

An architectural rendering of a modern building complex at dusk. The central building features a mix of wood paneling and stone accents. In the foreground, a woman is walking on a sidewalk, and two cars are driving on a road. The scene is dimly lit, with streetlights and car headlights visible.

**SALEM CRESCENT LOT
SALEM PLANNING BOARD
09.15.22**

CUBE 3

architecture | interiors | planning

About WinnCompanies & WinnDevelopment

WinnCompanies

- Private, family-owned company that celebrated its 50th anniversary last year.
- Award-winning multifamily property developer and manager
- Active corporate citizen and long term-owner stakeholder in Massachusetts cities and towns

WinnDevelopment

- Core competency is adaptive reuse of historic buildings and mixed-income, multifamily housing
- Specialize in site planning, securing entitlements, community outreach, financing, and oversight of design and construction
- 35+ successful historic adaptive re-use projects, with a strong presence in the New England Area
- In-house environmental sustainability team brings a Green component to all developments



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Experienced Developers of New Construction

Brighton Marine

- New Construction in Brighton, MA
- 100 Units of Mixed-Income Multifamily
- Preference for veteran households
- Completed in 2019
- 2021 MFE Award Winner



201 Canal

- New Construction in Lowell, MA
- Completed in 2021
- 125 Units of Mixed-Income Multifamily
- Extensive amenities including a fitness center, spin studio, and rooftop deck

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Experienced Developers of Historic Buildings



Sterling Lofts

- Adaptive Reuse of historic jewelry and sterling flatware production factory
- 100 Units of Mixed-Income Multifamily
- 55+ Community
- Completed in 2021

Yarnworks

- Adaptive Reuse of former Fitchburg Yarn Company Mill (115 years old)
- 96 Unit, Mixed Income Multifamily
- Completed in 2018
- Three story, 190,000 SF brick mill

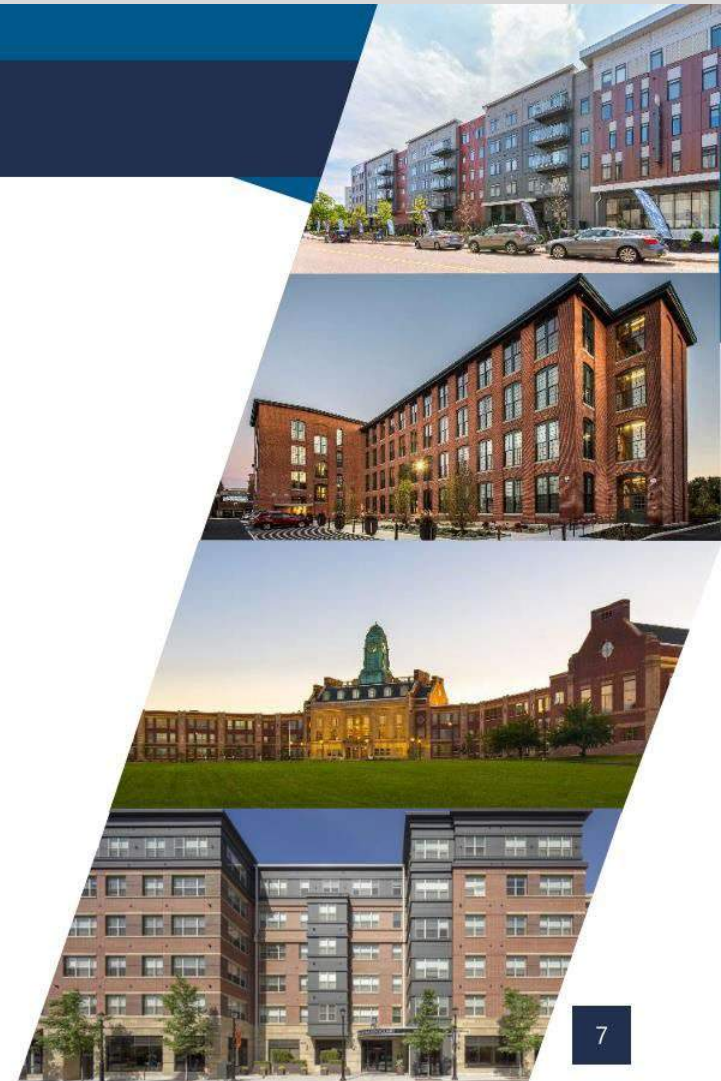


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WinnCompanies' North Shore Presence

- **Pequot Highlands:** Salem
- **Tannery Apartments:** Peabody
- **Cobbet Hill Apartments:** Lynn
- **Michael's Landing:** Lynnfield
- **Heritage House:** Newburyport
- **Bowdoin Apartments:** Malden
- **Quarrystone at Overlook Ridge:** Malden
- **Halstead Malden Square:** Malden
- **Broadway Tower:** Revere
- **525 Beach:** Revere
- **One Beach:** Revere
- **Beach House:** Revere



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Why Salem?

Idyllic Coastal Community

Unique and historic city with a strong sense of identity, community and culture

Housing & Economy

Opportunity to create much needed mixed-income housing driving economic development of northern downtown area

Sustainability/Connectivity

Opportunity for strengthened connection to Downtown Salem and transit while embracing the existing urban fabric

Winn's Sweet Spot

Meaningful adaptive reuse of historic landmarks and exciting new construction

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Mixed Income Housing - A Summary

- We pride ourselves in creating much needed, Mixed Income housing in areas of need
- Mixed Income Housing: Housing that caters to a variety of income levels – from deeply affordable, to workforce and market rate
- Market Rents paired with federal, state and local funds allow for creation of a high-quality community indistinguishable from market rate properties
- All units feature same finishes and features – from deeply affordable to market rate
- Mix of incomes creates healthy intermingling of residents across the spectrum of socioeconomic status
- Income Band Breakdown – Specific to Crescent Lot Project
 - 30% AMI – Deeply affordable
 - 30-60% AMI – Affordable
 - 80-120% AMI – Workforce
 - Comparable Market Rent – Market Rate



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Who Will Live at the Crescent Lot?



Workforce Tier

HH: Salem Policeman, Nurse at
MGH, and Daughter
Unit Size: 2BR
Combined Income: \$130,000/year



Affordable Tier

HH: First Year Sixth-Grade Teacher in
Danvers
Unit Size: Studio
Combined Income: \$57,000/year



Deeply Affordable Tier

HH: Full-time waitress in Revere
and Son
Unit Size: 1BR
Income: \$37,000/year

We are excited to provide much-needed housing for people across a spectrum of incomes, occupations, and family sizes at a transit-oriented site in an incredible City.

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- November 10, 2020 – SRA selects Winn Development as the preferred development team
- February 12, 2021 – Design Working Session
- February 25, 2021 – Design Working Session #2
- March 15, 2021 – Design Working Session #3
- May 5, 2021 – Joint City Council and SRA Meeting
- May 21, 2021 – Historic Salem, Inc. Meeting #1
- July 12, 2021 – Community Meeting #1
- July 14, 2021 – SRA Schematic Design Hearing
- July 28, 2021 – Design Review Board Hearing #1
- August 3, 2021 – Federal St. Neighborhood Group Meeting #1
- August 18, 2021 – Historic Commission Meeting
- August 25, 2021 – Northfields Neighborhood Group Meeting
- August 25, 2021 – Design Review Board Hearing 2
- September 22, 2021 – Design Review Board Hearing 3
- September 27, 2021 – Historic Salem Meeting
- September 29, 2021 – DRB Special Meeting
- October 13, 2021 – SRA Schematic Design Hearing #2
- March 21, 2022 – Department Head One-Stop Meeting
- May 4, 2022 – City Staff Meeting
- May 5, 2022 – Planning Board Submission
- May 9, 2022 – City Councilor Staff Meeting
- May 25, 2022 – City Staff Meeting

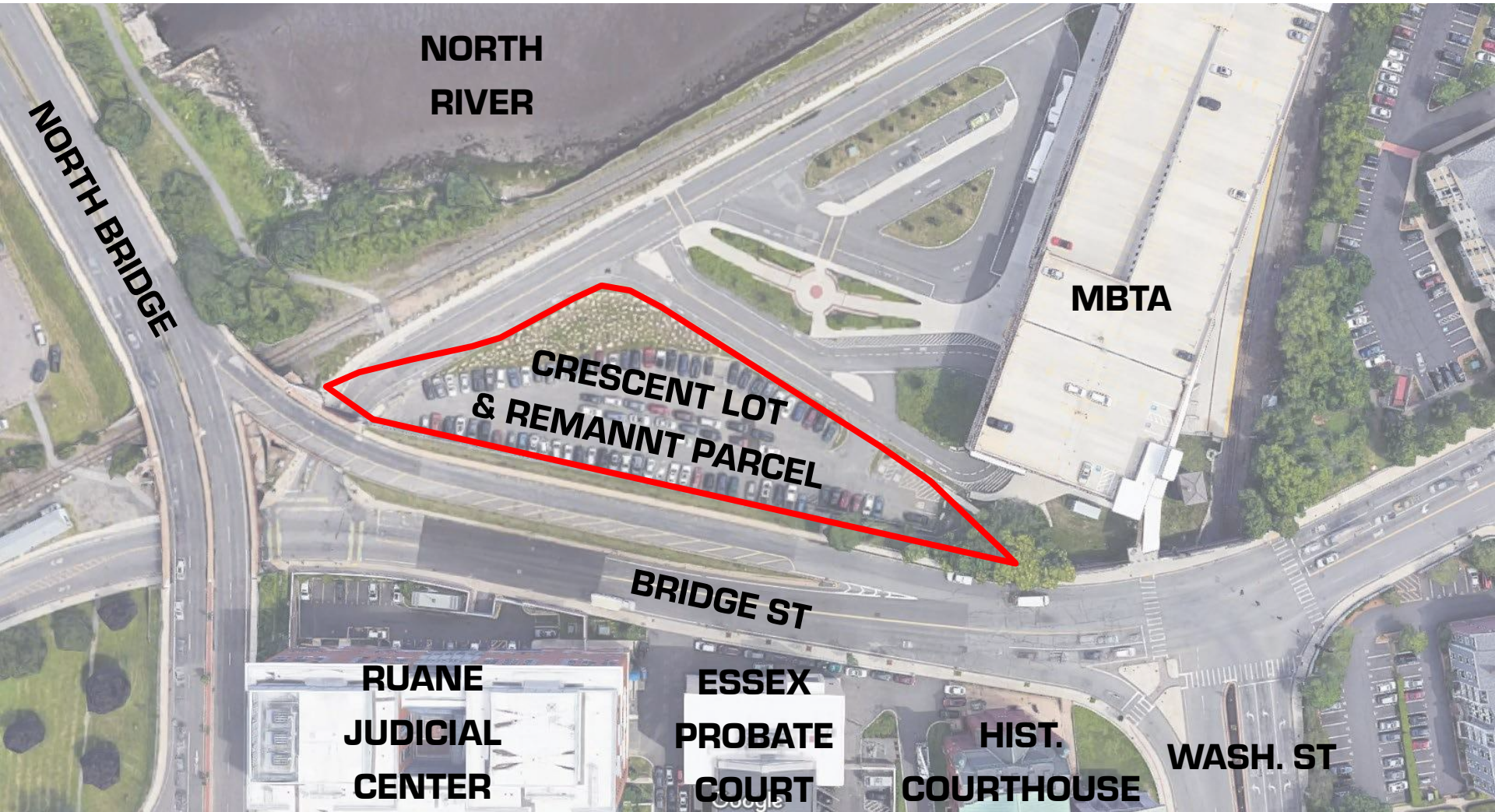
- June 08, 2022 – SRA Final Design Review – Referred to DRB for Design Consultation
- June 22, 2022 – DRB Consultation
- July 27, 2022 – DRB Consultation #2

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SITE INTRO/PLANNING

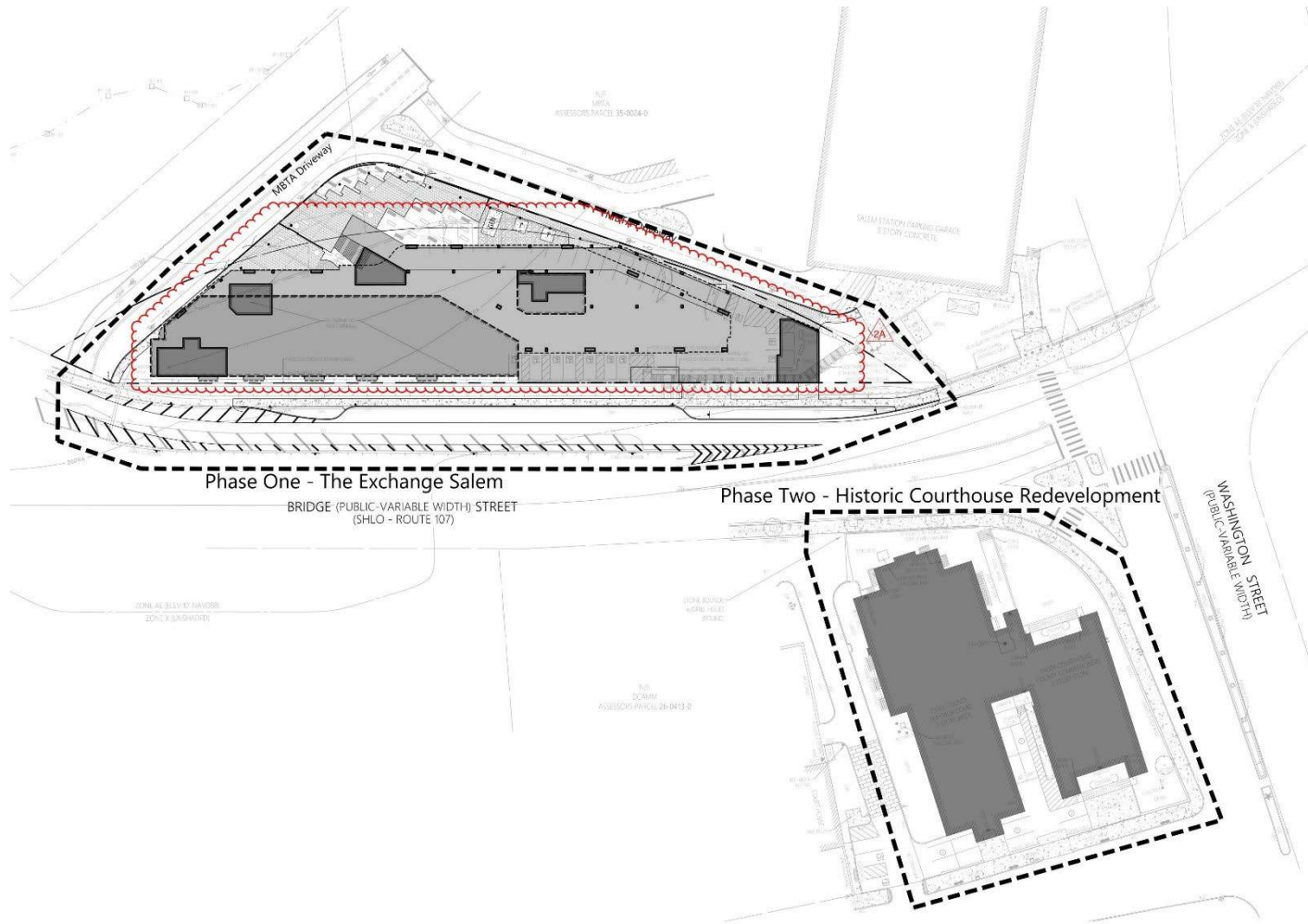
SITE CONTEXT



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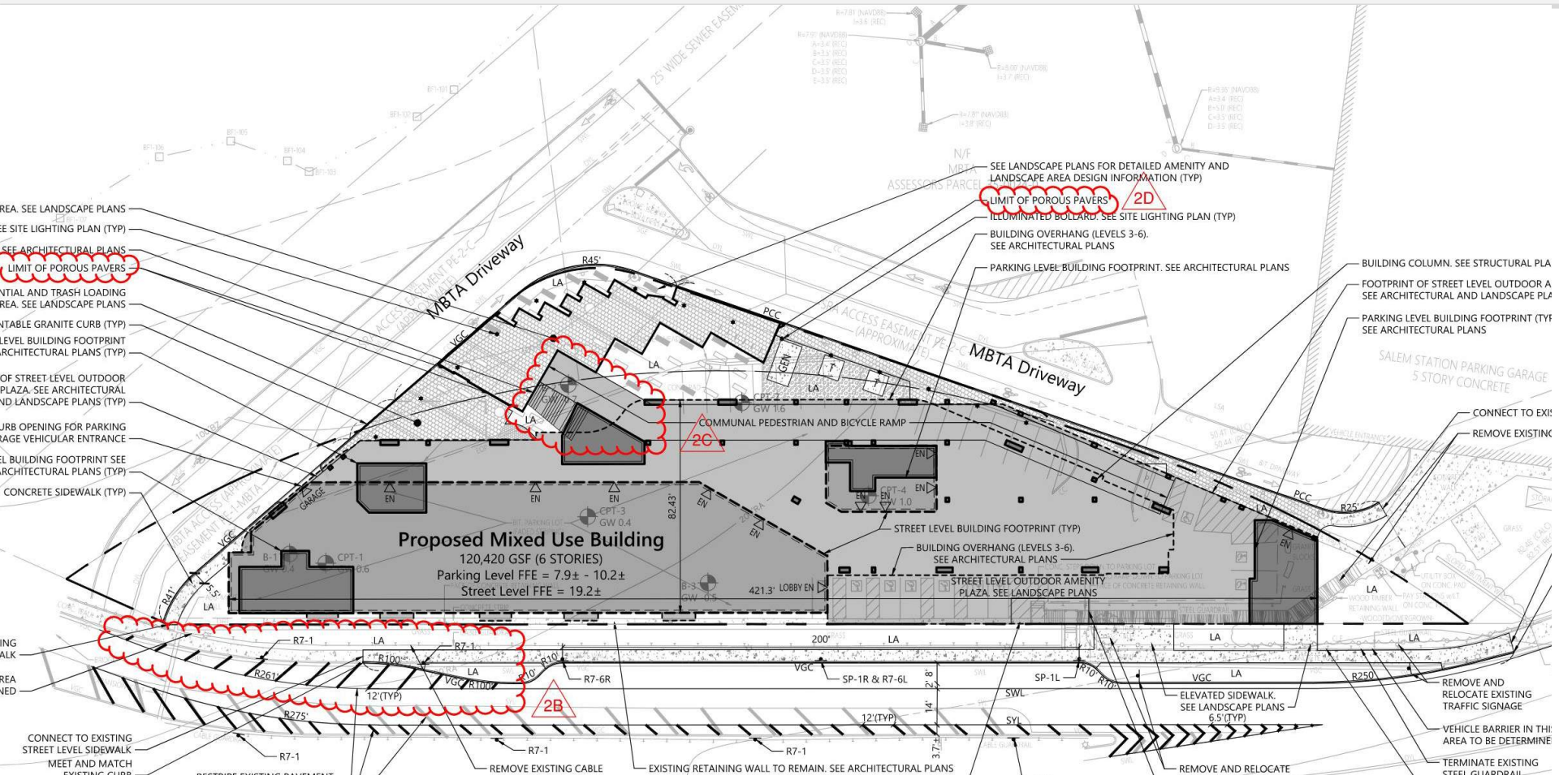
OVERALL SITE PLAN



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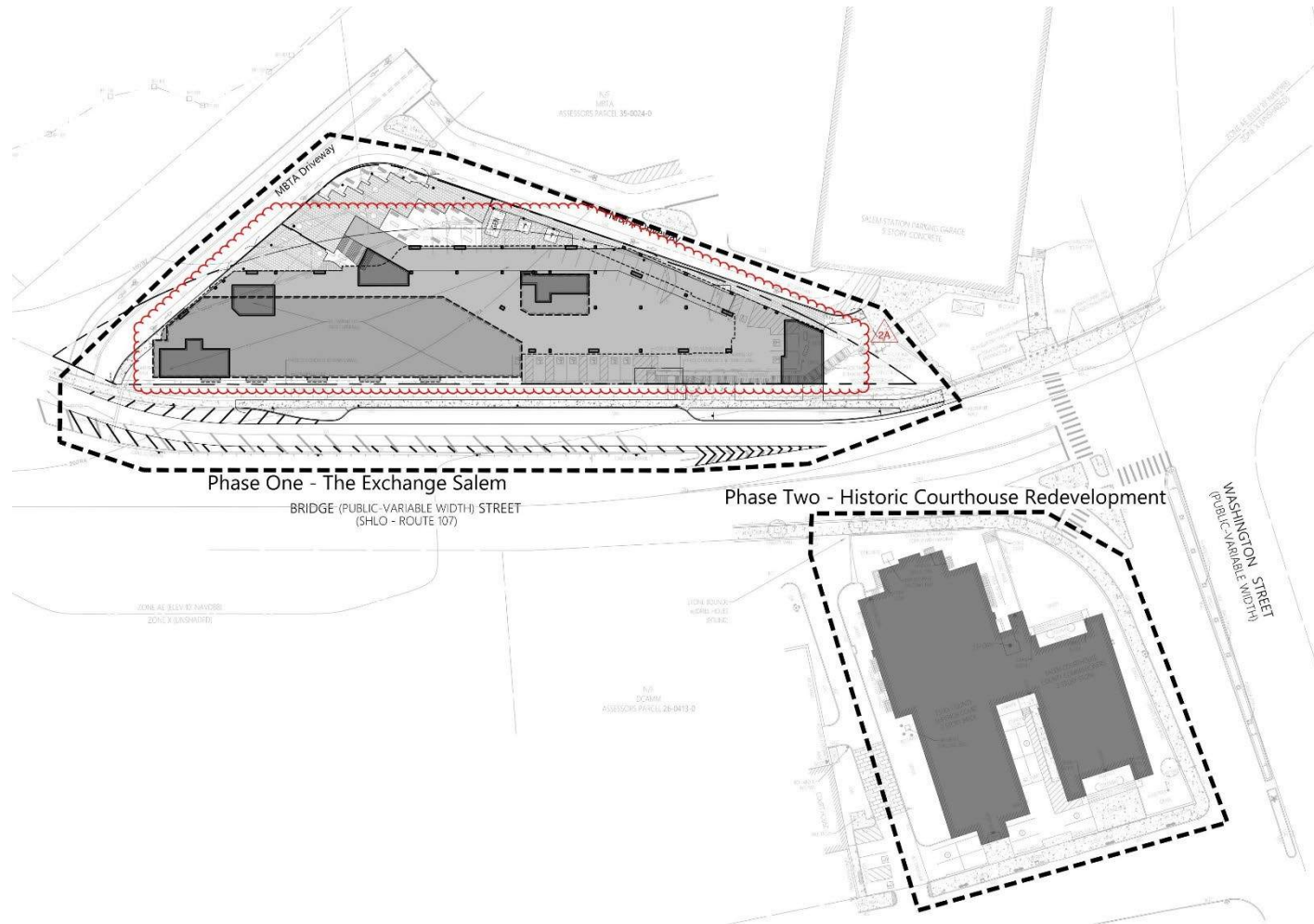
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LAYOUT AND MATERIALS PLAN



PUBLIC REALM/LANDSCAPE

OVERALL SITE PLAN



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BUILDING DESIGN APPROACH – CONNECTION



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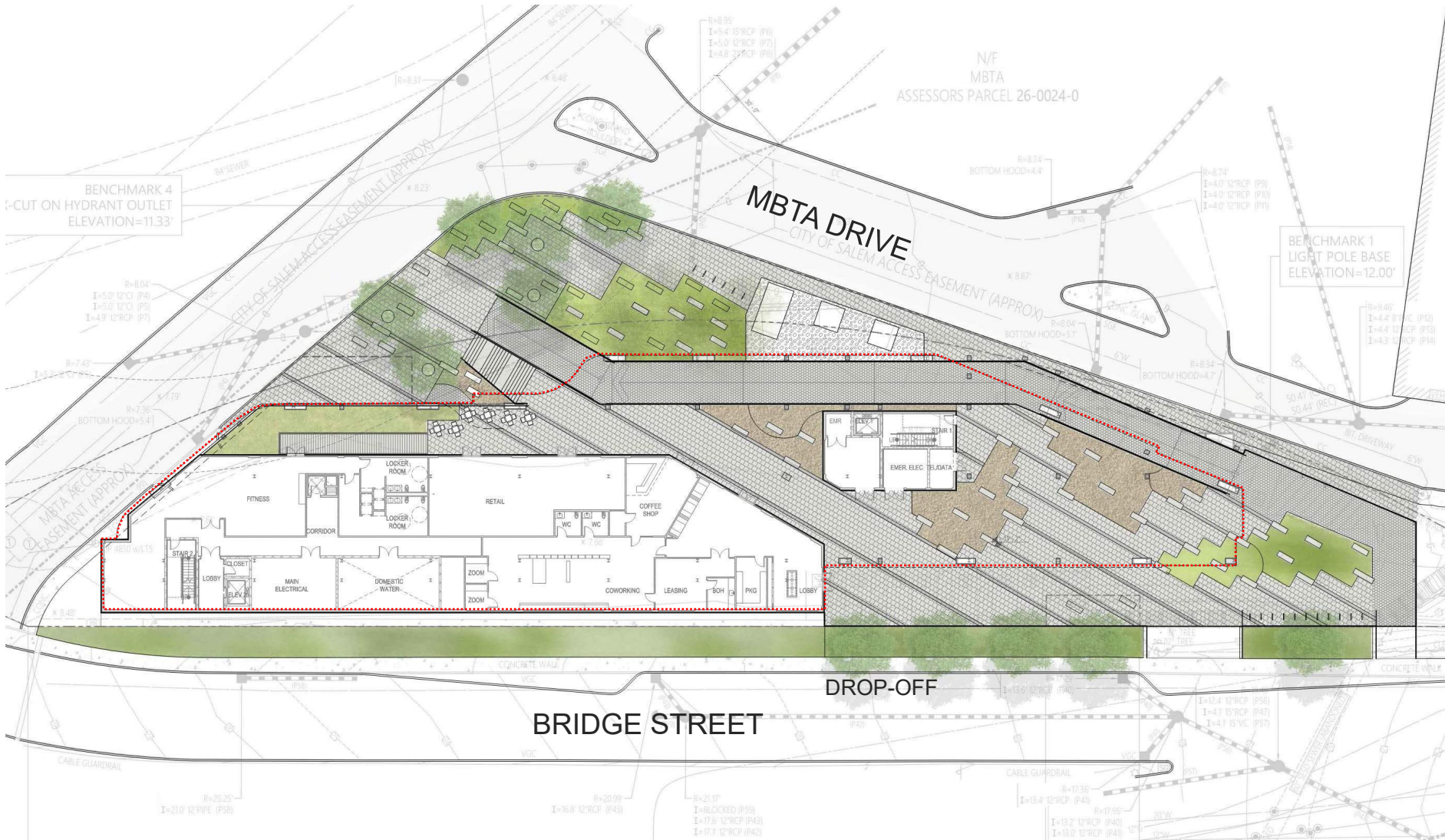
BUILDING DESIGN APPROACH – CONNECTION



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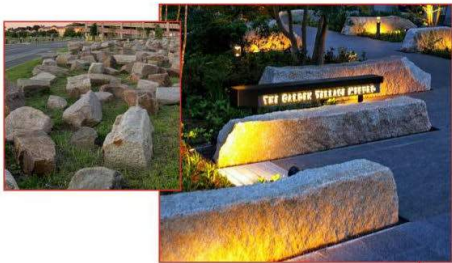
PUBLIC REALM ILLUSTRATIVE SITE PLAN



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PUBLIC REALM ILLUSTRATIVE SITE PLAN



RECLAIMED GRANITE INTEGRATION



STAIR



LOWER PLAZA



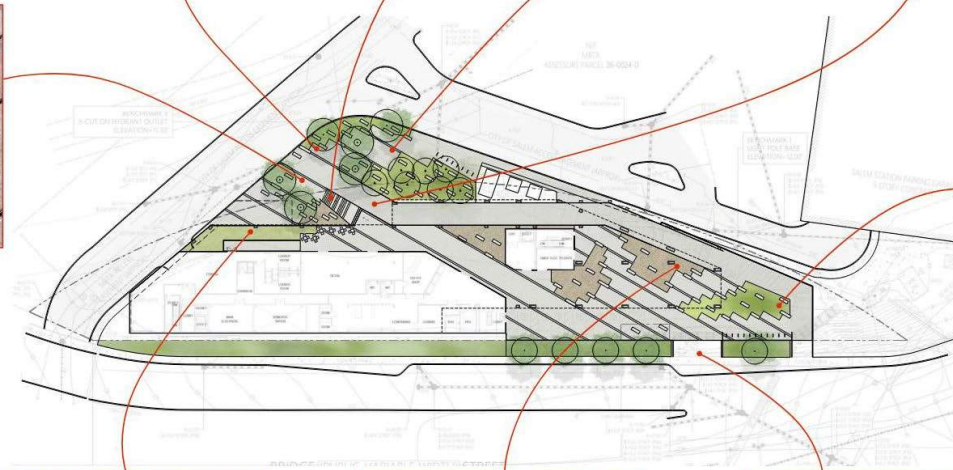
FOOT + BIKE RAMP



PERMEABLE PAVING



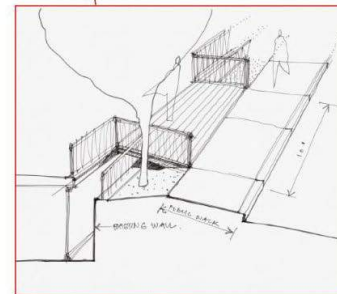
LAWNED LOUNGE PORCH



GRASSES



RIVER STONE + PLANTING



CANTILEVERED SIDEWALK

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ARCHITECTURE

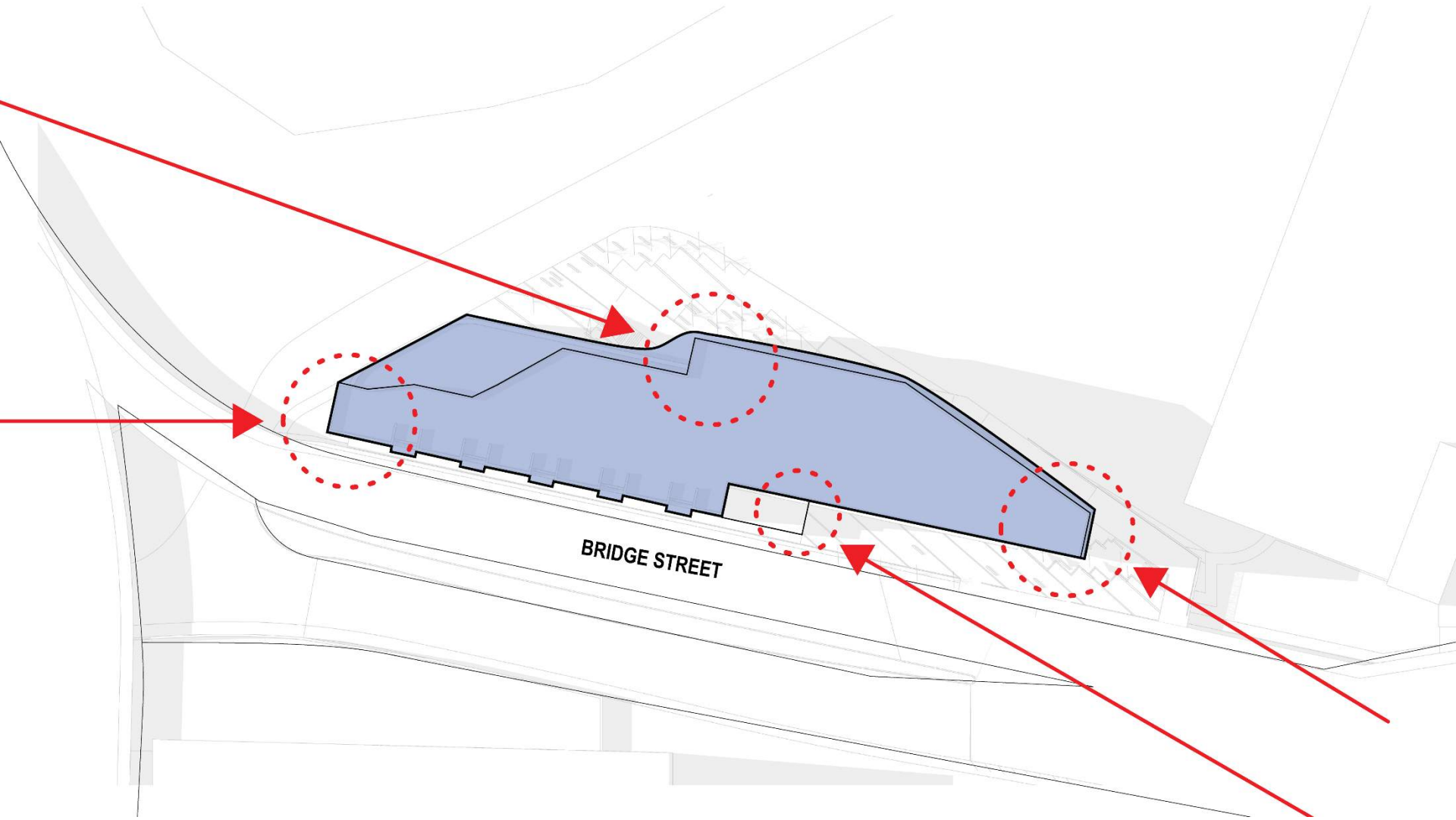
DESIGN GOALS

- Enhance the waterfront experience and visual connections to the water
- Strongly defined and accessible public spaces that enhance the city experience and strengthen the public realm.
- Reinforce pedestrian connections to the MBTA station.
- Bold architecture that recognizes frontage in all directions, welcomes the public, and creates meaningful street edges.

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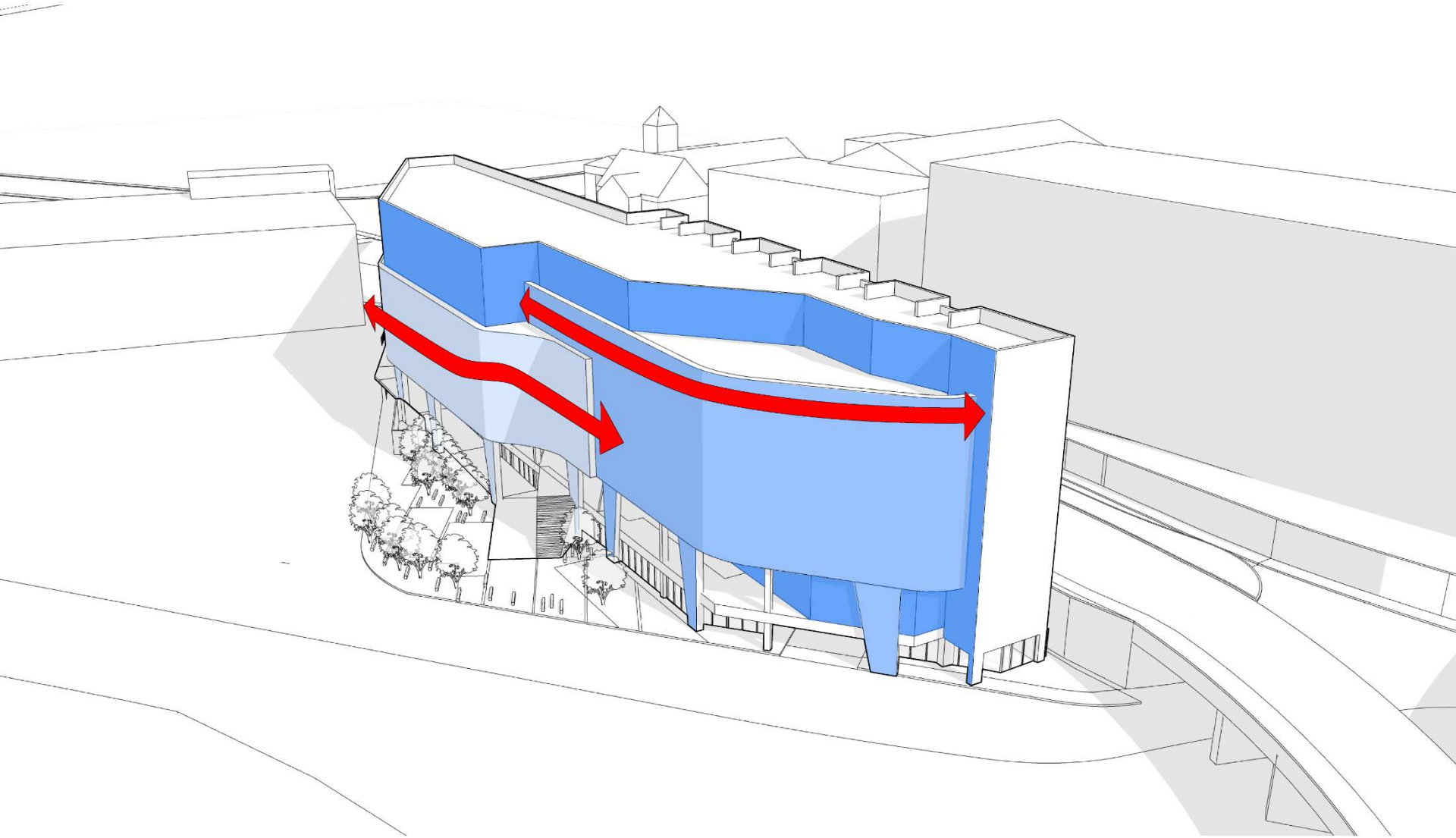
BUILDING DESIGN APPROACH – KEY VIEWPOINTS



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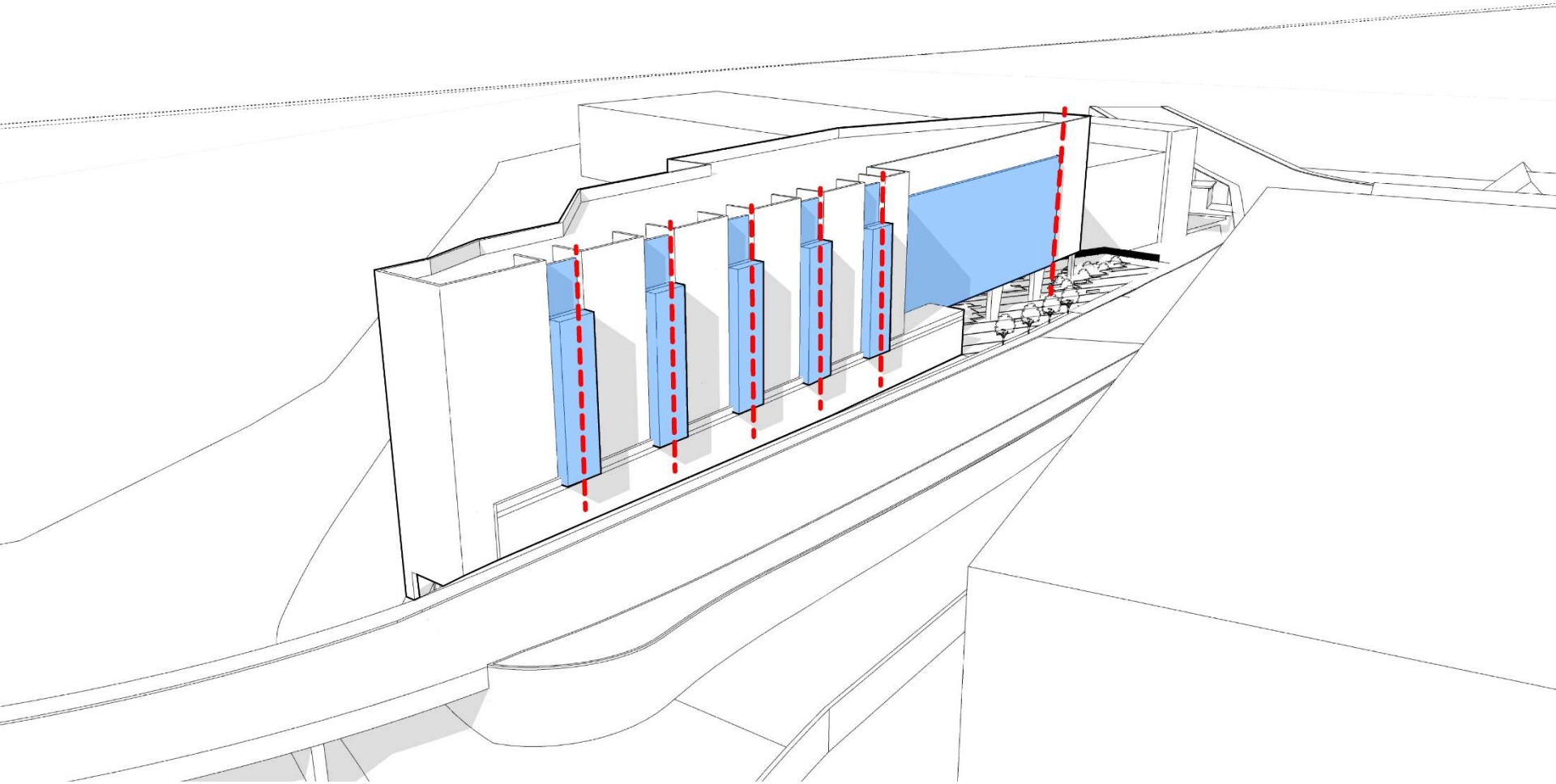
BUILDING DESIGN APPROACH - LAYERING



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BUILDING DESIGN APPROACH – BUILD STREET EDGE



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WASH. ST INTERSECTION VIEW LOOKING NW



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VIEW FROM NORTH BRIDGE LOOKING TOWARD BRIDGE ST



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NORTH BRIDGE VIEW LOOKING EAST



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NORTH RIVER VIEW LOOKING SOUTHEAST



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NORTH RIVER VIEW LOOKING SOUTHWEST



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An architectural rendering of a modern building complex at dusk. The central building features a curved facade with horizontal wood slats and a taller section with a grey stone-like facade and large windows. A woman is walking on a sidewalk in the foreground, and two cars are driving on a road to the right. The sky is a deep twilight blue.

THANK YOU

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