



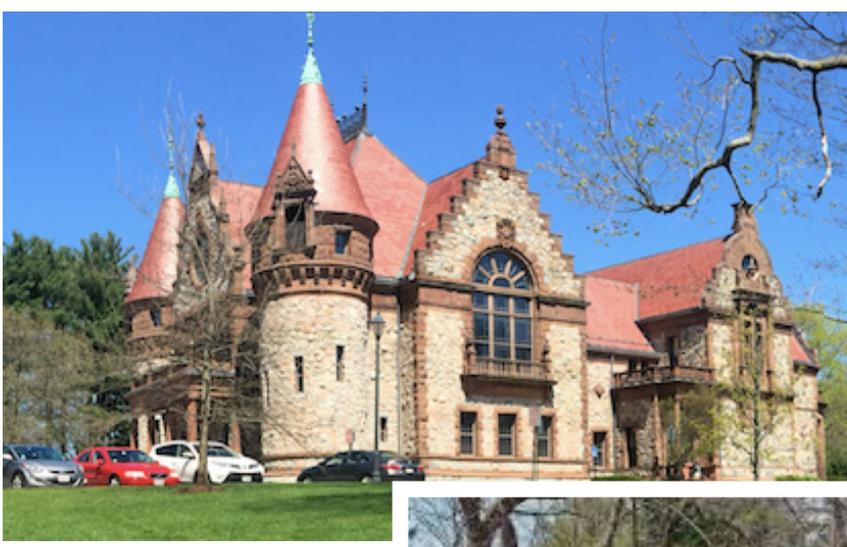
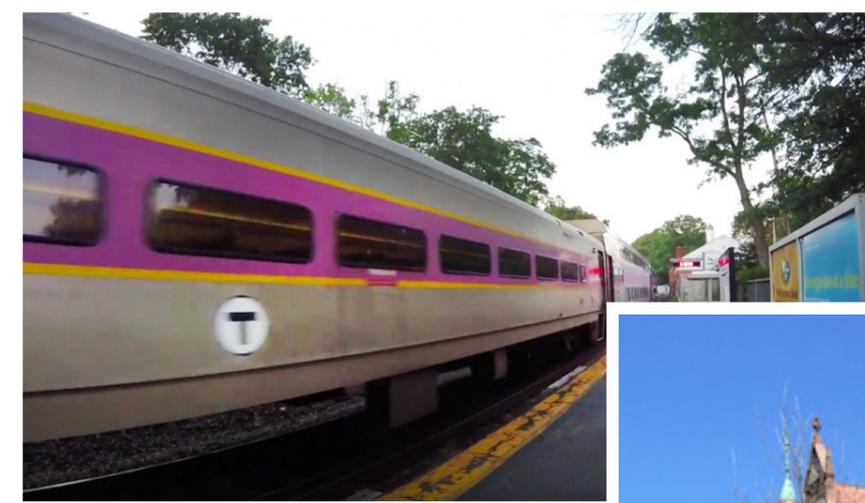
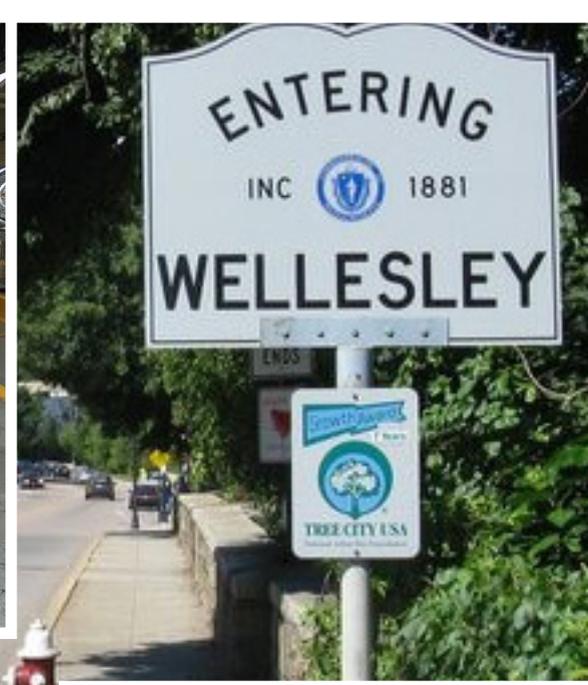
roots

WELLESLEY
SQUARE

PENNROSE
Bricks & Mortar | Heart & Soul

TAILBY AND RAILROAD
PARKING LOT

OCT 23, 2018



“ The town is nearly built-out under current zoning
and **housing has become very
expensive.**

Participants in the planning process would like to see
more diversity in town and identified **more
affordable housing** and **different kinds** of
housing as important to diversity.

”



“

As Baby Boomers age, a generational transition is

occurring, and older **residents who wish to downsize find few options in town.**

”



“ Residents would like **more alternatives to the car —**

safe walking

biking networks

traffic demand management

public transportation.

”



“ Good **stewardship of natural resources** and **open space** remains a widely-shared priority for Wellesley. ”



“ Like all mature communities, Wellesley needs to use strategic redevelopment to achieve multiple goals and **identify opportunities that solve more than one challenge at a time.** ”

national experience.
local expertise.

PENNROSE
Bricks & Mortar | Heart & Soul

**DIMELLA
SHAFFER**

**CROWLEY
COTTRELL**

**Thornton
Tomasetti**

**WALKER**
PARKING CONSULTANTS

**HOWARD STEIN HUDSON**

national experience.
local expertise.



TIM HENKEL
Senior Vice President
PENNROSE, LLC



CHARLIE ADAMS
Regional Vice President
PENNROSE, LLC



RYAN BAILEY
Senior Developer
PENNROSE, LLC



KARMEN CHEUNG
Associate Developer
PENNROSE, LLC



ED HODGES
Principal
DIMELLA SHAFFER



PHILIPPE SAAD
Associate Principal
DIMELLA SHAFFER



MICHELLE H CROWLEY
Principal
CROWLEY COTTRELL



ALEJANDRA MENCHACA
Senior Associate
THORNTON TOMASETTI



ARTHUR STADIG
Vice President
WALKER CONSULTANTS



BRIAN BEISEL
Senior Transportation Engineer
HOWARD STEIN HUDSON



SAPIR NG
Designer
DIMELLA SHAFFER



JESSICA KNAPP
Director of Client Relations
DIMELLA SHAFFER



Diversity: Establish, implement and support ongoing initiatives to maintain Wellesley as a community that welcomes a diversity of people and households.



Conservation and Sustainability: Make resource-efficient choices to conserve energy, water, and materials; improve water and air quality and reduce carbon emissions; develop and implement sustainable practices to adjust to changing environmental conditions.



Town Asset Management: Maintain, protect, preserve, and enhance the Town's physical assets including facilities, infrastructure, parks, open space, and natural resources.



Sense of Community: Foster a sense of community and community-building through support for inclusive services and facilities, town-wide events, multi-generational activities, and community gathering places.



Town Character: Establish policies, practices and criteria for the preservation of the character of the town's residential neighborhoods, commercial centers, and open spaces.



Healthy Lifestyles: Enhance the health and wellness of residents through public health initiatives, educational, social and recreational opportunities; create the conditions for healthy lifestyles through easy access to healthful food, medical and psychological care, support systems, non-motorized transportation options, and town facilities.



Connectivity of People and Places: Provide safe, accessible, and efficient transportation choices including public transportation, pedestrian and bicycle pathways, to connect people to town destinations and the region.



Collaboration: Leverage resources and expertise of local private businesses and institutions, as well as neighboring towns and regional agencies, to achieve mutual goals.



Business-Friendly: Support existing and new businesses in commercial areas that complement and enhance our community, while protecting quality of life and environmental resources.

Wellesley Unified Plan

OUR VOICE • OUR TOWN • OUR FUTURE



Diversity: Establish, implement and support ongoing initiatives to maintain Wellesley as a community that welcomes a diversity of people and households.



Conservation and Sustainability: Make resource-efficient choices to conserve energy, water, and materials; improve water and air quality and reduce carbon emissions; develop and implement sustainable practices to adjust to changing environmental conditions.



Town Asset Management: Maintain, protect, preserve, and enhance the Town's physical assets including facilities, infrastructure, parks, open space, and natural resources.



Sense of Community: Foster a sense of community and community-building through support for inclusive services and facilities, town-wide events, multi-generational activities, and community gathering places.

roots

WELLESLEY
SQUARE



Town Character: Establish policies, practices and criteria for the preservation of the character of the town's residential neighborhoods, commercial centers, and open spaces.



Business-Friendly: Support existing and new businesses in commercial areas that complement and enhance our community, while protecting quality of life and environmental resources.



Healthy Lifestyles: Enhance the health and wellness of residents through public health initiatives, educational, social and recreational opportunities; create the conditions for healthy lifestyles through easy access to healthful food, medical and psychological care, support systems, non-motorized transportation options, and town facilities.



Collaboration: Leverage resources and expertise of local private businesses and institutions, as well as neighboring towns and regional agencies, to achieve mutual goals.



Connectivity of People and Places: Provide safe, accessible, and efficient transportation choices including public transportation, pedestrian and bicycle pathways, to connect people to town destinations and the region.

roots

W E L L E S L E Y
S Q U A R E



SUSTAINABILITY



CONNECTIVITY



COMMUNITY

TAILY +
RAILROAD LOT



SUSTAINABILITY



PASSIVE HOUSE



SOLAR READY GREEN ROOFS



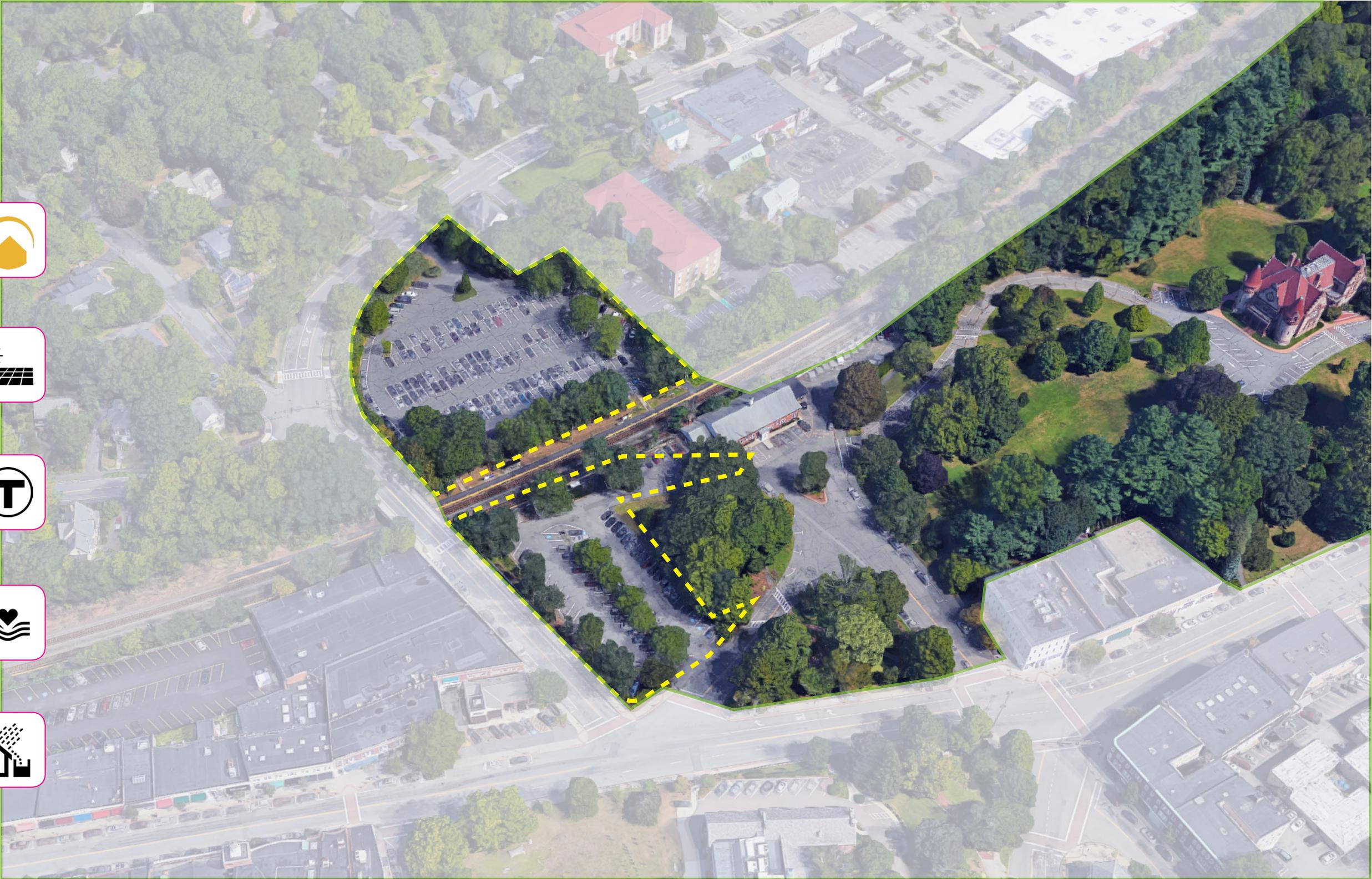
ACCESS TO PUBLIC TRANSPORTATION



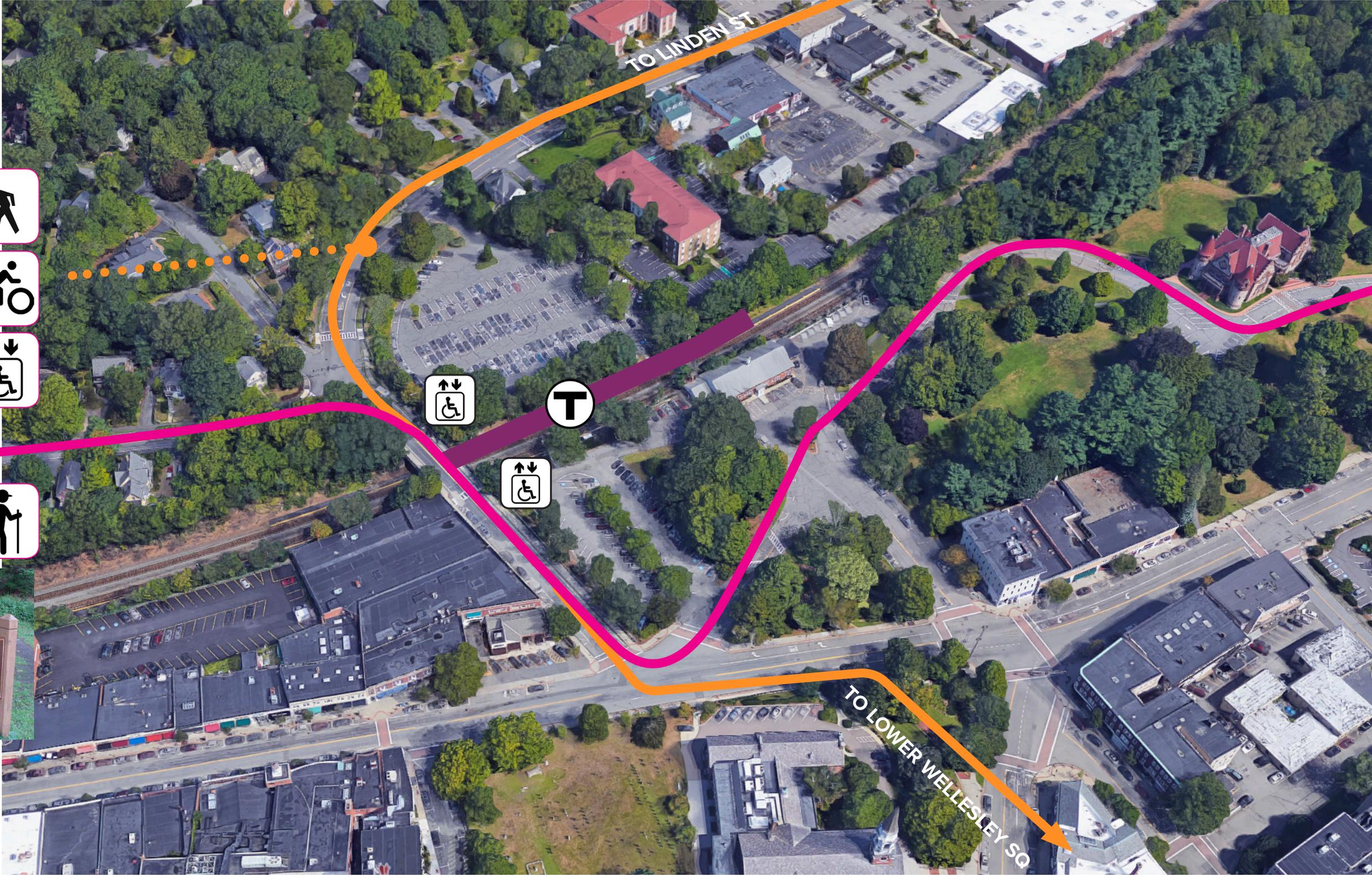
OCCUPANT WELLNESS



STORMWATER MANAGEMENT



CONNECTIVITY



COMMUNITY



RESIDENTIAL

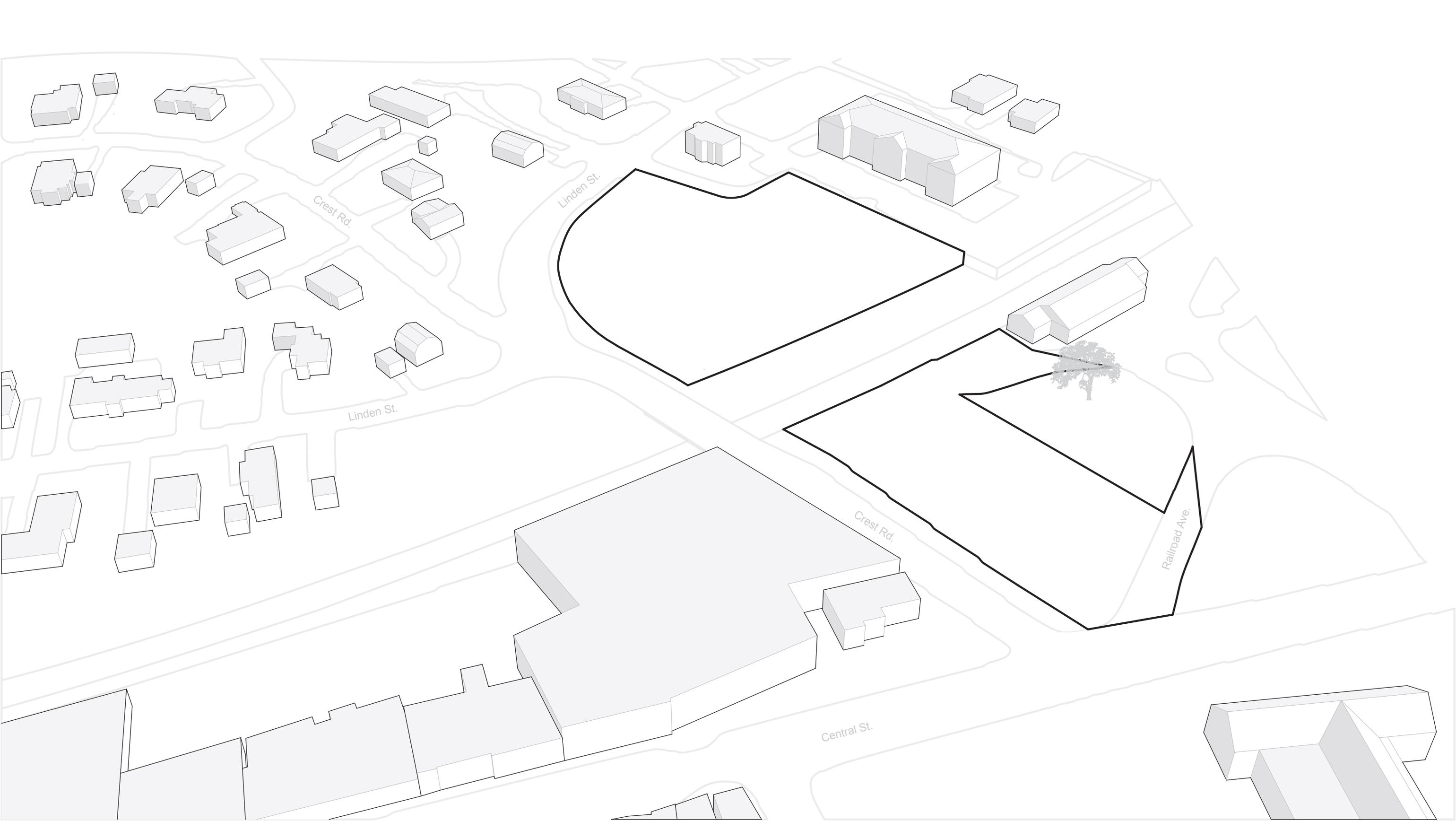
LINDEN STREET
COMMERCE

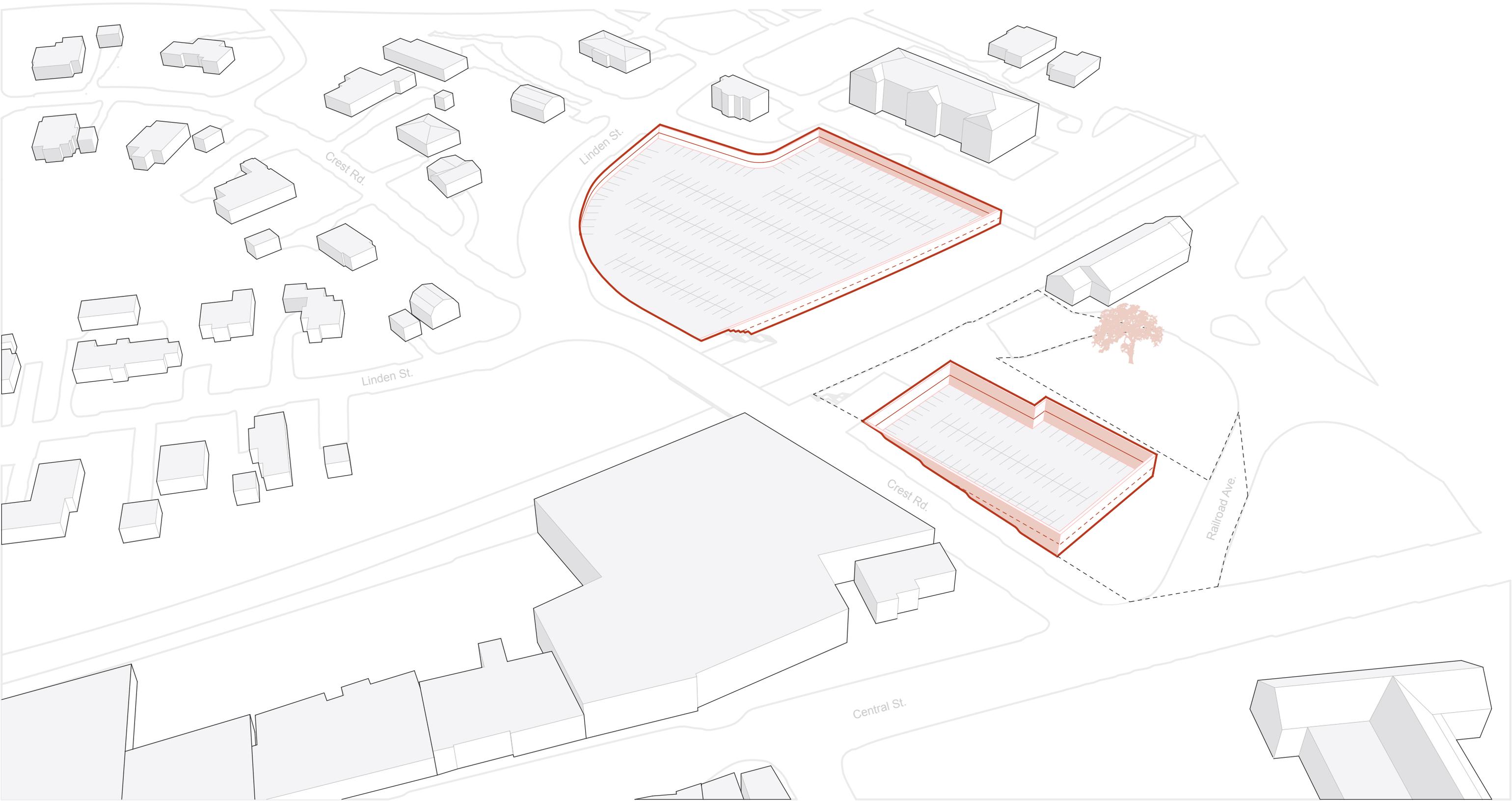
CIVIC

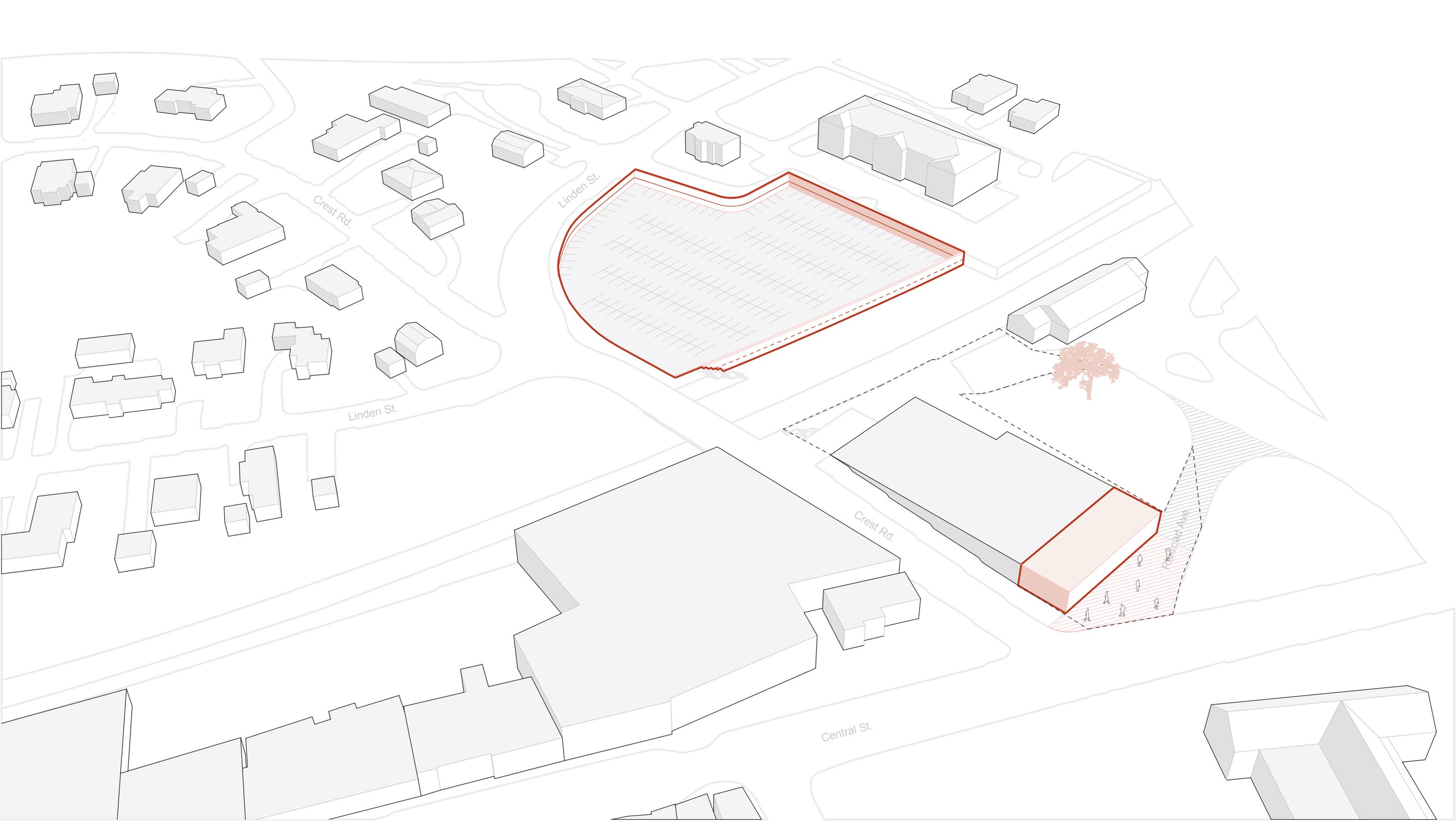
COMMERCE

EDUCATION









Crest Rd.

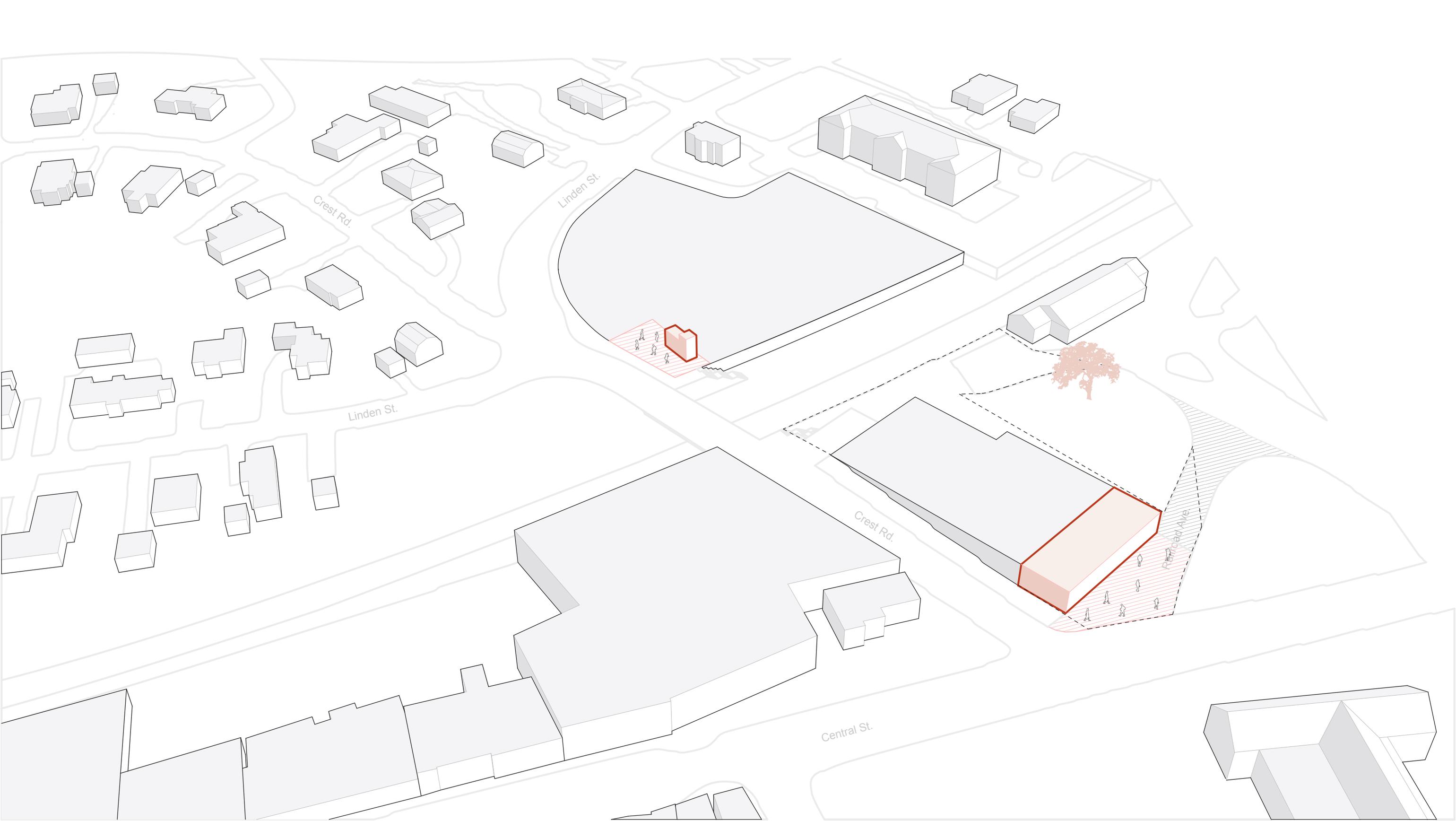
Linden St.

Linden St.

Crest Rd.

Central St.

Perryman Ave.



Crest Rd.

Linden St.

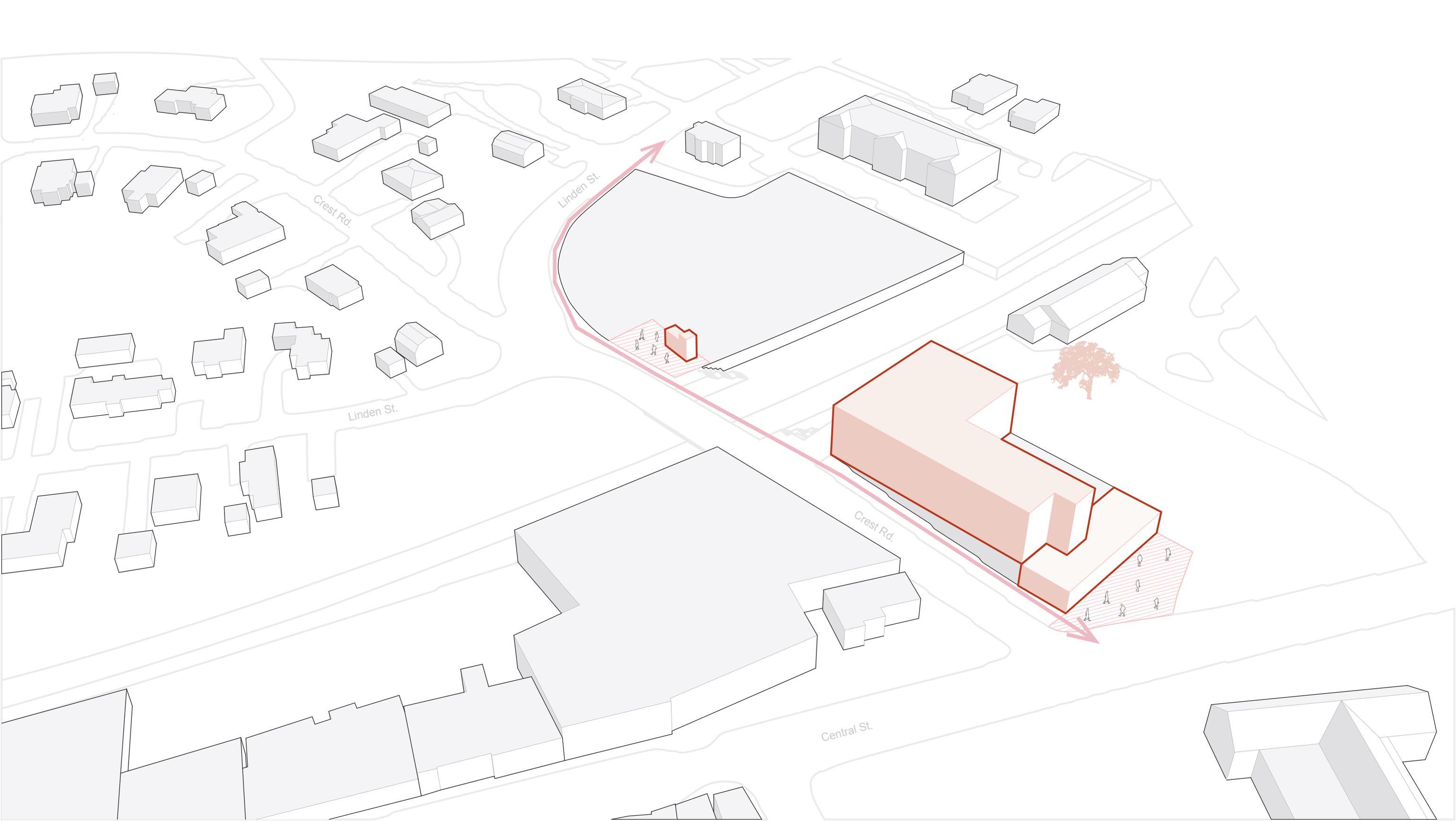
Linden St.

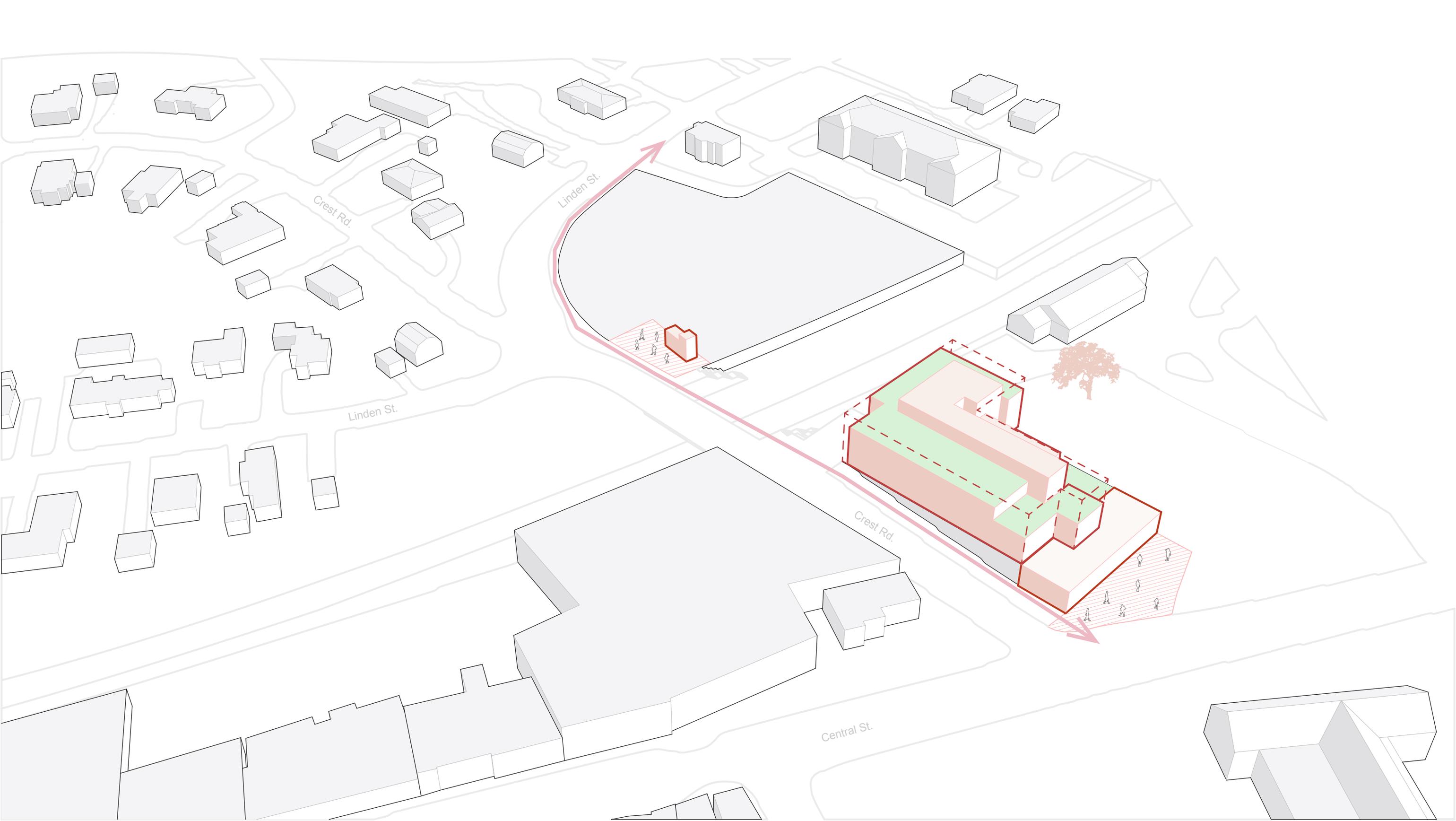
Crest Rd.

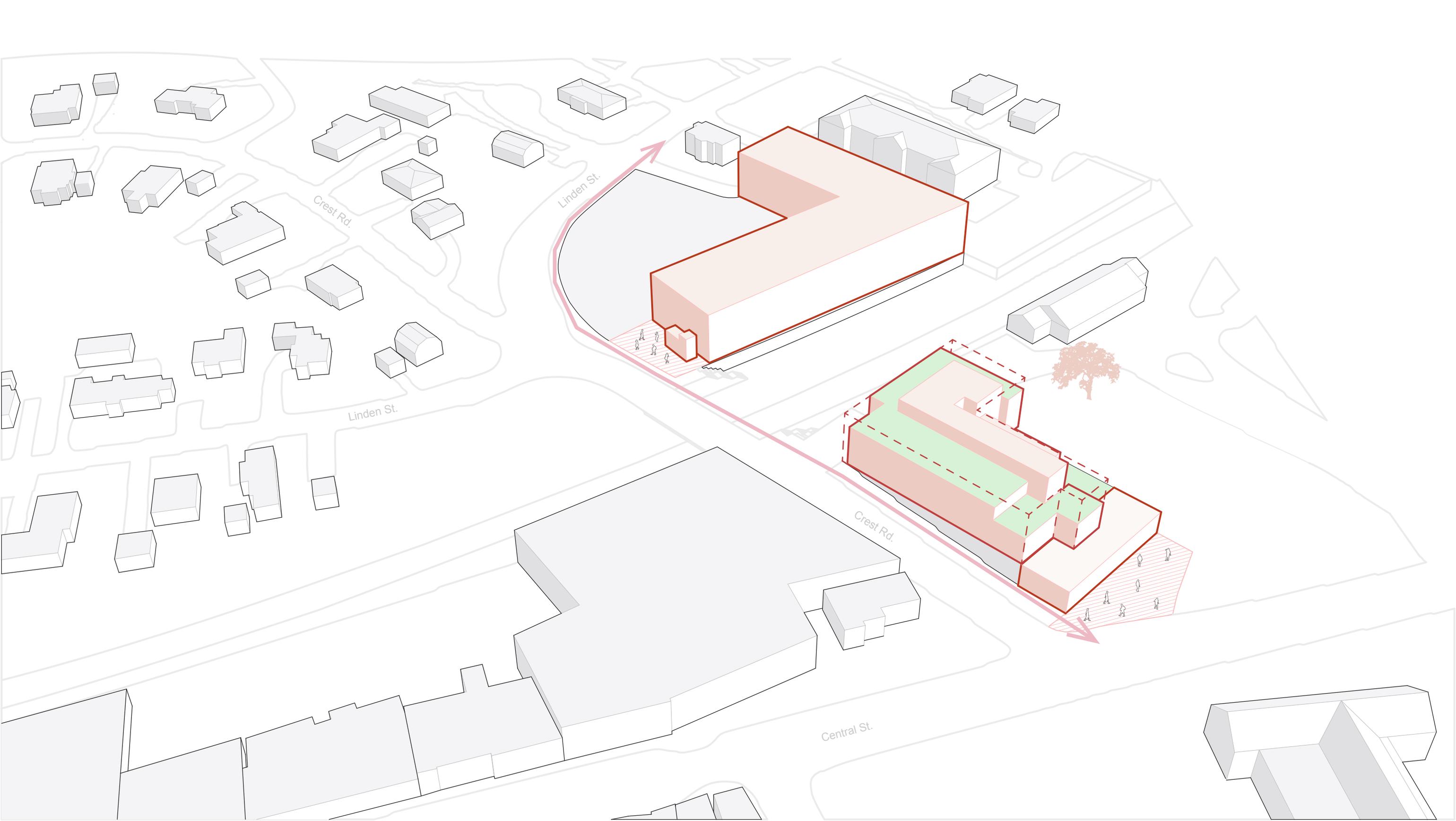
Central St.

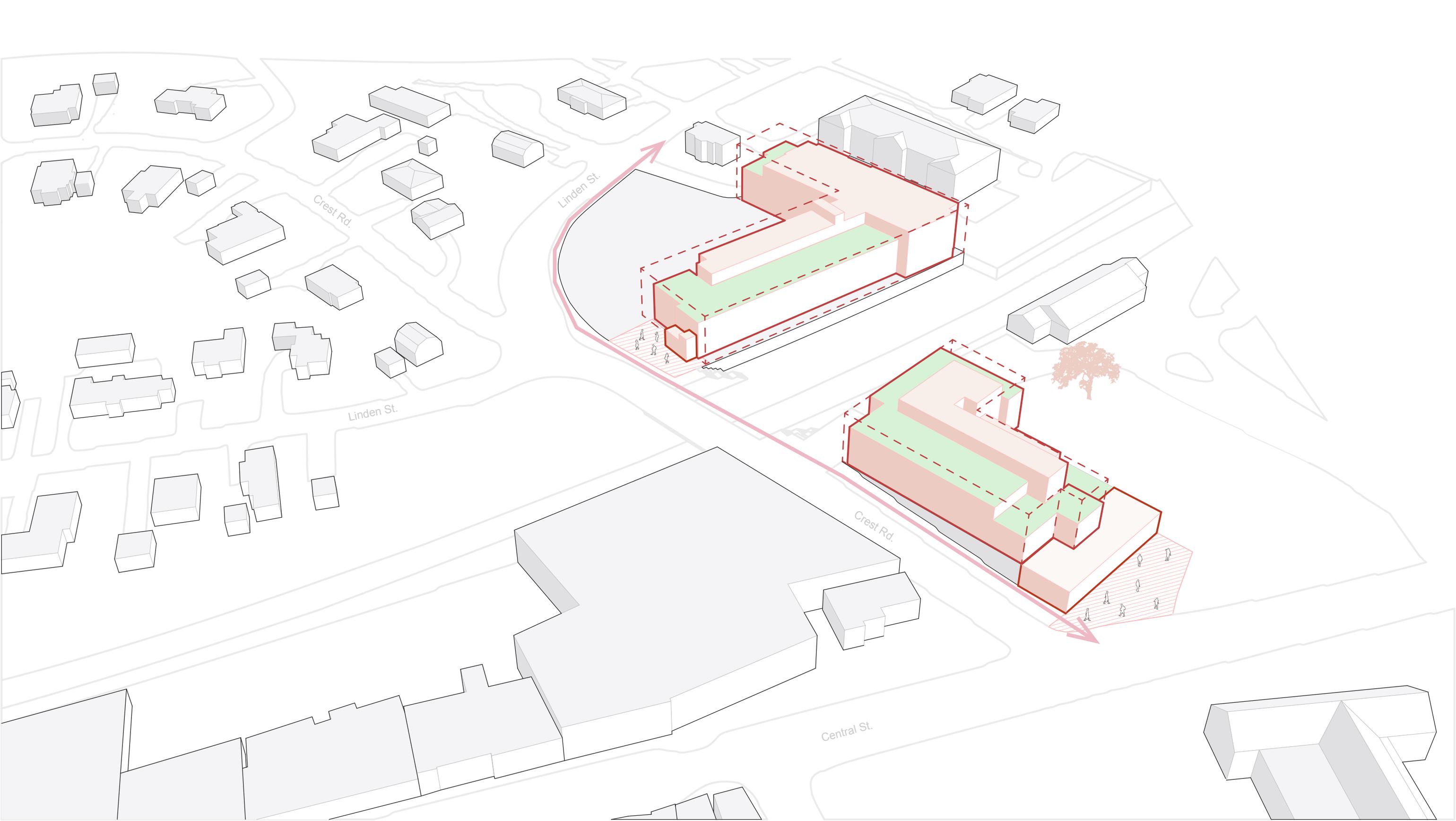
Railroad Ave.











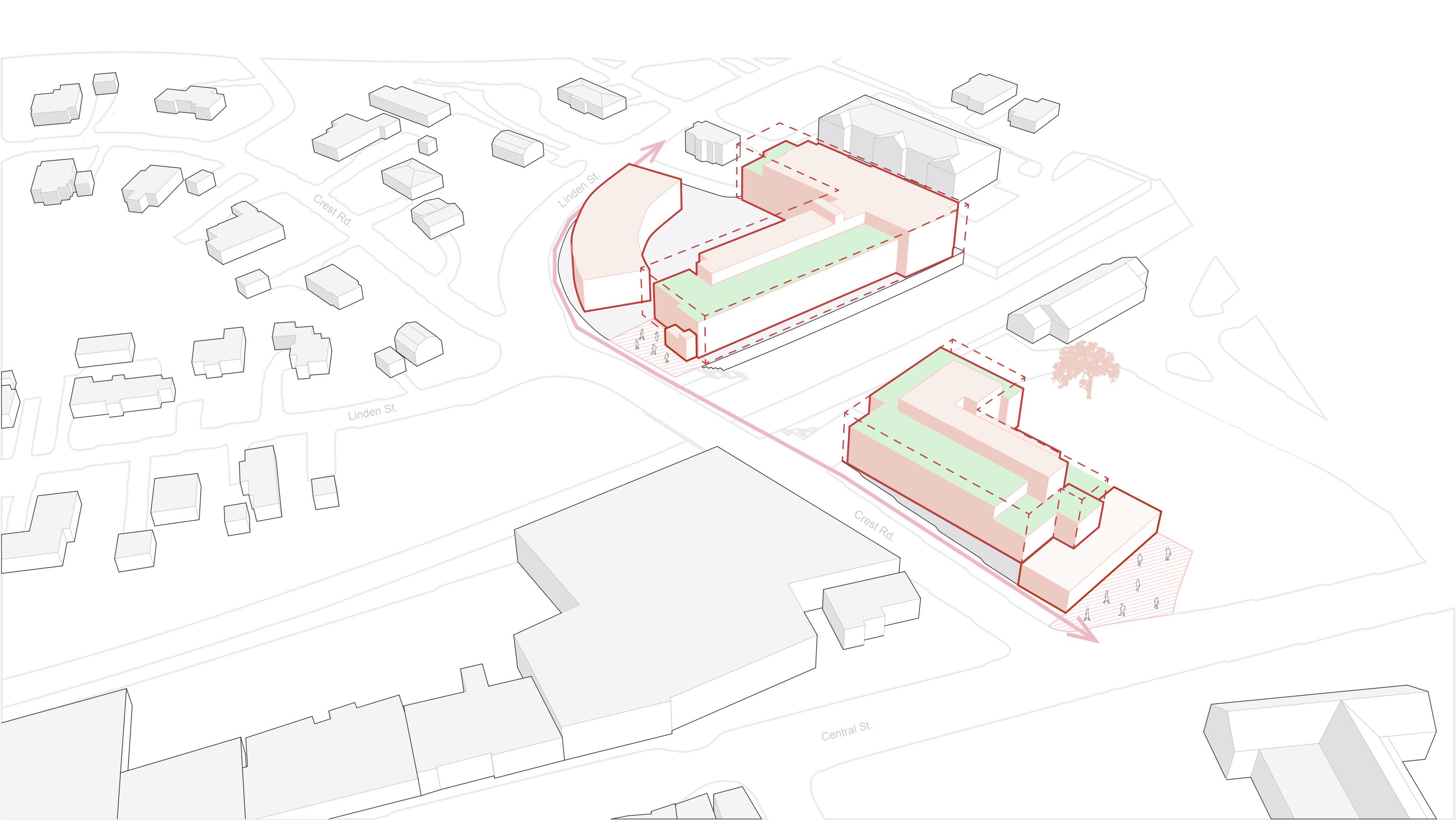
Crest Rd.

Linden St.

Linden St.

Crest Rd.

Central St.



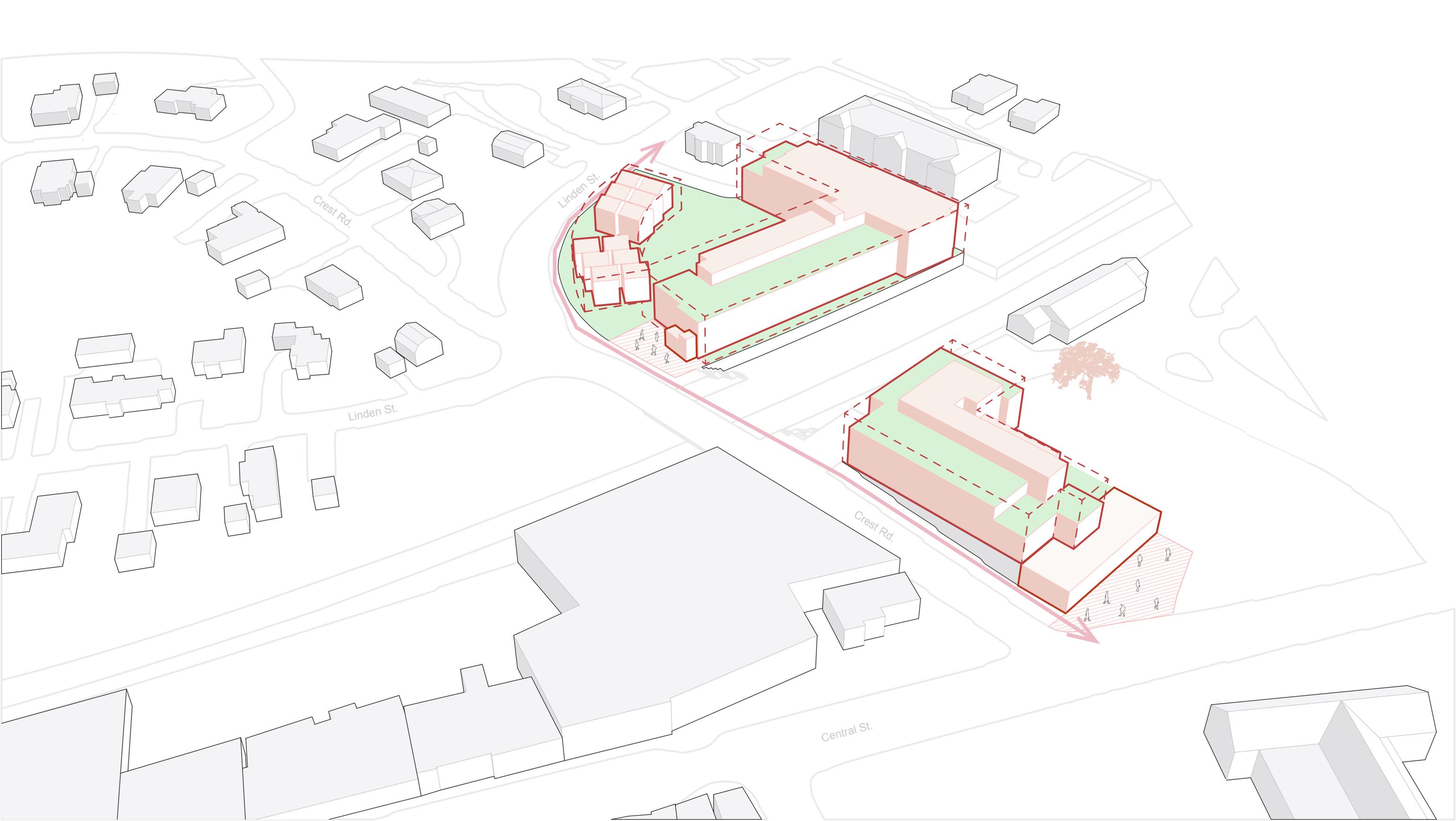
Crest Rd.

Linden St.

Linden St.

Crest Rd.

Central St.



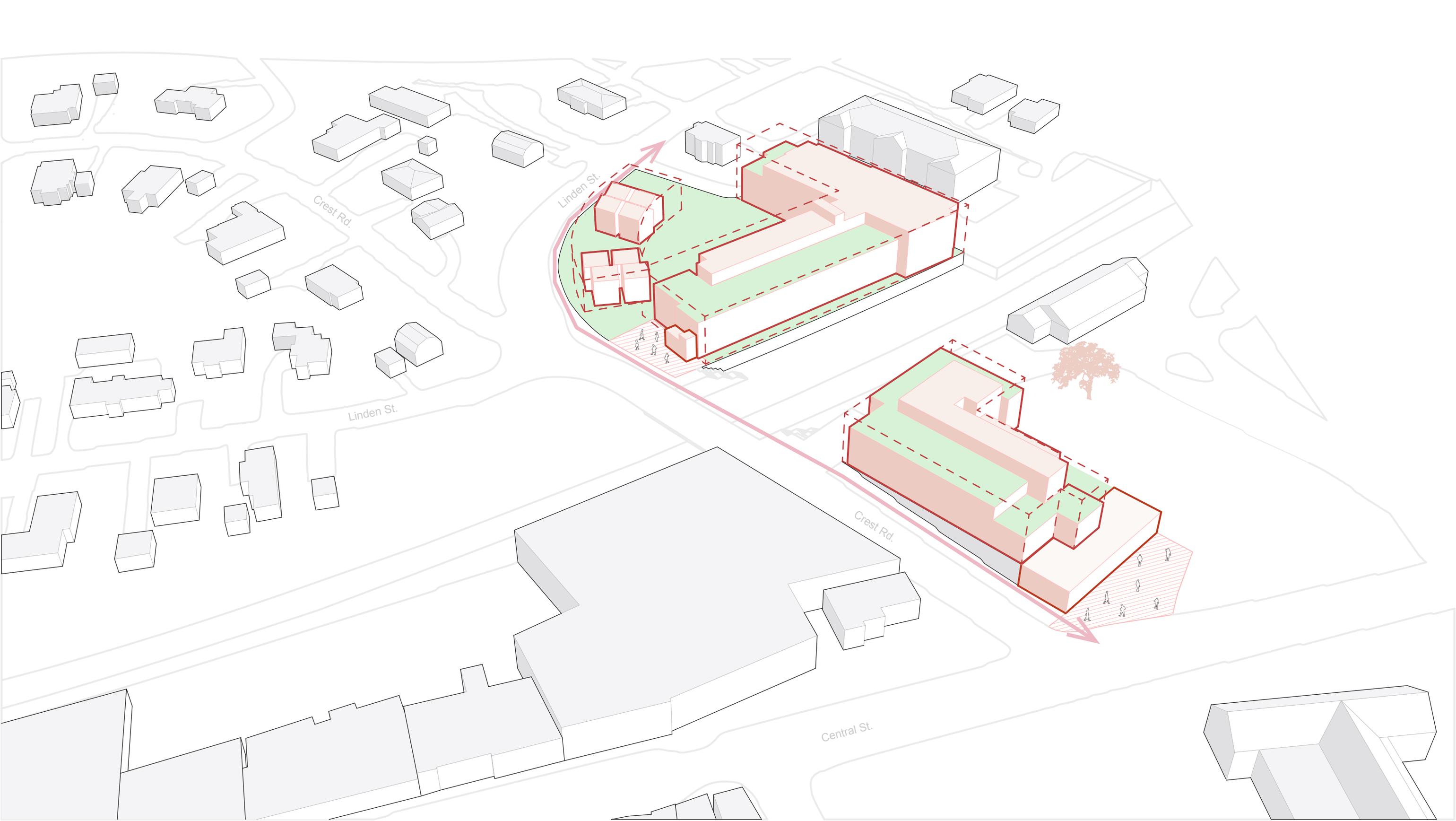
Crest Rd.

Linden St.

Linden St.

Crest Rd.

Central St.



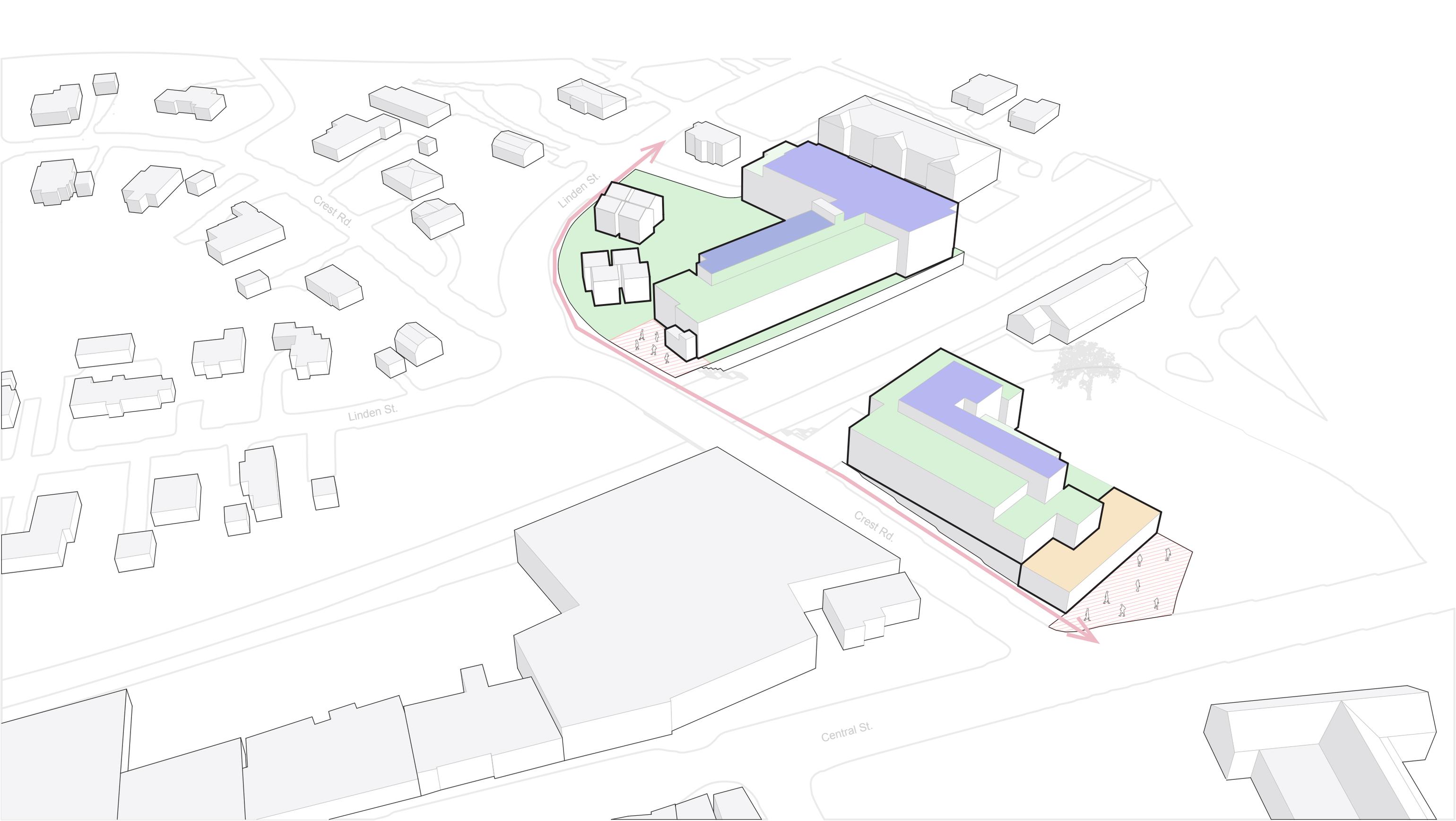
Crest Rd.

Linden St.

Linden St.

Crest Rd.

Central St.



UNITS

127 Apartments
8 Townhouses

PARKING

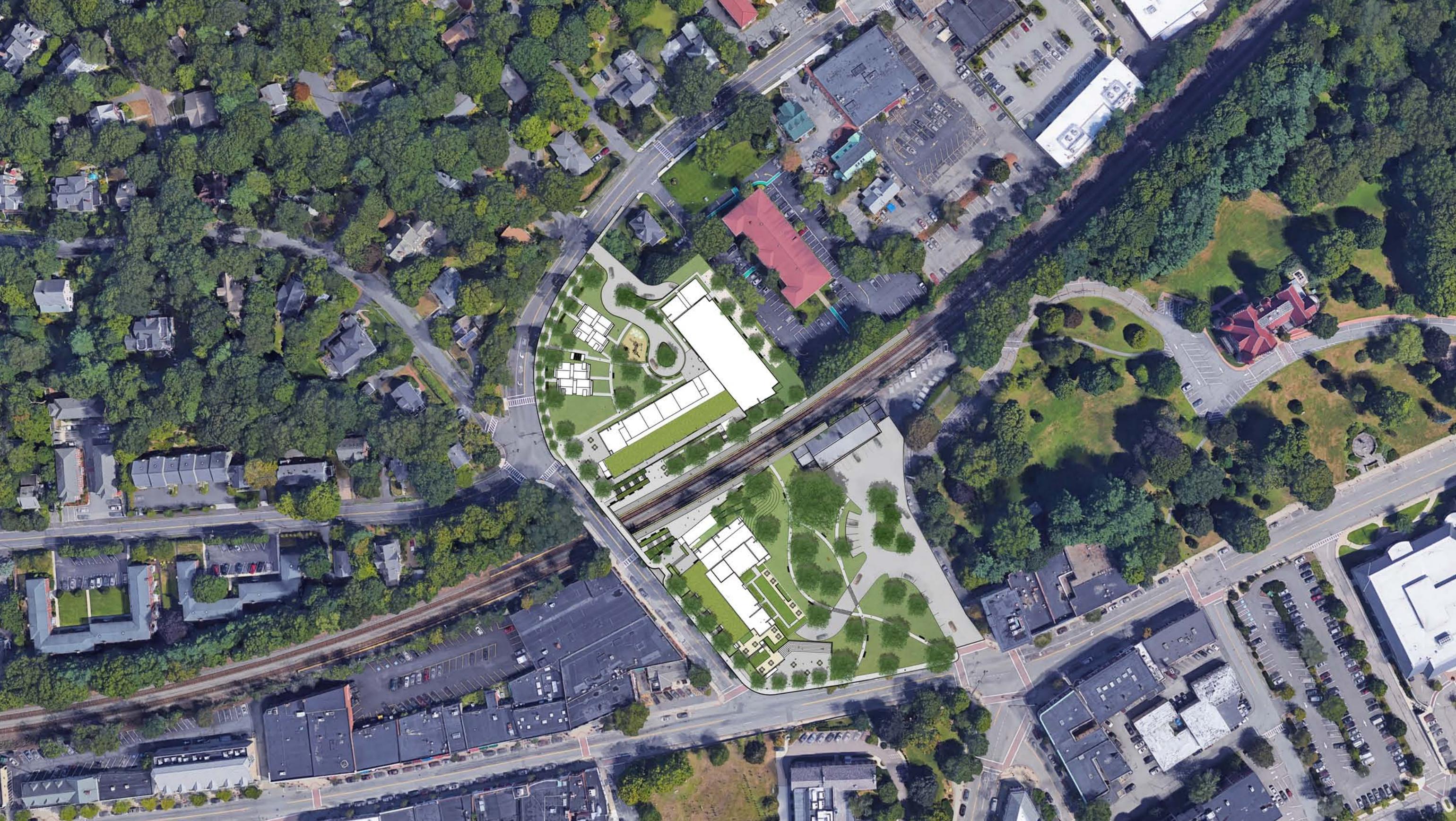
293 for Public
183 for Residents

THE FORUM

Arts Groups
Theater Groups
Athletic Banquets
Senior Center
Conferences
Public Meetings
Recreation Groups
Local Colleges

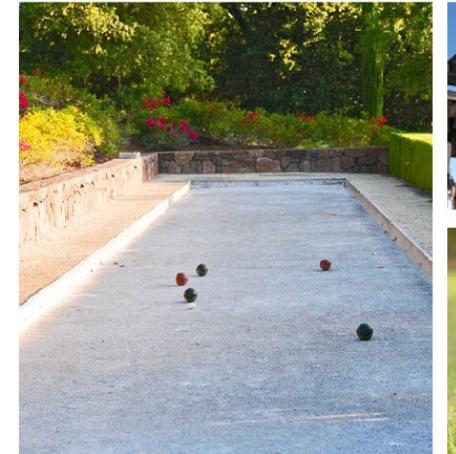






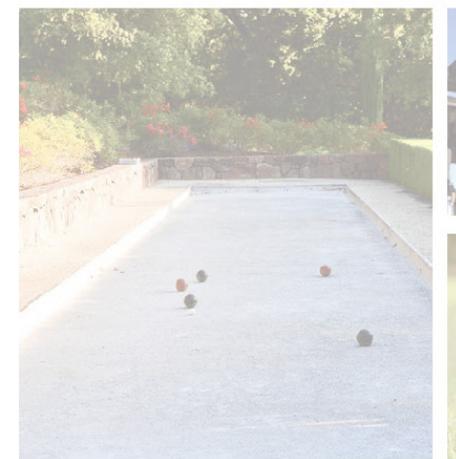
TAILBY LOT

- Larger buildings set back, town houses forward to maximize open space



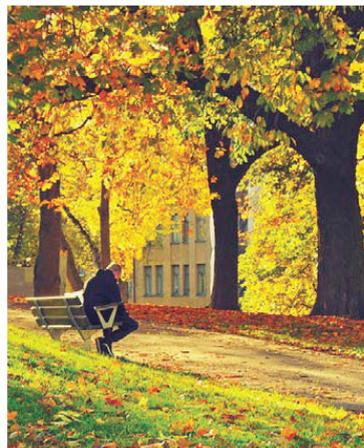
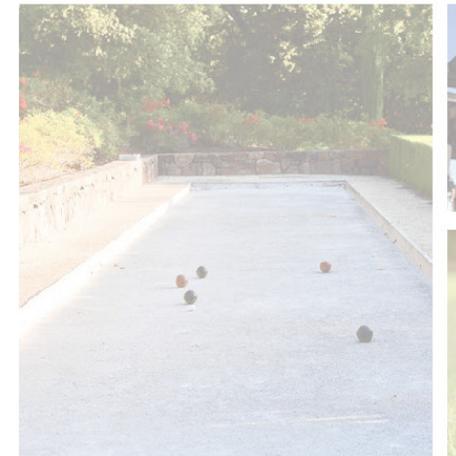
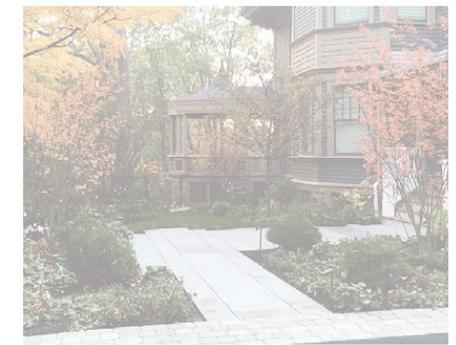
TAILBY LOT

- Townhouse semi private gardens



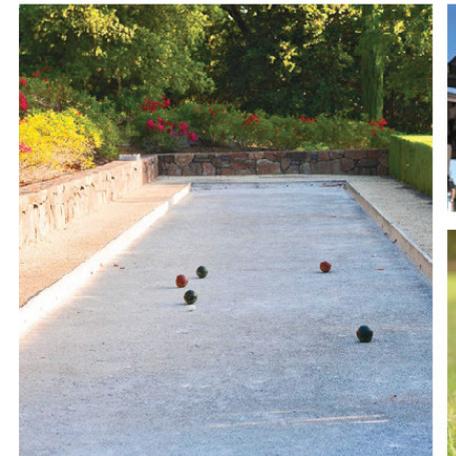
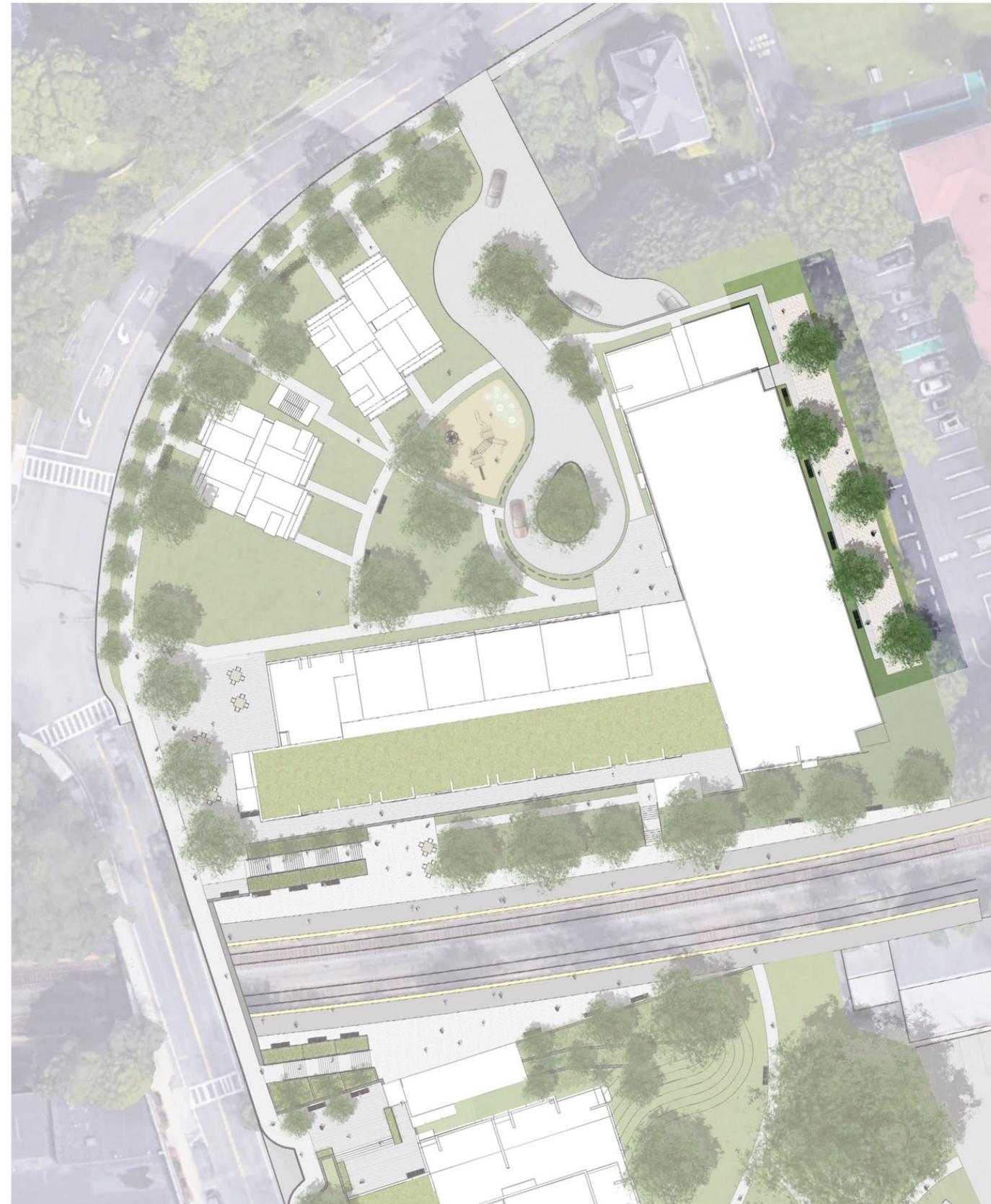
TAILBY LOT

- Playground and central green area for passive recreation and rest



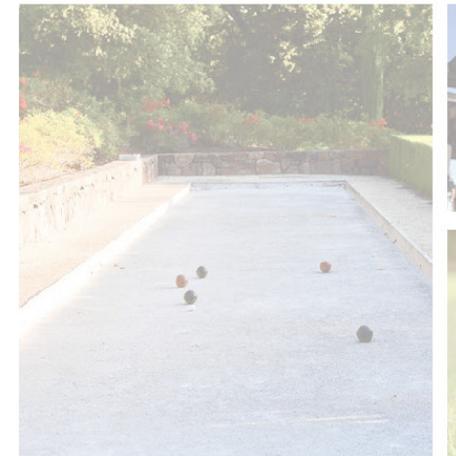
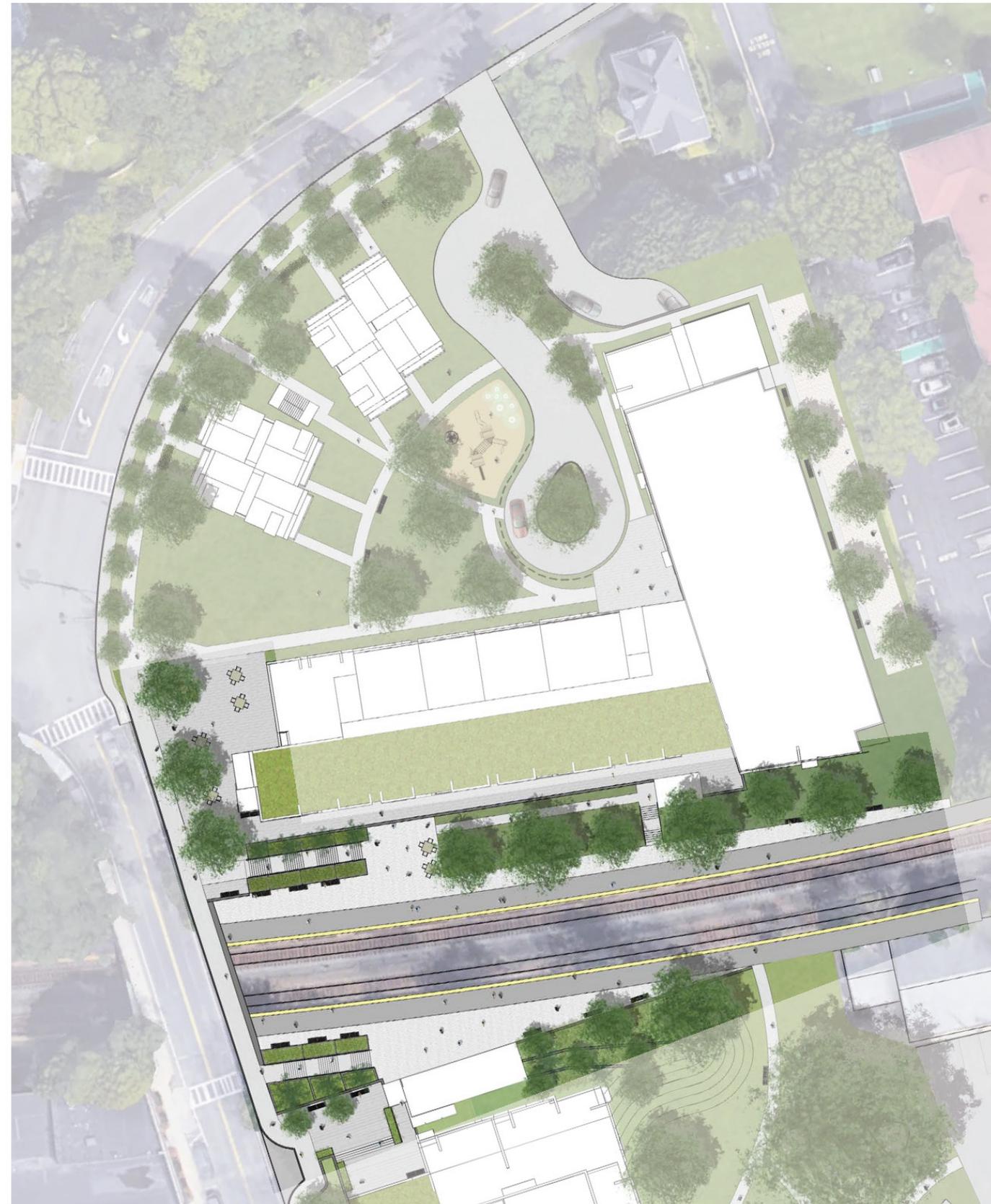
TAILBY LOT

- Dog and/or recreation space for bocce or pickle ball, walking



TAILBY LOT

- Train station connection, accessibility, farmers market north, and cafe south



RAILROAD LOT

- Closing of road to allow for more open space and direct connection to town trail



RAILROAD LOT

- Green roofs and roof gardens



RAILROAD LOT

- Creating a larger park due to road removal making all the parks connect instead of residual spaces
- Highlighting Oak Tree



RAILROAD LOT

- Forum terrace, public space multipurpose uses for smaller events or watching marathon



RAILROAD LOT ALTERNATE OPTION

- Moving post office parking to remove cars from the large oak vicinity
- The larger park connected to station
- Path connection to town park and trail



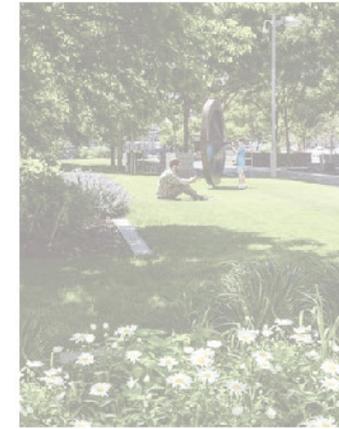
RAILROAD LOT ALTERNATE OPTION

- Forum is an amphitheater space due to the location of parking entry



RAILROAD LOT ALTERNATE OPTION

- Outdoor Amphitheater for concerts, marathon watching, vendors
- Public space



SUSTAINABLE AND RESILIENT

- Minimize **greenhouse gas emissions**
- Using **renewable energy**
- Design for **resilience**

Resilient community: Prepared, Resistent, Swift in recovery



Prepared Community

Interconnected
Diverse
Supportive
Prepared



Resilient Buildings

Passively survivable
Grid-independent
Comfortable
Healthy
Shelter-ready
Low heat island



Resilient Utilities

Climate-ready
Quick recovery



Resilient Site Systems

Climate-responsive
Stormwater-ready
Low heat island
Flood-ready

PROPOSAL



Passive House



PV-Ready
EV charging



Green roofs



Community Spaces



WOOD PANEL



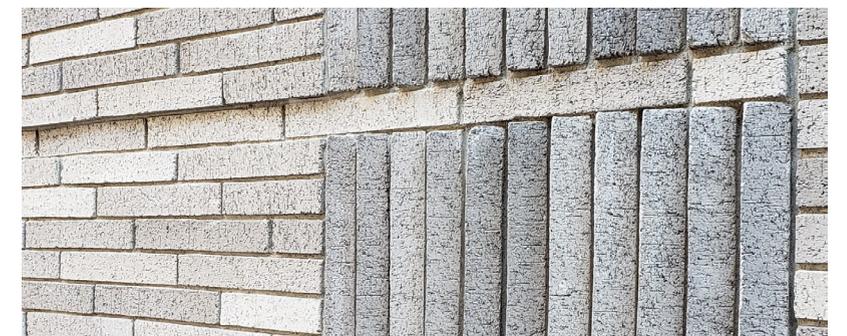
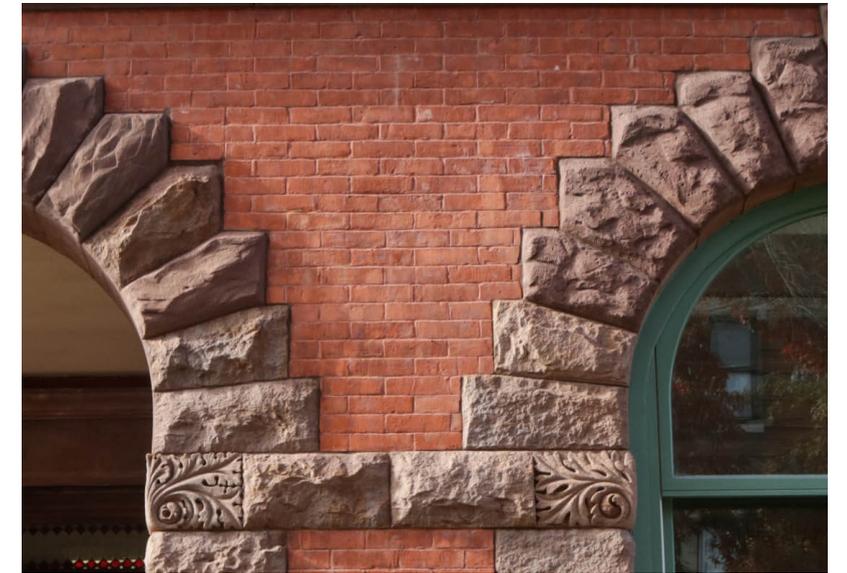
within 500 miles
Veneer + fibers bonded
50 to 100+ years
Minimum maintenance

OKO



Pennsylvania or New York
Natural sand and cement
50+ years
Minimum maintenance

BRICK



Massachusetts
Natural clay minerals
100+ years
Minimum maintenance







T PLAZA



STATION CAFE





THE FORUM



THE FORUM



**Estimated \$73 million total
development costs**



Funded Through

1. Private First Mortgage
2. Tax Credit Equity
3. State Workforce Housing /
State Housing / TOD Funds
4. Private Equity

UNIT MIX THE ROOTS

TOTAL UNITS: **135**

Market Rate:
63 units (50%)

Workforce
15 units (10%)

Affordable:
57 units (40%)

\$116,400

120%
Area Median Income
~ 700 households

\$77,690

80% AMI
~ 700 households

\$58,260

60% AMI
~ 1,250 households

UNIT MIX

THE ROOTS

TOTAL UNITS: 135

Market Rate:
63 units (50%)

Workforce
15 units (10%)

Affordable:
57 units (40%)

\$116,400

120% AMI Tier ~
700 households

\$77,690

80% AMI Tier
~ 700 households

\$58,260

60% AMI Tier
~ 1,250 households

- Accountants (\$82,410)
- Dental Hygienist (\$84,650)
- Web Developers (\$85,120)
- Psychologists (\$87,230)
- Environmental Engineers (\$89,700)
- Fire Inspectors (\$89,770)
- Physical Therapists (\$90,880)

- Flight Attendants (\$58,700)
- Paralegals (\$59,730)
- Interior Designers (\$64,770)
- Middle School Teachers (\$74,700)
- Exercise Trainers (\$62,750)

- Childcare Workers (\$30,020)
- Ambulance Drivers (\$31,510)
- Substitute Teachers / Pre-school Teachers (\$32,670)
- Bartenders (\$33,130)
- Emergency Medical Technicians and Paramedics (\$36,990)
- Police/Ambulance Dispatchers (\$53,050)
- Office Admins (\$46,460)
- Post Office Mail Carriers (\$52,070)
- School Bus Drivers (\$40,790)
- Interpreters (\$57,230)
- Library Assistants (\$35,390)

source: Bureau of Labor Statistics

PENNROSE

Bricks & Mortar | Heart & Soul



PENNROSE TEAM



Timothy I. Henkel
Senior Vice President



Charles L. Adams
Regional Vice President



Ryan Bailey
Senior Developer



Karmen Cheung
Associate Developer



Lee Felgar
President (PMC)



Jennifer Hayward
VP of Transition Management (PMC)



Cristi Resciniti
Chief Financial Officer (PMC)

PASSIVE HOUSE

SACRED HEART



YEAR: 2016
UNITS: 60
TYPE: Family, Affordable,
Passive House

WYNNE THEATER



YEAR: 2016
UNITS: 51
TYPE: Senior, Affordable,
Passive House

MERIDEN COMMONS

MERIDEN, CT



YEAR: 2018
UNITS: 151
TYPE: Family, Affordable,
Energy Star

MERIDEN COMMONS

MERIDEN, CT



YEAR: 2018
UNITS: 151
TYPE: Family, Affordable,
Energy Star

MASSACHUSETTS DEVELOPMENTS



CAMPBELL PURCELL HOUSING



AUBURN SENIOR APARTMENTS

PENNROSE
Bricks & Mortar | Heart & Soul

+

DIMELLA
SHAFFER

THE ART OF BALANCE

DIMELLA
SHAFFER



COMMITTED TO THE **PROCESS**

COMMITTED TO THE **GOALS AND VISION**
LAID OUT IN THE **UNIFIED PLAN**

SUSTAINABLE, ACHIEVABLE, FLEXIBLE



SUSTAINABILITY



CONNECTIVITY



COMMUNITY



roots

WELLESLEY
SQUARE