



September 13, 2024
Lawrence Redevelopment Authority
To: Octavien Spanner
Senior Advisor to the Mayor
LRA Secretary/Executive Director
Subject: Redevelopment Proposals

Dear Octavien,

We are thrilled to submit our design proposal for the redevelopment of the lots located at 139 Common St (Map 106 Lot 74), 129-135 Common St (Map 106 Lot 75), Common St (Map 106 Lot 76) and 115 Common St (Map 106 Lot 77) into a 5 story 32 unit multi-family condominium.

Over 20 years ago, my brother, Juan Yopez, and I saw the potential that existed in Lawrence. Not only in the buildings, but in the people that lived and worked in the city. We decided to invest in both. In 2003, we moved the headquarters of our sustainable logistics company, Mainstream Global, to Lawrence and began hiring people locally. Soon after that, we purchased our first property, 25 Marston Street, which today is known as the Marston Medical Center.

We began Mainstream Global in 2000 with the belief that a small company can make a difference. Our experience as small business owners informs how we approach projects, working closely with our community partners and vendors to deliver results on time and on budget. Since 2006, Juan and I have invested over \$32 million redeveloping abandoned or blighted buildings within the City of Lawrence. Today these properties exceed \$55 million in value. Two months ago, we completed the 215 Canal Street project, a multi-use building that offers commercial and 30 residential spaces. This modern 5 story building sits proudly at Lawrence's busiest corner and has been described as a symbol of the future for the city.

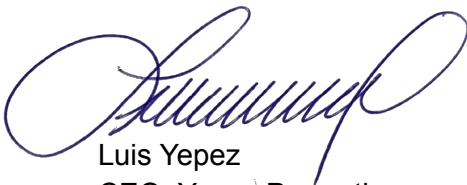
Through this experience, we have a solid team in place that is more than capable of handling the similar size and complexity of our proposed development of the Common Street Lofts.

We have spent the last 18 years working on real-estate projects that have brought almost six million in taxes to the City of Lawrence since we began. Today, they pay over \$500,000 in revenue to the City of Lawrence each year and house over 175 businesses. We believe our track record of delivering results and creating positive relationships with stakeholders is one of the reasons why last year, we were named to the Merrimack Valley Chamber of Commerce Business Development Board. In 2023, we also received the Commonwealth of Massachusetts Official Citation in recognition of Business Development in the Merrimack Valley.

Our firm cares deeply about the economic and social landscape of this city. We would not be where we are today without the partnership and support of the City of Lawrence. We believe that thoughtful reuse for mixed use residential buildings can and should include the potential for home ownership. As first-generation Ecuadorian Americans working and employing individuals in a city with an ~80% Latino population, we are proud of our accomplishments revitalizing urban spaces, and we believe it to be integral to public health and economic growth for all. In addition to job creation, improved quality of life and financial stability, we hope that our track record of success as a minority-owned firm can help set an example for younger generations.

We are excited by the prospect of working with the Lawrence Redevelopment Authority on ECTOD. We appreciate your review of our proposal. By selecting us, you would be supporting our continued investments in the City of Lawrence, helping us realize the potential that we saw from the beginning.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Luis Yopez', with a large, stylized flourish at the end.

Luis Yopez
CEO, Yopez Properties
978-527-0373
Luis.Yopez@Mainstream-Global.com
60 Island Street Suite 218,
Lawrence Massachusetts 01840



Common Street Lofts

Redevelopment Proposal of Lots 74, 75, 76 and 77



Table of Contents

- Firm Profile..... 4
 - History and Structure of Yepez Properties.....5
 - Our Approach to Urban Redevelopment Projects.....5
 - Team Organization and Key Personnel..... 5
 - Similar Projects and Experience..... 5
 - 25 Marston Street (Plymouth Mill).....6
 - 12 Methuen Street (Former J.J. Levis Building).....6
 - 60 Island Street.....6
 - One Union Street..... 6
 - 215 Canal Street..... 6
- Project Approach and Methodology.....6
 - Project Overview.....7
 - Land Use and Zoning.....7
 - Architectural Design.....7
 - Landscape Design..... 8
 - Sustainability and Resilient Development.....8
 - Benefits to the Community.....8
- Financial Capability.....9
 - Financial Plan..... 9
 - Funding Sources.....9
 - Pro-Forma Financial Projections.....10
 - Project Timeline & Key Milestones..... 10
 - Strategies for Sustainable and Resilient Development..... 11
- Legal and Compliance Information..... 11
- References.....11
- Awards.....12
- Attachments..... 12**

Firm Profile

History and Structure of Yopez Properties

Founded by brothers Luis and Juan Yopez, our firm has successfully transitioned from its origins in distribution and logistics to becoming a leader in real estate development in the City of Lawrence. Our development division began with a strategic decision to repurpose their former distribution center, recognizing that the site's river views would offer more value as office space. Since then, the firm has developed a strong portfolio of urban redevelopment projects, particularly in converting historic industrial spaces into modern office and residential uses.

Our Approach to Urban Redevelopment Projects

Our firm specializes in revitalizing underutilized urban properties, transforming them into vibrant, income-generating assets. With a focus on adaptive reuse, we have successfully completed several mill building conversions and redevelopment projects. Our approach integrates sustainable building practices, innovative design, and strategic partnerships to ensure long-term project viability and neighborhood enhancement.

Team Organization and Key Personnel

- Luis and Juan Yopez – Co-Founders and Principals.
 - Overseeing strategic direction, acquisitions, and project financing.
- Key Contractors and Consultants:
 - Architect: Kenneth R. Feyl, AIA NCARB from Lagrasse, Yanowitz & Fyle
 - General Contractor: Serrano and Serrano Construction
 - MEA Engineering
 - Key Materials Supplier: Jackson Lumber (Torris Family)
 - Specialized subcontractors for structural, tiling, and metalwork: G & E Steel and Tony's Tile

Similar Projects and Experience

Our firm brings proven experience in urban redevelopment, driven by a deep understanding of the real estate market and a commitment to revitalizing communities. Each of our projects combine thoughtful reuse and concern for the environment, while being financially viable.

Take one example from our work on the 215 Canal Street project, where we foam-insulated the outer skin of the building along with installing higher insulation-rated windows, which resulted in decreased utility costs to the residents. Additionally, we used denser insulation between apartments as well as resilient mounts and air gaps on the ceilings and floors to minimize noise from neighboring apartments. A similar analysis will take place at this building to balance environmental benefits with financial viability.

Previous Development Projects

25 Marston Street (Plymouth Mill)

- Description: Abandoned and blighted 100,000 sq. ft. mill converted into medical office space with the addition of a three-story parking garage.
- Timeline: Purchased in 2006
- Budget: \$1.6M acquisition, \$10M+ redevelopment investment.
- Outcome: 80k square feet of all medical office spaces

12 Methuen Street (Former J.J. Levis Building)

- Description: 52,000 sq. ft. office building conversion, fully leased by January 2010.
- Timeline: Acquired in April 2008, fully leased by January 2010.
- Budget: \$1.15M acquisition, \$2.2M renovation
- Outcome: 52k square feet of health and human services for the community

60 Island Street

- Description: 150,000 sq. ft. mill repurposed into a business hub for small businesses, non-profits, and entrepreneurs.
- Timeline: Purchased in December 2008.
- Budget: \$4.5M acquisition, \$2M of redevelopment investment.
- Outcome: Currently 95% occupied with close to 100 companies within numerous industries ranging from attorneys to engineering firms and non-profits.

One Union Street

- Description: 65,000 sq. ft. five-story mill as part of the Union Crossing redevelopment.
- Timeline: Acquired in July 2010, redevelopment first phase completed December 2011.
- Budget: \$890,000 acquisition. \$4M of redevelopment investment.
- Outcome: Currently 93% occupied with close to 20 companies including some conducting cancer research , healthcare services as well as state agencies.

215 Canal Street

- Description: 45,000 sq. ft. five-story multi-use building.
- Timeline: Acquired 2019, redevelopment first phase completed by December 2011.
- Budget: \$500,000 acquisition. \$12M of redevelopment investment.
- Outcome: Modern and highly efficient five-story multi-use building. With 3 commercial spaces and 30 residential units.

Project Approach and Methodology

Our project would result in a 5 story mixed use residential building with condominiums. Please see the Attachments section, which includes the conceptual design of the property.

Project Overview

- Building Size: 69,000 sq. ft.
- Number of Floors: 5
- Parking: 39 covered parking spaces on the first floor
- Residential Units: 32 units (mixture of 1 and 2 bedrooms) on floors 2 through 5, with 8 units per floor. Each floor is 13,800 sq. ft.
- Land Use: Mixed-use (residential focus), compliant with downtown redevelopment standards.

Land Use and Zoning

- Zoning Compliance: Align the project with the city's zoning regulations for downtown mixed-use developments.
- Floor Area Ratio (FAR): Confirm that the building adheres to FAR limits for mixed-use projects in the downtown zone.
- Parking Requirements: 39 covered parking spaces, which should meet or exceed the minimum city parking requirements for residential developments in this zone.
- Open Space: Ensure compliance with open space requirements, utilizing roof decks, balconies, or nearby public spaces to contribute to the sense of community and outdoor access.

Architectural Design

- Building Design:
 - Exterior: Modern architectural style with clean lines and mixed-material facades. Use a combination of glass, brick, and metal panels to create a contemporary and upscale appearance.
 - Balconies: Each unit will feature a small private balcony for outdoor living.
 - Lobby & Common Areas: Ground-floor lobby with secure access, bike storage, mailroom, and access to parking.
- Residential Units: A combination of one-bedroom (approx. 850 sq. ft.) and two-bedroom (approx. 1,200 sq. ft.) units. Each unit will feature open-concept kitchens, energy-efficient appliances, and large windows to maximize natural light.
- Rooftop: Utilize the roof as a communal space with landscaping, seating areas, a small fitness zone, and solar panels to provide additional amenities while contributing to sustainability goals.

Landscape Design

- Streetscape
 - Street trees, native plants, and landscaped sidewalks will enhance the pedestrian experience.
 - Incorporate benches and lighting into the streetscape design, contributing to the downtown redevelopment's walkable vision.
- Roof Garden & Green Spaces
 - Green roofs with drought-tolerant plants and communal garden areas for residents. This will be analyzed for feasibility and cost effectiveness.
 - Raised planters for urban gardening to foster community interaction. This will be analyzed for feasibility and cost effectiveness.
- Rainwater Management
 - Bioswales and permeable pavement will manage stormwater on-site, reducing runoff.

Sustainability and Resilient Development

- Energy Efficiency
 - Utilize LED lighting, high-efficiency HVAC systems, and smart thermostats in each unit.
 - Solar panels on the roof will provide up to 15% of the building's energy needs.
- Building Materials:
 - Use locally sourced, recycled, or renewable building materials wherever possible.
 - High-performance windows and insulation for optimal thermal comfort and energy conservation.
- Climate Resilience
 - Design the building for resistance to extreme weather.

Benefits to the Community

- This building will take into account the aspects desirable for a long term homeowner. With that in mind, the building will include 32 condominiums, providing the opportunity for residents to become first time home owners.
- Knowing the parking constraints that exist for people living and working in the City of Lawrence, we made a conscious decision to forego developing the first floor as commercial / retail space to provide ample, dedicated and covered parking to the building residents.

Financial Capability

We estimate that this project will cost \$16.5MM. Juan and I will provide 25% of the equity (\$4MM) needed for this project from our personal assets. The remaining 75% of the funds would come from one of the several existing banking relationships that we have including: Reading Cooperative, Everett Cooperative, Digital Federal Credit Union (DCU) and Bank of New England. All of these financial institutions expressed a willingness to participate in funding this type of project.

Budget (High-Level Estimate):	
Category	Amount
Land Acquisition	TBD
Architectural & Engineering	\$500,000
Construction (Hard Costs)	\$12,500,000
Site Work & Landscaping	\$750,000
Sustainability Features	\$1,000,000
Permits & Legal Fees	\$150,000
Contingency (10%)	\$1,600,000
Total Project Cost	\$16,500,000

Funding Sources and Pro-Forma Financial Projections

- Equity: \$4,000,000 (25% of total costs from Luis and Juan Yopez)
- Bank Financing: \$12,500,000 (75% through construction loan, converted to permanent mortgage post-completion)
- Grants & Tax Credits: TBD (Potential state/local green building and urban development grants)
- Sustainability Subsidies: TBD (Incentives for energy efficiency and green certifications)

Category	1	2	3
Rental Income	\$900,000	\$950,000	\$1,000,000
Operating Expenses	\$250,000	\$260,000	\$270,000
Debt Service	\$600,000	\$600,000	\$600,000
Net Operating Income (NOI)	\$50,000	\$90,000	\$130,000
Cash Flow	\$0	\$15,000	\$30,000

Project Timeline & Key Milestones

Milestone	Completion Date
Site Acquisition and Survey	3 months
Design Development & Permitting	4-6 months
Financing & Pre-Construction	8 months
Groundbreaking	10 months
Structural Framing & Enclosure	16 months
Mechanical/Electrical/Plumbing (MEP)	20 months
Interior Buildout & Finishes	22 months
Final Inspections & Occupancy Permits	24 months
Project Completion & Tenant Move-In	26 months

Strategies for Sustainable and Resilient Development

- Energy Conservation
 - Implement energy-efficient building systems (solar power, LED lighting, and optimized insulation).
- Water Management
 - Install rainwater harvesting systems, drought-resistant landscaping, and low-flow water fixtures.
- Climate-Resilient Design
 - Design for extreme weather with flood-resistant measures and backup power systems for critical building functions.
- Community Engagement
 - Partner with local stakeholders and organizations to ensure that the development aligns with downtown’s revitalization goals, including provisions for affordable housing and amenities for nearby residents.

Legal and Compliance Information

- Architect: Kenneth R. Feyl, AIA NCARB
- Registered Architect, MA LIC #20010 from Lagrasse, Yanowitz & Fyle
 - Resume is attached
 - Lagrasse, Yanowitz & Fyle Qualification Package Attached
- General Contractor: Serrano and Serrano (Massachusetts GC Registration # 183502)
 - License active until 14 March 2025. State verification attached
- Attorney Eric Allon - Bernkpf of Goodman

References

- Mayor Brian De Peña - City of Lawrence (2021 - Present)
 - Tel: 978-620-3010
- Mayor Michael Sullivan - City of Lawrence Mayor (2002 - 2010)
 - Tel: 978-681-8200
- Danniell McCarthy - City of Lawrence Land Use Planner (2006 - Present)
 - Tel: 978-620-3505
- Peter Blanchette - CBO - Building Commissioner - Present
 - Tel: 978-620-3131
- Gary Sidell - Owner of Bell Tower Commercial Real Estate - Tel: 978-375-7363

Awards

- Small Business Association - Phoenix Award (2008)
- Eartha Dengler Award (2009)
- Hon. Niki Tsongas - House of Representative Congressional Record Commending Juan and Luis Yopez (2009)
- Invitation by First Lady Michelle Obama to the State of the Union (2009)
- Invitation to meet the President Obama at the White House (2009)
- US House of Representative - Special Recognition 2018 Innovation Award
- Merrimack Valley Chamber of Commerce Business Development Board (2023)
- Commonwealth of Massachusetts Official Citation in recognition of Business Development in the Merrimack Valley (2023)

Attachments

- Concept drawing from Architecture firm
- Resume: Architect Kenneth R. Feyl, AIA NCARB
- Lagrasse, Yanowitz & Fyle Qualification Package
- General Contractor: Serrano and Serrano (Massachusetts GC Registration # 183502)

Building GSF

- Level 1 = 13,800 GSF *Parking and Residential Entry*
- Level 2 = 13,800 GSF *Residential Units – 8 Units*
- Level 3 = 13,800 GSF *Residential Units – 8 Units*
- Level 4 = 13,800 GSF *Residential Units – 8 Units*
- Level 5 = 13,800 GSF *Residential Units – 8 Units*

- **Total GSF = 69,000 GSF**
- **Total Residential Units = 32 Units**

Unit Mix (32 Total Units)

- 8 Units / Floor = (6) 2Bed Units and (2) 1Bed Units
- (24) 2 Bed Units Total
- (8) 1 Bed Units Total

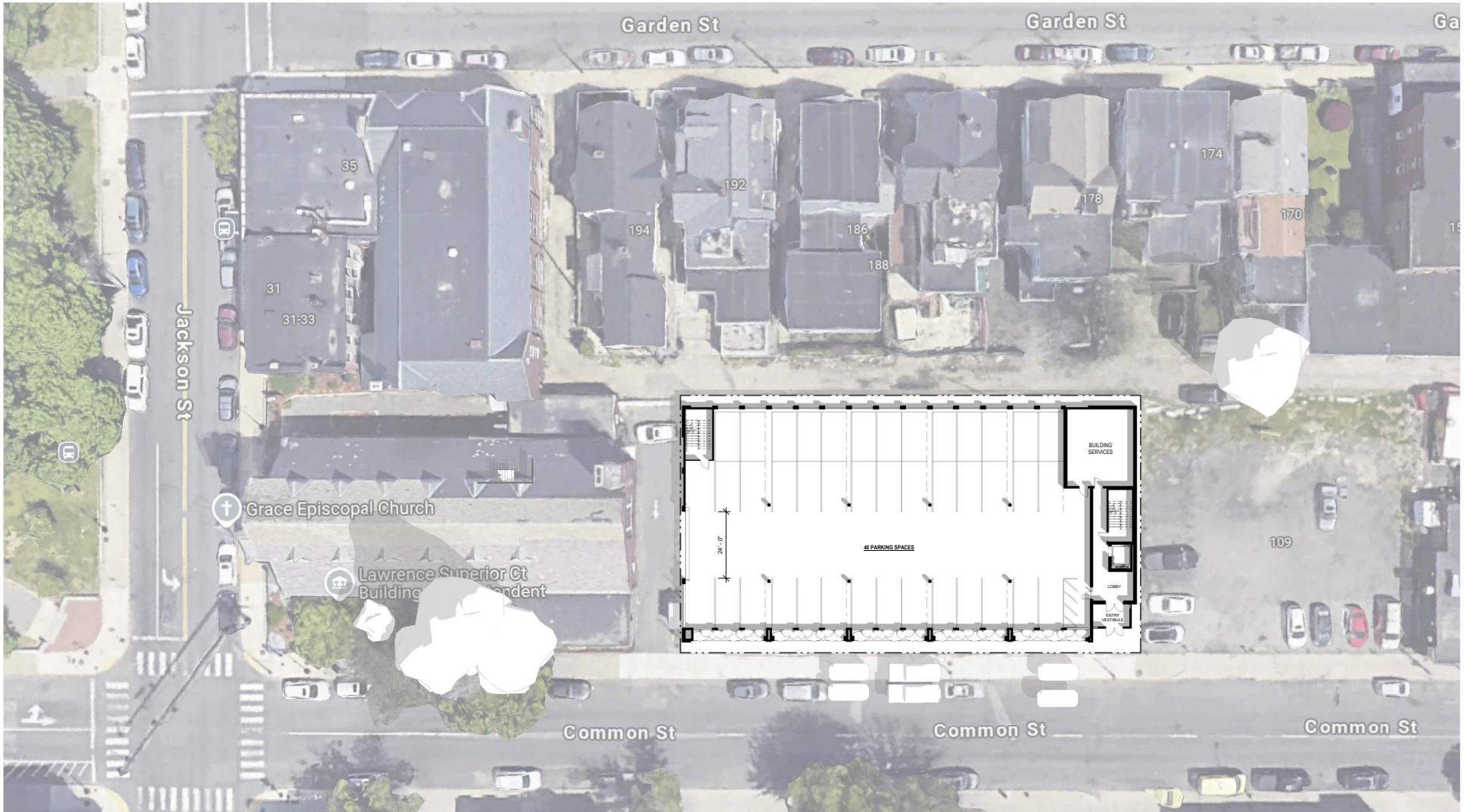
Parking Count

- 13 Tandem Parking Spaces (26 parking Spaces)
- 13 Standard Parking Spaces (13 Parking Spaces)
- **Total Parking = 39 Parking Spaces**



CONCEPTUAL DESIGN COMMON STREET MULTI-FAMILY

- "REVITALIZING" LAWRENCE
- A BOLD, REFRESHED USE OF TRADITIONAL MATERIALS
- STREET-LEVEL PARKING
- 4-STORIES RESIDENTIAL
- SIDEWALK LANDSCAPING



① SITE PLAN
1/16" = 1'-0"





Room Legend

- BUILDING SERVICES
- GARAGE
- LOBBY
- STAIR

1 GROUND FLOOR
1/8" = 1'-0"





Room Legend

- 1BD
- 2BD
- CORRIDOR
- STAIR

1 FLOOR PLAN L2-L5
1/8" = 1'-0"





LAGRASSE YANOWITZ & FEYL

ARCHITECTURE + LAND PLANNING + CONSTRUCTION MANAGEMENT

Kenneth R. Feyl, AIA NCARB

Registered Architect, MA LIC #20010 NCARB Certificate #56332
Registered Architect, FL LIC #AR10279

Career Overview

Over 35 years of wide-ranging experiences in a variety of building and construction types. A reputation for uniquely skilled leadership, combining courage, business savvy, strategic thinking, effective team building, hands-on problem solving and thoughtful development of individual team members. Exceptional track record of outstanding results in diverse settings.

- Gilbane Building Company's Excellence Award for demonstrating the six core values of their company - Integrity. Tough-mindedness. Teamwork. Dedication to Excellence. Loyalty. Discipline.
- Founding Partner of CUBE 3 Studio (30-person national architectural firm) - 3rd construction related and 104th overall fastest growing company on the INC 500 list – 2009
- Managing Senior Architect – JD LaGrasse & Associates
- Owner/Principal of LYF Architects – 2020 ownership transition of JD LaGrasse & Associates

Experience

LaGrasse Yanowitz & Feyl Architects (LYF Architects) Andover, MA 2020 – Present

Owner / Principal (Ownership transition with JDL)

- Business Development and foster key strategic relationships
- Identify, develop and implement core business strategies
- Oversee Office management and staffing
- Develop strategies for strengthening industry sectors served
- Lead and Develop commercial architecture firm brand awareness
- Executive Project Manage selected projects in office

JD LaGrasse & Associates Inc (JDL) Andover, MA 2014 - 2020

Sr. Managing Architect

- Business Development and foster key strategic relationships
- Identify, develop and implement key business strategies
- Lead and Develop commercial architecture business
- Executive Project Manage selected projects in office

KBS Enterprises LLC Andover, MA 2010 - 2014

President/Founder

- Network, develop and foster key strategic relationships to sell business concepts and investment opportunity
- Identify key business opportunities in the consumer debt industry.
- Develop and implement business strategies.
- Raise and negotiate capital and debt financing.

CUBE 3 Studio LLC Lawrence, MA 2004 –2010

Founding Partner

- Overall responsibility for the development and on-time delivery of all construction documentation.
- Overall responsibility for architectural oversight of projects in construction.
- Management of architectural and interiors personnel (30 person office in 2009).
- Work closely with contractor project managers, super's, and engineers to coordinate construction with design documents – review and answer RFI's, review requisitions and change orders providing comments to owner and contractor on very tight time constraints.
- Mentoring of junior design staff.
- Managed and led internal and consultant project teams.
- Developed and maintained key strategic client relationships.
- Clientele ranging from large corporate, health care, and multi-family residential clients to smaller local clients.



LAGRASSE YANOWITZ & FEYL

ARCHITECTURE + LAND PLANNING + CONSTRUCTION MANAGEMENT

ADD Inc Boston, MA 1993 –2004

Sr. Designer/Manager

- Independently and as part of a team, developed construction documentation from design development through construction for large corporate clients. Highlight projects ranged from 900,000 SF retail centers to large, complex, steel framed multi-family residential and corporate office building projects. Lead Project Architect for high rise multi-family Longview Place project (Waltham, MA), Brighton Landing Hi-Bred Parking Garage with integrated retail space. Project and On-Site Architect for EMC corporate office building and EMC Executive Office Suite interior fit up (Hopkinton, MA)
- Passed Architectural Licensing Exam – March 2003 (MA LIC #20010)
- Employee of the Year - 1999
- Managed firm softball team 1997 – 2003

Edgewater Group Architects Port Chester, NY 1984 –1993

Draftsman/Intern Architect

- Developed construction related documentation for small residential and commercial clients with oversight by project architect.
- General office manager responsibilities.

Education

Clemson University Clemson, SC 1987 –1993

- Master of Architecture (1993)
- BS Design (1991)
- Cum Laude
- Tau Sigma Delta (School of Architecture Honor Society)
- Golden Key National Honor Society

Continuing Education

Keith Cunningham’s Executive Mentoring Program Austin, TX 2011

- Intensive executive coaching from nationally recognized business leader and entrepreneur

Bartmann Business Institute Tulsa, OK 2010

- Distressed Debt Industry –Intensive Introductory and Advanced Courses (Consumer Credit Card)

Peak Potentials British Columbia, Canada 2008 - 2011

- Variety of Business, Leadership, Personal Development Courses

Life Experiences

Andover Rotary International Member Andover, MA 2012 - Present

President (current) and Vice President (former), Parent Association Community Effort (PACE) 2011 - 2015

Andover School of Montessori Andover, MA

Board Member Andover School of Montessori Andover, MA 2015 - 2020



LAGRASSE YANOWITZ & FEYL
ARCHITECTURE + INTERIOR DESIGN + MASTER PLANNING

MULTI-FAMILY

Qualifications for Architectural Services

QUALIFICATIONS & EXPERIENCE

Firm Overview

Project Experience

Team Resumes

FIRM OVERVIEW

LAGRASSE YANOWITZ & FEYL

is a collaborative team dedicated to bringing your architectural vision to life. We provide professional services in the disciplines of architecture, interior design, engineering, land planning and project management to the greater Boston area and beyond.

Formerly J.D. LaGrasse & Associates, founded in 1982, the firm's professional practice has established an extensive portfolio and experience in a diverse range of building and development sectors. Our firm has been recognized for our expertise in commercial, residential, mixed-use, and light industrial projects, ranging from multi-family neighborhoods, office complexes, and retail establishments to shopping centers, hospitality and entertainment facilities.

Key to the firm's success is an active communication with our clients to facilitate and realize innovative design solutions while understanding client budgets, objectives, and schedules. We pride ourselves on our dedication to core values of continued evolution and creativity, learning, and adaptability, as part of a dynamic profession in the 21st century.

Located north of Boston in Andover, Ma, some of our projects of note include the APEX Entertainment Center located in Marlborough, Ma, Cornerstone Square in Westford, MA, and the newly completed Signature Commons retail development in North Andover.

CLIENT-FOCUSED PHILOSOPHY

We listen to our clients to deliver valued expertise and timely deliverables throughout the duration of the project.

The Firm was founded on the principal of delivering high quality architecture and services to its clients with a guiding principle of a commitment to a cooperative, team-driven approach to projects. This intentional and fostered collaborative approach builds and supports all team members making for a smooth, on-time, on-budget project that every client deserves and expects.





CORE VALUES

Pursuit of Quality and Innovation

Incorporating vision, experience, and drive to creatively solve problems and complete projects that successfully meet client needs every time.

Deep Domain Expertise

Applying expertise from a comprehensive and broad array of design, development and construction-related experience.

Team Synergy Fundamentals

Creating and supporting collaborative, client-oriented project teams through effective communication and team leadership.

Cross-Discipline Proficiency

Strong, multi-disciplinary skills create opportunities for efficiency during all phases of our projects.

CLIENT FOCUSED PHILOSOPHY

We will work with you to provide

SMART SPACES with the

FLEXIBILITY to accommodate

current **SOCIAL-DISTANCE**

practices as well as **FUTURE** norms

CORE SERVICES

Architecture

Our experienced LYF team provides the full range of architectural services, from schematic and conceptual design through construction documents and construction administration on all types of commercial, residential, and light industrial projects. We are also able to provide additional services including feasibility studies, architectural programming, project management and consulting.



Interior Design

With our specialties within all aspects of commercial interiors, including corporate, retail, restaurant, professional services, and multi-family residential, we offer comprehensive interior design services from concept vision through construction. Inclusive services include programming, space planning, schematic design, design development, construction documents, specification scheduling, & project management.

Master Planning

Through years of collective experience on diverse project types of all scales, we have developed complex design solutions that can successfully be phased over time. This critical planning phase uses a systematic process to gather relevant project information, build consensus on program needs and goals, and then charts a well-conceived path forward.

Construction Administration

Construction Administration is often a “Controlled Construction” requirement of the building permit that requires the Architect to complete inspections, respond to contractor’s Submittals, Requests for Information (RFIs), and verify all materials submittals that are installed within the project. This service helps protect the integrity of the design, as these review services provide confidence to all that the quality of the design intent has been met in construction.

Environmental Responsibility

While not always a stated goal for any given project, our team works to introduce concepts of sustainability into every project, appropriate to the client’s level of interest. We focus on pragmatic, energy efficient designs, environmentally friendly building materials and sourcing, and overall design strategies that emphasize lower environmental impacts. Many of our team members are LEED accredited

MARKET SECTORS

- Commercial Office Buildings
- Mixed-Use Developments
- Light Industrial Buildings
- Multi-Family Residential
- Medical Office Buildings
- Corporate Interiors
- Commercial Interiors
- Retail Enterprises
- Restaurants
- Entertainment



AT-A-GLANCE

Project Intent

- 52 Units (mixed use)

Highlights

- 3 Levels Residential
- Office Space
- All 1 Bedroom Units
- Separate enclosed parking garages

Services

Architecture

Interior Design

Project Management

Scope

61,000 sf total

Completion

2023 Est. (Under Construction)

100 PLANK ST | Bedford, MA

The architecture of the building is considered “modern rustic” which is a theme that is brought into the interior design of the units and common areas. This multifamily development of all 1 bedroom units have balconies in a majority of units. The exterior has a complimentary mix of clapboard lap siding, vertical siding and standing seam metal roof and stone base accents.

Amenities include tenant bike storage, fitness area and on site office management. Additional tenant storage and covered parking is provided at 2 separate garage buildings as part of the development.



AT-A-GLANCE

Project Intent

- 18 Units over Retail

Highlights

- Mixed Use Retail/Residential
- Lake Views
- Gateway Site to Downtown Area

Services

Architecture

Interior Design

Project Management

Scope

4,327 sf retail @ ground floor

7,805 sf residential / floor (typ)

30,717 sf total (including retail)

Completion

Planning/Zoning Approvals in Progress

681 MAIN | Melrose, MA

Currently under Planning and Zoning review, this project replaces an aging, existing 1 story retail building. The developers for this project wanted a mixed use building to provide a landmark to signify the entry to the Melrose downtown. The unique shape of the site allowed the opportunity for large architectural facade elements that are accented with unit balconies and contrasting materials.

Tower elements on either end of the building provide book ends to the building that faces Main Street. Both tower elements provide access to the proposed roof deck with views of the lake across the street.

The mix of 2 bedroom and 1 bedroom units are market rate with 9'0" ceilings and 15% of the units will be designated affordable.



AT-A-GLANCE

Project Intent

- 28 Units

Project Highlights

- 5 over 1 Podium Project
- 6th Floor luxury units with balconies
- Downtown Main Street Location
- Enclosed at grade parking

Services

Architecture

Interior Design

Project Management

Scope

7,450 sf/floor

44,700 sf total (include Garage)

Completion

2022 (June Est)

THE MILLEX | Lawrence, MA

The design intent was for a multifamily building to provide an anchor to an end of Essex Street in downtown Lawrence. To provide this anchor the corner of the building incorporates a tower. The bold colors and large scale architectural massing embrace the vision of the developers - to create a unique building on Essex Street that would inspire other development in downtown Lawrence.

All the 2 bedroom and 1 bedroom units are market rate with 9'0" ceilings, open floor plan and large windows. Juliette balconies overlook the downtown area and the balconies on the 6th floor provide a vantage point for panoramic views of the city. Open floor plans and kitchens allow for spacious views and flexibility for the residents.



AT-A-GLANCE

Project Intent

- 44 Units over Retail

Highlights

- Mixed Use Retail/Residential
- Near Downtown Area
- At Grade Parking below Residential

Services

Architecture

Interior Design

Project Management

Scope

6,000 sf retail @ ground floor

74,000 sf total (include retail)

Completion

2015

NORTH RIVER | Salem, Ma

This project along the North River in Salem MA sparked the redevelopment in this area of Salem - just outside the downtown area. The architectural elements of the building design compliments the surrounding architectural context of Salem which includes the mansard roof, bay windows and clapboard siding and trim boards.

The retail spaces have large storefront windows and the large panel boards provide a base for the building. Amenities included in the residential common areas include a fitness center, community room and additional residential storage.



AT-A-GLANCE

Project Intent

- 67 Units (mixed use)
- 2-3 Retail Units

Highlights

- Retail w/ 5 Levels Residential Above
- Enclosed Parking Garage
- Basement Tenant Storage
- Roof Deck Amenity Space

Services

Architecture

Interior Design

Project Management

Scope

98,000 sf total

Completion

Special Permit Received

E ON MAIN | Marlborough, MA

A downtown infill project with 67 condominium units with a mix of 1- and 2-bedroom units. Ground floor retail provides street level continuity to the main street context. A complicated project, the structure is built into a hillside that required the relocation of an existing public way stairway connecting downtown to the adjacent upper level residential neighborhood. An enclosed underground parking garage provides parking for 75% of the units. Tenant storage and building utility rooms are located in the lower basement below the garage.

The building architecture was developed to compliment the existing Main Street architecture by incorporating a stone two level base, and a brick facade above with a stone accent band and window lintels. Large windows as infill panels, large architectural accents and clean lines provide a modern aesthetic to the building. The roof level has resident access with amenity spaces to capitalize on the panoramic views afforded at that building height.



AT-A-GLANCE

Project Intent

- 45 Units (Condominiums)

Highlights

- 5 over 1 Podium Project
- Over 55+ Development
- Along Merrimack River
- Enclosed at grade parking

Services

Architecture

Interior Design

Project Management

Scope

120,000 sf total (include garage)

Completion

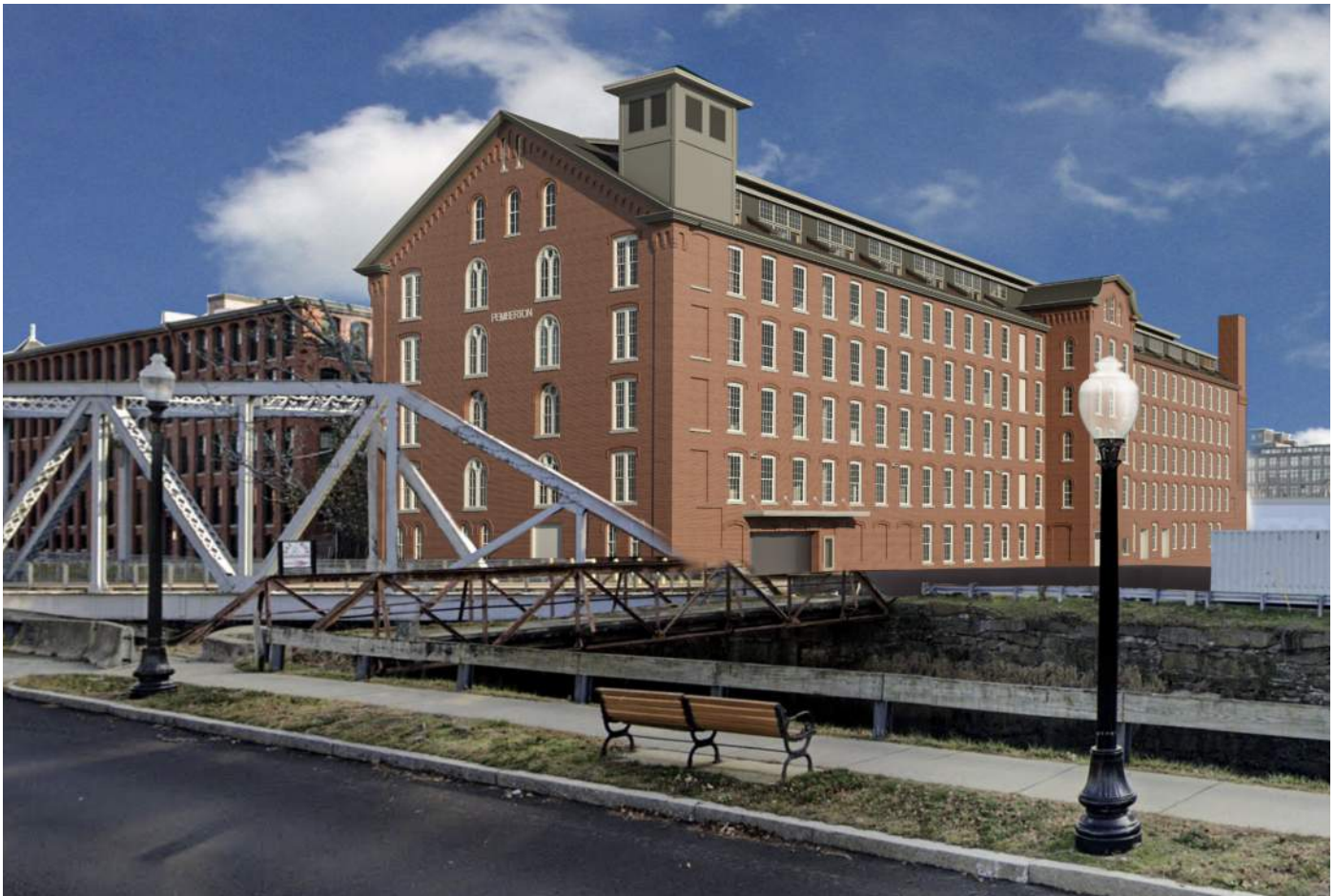
2018 & 2019 Phased Construction

HATTERS POINT | Amesbury, MA

Hatters Point Condominiums multifamily project was an addition to a previously completed mill renovation along the Merrimack River. All 2- and 1-bedroom units have river views and balconies overlooking Maudslay State Park. The upper level units have a mezzanine overlooking their main living areas, allowing for soaring 19'0" ceilings.

The architecture of the new addition to the existing mill (on the left in the image above) continues the brick mill aesthetic. The shape of the building responds to the river bank and provides a shaded interior courtyard that is accessed through the community room amenity provided.

Challenges for the site included phased construction and the coordination of earth retention system with the building design which included retaining a 30' cut just off Merrimac Street.



AT-A-GLANCE

Project Intent

- 120 Dwelling Units

Highlights

- Renovation of historic mill bldg.
- Create parking inside exitg. bldg.
- Create penthouse units w/ exterior balconies

Services

Architecture

Interior Design

Project Management

Scope

158,000 sf (7 floors)

100 Interior parking spaces

Community space, Business Center, 6th fl. lounge

Completion

Anticipated Summer 2025

216 CANAL STREET | Lawrence, Ma

Constructed in 1860 after the original building collapsed at the end of the workday, killing 145 workers and injuring. Having stood the test of time, LYF embraced the challenge to breathe new life into the building. Working with the Trejo Brothers as the developer, we were able to create 120 rental units. The building is within walking distance to the commuter rail station for easy access to Boston.

Working off the mill building theme we have incorporated heavy industrial imagery and finishes for the architecture of the development. One of the challenges of the existing structure was the tight spacing of the columns on each floor. The benefit of reusing mill buildings are the high ceilings and large windows which provide an abundance of natural light. The biggest challenge of the project was creating the parking garage levels. Working with our structural engineer we were able to revise the frame of the building using steel and concrete to replace the granite and timber framing of the original building.

TEAM RESUMES



Ken Feyl,
AIA, NCARB
Principal

Intended Project Role

Principal-In-Charge

Profile

Ken has over 30 years of commercial architectural experience and has been licensed and worked on projects in various locations from NH to LA. Through the years, he has served as the lead project architect on a diverse range of projects, from large ground-up corporate office buildings to mixed-use projects, medical office buildings, and retail developments, along with many corporate office and commercial interior projects. During the course of his career, he has been a key member of many master planning, university and commercial development works.

Education

- Masters of Architecture (Cum Laude), 1993
Clemson University

Registrations/Affiliations

- American Institute of Architects
- Boston Society of Architects
- Andover Rotary International Member
- Board Member of Andover School of Montessori



Mark Yanowitz,
LEED AP,
ASSOC. AIA
Principal

Intended Project Role

Principal, Design & Budget Coordination

Profile

Mark has over 37 years of experience in architectural design, construction management, and development, focusing on commercial, residential, and mixed-use projects. Fueled by a love of art and grounded by the pragmatism of his design-build background, he blends creativity with budget accountability on all of his projects. To further strengthen his diverse background, Mark is powered by sustainable design principles to build collaborative teams, respect our environmental stewardship, and discover optimal design solutions.

Education

- B.S. Architecture (Cum Laude), 1985
University of Maryland
- B.A. International Affairs, 1981
University of Colorado

Registrations/Affiliations

- American Institute of Architects - Associate
- Boston Society of Architects
- US Green Building Council LEED AP
- Northeast Sustainable Energy Association
- Unrestricted Construction Supervisors License
- Board of Trustees Memorial Hall Library - Andover



Tom Galvin,
AIA, NCARB,
MCPPO
Senior Architect

Intended Project Role

Project Architect

Profile

Tom has over 25 years experience working on all phases of architectural design for both private and public client projects. Tom's domain expertise includes all aspects of architectural design, construction documents, project management, and a high proficiency with International and Mass. Building Codes and municipal projects. Tom's diverse experience includes ground-up designs and additions/renovations to existing facilities. He has an extensive record of working with different structural systems and construction types. Tom's strong project management skills, varied construction experience, and building code expertise contribute depth and value to the Firm's client project teams.

Education

- Wentworth Institute of Technology, 1992
B. Architecture

Registrations/Affiliations

- American Institute of Architects
- Boston Society of Architects
- National Council of Architectural Registration Boards Member



Sean Carey
Architectural
Project Manager

Intended Project Role

Project Designer

Profile

Sean is the design lead for LYF's restaurant projects. He is the primary client contact for the 110 Grill, Evviva Trattoria and Oar & Iron Restaurants. He has gained respect from all team members and continues to build strong client relationships for LYF.

Sean brings 10 years of experience, providing exceptionally strong and thoughtful design leadership. His extensive work experience consists of company branding, master planning, restaurants, and commercial projects. Sean plays a key role in defining concepts that inform the design direction of a project. He is responsible for coordinating clients, design teams, and consultants, ensuring that designs adhere to the client's vision, and project goals. He seeks to maintain high project standards from concept to construction

Education

- B. Architecture, 2015
Boston Architectural College



Crystal
Kittredge,
NCIDQ
Senior Interior
Designer



Phil Tarabelsi,
AIA, NCARB
Architect

Intended Project Role

Senior Interior Designer

Profile

Crystal harnesses her extensive experience as the lead interior designer for workplace corporate technology clients. She is the client’s primary contact on projects ranging in size from 1,000 sf to 2,000,000 sf. She is responsible for coordinating clients, design teams, and consultants, ensuring that designs adhere to corporate standards and achieve the organizational vision.

Crystal teaches the latest developments in sustainable materials, universal design, and wellness strategy as an adjunct professor at Endicott College. She draws on her creative, driven, and people-oriented nature to ensure successful project designs and enhances client relationships.

Education

- Master of Arts in Interior Architecture & Sustainable Design, 1994 Endicott College
- Bachelor of Science in Interior Design, 2015 Endicott College

Registrations/Affiliations

- NCIDQ Certified Council for Interior Design Qualification (CDIQ)
- Certified Interior Designer, ME

Intended Project Role

Architect

Profile

Philip Tarabelsi, AIA NCARB, as a Project Architect, has over 10 years’ experience working on all phases of architectural design. Phil’s domain expertise includes all aspects of architectural design, construction documents, project management, and a high proficiency with International and Massachusetts Building Codes.

Phil’s diverse corporate experience includes ground-up commercial buildings and corporate interior fit-ups. His strong client communication, project management, and design skills coupled with developing construction domain expertise make him a valuable contributing member for LYF client project teams. Phil will be available in a Project Architect Role for this project working closely with the interior design firm and coordinating the MEP/FP engineers.

Education

- Masters of Architecture, 2010 BS Architecture, concentration Design & Research Wentworth Institute of Technology

Registrations/Affiliations

- American Institute of Architects



Bethani
Shilladay
Interior
Designer

Intended Project Role

Interior Designer

Profile

As one of LYF's Interior Designers, Bethani is responsible for construction documents production and has experience in conceptual space planning, ADA and code compliance, specifications, shop drawings, and submittals. Through her experience she has developed excellent Revit technical drawing skills.

Her primary responsibilities include selecting interior finishes and furniture, reviewing interior spaces to ensure their compliance with local codes, conducting test-fit plan studies, and collaborating with engineers to advance design cohesion.

Bethani emphasizes the utilization of environmentally friendly materials when selecting and specifying finishes and furnishings.

Education

- B.S. in Interior Design, 2022
Wentworth Institute of Technology



Office of Consumer Affairs and Business Regulation (OCABR)

HIC Registration Complaints

Registration #	183502
Registrant	SERRANO & SERRANO CONSTRUCTION, INC.
Name	ALEXANDRA SERRANO
Address	1056 ESSEX STREET
City, State Zip	LAWRENCE, MA 01841
Expiration Date	03/14/2025

[Complaints Details](#)

No complaints found for this registrant.