footage (GSF) estimated using Revere ArcGIS building footprints, a net / gross ratio of 80% was applied to estimate leasable square footage.

MARKET OPPORTUNITIES GROCERY



SHOWCASE BROADWAY’S ASSETS

STRENGTHS

- central spine
- civic cluster
- beloved businesses
- locally-owned businesses
- older space brings lower barrier to entry
- culturally diverse food
- unique specialty shops
- daily needs & services
- two-sided retail
- low vacancy

Revere’s Broadway Corridor is your destination for everything!

Broadway is an thriving place to live, work and play! This year-round destination is a central spine in the City of Revere and home to many historic civic buildings like City Hall. It is accessible from all sides of the city and is a popular route for those traveling to neighboring municipalities like Saugus, Lynn, and Chelsea.

Along the street you will find restaurants and speciality markets with diverse and delicious food options, as well as personal service establishments which satisfy everyday needs of residents and visitors alike. The businesses on Broadway are primarily locally owned - making them truly authentic. Come experience our local roots and the cultural influences of our diverse population.

Plan your visit to the Broadway Corridor - one street, endless experiences!

Dining Guide Map

Pastries, ravioli, tostones, flatbreads...
Experience the cultural fabric of Revere through Broadway’s eclectic and evolving food scene



ASK FOR DESIRED COMMERCIAL OFFERINGS

BROADWAY RETAIL WISH LIST - FALL 2024

With a growing residential population, Revere’s Broadway is diversifying its retail offerings and providing services that meet the daily needs of our bustling community. The following Wish List identifies gaps and opportunities in the Broadway retail market. Broadway has remained relatively affordable compared to many Boston-area commercial districts and is a great location to launch a creative new concept or independently owned business.



EATING & DRINKING

- new restaurant concepts
- coffee shop
- ice cream shop
- brew pub/tasting room
(non distribution facility)



SHOPPING

- clothing/accessories
(i.e. athletics, shoes)



ENTERTAINMENT

- indoor entertainment
for youth and adults
(i.e. recreation, crafting, cooking)



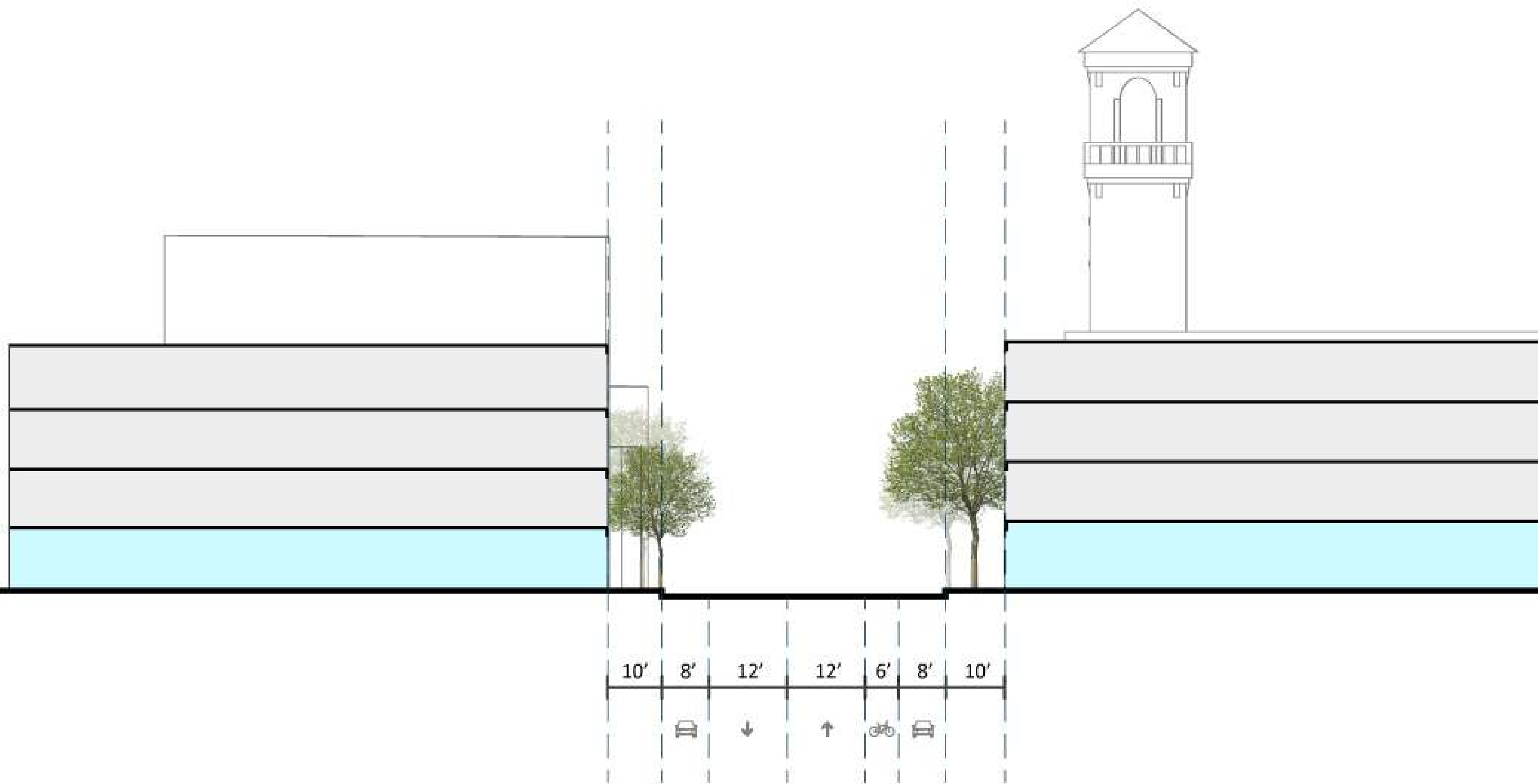
PROGRAMMING

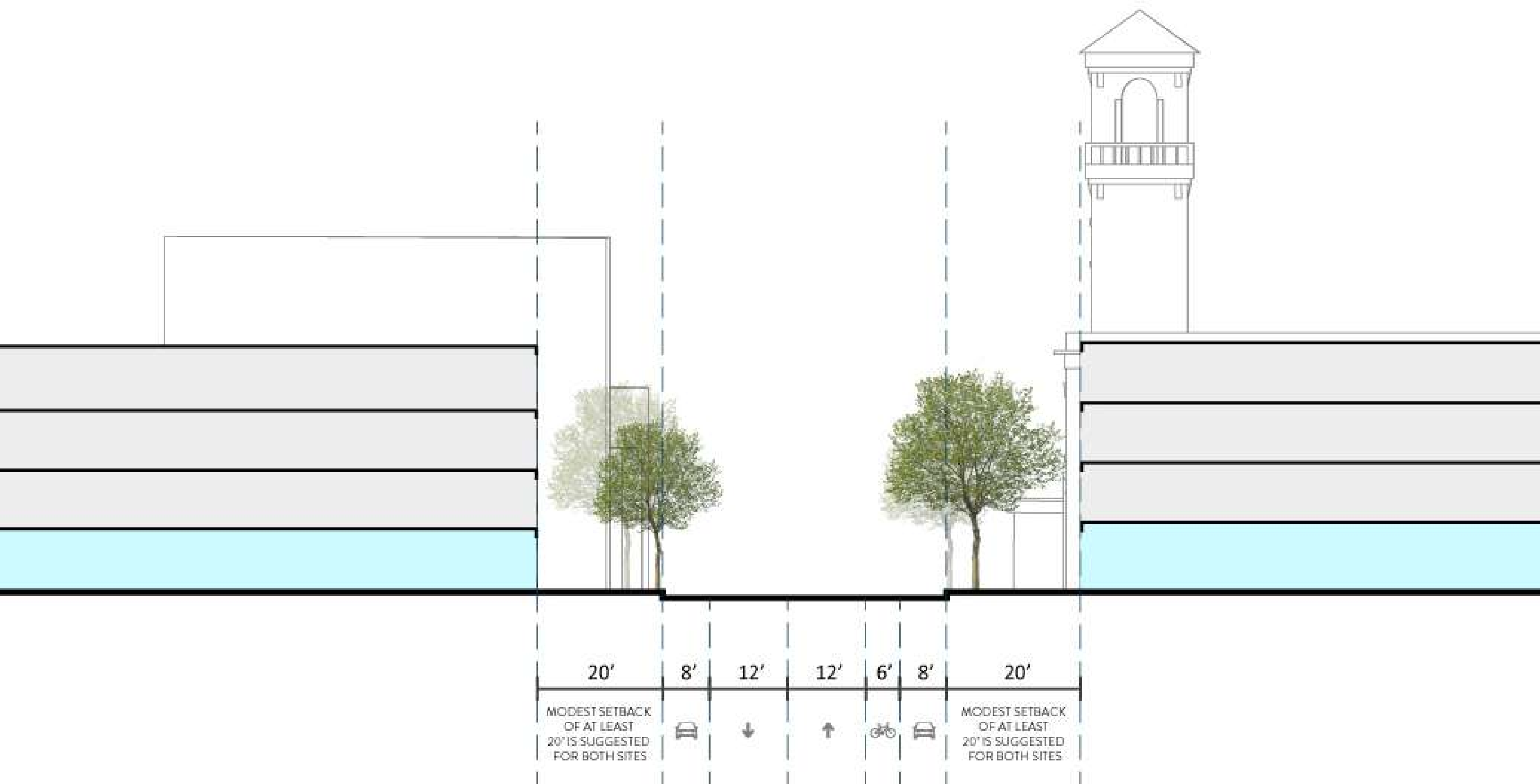
- experiential retail
- pop-up shops
- food tours

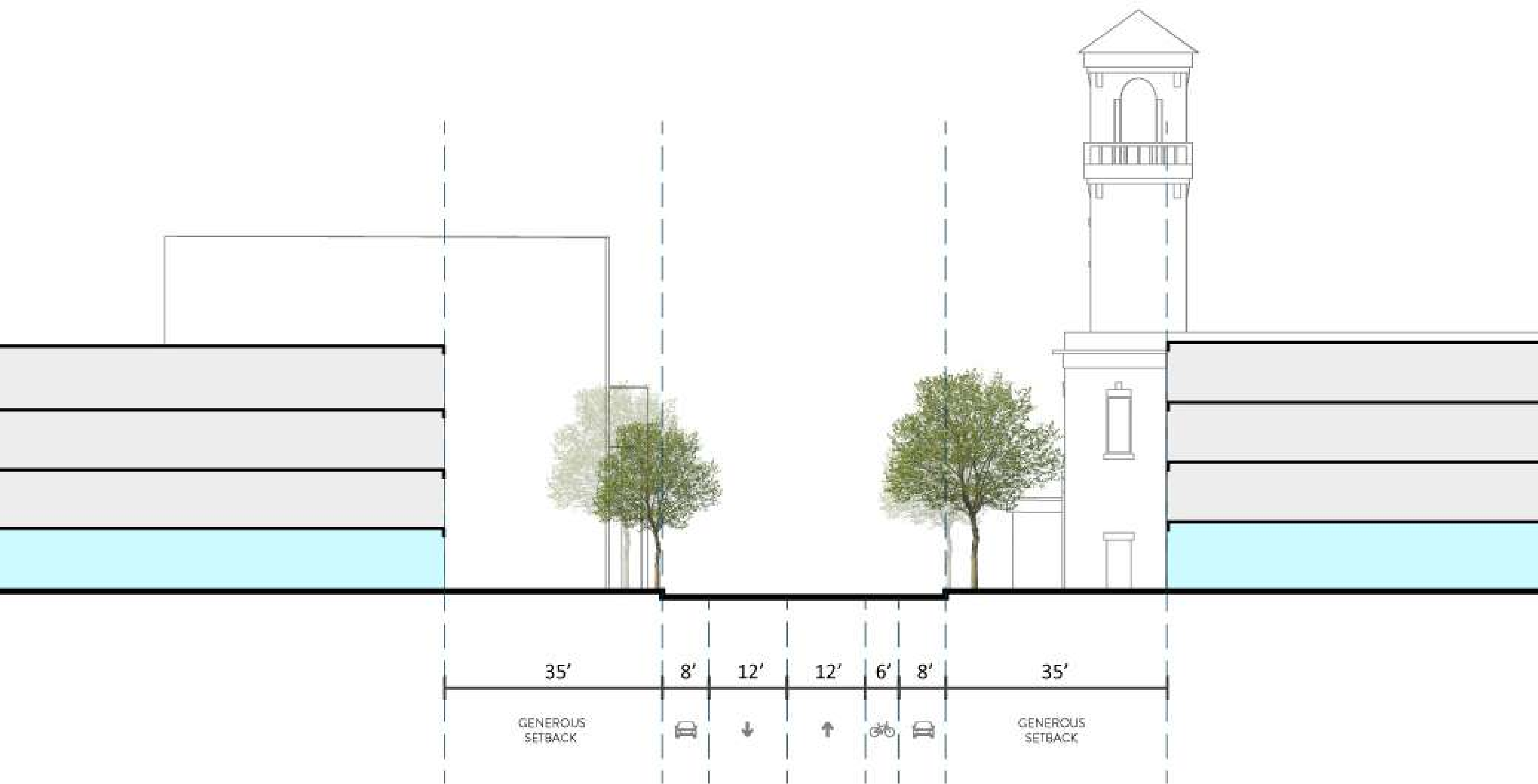
Contact us! City of Revere, Department of Planning & Community Development 781-286-8181

















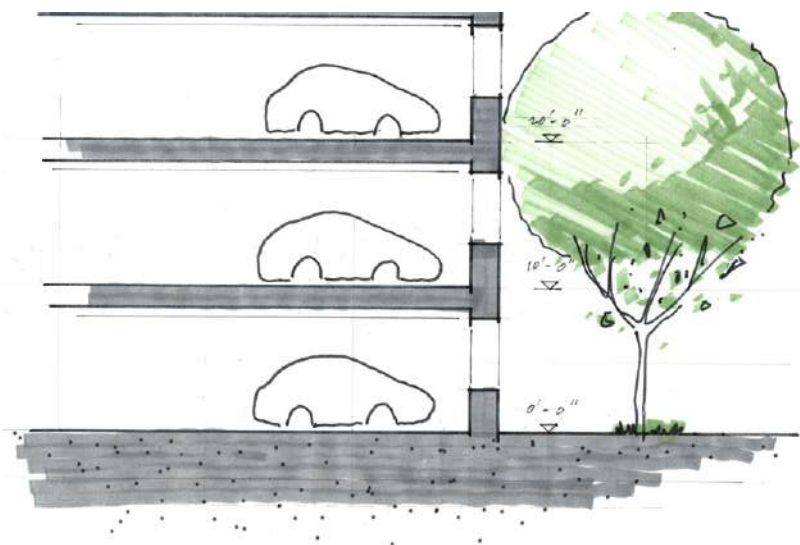
PARKING COSTS

SURFACE
\$5,000/space



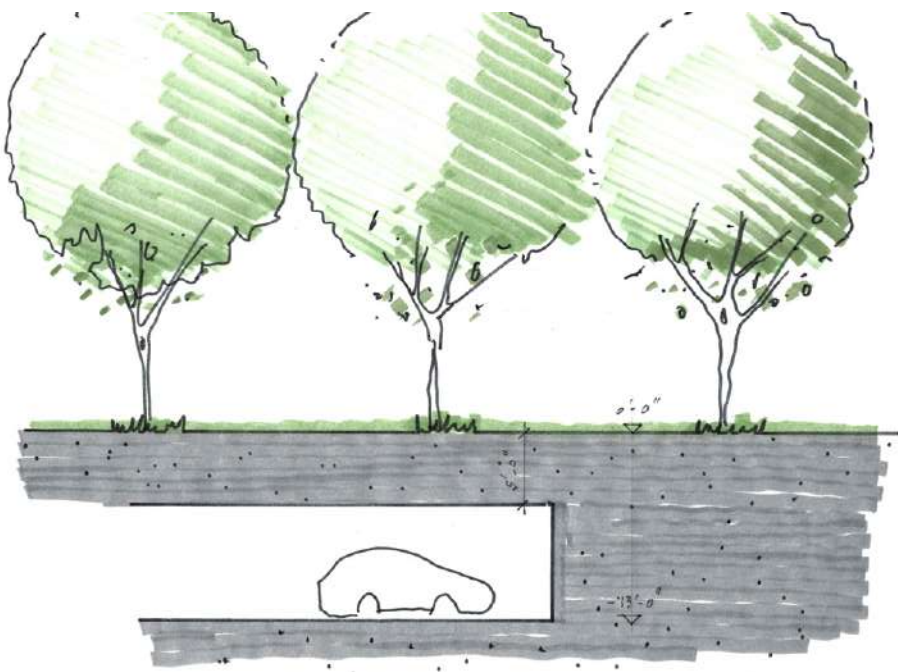
(X)

STRUCTURE
\$35,000/space



(7X)

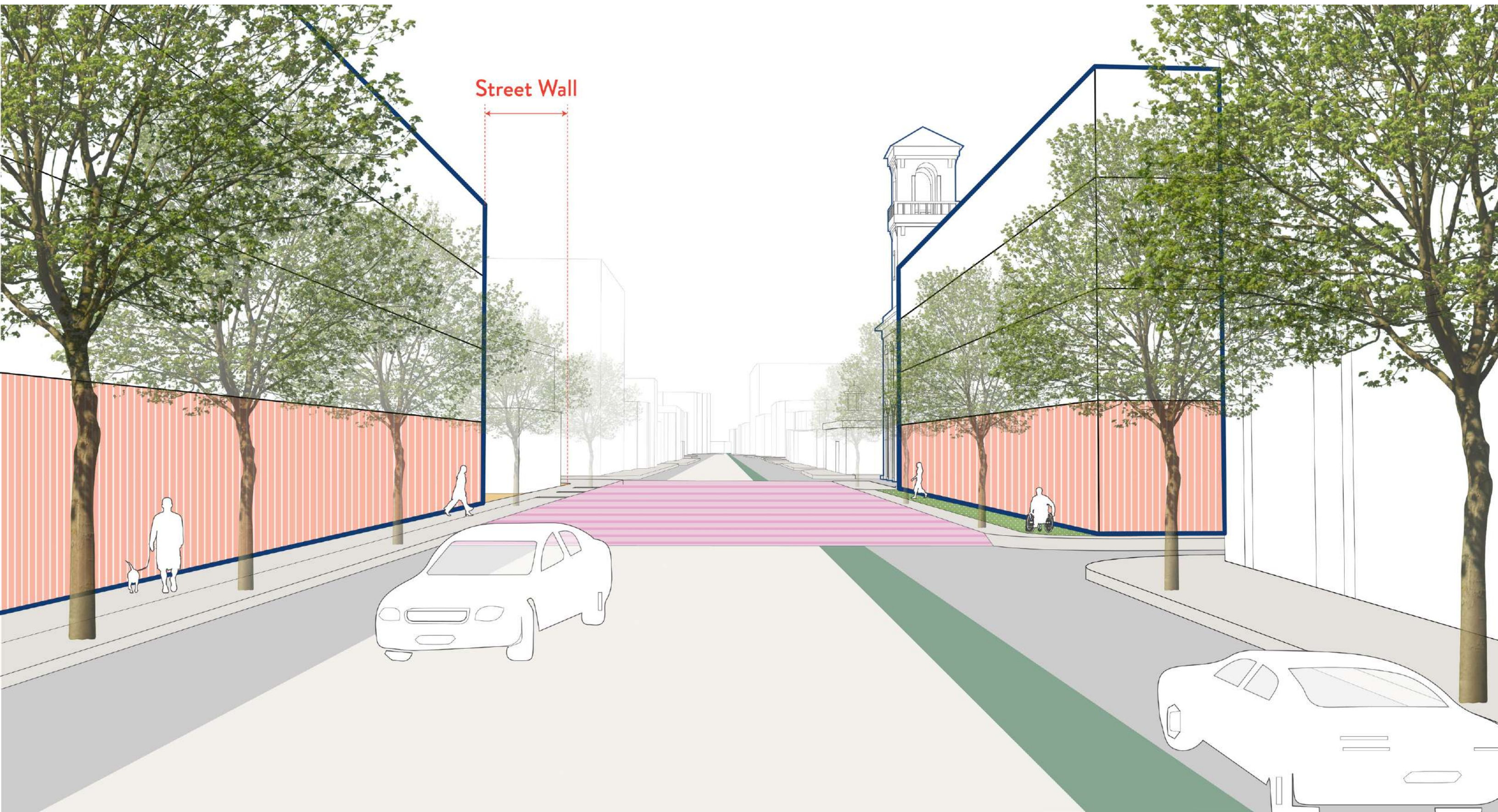
UNDERGROUND
\$100,000/space

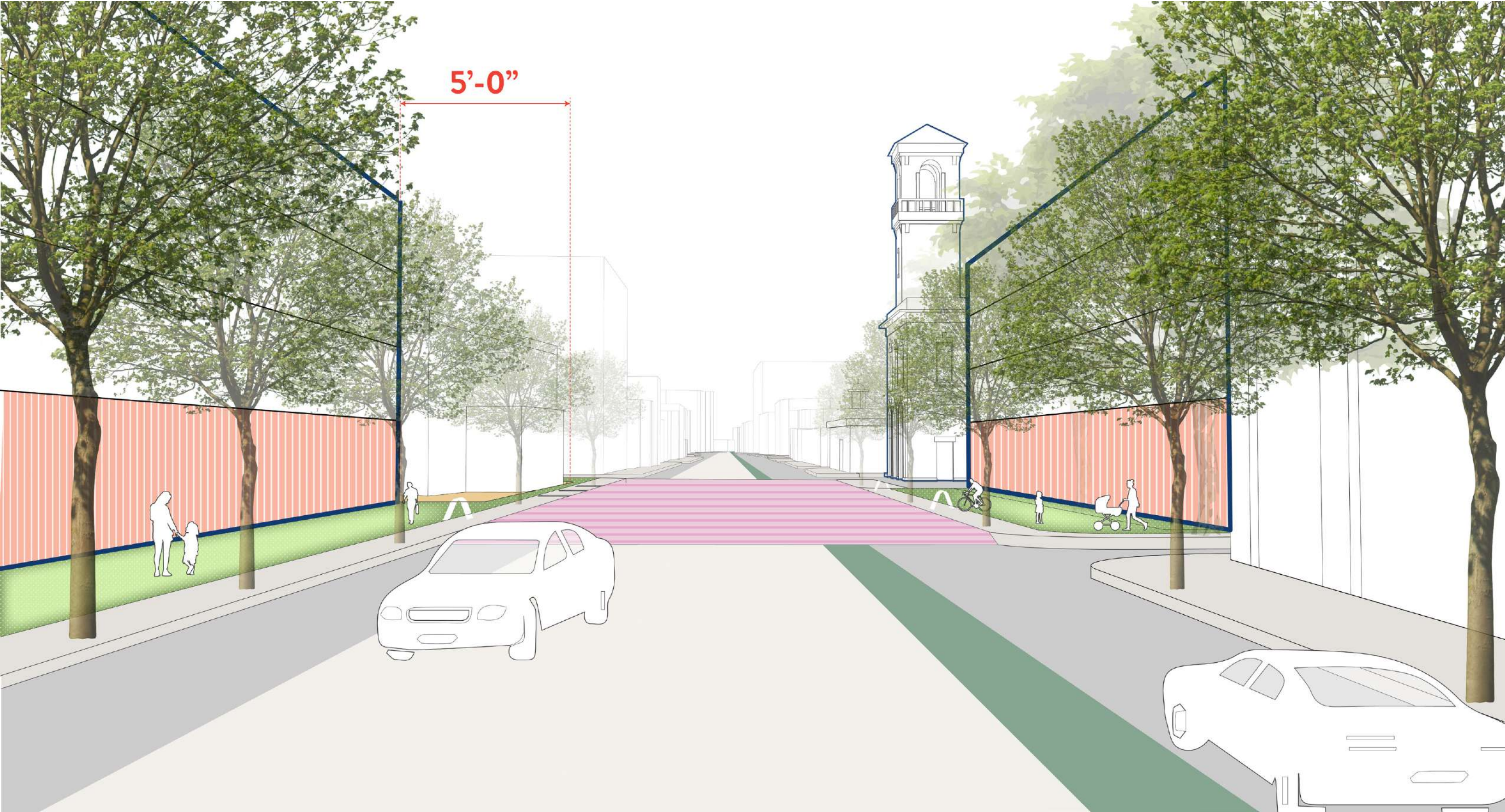


(20X)

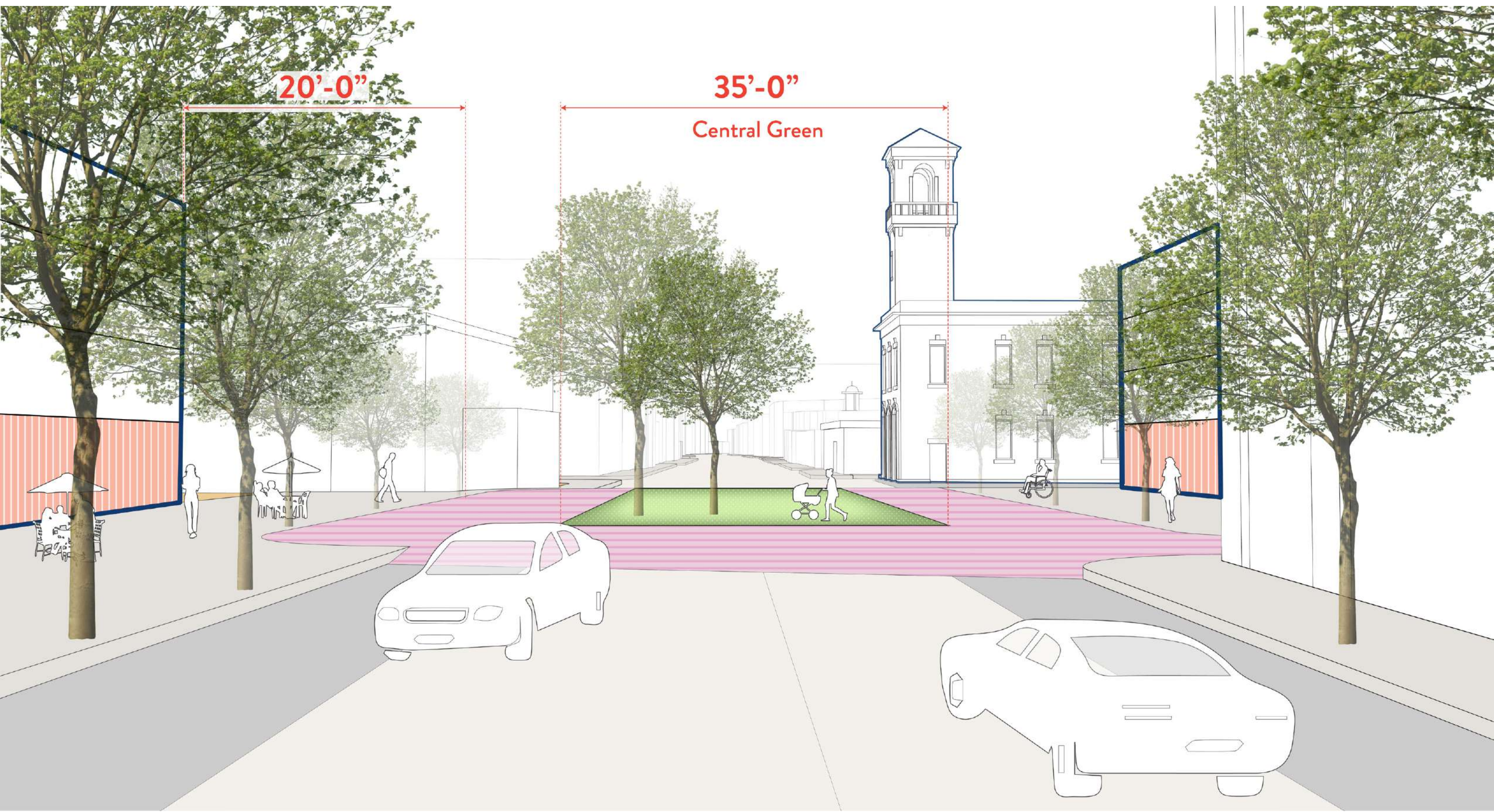
** The actual cost is highly dependent on the specifics of the property, labor costs and site conditions*















NORTH



NORTH BROADWAY... TODAY



- Auto-dependant
- Car dominated
- Lack of “place”

NORTH BROADWAY... VISION



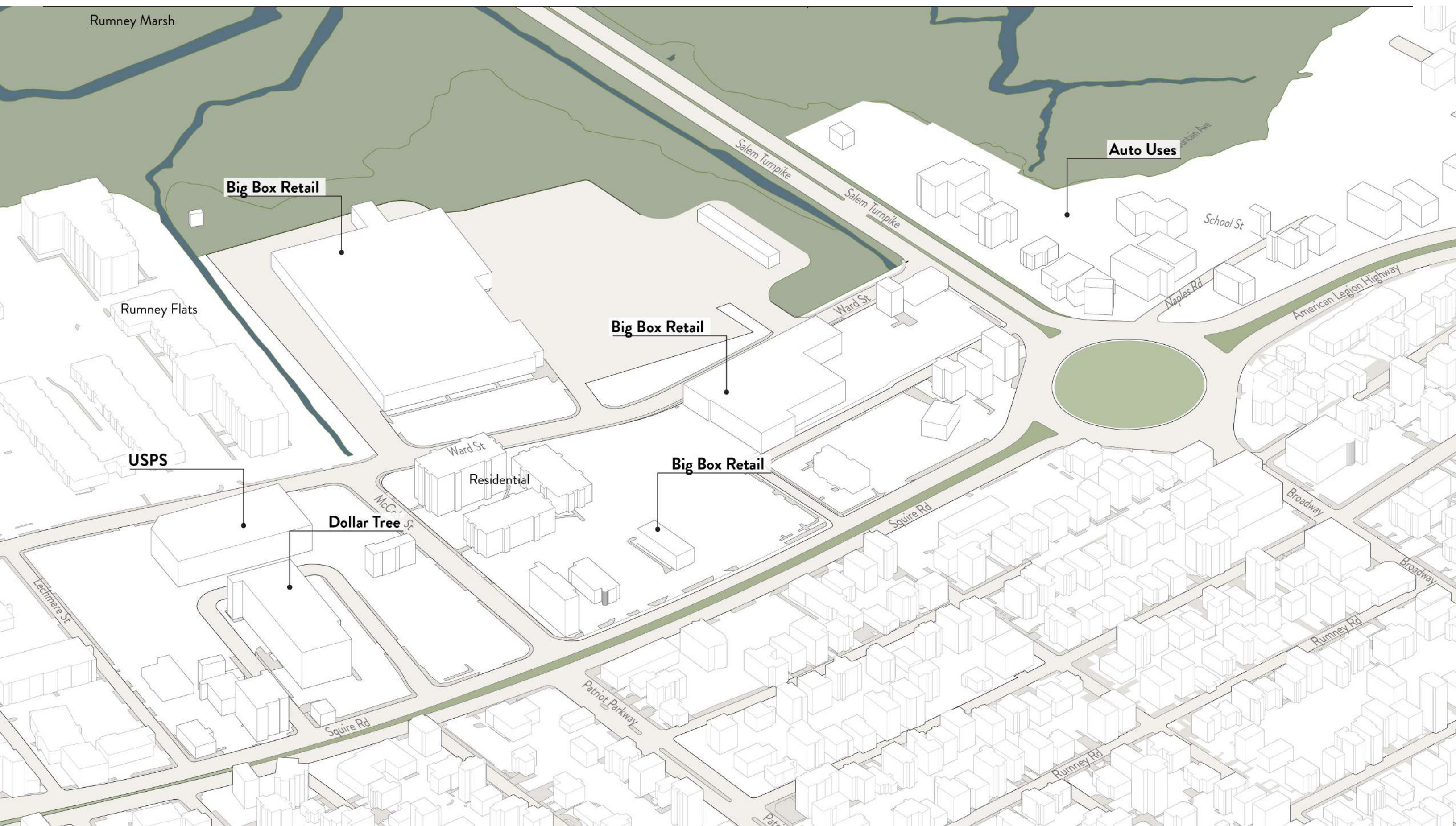
- Grow the neighborhood (2400 new units)
- Increase resiliency

NORTH BROADWAY... VISION

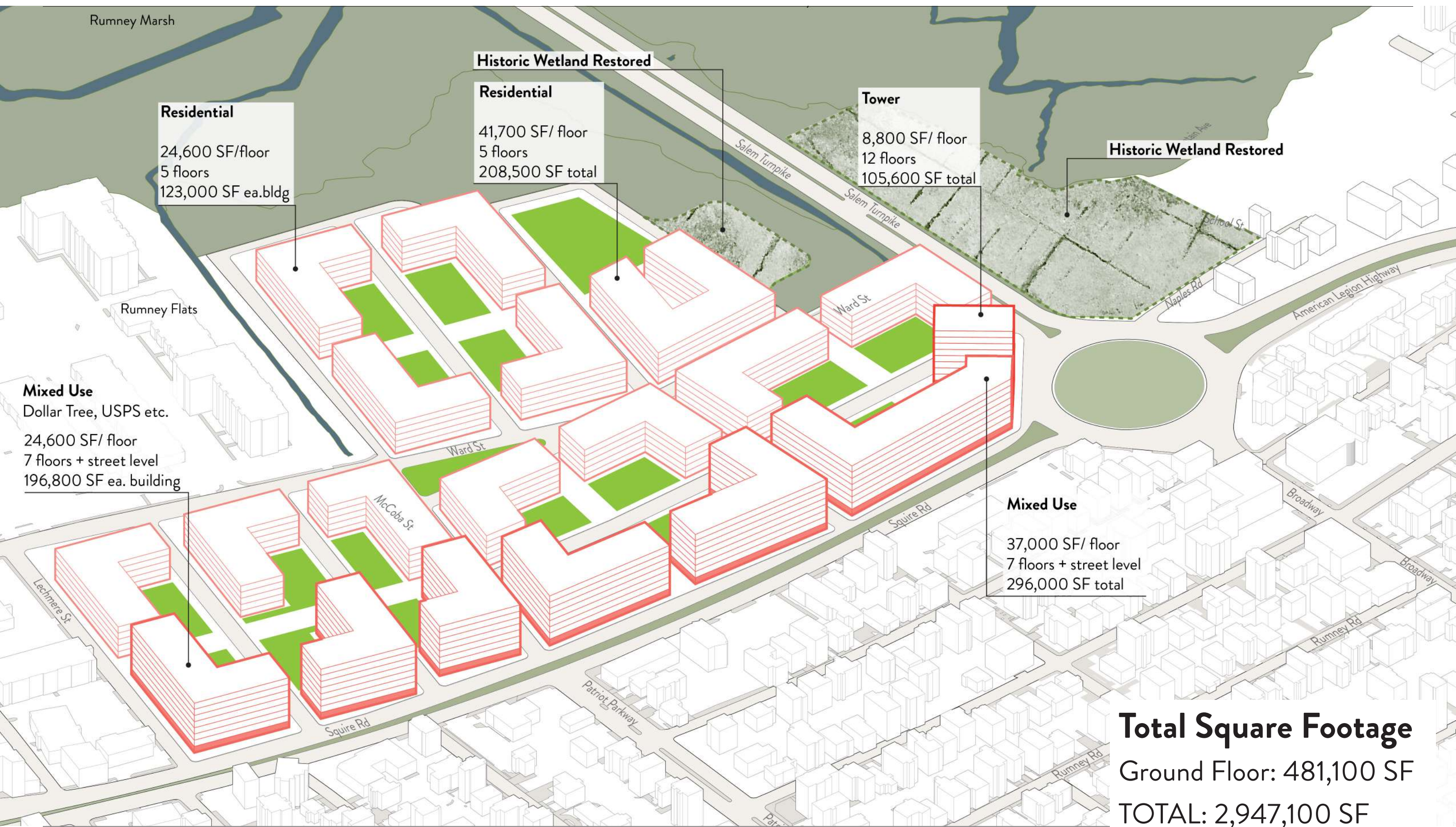


- Grow the neighborhood (1130 new units)
- Increase resiliency

NORTH BROADWAY... TODAY

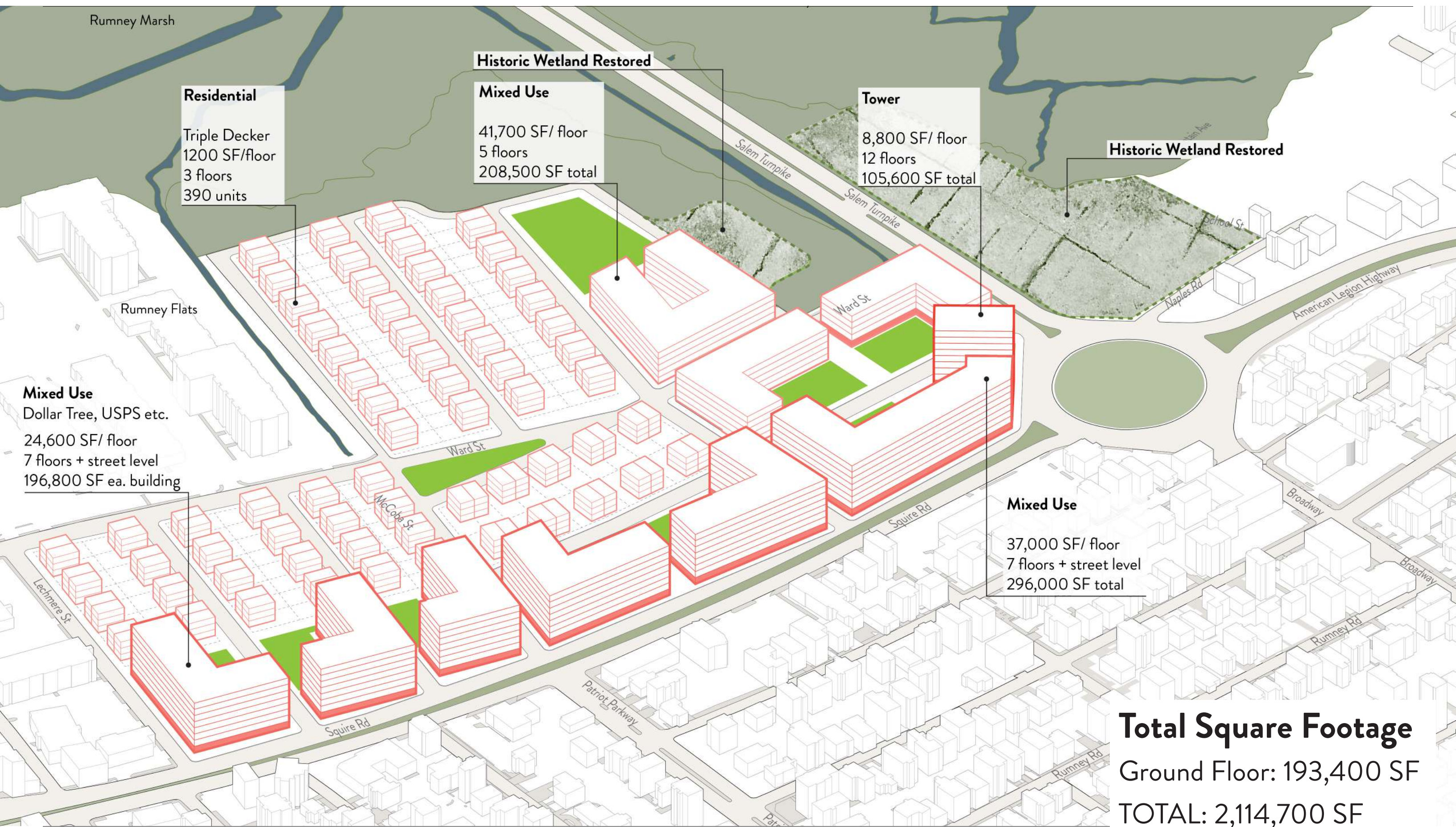


NORTH BROADWAY... VISION



Total Square Footage
Ground Floor: 481,100 SF
TOTAL: 2,947,100 SF

NORTH BROADWAY... VISION



Total Square Footage
Ground Floor: 193,400 SF
TOTAL: 2,114,700 SF



south

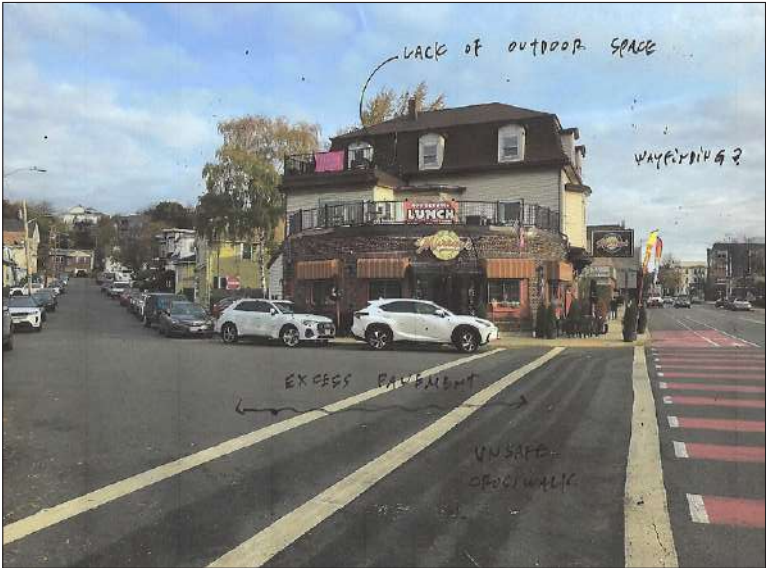


SOUTH BROADWAY... TODAY

VETERANS PARK

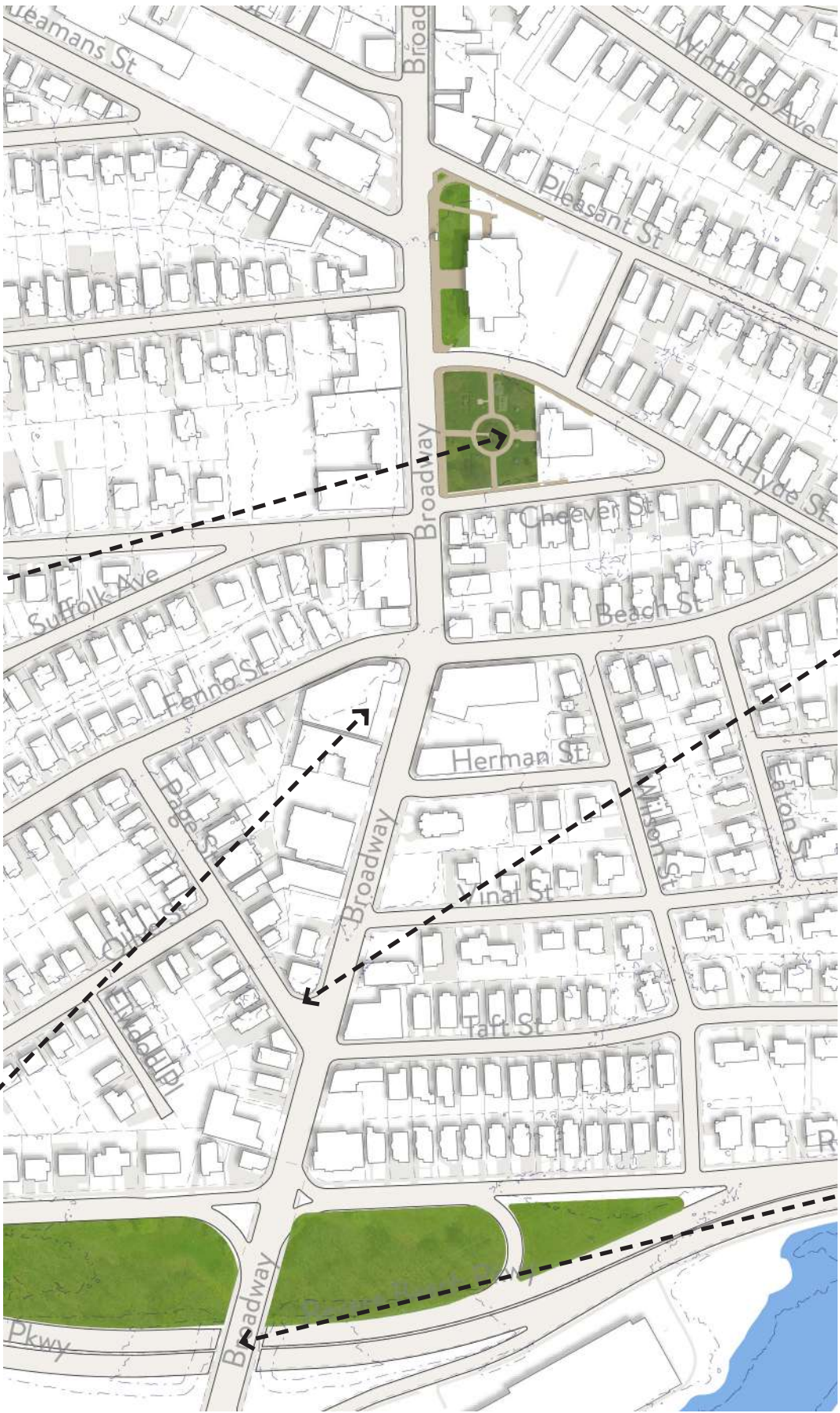


MURRAY'S



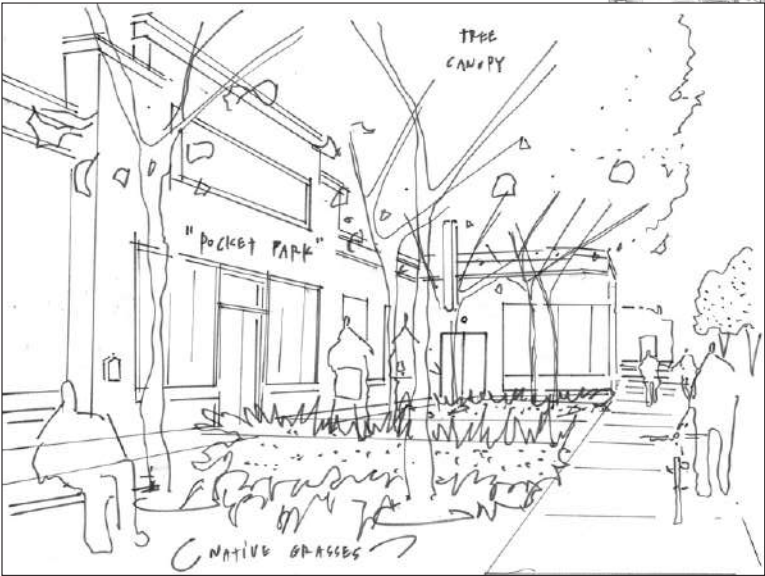
CORNER SITE

UNDERPASS

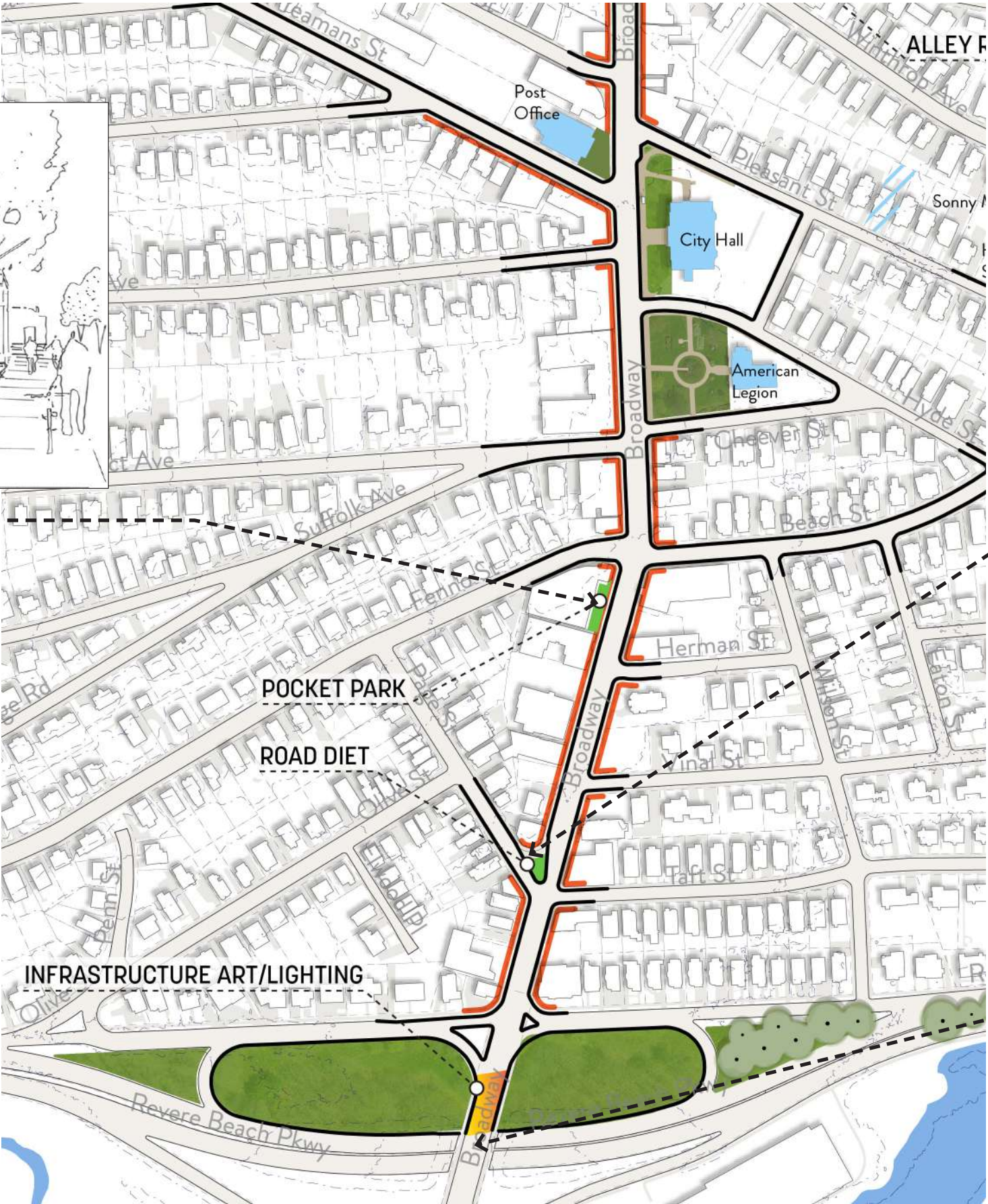
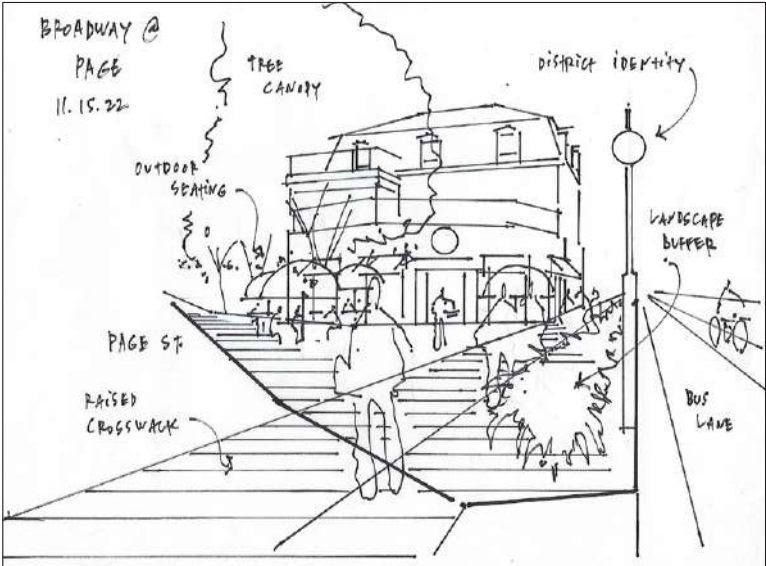


SOUTH BROADWAY... VISION

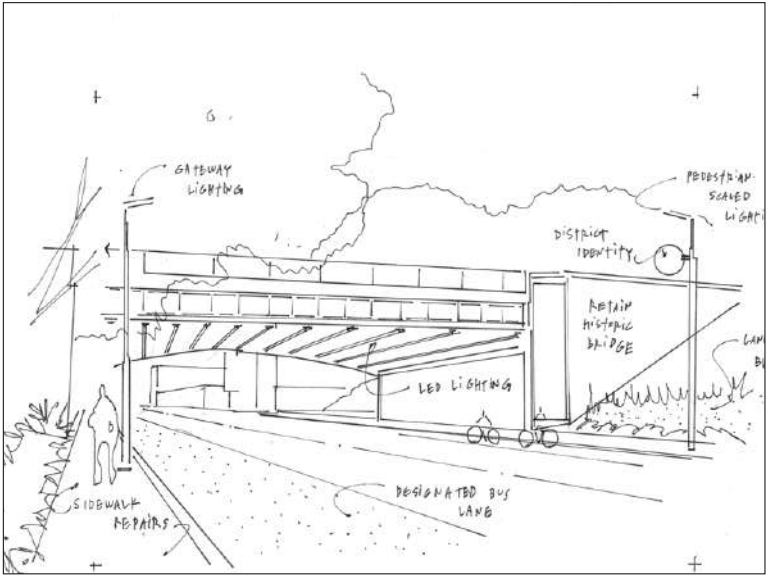
POCKET PARK

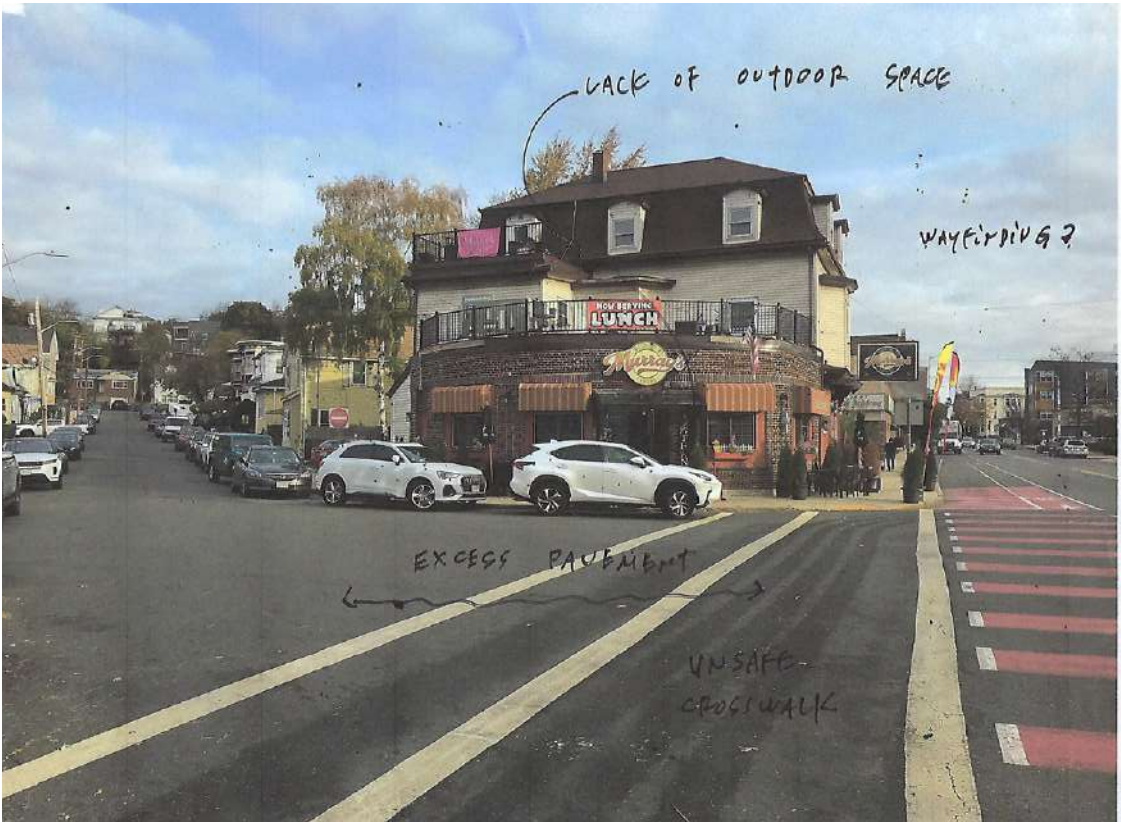


ROAD DIET



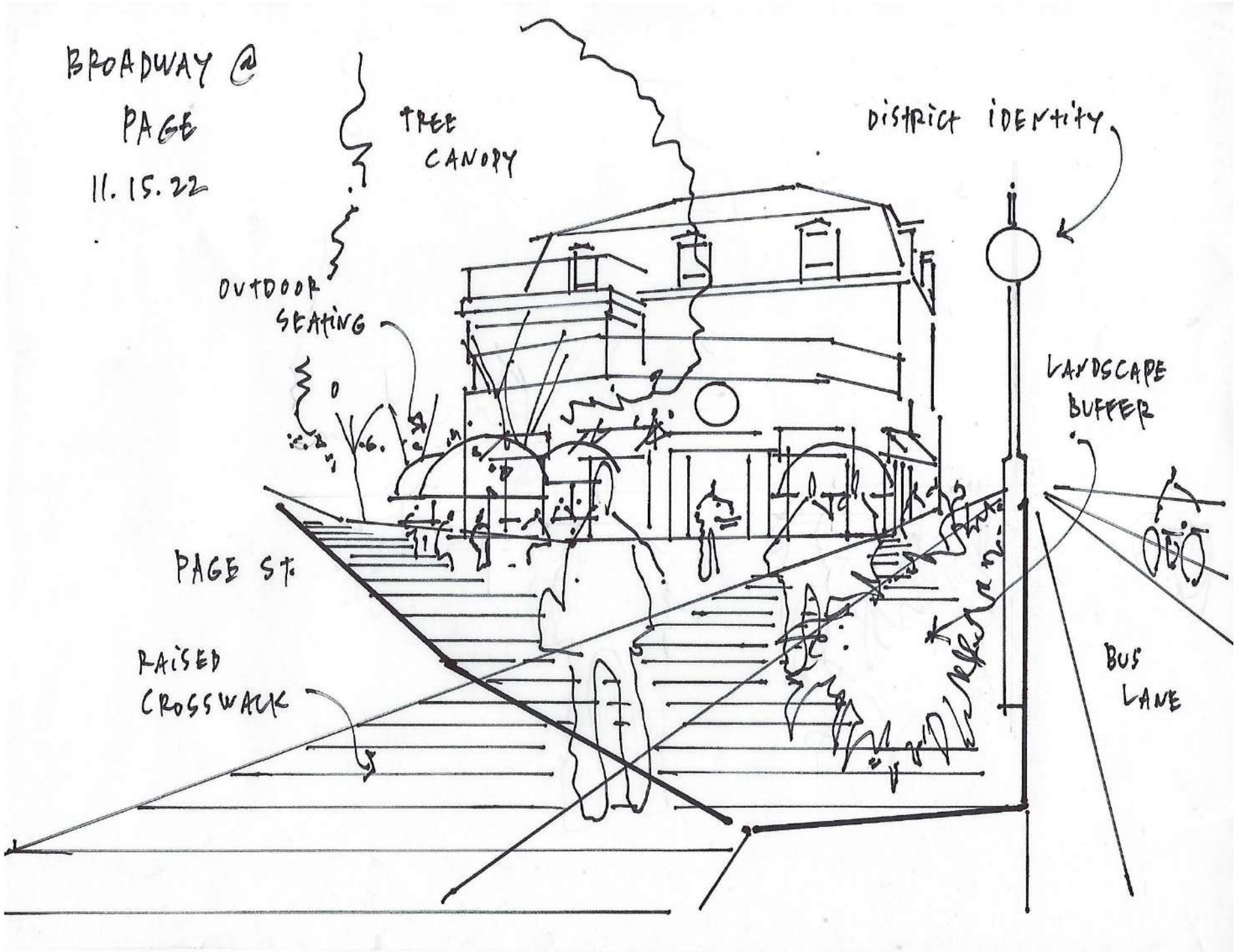
UNDERPASS ART





Murray's
Broadway and Page Street Intersection

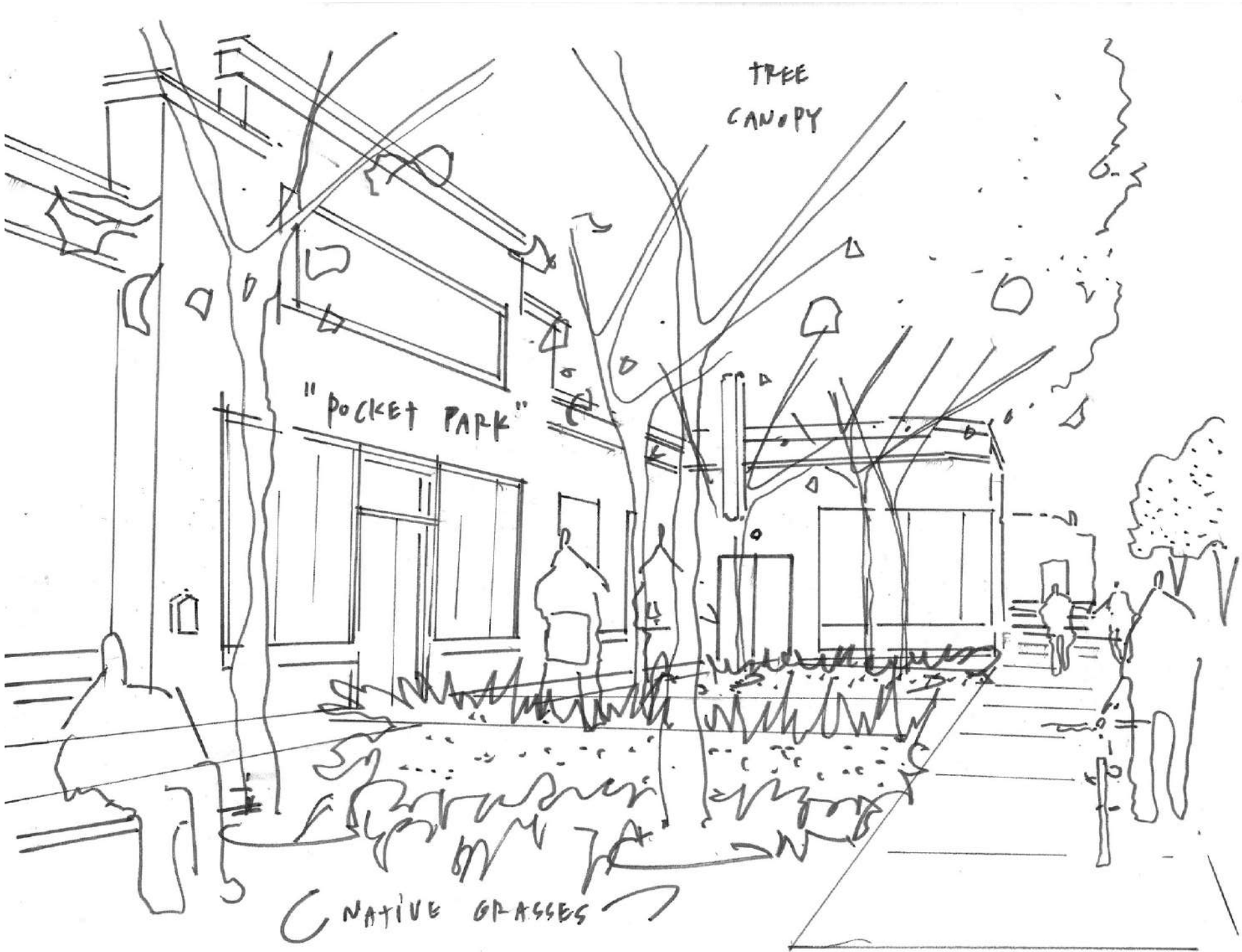
There are very few publicly-accessible landscapes downtown. Identify where pocket parks and increased tree canopy can address heat island effects and storm water runoff.





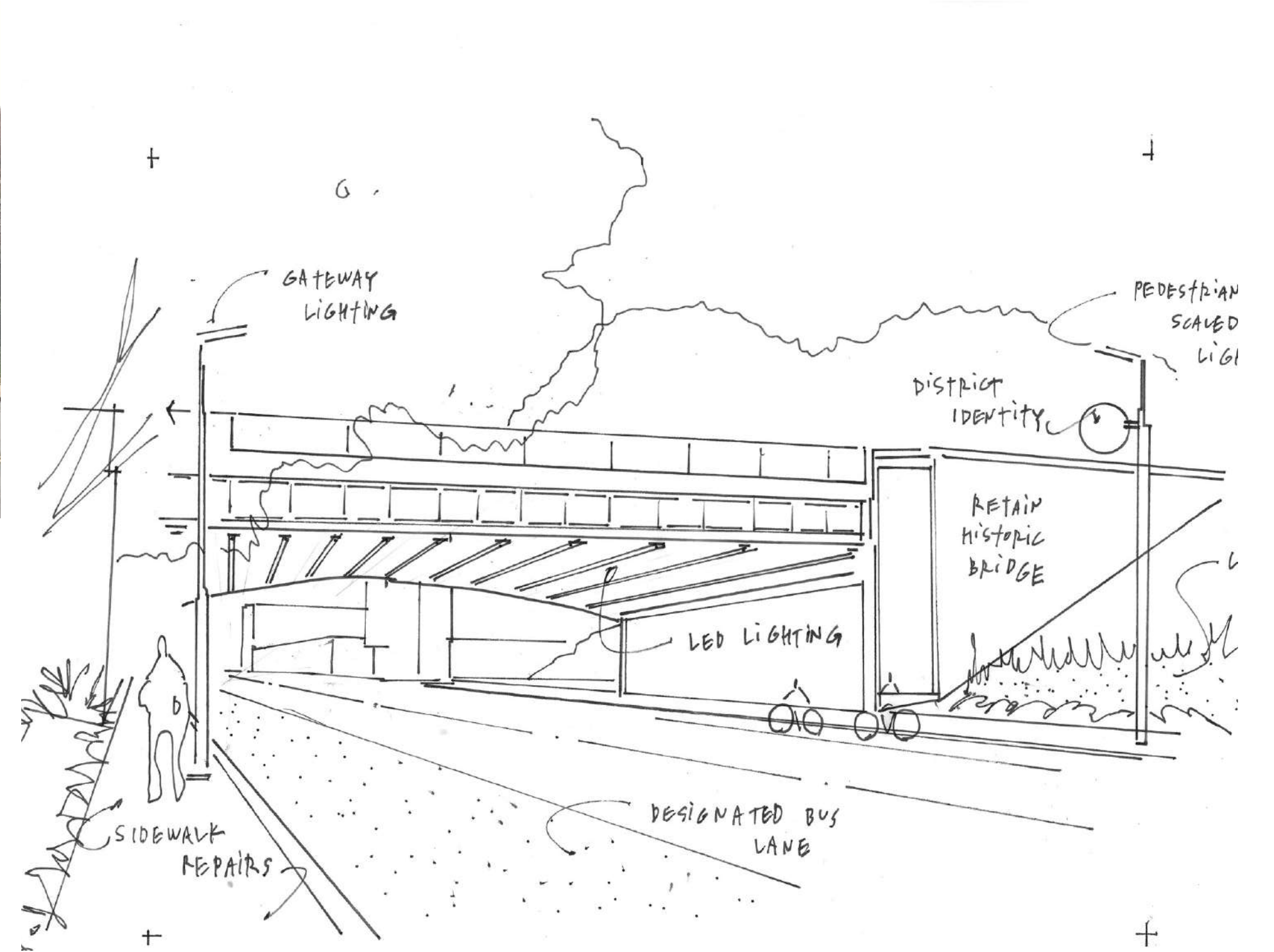
Former Indian Motorcycle
184 Broadway

Reimagine this site as a retail
anchor in Broadway South





Underpass that marks the entry into Revere’s Broadway



SOUTH BROADWAY... VISION



POTENTIAL PLACES FOR ART

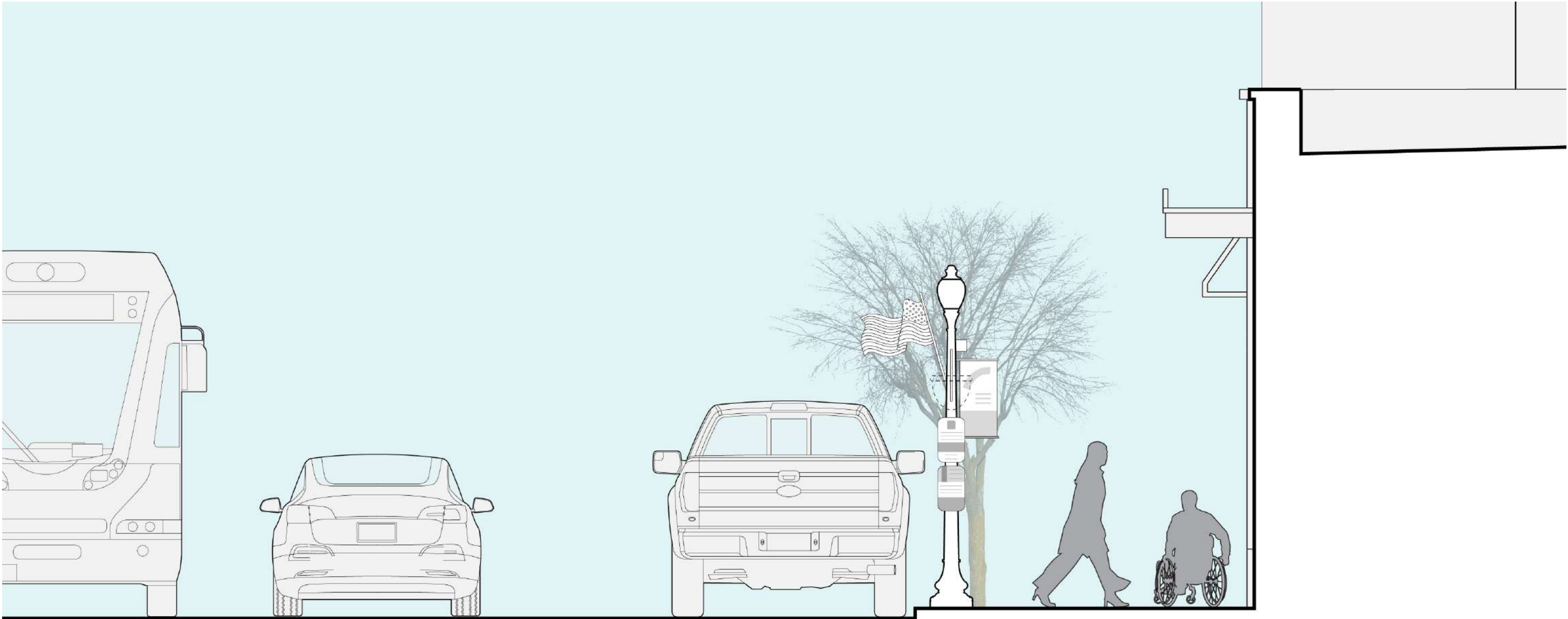




“Broadway is so hot and sunny in the summer, we need trees and shade”

“Trees and pollinator friendly plants”

“More trees and landscaping on Broadway”



Car/Bicycle Lane 14 ft Car/Bicycle Lane 14 ft Parking 8 ft Buffer 3 ft Sidewalk 8 ft



Car/Bicycle Lane 14 ft Car/Bicycle Lane 14 ft Boardwalk 8 ft Buffer 3 ft Sidewalk 8 ft

*** case by case basis ***

Q&A



THANK YOU!

CONTACT:

John Festa

Business Liaison; Director, Signage & Storefront Program

Phone: 781-286-8194 ext. 20318

Email: jfesta@revere.org

Tom Skwierawski

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