



200 – 400 Quannapowitt Parkway

Zoning Board of Appeals

July 14, 2021



MEETING AGENDA

INTRODUCTION Brian McGrail, *Law Offices of Brian D. McGrail*

DOWNTOWN SHUTTLE Melissa Zampitella, *TransAction Associates*

PROMOTING DOWNTOWN WAKEFIELD Allie Sullivan, *Cabot, Cabot & Forbes*

CONCLUSION Brian McGrail

- Future scheduling of meetings

- Project is proposing a shuttle system connecting 200-400 Quannapowitt to Downtown and MBTA Commuter Rail Station
- Opportunity for other projects, buildings, and areas to be connected in the future
- Project is proposing to hire a consultant to conduct a shuttle study to assess routes + schedule



CC&F/TransAction Brighton Shuttle

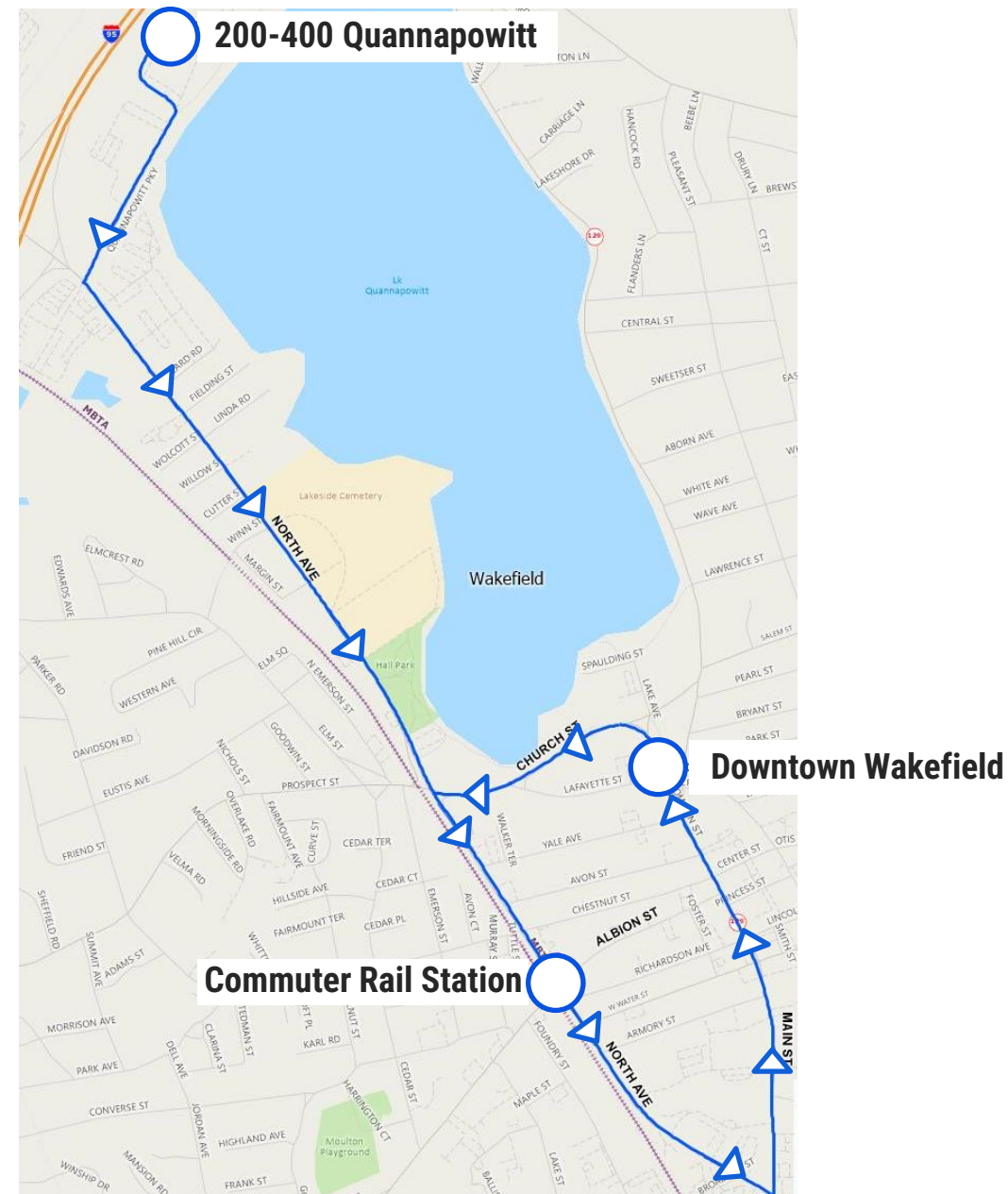


CC&F/TransAction Alewife Shuttle

Shuttle to prioritize connecting Project with Downtown and Wakefield Commuter Rail Station

Concept Route Schedule

<u>Stop</u>	<u>Time</u>
200-400 Quannapowitt	00:00
Commuter Rail Station	00:06
Downtown Wakefield	00:12
200-400 Quannapowitt	00:20



- Downtown businesses exclusive opportunity to advertise on-site
 - Common area screens
 - On-site kiosks
 - Hand-outs/flyers
 - Resident bike-share advertising



- Establishing preferred partnerships with Downtown businesses with Resident Perk Cards creating long-lasting, repeat customers

Example Business Partner

Restaurant

Fitness Classes

Full-Service Gym

Clothing Store

Dry Cleaning/Tailoring

Example Perks

15% off breakfast or lunch order for residents

5% discount on class packages for residents

Discount on personal training for residents

Seasonal special for residents

Pick up/drop off services to Project



- Provide residents with move-in gifts, such as coupons and discounts, that promote first foot-in-the-door at Downtown businesses

Example Business Partner

Restaurant

Fitness Classes

Full-Service Gym

Clothing Store

Dry Cleaning/Tailoring

Example Move-In Gifts

\$25 gift card to restaurant

Free first class

50% off first month of membership

\$25 gift card to store

15% off first dry clean

