

Max Guerrero  
President Mace Contracting Inc.,

Date: 9/13/2024

60 Island St  
Suite 108,  
Lawrence MA 01840

PH: (617) 777-2908

email: maxguerrero97@yahoo.com

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**Octavien Spanner**

Secretary/Executive Director  
Lawrence Redevelopment Authority  
255 Essex Street  
Lawrence, MA 01840  
[lra@cityoflawrence.com](mailto:lra@cityoflawrence.com)

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**Subject:** Proposal for Essex St Parking Lot. Mixed-Use Development: 25 Commercial and 50 Residential Units with Parking.

Dear Mr. Spanner,

I am writing to express my strong interest in the opportunity to develop the mixed-use property outlined in the Request for Proposals (RFP) issued by the Lawrence Redevelopment Authority. On behalf of [Your Company Name], we are excited to submit a proposal for the development of a site featuring 25 commercial units and 50 residential units, aimed at addressing the housing crisis and contributing to the economic revitalization of Lawrence, MA.

Our proposal aligns closely with the key goals outlined by the LRA, including promoting **Equitable Compact and Transit-Oriented Development (ECTOD)** and the broader objectives of the Lawrence Economic Prosperity Plan. We believe this development will provide significant benefits to the local community by creating much-needed affordable housing, fostering job creation, and encouraging local businesses.

As a firm with over 10 years' experience in urban redevelopment, we bring a wealth of expertise in executing complex projects that balance financial feasibility, environmental sustainability, and community inclusivity. Our development approach for this project integrates high-quality architectural design, sustainable building practices, and inclusive growth to enhance both the economic and social fabric of Lawrence.

In the enclosed proposal, you will find the following key components:

- **Detailed Site and Development Plans:** Including architectural concepts, sustainability initiatives, and landscape design. More detailed plans will be submitted later.
- **Financial Plan:** We are planning a budget of \$10 to \$12 Million dollars, most of it will be funded and a construction loan with Enterprise bank is in the works. We'll provide later the pro forma financial statements, and project budget.
- **Community Benefits:** Our strategy for providing affordable housing units, promoting local hiring, and fostering small business growth.
- **Attachments:**
  1. Cover letter
  2. PowerPoint presentation (Plans and design)

We look forward to the opportunity to collaborate with the LRA to bring this vision to life and are confident that this project will serve as a catalyst for positive transformation in Lawrence. Thank you for your consideration of our proposal, and we welcome the opportunity to discuss our submission further.

Sincerely,

*Max Guerrero*

Max Guerrero

President

Mace Contracting Inc.





# DEVELOPMENT PLAN FOR ESSEX ST

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MAP 106; LOTS 12,13,14



# PROJECT GOALS

- ❖ **Revitalize Downtown:** Attract new businesses, residents, and visitors to the downtown core to stimulate economic growth and revitalization.
- ❖ **Enhance Urban Environment:** Improve the urban environment through high-quality architectural design, sustainable development practices, and the creation of attractive public spaces.
- ❖ **Promote Mixed-Use Development:** Encourage mixed-use projects that integrate residential, commercial, retail, and public amenities to create a dynamic and vibrant urban community.
- ❖ **Increase Housing:** Provide a range of housing options, including affordable units, to meet the community's diverse needs and support inclusive growth.
- ❖ **Support Economic and Social Goals:** Align with the city's broader economic and social objectives, including job creation, increased tax revenues, and improved quality of life for residents.



# PROJECT OVERVIEW

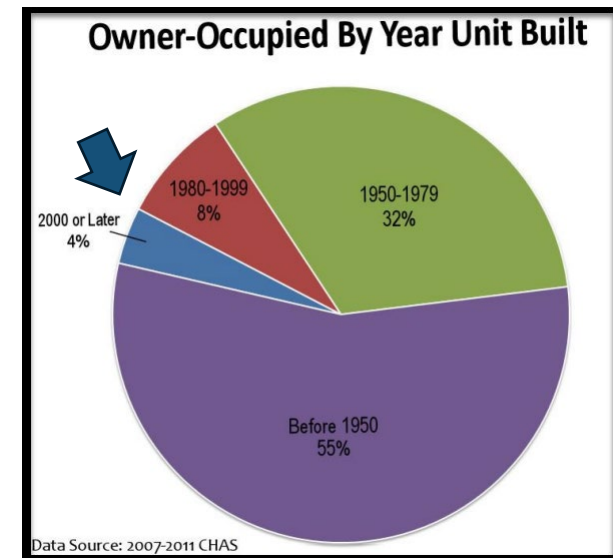
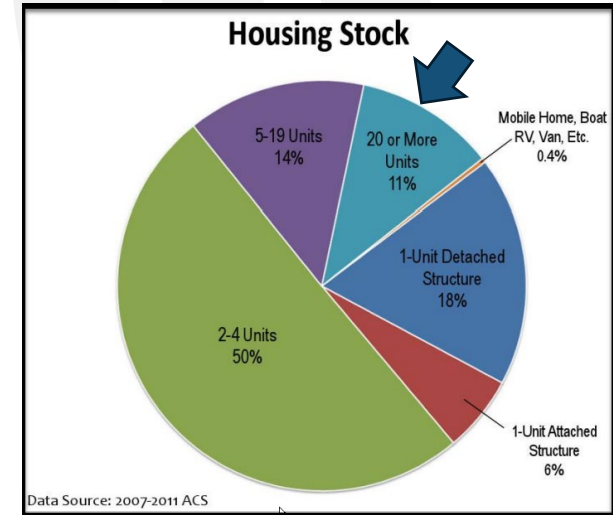
- ❖ **Mixed-Use Development:** This project integrates **50** residential, **25** commercial, retail, and public amenities to create a dynamic and vibrant urban community while **retaining as many as parking spots** as possible .
- ❖ **Increase Housing:** Provide housing options, **focusing on the First Time Home Buyers.** By making sure the Buyers and the HOA qualifies for the FHA loans. We intend to sell to homeowners and create a healthy HOA fund by working with the local housing authorities and agencies supporting the Lawrence city to meet the community's diverse needs and support inclusive growth.
- ❖ **Support Economic and Social Goals:** Align with the city's broader economic and social objectives, including job creation, increased tax revenues, and improved quality of life for residents. By **employing majority local suppliers and vendors. Promote Leasing of the commercial properties to the City of Lawrence and State agencies and Non-Profits.**



# HOUSING MARKET ANALYSIS

Property Type	Number	Percentage
1-unit detached structure	5,359	18%
1-unit, attached structure	1,866	6%
2-4 units	14,643	50%
5-19 units	4,061	14%
<b>20 or more units</b>	<b>3,092</b>	<b>11%</b>
Mobile Home, boat, RV, van, etc.	102	0%
<b>TOTAL</b>	<b>29,123</b>	<b>100%</b>

Data Source: 2007-2011 ACS



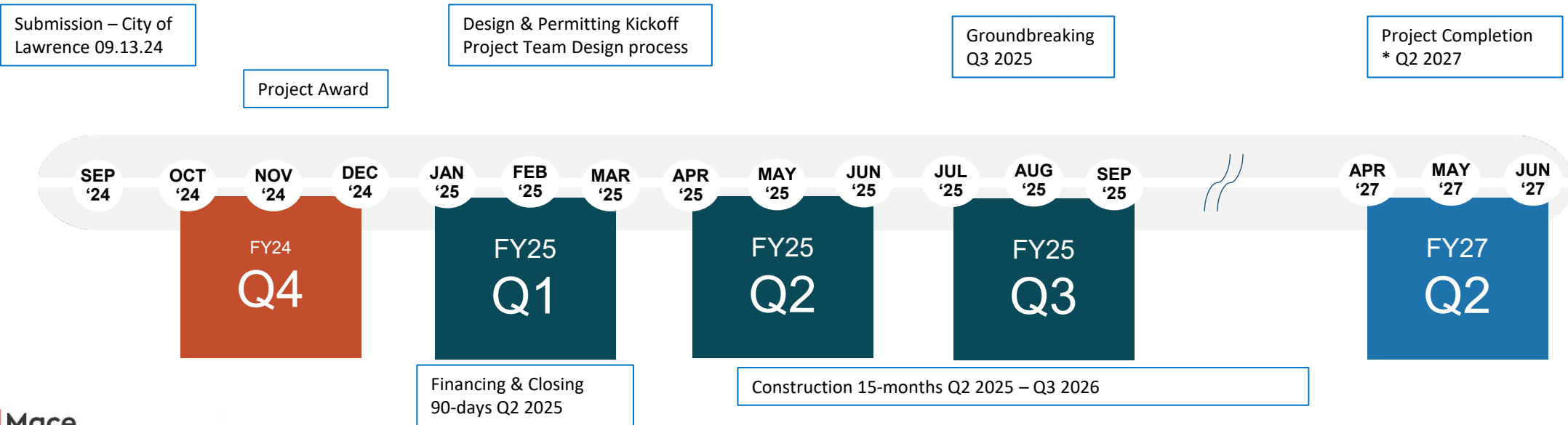
# PROJECT TIMELINE & NEXT STEPS

## Project Timeline:

- ❖ Initial Planning and Approvals: Q1 to Q3 2025
- ❖ Construction Start: Q3 2025
- ❖ Project Completion: June/July 2027

## Next Steps:

- ❖ City approval and stakeholder engagement.
- ❖ Public consultation and input from local residents.
- ❖ Groundbreaking.



# COMMUNITY BENEFITS



## BENEFITS FOR LAWRENCE RESIDENTS

### Housing:

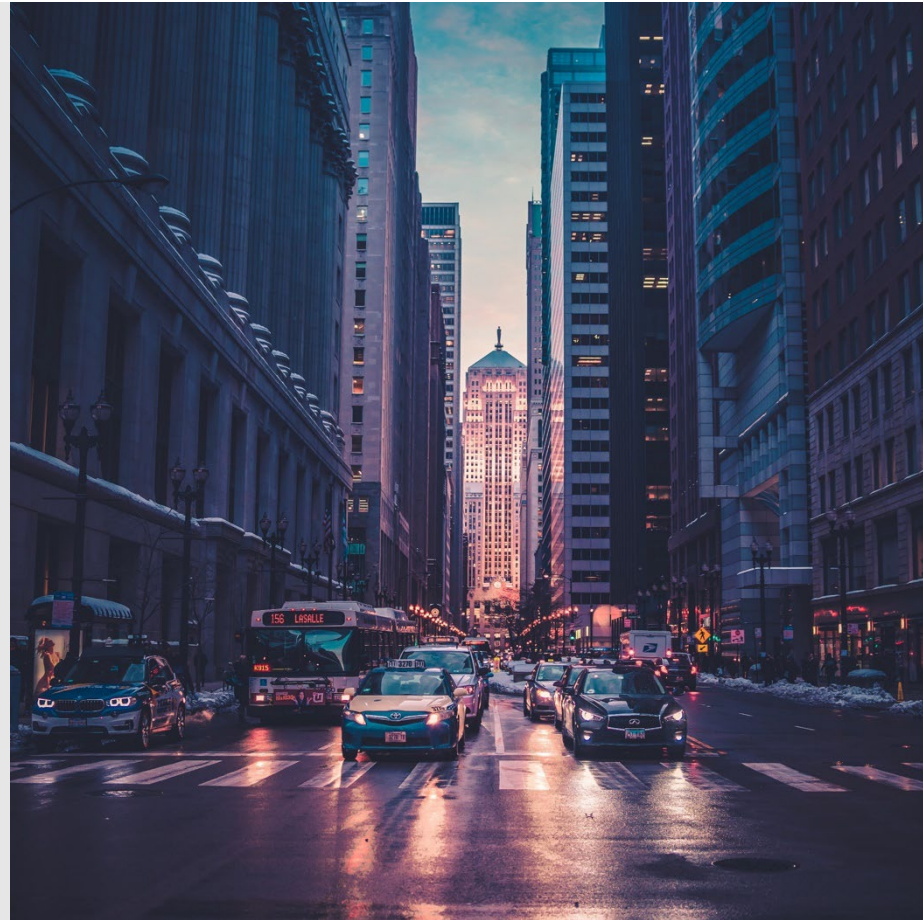
- ❖ Increased availability of affordable housing units.
- ❖ Diverse housing options for singles, families, and seniors.

### Job Creation:

- ❖ Construction phase: New jobs in construction, design, and engineering.
- ❖ Post-construction: Jobs in retail, hospitality, and office spaces.

### Community Growth:

- ❖ Mixed-use development encourages local spending.
- ❖ Strengthening local identity through small business support.



## BENEFITS FOR LAWRENCE

### Revenue Generation:

- ❖ Commercial property taxes, business permits, and residential property taxes.
- ❖ Economic activity from local businesses contributing to city revenue.

### Return on Investment (ROI):

- ❖ Enhanced local services and infrastructure funded through increased tax revenue.
- ❖ Long-term sustainability through increased economic activity.

# TEAM

## MAX GUERRERO

President Mace Contracting, philanthropist and is very closely associated with the community in Lawrence, MA. Employes most of the suppliers and contractors from the city of Lawrence, Ma creating employment and revenue for the city.

## ARLENNY GUTIERREZ

Investor and Partner Mace Contracting Inc. on this project.

## SATYA SUNDARANEEDI

Advisor and Program Manager works for the Department of Transportation and is on the Board of Condo associations and works with Non-Profit organizations

# MACE CONTRACTING INC.

## ABOUT US



Mace Contracting INC, founded in 2016, is a reputable and fully accredited construction firm. In Massachusetts, we offer a variety of high-quality building solutions for the residential, commercial, public, and institutionalized markets. The most important aspect of our business is not what we do, but how we do it. We take pride in our professionalism and stand behind our construction and environmental remediation work while supporting local businesses.

We are determined to complete turnkey projects by providing a safe and rewarding work environment for all companies associated with our organization.

MACE has a competitive edge over most of our industry peers for we have sought ways to offer clients affordable pricing without compromising performance. We can capitalize our business relationships and negotiate viable concessions with outsourced contractors. We ensure that our services are consistent in the quality of work performed, impeccable and on schedule.

Completed over 200 construction related jobs throughout Massachusetts serving residential and commercial markets. Some of our recurring clients include municipal housing authorities in Worcester, Lawrence, Lowell, Methuen, Dracut, Arlington, Chelsea, Wilmington, Quincy and much more.



## APPROPRIATE AND UNIQUENESS

# MACE CONTRACTING INC.

## LOCAL CONTRACTORS



- J Construction & Modern Design Inc.  
477 Howard st, Lawrence, MA
- Mlnieves LLC  
324 Walnut st, Lawrence, MA
- Atoro HVAC Inc  
60 Island St, Lawrence, MA
- Central Mass Insulation Company LLC  
56 Smith st, Unit 1, Lawrence, MA
- Gabriel Diaz Electrical Inc.  
111 Shawsheen Rd, Lawrence, MA

## MACE has local projects in Lawrence at the following job sites:

- Mixed-Use at 90-94 Essex St, Lawrence.  
Project Budget: \$3,200,000
- Mixed-Use at 98-100 Essex St, Lawrence  
Project Budget: \$2,425,000
- Mixed-Use at 540 Essex St, Lawrence  
Project Budget: \$4,500,000
- Mixed-Use at 233 Winter St, Lawrence  
Project Budget: \$4,500,000



## LOCAL JOBS IN LAWRENCE

# REQUIRED DOCUMENTATION

- ❖ The licenses will be provided
  - ❖ Home Improvement Contractor
  - ❖ Construction Supervisor
- ❖ Financial information
  - ❖ Enterprise Bank will be our bank, and more information will be provided later.
- ❖ Support Economic and Social Goals: Align with the city's broader economic and social objectives, including job creation, increased tax revenues, and improved quality of life for residents. By **employing majority local suppliers and vendors. Promote Leasing of the commercial properties to the City of Lawrence and State agencies and Non-Profits.**



# FINAL THOUGHTS

- ❖ This project addresses critical housing needs while boosting the local economy.
- ❖ Primarily focusing on the FHA program.
- ❖ It aligns with Lawrence's long-term goals of growth, sustainability, and community development.
- ❖ We look forward to working together to make this project a reality for Lawrence.





# THANK YOU

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MAXGUERRERO97@YAHOO.COM



[HTTPS://WWW.MACECONTRACT.COM/](https://www.macecontract.com/)

This is Preliminary Drawing,  
This Drawings Is Not For Construction



FRONT ELEVATION

50 RESIDENTIAL UNIT

25 OFFICE SPACE

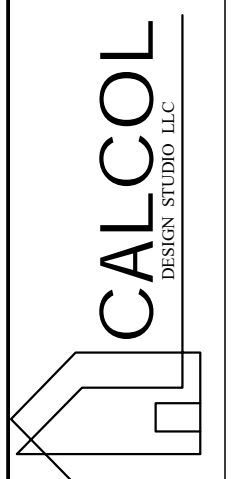
PARKING SPACE

A-100.00

SCALE: 1/4" = 1'-0"  
DATE: 09-09-2024

PROPOSED MIX-USED BUILDING  
ADDRESS: 205 - 223 ESSEX ST., LAWRENCE, MA 01840  
DESIGNED BY: MAYKY SANCHEZ

13 LOWELL TERRACE, LAWRENCE, MA 01841  
E-MAIL: [mayky@calcol.com](mailto:mayky@calcol.com)  
This design is the intellectual property of Calcol Design Studio. It cannot be used or altered without the authorization of the author.



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This Drawings Is Not For Construction



VIEW A

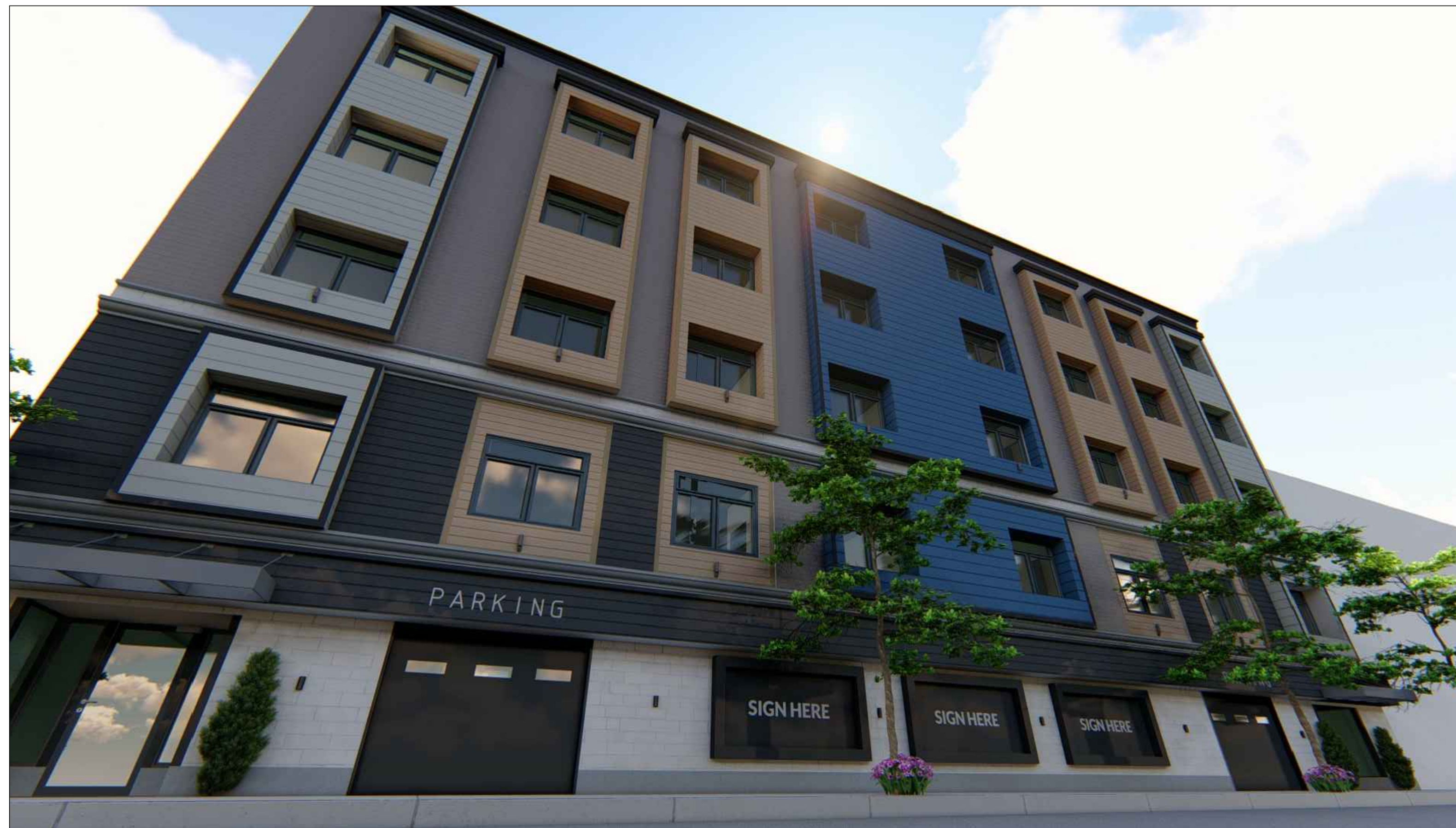


VIEW B

This is Preliminary Drawing,  
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VIEW C



VIEW D