REVERE COASTAL DISTRICT | BOOK OF IDEAS
Second Semester Core Urban Planning Studio

Studio Coordinator
Alex Krieger

Studio Instructors
Baye Adofo-Wilson, Janne Cornell, Daniel D’Oca, Kathryn Madden

Teaching Associate
Melissa Alexander

Teaching Assistants
Ning Pei, Marcus Pulsipher, Rob Wellburn

Students

Acknowledgements
Special thanks to Mayor Daniel Rizzo; John Festa, Director of Economic Development; City and State Officials; and the many residents, businesses, and non-profit organizations of Revere that engaged with the students.
# TABLE OF CONTENTS

## BEACHMONT STATION
06  Beachmont Downs  
Paul Lillehaugen
08  Beachmont Kicks Off  
Yvonne Mwangi, Rebecca Ramsey
10  Beachmont Waterwalk  
Brodrick Spencer
12  Creating Capital Square  
Megan Echols
14  The New Sales Creek  
Marco Goin, Cara Michell

## BELL CIRCLE
18  Bell Center  
Warren Hagist
20  Bell Square  
Elena Chang
22  An Invitation to Bell Circle  
Tamara Jafar, Stephany Lin
24  Re-Envision Bell Circle  
Alexander Lew
26  Revere Connected  
Vanessa Moon

## NECCO SITE
30  Destination: Necco Park  
Courtney Sharp
32  Necco Crossing  
Maira Blanco
34  Necco Reinvested  
Meghan Mcnulty, Aline Reynolds
36  Work It! Revere  
John McCartin, Annie White

## OCEAN AVENUE SOUTH
40  Bringing Back the Boardwalk  
Emma Schnur
42  The Pier at Revere Beach  
Russell Koff
44  Revere Belvedere  
Sarah Winston
46  “See the Sea” at Revere Village  
Isabel Margarita Cantada
48  Towards a Resilient Future: Ocean Avenue  
Fernando Granados Franco
50  A Walk on the Beach: Ocean Avenue South  
Laurel Schwab, Francisco Lara

## PROPOSED COMMUTER STATION
54  Bridging the Tracks  
Alexander Mercuri, David Schoen
56  “One if by Bus, Two if by Rail”  
Sam LaTronica, Marcus Mello
58  Revere Revolution  
Shani Carter

## WONDERLAND
62  Reclaiming Wonderland  
Carolyn Grossman, Apoorva Shenvi
64  Revere Community College  
Faisal Almogren, Sohael Chowfla
66  Wonder Island  
Jennifer Saura
68  Wonderland  
Dana McKinney
70  The Wonderland Promenade  
Katherine Curiel

## WONDERLAND MARKETPLACE
74  Flight Industrial  
Nathalie Janson
76  On the Rise  
Nina Phinouwong
78  Reimagining a Marketplace in Wonderland  
Paige Peltzer, Carlos Felipe Reyes
80  Revitalizing Revere  
Andres Mendoza Gutfreund
82  Wonder Grid - Connecting Revere  
Elliott Kilham
84  Wonderland Square  
Lucy Perkins
From Wonderland to Beachmont, the City of Revere has tremendous potential to define its future. Revere’s Coastal District has spectacular beachfront and transit access, but also must contend with climate change, storm risks, vacant and underutilized properties, and low lying marshes. This part of the City has long been home to diverse, immigrant communities, but these neighborhoods tend to be separated by linear road and rail systems, as well as the now vacant properties.

With the partnership of the City of Revere, the Harvard Graduate School of Design launched a planning studio focused on Revere’s Coastal District in Spring 2015, serving as a precursor to the City’s multi-year initiative “Plan Revere.” This book of ideas presents development concepts for the areas in and around Beachmont Station, Bell Circle, Necco, Ocean Avenue South, a proposed Commuter Rail Station, Wonderland, and Wonderland Marketplace.

Over an eight-week period, 45 graduate planning students were responsible for creating development plans for these seven different sites. Part of this process involved engaging the community to deepen the students’ understanding of local issues and to help give voice to community ideas and perspectives. The students’ prior research on coastal resiliency techniques also helped inform their proposals. In an iterative and overlapping process, the students advanced design ideas while engaging the community, continuously learning from the feedback and their multiple visits to the site, before finalizing their plans.

The students designed a variety of strategies to engage different segments of the community. A highly visible, informal means of soliciting input is the use of short surveys and mapping activities, positioned to intercept people at the local MBTA stations, grocery stores, and community events. Some students visited small shops and restaurants to hear the business owners’ perspectives. Focus group discussions, one-on-one meetings, and telephone interviews allowed for more in-depth or targeted conversations. To reach the online community, students designed a website www.enagerevere.com where they blogged on studio activities, conducted opinion surveys, and linked into the City’s social media sites.

Overall, the studio reached hundreds of people, including residents, small business owners, youth and immigrant groups, City and State officials, and real estate professionals. The Beachmont Improvement Committee, Revere Chamber of Commerce, Revere on the Move, Revere Youth in Action, The Neighborhood Developers, Women Encouraging Empowerment, and many others generously gave their time in this effort. A Community Open House on April 23, 2015, at Revere City Hall provided a forum for showcasing the draft ideas and gaining further input.

From this engagement, the students have generated a range of development programs, street configurations, parks, and community facilities. Working as individuals and in pairs, they tested concepts for the various sites, in many cases employing creative strategies to withstand storms and the potential for sea level rise. The students imagined different ways of connecting through and across this part of Revere and beyond, whether by bicycle, transit, vehicles, or on foot. Renderings, three-dimensional models, and other graphics convey how Revere’s Coastal District could look in the future.
PROGRAM

<table>
<thead>
<tr>
<th>Type</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>900,000 gsf</td>
</tr>
<tr>
<td>Retail</td>
<td>200,000 gsf</td>
</tr>
<tr>
<td>Residential</td>
<td>700,000 gsf</td>
</tr>
<tr>
<td>Institutional</td>
<td>450,000 gsf</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,250,000 gsf</strong></td>
</tr>
</tbody>
</table>
SITE PHASING

Phase 1: Establish retail hub to extend Beachmont under Blue Line
Phase 2: Develop along Winthrop Ave with Beachmont High as an anchor
Phase 3: Fill in commercial activity on Winthrop Ave and Revere Beach Parkway
Phase 4: Extend neighborhood, stitch together surrounding communities

REVERE PUBLIC SCHOOLS

Revere High School was recognized in 2014 by the National Center for Urban School Transformation as one of America’s best urban schools.

U.S. News & World Report also recognized Revere High School with a silver medal as one of America’s top public high schools.

Potential for $10 to 20 million in incremental yearly tax revenue to finance construction of new high school

This year’s senior class had 447 students in first grade. This year’s first grade class has 643 students.

PRECEDE NTS

Cambridge Rindge and Latin School in Cambridge, MA is an example of a large high school that is successfully integrated into the surrounding urban fabric. It connects well with surrounding institutions and is a vibrant part of the neighborhood.

Passaic County Technical Institute in Wayne, NJ is an example of a high school that takes advantage of its natural surroundings, including a brook running beside the campus, something Beachmont High could leverage in its design.

The redevelopment of Suffolk Downs and the surrounding areas near the Beachmont station on the MBTA Blue Line represent one of the best opportunities for Revere to compose a bold move for its future. With large open areas and flexible zoning and land use regulations, the area is ripe for development, and with such convenient access to the T, it is a prime location to both live and work.

As the city considers the development in the area, it is important to keep in mind some of the other challenges facing Revere. Of particular interest is the school system, regarded as one of the state’s finest. With such an excellent system in place, many young families seek to move to Revere and, in coming years, the high school will see ever-greater strain on its capacity. A need identified by many in the community, a new high school in Beachmont could become a cornerstone of the community and could be made feasible by leveraging the increased revenues due to the accompanying development in the area.

As development occurs, a thoughtful approach to balancing space to live, work, learn, and play can create a bright, healthy community at the new Beachmont Downs.
BEACHMONT KICKS OFF

A. Beachmont T Station
B. Winthrop Avenue
C. Community Center
D. Soccer stadium
E. Stadium plaza
F. Parking Structure
G. Commercial with ground floor retail
H. Hotel
I. Public park/water square
J. Residential with ground floor retail
K. Parking lot (permeable paving)
L. Revere Beach Parkway (re-routed)

Looking west down Winthrop Avenue past the community center

Stadium plaza on a game night
Creating a shared experience in Beachmont:
new places of public assembly & development.

The Suffolk Downs property represents 160 acres of
land in east Boston and Revere that has an
uncertain future as a thoroughbred race track.
Opened for operation in 1935, the 23 acres at
the north end of the property has served as the track's
stables and employed approximately 1500 part-
time and full-time workers up until a year ago.
This proposal envisions a new future for the north end of
the property as the home stadium site for the New
England Revolution (male) and the Boston Breakers
(female) professional soccer clubs. The 440,000 sq ft
multi-use sports complex will capitalize on close
proximity to the MBTA Beachmont T Station and a
re-configured street grid that will open up adjacent
parcels for hotel and mixed-use development.

Adequate parking facilities will be provided so as
to capture vehicular event traffic coming from the
highway to the west of the stadium, with pedestrian
traffic entering Winthrop Avenue from the east.
The stadium project will rely on an innovative financing
scheme whereby any public funding contributed to the
project is treated as an investment, with immediate
community benefits provided around the site and a
share of yearly proceeds going to fund local parks
and recreation in Revere. These community benefits
include the redevelopment of a consolidated stable
facility closer to the track grandstand, a regional
YWCA center, streetscape improvements along
Winthrop Avenue, and approximately 30 affordable
housing units (60% AMI) in an adjacent mixed
use development. Recent urban MLS stadium
developments in the United States have shown that
a stadium has the greatest positive impact when
built as part of a larger neighborhood strategy. The
Revere Revolution Stadium is a timely opportunity
to use a community benefits agreement to catalyze
the regeneration of the urban fabric, stimulate year-
round business activity, and to create a diversity of
places for shared experience.
The original impetus behind this project came from looking at existing bodies of water along Revere Beach Parkway. My plan was to connect these bodies of water, creating a loop that would surround my development and serve as the main feature, while also creating more marsh land and serving as a possible precursor for future water elements in the area.

In analyzing the area I wanted to have a central corridor that went along Winthrop Ave, and have development on each side of the street. The ultimate goal is a mixed use area to attract residents, retail, and an industry to support the area. Having Biotech & Lab as the main industry in the district would provide that support, helping to create a 24/7 area, and serve as a link to similar industries in Boston with the potential for more to follow.

In terms of layout, the southern part of the district would serve as the residential and commercial area, with a pier that would run along the newly created marshland. The northern part would consist of park space with more mixed use buildings, featuring a boardwalk that would be the continuation of the water loop.
CAPITAL SQUARE: A Pedestrian Node for Beachmont

Site Map (Orange Parcels represent new development)

Site Location

Strategies for Placemaking:
1. Implement infill development and increase density of housing
2. Improve sidewalks around the train station
3. Reduce road size and remove Unity Ave
4. Calm traffic with trees, medians, and increased number of visible crosswalks
5. Develop a park that's distinct to the neighborhood
6. Improve existing commercial and place commercial structures under elevated train line
7. Introduce public art

Precedents

Shops Under Elevated Train Line SevignyPlatz, Germany

LED Art Installation Birmingham, AL

Improved Sidewalks With District Character

Commercial and Medium Density Residential Buildings
Existing Site Context

Narrow, damaged sidewalks
Unactive Underpass
Aged wall bordering train
Storefront additions to homes

Parcels for Residential Expansion

Parcels for Commercial Expansion

Street Elevation- State Rd

The Beachmont Neighborhood is considered by some as the “Capital of Revere,” and although it has much of the charm of many New England neighborhoods, Beachmont does not have a true “heart” of the neighborhood or a square.

This proposal implements urban design techniques, parcel redevelopment, and the creation of a park at Unity Avenue at the intersection of five roads in the Beachmont neighborhood-State Road, Bennington Road, Winthrop Avenue, Unity Ave—-with close proximity to the Beachmont T station. This nearness to the T station makes the proposed “Capital Square” an ideal area to encourage pedestrian activity within the neighborhood and to the beach. Pedestrian activity is encouraged through densification of parcels, traffic slowing techniques—-medians, trees, increased crosswalks, expanded sidewalks, and creating new outdoor spaces that link to pre-existing outdoor spaces.
The New Sales Creek is an environmental engineering and transit-oriented development vision for the Beachmont Station area of Revere. Historically, the Sales Creek drained much of southern Revere and East Boston into the Chelsea River. Years of marsh in-fill rerouted the creek into Belle Isle Marsh, the last remaining salt marsh in Boston. In the late 1970's, the creek was rerouted into a channel traveling through Suffolk Downs to the marsh. The New Sales Creek is a proposal to reroute the creek once again and turn it into a unique public amenity, ringing the Beachmont community in new public spaces and creating resilient infrastructure in the face of stronger storms brought on by climate change.

The rerouted creek will be anchored by reconstructed wetlands at the old Shaw's site and along the eastern edge of the Suffolk Downs racetrack. The wetland areas act as a sponge to absorb runoff caused by excessive rainfall while also providing new recreational trails. Just west of Beachmont Station, the creek is channelled into a series of water squares—a resilient design technique that provides plaza-like public spaces in dry times but can hold substantial levels of water during flooding. These water squares serve as the anchors for a substantial new transit-oriented development.

The new development will create 150 new housing units and over 100,000 square feet of new office and retail space, providing a boost to the local tax base and dramatically increasing activity in the Beachmont Station area. In addition, the New Sales Creek plan provides space for a youth and community center that offers programming enhanced by the water squares. This new development anchored by the creek will enhance Beachmont Station's already tight-knit community.
Goals for Bell Center

1. Improve connections and access to the site
2. Mix uses to create a gateway and a destination
3. Concentrate growth in higher elevations

The site currently hosts Necco's headquarters, the RMV, Comfort Inn and Suites, as well as several smaller food sellers and retailers. Located at the intersection of three major routes, this strategic site also lies between Broadway and the beach. A poor surrounding streetscape means the site is difficult to access for pedestrians, although many cross through heavy congestion from Bell Circle or Shirley Avenue. Additionally, many structures—including the Necco factory—lie within the 100-year flood plain.

The project envisions creating an accessible, vibrant commercial and residential center that is inviting to residents and visitors alike. The plan opens the site to pedestrians by improving sidewalks, creating more crossroads, and calming surrounding traffic. Retail, residential, and recreational spaces welcome mingling and placemaking, rather than simply shopping. Threatened buildings would move to higher elevations, while protective lowland natural buffers would be restored.

Finally, as development densifies here and in Wonderland, the site could host Revere's future commuter rail station, with strategic access for North Shore commuter parking, a destination for beachgoers and shoppers alike, and easy access to Boston jobs for Revere residents.

Precedents

Assembly Row, Somerville
Salem Commuter Rail Station
Pedestrian Bridge, Greenville, SC
1 BEACH STREET (WEST)
54' right of way

2 BEACH STREET (EAST)
74' right of way
Goals for Bell Square
1. Improve safety and walkability
2. Enhance bike and pedestrian connections
3. Create better access to a re-imagined gateway

Bell Circle has long been a major site of concern for Revere’s residents and visitors. This plan strives to improve safety throughout the site for both pedestrians and vehicles. By transforming the site’s traffic roundabout into a four-way intersection, this plan aims to minimize the number of accidents at the site, create pedestrian connections to and from the coastal district, and re-imagine the site as a gateway into Revere.

This plan’s proposed signal-controlled, four-way intersection serves to regulate traffic with coordinated timing and to enhance the pedestrian experience through the site. The re-designed intersection would create opportunities to extend all three parcels and widen pedestrian paths throughout the site. Streetscape improvements along Beach Street and the four-way intersection serve to reinforce pedestrian connections across the site; these connections include a new two-way bike lane, a green buffer that separates pedestrians from bike and vehicle traffic, and general improvements towards a traffic-calming landscape.

Finally, this site aspires to create safe, efficient, and aesthetic connections to a new gateway imagined at the existing Necko site. Engaging with the Revere community in past weeks has led us to believe that Revere is excited about re-designing walks to and from the beach, and its adjacent parcels, in an effort towards creating and connecting welcoming, safe, and vibrant neighborhoods throughout the city.

An online survey conducted by the City of Revere found that most residents enjoy walking and biking to the beach.
(Source: City of Revere/MAFC)

A survey of Revere’s youth reveals that Bell Circle is perceived as a very unsafe area.
(Survey conducted by Cara Michell, Stephany Lin, Tamara Jafar, and Andres Mancosu.)
AN INVITATION TO BELL CIRCLE

Tamara Jafar
Staphany Lin
Design Concept

1. Connect neighborhoods

2. Reclaim land from Bell Circle

3. Extend the street grid

4. Invite pedestrians

We invite you to re-imagine Bell Circle recovered for the Revere community: a safe passageway, a destination site, a community asset. We isolated four key intervention strategies to address the congestion and safety issues highlighted in Central Transportation Planning Staff (CTPS) traffic analyses. These four imperatives include: 1. Connecting neighborhoods; 2. Reclaiming land for Bell Circle; 3. Extending the street grid; 4. Inviting pedestrians. The simplicity of a four-way intersection and extension of neighborhood streets would help to cut down on accidents, congestion, and introduce safe and intuitive cross-walks.

In addition to the above, a desire to establish community pride in the center of Revere led us to orient our solutions around two guiding voices, namely, Revere youth and families. Our proposed program creates a corridor for youth, with safe pedestrian crossings, that extends from Revere High School all the way to Revere Beach.

Recreational highlights along the new, well-lit corridor include a Revere Youth Center and a new community park geared towards youth. In our efforts to connect neighborhoods, we saw an opportunity to soften the site directly surrounding the former roundabout. To do so, we develop a forest buffer to the south and create a community cafe and garden to welcome families and residents from the west.

Designing with Youth

REVERE YOUTH IN ACTION (RYIA)

Three years ago, youth from the Revere community formed Revere Youth in Action (RYIA) with the aim of creating more youth friendly spaces where they can convene and have a sense of ownership. From several conversations with RYIA, we learned of the daily risk that Bell Circle’s hazardous cross-walks posed to youth and all pedestrians. The ideas and interests of Revere’s youth are a central part of our re-imagining of Bell Circle.
Re-Envision Bell Circle seeks to reallocate space from cars to people. Currently, too much space is dedicated to roadway. Even though there are numerous traffic lanes through, around, and near the roundabouts, the complexity of the intersection does little to improve traffic flow. This proposal will reconfigure the roadway to create a space that is safe for pedestrians at the same time as having potential improvements for traffic flow.

A major component of the project relies on replacing the rotary with a regular four-way intersection. Northbound on IA until VPR Parkway would be three lanes, then reducing to the two lanes north of the existing Bell Circle. A preliminary traffic model in Vissim demonstrated that traffic flow did not worsen and potentially could improve traffic flow due to less potential congestion causing turns.

Upon completion of this project, residents of Revere would be able to enjoy quicker access to schools, shops, and recreation facilities. The addition of pedestrian and cycle paths along the American Legion Highway, as well as Route 1A to Wonderland, will form a network of safe routes to Revere High School, Rummey Marsh Academy, and after-school recreational activities at Ettie's Park and the Granite Avenue.

A new transfer center will also open in Bell Circle for a key corridor service on Route 1A, as well as for many of the regional express service on Routes 434, 458, 454, 450, 458, and 459. In future phases, a commuter rail platform could be accommodated. Although Revere intends on locating the station farther north near Wonderland, a station closer to the existing Bell Circle would expand service to new areas as opposed to replicating the coverage already provided by the Blue Line.

With space that was previously occupied by the roadway, rights of way, development can allow for a continuous and interesting walking environment, including ground floor retail and residential units on the top levels. With all of these changes, Bell Circle will no longer be dominated by transportation but rather focus on active and productive uses.
Rovere Connected envisions a new walkable neighborhood in the existing Bell Circle and adjacent commercial sites, reconciling the traffic and pedestrian conflicts but above all, connecting the Shirley Neighborhood to key Rovere institutions located on the other side of the highway.

The main strategy is to separate the key intersections and shift the focus from an auto-centric approach to a multi-model framework. This transformation would allow for more frontage along the newly created boulevard and increase pedestrian activity.

In addition, a separate system of alleys that encourage all modes of transportation connects a series of proposed open spaces with a variety of programs. Two key facilities, the market and the community recreation center anchor the corners of the new neighborhood, which supports a variety of scales of businesses and urban manufacturing.
DESTINATION: NECCO PARK

SCENARIO 1 | NECCO OPERATIONS RELOCATE
FUTURE | Regional Recreation Destination

WATER | Sea Level Rise + Hurricane Threat

PRECEDENT | Mill Race Park

Enter Necco Park, the region's premier location for sports and recreation. Named after the factory and New England company that once occupied the site, it boasts a village of buildings to support the needs of every community member.

Its primary focus upon arrival onto the property is a community center that boasts performance and recreation space. In addition there is a Court + Field House that includes dance and gymnastic studio space in addition to a recreational gym. Also situated in the front is a collection of restaurants, a spa and movie theater. The property also includes facilities for rink sports and carnival games.

One of the primary amenities of Necco Park is the beautiful restoration of the land itself. It boasts hills and ponds complete with paths for leisure and sport to enable visitors to enjoy nature.

Over the next 100 years, Revere will become increasingly more vulnerable to both sea level rise and high intensity storms. Necco Park is situated in a low-lying wetland. It is possible that flood patterns may threaten much of the property. Rather than building against nature, Necco Park abides by the inspiration of Mill Race Park in Columbus, Indiana, to create recreational space with flooding in mind.
NECCO CROSSING

NECCO FACTORY

The Necco site reimagined: an atrium running through the core of the building and leading directly to the wetland boardwalk and viewing platforms.

COMMuter RAIL

The commuter rail station will further connect the Necco site to the greater city and offer visitors from near and far. To ensure that the rail stays in service for years to come, an elevated rail is recommended.

MIXED-USE

Valuable real estate will be made available in this newly created residential area in Revere. With ground floor retail and amenities for an everyday lifestyle, residents will be connected to many shopping and exploration opportunities.

PARKS

The boulevard will lead to a beautiful park equipped with a flexibly programmed soccer field and picnic tables for events and parties. The park will also have an adjacent dog park for Revere’s four-legged friends.

WETLAND RESTORATION

Wetlands absorb water and act as a treatment plant to filter pollutants. They are often filled for further construction; however, this site proposes to use them to mitigate the effects of sea level rise and serve as a resource to educate and motivate people to preserve this vital ecosystem.

NECCO VISITOR CENTER

Although Necco has partnered with the city of Revere and a few community groups in the past, a visitor center offering tours and entertainment will solidify Necco’s relationship to the community, especially with Revere’s youth who will continue to support the brand through the years.

NECCO CROSSING

The “T” shape created by the connection to the east and west will provide an iconic crossing, providing an important network of links to Revere’s residents. Additionally, the crossing will be a drive down a tree-lined boulevard with access to the anticipated commuter rail station.

PEDESTRIAN BRIDGE

Revere’s youth entering the Revere High School Academy will have a pedestrian bridge connecting them to the exiting development in a part of the city they probably have not had the opportunity to explore.

PRECEDENT FOR USE OF BIOSWALEs IN STORMWATER MANAGEMENT


Looking at slopes in streets to effectively carry stormwater runoff.

SECTION OF A BIOSWALE

1/4” = 1’-0”

AT NECCO

Necco Crossing’s residential sections are located on the higher end of the slope, an ideal situation for an interconnected stormwater management system to flow into the bioswales and out to the wetlands.
Necco moved to Revere in 2002 and began production in 2003. At a little more than 800,000 square feet (not including the wetlands), Necco’s site presents many opportunities to make new and unexplored connections with the city of Revere and its residents. This plan proposes to open up the block to the greater community, creating access to the east and west of Revere—a true crossing.

Critically, this plan imagines a tree-lined boulevard, walkable streets with exciting shopping and recreational experiences as well as another opportunity to own prime real estate in a city bound for growth. Major considerations for sea level rise and stormwater management were made. In addition to utilizing the existing wetlands behind the Necco site as a first line of defense in mitigating sea level rise, the entire block will be outfitted with a system of interconnected bioswales.
METROPOLITAN NEED

"The availability of warehouse space around Boston hit a 12-year low last year amid growing demand for top-tier industrial space... Rents have risen, which [real estate broker] Transwestern said reflects high demand for the 'dwindling' supply of premium warehouse space... Still, no new warehouse or manufacturing space was being built or planned in Greater Boston last quarter, according to the broker."

The Boston Globe
2/17/10

USES

TOTAL SQUARE FOOTAGE

POTENTIAL TENANTS

Potential tenants include:
- Retail
- Manufacturers
- Small industrial companies
- Food producers
- Community centers
- Job assistance centers

PRECEDENTS

amazon.com

Amazon.com, South Tower and Fall River MA
- Headlines "Amazon offers dozens of jobs in the space for new South Tower facility"
(The Boston Globe 10/16/09)

AMERICAN SUPPLY COMPANY

American Supply Company, Philadelphia PA
- Public art, engagement with the community

PROJECT DESCRIPTION

The City of Revere would greatly benefit from a new and improved New England Confectionery Company (NECCO) site. We envision the area in and around the site with warehouses, incubator space for start-up manufacturing businesses, a lively commercial corridor, and protected marshland. Currently, the site, comprised of an 810,000-square-foot headquarters of NECCO (a candy manufacturer), is an underutilized parcel that hinders east-west connectivity. These developments will spur local job creation and help boost city tax revenues. And with new east-west streets, bike lanes and paths throughout the marsh, the city's residents and workers will more easily be able to navigate the area by car, bike and foot. Next to this site, we propose creating a commercial strip of offices and ground-floor retail that could potentially connect the Blue Line's Wonderland stop with a new commuter rail station.

EMPLOYABLE WORKFORCE

Unemployment in Revere

AVAILABLE INDUSTRIAL LAND

BENEFITS

IMPROVED CONNECTIVITY

ECONOMIC

1.62 million square feet of new commercial and industrial space
≈$48.2 million and yearly tax benefits to Revere

- 420 jobs in warehouses
- 1,280 jobs in commercial corridor
- 280 jobs in incubator

≈1,955 new jobs total

RECOMMENDED RESILIENCE TECHNIQUES

- Elevation of road
- Detention/retention ditches and ponds
- Rainwater harvesting
- Permeable paving
- Elevation of building
- Stream maintenance
- Light industry
- Marsh restoration
- Bioswales
WORK IT! REVERE: Good Jobs, Thriving Businesses, healthy Communities
Site Plan

Why Light Industry?

- Industry as a Bad Neighbor
  - Releases pollutants into the environment
  - Unfriendly, inward facing architecture
  - Poor working conditions
  - Everything appears cold and grey

- Work It! Industry as a Good Neighbor
  - Green technology and clean energy greatly reduces toxic emissions
  - Existing, outward facing architecture that is inviting to the surrounding community
  - Amenities such as the Marsh Pavilion, gym, and brewery allow for a healthy and social working environment
  - Plenty of greenspace provides respite for employees and natural water management

9% of Revere residents are employed in the manufacturing industry

31% of jobs created in 2012 were in manufacturing

40% of Massachusetts’s manufacturing employees will retire in the next decade, opening opportunities for younger workers

Revere has transformed a lot over the years, but some things will never change—the desire for good jobs, economic opportunities for everyone, and a safe, healthy environment for families. Work It! Revere aims to fulfill those desires by breathing life into Revere’s manufacturing economy. It provides a new model for the industrial infrastructure for the 21st Century, an industrial district that’s a part of its community. We began by breaking down the monolithic Necco site. This allows for more connections to surrounding neighborhoods, and provides more manageable spaces for small businesses, who can capitalize on Necco’s existing infrastructure. By offering four new typologies of manufacturing space (micro-units for start-ups, mid-size spaces for growing businesses, coworking incubators, and ancillary retail), Work It! Revere creates a symbiotic manufacturing community catering to the smaller-scale, craft manufacturing processes that drive today’s economy.

Today’s industry can also be a good neighbor. Breaking up the site creates connections between the surrounding neighborhoods, a new gym sustains the health of the community and serves as a district gateway building, and the conservation of the marsh provides an escape to nature and natural protection from flooding. Let’s get to work.

John McCarthy and Anne White
OCEAN AVENUE SOUTH
BRINGING BACK THE BOARDWALK

A NEW SCALE OF DEVELOPMENT

THE SITE

CONNECTING THROUGH RESILIENCY

ROAD NETWORK IMPROVEMENTS

EXISTING

PROPOSED
Connecting Revere with its legacy as a hub of tourism and civic pride by:

1. Catalyzing commercial development along Revere Beach Boulevard

2. Encouraging resilient design

3. Improving connections to the beach

In order to rekindle Revere Beach’s legacy as a center of commerce and amusement, this proposal aims to “bring back the boardwalk” by concentrating retail, residential, and hotel development at an appropriate scale along Revere Beach Boulevard, just south of the Revere Beach T stop. By integrating sand dunes and elevated buildings into the design, this plan aims to utilize resilient construction to protect the boardwalk and beachfront development from extreme weather events like hurricanes and floods. Further, by incorporating new connections to the neighborhood on the other side of the train tracks, this proposal will make the beach and its new amenities more accessible for the residents that call Revere home.

Unlike former industrial towns in Massachusetts, Revere’s historic economy has always been rooted in its tourist offerings. Between its proximity to rail and miles of public beachfront, Revere Beach and its accompanying amusements attracted millions of visitors each summer. However, after the Blizzard of 1978 that destroyed most of the buildings and attractions that lined Revere Beach Boulevard and the overall economic downturn that occurred during the 1960s and 1970s, the area along the beach lost its spark as a commercial engine and crown of Revere.

CURRENT CONDITIONS

Mainly one- and two-story buildings line the southern half of Revere Beach Blvd.

FEW SHOPPING AND RESTAURANT OPTIONS EXIST WITHIN STEPS OF REVERE BEACH AND T STOP

PRECEDE NTS

ACTIVE BEACHFRONT COMMERCIAL DISTRICT ALONG VENICE BEACH BOARDWALK, CALIFORNIA

BOARDWALK DOUBLING AS FLOOD BARRIER IN SCHEVENINGEN, NETHERLANDS
The Ocean Avenue South neighborhood holds great potential for the City of Revere. Overlooking America's first public beach, the area benefits from enviable natural beauty and access to a pristine recreational amenity. However, the neighborhood also has plenty of opportunities for improvement and development.

Despite the proximity of the beach, the neighborhood is pocket marked with vacant or under-utilized parcels. Surface roads preclude the area surrounding Eliot Circle, making walkability a significant challenge. In addition, pedestrian access from the Shirley Avenue neighborhood to the beach is limited. I propose to address these challenges through the creation of a new ocean-front district with a re-imagined Revere Pier as its centerpiece. Small changes to the street network near Eliot Circle can create a revitalized retail corridor that would serve as the gateway to Revere Beach and provide additional development opportunities and amenities to area residents.

Sea Level rise is also a concern for Revere's residents, particularly along the seafront. This proposal calls for the elevation of Revere Beach Blvd and the creation of beach sand dunes that would sit underneath the proposed boardwalk and provide additional defenses against sea level rise and storm surges.

### Analysis

**Potential Development Sites**

Ocean Avenue South and Revere Beach Blvd have a number of prime development sites that have the potential to energize the neighborhood and offer amenities to residents.

**Pedestrian Access**

Pedestrian access to Revere Beach from the Shirley Avenue neighborhood is limited to a few narrow points.

**Road Network**

The area is dominated by roads and pavement which limit walkability and neighborhood vitality.

**Vulnerability to Sea Level Rise**

Projected sea level rise poses a significant threat to the community.

### Precedents

- Seaside Street in Rockland, Maine
- Pier in Nags Head, North Carolina
- Boardwalk in Rehoboth Beach, Delaware
- Beach dune construction

### Program

<table>
<thead>
<tr>
<th>Residential - 4.5M Square Feet</th>
<th>Office - 30K Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail - 100K Square Feet</td>
<td>Public Parks - 2 Acres</td>
</tr>
<tr>
<td>Hotel - 25K Square Feet</td>
<td>Boardwalk and Pier - 1 Mile from Shirley Ave to the end of Revere Pier</td>
</tr>
</tbody>
</table>
Revere Belvedere

Sarah M. Winston

Bridging the past, present, and future of Revere Beach through a new urban framework.

For more than 100 years, Revere Beach has been the face of the City of Revere. Revere Beach, America's first public beach, was once a bustling center of activity, fun, and fantasy that animated the City. Today, however, the once prominent center of activity is underdeveloped and underutilized. Obsolete buildings along with acres of paved parking lots and vacant parcels make up most of the beach front between Shirley Avenue and Revere Beach Parkway. This desolate landscape is a far cry from the vibrancy of the early 20th century and does not reflect the energy and excitement of Revere's community today.

Revere Belvedere creates a new image of Revere Beach by bridging its past, present, and future through fanciful, forward thinking, and flexible urban design. Revere Belvedere features a new boardwalk that spans both sides of Revere Beach Boulevard, that provides the framework for new mixed-use development, including a renewed concentration of retail, hospitality, and commercial development, new community facilities and recreation spaces, and residential development.

Increased access is essential to the success of the new beach front development. Therefore, the project includes significant changes to the road and pedestrian infrastructure. Ocean Avenue and Revere Beach Parkway are rerouted on the southern end of the site to simplify confusing intersections and create safer, more direct pedestrian access to the beach. New pedestrian infrastructure, including sidewalks and crossings, is implemented across the site to improve accessibility. Additionally, two new pedestrian bridges crossing the Blue Line tracks will bring people directly to the new boardwalk.
Restoring Revere Beach as a national historic landmark that seeks to promote long-term protection of coastal assets making it a valuable, desirable and livable place to be

DEVELOPMENT GOALS

1. Protect coastal assets through long-term upland and shoreline adaptive strategies

2. Leverage existing community assets and resources through local business development to stimulate job creation and robust commercial activity

3. Integrate neighborhood culture and diversity into policies, plans and programs

4. Promote connectivity and accessibility to Revere Beach
**Implementation Strategies**

1. Work closely with leaders of stakeholder groups to identify existing skills and investment and social needs and develop a strategic actions, business and marketing plan.

2. Develop areawide civic forums for local business owners on networking, skills development and financial literacy and support.

3. Address water and sewerage infrastructure improvements.

4. Organize regular programmatic activities that strengthen neighborhood culture and identity.

5. Negotiate with current property owners along Revere Beach.

"See the Sea" was the first slogan to be used by the City of Revere to showcase its 2.5-mile crescent shaped beach. However, many changes have taken place in the last century that significantly altered how Revere is perceived today. By promoting neighborhood culture and diversity as well as long-term protection of coastal assets, Revere is poised to be a top tourism and hospitality destination in Massachusetts that will gather locals and tourists alike for its fine food, recreational and shopping amenities, accessibility and favorable business environment.

The vision for Revere Beach Village is to provide a space for the community to gather, collaborate and share ideas and insights with one another. Major areas for development include:

1. Resiliency and climate change adaptation. Considering that much of Revere Beach is in a low-lying area, the beach faces risks related to sea level rise and increased inland flooding from extreme weather. This plan proposes site elevation and construction of a multipurpose levee and waterfront park. This will have a widespread positive impact on flood insurance and local tax base, improve subsurface utilities and infrastructure, and make the area resistant to overflow, seepage and earthquakes while providing a new recreational amenity for the City.

2. Local economic development. The maps here suggest that if the City is anticipating an increase in population, then there needs to be a sufficient number of amenities and facilities that cater to new and existing residents. This plan specifies potential areas for business development in food, health and wellness, and arts and culture.

3. Neighborhood culture and diversity. There is merit in leveraging the City’s local assets and resources. The circular diagram above highlights these.
TOWARDS A RELIANT FUTURE: OCEAN AVENUE

BUILDING ON DECKS: A RESILIENT STRATEGY
How can we live with water in the coming decades? According to the Federal Emergency Management Agency, sea level rise scenarios will present significant challenges for the city of Revere by the year 2050. This proposal intends to start a conversation about new ways of living with water. Ocean Avenue South and adjacent neighborhoods are in low-lying areas in high risk of flooding that require thinking about resilient strategies to manage potential floods. Creating an elevated infrastructure network would allow water to follow its natural path while keeping the site active and safe. By leaving the floodable levels for parking and creating an elevated system of bridges, the neighborhood would have direct access to the beach and the new mixed-used developments along Ocean Avenue. New residential buildings with retail on the ground level, as well as new public spaces and plazas for outdoor eateries and various other activities would increase the vibrancy of the place. Through an incremental approach, and by adopting resilient strategies over time, Ocean Avenue South could develop into a lively, fun and safe place.
Revere Beach is an incredible asset to the community. In particular, the southern portion of Revere Beach Boulevard is a strategic location as the gateway to the city for visitors traveling to America’s first public beach. This proposal envisions a dramatic visual experience upon entering Revere Beach. A vibrant elevated park, suitable for anything from casual outdoor games to pop-up markets, will connect inland neighborhoods to new activities along the beach and give visitors an inspiring welcome to the city. This is the kind of “big move” that can create a chain reaction of development down the entire stretch of Revere Beach in future years. There is currently some commercial activity along the boulevard, but there are also great opportunities for development and enhancement of the beach’s atmosphere. This proposal would create a destination of mixed-use commercial and residential activity that is welcoming to both residents and visitors and is a hub of activity in all seasons of the year. Specific amenities include ground-floor shopping, second-floor dining with ocean views, indoor and outdoor space for the community to gather, 1- and 2-bedroom apartments available to all income levels, public spaces that encourage social interaction and physical activity, and an enhanced pedestrian and bicycle network. These interventions could dramatically enhance the experience for both residents and visitors as they explore all the views and excitement Revere Beach has to offer.
PROPOSED COMMUTER STATION
Our project aims to create a mobility framework that would improve connectivity across a set of underutilized parcels and potential development sites. We are proposing not only a set of infrastructure upgrades, but a series of interventions that would improve the daily experience of current residents by connecting across several existing barriers in a manner that builds on existing nodes of urban vitality in Revere. Among the proposals are: a series of streetscape improvements; the creation of a marshland educational center and park; the rehabilitation of the Wonderland racetrack as a community center and recreational amenity.

The projects we are suggesting each have their own spatial and programmatic logic and could be implemented individually, but executed in conjunction would have the capacity to build on each other’s successes. Our plan identifies projects that range in feasibility. The series of proposed small-scale interventions do not preclude the ability for the city to pursue more ambitious large-scale projects. Instead, we are suggesting that creating an urban framework that prioritizes mobility, public spaces and recreational amenities increases the desirability of Revere as a destination in ways that improve the city for existing residents while simultaneously increasing the likelihood of developing into an important regional node regardless of whether a commuter rail station is built.
Site Plan

“ONE IF BY BUS, TWO IF BY RAIL”

Local Connections
Regional Connections

Analysis
- Revere is currently well-situated for residents who work nearby or commute to Boston.
- There are currently few reverse commute opportunities, and no one seat ride transit connections to job centers located along Route 128.
- These currently out of reach sectors include higher-earning firms and firms more likely to succeed.
- An East-West bus route that leaves from the new station could bridge these gaps.
- Multi-modal transit options for a variety of users and destinations.

Adding a commuter rail station to Revere could increase connectivity both to and within the city dramatically. Currently, the commuter rail tracks bisect two residential neighborhoods. Once built, the commuter rail station will bridge these neighborhoods, allowing residents to safely cross the tracks. The new station will also connect to the existing Wonderland T station via an elegant and flexible promenade. This will be bordered by new commercial and residential development, creating a vibrant mixed-use neighborhood. This TOD will connect Revere with 19 stations along the existing commuter rail, and will position the city to develop more affordable commercial spaces that can attract North Shore commuters and alleviate pressure on Boston’s markets.

Resiliency

Protections
- New development will be protected from sea level rise by Revere’s strong seawall infrastructure.
- Central promenade will double as a water square, capturing water from heavy storms, protecting the surround neighborhoods, & adapting as necessary.
- Use of bioswales, permeable paving and constructed wetlands as open space.
- Flood plane buy-out plans for affected residents.

Finally, this development will connect Revere locally, regionally, and economically.
Key Developments
1. New Commuter Rail Station
2. New Multipurpose Stadium
3. YMCA
4. Diversified Retail
5. Commercial Office Space
6. Museum and Open Space
7. Walkable Street Network
Revere Revolution is a master plan that aims to catalyze economic development opportunities in Revere, MA, by utilizing a prime location between the existing Blue line and proposed commuter rail transit hubs.

Transit-oriented development is not a new concept, but when implemented correctly has proven critical to establishing walkable, urban centers that are attractive places to live, work, and play.

By the same token, Revere residents expressed a strong desire to promote a city that is attractive for families and young professionals. The exciting additions to city life and infrastructure outlined in this proposal ambitiously set out to achieve that goal.

- Currently, Revere’s only rapid transit connection runs south to Boston. The new MBTA regional rail stop will not only bring additional visitors and economic opportunities to Revere, but will allow Revere residents to expand their realm of accessibility for personal and professional development.

- Hosting a professional soccer stadium in Revere will establish an attraction for visitors other than the beach and will preclude the arrival of additional retail and commercial development.

- Drawing a more formal street grid creates a walkable environment and greater opportunities for developing smaller parcels and integrating a more diverse mix of uses.

- Building the community center, library, and museum highlights the investment required in the growing population of youth in Revere if they are to lead safe, supportive, and active lives.
RECLAIMING WONDERLAND

Carolyn Grossman
Spoorva Shenvi

Gradual transition in the urban grain
Natural elements integrated in plan
Re-routing streets to manage congestion
Breaking down large parcels

AMUSEMENT DISTRICT COMPONENTS

SITE PLAN

SECTION KEY

INTEGRATION OF WETLAND INTO PARK LANDSCAPE

ENTRANCE ACROSS WONDERLAND SUBWAY STATION
Revere is a city built on its connection to the beach from its early history as a seaside getaway to today with the hundreds of thousands of annual visitors that keep alive the tradition of the country's first public beach. Yet while the beach is overwhelmingly what people love about Revere, residents are hungry for more to do near the beach, and particularly hungry for more youth oriented recreation and entertainment activities. So too we heard a strong desire for accessible jobs, and for a strong anchor that brings activity and vitality back to the area.

Bringing amusements back to the beach can support both existing residents desire for more to do, and bring newcomers into the area, which will bring money into the city, support job growth in amusements and complementary tourism industries, and local business like beachside dining.

Building on Revere's strong connection to water, we propose a Water Park - but unlike an ordinary water park which wastes water, we propose to support the existing wetland by using our water park to retain and expand existing drainage infrastructure. In colder months, our park relies on dry and indoor uses, and our signature water square is convertible to dry use as a concert venue. And by focusing on permeability and outward facing uses, we support the creation of an entertainment district surrounding the Wonderland site.
The development of these two programs will be accompanied by a landscaped park, which will directly connect the Wonderland commuter stop to the terminus of the Blue Line. This east-west corridor will re-envision Diamond Creek as the focal point of a green spine, which will eventually form the nexus of the site.

The full build-out of the community college, hotel, parking lot, and landscaped spine will conclude phase I of the development. Phase II will include office program along the northern edge of the site that will take advantage of the new park and Revere Beach. In the third and final phase, development will consist primarily of additional residential development, including multifamily apartments and townhomes and single-family homes.
WONDER ISLAND: Elevation as Survival Strategy

Jen Saura
WONDER ISLAND: Elevation as Survival Strategy

In the wake of sea level rise and recent superstorms, the future of Revere, Massachusetts, hinges on a re-evaluation of the Wonderland Amusement Park (1906-1911) and Wonderland Greyhound Park (1935-2010) past and an altitudinal re-configuration of the existing Wonderland site.

Wonder Island explores the potential for elevation to serve as a survival strategy for Revere. Through the building up of the Wonderland site today, the city of Revere might avert submission with what is estimated to be an impending 1-2 meter sea level rise in the near future.

In the age of ever-increasing connectivity, the existing Wonderland site offers a strategic crossroad of research and development based out of Revere. With current ongoing efforts to augment the experience of play and entertainment (Google Glass, Oculus Rift, etc.), Wonderland offers researchers from Revere, as well as the surrounding metropolitan area, a laboratory site where they might collectively advance the development, testing, as well as marketing of new play technologies.

Wonder Island addresses the not immediately visible sea level rise and superstorms that threaten Revere’s future, as well as a long history of entertainment at the Wonderland site. Through elevational strategies, as well as the re-focusing of interest around a Wonderland Laboratory and Playground, Revere can both rise above an otherwise inaudited future and generate interest and investment not only locally, but also regionally - attraction that will ensure an exuberant future for Revere.
WONDERLAND: Revere’s Site of Spectacle

Dana McKinney
Wonderland Park had a vibrant history of amusement, in which the site was in itself a form of spectacle. The park was filled with rides, performances, food, and other activities attracting visitors from all over the region. My project attempts to reenvision Wonderland through the reinterpretation of its prior spectacle. Instead of reconstructing the amusement park, this proposal emulates amusement and engagement through its urban form and programming. The commercial center of the site will offer an extensive array of activities, each promoting performance, movement, culinary arts, or education.

The redeveloped Wonderland will utilize a mixed-use residential urban fabric. The central figure of the development proposal is a water square that will serve as a site for community events and will also collect stormwater runoff. Shops, restaurants, and activities will flank the sides of the water square and main boulevards. A linear park will serve as a buffer between the railroad and the new development, with dense strands of single and multi-family rowhouses. Wonderland will be a destination within the City of Revere, in which citizens and visitors alike will flock to the new development to participate, engage, and create in Revere’s site of spectacle.
Development Goals

Walkability
Improved Connections through Open Space
Neighborhood Enhancement and Diversification Land Use

PROMENADE KEY FEATURES
- 20 feet wide sidewalk
- Two bike lanes and car lanes
- Store fronts that extend onto sidewalk
- Restaurant space with patio seating
- Direct connection from commuter rail to the Wonderland T station, pedestrian bridge plaza, and the beach

COMMUNITY SPACES
- Center with access to public pool, soccer and football fields, and a running track
- Public green space
The Wonderland Site was originally built to serve Revere as an amusement park during the early 20th century. From 1935 to 2007, the site was repurposed as a greyhound dog running track. The new development will uphold the site's history as an entertainment center for Revere. Future commercial, institutional, and office tenants should be selected based on their commitment to a walkable, vibrant, and secure environment.

The Wonderland Site has been reimagined as a city center where residents can work, shop, and meet for leisure. The site will hold mixed-use development including residences, offices, and a commercial corridor anchored by a marketplace on North Shore Road, a hotel, institutions, and sit down restaurants. The key feature of the new site is the Wonderland Promenade that will activate the space and connect the future commuter rail to the beach through an extension of the pedestrian bridge at the T stop. The Promenade will be accessible to pedestrians, bikers, and vehicles, with a possibility to block the promenade to thru traffic on Sundays for special programming.

In the future, the promenade can be expanded to a pier on Revere Beach.

A portion of the site will be used to build a community center, a running track, and soccer field, which were high priority topics among Revere residents during our community engagement process.
WONDERLAND MARKETPLACE
Foreign restaurants and markets on Shirley Avenue:
I. LEVERAGING REGIONAL GROWTH FOR GATEWAY CITIES

As Logan Airport expands, it will move ancillary services to surrounding neighborhoods.

A large workplace like a flight-food facility offers low-barrier entry jobs as well as a career ladder.

II. A RANGE OF CUSTOMIZABLE SPACES

Accommodating unique and changing programmatic needs allows for a more responsive neighborhood.

Revere’s greatest asset is its diverse population—it truly acts as a Gateway City. Here, people from such distant places as Cambodia, Colombia, and Morocco connect with new cultures, start businesses, and raise families. This diverse immigrant population faces challenges finding jobs and entering the mainstream economy. Flight Industrial seeks to ease these challenges by tapping into regional growth while creating a framework that allows for local growth at a single-property scale.

In the near future, Logan International Airport will expand in order to meet the needs of a growing region. With limited room for expansion, it will move ancillary services—such as flight-food facilities, air cargo, car rentals, and hotels—to nearby neighborhoods. Revere—just fifteen minutes from Logan along its main access route to the north, with land available for development—is in a strategic position to take on more of these services; it already hosts car-rental and air-cargo facilities serving the airport. In future conversations with Massport, Revere should seek economic activities that bring good jobs, a career ladder, and job training, and that help create the city that Revere wants to be in the future. A flight-food facility is just one example of this type of activity.

Allowing for flexibility in terms of use and architecture at the single-property scale can help accommodate changing needs: an industrial site can easily be transformed into commercial or residential space. The concept was inspired by Revere’s unique housing, which has been creatively modified over time.
Wonderland Marketplace is nestled between two major conditions: it emerges from the neighborhood fabric and brushes up against the coastal shoreline. Given these circumstances, this area of Revere has an unusual "double life" to its identity. Presently, the spatial configuration of the surrounding infrastructure and buildings is such that there are few points of overlap between residents and visitors - there is an interior neighborhood life that is distinct from that of its coastal identity. This project seeks to use the site's advantageous location to anchor the neighborhood fabric to the identity of Revere Beach.

Rather than have these dual lives play out such that they run in parallel, it seeks to find new ways to resolve the physical and mental separation of its users. Through the emergence of seasonal and night programming, the marketplace will become a center of gravity for exchange of goods and services between the two constituents.
### REIMAGING A MARKETPLACE IN WONDERLAND

**Paige Peltzer**

**Carlos Felipe Reyes**

---

**Gymnasium**
- Recreation for youth and adults, farmer’s market in the winter

**Public Meeting Rooms**
- Community organizing, events, fellowship

**Classrooms**
- Workforce training, healthy cooking and lifestyle courses

---

*This city needs more civic spaces, new areas to bring people together.*

---

**Jobs Created:** 1,505

<table>
<thead>
<tr>
<th>Area Type</th>
<th>Sq. Footage</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>78,176</td>
<td>5%</td>
</tr>
<tr>
<td>Residential</td>
<td>359,374</td>
<td>22%</td>
</tr>
<tr>
<td>Office</td>
<td>674,285</td>
<td>41%</td>
</tr>
<tr>
<td>Public, green spaces</td>
<td>299,364</td>
<td>17%</td>
</tr>
<tr>
<td>Parking</td>
<td>22,488</td>
<td>1%</td>
</tr>
</tbody>
</table>

**TOTAL**
- 1,443,766

### Public Cost (Millions)

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Costs</td>
<td>$6.2</td>
</tr>
<tr>
<td>Roads</td>
<td>$7.7</td>
</tr>
<tr>
<td>Parks</td>
<td>$4.5</td>
</tr>
<tr>
<td>Community Center</td>
<td>$4.6</td>
</tr>
<tr>
<td>Indirect Costs</td>
<td>$4.8</td>
</tr>
</tbody>
</table>

**TOTAL COST**
- $28.3

### Private Cost (Millions)

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>$77</td>
</tr>
<tr>
<td>Commercial</td>
<td>$23</td>
</tr>
<tr>
<td>Office</td>
<td>$195</td>
</tr>
<tr>
<td>Indirect Costs</td>
<td>$74</td>
</tr>
</tbody>
</table>

**TOTAL COST**
- $370

### Tax Revenue (Millions)

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>$1.5</td>
</tr>
<tr>
<td>Commercial</td>
<td>$1.1</td>
</tr>
</tbody>
</table>

**TOTAL**
- $2.6

---

*This city needs more civic spaces, new areas to bring people together.*

---

*Jamie Farrell*
Responding to Community Needs

1. Open Space

2. Walkable Streets

3. Affordable Housing

4. Retail

Farmer’s Market
Encourage healthy eating and support local farmers

Year-Round Use
- Produce
- Pumpkins
- Christmas Trees
- Flowers
- Ice Sculptures

Pop-up Retail
Flexible Space for small business owners

Pedestrian-friendly Streets

Implementation Phase 1:
A temporal soccer field
Activate site and bring people together

The new plan for Wonderland Marketplace expands and enhances the Shirley Avenue commercial district by linking the existing commercial activity along Shirley Avenue to a new mixed-use development, connecting the neighborhood to the Wonderland transit stop and the beach front through walkable streets, open green space, and attractive retail storefronts along Shore Drive.

The plan not only adds retail, office, housing, and pop-up retail to the district, but carves out a much-needed community space for residents to meet, learn, and play. A new community center surrounded by open space and an outdoor platform on the east side of Shore drive will serve as indoor and outdoor meeting places for community meetings, festivals, markets, and classes, all of which better encourage a more tight-knit Revere community.

New housing will consist of townhouses and apartments, of which 20 percent are designated for 40% AMI. This is to ensure low income residents are not squeezed out of the neighborhood by rising property values.

The new Wonderland Marketplace will be an inviting central shopping, work, and recreational destination for residents of the Shirley Avenue neighborhood, the beach front properties, and beyond.
Revere’s community assets of cultural diversity, local industry, and transport infrastructure could be leveraged through a new food incubator. This dynamic enterprise would enable the city to: develop local businesses that promote community pride; attract new businesses that increase the tax base; expand and retain businesses that employ local residents; and foster entrepreneurship and innovation that promotes the local economy.

The proposal would include many interdependent programs: a food incubator would provide shared services and co-working spaces; a workforce development program would equip local workers with a dynamic skillset; a business development center would support local startups in their pursuit of becoming thriving businesses; and a community development finance institution would aid small businesses in search of capital.
Framework for Development

Physical barriers separate development site from existing neighborhoods

Match program to stakeholder needs

Region - Housing Needs
The Boston Metropolitan area needs housing. With excellent public transit access, residential development in Revere presents an opportunity to meet this need.

City - Commercial Tax Base
Commercial and retail development will expand Revere’s tax base and create a complete district for current and new residents.

Neighborhood - Access to Amenities
Development will bring new amenities, including parks, a grocery store, and community center. The gridded street network creates vehicle and pedestrian access to these amenities.

Transformation of Route 1A

Before

After

My project creates a master plan for two large development parcels: Wonderland Marketplace and the former Wonderland dog track. By establishing a gridded street network, the plan integrates development with existing residential neighborhoods, creating vehicle and pedestrian access to new amenities, including park space, a grocery store, and a community center. A grocery store and community center are amenities that community members expressed are needed in Revere today.

The program also takes into consideration regional and municipal needs. By incorporating residential development, the plan addresses the shortage of housing in the greater Boston area. Revere’s excellent public transit access makes it an ideal location for this type of residential development. Retail and office uses will establish a commercial tax-base for the city while offering services for new and existing residents.

Together, the street framework and new land uses address existing infrastructure barriers in Revere that disconnect the city. For example, the plan completely transforms Route 1A from a four lane highway to a complete and walkable street. Route 1A in Salem serves as a precedent for this transformation.

Finally, the plan addresses climate change by including resiliency techniques that capture water and prepare infrastructure for flooding events.
Program

Visitors

Youth

Local Residents

A commercial destination for residents and tourists alike.

- 300,000 sf of commercial space
- Turkish Bath
- Restaurants
- Bowling Alley
- Wonderland Ballroom
- Locally inspired & managed boutiques
- Climbing Wall

Youth-centered community space

- YMCA
- Parkour spot
- Playground
- Basketball and tennis courts

Green space and outdoor activities

- Outdoor education
- Walking paths
- Courtyards for recreation and art installations
- Community garden

This project transforms Wonderland Marketplace into a destination in its own right. The programming of the space is designed to interest summer visitors and keep them returning to Revere all year long. The anchor of the development is a Turkish Bath, occupying two floors along Vfw Parkway. Initially modeled after establishments such as Spa Castle in New York, the bath will serve as a unique recreational attraction and a stimulus for additional commercial development on the site in the form of restaurants, shops, and entertainment. Spa Castle has enjoyed great success and is seeking to expand to new locations across the country.

An important component of the site is that it remain a place for the current residents of Revere. With this in mind, the new businesses will serve retail and functional needs, in addition to providing spaces for socialization, such as a bowling alley, climbing wall, Y, and outdoor programming.

Situated at the intersection of Vfw Parkway and North Shore Road, and located just 300 feet from Wonderland T Stop, the development is easily accessible. Minimal parking will be offered onsite in order to accommodate significant green space. The T station garage sees 80% use during peak hours; visitors to Wonderland Square will be encouraged to use it.