



# TOWN OF BARNSTABLE Request for Interest

Use of Property

Hyannis National Guard Armory  
South Street  
Hyannis, MA 02601

August 2012

**Disclaimer:**

An expression of interest for participating in this Request for Interest (RFI) is not binding or promissory. Responses will be used for informational and planning purposes to assist the Growth Management Department and Town in development and programming for the reuse of the Hyannis Armory building and site. This is not a formal solicitation and is not a prerequisite for participation in any future procurement process.

This RFI does not constitute a Request for Proposal (RFP) and does not commit the Department or Town to contract for any supply or service. Failure to respond to this RFI does not preclude the ability to respond to any future RFI or RFP, if any.

All costs associated with responding to this RFI will be solely at the interested party's expense.

*Hyannis National Guard Armory Building, South Street, Hyannis*



The Hyannis National Guard Armory building contains approximately 18,700 square feet of useable floor area with about 14,800 on the first floor and about 3,900 square feet in the basement area; is sited on approximately 1.27 acres of mixed upland and wetland with approximately 340 feet of frontage on South Street; has an existing parking lot for approximately 50 vehicles. The paved area also allows access to the overhead doors on the east side of the building. The structure was built in 1958.

## BACKGROUND

The Armory, built in 1958 for the Massachusetts National Guard, was used as a training center for the 90<sup>th</sup> Engineers Company. The floor area of the structure has approximately 18,700 square feet with 14,800 on the first floor and 3,900 feet on the basement level. The Armory was deeded to the Town after being declared surplus by the Commonwealth in 2006. The deed was granted subject to a perpetual restriction that the building remain in use for municipal purposes.



The Armory has significant historical value. Using a stage at the Armory as his podium, at 1:45 pm on November 9, 1960, Senator John F. Kennedy read telegrams sent by President Eisenhower and Vice President Nixon conceding defeat in the presidential election of 1960. This historic event was witnessed by the President-elect's wife, mother, father, two brothers, three sisters and 350 reporters from all over the world. This building along with other sites in and around Hyannis harbors the Kennedy legacy, a cornerstone

asset of local and national historic culture.

The Armory site provides an important link from Main Street via either the Walkway to the Sea or the Pearl Street Arts District to Hyannis Harbor. Since its acquisition the Armory building has been viewed by the Town as an important component of arts and culture implementation which in turn is an important



component of the Downtown Hyannis economic

development strategy. Several years ago the Town and a not for profit entity conducted an in depth exploration of the potential for a full scale performing arts center on this site.

The results of these efforts produced a good plan that was not able to be accomplished in the suddenly depressed economic climate. The Town then redirected its efforts.

Adaptive reuse of the existing structure for arts and cultural

purposes including preservation of the Kennedy legacy is a more modest approach that meshes well with existing infrastructure and economic strategies.



To fully explore adaptive reuse, the Town through the Growth Management Department, commissioned an assessment report and feasibility study for the Armory site and building. The report, conducted by designLAB Architects, a Boston architectural firm, is available at <http://tinyurl.com/ccf2aty>. In addition respondents may be interested to know that the OpenCape broadband infrastructure is soon to be installed along South Street. This report provides the starting point as the Town explores a dynamic multi-functional year round use of this building to enhance Downtown Hyannis economic climate through the arts and culture sector.

## PROCESS

The Town has chosen the Request for Interest (RFI) to garner information from prospective users who have experience with year round programs centered on arts and culture. The Town seeks to fully understand the potential for use of this space from those who are experts in this economic sector. After a thorough review and analysis of the RFI response the Town will determine next steps for this project.

## WHO MAY RESPOND

Responses from cultural organizations, arts groups, environmental organizations, cultural museums, musical groups, theater groups, fine arts groups and/or partnerships are welcome. Those responding to the RFI may want to review the report online at <http://tinyurl.com/ccf2aty> to understand the possibilities for phasing programming, for sharing Armory spaces and for partnering to program one or more of the Armory spaces. Responders may submit a letter of interest as a single organization, in collaboration with one or more organizations or as a single purpose not for profit entity. All ideas are welcome and will be considered.

## LETTER OF INTEREST

Letters of interest, in addition to the information requested below, should also include a description of proposed user group including existing or proposed partnerships and a brief resume for principals of the organization.

## INFORMATION REQUESTED

Proposals for use of the entire structure should include a clear description of the multi-functional aspect of the proposed use. All letters of interest describing proposed or possible projects, programs and initiatives should include the following information:

- ◆ Contact information: Telephone, cell phone, e-mail and mailing address.
- ◆ Comprehensive description of proposal for use of the Armory building including duration of program(s).
- ◆ Portion or portions of the building to be used based on the phasing described in the designLAB report.
- ◆ Demonstration that the JFK legacy associated with this building is properly and prominently featured including the capacity for year round visitors to a commemorative installation.
- ◆ Funding strategy for estimated yearly operating costs including program revenue estimates and any other sources.
- ◆ Indication of the length of lease that would support proposed use.
- ◆ Proposed not for profit operations management structure including proposed partners, collaborators or single purpose entity.
- ◆ Demonstration that the proposal supports the Arts and Culture Implementation Strategy (Attachment 1)
- ◆ Forecast of anticipated primary and ancillary economic benefits to Downtown Hyannis and the creative economic sector including but not limited to a three to five year forecast of audience, user or visitor numbers and job creation, enhancement or retention potential.
- ◆ Description of proposed use benefits to the Town of Barnstable.
- ◆ Any related information, plans, concepts, sketches or information the responder wishes to submit.

RESPONSE PROCESS

The Town will accept responses until 3 PM on Friday, October 5, 2012. Responses should be submitted to:

Town of Barnstable, Growth Management, Attn: J. M. Buntich, 367 Main St., Hyannis, MA 02601

All RFI Questions/Clarifications including questions about responding entities or the RFI process should be directed to: [joanne.buntich@town.barnstable.ma.us](mailto:joanne.buntich@town.barnstable.ma.us)

A PDF version of this RFI is available at: [www.town.barnstable.ma.us](http://www.town.barnstable.ma.us), Bid & RFP System

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## ATTACHMENT 1

### Town of Barnstable Growth Management Department Arts and Culture Implementation Strategy

#### Arts and Culture in Downtown Hyannis

Downtown Hyannis, which includes the state designated HyArts Cultural District, is a concentration of cultural attractions including museums, performing arts space, live/work artist space, studios, and galleries, mixed among unique locally-owned shops and restaurants along historic Hyannis Main Street and around Hyannis Harbor.

Downtown Hyannis is a walkable, cohesive setting that clearly embraces its maritime heritage and showcases its vibrant creative industry producing a strong, authentic “sense of place.” The walkable area is visually unified through streetscape infrastructure including wide sidewalks, street trees, and period replica streetlights, and is supported by amenities such as upgraded public restrooms, free on and off street parking, information kiosks, numerous transportation options such as seasonal trolley, ferry, bus, and the regional airport nearby, and colorful wayfinding signage. The walking trails, Walkway to the Sea and the Kennedy Legacy Trail offer visitors/residents multiple points of entry to explore the history, culture, and natural beauty of Hyannis.

Main Street is the proud home of a variety of locally-owned businesses, supported by “shop local” marketing efforts promoted throughout the Cape and Massachusetts. Many of these businesses sell art, handcrafted items, jewelry and textiles from local, regional and global sources. Mixed among the shops are a wide variety of dining options for all ages and tastes. Main Street hosts a diverse collection of restaurants, including Brazilian, Thai, Indian and Italian cuisine. Many restaurants feature nightly live music, with some offering DJs or dancing for late-night entertainment. Several years ago, the Town worked with restaurants to allow outdoor dining, an addition which has added life to the street. The outdoor dining experience is complemented by live music performances arranged by the Hyannis Business Improvement District.

A variety of art galleries are located along Main Street. Many host special openings throughout the year with artist ‘trunk’ shows, demonstrations and talks. For many years, these galleries have participated in ‘culture crawls’ during the summer and fall months in collaboration with the Town’s downtown arts programs. The featured evenings are an effective way to increase foot traffic by promoting visits to many galleries, museums and restaurants. Visitors are encouraged to stop in local galleries to view art, enjoy live music, and demonstrations and receive discounts at participating restaurants during these ‘art walk’ outings.

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Festivals, restaurants, and shopping continually draw visitors to downtown, but Hyannis is perhaps best known as the place where President John F. Kennedy and the Kennedy family spent their summers. The Kennedy Legacy brings thousands of visitors to Hyannis each summer. The John F. Kennedy Hyannis Museum is located in an historic building on Main Street and features a history of the time the Kennedy family spent on Cape Cod. Visitors also seek out the John F. Kennedy Memorial, which features a stunning view of Lewis Bay and Nantucket Sound and the St. Francis Xavier Church, the Kennedy family’s parish. At the harbor, a number of private boat operators offer trips around Lewis Bay, providing the best opportunity to view the secluded Kennedy Compound in Hyannisport. The Town, working in conjunction with the museum and other community partners, is currently planning an interpretive trail to help guide visitors to these popular attractions.

Downtown Hyannis hosts a variety of major festivals and cultural events that draw thousands of visitors to the Cultural District. The Fourth of July celebration features a parade down Main Street and fireworks over the harbor. In 2011, the annual Father’s Day Car Show brought an estimated 20,000 visitors to Main Street Hyannis. Other popular annual festivals include the Hyannis Village Christmas Stroll and Harbor Lighting/Boat Parade, the Cape Cod Maritime Festival, and the Cape Cod Fine Arts Festival. The ‘Pops by the Sea’ event, organized by the Arts Foundation of Cape Cod, features a performance of the Boston

Pops Esplanade Orchestra, along with a celebrity conductor and Broadway singers, each August on the Town Green.

### Hyannis History

The rich and varied commercial and maritime history of Hyannis is evident. Within the Downtown, Colonial and Greek Revival sea captain homes reflect the village's past maritime industry, small businesses occupy historic commercial storefronts, and Hyannis Harbor stays true to its roots as a working waterfront. The Cultural District is home to a number of museums which attract visitors with a wide variety of interests. The Cape Cod Baseball League Museum and Hall of Fame features baseball history and memorabilia from the world renowned summer baseball league. The Cape Cod Maritime Museum, overlooking Hyannis Harbor, showcases maritime exhibits and collections, including artwork, artifacts, and interactive displays. The museum features educational programs, sailing lessons, boat building classes and sailing trips. The Zion Union Heritage Museum, which highlights the history of African-Americans and Cape Verdeans on the Cape and Islands is an important feature.

### Hyannis Public Improvements

These unique settings and features are visually unified by a series of publicly funded streetscape improvements that not only reflect the maritime heritage but also support a walkable, pedestrian-oriented environment. Most notably, the "Walkway to the Sea" guides visitors from Main Street and to Hyannis Harbor. When implemented this set of linear parks will connect pedestrians to cultural attractions, heritage sites, and entertainment destinations. These features reflect the ongoing civic commitment to the revitalization of downtown Hyannis, which is accompanied by steady investment and support from the business and arts communities. Downtown Hyannis is not only one of Cape Cod's most unique cultural destinations, but is also a compact, livable community enhanced by the growing creative economy.

### Hyannis Economic Development Strategy – Arts and Culture Implementation

The vibrant arts and culture community within Downtown Hyannis is the result of years of committed efforts by community organizations. The Town of Barnstable, the Hyannis Main Street Business Improvement District, the Hyannis Area Chamber of Commerce, and the Cape Cod Art Association dedicate resources to arts and culture programs and initiatives in a process anchored by the Town. Specifically the Growth Management Department Economic Development program funds the Arts and Culture Coordinator position. This position provides the administrative structures and capacity for Downtown Hyannis arts and culture.

The Hyannis Area Chamber of Commerce is the lead organization promoting tourism and business development in downtown Hyannis. The Chamber's participation provides a key link to the business community. The Chamber supports and promotes the interests of small businesses and helps develop strong local networks. The Chamber works to attract, retain and expand businesses to the area and provides small business development services.

The Hyannis Main Street Business Improvement District (BID) was established in 1999 to promote the revitalization of Downtown Hyannis. The Hyannis BID is active in marketing and promotion of its Main Street member businesses and events. The BID is also an important contributor to the maintenance of the district and enhancement of the streetscape. The BID has installed signage and kiosks to help guide visitors, maintains landscape planters and trash containers, and works closely with the Town to ensure the safety and comfort of Hyannis residents and visitors.

The Cape Cod Art Association (CCAA) is a not-for-profit organization that serves its members and the community with variety of fine arts programs and events. The CCAA Photography Center of Cape Cod provides popular programming within the district. They host Photo Walks and Scavenger Hunts along the Walkway to the Sea, in which participants tour Hyannis with a professional photographer who provides guidance on taking great pictures. Along the walk visitors learn about Hyannis, its working waterfront and its history.

Several local and regional arts and cultural organizations located outside of downtown Hyannis provide programming within Downtown Hyannis. The Arts Foundation of Cape Cod's "Passport to the Arts" program encourages visitors to experience a wide variety of arts and culture programs and institutions in Hyannis and beyond. The Passport program is a collaboration of 52 cultural organizations across the Cape that offer discounted admission to venues and events. In Downtown Hyannis, the Arts Foundation's program supports the Cape Cod Maritime Museum, the John F. Kennedy Hyannis Museum and the Zion Union Heritage Museum.

Within Downtown Hyannis several institutional organizations also implement arts and cultural activities. In the center of Main Street, the Sturgis Charter Public School purchased and renovated a 50,000 square foot building in 2005. The school's 400 students in grades 9 through 12 add life and energy to Main Street year-round. The school makes an important ongoing contribution to the community by emphasizing the area's marine heritage and environment in their curriculum. The school houses an arts program within the Pearl Street Arts District, where students work and showcase art in the large windows facing Pearl Street. Students are frequent visitors to the Hyannis Harbor Arts Center for demonstrations and classes and artist-in-residence Sarah Holl supports several student interns at her live/work space on Pearl Street.

The Town's artist shanties along the harbor where artists create and sell their work to an annual audience of approximately 69,000 people, and the Pearl Street studios, which is a complex of detached but unified buildings purchased by the Town and converted into affordable live, work, exhibition, education, and performance space for artists, are two such examples. Of note, over 235 artists have collectively earned \$844,000 since 2005!

There are numerous assets and amenities that enhance and support the arts and culture vision including the waterfront and Hyannis Harbor; a recently established harbor visitor center; strategically placed information kiosks created from recycled wooden boats; several visible and recently upgraded public restrooms located throughout the downtown; colorful and informative wayfinding signage; free or very affordable parking; an attractive streetscape; bicycle accommodations; island ferry service and harbor tours; bus service; a nearby airport; and complimentary seasonal trolley service. In addition, the diverse restaurant, storefront branding and signage along Main Street, Sarah Holl's artwork at The Naked Oyster, the two large-scale metal seagull sculptures in front of Wings, and the award-winning public art installation at Aselton Park, "Buoyed Coasts," also serve to visually define the area as a vibrant, animated downtown. Arts programming also, importantly, provides direct support for artists in a number of ways, such as through paid opportunities for performing artists, sale of artwork, and by commissioning local artists to create wayfinding signage. As one thirty-something artist explained, "I can make a living here as an artist" (M. Kenney).

The Town is pursuing the adaptive reuse of the Armory Building, located within the HyArts District, as a multi-use civic and arts center to transform a vacant, deteriorating building into a creative asset and catalyst for economic activity. As the site where John Fitzgerald Kennedy accepted the Presidency of the United States, the Armory is eligible for listing on the State and National Registers of Historic Places.

#### Implementation Strategy Funding for Downtown Hyannis

Since 2005 the Town of Barnstable has received the highly competitive Massachusetts Cultural Council Adams Arts Program grant funding for the HyArts program. This program encompassing the now state designated HyArts Cultural District has increased cultural tourism and economic development through the unique artist shanty program along the harbor and a robust portfolio of festivals, concerts, culture crawls, open studios, classes, and demonstrations.

Recent, significant investment in streetscape design and improvements including period replica streetlights, planters, street trees, expanded sidewalks, handicapped-accessible curb cuts, and a decorative cobblestone-brick "Walkway to the Sea" path which leads visitors from Main Street to the harbor, contribute to an attractive, pedestrian-friendly, walkable environment. The Town has invested approximately \$3 million dollars in streetscape improvements alone. The Town continues to pursue and fund a strategic infrastructure plan to improve and enhance existing infrastructure and add capacity to

accommodate additional development.

In 2012 the Town Council approved a budget proposal from the Growth Management Department to fund the Economic Development Arts & Culture Coordinator through the general fund. This important economic stimulus position was dependent on grants for salary funding. The current management structure is reasonable and sound. The Arts & Culture Coordinator, a member of Barnstable's Growth Management Department's Economic Development team, is responsible for the overall coordination and administration of arts and culture activities. In partnership with the Hyannis Main Street Business Improvement District, the Hyannis Chamber of Commerce, and the Cape Cod Art Association and with support from numerous participating organizations and businesses, the Town continues to plan, promote, and provide or secure necessary resources.

#### Town of Barnstable Arts and Culture Implementation Strategy Objectives

Note: Several strategies are specifically designed for 501(c) 3 corporations.

➤ *Identify and develop earned income streams to generate reliable revenue for art and culture activities.*

Form a focus group tasked specifically with exploring traditional and also more creative ways to earn income through existing programs and through new, proposed programs and events. For example:

- Ticketed events such as art in the park, arts festivals or clean out your studio events where booth fees are charged and artists retain all monies through sale of artwork.
- Expand the "Art on Loan program to other municipal sites and consider instituting an administration fee for the program.
- Capitalize on the audiences attending HyArts events and programs to generate income through raffles or other methods. Raffles would also collect contact information.
- Explore a ticket sales station for Cape-wide events within Downtown Hyannis which would offer another opportunity to generate administration fees to be used to support arts and culture activities.
- Offer HyArts Cultural District Memberships. Through a flat fee or multi-tiered approach to accommodate businesses, nonprofits, members within the Cultural District, members outside the Cultural District, and/or a sliding fee scale based on size of organization. Members would receive large value marketing benefits in exchange for an annual, renewable membership fee through visibility on HyArts websites with direct links to organizations and business member websites; inclusion in tour brochure/s, e-blasts, flyers, posters, etc.
- Explore ways to produce promotional items for sale such as limited-edition garments, postcards, bags, hats, pins; commissioning watercolor paintings for reproduction or sale; or reproducing historic photographs of Hyannis for sale that might be attractive to Hyannis residents and visitors alike. Explore potential for such items to be sold through the local and regional chambers of commerce, participant organizations and businesses, at the ferries and Hyannis Transportation Center, and at events/festivals/programs.
- Continue to access opportunities that become available through Massachusetts Gateway City and Cultural District designations.

➤ *Research, identify, and secure additional sources of grant funding for cultural district programming and marketing.*

While the potential for major corporate or foundation funding appears limited at present, the National Endowment for the Arts (NEA) offers two programs for which the public art component and possibly phases of the Armory project would be eligible:

- **Our Town** [www.nea.gov/grants/apply/OurTown/index.html](http://www.nea.gov/grants/apply/OurTown/index.html) offers grants, ranging from \$25,000 - \$250,000 "for creative placemaking projects that contribute toward the livability of communities and help transform them into lively, beautiful, and sustainable places with the arts at their core." Predevelopment, design fees, community planning, and installation of public art are eligible under **Our Town** guidelines; however, no NEA or matching funds may be directed to the costs of physical construction or renovation or toward the purchase costs of facilities or land. The most recent deadline was March 1, 2012

- **Art Works** <http://www.nea.gov/grants/apply/ArtistsCommunities.html>. “Supports the creation of art that meets the highest standards of excellence, public engagement with diverse and excellent art, lifelong learning in the arts, and the strengthening of communities through the arts.” Grants generally range from \$10,000 to \$100,000. A community can apply to both Art Works and Our Town as long as each request is for a distinctly different phase of the project, with a different period of support and cost. The most recent deadline was March 8, 2012.
- Explore alliance with or participation by the National Park Service in regards to the Kennedy legacy as it relates to Hyannis in general and specifically to the Museum and the Trail.

➤ *Enhance the Kennedy Legacy Trail.*

As an internationally known historical figure, JFK, and the family legacy have appeal broader than local and regional audiences. Working with the Museum Board and Foundation consider expanding reach, drawing from a national audience and potentially generating regional and national media interest and exposure:

- Market the Trail to tourism groups such as tour bus operators and the duck boat operator.
- Enhance the Trail website with links to other Kennedy sites and with visitor information for Hyannis.
- Examine potential for linking trail to other JFK and Kennedy Family sites through cross marketing and perhaps cross promotions. For example the John F. Kennedy National Historic Site in Brookline that preserves the birthplace of America's 35th president - <http://www.nps.gov/jofi/index.htm>

➤ *Through a not for profit corporation, solicit individual contributions as a way to generate income to support the HyArts Cultural District programs, events, and activities.*

- Request individual gifts via direct mailings or other vehicles as both a fundraising and marketing strategy for either a specific program/event/activity or a series of programs/events/activities, similar to an annual fund campaign.

➤ *Develop a public art implementation strategy for Downtown Hyannis*

- Invite experts in the field of public art to help advise and guide the public art implementation process. For example MassArt's UrbanArts program offers such expertise and a full range of services [http://www.massart.edu/About\\_MassArt/Urban\\_Arts\\_Institute/Services.html](http://www.massart.edu/About_MassArt/Urban_Arts_Institute/Services.html).
- Explore possibilities of involving nationally or even internationally known artists.
- Gather information on best practices in public art, calls to artists, and artist selection from Hyannis' and the Cape's own cultural organizations and artists, MassArt's Urban Arts Institute ([www.massart.edu/about\\_massart/urban\\_arts\\_institute.html](http://www.massart.edu/about_massart/urban_arts_institute.html)), and Americans for the Arts' Public Art Network, <http://www.americansforthearts.org/pdf/networks/pan/PAN%20Best%20Practices%202%2009.pdf> for example.

➤ *Actively promote the state designated HyArts Cultural District and its development opportunities, financial incentives, and tools to developers, businesses, realtors, and artists.*

- The state designation for the HyArts Cultural District offers an opportunity to actively publicize to and engage with local businesses, developers, commercial brokers, and artists to promote the tools, financial incentives, and opportunities available for redevelopment and business location and expansion in the Cultural District. Consider hosting developer/broker breakfasts, artist forums and using local and regional chamber newsletters and the HyArts Cultural District website to broadcast this message.

- *Develop more opportunities for creative economy participants to live and work in Downtown Hyannis.*
  - Identify projects within that can accommodate artist-related creative economy work, live/work or living space.
  - Conduct a survey marketed to the creative economic sector to help to understand the demand for and type of space desired by artists and other creative economy entrepreneurs likely to relocate to the district. This in turn will help identify development opportunities for the Town or private sector developers.
  - Collaborate with cultural organizations and Coastal Community Capital to offer professional development workshops within Downtown Hyannis on starting your own business, best business practices, business planning, promoting and sustaining a business and first-time homeowners classes geared specifically towards artists and creative economy entrepreneurs.
  
- *Develop marketing strategies geared toward audiences who vacation in, or travel through, Hyannis, but who do not necessarily visit downtown, aimed at encouraging them to visit/eat/shop:*
  - Map and develop a gateway strategy for each point of entry into Hyannis and the Cape, including beaches, ferry, highway, Hyannis Transportation Center/RTA, Barnstable Municipal Airport, places where seasonal renters purchase their beach permit stickers and other necessities to promote events, programs and features of the Hyannis HyArts Cultural District.
  - To boost admission to area attractions and participation in the district explore a marketing campaign to encourage visitors in transit through Hyannis to extend their stay.
    - Work with Steamship Authority and RTA to distribute inexpensive coupons to travelers such as "\$1 off admission to Museum X," or "Buy one, get one free appetizer at Restaurant X".
    - Develop a tracking system to determine what participation is yielded by specific gateway or access points.
  - Work with realtors and, if possible, homeowners who rent their homes to engage more potential audience members for Downtown Hyannis arts and culture programming.
    - Host a realtors' breakfast to offer an introduction to Downtown Hyannis arts and culture programs using website, audio-visual presentation and tours.
    - Detail the potential benefits that realtors/homeowners may find from promoting these programs to potential renters/clients.
  
- *Redesign the Hyannis HyArts Cultural District website as a one-stop-shopping website, geared toward a variety of users.*
  - Transform the existing HyArts website into a one-stop-shopping website, designed for a variety of users – artists, businesses, students, visitors, residents, and donors/funders – perhaps with individual links – so that relevant information becomes readily accessible.
    - For example, if an artist wanted to learn about the Hyannis HyArts Cultural District, they would click on an icon entitled, "Artists" which would then take them to information specific to their needs, such as financial incentives for arts and creative businesses or artist live/work space for sale, in addition to standard features such as a calendar of events or map of the District.
    - Additional features should include volunteer opportunities, virtual tours, videos, calls to artists, sponsorship opportunities, blogs, membership opportunities, and links to all Hyannis HyArts Cultural District Member websites.
  
- *Explore resources to assist with branding the Hyannis HyArts Cultural District.*
  - The National Arts Marketing Project of the Americans for the Arts website includes resources related to branding, identifying new audiences, and utilizing free online resources to increase earned income through audience engagement and digital media.  
[http://www.artsusa.org/information\\_services/artsmarketing.asp](http://www.artsusa.org/information_services/artsmarketing.asp)

- *Develop specific, numerical goals to be measured to evaluate Downtown Hyannis Arts and Culture programming.*

Develop numerical goals to correspond to stated objectives to track progress and impact, allowing stakeholders to celebrate successes when targets are hit and to reevaluate strategies when targets are not being met. Measurements that use compelling facts, such as “235 artists have earned \$844,000 in earned income through sale of their work since 2005,” will also help ‘tell and sell the story’ of Downtown Hyannis arts and culture programming to funders/sponsors, artists, businesses, and the media. For example:

- Number of new artist live/work spaces to be developed.
- Number of new creative businesses to be established.
- Number of new programs to be developed.
- Establish a benchmark and metric for new investment projected in the district.
- Number of attendees anticipated for festivals, open studios, etc?

# Request for Interest

Regarding Development of Property at  
116 Vine Street  
Lexington, MA 02420

**March/April 2011**

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## Disclaimer

An expression of interest for participating in a development program is not binding or promissory. Responses will be used for planning purposes in implementing the authority granted to the Leary Property Community Housing Task Force by the Board of Selectmen. In addition, the Task Force may issue further Requests for Interest (RFI) under this authority. Failure to respond to this RFI does not preclude the ability to respond to any future RFIs.

This RFI is issued solely for information and planning purposes; it does not constitute a Request for Proposal (RFP) or any promise to issue an RFP. This RFI does not commit the Task Force or the Town to contract for any supply or service. All costs associated with responding to this RFI will be solely at the interested party's expense.

## ***Purpose***

The Leary Property Community Housing Task Force (the Task Force), charged to recommend to the Board of Selectmen a preferred development program for the site, is seeking interest from any entity or entities interested in identifying a development program, and/or desiring to participate with the Task Force and Town (and possibly others) by financing, constructing, managing, or owning any planned facilities or entering into long-term management agreements on the preferred development.

## ***A Brief Summary of the Property and Process to Date***

The lot in question was part of a larger parcel acquired by the Town in 2009, via the Community Preservation Act. This acquisition carved out a buildable lot, around an existing structure, for the development of community housing, as defined by the CPA legislation.

The first step in the process post-acquisition was to ascertain the status of the existing structure and the costs of rehabilitating it for use as community housing. The results of this study are described in more detail below.

The next step in the process began in late 2010 when the Selectmen created the Leary Property Community Housing Task Force to study and recommend a preferred development program for the site. The Task Force is in the process of conducting a survey to define an existing conditions plan, ascertain the wetlands delineation, and other key site characteristics germane to the eventual development of the site.

## **116 Vine Street Parcel Description**

- Parcel 45B, Assessor's Map 47
- Consists of approximately 30,000 square feet (SF)
- Approximately 170 linear feet (LF) of frontage
- Zoned RO District (30,000 SF, single-family district)
- Existing structure footprint of approximately 900 SF
- Gross floor area of approximately 2,200 SF

The site is generally open, with a wooded perimeter. In addition, there are wetlands, not yet delineated, that appear likely to influence the site planning.

## **116 Vine Street Structure Description**

Based on a structural analysis, public discussion, and subsequent action of the Selectmen, the removal of the dwelling will be part of any development program recommended by the Task Force.

There are several issues related to the structure that respondents may wish to consider:

- The structure is subject to a local demolition delay bylaw
- Likely presence of lead-based paint throughout the building
- Presence of asbestos materials is unknown
- Exact condition and location of an underground cesspool/septic system unknown.

## ***Project Requirements***

Thus far, the Task Force has agreed that the development shall contain no more than six to eight units of housing. All units within the development must be affordable to households earning at or less than 80% of the area's median income so that they may be eligible for inclusion on the Commonwealth's Subsidized Housing Inventory.

These units should be developed in an architectural style that reflects the existing structure, age, and historical use of the area – loosely described as “farmhouse style.” Task Force members expect extreme care in the location of the required parking, i.e., adverse impacts on abutters should be minimized to the maximum extent possible. Other design constraints known at this time include a desire of area residents to preserve the view adjacent to the property and to mitigate existing stormwater runoff to the south.

The Task Force is interested in any and all creative redevelopment proposals, with a particular view to how the proposals may impact the Town, the Vine Street neighborhood, and the immediate neighbors of the parcel in particular.

## ***RFI Submittal Requirements***

Entities submitting a proposed project in response to this RFI should submit a statement of interest (SOI) containing the following information, as appropriate:

- Entity: Name and general description of the entity submitting the SOI.
- Entity Contact Information: Name, mailing address, telephone number, facsimile number, and e-mail address of the entity's primary contact.
- Project Description: Proposed project description, including preliminary cost estimates, schedules, public involvement, etc.; and any other information that would be useful in evaluating the proposal. The entity should also summarize any factors that would positively or negatively affect the entity's, or other participants' efforts to develop the proposed project.
- Participant Roles: The proposed roles that the entity, the Town and any other project participants might play in the development, ownership and operation of the proposed project.
- Public Interest: A brief description of how the project is in the public interest, including, but not limited to, advancing the purposes of the Community Preservation Act.
- Prior Experience: A brief description of the entity's prior experience related to constructing, financing, facilitating, or studying construction of affordable housing.
- Financial capability: Verifiable information demonstrating that the entity is in sound financial condition and has the ability to secure the necessary financing to meet the project's requirements now and in the future.
- Participation of Other Entities: A brief description of any steps the entity has taken to seek interest from other entities in participating in developing the proposed project.
- Other Information: A brief description of any other information that would be useful in evaluating the SOI.

## ***The Request for Information Process***

### **Interested Party Meeting & Parcel Inspection**

Tuesday, April 1, 2011, Town Office Building

4:00 PM

— Question and Answer Session

5:00 PM

— Tour of Parcel Available

### **RFI Response Forms Due Date**

Direct All RFI questions and clarifications to:

Maryann McCall-Taylor, Planning Director

Email: [mmcall@lexingtonma.gov](mailto:mmcall@lexingtonma.gov) (preferred)

Phone: 781-862-0500 x 242

A downloadable pdf version of this RFI is available at:

[www.lexingtonma.gov/planning/116vine.cfm](http://www.lexingtonma.gov/planning/116vine.cfm)

Responses must be postmarked by or delivered no later than 5:00 PM, Tuesday, May 2, 2011 to:

The Leary Property Community Housing Task Force

c/o Ms. Maryann McCall-Taylor

1625 Massachusetts Avenue

Lexington, MA 02420

or to: [planning@lexingtonma.gov](mailto:planning@lexingtonma.gov) (preferred)