

# Maynard Downtown Revitalization



**Site Details:** 3 Residential Developments

**Zoning:** Downtown Overlay District

**Funding:** Private Developer

**Date(s):** Maynard Place: 2004; Maynard Commons: 2008-2009

**Goals:** Revitalize Downtown Area; Create Alternative Housing Downtown



## Background

In 2003, Maynard conducted a market survey and found out that many of the residents from surrounding suburban communities had been coming to Maynard's downtown to walk around and explore. They wanted to encourage even more visitors by introducing a new mix of restaurants and especially to feature their already popular Outdoor Store. As a result, the planning consultant encouraged the town to go through a rezoning process that would make it easier to introduce mixed use to the downtown area. Another priority of the town was to introduce more housing downtown so that people could walk to the shops and restaurants already present. One developer, Jim MacDonald, has helped to establish 3 downtown residential structures. The first, Maynard Place, provides market rate housing with 24 units. The second, Maynard Commons, offers 28 market rate housing units and the third development is underway having just completed the permitting process. The third one will be in a major downtown area and within a 5 minute walk from a major employment center. All 3 developments feature underground parking.



Maynard Commons



Downtown Maynard with a Variety of Mixed Uses

## Site Development

MacDonald worked well with the town and the process proved to be fairly smooth because his priorities were aligned with the town goals. The availability of a planning consultant was also a valuable asset in moving the developments along. The first development, Maynard Place, is on the edge of the Cobbleblock Commercial District where two derelict buildings had previously stood. The development was met with a great deal of support because it was a vast physical improvement over the original buildings. For the second development, Maynard Commons, MacDonald had to buy multiple parcels and the neighborhood became very involved in the project.

At first they were hesitant about the magnitude of the building and as a result there was a great deal of community input regarding the design. MacDonald just completed the permitting process for the third development and this one will be perhaps the most successful due to its proximity to downtown.



Maynard Downtown Overlay District as of April 21st 2007  
Source: Town of Maynard

## Development Process

The town was able to use a Priority Development Fund Grant from DHCD to fund the re-zoning of the downtown area. As a result of a recent parking study they had conducted, they were also able to demonstrate the advantages of shared parking. They could also show how often spaces were filled in order to assure people that there would still be adequate parking. In addition to the shared parking and new zoning, the town also put out tables and planters for businesses to ensure lively street fronts in the downtown area. The town also determined that if a new developer wants to build housing in

Maynard, they would be required to either provide affordable units or pay into a fund for land protection. All of these projects were funded privately by the developer.

## Maynard and MetroFuture Goals

### *Sustainable Growth Patterns*

All three developments are located on infill sites near and in the downtown area. The third one especially, because of its proximity to downtown, contributes significantly to a walkable neighborhood.

### *Community Vitality*

The re-zoning process for a mixed use overlay district in the downtown area included many public meetings and a community process to make sure that the stakeholders were contributing to and comfortable with the new allowances. The second development in particular involved stakeholder collaboration in the design.

### *Healthy Environment*

As an alternative to providing affordable housing, developer Jim MacDonald paid into a fund for land protection in Maynard.

## Contact Information

For more information about Maynard Mixed Use, contact Carolyn Britt, Planning Consultant, Maynard at [cbritt@communityinvestment.net](mailto:cbritt@communityinvestment.net)



Empty Lot Slated for a New Housing Development at Main St and Summer St



Maynard Place at 60 Nason Street

*“When introducing mixed use, study all of the different elements of the development and its impacts deeply enough that people are comfortable with smart growth and cannot say that it won’t work”* –Carolyn Britt, Planning Consultant, Maynard