

North Square at The Mill District will be a vibrant new town center including 130 apartments, commercial space, and town green. The purpose of this draft Management Plan is to outline how the community will be managed, operated and maintained. A final management plan will be submitted once we have reviewed this draft with the ZBA and made any adjustments as may be requested.

Beacon Residential Management (“BRM”), the property management arm of Beacon Communities LLC, has been managing communities ranging from 28 to 1,000 apartments in urban and rural communities with diverse resident populations, including students, for over 60 years. Beacon currently owns and manages the Rolling Green Apartment community in Amherst. The team looks forward to working with the Town of Amherst, being good neighbors, and continuing Beacon’s relationship with the community.

## PROPERTY SUMMARY

- **130 new apartment units housing:** 59 one-bedroom, 58 two-bedroom, 13 three-bedroom units
- **Resident Amenity space:** Fitness center, Wifi café, club room.
- **Management and Leasing office** – On-site management and leasing office.
- **22,000 SF commercial space**
- **North Square (town green)** – Gathering space with children’s play area for picnics, community events, etc.
- **Parking for residents, commercial tenants**
  - North Square Residential – 193 (1.47 spaces per apartment)
  - North Square Commercial – 93 spaces
  - Atkins Market – 29 spaces (not formerly part of North Square)
- **PVTA:** There is a PVTA bus stop directly across the street from North Square. Residents, employees and visitors will be encouraged to use this transit option.
- **Bicycles** – There will be bike rooms for residents and bike racks located on-site for visitors and shoppers.
- **ZipCar and electric charging stations** – Beacon will work with ZipCar to determine if there is adequate demand for ZipCar and will evaluate the desire and demand for an electric car station.
- **Non-Smoking**—All Beacon communities, both in the buildings and on the property are non-smoking. This is strictly enforced through the lease for our residents and signs will be posted throughout the property.
- **Pet-friendly**—The property will be pet-friendly.

## **PROPERTY MANAGEMENT, OPERATIONS AND MAINTENANCE**

Beacon Residential Management will have a management and leasing office located in Building A. BRM will oversee management of the rental apartments and will also have full responsibility for managing North Square, including snow removal, landscaping, maintenance and repairs of all parking and open space areas, etc. To the extent needed, BRM will contract with 3<sup>rd</sup> party service providers to augment their services. BRM will have a small maintenance garage located at the southern end of the property to store their equipment.

**Community Staffing:** Beacon Residential Management will have a full-time, on-site Property Manager, a marketing and leasing consultant, as well as two full-time maintenance staff. Property Management staff are generally on site Monday – Friday from 9am- 5pm, and will be assigned to the site on weekends as necessary.

Maintenance staff are on site Monday through Friday (generally from 8am – 5pm) and on call weekends/ nights for maintenance emergencies. Hours vary when there are snow events in order to plow and shovel in the early morning hours and maintain the safety and access for residents and customers in the commercial areas. With our close proximity to Rolling Green as well as other Beacon communities in Western Massachusetts, Beacon can augment staffing and maintenance as may be needed.

## **APARTMENT MARKETING AND LEASING**

BRM will oversee all marketing and lease up of the North Square apartments in strict compliance with all Federal Fair Housing, State and local laws. Local Preference will be given to Amherst residents to the extent requested by the town, permissible by DHCD, and consistent with federal and state law. Beacon will submit the final **Affordable Housing Marketing and Tenant Selection Plan** (“Tenant Selection Plan”) to the Town that has been approved by DHCD and the project lender/investor prior to beginning construction.

**Market-rate apartments:** BRM will advertise the market-rate apartments through traditional outreach methods that may include the Internet, newspapers and print media.

**Affordable apartments:** BRM will undertake extensive outreach to ensure that a wide range of households have an opportunity to apply for the 26 affordable apartment. Outreach will occur through local non-profit organizations, housing authorities, libraries, Town Hall, local newspapers, Internet, etc. Applications will be widely distributed and application “information sessions” will be offered. Applications are screened in strict accordance with the approved Tenant Selection Plan.

**Initial Lease Up of Affordable Apartments and Housing Lottery:** In the event that there are more applicants than apartments, BRM will work with a local non-profit agency (anticipated to be HAP Housing or Valley CDC) to oversee a housing lottery. Management will follow DHCD’s lottery

guidelines. Eligible applications will be sorted into their appropriate categories (for example, what size apartment they are eligible for, if they qualify for local preference, etc) and a lottery will be conducted. The lottery will be conducted publicly at a time and location that is announced. The lottery ranking will determine the order in which applicants will be screened during the lease up.

### **Commercial Space and North Square Green**

W.D. Cows will be responsible for marketing and leasing up the commercial space. With Cows' ownership of several other commercial spaces in North Amherst, their goal is to identify and lease the new commercial spaces to retailers that will complement both the Cows' and other local existing businesses to provide a broader range of services in North Amherst. W.D. Cows will also play an active role in making North Square a vibrant community gathering space, including coordination of activities such as lawn games, a small farmer's market in collaboration with Atkins Market, day-time children's activities and/or music. Beacon and W.D. Cows look forward to continuing to hear what type of activities Amherst families and individuals would most enjoy. Suggestions from community members on the project website include:

*A place for kids to play while parents have coffee and talk*

*A very good wifi/broadband cafe*

*Music Brewery/restaurant with awesome food or Mission Cantina*

*#2 with consignment or women's fashion & accessories.. A kids*

*playground outside would be sweet too*

### **TRASH AND RECYCLING AND ODOR MITIGATION MEASURES**

*Under no circumstances will the residential or commercial trash or recycling be permitted to be a nuisance with overflowing dumpsters and/or odors.*

**Residential Trash and recycling** will be managed via trash and recycling chutes located in each building. Recycling and trash will have separate chutes. Residential waste will be collected by a local trash and recycling company, anticipated to be Allied Waste. Trash and recycling pick up is anticipated to be 2x/week. BRM will adjust the number of pickups as may be needed. BRM is committed to working closely with residents to encourage recycling and will provide education materials about how to recycle as part of the Resident Move in Packet. Complaints about residential trash or recycling should be directed to BRM.

**Commercial trash and recycling** will be stored in dumpsters in recycling bins in close proximity to the commercial spaces in Building A and a separate location for Building B (see plans). Commercial waste will be

collected by a local trash and recycling company, anticipated to be Republic Services or Waste Management. The number of weekly pickups will be based on the type of commercial users and need (for example, if there is a restaurant and/or café, pick up is anticipated to be more frequent). Cowls will be responsible for any issues regarding the trash or recycling for the commercial space.

All trash areas will be screened with 6' galvanized sheet metal and wood posts (see enclosed landscape plans).

#### **LITTER CONTROL**

Trash and recycling bins will be provided throughout the community. In addition, BRM staff will pick up any miscellaneous trash or recycling at North Square on their daily rounds. North Square will be appropriately cleaned up after all community events.

#### **RESIDENTIAL, COMMERCIAL, EMPLOYEE PARKING**

In total, the new development will add 93 commercial spaces and 193 residential spaces to the site. All spaces will be 9' x 18'. Residential and commercial parking will be in different locations to create separation between "private resident areas" and "public" areas as set forth on the plans. The parking areas will include handicapped accessible parking as required by ADA. Beacon will work with ZipCar to assess demand for a ZipCar location and will evaluate the need for an electric charging station. Beacon will provide both if there is adequate demand. BRM employees will park in the designated residential parking areas. Commercial tenant employees will park in designated employee parking areas. Residents will be able to park in commercial spaces between 10 pm—7 am provided that those spaces are not being utilized by patrons of a commercial use.

#### **ALTERNATIVES TO DRIVING – BIKES AND PVTA**

Beacon will provide indoor bike storage for its residents as well as outdoor bike racks for visitors. Beacon and Cowls will also encourage the residential and commercial employees to use the PVTA bus system, and information will be provided to all residents and commercial tenants about this alternative mass transit.

#### **LIGHTING**

*Please also refer to the Landscape Plan*

Beacon Communities will install exterior site lighting on the buildings and around the parking areas, using

LED, dark-sky compliant post light fixtures (locations marked on landscape materials plan). The lighting design will balance the need for adequate lighting and pedestrian safety while being sensitive to the surrounding area to minimize glare or light intrusion. All exterior site lighting shall be kept extinguished outside of normal hours of use, except for lighting necessary for site security and the safety of employees and visitors, which lighting shall be activated and controlled through motion sensors or similar technology.

## **SIGNAGE**

*Please also refer to the Landscape Plan*

North Square's signage will include a lighted monument sign at the main entrance along Cows Road, approximately 4'x8'. Materials for signs will include timber, galvanized steel, and piping. There will be directional and other signage located throughout the community, including direction signs to the Management and Leasing office, Future Resident Parking, designated accessible parking, Resident or Commercial parking only, stop signs, etc. Signage for future commercial uses will receive approval from the Town.

## **LANDSCAPE MAINTENANCE**

BRM will oversee landscaping and maintenance. BRM has a long track record of landscaping maintenance and prides itself on the appearance of our communities.

As set forth in the Landscape narrative and design section of this application, the landscape plan will include native drought resistant species that capture the essence of the New England landscape and contribute to the sense of place at North Square. From there, the BRM landscaping team will take over.

Annual maintenance and landscaping will include:

- Fall and spring "clean up" of leaves and other debris
- Lawn mowing and fertilizer for lawn and grass areas as needed
- Irrigation, as needed, with water from the proposed irrigation well, as needed
- Pest Management using environmental sensitive materials as needed for newly planted trees shrubs, and flowers affected by leaf eating insects

## **SNOW REMOVAL**

BRM has a 60-year track record of successful snow removal in New England, including the Rolling Green apartments. Snow removal on all driveways and sidewalks within the ground leased area will be managed in-house by the BRM team. As detailed on the site plans, snow storage areas have been identified and the site and landscaping design facilitates easy access to those areas. Snow banks will be maintained so that they do not pose a danger to pedestrians, do not limit emergency access to the buildings, and do not adversely affect vehicle site lines in and out of property. **The Emergency Fire Access will be kept free and clear of**

**snow and/or any other obstacles at all times and will be a priority for snow removal after each storm.**

Snow and/or ice will be removed to the snow storage areas within 24 hours of the end of the precipitation which caused the accumulation; when impracticable, the sidewalks will be treated with sand. In the event that accumulated snowfall is so great that it cannot be handled on site, BRM will hire a subcontractor to truck snow to an appropriate off-site location. To maintain clear and safe access to sidewalks and parking areas coinciding with times of business operations, paved areas and sidewalks in the commercial areas will be salted and/or cleared as soon as the snow or ice begins to accumulate, while plowing would not begin until there's been sufficient accumulation to pick up with a snowplow (generally two inches). The loading dock and trash areas will remain cleared of ice and snow during hours of operation and during the allowed schedule for use.

#### **OFF-STREET LOADING/UNLOADING AND RESIDENT MOVE INS**

Beacon and Cowsls will require all delivery trucks to access North Square via Sunderland Road to Cowsls Road. BRM and Cowsls will aim to schedule deliveries during the week from 7am to 7pm and minimize early morning deliveries to the extent possible. BRM will coordinate and schedule move-ins to minimize congestion during busy move-in/move-out times of the year. Weekend move-ins will be scheduled between 7am and 7pm. Delivery trucks and moving trucks and vans will not be permitted to idle. No idling signs will be posted, including at the loading dock location, and strictly enforced by BRM.

#### **NOISE MANAGEMENT (TENANTS, PARTIES, MUSIC, OUTDOOR HVAC)**

Beacon requires that all residents commit to behaviors that are not unreasonably intrusive or disruptive in order to provide safe, healthy housing for all. These commitments are strictly enforced as a requirement for tenancy, and Beacon Residential Management has a strong track record for managing safe, clean, quiet communities with diverse groups of residents and in diverse local contexts. A copy of Beacon's leases are included in this application – lease provisions are strictly enforced. BRM will also participate in the meetings of the Amherst landlords that convenes quarterly and on an as needed basis with town staff, police, and UMass officials. HVAC equipment will be appropriately located to reduce sound, and screened as shown on the plans.

#### **MATERIAL, EQUIPMENT, LARGE HOUSEHOLD GOOD STORAGES**

BRM will have a small maintenance and storage garage on the southern portion of the site. All equipment and materials will be stored in this facility.

## COMPLAINT RESPONSE PROCEDURE

BRM has on-site property management who are available to address resident and non-resident questions or concerns. In addition, BRM contracts with a 3<sup>rd</sup> party Customer Service company that accepts questions, concerns or complaints from residents. The *Resident Complaint Resolution Procedure* includes the a phone number that is given to all residents as a customer service courtesy for comments, feedback, complaints, and concerns. These are then relayed to Beacon for follow-up.

Beacon will provide information to the Town for their official complaint response form for multifamily housing that the Town keeps on file.

**Sustainable / Healthy Operations:** BRM and Cowls are committed to fostering a sustainable and healthy community, including encouraging:

- Trash and recycling receptacles and education for residents, tenants and visitors;
- Alternative transit including use of the use of the PVTA and bicycles;
- Walkability between uses in *The Mill District* and surrounding recreation and open space areas; (The Town's MassWorks grant will facilitate new sidewalks, roadway improvements and pedestrian safety.)
- Indoor air quality through the use of healthy cleaning products and non-smoking property; and
- Integrated pest management

**Emergency Contact:** BRM will provide the town with 24-hour emergency contact information.

## COMMERCIAL USES

The commercial space will be owned and operated by W.D. Cowls, Inc. The Cowls' leasing and marketing goal is to encourage a variety of commercial uses to locate to *The Mill District* to create a vibrant mix of complementary commercial and retail businesses for the North Amherst community. The target mix of commercial tenants at North Square could include such uses as a café, small restaurant, deli, fitness and health services, and other community retail uses. Since the exact tenant mix has yet to be identified, additional and specific Management Plan details will be provided as the specific uses are subsequently approved by the Town prior to the tenants' occupancy of the commercial space—eliminating the need for this Management Plan to be modified as a result of these future uses.

### **RESTAURANTS AND/OR CAFÉ**

Two areas have been designed for the possibility of a future restaurant and/or café use - the northeastern end of Building A at the corner of Cowls Road and the entrance to North Square and the western corner of Building B as set forth on the plans. These areas provide exterior access to the trash facilities, proximity to interior infrastructure to facilitate installation of appropriate venting, grease removal, and to propane. If space is leased to a food service tenant, the management plan for that tenant will be reviewed by the Town prior to it occupying its space.

### **NORTH SQUARE COMMUNITY EVENTS AND/OR ENTERTAINMENT**

Proposed events will aim to bring together the Amherst community for occasional outdoor events that could include a seasonal farmer's market in conjunction with Atkins, lawn games, children's activities and/or entertainment; these events would respect quiet hours of 9 pm – 8 am. BRM and Cowls will strictly enforce responsible behavior including noise and no alcohol in the outdoor lawn areas. possible. Delivery trucks and moving trucks and vans will not be permitted to idle. No idling signs will be posted and strictly enforced.