

# The Downtown Lowell Renaissance



## City of Lowell

Adam Baacke

Assistant City Manager

Director of Planning and Development



May 2, 2012

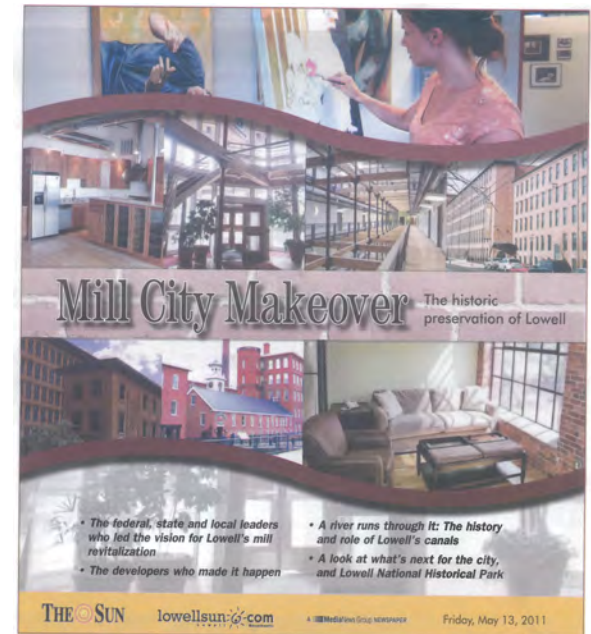
Worcester Research Bureau

# Revitalization in Downtown Lowell

1970s: 5,175,765 SF of  
vacant mills.

2012: 80.4% of mills have  
been redeveloped. 9.1% more  
are under construction.

2016: Active developments  
will bring this total to 95%.





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# Downtown Revitalization Planning in Lowell (ca. 1955)



**How Downtown Lowell Could Look By 1970**

This photograph of a model of Lowell's central business district shows the improvements planned by 1970. The actual model is on public display at city hall. Central street runs from the foreground to the center of the picture. The new highway that encircles the downtown area (from lower right to upper left) is an extension of the state's proposed Lowell

connector and will be Lowell's central artery when completed. Three large parking lots will provide space for over 6000 cars at one time. The new civic center is shown near city hall at upper left. The Church street redevelopment area is shown in the right foreground.





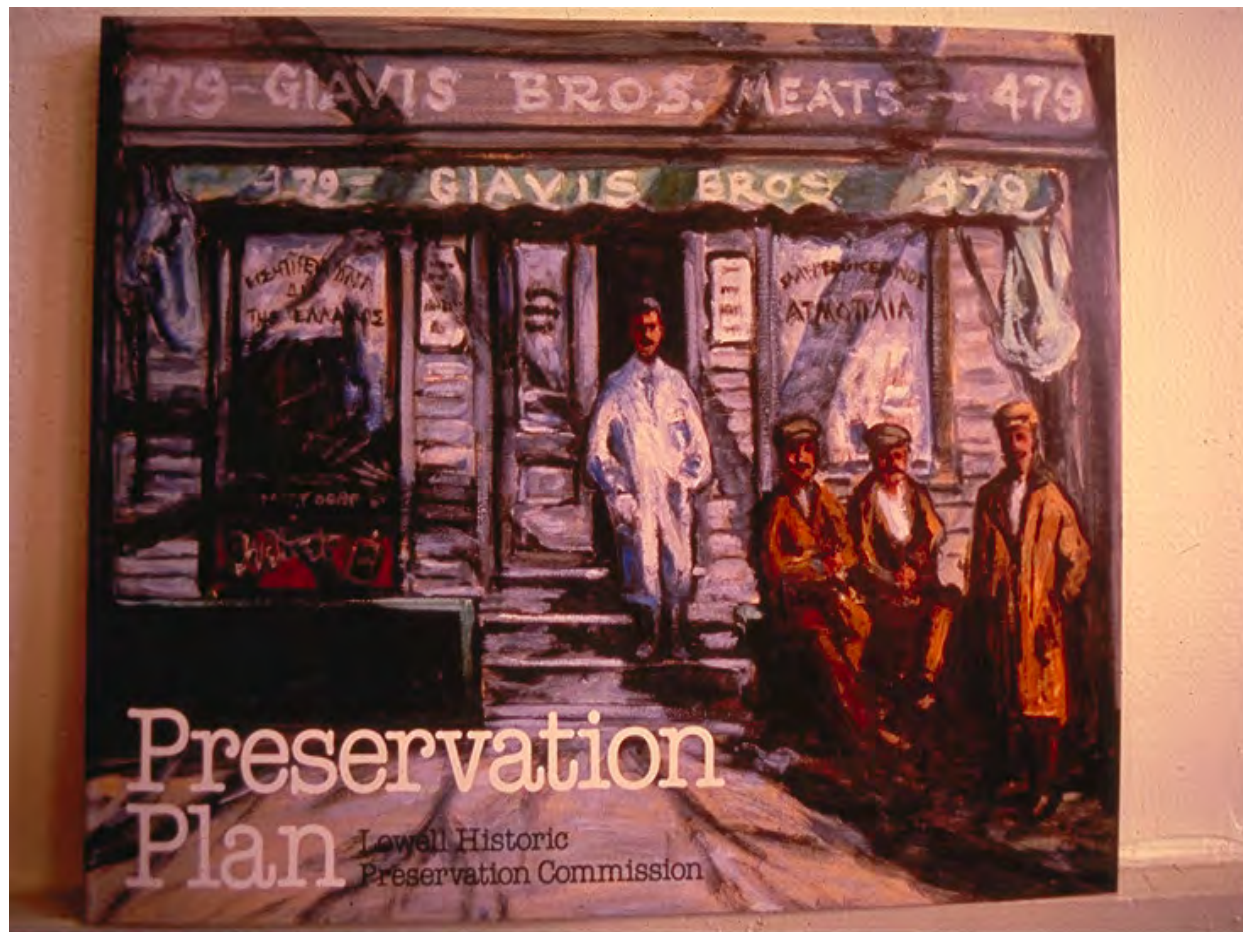
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# Lowell in the 1970s

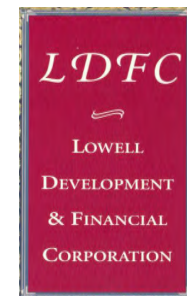


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# A New Vision



THE Lowell Plan





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# Historic Preservation Projects



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# Historic Preservation Projects





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# Major Event Venues



# Arts & Culture

- 190 Active Live/Work Artist Studios
- >250 Active Working Artist Studios
- 10 Theaters and Performance Spaces
- 16 Museums, Galleries, and Cultural Centers
- 5 Rehearsal and Recording Studios
- Lowell Summer Music Series
- Lowell Folk Festival
- Dozens of Creative Economy Businesses





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# Lofts, Studios, and Condos



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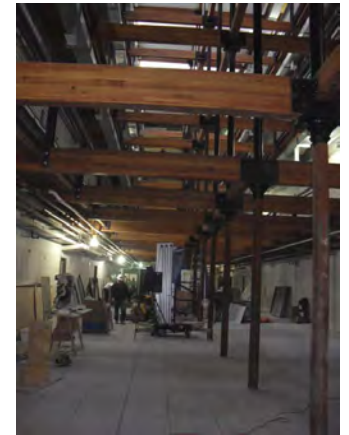
# Lofts, Studios, and Condos





# Downtown Housing & Redevelopment 2000 to date

- 1454 New Housing Units Constructed and Occupied
- 94 Units Currently Under Construction
- 749 Units Permitted/157 Units in the Permitting Process
- 2000: 1722 Downtown Units/1357 Affordable (78.8%)
- 2011: 3176 Downtown Units /1572 Affordable (49.5%)
- 2016: 4176 Downtown Units/1698 Affordable (40.7%)
- Total Affordable Units Displaced Since 2000: 0
- 2.6 million SF of vacant buildings redeveloped
- 750,000 SF more permitted



# The Lowell Renaissance

# Business Development

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OCTOBER 17, 2007

## Why businesses

### METABOLIX

where nature performs®

Metabolix has located the sales and marketing headquarters of its joint venture with Archer-Daniels-Midland Company, Telle™, in Lowell, Mass. Telle will produce Mirel™ natural plastics, a family of high performance natural plastics that are biobased, sustainable and completely biodegradable. Metabolix chose Lowell for the sales and marketing headquarters of Telle because of Metabolix's close relationship with UMass Lowell.

"UMass Lowell has played a major role in our decision to locate here," says Robert Finden, Vice President of Sales and Marketing for Metabolix. "We are currently using the UMass laboratories for research and product development and we couldn't think of a better, more appropriate location for Telle sales and marketing headquarters. Lowell is also an excellent location for meeting clients because of its sports venues and restaurants."

Finden along with three other product developers for Telle are graduates of UMass Lowell's Plastics Engineering School.

"This is an exciting time for Lowell," says Lowell City Manager Bonnie Lynch. "We are finding that UMass Lowell's R&D facilities are an anchor for attracting companies who are exploring product development in the area of plastics and nanotechnology. We look forward to attracting more innovative companies to our city."

"UMass Lowell has played a major role in our decision to locate here ... Lowell is also an excellent location for entertaining clients because of its sports venues and restaurants."

— Robert Finden, vice president of sales and marketing for Metabolix



For information on Metabolix, please visit [www.metabolix.com](http://www.metabolix.com).



"We have selected the city of Lowell because of its skilled workforce, highly qualified potential hires from area schools and friendly business environment."

— Dan Moloney, president of Motorola's Connected Home business



Motorola, Inc. is a Fortune 100 company known around the world for innovation and leadership in wireless and broadband communications.

When Motorola needed to consolidate five of its Massachusetts locations, they chose Lowell's Crown Point towers for its Connected Home Solutions and Enterprise divisions.

According to Dan Moloney, president of Motorola's Connected Home business, "We have selected the city of Lowell for our new location because of its skilled workforce, highly qualified potential hires from area schools and friendly business environment."

In addition to signing a five-year lease with Crown Point tower, Motorola also has signed a tax increment and finance agreement (TIF) with the city. This TIF will be an additional cost to the city since Motorola's presence will add approximately \$800,000 in new tax dollars during the same time period. In turn, Motorola has agreed to make efforts to hire locally and work with the city in promoting Lowell as a place to make for relocated employees.

"Having a major company such as Motorola moving into the city will have tremendous economic impact on Lowell," says Bonnie Lynch, Lowell City Manager. "This further Lowell's reputation as a critical player in the commercial real estate market and positions us for future investment in projects such as the Hamilton Canal District. We are very pleased to welcome Motorola to Lowell."

After the move, Motorola will become Lowell's fifth largest private employer in the city.

For more information about Motorola, go to [www.motorola.com](http://www.motorola.com).

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## choose Lowell

### CTRC

CTRC is one of the nation's largest engineering, environmental, consulting, and construction management firms. TRC is a customer-focused company that provides the challenges facing America's environmental, infrastructure, power, and transportation markets.

The company is also a leading provider of technical, financial, risk management, and construction services to commercial and government customers across the country. TRC is annually ranked in the Top 20 by Engineering News-Record with revenues of over \$400 million and 2,600 employees. TRC has more than 50 locations worldwide with headquarters in Lowell, Mass., and Windsor, Conn.

TRC joined the Lowell business community in 1990 as the

anchor tenant at the Broom Mills but has since located to Warehouse Mill to better enable incremental expansion in the coming years. "We have really come to enjoy working in the city of Lowell," says Christopher Vincent, Chairman and CEO. "The commute is efficient, the value in transactions and employee mobility appreciate the downtown and all it has to offer."

"Our employees really appreciate the downtown and all it has to offer," says Christopher Vincent, Chairman and CEO of TRC.



For more information, visit TRC's Website at [www.trcinc.com](http://www.trcinc.com).



Life & Co. LLC was founded in 2001 by prepared and direct-marketing industry leaders and is the only payment processing company focused exclusively on serving merchants who sell directly to consumers through direct-response television (DRTV), catalogs and the Internet. Its success has led to numerous recognitions including the No. 1 ranking on the Inc. 500 list in 2004 for its three-year growth of 425 percent.

Life & Co.'s selection of Lowell's Crown Point towers for its headquarters was based on a strategic decision that took into account such factors as availability of an educated, technology-driven workforce, highway access, affordable real estate, and cultural and entertainment amenities.

According to Tim Lyle, Founder and Chairman of Life & Co. LLC, "One of the many reasons for choosing Lowell is that we wanted to be able to draw on the technology-savvy employment base in the Northern Essex Metro area and northern New Hampshire. We've not only had great success in hiring people from the region, but it's also a central location for most of our employees living in the region. They don't leave the Boston commute. Plus, it's very easy for clients to find us. You can't miss Crown Point on the 495 and 93A."

And what would Tim Lyle's advice be to other entrepreneurs? "If you're truly an entrepreneur, you'll quickly come to realize that Lowell is a great choice because of its strong workforce, location and value."

— Tim Lyle, founder and chairman of Life & Co. LLC

For more information about Life & Co., visit their website at [www.lifeandco.com](http://www.lifeandco.com).



Konarka's innovative technology has led to numerous industry awards and recognition, including being one of 13 selected industries for the technology projects to be awarded funding by the U.S. Department of Energy (DOE). Konarka's mission can, in part, be traced to its roots in Lowell, and its affiliation with UMass Lowell and its Business Incubator.

"The access to the many resources of the university ... was vital to our early success," says Rick Hess, President and Chief Executive Officer.

"The access to the many resources of the university, including seed equity investment and professional service providers, was vital to our early success," says Rick Hess, President and Chief Executive Officer. "The Lowell location is a wonderful incubator for Konarka. The early space we're located in was once the hub of industry and innovation. We are keeping that spirit very much alive but with a 21st century flavor."

With over \$100 million in funding to date, Konarka continues to expand its footprint on Brock Mills and has a mission to bring solar power to the world.

For more information about Konarka, go to [www.konarka.com](http://www.konarka.com).



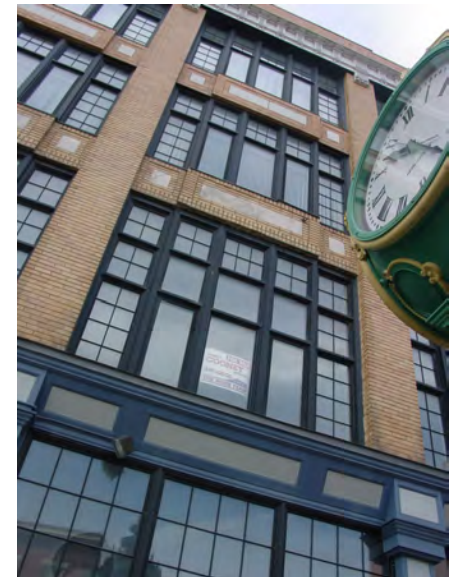


# Regulatory Changes

2000 - Ayer Lofts required 14 variances

2002 – Zoning changed to promote residential reuse of vacant buildings

- Special Permit
- Historic Board Approval
- Minimum unit size
- Parking



# Downtown Parking Policy

- No requirements except for residential
- 1 space per residential unit
- All required parking can be leased in public garages
- 6000+ municipal garage parking spaces





# The Lowell Renaissance

# Marketing



Readers' Club: Thomas



Tom: Sam



Winterfest: Portentia



Children: David



Winterfest: David

## THIS IS WINTERFEST!

Join the City of Lowell as we light up the sky at this year's 4th Annual Winterfest, February 5-7. Lowell's famous outdoor festival has entertainment for every one. Kids will love the free ice skating, snowmaking, snow cone, hot chocolate and snow cones. Adults will enjoy the snow and ice sculpture competition, the beer and wine tasting competition, live music, arts and crafts sale, children's games, Street Water Races and a spectacular fireworks finale. Don't miss Winterfest's signature event, the National Human Day Ball Championship. The only thing you won't find at Lowell Winterfest is summer. This is Winterfest. The only thing you won't find at Lowell Winterfest is summer. This is Lowell. www.lowell.org 1-800-443-3332 x20

There's a lot to like about  
**Lowell.**



## THIS IS SUMMER IN THE CITY!

Take in the sounds of folk, rock, jazz and blues in the Lowell Summer Music Series at Boarding House Park. Enjoy the views and sounds of a Lowell Spinnaker Professional League Baseball game at beautiful Edwina Park. Learn about our history while you ride in a carriage, stroll on a path through our famous woods on a guided tour. Take in style at Formosa's Italian Ice & Gelato, one of our outdoor restaurants nestled along the charming city historic streets. And don't miss the world famous Lowell Folk Festival - the largest FOLK folk festival in the country this July 29th, 30th & 31st. This is summer in the city. (lowell.org) www.lowell.org 1-800-443-3332 x20

There's a lot to like about  
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# Fundamental Challenge: Market Economics

Absent subsidy, development costs generally exceed market returns in Gateway City Downtowns.

## State & Federal Solutions

- Historic preservation tax credits
- New Markets tax credits
- Other Development Subsidy

## Local Solutions

- Predictable & fair permitting
- Partnership with developers
- Downtown Venture Fund





# The Lowell Renaissance



[www.lowellma.gov](http://www.lowellma.gov)

[www.hamiltoncanal.com](http://www.hamiltoncanal.com)

