

ECONOMIC DEVELOPMENT

3/25/15

Brookline Neighborhood Alliance Meeting

Brookline Economic Development

Overview

- Economic development safeguards high real estate values and commercial areas' vibrancy
- Redevelopment of commercial properties generates more taxes and improves our commercial areas
- New tax growth is needed to maintain services and schools

ED Responsibilities

Overview

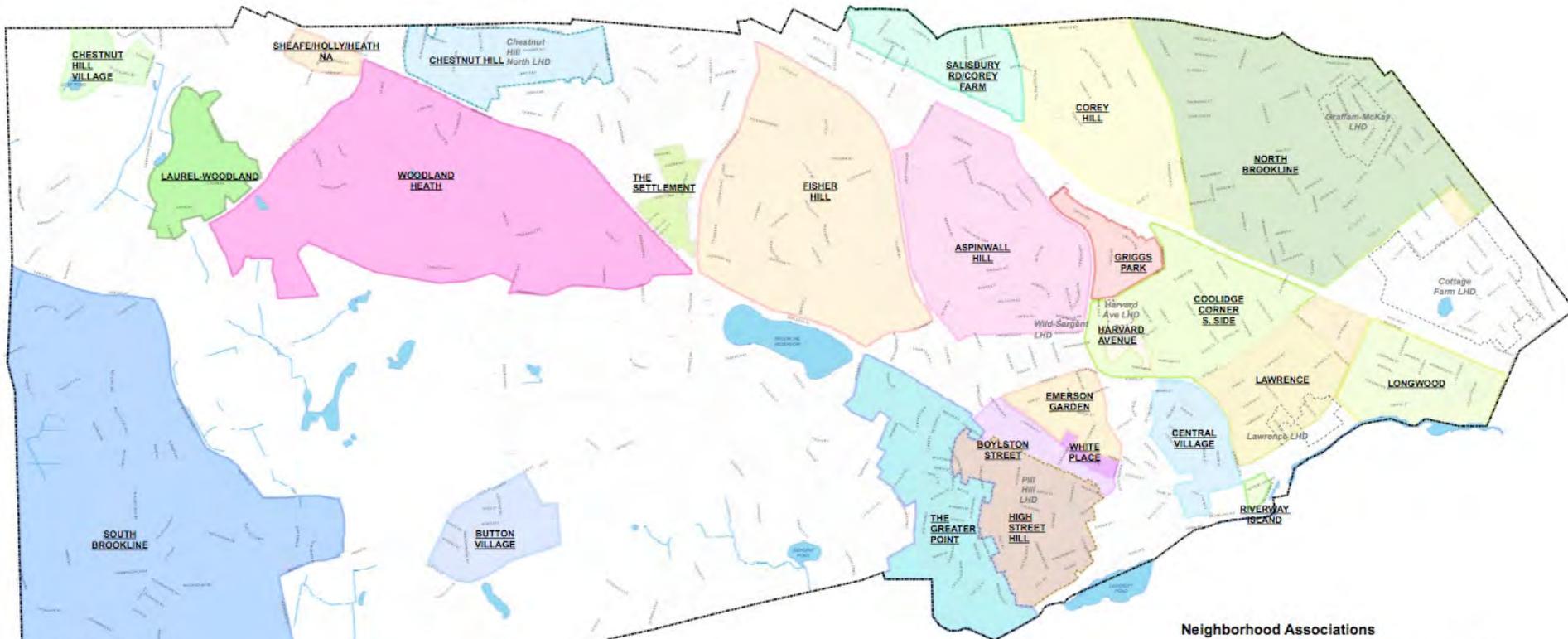
- Establish and maintain vibrant commercial districts
- Facilitate communications between residents and commercial areas
- Support increased revenue for the Town
- Suggest commercial redevelopment and commercial area polices to the Selectmen

Developing the 5-Year Plan

The 5-Year ED Plan

- Over two years of outreach -
Research drawn from meetings with Advisory Committee, Town Meeting Members, Selectmen, Neighborhood Associations, residents, businesses, large employers, and retailers
- Content will be dynamic -
changes in response to formal outreach and community partnerships

Brookline Neighborhood Associations and Local Historic Districts

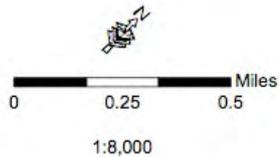


Neighborhood Associations

- | | |
|-------------------------|-------------------------|
| ASPINWALL HILL | HARVARD AVENUE |
| BOYLSTON STREET | HIGH STREET HILL |
| BUTTON VILLAGE | LAUREL-WOODLAND |
| CENTRAL VILLAGE | LAWRENCE |
| CHESTNUT HILL | LONGWOOD |
| CHESTNUT HILL VILLAGE | NORTH BROOKLINE |
| COOLIDGE CORNER S. SIDE | RIVERWAY ISLAND |
| COREY HILL | SALISBURY RD/COREY FARM |
| EGMONT TENANTS | SHEAFE/HOLLY/HEATH |
| EMERSON GARDEN | THE SETTLEMENT |
| FISHER HILL | SOUTH BROOKLINE |
| THE GREATER POINT | WHITE PLACE |
| GRIGGS PARK | WOODLAND HEATH |
| Local Historic District | |

Last Updated Date: 12/03/2013

DISCLAIMER
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5-Year Plan Focus Areas

1. Enhance tax growth from commercial properties
2. Aid the growth of existing businesses and attract new businesses
3. Improve the functional and aesthetic qualities of public space in commercial areas

Enhance Tax Growth

Focus 1

Tax Revenue from Commercial Properties

- Generate new tax growth with new commercial development
- Introduce new planning tools and techniques to create better urban design solutions



Five Year Development Plan

Enhance Tax Growth



Focus 1

- Outreach to property owners
- Organize neighborhood meetings
- Conduct planning studies
- Propose zoning changes where necessary
- Seek gap funding where necessary
- Create tax certainty agreements where feasible

Homewood Suites

- 111 Boylston/ Red Cab Site



Homewood Suites

- 130-Room Limited Service Hotel



Homewood Suites

- Skyplane Zoning for White Place Residents



Homewood Suites



Brookline Place



Brookline Place



Brookline Place



Brookline Place



The Circle Cinema Site



The Circle Cinema Site



The Circle Cinema Site



Big Picture

Projected Revenues (Fiscal Years)

Development Name	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Goddard House												*****	\$116,112	\$117,262	\$122,705	\$128,912	\$139,498	\$144,873	\$147,153	150,096					
Kendall Crescent												*****	\$166,987	\$173,553	\$184,313	\$200,426	\$225,224	\$231,798	\$236,776	241,512					
1010 Commonwealth												*****	\$147,224	\$153,021	\$173,302	\$179,901	\$186,047	\$188,737	\$204,400	209,488					
Webster Hotel												*****	\$552,824	\$574,388	\$712,615	\$774,291	\$732,195	\$753,138	\$730,690	745,304					
2 Brookline Place																Permit I				Committee Work	Rezoning	Permit II	Construction	Construction	
Red Cab															Permit I	Appeal	Downzone	Permit II & Comp	Rezone	Permit II	Construction	Construction	\$50,000	\$645,000	
10 Brookline Place																Permitting	Start Const.	Finish Const.	\$234,136	\$256,470	\$262,361	\$269,463	\$274,852		
ART @ Old Lincoln																	\$100,000								
Circle Cinema																Community Meetings	Rezoning I	Rezoning II	Permitting	Permitting	Permitting	Construction		\$100,000	
EDAB TAX REV												*****	\$961,047	*****	*****	\$1,283,529	\$1,383,564	\$1,318,536	\$1,319,019	\$1,579,536	\$1,770,430	\$1,616,716	\$1,911,109	\$2,643,331	

What's Next?

- 1180 Boylston & Chestnut Hill Office Park?
- Coolidge House?
- Holiday Inn?
- Durgin & Waldo Garages?
- 845 Boylston?

1180 Boylston

- Next Step: trees? use mix & parking? curb cuts?



Growth of Businesses



Focus 2

- Revamp Town's visitor or 'fun' web page
- Explore community events
- Provide information and improve communication between residents and businesses
- Assist businesses groups with commercial area branding
- Encourage business growth through incentives and technical assistance

Growth of Businesses



Focus 2

- Provide information and improve communication between residents and businesses
- Assist businesses groups with commercial area branding
- Encourage business growth through incentives and technical assistance

Event Examples

We're Back !!!
Sunday, June 23rd, 2013
11am - 3pm
Brookline
Wagathon!
Washington Square Dog Festival

Dining with Dogs
Licking-Good Treats
Raffle Prizes
Games
Poochie Fashions
Strut & Socialize
& more!!!



Presented by The Brookline Dog in Partnership
"Wag" us on Facebook
for more information contact
Tracy@wagath0n@gmail.com



Wellness in the Village



**Brookline Village's First Annual
Health and Wellness Fair!**

Saturday April 6th

1:30-4:00 pm

at Brookline Town Hall
333 Washington Street

Meet Brookline Village health,
meditation, wellness, and movement
practitioners and teachers!

villagewell.net

Improve Public Spaces

Focus 3



- Special projects assigned by Selectmen
- Negotiate public benefits from commercial redevelopment projects
- Five Year Commercial Areas Capital Improvements Plan

What We've Heard From Residents



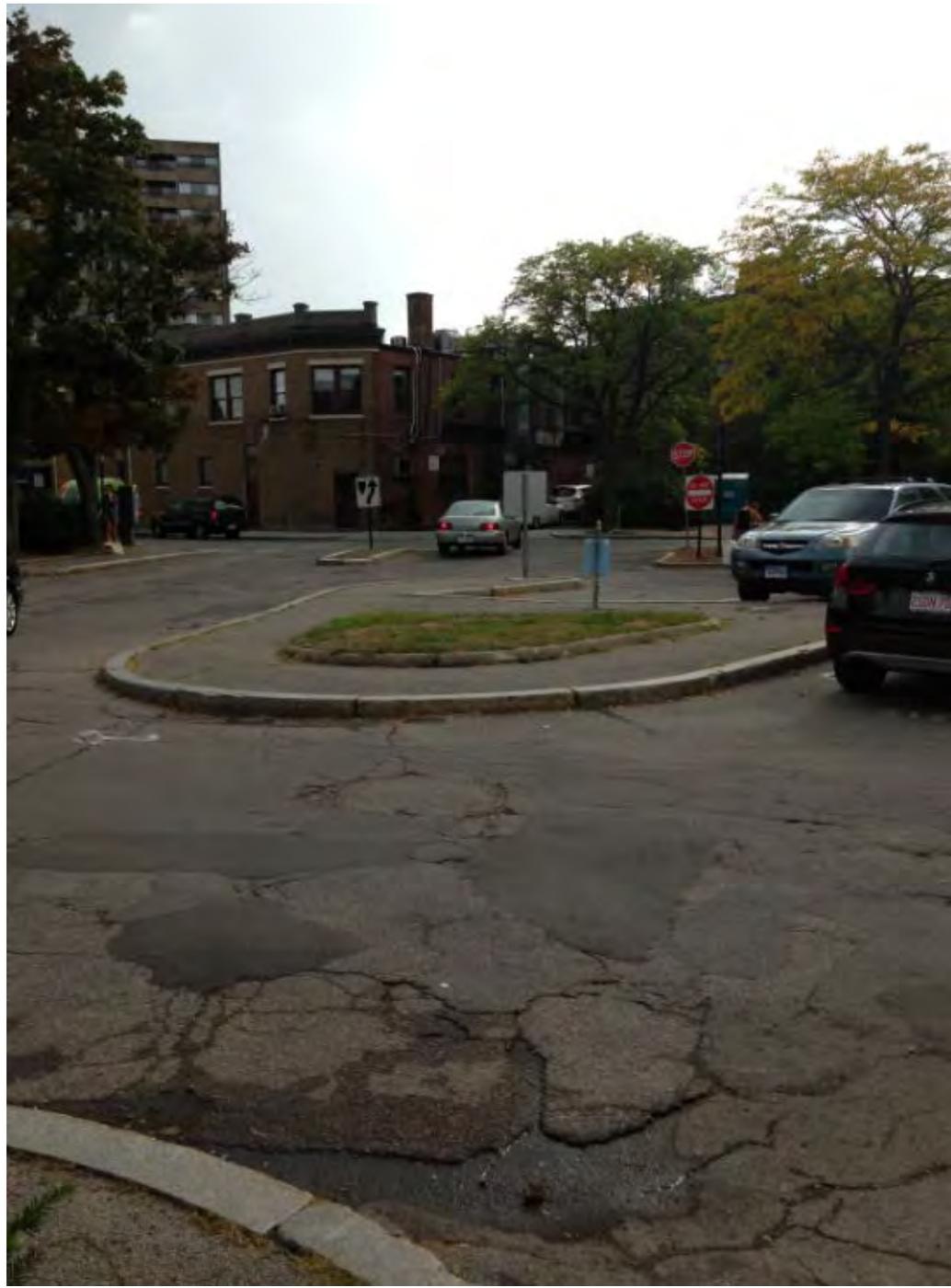
Centre & Harvard Street











↓ SHIFTING/NARROWING
MAIN DRIVEWAY

SEE

HARV

THEATRE

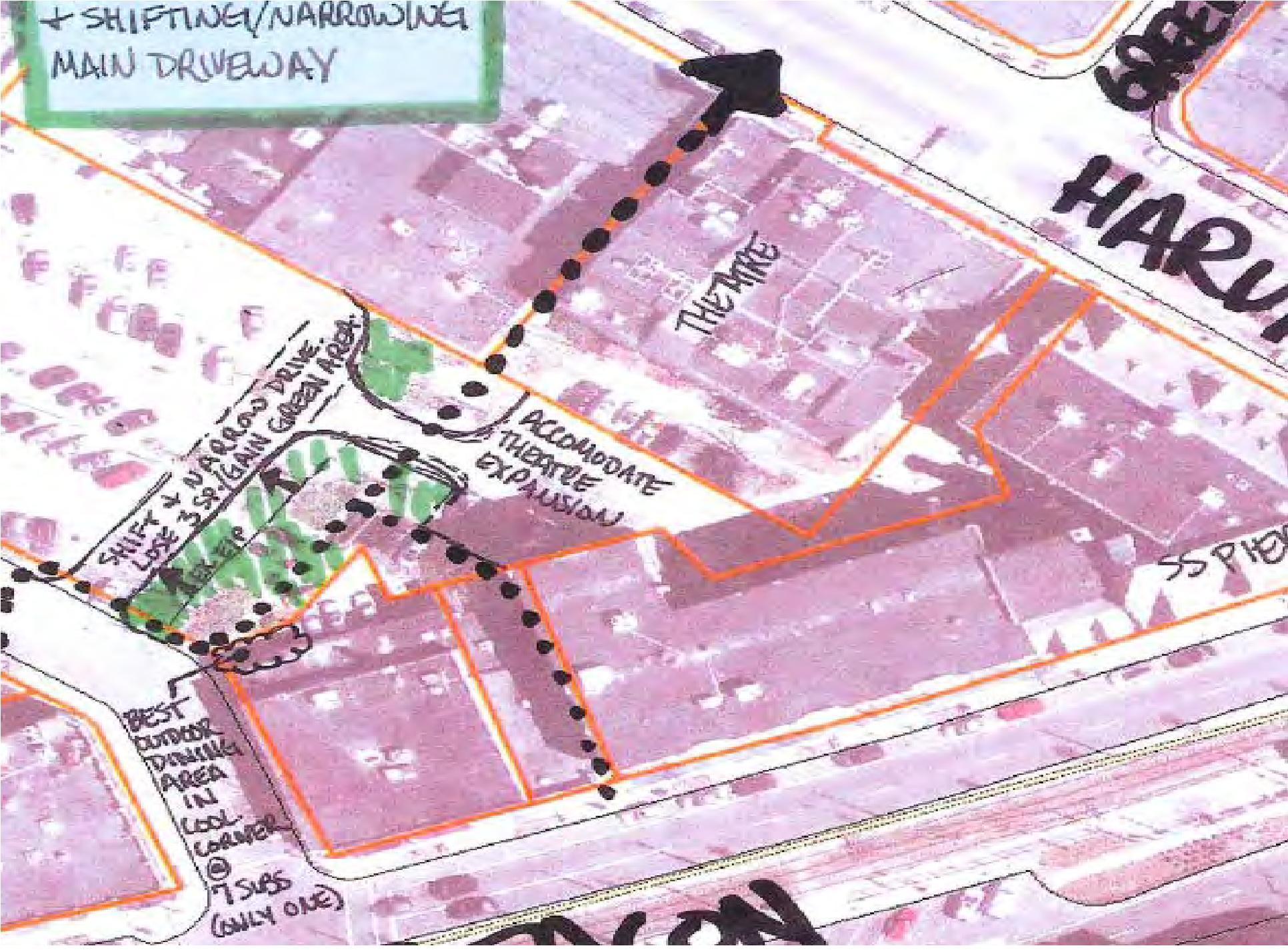
ACCOMMODATE
THEATRE
EXPANSION

SS PHE

SHIFT & NARROW DRIVE.
LOSE 3 SP. / GAIN GREEN AREA.

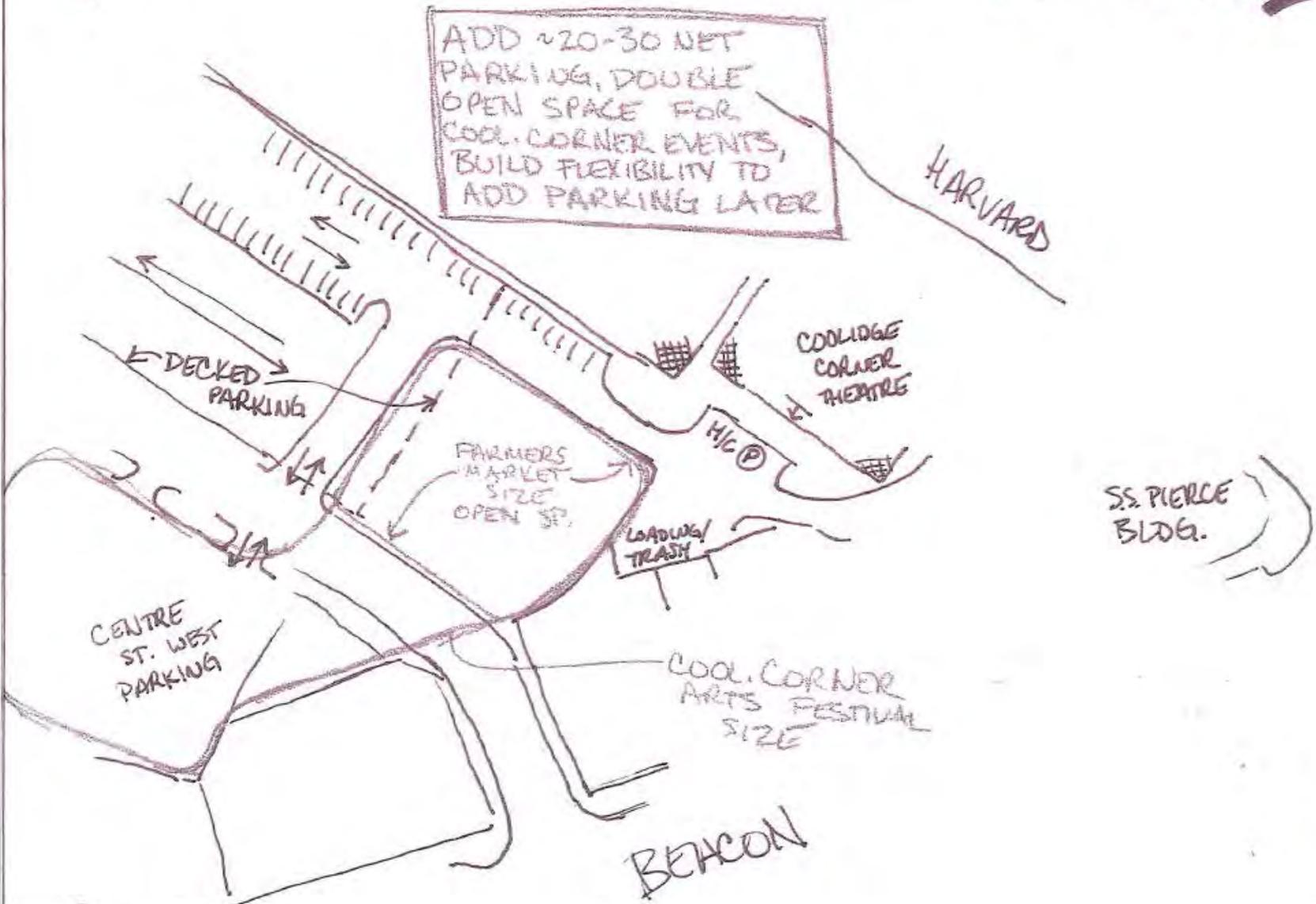
BEST
OUTDOOR
DINING
AREA
IN
COOL
CORNER

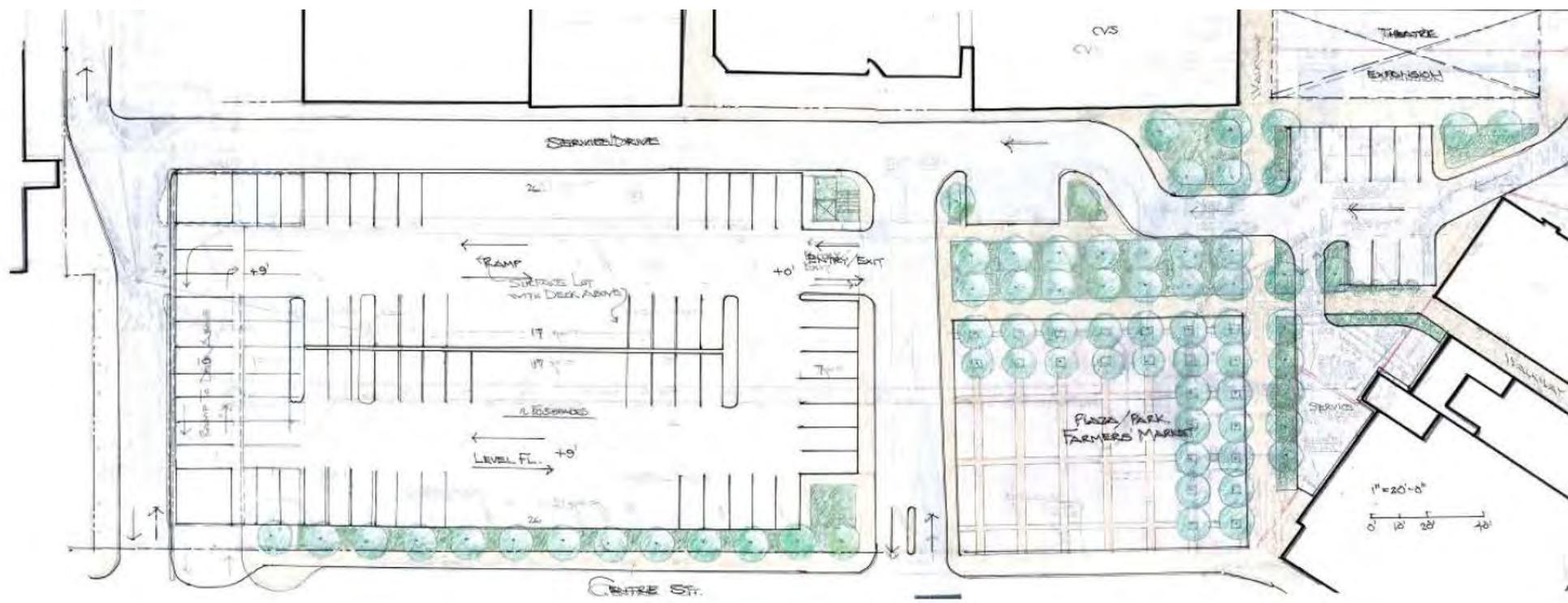
7 SUBS
(ONLY ONE)



OPTION 2

ADD ~20-30 NET
PARKING, DOUBLE
OPEN SPACE FOR
COOL. CORNER EVENTS,
BUILD FLEXIBILITY TO
ADD PARKING LATER





CVS

THEATRE

THEATRE
EXPANSION

SERVICE

Ballers

ENTRY/EXIT

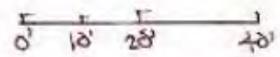
PED. WAY

SERVICE/
PARKING

PED. WAY

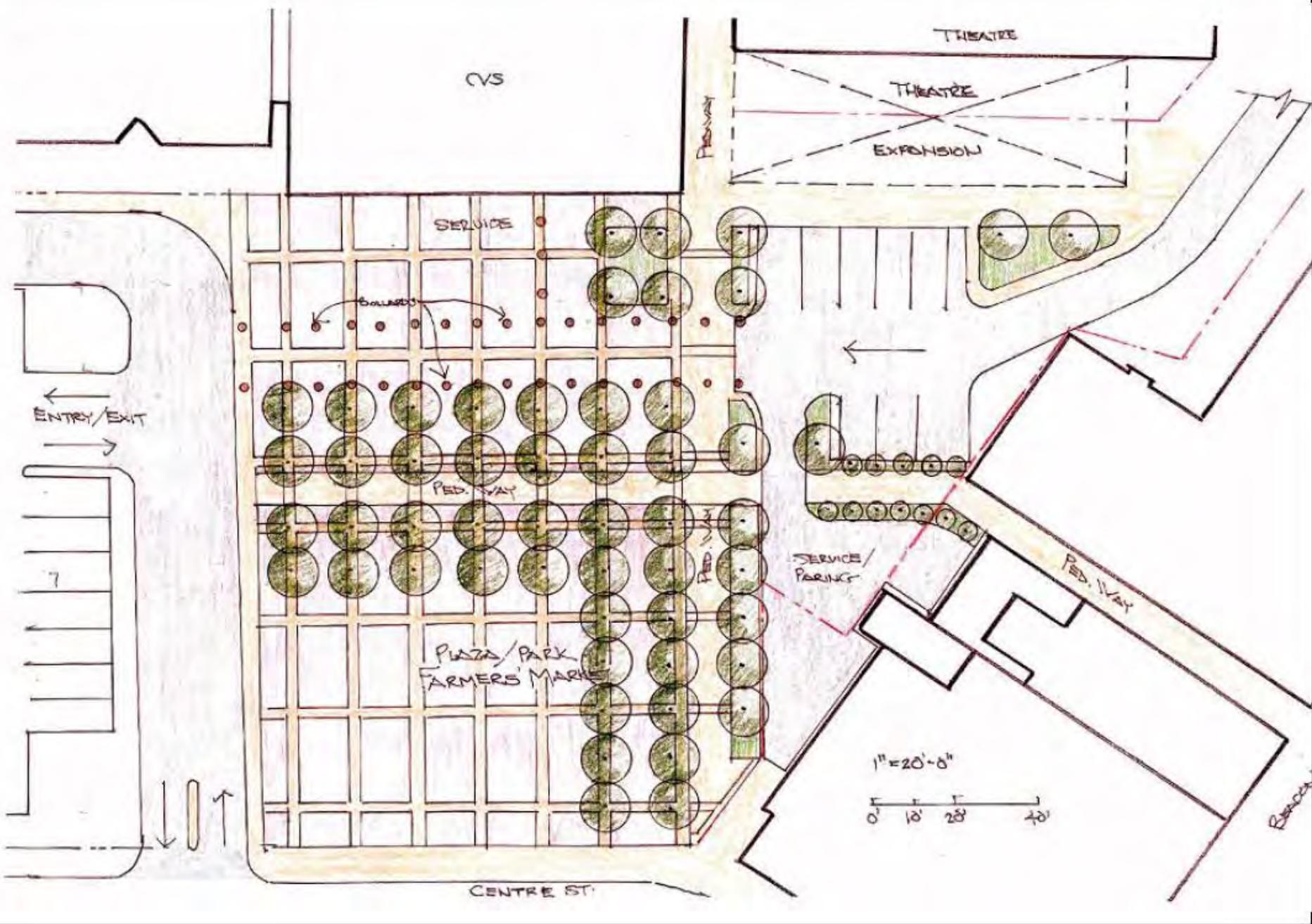
PLAZA/PARK
FARMERS' MARKET

1" = 20'-0"



CENTRE ST

BRIDGE





KRYSTYNA & KENNY

november 16, 2013 • newlyweds for 424 days!

it's actually happening!
the couple.
the proposal.
the big day.
the wedding party.
the registries.
bed bath & beyond
belk
the save the dates.
the guest book.
rsvp-right here, online!
the location.



Ceremony

Longfellow Civic Center

122 Court St

Bay St. Louis, MS 39520

The Longfellow Civic Center is the new building on top of the Downtown Bay St. Louis Parking Garage.

[view map](#)

The Plan.

Ceremony:

3:00 pm • 2nd Floor of the Downtown Bay St. Louis Parking Garage

Please join us for our ceremony! It will be outdoors (weather permitting) on the 2nd floor of the Downtown Bay St. Louis Parking Garage.







**Phase I & II:
Concept Drawings
for all work**

**Phase V: More Sidewalk,
Trees & Bike Parking;
Less On-Street Parking**

**Phase III:
Parking Deck
& Solar Roof**

**Phase IV:
Urban Plaza**

