

Image: Stamford Corridor Plan

# BROADWAY MASTER PLAN

Revere, MA

April 21, 2023

Submitted by:

architecture  
urban design

**GAMBLE**  
**ASSOCIATES**



April 21, 2023

Mr. Tom Skwierawski  
Chief of Planning and Community Development  
Revere City Hall  
281 Broadway  
Revere, MA 02151

**CITY OF REVERE  
BROADWAY MASTER PLAN**

Dear Tom,

Revere's Broadway corridor is a great community asset. There are historic, attractive buildings along a well-defined right-of-way. The business, many of them second and third generation, are diverse and interesting with unique products, services and cuisines. Few "gaps" exist in the urban fabric, and the most notable ones (Walgreen's and Rite-Aid, in particular) are large suburban building typologies with vast surface parking lots well-positioned for reinvention. Some ground floor vacancies have naturally emerged following the COVID-19 pandemic, and Broadway would benefit from a more robust and resilient landscape, but this endeavor is really about how to envision the future of Broadway that will best leverage the corridor's mix of businesses, amenities and events for both residents and commuters.

Gamble Associates - working together with our colleagues at Landwise Advisors - is excited to submit this response to Revere's Broadway Master Plan. Creating a Master Plan for the city's primary commercial corridor is both timely and essential, and we would be delighted to partner with the city to advance this work. The planning dovetails nicely with the Business District Design Services and corridor-scale Wayfinding and Branding efforts. Building on these initiatives and the public engagement that has taken place over the last seven months will provide continuity of dialogue. Our team has a keen understanding of the nexus between public and private space and the interface between them that is so essential for vibrant and active downtowns. In addition, we not only bring a strong understanding of the corridor's physical characteristics, but also the capacity to determine the short and long-term economic parameters that makes it work ... and work better.

Sincerely,



**David Gamble, AIA AICP LEED AP**

david@gambleassoc.com  
Principal, Gamble Associates

**Gamble Associates LLC**

678 Massachusetts Avenue, Suite 502  
Cambridge, MA 02139  
Tel: (617) 292-9912

## Similar Experience + Workshops

The vast majority of our clients are **cities and municipalities** such as yourself. We take pride in working with communities that strive to create more resilient, just, equitable and beautiful environments. In the last few years, we have created downtown Master Plans for many peer municipalities in the Commonwealth, including:

• Andover, MA*	Historic Mill District	(2017)
• Arlington, MA	Commercial Corridors	(2017)
• Burlington, MA*	Mall Road Redevelopment	(2022)
• Lexington, MA	Hartwell Avenue Corridor	(2018)
• Chelsea, MA*	Broadway Design	(2018)
• Cambridge, MA	Alewife Connectivity Plan	(2019)
• Dedham, MA*	Bridge Street corridor	(2023)
• Tewksbury, MA	Main Street build out	(2018)
• Watertown, MA*	Commercial Corridors Plan	(2016)

The success of any urban design and planning effort is built on the positive engagement of those who work and live in the affected community. Therefore, our work will involve outreach at a number of different levels. In addition to bi-weekly meetings with the Department of Planning and Community Development we envision a two (2) area-wide meetings which will highlight the community pressures and identify barriers to redevelopment. These meetings should also demonstrate the possibilities of the corridor's evolution through parcel redevelopment and open space design. It is important that this endeavor build off of the wayfinding and branding work, as well as the dozen individual property owner meetings through the business design services contract. Please refer to Market Research Tools for a description of data collection strategies.

Should social distancing again become necessary, in Rochester, MN we recently completed a public engagement effort that was almost entirely virtual due to the variant outbreak. This city initiated a Co-Design process whereby under-represented individuals and nationalities that are not typically engaged in outreach efforts are given a voice and help to steer the downtown revitalization project. Gamble Associates worked closely with the co-design team to foster greater interaction with their respective communities. The "Riverfront Talks" Series was branded in advance through public engagement posters, postcards and social media information that were printed in four languages.

**More about this effort and links to the Videos can be seen at: [www.riverfrontsap.com](http://www.riverfrontsap.com)**

\* References on next page

## References

**Alexander Train**

Director  
Department of Housing and Community Development  
Tel: 617-466-4192  
Email: atrain@chelseama.gov

Chelsea, MA

**Paul Materazzo**

Director of Planning & Land Use  
Community Development & Planning  
Tel: 978- 623-8650  
Email: pmaterazzo@andoverma.gov

Andover, MA

**John Sisson**

Economic Development Director  
Tel: 617-796-1122  
Email: jsisson@newtonma.gov

Dedham/Newton

**Melisa Tintocalis**

Economic Development Director  
Town of Burlington  
Tel: 781-505-1186  
Email: mtintocalis@burlington.org

Burlington/Lexington

**Steve Magoon**

Director, Community Development and Planning  
Acting Deputy City Manager  
Tel: 617 972-6417  
Email: smagoon@watertown-ma.gov

Watertown

Please refer to Landwise Advisor's (LW) project pages for additional client references.

## Market Research Tools

- Site Tour  
Familiarizing team with corridor and surrounding context.
- Review of Existing Materials & Previous Market Analysis  
Including the Rapid Recovery Plan (2021)
- Assessment of Regional and Local Market Conditions  
Levels of occupancy, rents, turnover, key tenants, demographic and market drivers that are shifting demand patterns and creating opportunities for future growth.
- Land Use / Commercial Inventory  
Detailed inventory of uses along the corridor (by type and square footage) in tabular and spatial formats.
- Community Survey  
To glean critical qualitative and quantitative data on demographics, origins, and modes of transportation of people visiting and living in the area, their interests, and what attracts them to Broadway.
- Interviews to Inform Business Growth & Retention Strategies  
With incumbent business owners and prospective tenants (if known), evaluating specific local conditions for each segment.
- Stakeholder Engagement  
Strategy coordinated with the City of Revere, to include smaller stakeholder work sessions with both Gamble Associates and Landwise. Two (2) larger public meetings are anticipated and the corresponding agendas and presentations, with the intent to generate meaningful engagement, allowing community members to understand the range of choices and trade-offs to consider relative to community and economic development goals.
- Online Engagement  
Given the diversity of the community, two of our staff members speak Spanish as a first language. We would like to explore a virtual, pre-recorded video format to communicate the plan's objectives and updates on the effort for non-English speakers.

## Staff

### **David Gamble, Principal**

30 years experience

Principal contact: Project management, design lead, community engagement

David will be the Principal in Charge for this effort and the primary contact. He is an architect and urban planner and Principal of Gamble Associates which focuses on community revitalization. David taught in the Department of Urban Planning and Design at Harvard's Graduate School of Design for twelve years and formerly held academic posts at Northeastern University and Syracuse University. While at Syracuse, he founded the Community Design Center which conducted pro-bono projects in under-served neighborhoods around the city. He is Past Chair of the American Institute of Architect's Regional and Urban Design Committee (2017-2021) and is former Co-chair of the Boston Society of Architects (BSA) Urban Design Committee. He is a recipient of the AIA's National Young Architects Award and the Gabriel Prize.

David's research and writing looks at the catalytic effects of urban design and planning projects with a focus on creative implementation strategies to enable redevelopment. Together with Patty Heyda (Washington University) he published "Rebuilding the American City" published by Routledge Press (2016). The book presents five paradigms for redevelopment and a range of perspectives on the complexities, strategies, successes and challenges inherent to rebuilding American cities today. His current research investigates small town redevelopment ("Reinventing the American Town", Routledge Press, 2024) and he is editing a collection of essays about Greater Boston's future entitled "Idea City" (UMass Press, 2023).

### **Antonia Medina Abell, Architect**

5 years experience

Role: Designer, community engagement

*Bi Lingual - Native Spanish speaker*

Antonia holds a professional degree in Architecture from Pontificia Universidad Católica de Chile and a Master of Science in Architecture and Urban Design from Columbia University. She was awarded the 'Honor' 2020 AIANY + ASLANY Transportation + Infrastructure Design Excellence Awards in the Student Projects category for her team's proposal for a carbon-zero river port and food processing facilities in Newburgh, New York. Antonia brings over three years of architectural experience in a wide range of scales and geographies; from industrial architecture projects in Santiago de Chile, commercial and city projects in the Midwest and interior design in Boston, where she worked previously for Arazi Levine Design. She is most interested in building resiliency through infrastructure.

**Tania Bronsoiler, Architect**

10 years experience

Role: Designer, community engagement

*Bi Lingual - Native Spanish speaker*

Tania Bronsoiler is an urban designer and consultant architect for Gamble Associates. She is a licensed architect in Mexico with a decade of professional experience in architecture, landscape design and urban design with a concentration on climate change resilience. Tania earned her Bachelor of Architecture cum laude from Universidad Iberoamericana in Mexico City and her Master's in Design for Sustainable Urban Environments magna cum laude from Northeastern University. While at Northeastern, Tania received the Excellence in Urban Landscape Design Award.

# Price Proposal

## City of Revere Broadway Master Plan Development

The professional fee associated with the Scope of Work outlined above is \$99,500 inclusive of reimbursable expenses. Reimbursable expenses include plotting and printing of final document.

1. Hourly rate for consulting and design services	Principal: \$225/hour (GA) Designer: \$175/hour (GA) Principal: \$200/hour (LW) Project Manager: \$135/hour (LW) Strategic Planner: \$100/hour (LW)
2. Indirect cost travel expense	\$250 (estimate)
3. Indirect cost associated with contracted services	\$96,750
4. Projected number of Hours for analysis	Market Study/Economic Analysis (280 hours) Land Use/Public Engagement/Zoning (380 hours)
5. Indirect printing / research cost	\$2,500
<b>Bid total</b>	<b>\$99,500</b>

Signature and Title



David Gamble AIA AICP LEED AP  
Principal

Date: April 21, 2023



# The Firm

## Gamble Associates

Gamble Associates focuses on the revitalization of urban centers. As both architects and urban planners, we have developed a specialization in urban design with a particular focus in three areas: waterfronts and urban centers, institutional planning, and neighborhood revitalization.

### Waterfronts and Urban Centers:

Cities are redeveloping their waterfronts today not for industry, as in eras past, but for enhancing quality of life. The integration of new uses, creative programming and an emphasis on public/private partnerships are overcoming barriers to redevelopment. Addressing remediation through performative landscapes and the reactivation of vacant buildings by targeting niche markets are bringing vitality to the water's edge.

### Institutional Planning:

Anchor institutions such as universities and hospitals can and should have a role to play in the transformation of their surroundings. Their growth transforms the surrounding context, creating a host of urban design challenges and solutions. These concentrations of employment, intellect and financial capital can serve as a catalyst for the benefit and development of adjoining neighborhoods.

### Neighborhood Revitalization:

Neighborhoods are increasingly under pressure to accommodate additional growth as cities and towns densify along commercial corridors served by public transit. These projects test the capacity for new development. Through rezoning or the implementation of design guidelines and standards, infill development is transforming former industrial zones into mixed-use destinations.



As a design-based practice, we collaborate frequently with allied disciplines in landscape architecture, economic development, and environmental engineering believing that the revitalization of urban areas holds the greatest potential for the health and wellbeing of society.

We select our projects carefully and devote our full consideration to them. This assures frequent communication with the client and stakeholders throughout the planning and urban design process.



# DESIGN GUIDELINES

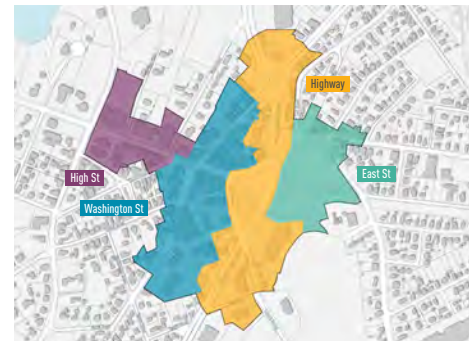
## Dedham Square // Dedham, MA

**Role** Architect + Urban Designer  
**Duration** 4 months  
**Client** Town of Dedham, Department Economic Development  
**Program** Residential + Commercial  
**Time Frame** 15 years

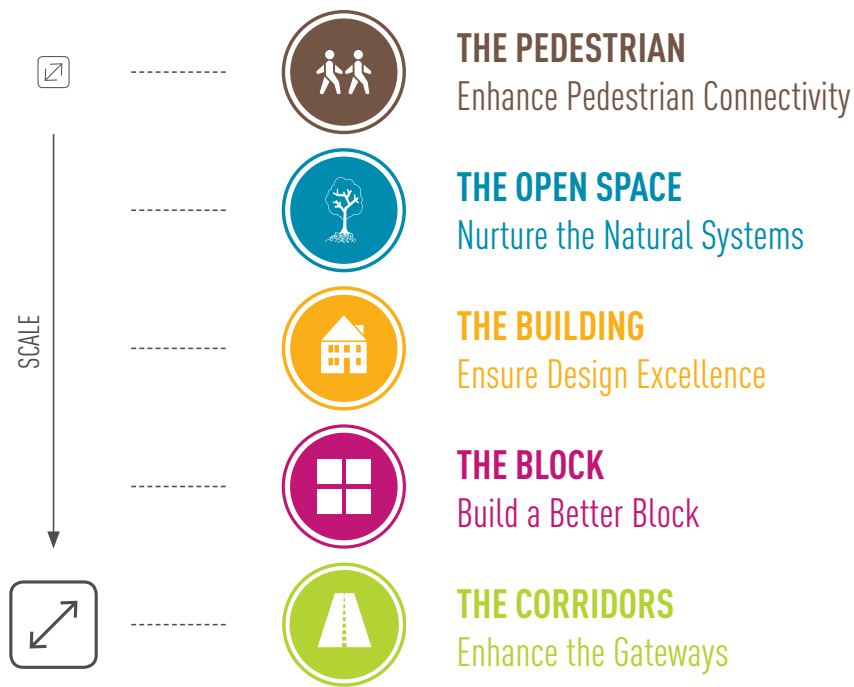
**Challenge** Dedham Square has a remarkable history. The downtown has a robust mix of uses that include over 18 restaurants or places to eat in close proximity to one another. Over the last few years, recent construction is filling in the gaps between historic buildings and raising the level of discourse about what the future of Dedham Square should look like.

**Response** There is a perception that the Town is built out. However, there is still room to grow. Certain parcels close to Providence Highway are underutilized and would benefit from greater density and a more robust mix of uses. Paradoxically, potential areas for new growth are also close to the historic building fabric. There are five blocks that are nestled between the historic buildings and the highway which are best positioned for redevelopment. This is where Design Guidelines will have the biggest impact.

**Contact** John Sisson, Economic Development Director  
Town of Dedham  
Tel: 781-751-9175  
jsisson@dedham-ma.gov

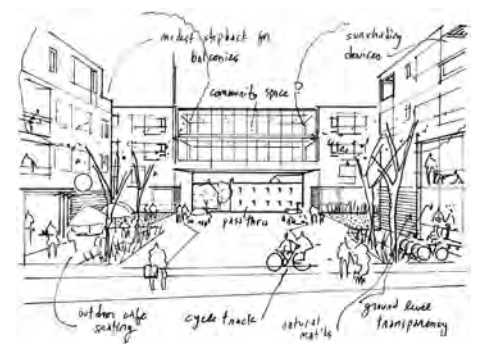






Role	Architect + Urban Designer
Duration	9 months
Client	Town of Watertown, Department of Community Development
Program	Mixed-use development
Time Frame	10 years

**Challenge** Faced with the possibility of a community-led moratorium on new development, Watertown initiated Design Guidelines and Standards for new development along the Town's primary commercial corridors. The Guidelines were developed as the first implementation step which resulted from Watertown's Comprehensive Plan that sought to concentrate redevelopment along corridors that have access to public transit.



**Response** Nine over-arching categories for development organize the topics. Three dimensional computer models, created using an intentional range of architectural languages, describe the characteristics in perspective form and highlight permissible and discouraged strategies as they relate to essential building elements like height, massing and public realm interface. In addition to the guidelines, the scope of work included drafting language to be integrated into the Zoning Ordinance and collaboration with Greystar - a national housing developer - to test the application of the guidelines to a specific, 288 unit mixed-use complex.

2015 MA APA Planning Guide or Tool Award

2015 Highest "Honor Award for Urban Design"  
by the Boston Society of Architects

**Contact** Steve Magoon, Director and Asst. City Manager  
Town of Watertown, Dept. of Community Planning and Development  
Tel: 617-972-6417 ext. 12161  
smagoon@watertown-ma.gov





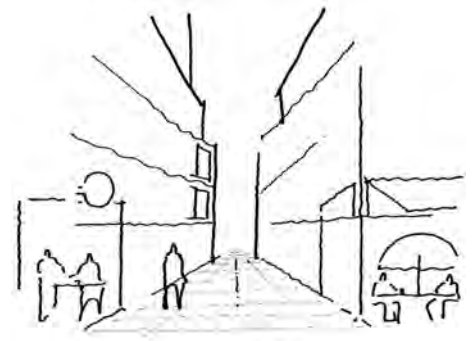




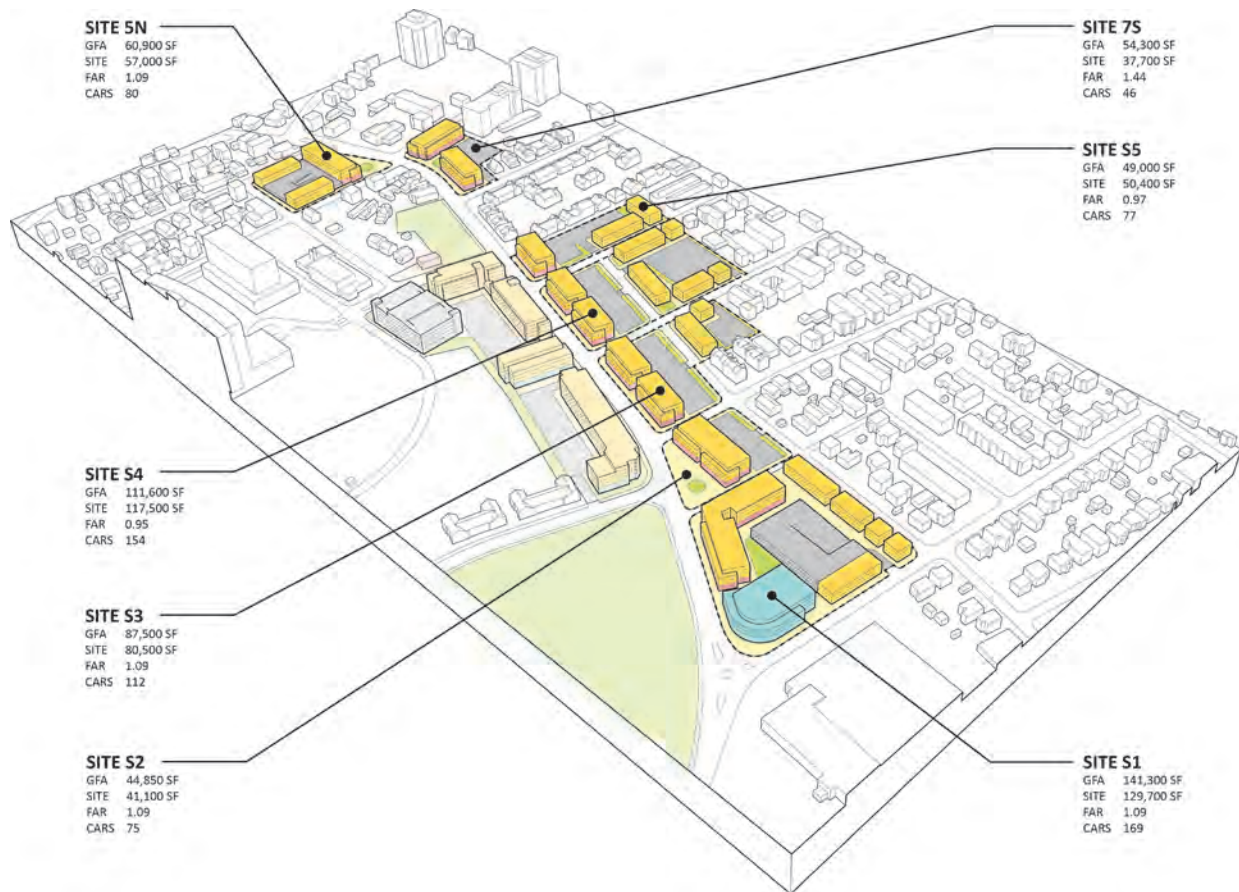
# CORRIDOR PLANNING

## Illustrative Guide for Redevelopment // Stamford, CT

- Role** Architect + Urban Designer
- Duration** 6 months
- Client** City of Stamford + Charter Oak Communities
- Program** Mixed-use development
- Time Frame** 10 years
- Challenge** The seam between the Stamford Hospital and the West Side's primary commercial corridor is under development pressure as the medical campus grows. Recently adopted zoning changes for the city's commercial corridors seek to establish a more urban condition for new infill development by increasing building heights and diminishing setbacks.
- Response** This "Illustrative Guide" to redevelopment along Stillwater Avenue tested the capacity for new development under the City's recently adopted Village Commercial District Zoning. The rezoning effort sought to create a more pedestrian-oriented environment for the area and increase the viability of a mix of uses, including significant residential concentrations. The corridor plan capitalized on existing community assets and open spaces.
- Contact** Norman Cole, Land Use Bureau Chief  
City of Stamford  
Tel: 203-977-4714  
Ncole@ci.stamford.ct.us









# CORRIDOR PLANNING

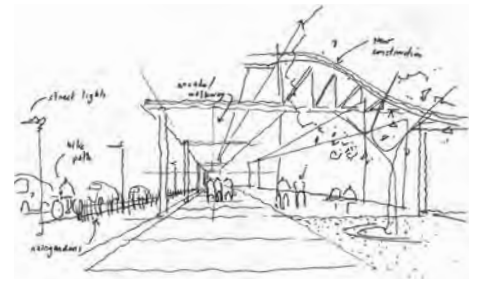
## Hartwell Avenue Zoning Initiative // Lexington, MA

**Role** Urban Designer  
**Duration** 4 months  
**Client** Town of Lexington, Department of Economic Development  
**Program** Mixed-use  
**Site** 160 acres  
**Time Frame** 15 years

**Challenge** Hartwell Avenue is a 1.5 mile long corridor that consists of mostly office and lab buildings that face the same issues as many other properties in similar suburban settings: Their location is too far set back from the street edge, they are surrounded by surface parking and lack attractive amenities as well as flexible floor plates businesses need today in order to compete.

**Response** In order for Hartwell Corridor to survive, it has to become an attractive location for companies that are more and more moving to downtown locations. The corridor study recommends zoning changes that allow for greater density, higher buildings, and lower parking ratios. Combined with extensive streetscape improvements, Hartwell Avenue can be transformed into a mixed-use district that is connected to its adjacent open space potentials by an enhanced trail network.

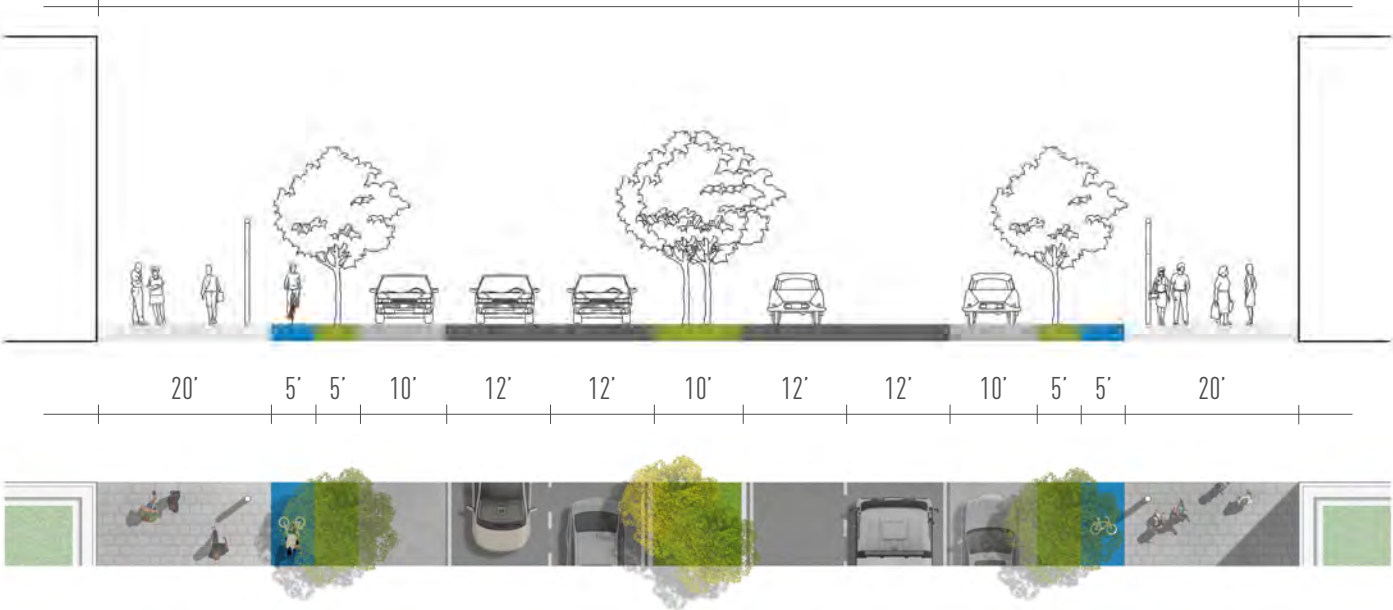
**Contact** Megan J. Zammuto, Economic Development Coordinator  
Town of Lexington  
Tel: 781-698-4568  
mzammuto@lexingtonma.gov







Proposed public right of way = Corridor width  
138'





# SUBURBAN TRANSFORMATION

## Burlington Mall Road Strategic Plan // Burlington, MA

*In collaboration with Madden Planning Group, Buenas Vibras, and Landwise*

### Advisors

**Role** Urban Designer  
**Duration** 9 months  
**Client** Town of Burlington  
**Site** 500 acres  
**Time Frame** 10 - 20 years

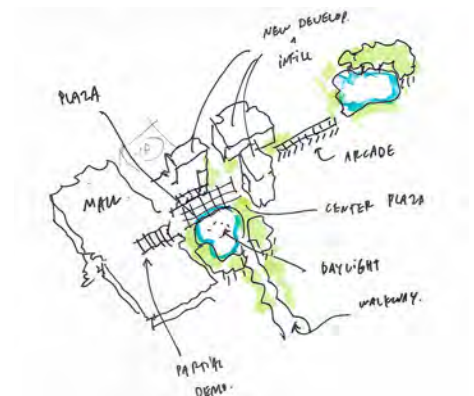
**Challenge** While significant urban redevelopment is happening in downtowns, it's the suburbs that are poised for the biggest transformation. Regional malls and office parks, in particular, have the potential to be retrofitted into more compact, connected and sustainable places.

**Response** Large shopping centers and office parks suffer from being auto-dependent, stand alone buildings disconnected from the landscapes in which they reside. While the Burlington Mall area has been a retail destination for generations – and it continues to be a major concentration of economic development – the acres of surface parking surrounded by a robust highway infrastructure isolates the site from the broader geography and galvanizes disconnected development patterns. Extensive impervious surfaces with little tree canopy and an absence of compelling public spaces for social networking amplify the challenges.

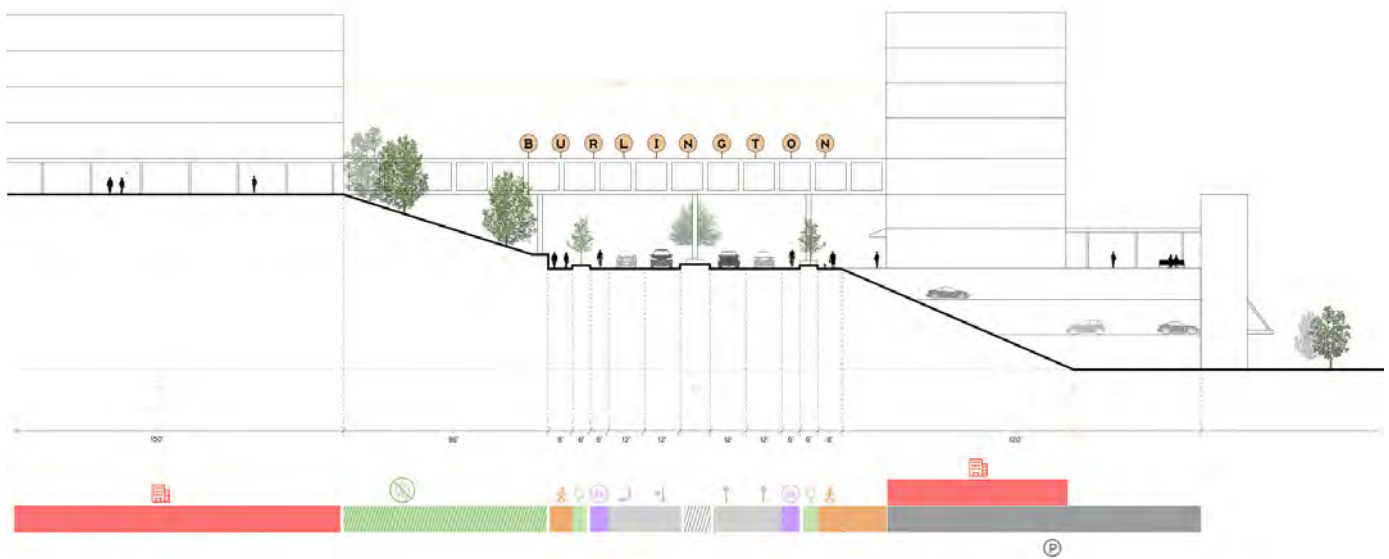
**Contact** Melisa Tintocalis  
Town of Burlington  
Tel: 781-505-1186  
mtintocalis@burlington.org

architecture  
urban design

**GAMBLE  
ASSOCIATES**









# SUBURBAN TRANSFORMATION

## Eastern Gateway District // Reading, MA

Architect / Urban Designer

architecture  
urban design

**GAMBLE**  
**ASSOCIATES**

### Role

Duration 6 months

Client Town of Reading

Program Mixed-use: light industrial, arts and culture, residential, commercial

Time Frame 15 years

### Challenge

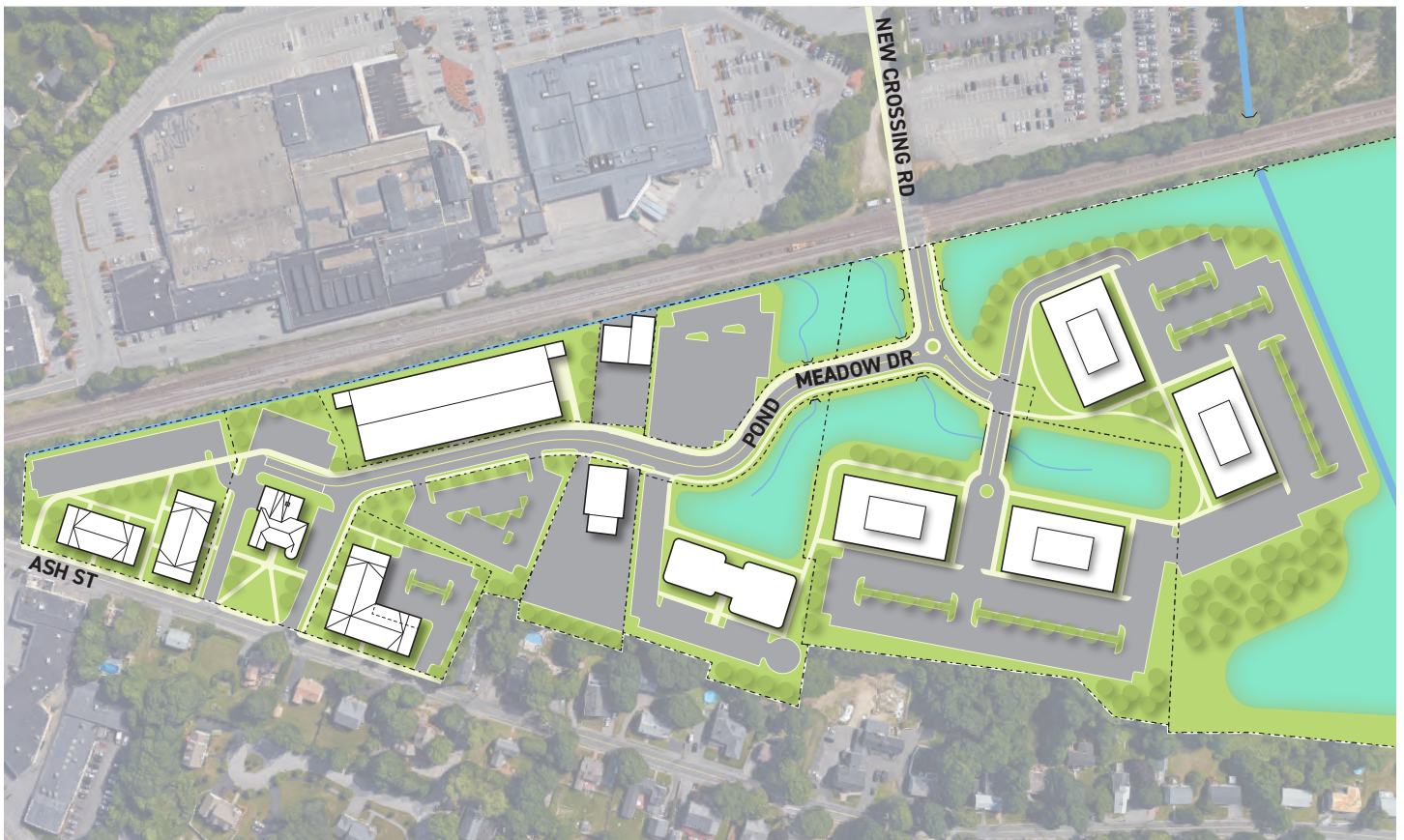
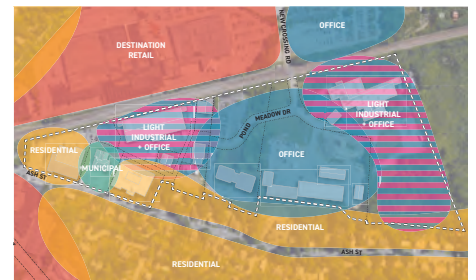
Reading's Town Yard and Municipal Light Department Complex reside in an industrial area. The site is difficult to find and lacks a distinctive character that attracts economic development. The property is bordered by the commuter rail and surrounded by wetlands. The area has been targeted as an economic development zone.

### Response

The plan leverages the reuse of the Reading Light Department Building as an arts and cultural anchor for the district, rebranded "the Yard". A new road alignment links previously disconnected properties, providing a new address for the large, formerly industrial buildings. An incremental approach to redevelopment enables existing businesses to remain rather than clearing the entire site as previously envisioned. The natural systems are celebrated and connect the Yard to destinations beyond.

### Contact

Jean J. Delios, Assistant Town Manager  
Town of Reading  
Tel: 781-942-6612  
jdelios@ci.reading.ma.us



# DAVID GAMBLE

AIA AICP LEED AP

Principal

30 years professional experience; 11 years with Gamble Associates



## Education

HARVARD GRADUATE SCHOOL OF DESIGN (GSD): Cambridge, MA  
1997 Master of Architecture in Urban Design - Degree with Distinction

KENT STATE UNIVERSITY (KSU): Kent, OH  
1991 Bachelor of Architecture

## Professional Experience

GAMBLE ASSOCIATES: Cambridge MA, Principal 2009-present  
CHAN KRIEGER SIENIEWICZ: Cambridge MA, Senior Associate 2001-2009  
KRIER + KOHL: Berlin Germany, Designer 1994-1995  
M&P DESIGN: Zurich Switzerland & Potsdam Germany, Designer 1991-1994  
PMV/SASI: Pittsburgh PA, Intern 1991, 1988

## Project Experience

GAMBLE ASSOCIATES, Boston, MA  
Design Guidelines and Standards, Watertown, MA  
Massachusetts Port Authority Design Review, Boston, MA  
Providence GE Base Works Site Master Plan, Providence, RI  
Riverfront Vision, Davenport, IA  
Waterfront Master Plan, Piqua, OH  
Jasper Downtown and Riverfront Master Plan, Jasper, IN  
Vita Health and Wellness District, Stamford, CT  
Illustrative Guide for Redevelopment, Stamford, CT  
Brownfields Area Wide Plan, Sanford, ME

CHAN KRIEGER SIENIEWICZ: Cambridge MA  
South Waterfront Master Plan, Knoxville, TN  
Massport General Aviation Facility, Boston, MA  
Richardson Olmsted Complex Master Plan, Buffalo, NY

## Teaching Experience

HARVARD UNIVERSITY Graduate School of Design, Design Instructor 2009-present  
NORTHEASTERN UNIVERSITY School of Architecture, Lecturer Fall 2006 & 2007  
SYRACUSE UNIVERSITY School of Architecture, Assistant Professor +  
Founding Director - Community Design Center 1997-2001

## Licensure

AIA, American Institute of Architects AIA #30126985, MA #20385  
AICP, American Institute of Certified Planners #021774  
LEED AP, Leadership in Energy and Environmental Design Accredited Professional

## Public Service

National AIA Regional and Urban Design Leadership (2017 - 2022)  
Boston Society of Architects (BSA) Board of Directors (2012-2013)  
Honors and Awards Committee (2014-2016)  
National AIA: Awards Jury for Regional and Urban Design (2014)  
Co-Chair BSA Urban Design Committee 2010 - 2014  
President, Community Design Resource Center-Boston: Board of Directors (2007-2010)

## Contact Info + Address

617-872-7159 | David@gambleassoc.com  
678 Massachusetts Ave #502, Cambridge MA, 02139

# ANTONIA MEDINA ABELL

## Urban Designer

4 years professional experience; 3 months with Gamble Associates



### Education

COLUMBIA GRADUATE SCHOOL OF ARCHITECTURE, PLANNING  
AND PRESERVATION (GSAPP): New York, NY  
2020 Master of Science in Architecture and Urban Design

PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE (PUC): Santiago, Chile  
2016 Architect (Professional Degree)  
2016 Bachelor of Architecture - Cum Laude (Class ranking:6/134)

### Professional Experience

GAMBLE ASSOCIATES: Cambridge MA, Urban Designer 2021-present  
ARAZI LEVINE DESIGN: Boston, MA, Junior Architect 2020-2021  
ARKOS DESIGN: Mishawaka, IN, Architectural Designer 2017-2019  
BASTIAS Y CARDEMIL ARQUITECTOS: Santiago, Chile, Intern Architect 2015  
MUNICIPALITY OF ESTACION CENTRAL: Santiago, Chile, Intern 2014

### Project Experience

GAMBLE ASSOCIATES, Cambridge, MA  
Rochester Riverfront Small Area Plan, Rochester, MN  
Switch House Lofts Riverwalk and Redevelopment, Braintree, MA  
Piqua Main Street Revitalization, Piqua, OH  
Crooked Handle Brewery, Piqua, OH

ARKOS DESIGN: Mishawaka, IN  
Glen Oaks Community College Concourse Renovation, Centreville, MI  
Ruhe 152 Brewery Renovation, Nappanee, IN  
Three Rivers Public Library Renovation, Three Rivers, MI  
Ball Band Biergarten, Mishawaka, IN  
Mishawaka Ironworks Plaza, Beutter Park Ice Building, Mishawaka, IN  
Central Park Bandshell, Mishawaka, IN

BASTIAS Y CARDEMIL ARQUITECTOS: Santiago, Chile  
Núcleo Ochagavía (Megacentro), Pedro Aguirre Cerda, Santiago, Chile

### Licensure

Licensed Architect in Chile (2016)

### Languages

Spanish (native)  
English (full professional proficiency)

### Honors + Awards

AIANY + ASLANY Transportation + Infrastructure Design Excellence Awards,  
Honor Award - Student (2020)  
Columbia GSAPP, Dean's Scholarship (2019-2020)  
Pontifical Catholic University of Chile, Honor Student Award (2011)

### Contact Info + Address

617-872-7159 | antonia@gambleassoc.com  
678 Massachussets Ave #502, Cambridge MA, 02139



## About Landwise Advisors

<b>Services</b>	Landwise, founded in 2015 as a spin-off from Sasaki Associates, is an advisory firm helping clients to maximize the quality, utility, and value of their land assets through expertise in planning and land use economics. Based in the Boston area, Landwise works with cities and towns, private land owners, corporations, and institutions to solve complex problems related to land, facilities and future real estate needs. Our firm shares an appreciation for the planning process and a passion for the built environment.
Real Estate Strategy	
Market Analysis	
Financial Analysis	
Portfolio Strategy	
Program Development	
<b>Locations</b>	Our team is small yet diverse with skills sets spanning varied disciplines including planning, real estate development, economics and architecture. The firm frequently partners with planning, design, and engineering firms to form interdisciplinary teams able to navigate the complexities of the built environment. Landwise provides a broad array of economic services including economic impact, fiscal impact, and land valuation. Our analysis is customized for each engagement, helping clients understand the potential economic ramifications or pursuing one land use strategy over another. Our work has been utilized by a large number of institutions, developers, and governments as a critical tool for investment decisions.
Watertown, MA	





## Jon Trementozi, Principal



Jon founded Landwise in 2015 to help clients maximize the quality, utility, and value of their land assets through expertise in planning and land use economics. The firm frequently partners with planning, design, and engineering firms to form interdisciplinary teams able to navigate the complexities of the built environment. In the arena of campus planning, Jon focuses on helping institutions make informed decisions around real estate and private sector partnerships.

Prior to Landwise, Jon served as Sasaki Associates' Director of Land Use Economics. In that role Jon worked to define the economic parameters for master planning efforts to ensure that the resulting plans were informed by market realities. Jon's comprehensive understanding of market and financial dynamics provided the foundation for the successful implementation of high-profile master plans and development projects.

### Education

B.A., Williams College

Master of City and  
Regional Planning, Georgia  
Institute of Technology

### Affiliations/Memberships

Urban Land Institute,  
Urban Revitalization Council

Jon also worked for Robert Charles Lesser and Company (RCLCO), a nationally recognized real estate advisory firm, where he was a Vice President. Jon led project teams on over seventy engagements for a diverse set of clients ranging from real estate investment trusts, and developers, to municipalities, universities, and families.

*15 years of professional experience*

---

### Select Projects

Northborough Comprehensive Plan; Economic Dev Element; Northborough, MA  
Market Feasibility Study for Upham's Corner; BPDA; Boston, MA  
Development Strategy for Glover's Corner; BPDA; Boston, MA  
Leominster Jungle Road Development Strategy, MassDevelopment; Leominster, MA  
Brown University Master Plan; Economic benefits analysis; Providence, RI  
Case Western University; Retail Market Analysis; Cleveland, PA  
Chicago Riverwalk Plan; Economic and fiscal benefits analysis; Chicago Department of Transportation; Chicago, IL  
College of Holy Cross; Strategic Acquisitions Analysis; Worcester, MA  
Fairhaven Comprehensive Plan; Economic Development Element; Fairhaven, MA  
Keene State University; Housing Demand Study and Financial Analysis; Keene, NH  
Mass State Lab Feasibility Study, Dept of Capital Asset Management; Boston, MA  
Patriot Place Economic and Fiscal Impact Analysis, Kraft Group; Foxborough, MA  
Regis College Master Plan; Market and financial Analysis; Weston, Massachusetts  
Salem Harbor Power Station Site Assessment, Market advisory services; Salem, MA  
Smith College; Real Estate Strategy; Northampton, MA  
Three Rivers Park Economic Benefits Analysis; Riverlife; Pittsburgh, PA  
Waterbury Downtown Strategic Plan; Waterbury, CT  
Westborough State Hospital Reuse Plan, Market Outlook; Westborough, MA  
Worcester Site Services and Facilities Plan; Depart of Capital Asset Management; Worcester, MA





## Amy Fater, Senior Planner



Amy joined Landwise in 2021 and brings institutional, government and private sector experience. Prior to Landwise, Amy was the Associate Director for Planning at Harvard University. For almost a decade she supported the University's physical growth and development, primarily focused on strategic planning for the Allston campus. She managed institutional master plan submissions and was an integral part of early planning efforts for the Enterprise Research Campus, a new mixed-use innovation district being undertaken with development partners.

Amy previously worked for EYP Architecture & Engineering, an integrated design firm where she completed master plans for higher education and government clients across the country. She began her career in the public sector as a planner for the City of Salem, MA; this followed internships with the Town of Amherst, MA and her hometown of Newport, RI.

### Education

B.S., University of New Hampshire

Master of Regional Planning,  
University of Massachusetts

Executive Education,  
Harvard Graduate  
School of Design

### Affiliations/Memberships

American Institute of  
Certified Planners (AICP)

LEED AP

### *15 years of professional experience*

---

#### Select Projects Landwise

Uptown Innovation Corridor Market Analysis, Cincinnati, OH

Williams College Master Plan, Williamstown, MA

Burlington @ 128 District Plan, Burlington, MA

Village Center Rezoning Study, Newton, MA

Wanoosnoc School Reuse Study, Fitchburg, MA

Reimagine Security Square Mall, Baltimore County, MD

Market Analysis for Mixed-Used Developer, Beachwood, OH

Market Analysis for 55+ Residential Developer, Massanutten, VA

Fiscal & Economic Impact Analysis for Charlemont 40B, Newtown, MA

Economic Impact Analysis for Multi-Family Residential Developer, Bridgewater, MA

Strategic Market Analysis for Multi-Family Residential Developer, Grafton, MA

Strategic Market Analysis for Multi-Family Residential Developer, Milton, MA

#### Select Projects Previous Employers

Harvard University Allston Institutional Master Plan, Boston, MA

Harvard University Enterprise Research Campus Master Plan, Boston, MA

Concordia College Master Plan, Moorhead, MN

Franklin College Master Plan, Franklin, IN

Harvard Kennedy School of Government Facility Planning Study, Cambridge, MA

Roger Williams University Master Plan, Bristol, RI

Rollins College Master Plan, Winter Park, FL

Transylvania College Master Plan, Lexington, KY

University of Saint Joseph Master Plan, West Hartford, CT

US Department of State Office Campus Master Plan, Charleston, SC

Local Historic District Guidelines, Newport, RI

Zoning Ordinance Recodification, Salem, MA

Town of Amherst Master Plan, Amherst, MA



## Anjali Katare, Planner & Economic Analyst



Anjali is Planner and Economic Analyst at Landwise. She performs market research, economic impact, and spatial analyses, while incorporating her training as an Urban Planner and Architect. Anjali bring data and graphics together for each project. She believes good illustrations are as important as sound technical strategy while presenting and implementing the projects. Anjali is passionate about addressing socio-economic impact challenges through data-led community-driven planning.

Prior to joining Landwise, Anjali worked as a Program Aide and Planner for Texas Target Communities; assisting small communities in strategic planning and implementation. In her time there, she gained a broad planning experience in comprehensive planning, GIS-based land-use scenario planning, and stakeholder management.

### Education

Bachelor of Architecture,  
NIT-Bhopal, India

Master of Urban  
Planning, Texas A&M

### Additional Language Spoken

Hindi

Originally from India, Anjali takes pride in her diverse experiences both culturally and professionally. She is an active member of APA and is working towards her AICP certification.

---

### Select Projects

Uptown Innovation Corridor Market Analysis, Cincinnati, OH

Williams College Master Plan, Williamstown, MA

Burlington @ 128 District Plan, Burlington, MA

Wanoosnoc School Reuse Study, Fitchburg, MA

Reimagine Security Square Mall, Baltimore County, MD

Market Analysis for Mixed-Used Developer, Beachwood, OH

Market Analysis for 55+ Residential Developer, Massanutten, VA

Fiscal & Economic Impact Analysis for Charlemont 40B, Newtown, MA

Strategic Market Analysis for Multi-Family Residential Developer, Grafton, MA

Strategic Market Analysis for Multi-Family Residential Developer, Milton, MA

Ahma Village Market Strategy; Cold Mountain, North Carolina

George Mason University; Faculty Housing Demand Analysis; Fairfax, Virginia

Lake Oconee Club Market Analysis; Buckhead, Georgia

Market Analysis and Program Development for Macropiazza Mall; Pasadena, Texas

Market Scan and Program Development for Robinson Ranch; Austin, Texas

Smithfield Grange Market Analysis; Smithfield, Virginia



PROJECTS ARE COMPLETED WITH A THREE-TIERED TEAM

**Principal**

Jon Trementozzi

**Project Manager/Senior Planner**

Amy Fater

**Strategic Planner/Analyst**

Anjali Katare



## Our Commitment to Diversity, Equity, & Inclusion

Landwise Advisors is committed to treating our clients, project stakeholders and staff respectfully, fairly, equitably, and with dignity and inclusiveness. We embrace and celebrate the differences present in our staff and strive to create a firm culture that is inclusive of staff from all backgrounds, genders, and stages in life. Presently our staff makeup is as follows: Female: 63%, Minority 38%.

We also seek to engage diverse perspectives from clients and community stakeholders to strengthen our project outcomes within neighborhoods through the provision of affordable housing, accessible transit, and ample commercial and social services. Our analytical work regularly looks at the economic and demographic factors that drive real estate demand, and we are committed helping our clients achieve diverse, profitable, sustainable and equitable outcomes in their real estate strategies.

# City of Beverly

## PlanBeverly: Comprehensive Master Plan

BEVERLY, MA | LANDWISE + UTILE

Utile who was leading the citywide plan for the City of Beverly engaged Landwise to prepare an economic development plan that addresses ways to strengthen Beverly's economic base.

Considering the structure and composition of the local economy and its relationship to the regional economy; the plan was informed by a series of interview with local leaders, extensive data collection and analysis. Landwise looked at commercial and industrial development trends and job growth along with the a review of the existing vacancies and underutilized land available for new development.

Landwise devised an economic development strategy that identified approaches to move the City towards achieving its economic development goals for the expansion of the local economic base and employment opportunities with sustainability and connectivity in mind. The team identified nine focus areas and built out strategies to catalyze specific redevelopment sites and identified potential branding and partnering opportunities with other public/private organizations.

NAICS Code - Industry	Employment		
	2012	2017	Annual % Change
23 - Construction	417	511	4.5%
31-33 - Manufacturing	2,222	1,820	-3.6%
42 - Wholesale Trade	736	540	-5.3%
44-45 - Retail Trade	1,924	1,812	-1%
52 - Finance and Insurance	1,036	971	-1%
53 - Real Estate and Rental and Leasing	208	286	8%
54 - Professional and Technical Services	1,535	2,003	6%
56 - Administrative and Waste Services	980	1,114	3%
62 - Health Care and Social Assistance	5,613	6,646	4%
72 - Accommodation and Food Services	1,387	1,629	3%
81 - Other Services, Except Public Administration	1,367	1,174	-3%
61 - Educational Services	2,647	3,005	3%
<b>Total, All Industries</b>	<b>20,072</b>	<b>21,511</b>	<b>1.4%</b>

### Completion Date

2019

### Services

Economic Development Strategy

### Reference

Darlene Wynne

City of Beverly

Assistant Planning Director

978-921-6000 x2342

dwynne@beverlyma.gov

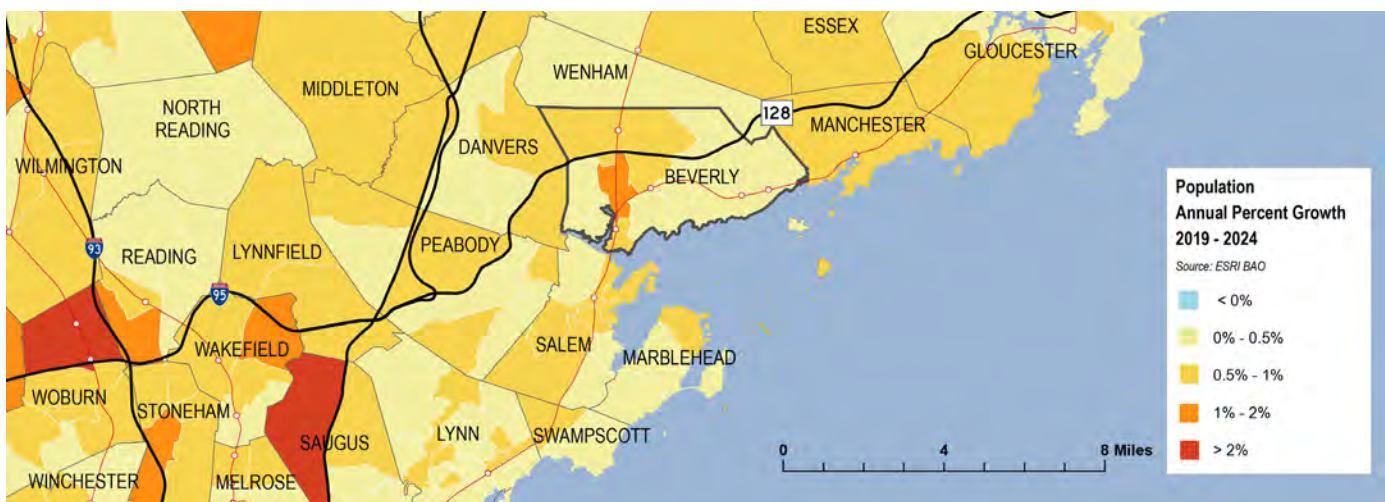


### TOP EMPLOYERS

1. Beverly Hospital - 2,000 employees
2. Endicott College - 1,000
3. Axcellis Technologies - 620
4. YMCA of the North Shore - 570
5. Cell Signaling - 410
6. Electric Insurance - 400
7. American Renal - 380
8. CPI - 300
9. Partners Healthcare - 290
10. Stop and Shop - 230
11. Keller Williams - 220
12. Sensitech - 200
13. Microsemi - 190
14. Oxford Global - 170
15. Ixys - 130
16. HighRes Biosolutions - 110
17. Microline Surgical - 110
18. Khrono - 60
19. PetEdge - 40
20. Amphenol PCD - 40

### Commercial Zones

- Central Business
- General Commercial
- Neighborhood Commercial
- Waterfront Development





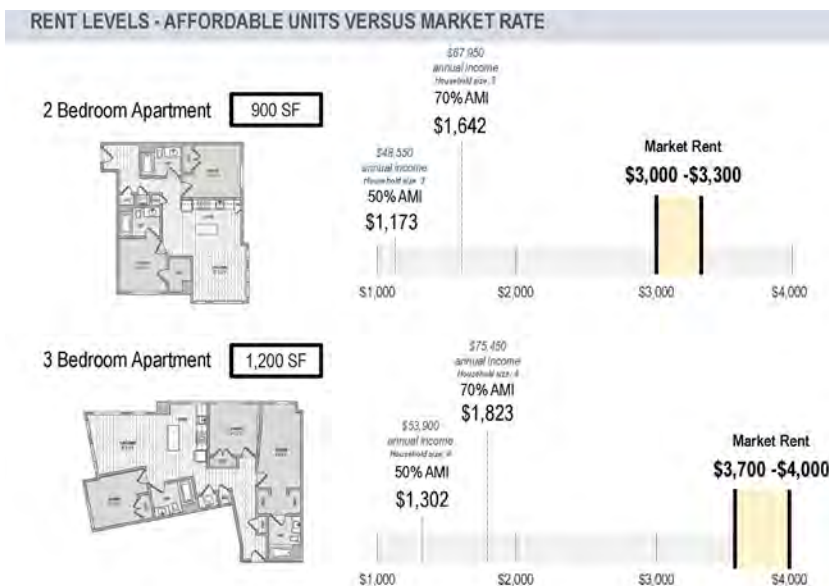
# Boston Planning & Development Agency PLAN: Glover's Corner

BOSTON, MA | LANDWISE

Landwise team members were engaged by the Boston Planning & Development Agency (BPDA) to assist in PLAN: Glover's Corner, a year-long planning process to provide an economic and market framework to guide future development on underutilized parcels in Boston's diverse Dorchester neighborhood.

Landwise performed a financial feasibility analysis to outline the basic economics of redeveloping underperforming parcels within the district. A key aspect of the analysis was to quantify the amount of affordable housing that could be supported under existing market conditions and to test the sensitivity around adding additional costs to the development such as providing units for lower area median income levels or requiring developers to fund road and green space infrastructure. The feasibility models considered the distinct geographic locations, role of use and density, market pricing for land and construction, and the relationship to existing and potential zoning.

Additionally, Landwise led a study of the existing business conditions along the key Dorchester Avenue corridor running from Savin Hill to Fields Corner. The effort included a detailed inventory of existing ground floor businesses as well as a survey of business owners to identify key opportunities and challenges for operators in the neighborhood. The qualitative and quantitative data were key inputs into crafting strategies that can be used to retain small businesses in the study area and help to stem the tide of displacement that typically occurs in redeveloping neighborhoods such as Glover's Corner.



## Completion Date

2018

## Services

Financial Feasibility Analysis  
Economic & Market Framework  
District Planning

## Reference

Tim Davis  
Housing Policy Manager  
City of Boston  
617.918.4302  
tim.davis@boston.gov



# Boston Planning & Development Agency PLAN: Dudley Square

BOSTON, MA | LANDWISE

Landwise team members were engaged by the Boston Planning & Development Agency (BPDA) to assist in PLAN: Dudley Square, a several month planning process to provide a strategic framework to guide future development on publicly owned parcels in Boston's Roxbury neighborhood. Roxbury is home to a diverse community which includes African American, Hispanic, and Asian families, along with young professionals. PLAN: Dudley Square offers the City and community the opportunity to think strategically about the types of uses, public realm, employment opportunities, and scale of development that are best suited for the future of the area.

Landwise Advisors led the assessment of current market conditions, including current land values, construction costs, rents, and likely operating expenses. Additionally, our team performed a financial feasibility analysis for the key development sites as an input into the community dialogue and the City's RFP design process. The feasibility models consider the distinct geographic locations, role of use and density, the relative financing gaps, and the relationship to existing and potential zoning. Through discussion with the City and stakeholders, Landwise evaluated the strongest opportunities for the key parcels based on real estate and economic development objectives and alignment with community priorities.

This planning effort will create a road map for a comprehensive development plan and streamlined implementation plan (RFP process) for publicly-owned and vacant privately-owned parcels.

## Completion Date

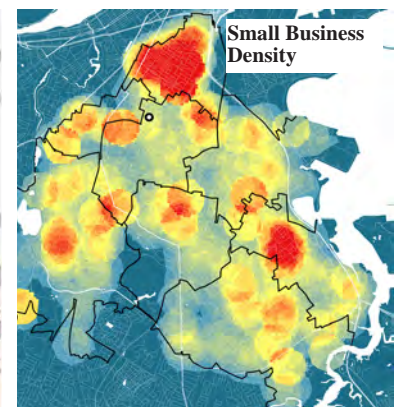
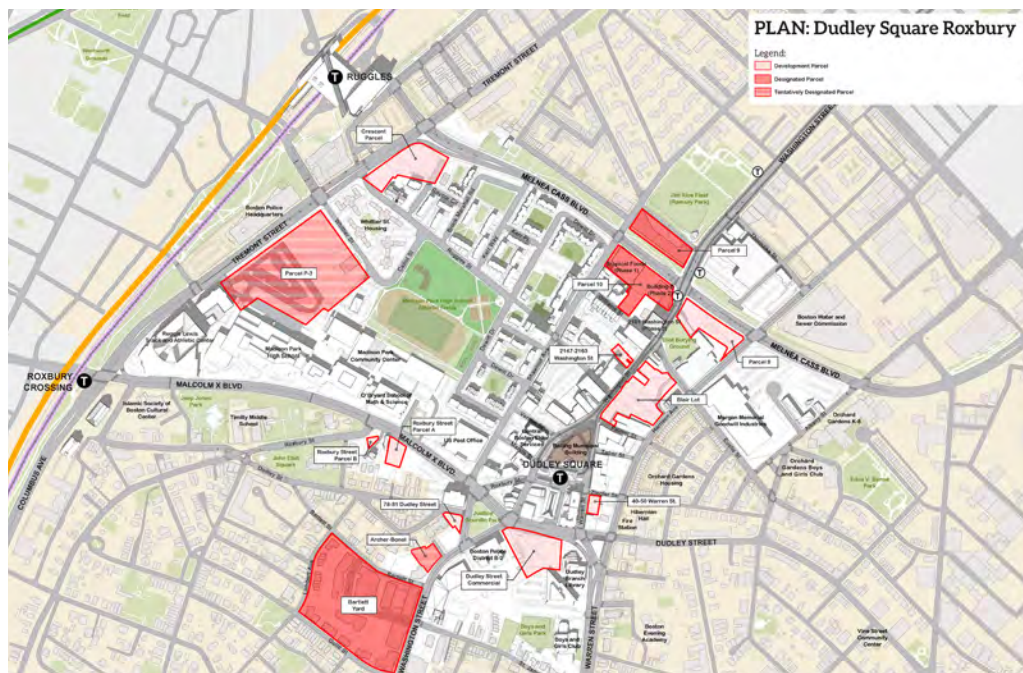
2016

## Services

Financial Feasibility Analysis  
Economic & Market Framework  
District Planning

## Reference

Dana Whiteside  
Deputy Director for Community  
Economic Development  
City of Boston  
617.918.4441  
dana.whiteside@boston.gov





# Burlington @ 128 District Plan

BURLINGTON, MA | **LANDWISE + MADDEN PLANNING**  
+ **GAMBLE ASSOCIATES**

## Completion Date

2022

## Services

Economic & Market Framework  
District Planning

## Reference

Melisa Tintocalis  
Economic Development Director  
Town of Burlington  
781.505.1186  
mtintocalis@burlington.org

Landwise team members were engaged by MassDevelopment and the Town of Burlington to conduct a real estate market analysis of the Burlington Mall Road area, in support of a broader district plan. The Burlington Mall Road began to take shape as a regional retail center in the 1960s and transformed to a highly desirable district with anchor institutions, commercial offices, and amenities by the 1980s. Today, the district, at the crossroads of Route 128 and Route 3, remains a strong regional job hub.

Landwise assessed economic and market conditions, and potential future development opportunities through both qualitative and quantitative research. Engagements included a series of one-on-one and small group interviews with real estate developers, property owners, large employers, commercial realtors, and economic development entities. Additionally, Landwise participated in a series of public forums leading by master planning consultant Madden Planning to present analysis and solicit feedback through polling questions and breakout group discussions.

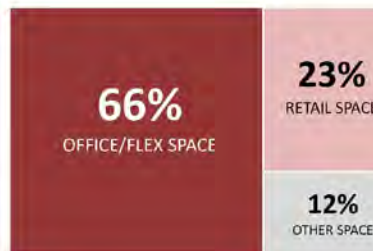
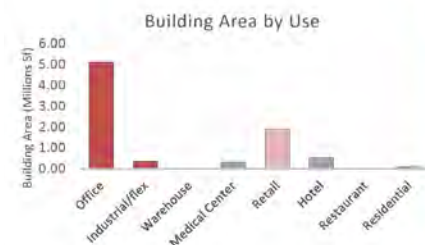
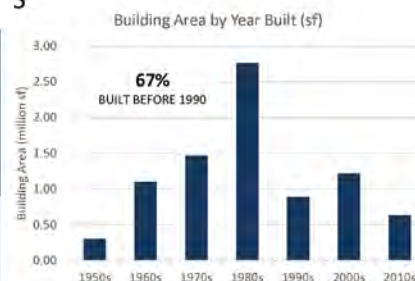
The process confirmed market preferences have shifted from auto-oriented development patterns to more dense, walkable, inclusive environments, with an even greater mix of uses and a focus on transit and placemaking. This steady trend was interrupted by the COVID-19 pandemic, which has emphasized the need to plan for flexible, dynamic environments that can accommodate many possible adaptations to how we work, research, shop, and live.



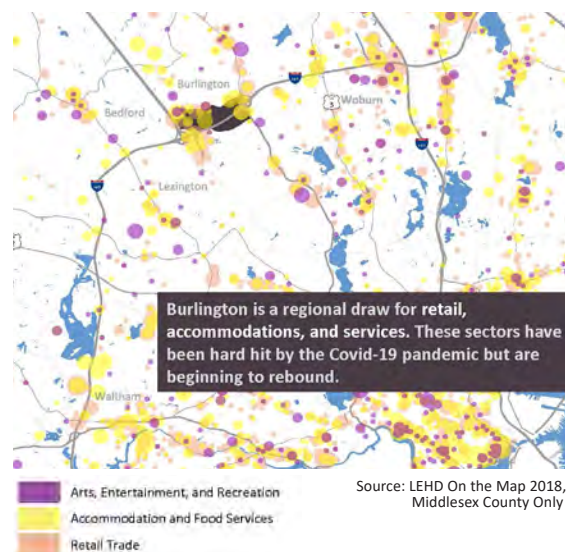
## STUDY AREA: BY THE NUMBERS



S



## REGIONAL NODES: RETAIL, ACCOMMODATION, FOOD SERVICE, RECREATION





# City of Salem Highland Avenue Corridor Study

SALEM, MA | LANDWISE + SASAKI

The City of Salem commissioned Sasaki as the master planner and Landwise as the economic consultant for the City's Highland Avenue Corridor Study, a planning study for one of the City's critical but aging commercial corridors. The team worked with the City to develop the overall goals and identify market-based, community supported redevelopment scenarios.

Together with the City, Landwise and Sasaki prepared a conceptual development scenarios to understand the potential opportunities within the corridor and the thirteen target sites. The scenarios were based on prevailing economic conditions and opportunities along the corridor and accounted for current market cycles for each of the candidate asset classes. The team married the market and economic data with traffic, land use, regulatory, and environmental data to create several redevelopment scenarios for the community. The scenarios were refined based on robust public input and currently provide the basis for future regulatory, land use, and transportation decisions along the corridor.

## Completion Date

2020

## Services

Land Use

Economic Analysis

## Reference

Amanda Chiancola

Acting Deputy Director

Department of Planning &

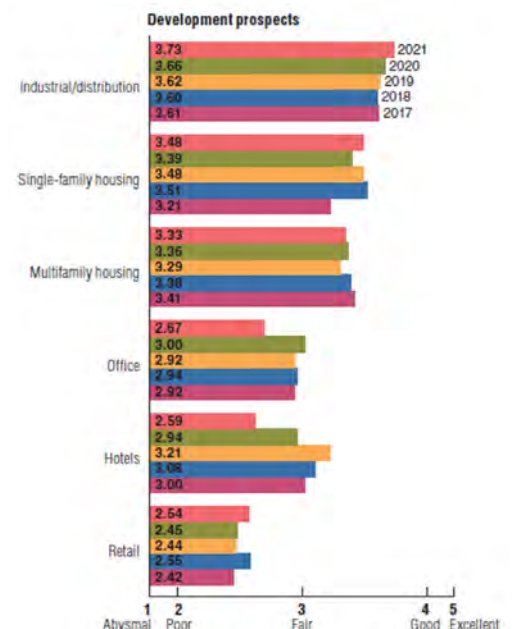
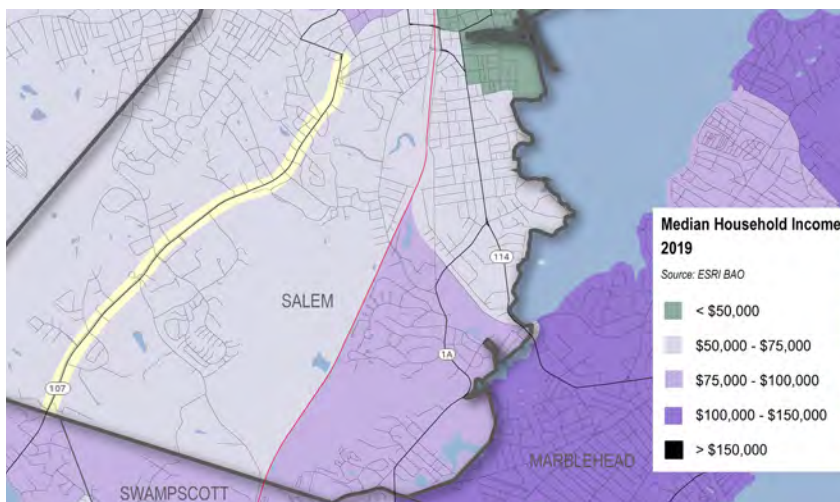
Community Development

98 Washington St., 2nd Floor

Salem, MA 01970

978-619-5685

achiancola@salem.com





BILLING RATES (Updated September 2021)

Strategic Planner/Analyst                      \$100/hr

Project Manager/Senior Planner              \$135/hr

Principal    \$200/hr