

## *LAWRENCE*

### **Malden Mills: Designated a State PDA**

**Land Use:** This 100-year old industrial mill site is located on the City's border with Methuen along Route 28 (Broadway). It consists of several buildings (approximately 1.8 million square feet) and vacant sites in Methuen and Lawrence adjacent to the Spicket River. The Lawrence portion of the site consists of 46 acres. The Arlington Mills Historic District is a part of this PDA and the City approved the Arlington Mills Smart Growth Overlay District (40R), making it easier for developers to obtain permits to transform the mill buildings into a mix of new uses, including housing. As a 40R, at least 20% of the housing units in each project must be maintained permanently affordable to local families. Several apartments have now been leased.

**Infrastructure:** This site is served by all the major utilities.

**Access:** Broadway (Route 28) is the PDA's frontage, providing connections to Routes 113, 213 and I-93 on the north and I-495 on the south. MVRTA Route 40 provides local and intercommunity connections. Bicyclists share use of existing roadways. Sidewalks exist along all streets providing easy pedestrian access to the site, but no sidewalks exist on the industrial site itself. Access upgrades are planned. Groundwork Lawrence constructed a 3.5 mile multi-use trail that runs along the Spicket River in Lawrence, which connects directly to Malden Mills.

**Environmental:** 6.16 acres or 13.4 percent of the land at this PDA is considered wetlands. 17.2 percent of the land is located within the 100-year floodplain.

**Recommended Strategies:** MVPC supports the City's rezoning of the site to allow a mix of uses. In order to further encourage new commercial development, the City should consider pursuing a 43D designation. Marketing will play a key role in determining the long-term success of this new community, not only for attracting new businesses, but also for encouraging individuals to consider the site for housing.

### **Lawrence Industrial Park: Designated a State PDA**

**Land Use:** This PDA is zoned I-1, Industrial Park District, which is zoned to "permit less intense industrial uses in industrial sub-divisions and planned parks in order to facilitate the best use of land" but consists of almost 3 million Square feet of building space. It is located roughly one mile from I-93 and has rail access. The site has a total of 270 acres.

**Infrastructure:** This site is served by all the major utilities.

**Access:** Lawrence Industrial Park has good road access. It is closest to the River Road Exit off I-93, but can also be accessed via a variety of local roads. In addition, there are no major traffic congestion issues in the area. In terms of public transit, the site may be accessed via bus Route 37 out of the Buckley Transportation Center. MVRTA runs frequent service with 25-minute headways during peak periods.

**Environmental:** 31 acres, or 11.5 percent of the land at this PDA is considered wetlands. 62 acres are located within the 100-year floodplain.

**Recommended Strategies:** The construction of a rail siding to add storage capacity would greatly increase freight service. Existing freight rail users have indicated that they would expand their operations and hire additional workers when this is accomplished.

### **Merrimack Street: Designated a State PDA**

**Land Use:** Located along the southern bank of the Merrimack River, this 117-acre PDA is home to Monarch on the Merrimack and the Riverwalk Properties, two of the City's most significant mill building redevelopment projects. It is zoned I-2 for General Industrial District. In December 2008, a portion of the PDA from 280-350 Merrimack Street was designated a 43D site, serving to streamline the permitting process. The Merrimack Street PDA is also part of Lawrence Canal District Revitalization Area Growth District, designated as such by the state's Growth Districts Initiative, which indicates that the PDA is open to significant new growth, whether commercial, residential, or mixed-use and consists of 4.5 million Square feet of building space.

**Infrastructure:** This site is served by all the major utilities.

**Access:** This development site is located in the heart of Lawrence along the southern bank of the Merrimack River and may be accessed via a variety of local roads as well as from Exit 44 on I-495. MVRTA's bus Route 33 runs along Merrimack Street. This route has frequent services with 25- minute headways during peak periods. In 2005, the Senator Patricia McGovern Transportation Center opened for service at 211 Merrimack Street. Service to the station is provided by the MBTA Haverhill/Reading Line from Boston to Haverhill, both inbound and outbound.

**Environmental:** 6.2 acres or 5.3 percent of the land in this PDA is considered wetlands. 32.4 percent of the land is located within the 100-year floodplain.

**Recommended Strategies:** The City should continue aggressive pursuit of infrastructure assistance in order to promote new development, as recommended in the Lawrence Canal District Strategic Master Plan. In addition, the City needs to find a better way to promote its federal Renewal Community designation to businesses.

### **Lawrence Gateway/Downtown: Designated a State PDA**

**Land Use:** Many transportation improvements have been made in recent years that improve the accessibility to this section of Lawrence. In July 2008, Essex Street was reverted back to a two-way road, easing traffic flow and congestion. The Marston St/Canal St/Prospect St intersection has been rebuilt. Also, a new bridge to improve access to Island Street has been constructed.

In addition to a General Industrial District, this PDA also contains the Main Business District, as well as the 2003- enacted Reviviendo Gateway Overlay (RGO) District. In the RGO, mixed-use is generally permitted and encouraged in parts of the overlay, with residences above ground floor. Additionally, in the industrial sections of the new overlay, restaurants seating 50 or more are permitted in existing buildings.

The Lawrence Gateway/Downtown PDA is also part of the Lawrence Canal District Revitalization Area Growth District, designated as such by the state's Growth Districts Initiative, which indicates that the PDA is open to significant new growth, whether commercial, residential, or mixed-use and consists of almost 7 million Square feet of building space. Finally, this PDA is part of Lawrence's federally-designated Renewal Communities district, which provides for special tax benefits for qualifying businesses that operate in the PDA.

**Infrastructure:** This site is served by all the major utilities.

**Access:** This PDA is located in the heart of Lawrence and has extensive MVRTA transit service. The area may be accessed via a variety of local roads as well as from Exit 45 on I-495. Essex Street reverted back to a two-way road in July 2008.

**Environmental:** 11 acres or 5.8 percent of the land at this PDA is considered wetlands. 30.2 percent of the land is located within the 100-year floodplain.

**Recommended Strategies:** The City should continue to aggressively seek infrastructure assistance in order to promote new development, as recommended in the Lawrence Canal District Strategic Master Plan. In addition, the City needs to find a better way to promote its federal Renewal Community designation to businesses.