

WINCHENDON PUBLIC SCHOOLS

DESTINATION TOWN PROJECT

PROJECT PROSPECTUS



May 2, 2023



TOWN OF WINCHENDON
WINCHENDON DESTINATION PROJECT ORIENTATION
AGENDA
May 2, 2023

1. Town of Winchendon Masterplan “Destination Town Project” History & Context
2. Create Destination Project Support of Town
 - a. Municipal Officials & Legislative Delegation
 - b. Business & Civic Leaders
 - c. Planning, Economic, & Workforce Development Resources
 - d. Robinson-Broadhurst
 - e. Murdock Trust
 - f. Winchendon Public Schools Partners
 - g. Winchendon School
3. Prioritize Destination Development Goals & Outcomes
 - a. Create, Develop, Enhance, & Monetize Destination Assets, Attractions, & Incentives
 - b. Attract Investment & Co-Location of Residential Communities, Education, Cultural Arts, Retail Stores, Professional Service Providers, *Full-Service Grocers*, et al.
 - c. Attract Visitors & Tourism
 - d. Create New Family Discovery Center
 - e. Success Milestones
4. Highest & Best Destination Use Site Selection Criteria
5. Destination L& Uses & Regulation
 - a. Mixed Uses
 - b. Parking
 - c. Traffic
 - d. Pedestrian
 - e. Wayfinding
6. Destination Environmental & Structural Inspection Process
7. Destination Purchase & Leasehold Appraisals
 - a. Comparative Methodology
 - b. Capitalization of Income ROI
 - c. Replacement Value
8. Destination Project Feasibility Assessment
 - a. Capacity: Unmet Need & Dem&
 - b. Projected Utilization & Operating Costs
 - c. Project Development Schedule
9. Destination RFQ & RFP
10. Destination Developer Designation Process
11. Identify Potential Developers, Joint-Venture Investors, & *Coops*
12. Due Diligence
 - a. Risk Profile
 - b. Residual Liabilities
 - c. Liens & Encumbrances
13. Develop Destination Project Site Location Layout
 - a. Projected Utilization
 - b. Floor Plan
 - c. Preliminary Concept Rendering
14. Present Destination Sustainable Business Plan
15. Negotiate Destination Acquisition Terms
16. Destination Going Forward Strategies & Next Steps

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EDUCATION EXCELLENCE, INNOVATION & EXPERIENCE



DESTINATION WINCHENDON PROJECT FREQUENTLY ASKED QUESTIONS

1. What is a Destination Town and where can we find illustrative, contemporary examples? Peers and aspirants? See list provided.
2. What are the primary development goals and priorities of Winchendon? Civic Pride, Walkable Villages; welcoming business and commercial development environment; vibrant economic and workforce development capacity; best value market rate residential communities; fine, visual, and performing arts; family discovery; adventure tourism; ecotourism agrotourism; family oriented restaurants; entertainment; cultural tourism; and mixed-use spaced and market rate residential capacity, complementary upscale retail, professional services, restaurants, bookstores, cafés, microbreweries, and cultural and tourist attractions
3. Why is now the right time for development? Because Federal and State community economic and workforce development, education improvement, housing, and quasi-public economic development authorities, government subsidies will be available; tax-based credits, job creation incentives for market rate housing
4. Who are Winchendon's leading merchants, business, corporations, professions, cultural and civic leaders, educators, and community organizations? Who are Winchendon's up and coming news arrivals? TBD
5. How can Winchendon best assess feasibility and harmonize, facilitate, and achieve project goals, objectives, and expectations? Project interviews, focus groups, planning charrettes, team meetings appraisals, selected preference polling, survey, and Town Hall meetings and Coop forums
6. How will the town select and designated developers, destination selection criteria, joint ventures, and equity, and investors evaluate economic sustainability, market-rate housing, projected consumer spending need and demand, and overall desirability of the project? Key Project Benchmarks, Cost Benefit Metric Success, and Milestones. TBD
7. What are Winchendon's prime Destination Town Development site location(s)? TBD
8. Is there any reason for opposition to development? TBD
9. Who are Winchendon's most likely development partners if any? TBD
10. Where is near-term capital financing capacity of the project? TBD
11. What community spaces are envisioned? Civic Center, Cultural Arts, Community uses, visitor attractions, public accommodations, and family discovery and maker space. TBD
12. What about traffic? Vehicular, pedestrian traffic, bicycle transportation, and logistics. TBD
13. Who are Winchendon's possible learning partners? TBD
14. Who are Winchendon's Culture and Arts Partners?
15. What about public works infrastructure? Sidewalks, curbing, handicap ramps, crosswalks, multi-use paths, wayfinding/signage, parking, and lighting. TBD
16. How can the Winchendon Congressional and State Legislative delegation and executive branch help fund project planning, developments, programming, and partnering? Letters of support and endorsement for grants and development capital funding.
17. What is the estimated scope, scale, cost-benefit ROI, and timeframe of the project? TBD



TOWN OF WINCHENDON

RURAL AND EXURBAN DESTINATION TOWNS

1. Deerfield, MA
2. Easton, MA
3. Groton, MA
4. Hadley, MA
5. Hudson, MA
6. Hull, MA
7. Ipswich, MA
8. Jackson, NH
9. Lenox, MA
10. Lincoln, NH
11. New London, NH
12. Norfolk, MA
13. North Adams, MA
14. North Conway, NH
15. Northampton, MA
16. Norton, MA
17. Peterborough, NH
18. Stockbridge, MA
19. Topsfield, MA
20. Wrentham, MA



TOWN OF WINCHENDON

DESTINATION WINCHENDON PROJECT

DESTINATION USE POSSIBILITIES

1. Winchendon Masterplan – “Destination” Project Next Stage Winchendon Master Plan
2. Winchendon Community-Based Economic, Workforce, and Development Opportunities
3. Winchendon Environmental Conservation
4. Winchendon Potential Redevelopment Site Locations (White Mills at Spring Village; 220 Central, et al.)
5. Mixed uses
 - a. Agricultural
 - b. Business and Professional Services
 - c. Commercial and Industrial
 - d. Fine, Visual, and Performance Arts
 - e. Healthcare, Hospitals, Clinics, and Labs
 - f. Later Life Residential Rehabilitation
 - g. Municipal Uses
 - h. Recreation, Leisure Parks, Lakeside, and Rivers
 - i. Tourism
6. Bistro/Micro-Brewery Edutainment
7. Bookstore, Café, Bakery
8. Grocery and Food Distribution
9. Retail Boutique Merchandise and Memorabilia
10. Other Potential Project Site Locations and Land Uses
11. Permitting Regulatory Process
12. Q&A
13. Going Forward Strategies and Next Steps

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EDUCATION EXCELLENCE, INNOVATION AND EXPERIENCE



TOWN OF WINCHENDON
DESTINATION WINCHENDON PROJECT
GOING FORWARD STRATEGIES AND NEXT STEPS

1. Develop Destination Project Support from Winchendon Community
2. Town of Winchendon Destination **Project Approval**
3. Town of Winchendon **Development Masterplan**
4. Synthesize, harmonize, and prioritize Winchendon Destination Project **development; goals** and **success milestones** – i.e., full-service grocery market, local farm-to-table choices, Agritourism and Outdoor Adventure experiences, family discovery, educational, and maker’s space, cultural and artistic venues, bookstores, cafes, and bakeries, historical sites, and other visitor attractions
5. **Invite investment** in Village-based co-locations of retail stores, boutiques and business service professional service providers, full-service grocers, and other destination venues, programs, services, and partners
6. Destination Project **Feasibility Assessment**
 - a. **Capacity**: Unmet Need and Demand
 - b. **Projected Utilization + Operating Costs**
 - c. **Expense Reduction** and **Future Cost Avoidance**
 - d. **Partner Harmonization**
 - e. **Project Development Schedule**
 - f. **Site Selection Criteria**
7. Destination Project **Land Uses** and **Regulation**
 - a. Parking
 - b. Traffic
 - c. Pedestrian
 - d. Wayfinding
8. Destination **Due Diligence**
 - a. Risk Profile
 - b. Residual Liabilities, Liens, Encumbrances
9. Independent **Purchase** and **Leasehold Appraisal** –
 - a. Comparative Value Methodology
 - b. Capitalization of Income ROI
 - c. Replacement Value
10. Destination Project Environmental and Structural Inspection **RFQ** and **RFP Process**
11. Identify Potential Destination **Development** and **Joint-Venture Investors**
12. **Acquisition** and **Lease** Terms
13. Develop Destination Project **Site Location Layout**
 - a. Projected Utilization
 - b. Floor Plan
 - c. Preliminary Concept Rendering
14. Develop Sustainable Destination **Business Plan**

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TOWN OF WINCHENDON
WINCHENDON DESTINATION PROJECT
SCOPE OF SERVICES

PHASE I

StonegateAlliance (Stonegate) will facilitate, support, and assist the Town of Winchendon (Winchendon) by rendering the following services in furtherance of the Winchendon Destination Project.

1. Convene, facilitate, memorialize, and present *Orientation* and Information Session for purposes of goal setting, project prioritization, work sequencing and scheduling.
2. Conduct *environmental scan* including research and analysis of Project market conditions, demographics, employment, forecasts and historical preservation; and evolving business and industry trends; educational, cultural, arts, and civic needs of the Winchendon Community.
3. Facilitate, memorialize, analyze, and correlate project field interviews and planning *charrette* in close consultation with the Town of Winchendon.
4. Research and identify preliminary Winchendon community and economic development, planning, programming and project related *Grant* possibilities for purposes of furthering Project priorities, goals, and objectives.
5. Research and preparation of *Phase I report* incorporating Destination Winchendon Project development *options*, going forward *strategies*, and *next action steps*.

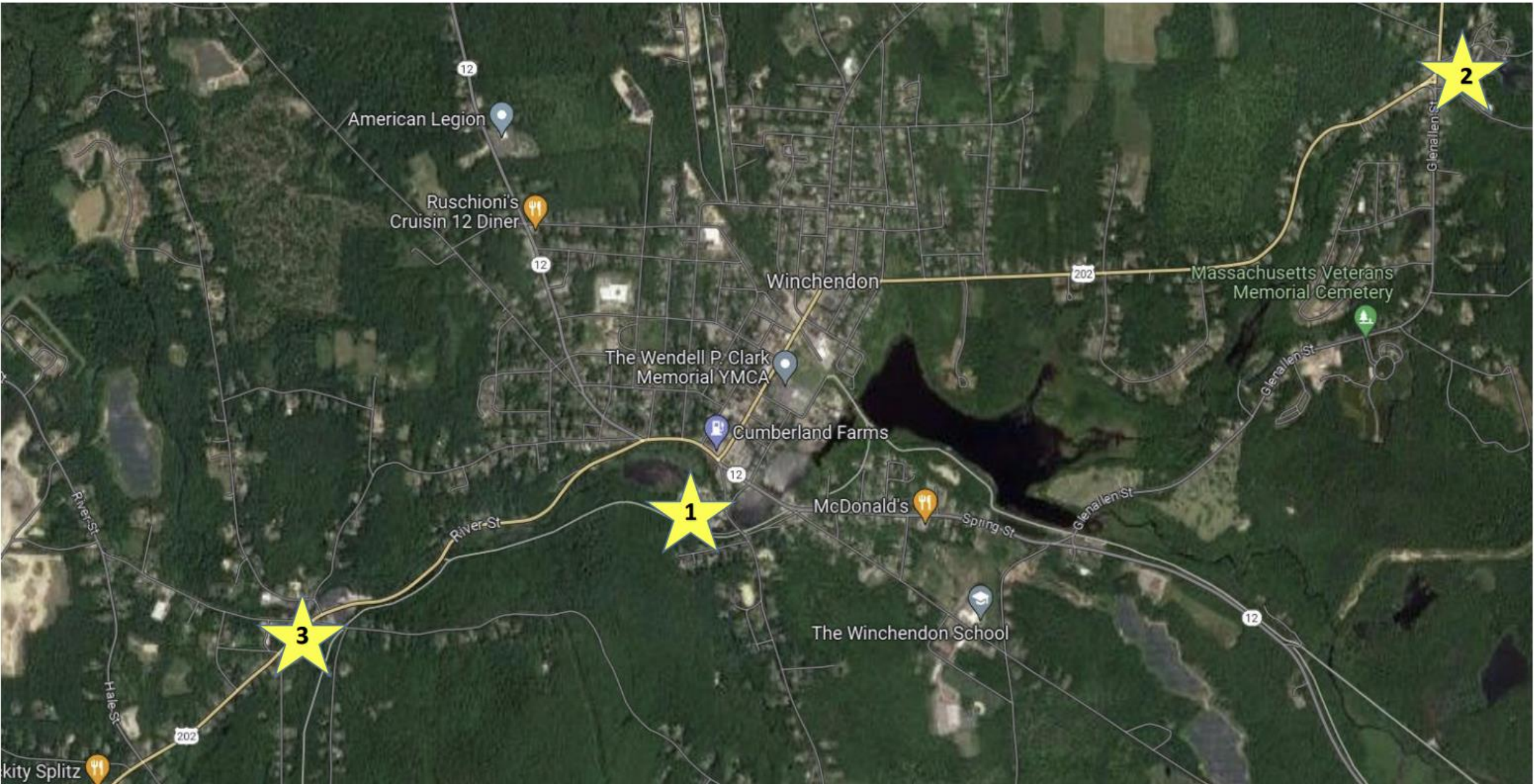
Under leveraged development assets

- 1. Destination Winchendon Downtown
- 2. Winchendon Springs
- 3. Waterville Crossing

**Villages of Winchendon –
Unique Destination Toy Town:**
intergenerational residential
and mixed-use Community.
surrounded by the splendor of
the hills and valleys; rivers and
lakes; and state forests and
parks of North Central New
England.



***Discover Winchendon:
New England's Newest
Destination Township***



American Legion

Ruschioni's
Cruisin 12 Diner

Winchendon

The Wendell P. Clark
Memorial YMCA

Cumberland Farms

McDonald's

The Winchendon School

Massachusetts Veterans
Memorial Cemetery

City Splits

3

1

2

Site 1: Downtown Winchendon

Winchendon, MA

Find Property

Parcel #: 5C2-0-54

Documents

- CAI Property Card
- Patriot Property Card
- Building Sketch

Assessment

ID :	2687
PropertyAddress :	1 HIGH ST
PropertyStreet :	HIGH ST
MapSheet :	5C
OwnerName :	DAME SHAUN
CoOwnerName :	
OwnerAddress :	231 HIGH ST
OwnerAddress2 :	
OwnerCity :	WINCHENDON
OwnerState :	MA
OwnerZip :	01475
ParcelNumber :	5C2-0-54
GisFullNumber :	5C2-0-54
CamFullNumber :	5C2-0-54
PID :	5C2 0 54

x:-72.044194, y:...



Site 2: Winchendon Springs

The screenshot displays a GIS web application interface for Winchendon, MA. The main map area shows a yellow-highlighted parcel within the Winchendon Springs area. The sidebar on the left contains the following information:

Winchendon, MA
Find Property [Filter] [Refresh] [Home] [Layers] [Print]

Parcel #: M17-0-26

Documents

- CAI Property Card
- Patriot Property Card

02-0-4
10 LINCOLN AV
ILSON, ROLAND H. + SHIRLEY F.

Assessment


ID :	4315
PropertyAddress :	155 MILL CR
PropertyStreet :	MILL CR
MapSheet :	M1
OwnerName :	THE MILL FARM INITIATIVE INC
CoOwnerName :	
OwnerAddress :	PO BOX 28
OwnerAddress2 :	
OwnerCity :	WINCHENDON
OwnerState :	MA
OwnerZip :	01475
ParcelNumber :	M17-0-26
GisFullNumber :	M17-0-26
CamaFullNumber :	M17-0-26

Map labels include: Winchendon Springs, High Road, Colonial Ln, Crescent Ln, Paggi Ln, and Winchendon Rd. A scale bar indicates 0.3 mi. A coordinate label 'x:-72.050400' is visible in the bottom right corner.





Site 3: Waterville




Winchendon, MA

Find Property

Next >

Parcel #: 5D1-0-39



Documents

- CAI Property Card
- Patriot Property Card
- Building Sketch

Assessment

ID : 2952

PropertyAddress : 16 MAIN ST

PropertyStreet : MAIN ST

MapSheet : 5D

OwnerName : O'SHEA, M.A. + CHEHADE, Y.B.

CoOwnerName : TR OF GREEN CEDAR TRUST

OwnerAddress : ONE STOP CONV INC 16 MAIN S.

OwnerAddress2 :

OwnerCity : WINCHENDON

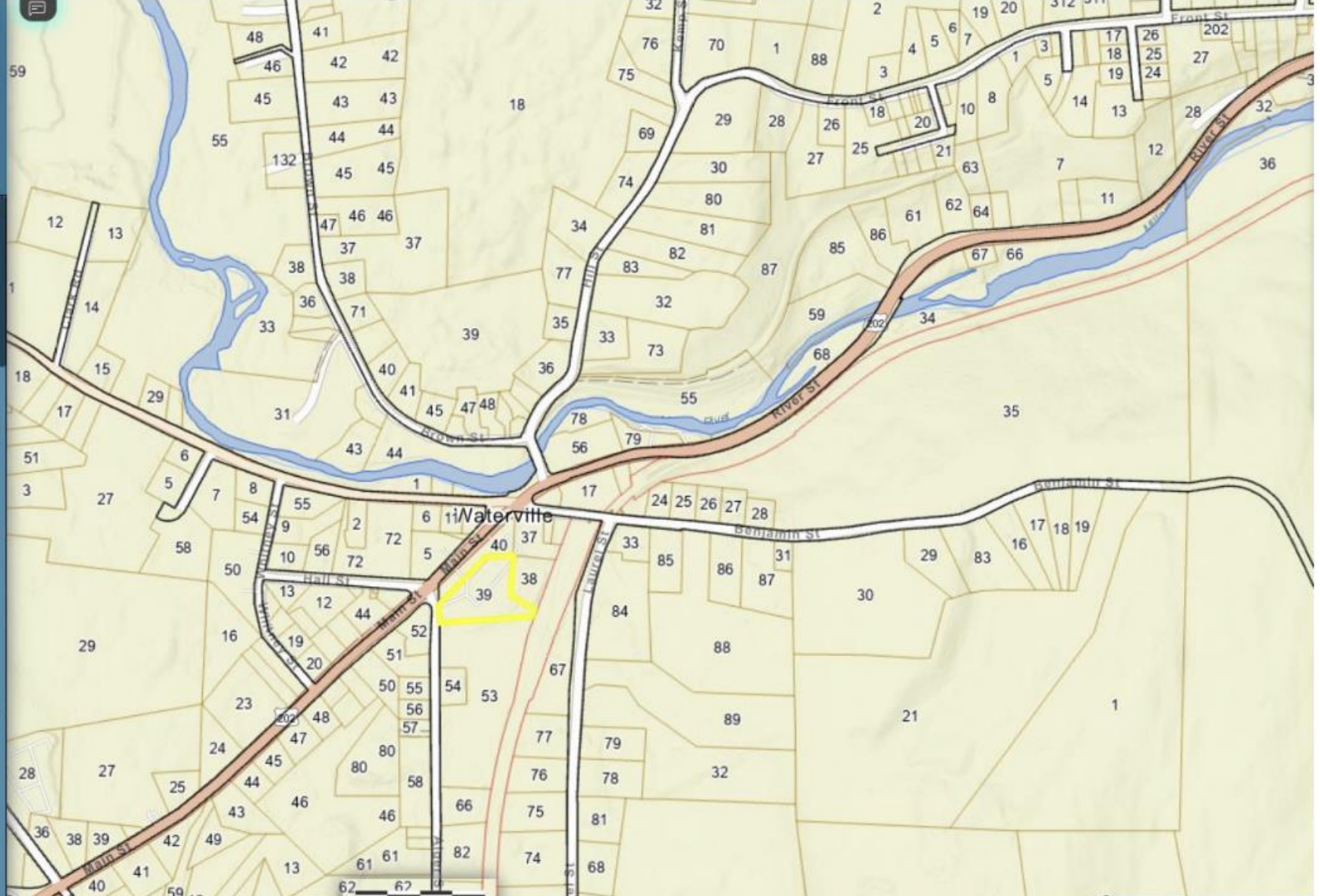
OwnerState : MA

OwnerZip : 01475

ParcelNumber : 5D1-0-39

GisFullNumber : 5D1-0-39

CamafullNumber : 5D1-0-39



The map displays a residential area in Waterville, MA, with numerous numbered lots. A yellow highlight is placed on the lot at 16 Main St, which corresponds to the assessment data provided. The map shows streets including Main St, Laurel St, and Front St, along with a river or stream flowing through the area.

