

PEMBERTON PLACE
REIMAGINED
REVITALIZED

A PROPOSAL FROM NUNEZ, LLC

September 13, 2024

Mr. Octavien Spanner, LRA Secretary and Executive Director
City of Lawrence and Lawrence Redevelopment Authority
200 Common Street
Lawrence, MA 01840

Re: Request for Proposals for City of Lawrence-Owned Properties

Dear Mr. Spanner,

The Nunez Family is pleased to submit our proposal for the redevelopment of the Pemberton Park Site as listed in the RFP issued on July 2nd, 2024 (aka North Canal Street – Map 125, Lot 28). Based in Lawrence, our family has revitalized numerous properties throughout the city for well over 30 years, from industrial and office uses to complete residential developments. With every revitalization project, we have taken a thoughtful approach while keeping the City's best interests and goals in mind, and our plans for Pemberton Park will be no different.

This project is transformational for the city and our most ambitious project yet. After careful research and thought, we are confident this project will attract new retail and restaurant uses, as well as stunning residential units with beautiful river views. Some of the other features will include the following:

- Intricate design that fits appropriately among the surrounding mill architecture
- Environmentally-friendly equipment and facilities
- Access to public greenspace for the occupants and the public
- Roof decks for restaurant and function uses, as well as for residents
- Easy access to public transportation

Our package will also describe our team, which highlights the local workforce whom we support, and details partners in our efforts. Further, it includes completed projects as well as our vision for this site. Upon your review, we would welcome further discussion regarding your input on project features as well as a method for a swift and fair acquisition process, which we are prepared for.

Alberto N. Nunez will be the principal point of contact for this project. You can reach Alberto at 978-590-8127 or by email at a_nunez@icloud.com

Thank you in advance for your consideration.

Sincerely,



Alberto Nunez
President, Nunez LLC

2. Qualifications and Experience

History & Structure of Firm

Since its founding in 1999 by Alberto Nunez, Nunez LLC and its parent company, Syramad Properties, have contributed to the revitalization of the City of Lawrence through numerous Lawrence real estate projects, many of which are located within walking distance of Pemberton Place on both sides of the Joseph W. Casey bridge and around the West Island. With its office located on the West Island at 468 North Canal Street, virtually all of Nunez, LLC's real estate work is centered in Lawrence. Starting with just one multi-family dwelling in Lawrence in 1992, Alberto, his wife Damarys Vargas and son Alberto Nicholas Nunez have grown the company steadily and now own and manage 150 residential, commercial, and industrial units across 32 properties. In addition, we own and manage nine (9) commercial and educational properties on and near the Pemberton Place site, most of which has been renovated by Nunez and its partners or its tenants.

The Pemberton Place project is adjacent to our property at 454-468 N. Canal Street. At this time, we are negotiating a long-term lease there with an exciting life sciences anchor tenant, which we believe will be the catalyst to many more ancillary uses and tenants. To compliment that development effort, we view the Pemberton Place project to be the next logical step in growing our company and revitalizing the neighborhood around Pemberton Place.

Our commitment to the community does not end when we revitalize, rent and manage space. We care deeply about this city and because of that, we consistently donate space to several non-profit organizations and have participated in numerous other charitable efforts for the community, including for the Boys & Girls Club, the Lawrence History Center and Lawrence Community Works.

We operate Nunez LLC under our corporation Syramad Properties, Inc. Syramad includes Nunez LLC plus three other LLC's: Merrimack Street LLC, Chestnut Place LLC, and Berkeley LLC.

Relevant Experience in Urban Redevelopment and Similar Projects

The firm's commitment to enhancing the urban landscape, increasing housing and supporting economic and social goals like job creation, increased tax revenue and improved quality of life, commenced decades before this RFP was issued and is the cornerstone of our business philosophy. In particular, we have worked diligently and successfully to revitalize multiple buildings adjacent to the Pemberton Place property and are proud to be part of the community.

In addition to the jobs created as part of our renovations, all of our properties provide jobs for the community. We hire many community members to work with us to maintain buildings in Lawrence, including the neighborhood around Pemberton Place.

Some of the Lawrence properties we have both built and renovated from extremely deteriorated states to attractive residential units include those listed below. In each case, we strive to make our properties environmentally sustainable. Our recent property renovations routinely include solar energy, EV charging stations and LED lighting.

Renovation and Reinvigoration of Historic Lawrence Property

- 121 Chestnut Street- New development of 28 residential units- 39,548 sq ft
- 2-4 Maple Street- 4-unit property completely newly renovated- 7,251 sq ft

These properties symbolize Nunez's commitment to the community by revitalizing important areas and making them livable for Lawrence residents. Nunez rejuvenated the properties at 121 and 125 Chestnut Street during the Pandemic (January 2020 – July 2021) for \$5 million. Adjacent to the soccer and baseball fields, the properties contained a church compound. While we removed the church at 121 Chestnut Street to build the 28-unit apartment building, we were able to save and renovate the rectory and parking lot. We converted the rectory to a single-family home at 125 Chestnut Street while the parking lot serves the rental apartments. We engaged Bay State Contracting for construction, and we continue to own and manage the building.

Adjacent to the 121 and 125 Chestnut Street properties, we completely renovated 2-4 Maple Street over a 7-month period for \$450,000, creating four (4) living units. We again continue to own and manage the building and its rental units.

Select Nunez Projects/Properties on and near West Island and both Sides of the Casey Bridge

- 417 Canal Street, including renovation of 29,000 ft² of commercial office and industrial space across 2 buildings.

We purchased this 24,000 ft² property and collaborated with the youth center occupant, Lawrence Prospera, to renovate the center on West Island and within walking distance of Pemberton place. Lawrence Prospera is a community-driven non-profit committed to strengthening the individuals and families of Lawrence. At the time of acquisition, this property was highly deteriorated and unsafe. Today, after our investment of \$300,000, the youth center has a new roof and new electrical and plumbing systems. Additionally, Lawrence Prospera invested \$500,000 to decorate and improve the aesthetics of the interior.

We also own the following properties near Pemberton Place for life sciences and educational use:

- 440 N. Canal Street

We own this 5,462 ft² property and have a land-lease in place with Esperanza Academy. Esperanza is developing it into a private school and will provide teaching, administrative, clerical, maintenance and technology jobs to the community. An expected \$23 million investment, this project will add a vibrancy and activity to the West Island and will complement our development efforts at Pemberton Place.

- 454-468 N. Canal Street

We own this 187,002 ft² mill building, and our headquarters are located here. We are in negotiations to lease a significant portion of the property to a life sciences tenant (add 4.8 acres of total land)

121 Chestnut Street





2 - 4 Maple Street



417 Canal Street

454 - 468 N. Canal Street





Rendering, Life Sciences Development
454 - 468 N. Canal Street

- 1 Parker Street
- 51-55 Merrimack Street

Located at the corner of Parker and Merrimack Streets, the property is occupied by a parking garage, public school and office building. We are coordinating with the school to upgrade its structure. Nunez will invest \$500,000 over the next 12 months to complete that work.

Other Properties South of the Casey Bridge

Nunez owns properties at 11-31 Merrimack Street, 5-7 Merrimack Street, 35-37 Marston Street, all of which we can make available to be used in conjunction with the Pemberton Place property

Team and Organization

Our Nunez, LLC team is composed of Alberto Nunez, President and 100% owner of Nunez, LLC and Alberto Nicholas Nunez, Manager of Nunez, LLC. Alberto Nicholas Nunez would be responsible for day-to-day management of the Pemberton Place project while Alberto Nunez would be involved in strategy, direction and other major project decisions.

Other partners include Matthew Juros of Fishbrook Design Studio, who will be responsible for all design work; Lawrence Rossi of Morris, Rossi & Hayes will serve as the legal advisor to Nunez; Gary Sidell, President of Bell Tower Commercial Real Estate Group will market and lease the finished property; James Hanley of Civil Design Associates will manage all engineering work.

In addition, Nunez plans to hire a project supervisor and construction team, and we have already begun conversations with potential construction firms.

51 - 55 Merrimack Street



Project Approach and Methodology

Description of Proposed Pemberton Place at Pemberton Park, Lawrence, MA.

The site is on an island created in 1848 when the North Canal was built to power mills being built in the area. We are focused on the 281,398 square foot (6.46 acres) city owned property currently containing a paved parking lot and greenspace adjacent to Pemberton Park. There are several mature trees around the parking area and in the green space. Pemberton Park extends along the river edge from our proposed site upriver to the property at 0 Broadway. The site is bounded on the northeast side by the Amesbury Street/ Joseph W. Casey Bridge. It has access from interstate 495 (8-minute drive via exit 99B), interstate 93 (10 minutes via exit 42) and route 213 (12 minutes via exit 2). It is less than a mile from the commuter rail and Amtrak station in Lawrence.

Alberto Nunez of Nunez, LLC owns several adjacent properties and is currently negotiating leases with life science tenants for their 125,000 square foot mill building north of the site. They are also planning a free-standing parking structure (potentially below a residential or life science building). Neighboring properties are seeing investment and improvements: Family Services of the Merrimack Valley recently completed a \$2.0 million renovation; the warehouse building at 0 Broadway has changed owners and will be redeveloped as a self-storage facility. Lastly Alberto Nunez was central to the planning of the new \$23.0 million Esperanza Academy school at 440 North Canal Street.

The development team carefully weighed all the above factors in creating our design concept. The river-focused site, surrounding mill architecture and historic context, the existing greenspaces as well as the improvements to neighboring properties are the drivers of the design. The “housing crisis” and the acute needs of Lawrence residents are the core drivers for our team. Guided by sound financial principals, we will set the rents for a number of units below “market rate.” These will be supported by the balance of the market priced units. The pages that follow describe our proposal in detail.

A handwritten signature in black ink, appearing to read "Matthew Juros". The signature is fluid and cursive, with the first name "Matthew" written in a larger, more prominent script than the last name "Juros".

Matthew E. Juros, AIA, NCARB.
Founder/Principal

PEMBERTON PLACE AT A GLANCE:



5 Stories Residential

2 Parking Decks

**20,000 sf of Street
Front Retail**
- Grocery
- Child Care
- Cafe

**Roof Top
Restaurant/Event
Space**

336 Dwelling Units
- 33 3 Bedrooms
- 218 2 Bedrooms
- 85 1 Bedroom
and Studio

Off Street Parking
2 Parking Levels
- 433 Spaces

Open Space Access
River Access

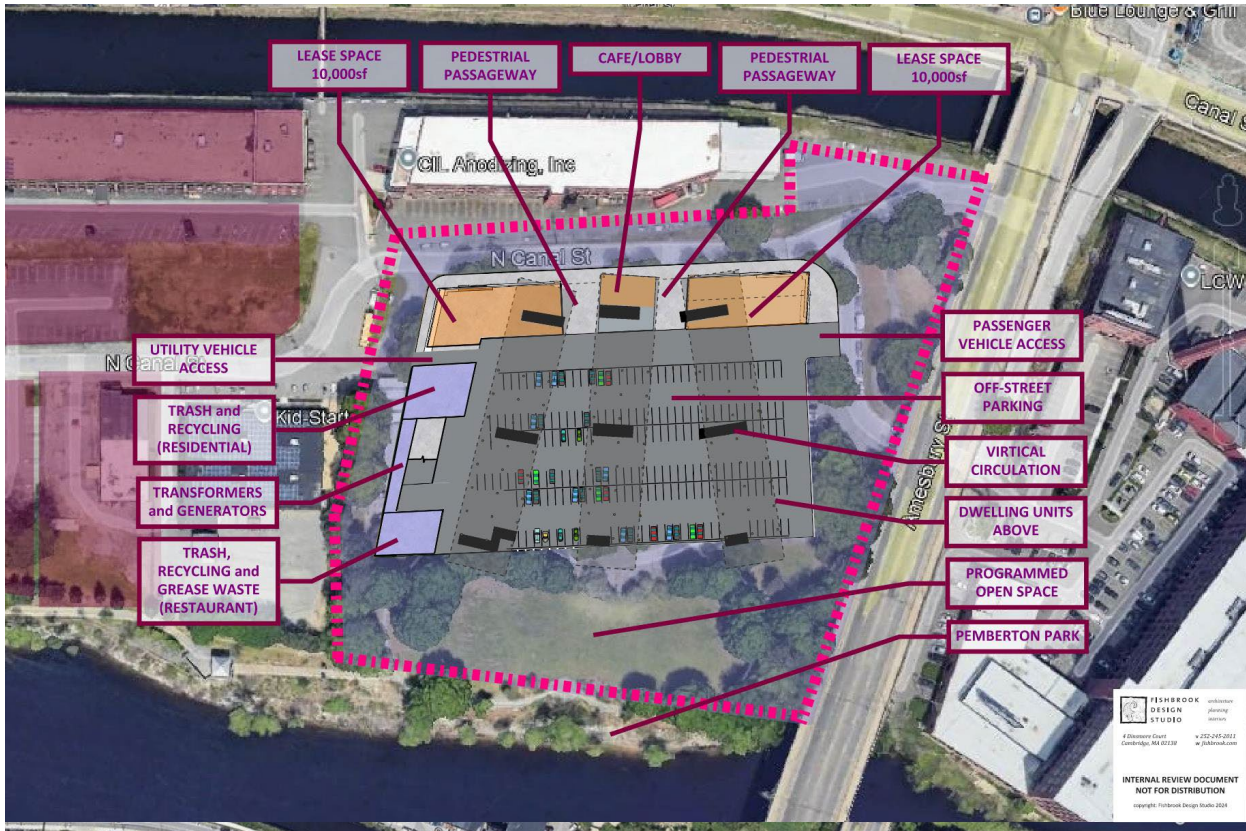
EXISTING SITE

As described above, the existing site is bounded on the east by the Amsbury Street Bridge and the Merrimack River to the south. North Canal Street forms the main streetscape to the site north and west. The existing site contains a significant green space planted with grass and mid-sized trees. Mature trees ring the parking area. The Pemberton Park and riverside walkway form the southern edge. The character of this end of the island will see a significant transformation in the coming years. The planned improvements to neighboring sites suggest this area may well have a lively streetscape.



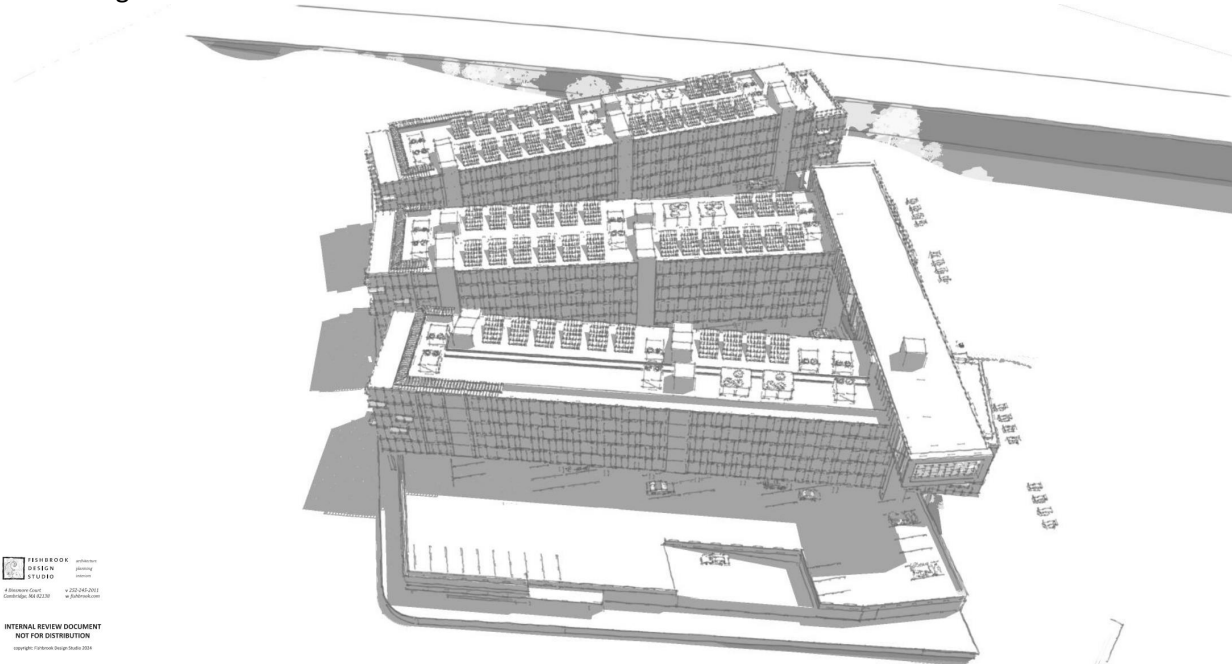
PROPOSED SITE

Retail and tenant amenity spaces will be located at ground level on North Canal Street. Residential and retail passenger vehicles will enter the off-street parking at the east side of the site. Waste removal, delivery and utility vehicles will have an independent utility entrance located on the west side of the building adjacent to the utility core. The utility core contains the building's transformers and generators as well as receptacles for trash, recycling and grease-waste, separated for residential and commercial tenants. The new building will sit within the bounds of the existing asphalt. The existing green area will remain largely intact, maintained by our team, with public access preserved. This edge of the site is our focal point and cultural anchor. Visual and physical access to the green space and river are central features of the development.



BUILDING

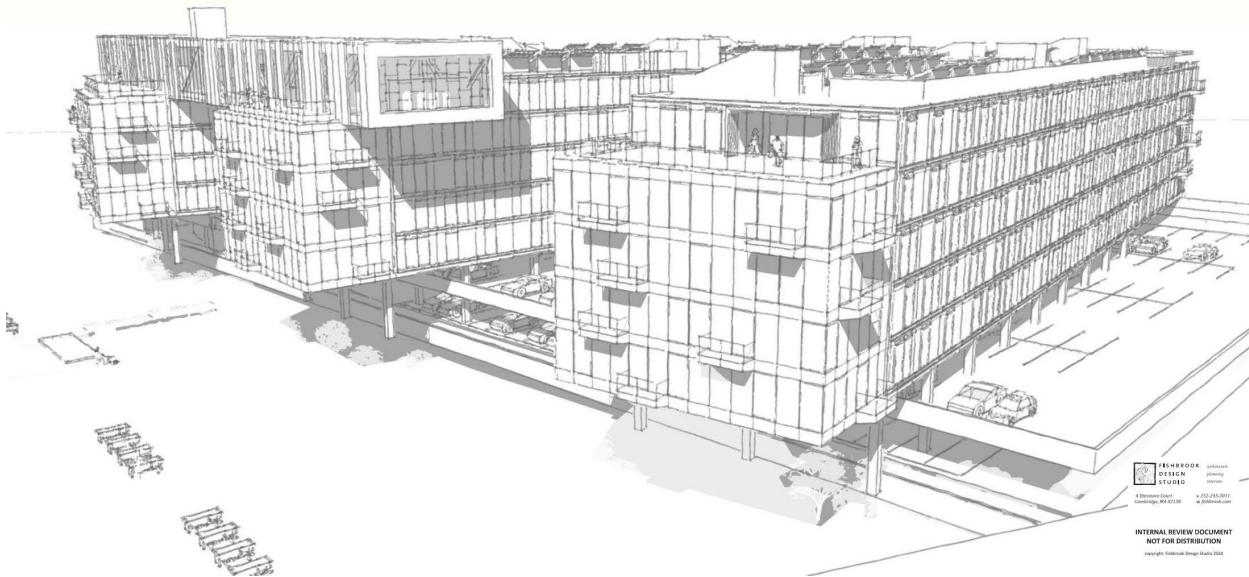
The proposed building would be a “five over two podium” containing 336 dwelling units and 433 parking spaces. Additional parking will be available on adjacent sites owned by Nunez, LLC. The lower levels (retail/amenities and parking) will be a non-flammable concrete or steel structure. The residential units in three, five story bar-shaped masses are above the parking area. The residential units will be modular, wood framed construction. There will be a food tenant amenity at the top floor of one of the bars. This dedicated restaurant/event space will be located in a building element that dramatically spans two of the bar shapes, overlooking the Merrimack River.



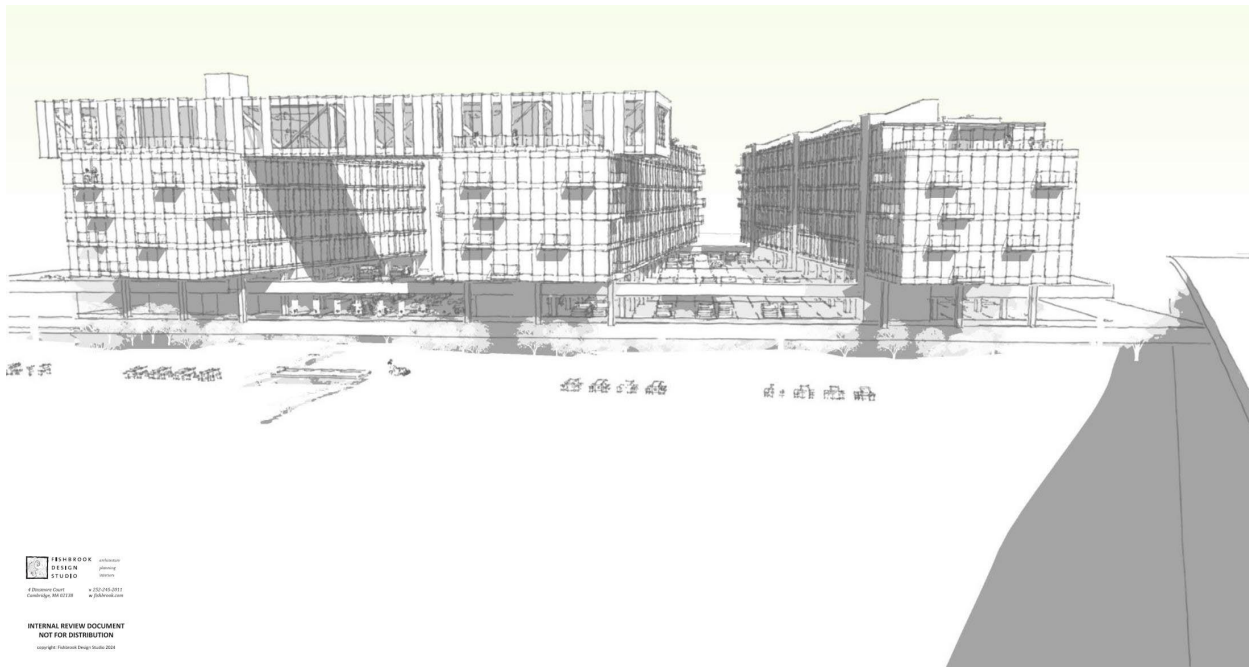
The rectangular form (right) contains the restaurant/event space and overlooks the river.



North Canal Street: The three residential buildings sit above the street front retail spaces on either end. The lobby/café is below the center building flanked by open walkways to the parking area and river beyond.



From the Amesbury Street bridge



When viewed from the Merrimack River, the building forms are reminiscent of the mill buildings in Lawrence, Haverhill, Manchester and Lowell.

454-468 N Canal & 440 N Canal Street./ Pemberton Park

Write a description for your map.



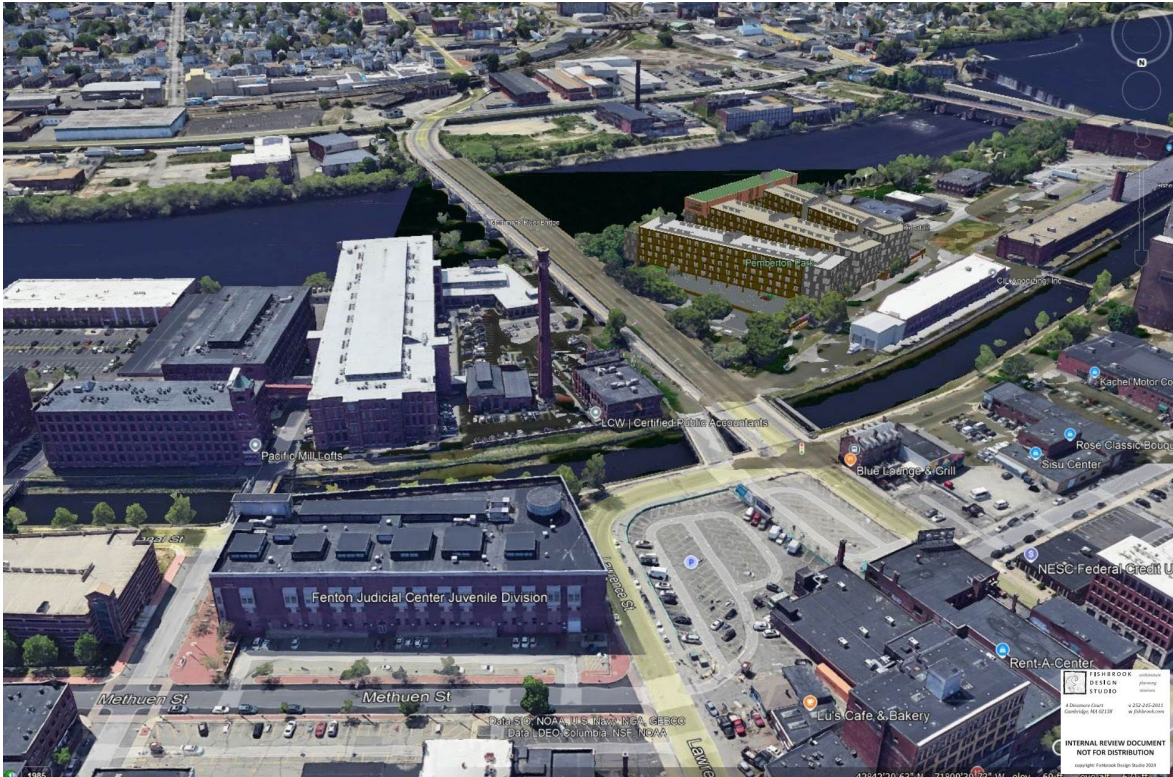
North Canal

454 N Canal St

Merrimack River

ack River Reservoir

Merrimack River



CONCEPT

The building massing takes its cues from the scale and shape of the nearby mill buildings. Dwelling units are perched above the Merrimack River flood zone. These building forms are subtly angled to provide views of the river to as many units as possible. Along North Canal Street at the existing curb line would be a line of public-facing commercial spaces, two pedestrian passageways and a lobby/café space. First consideration will be given to prospective grocery store and child education tenants. A café-style food tenant will also be accommodated at the North Canal Street entry.





DESIGN FEATURES

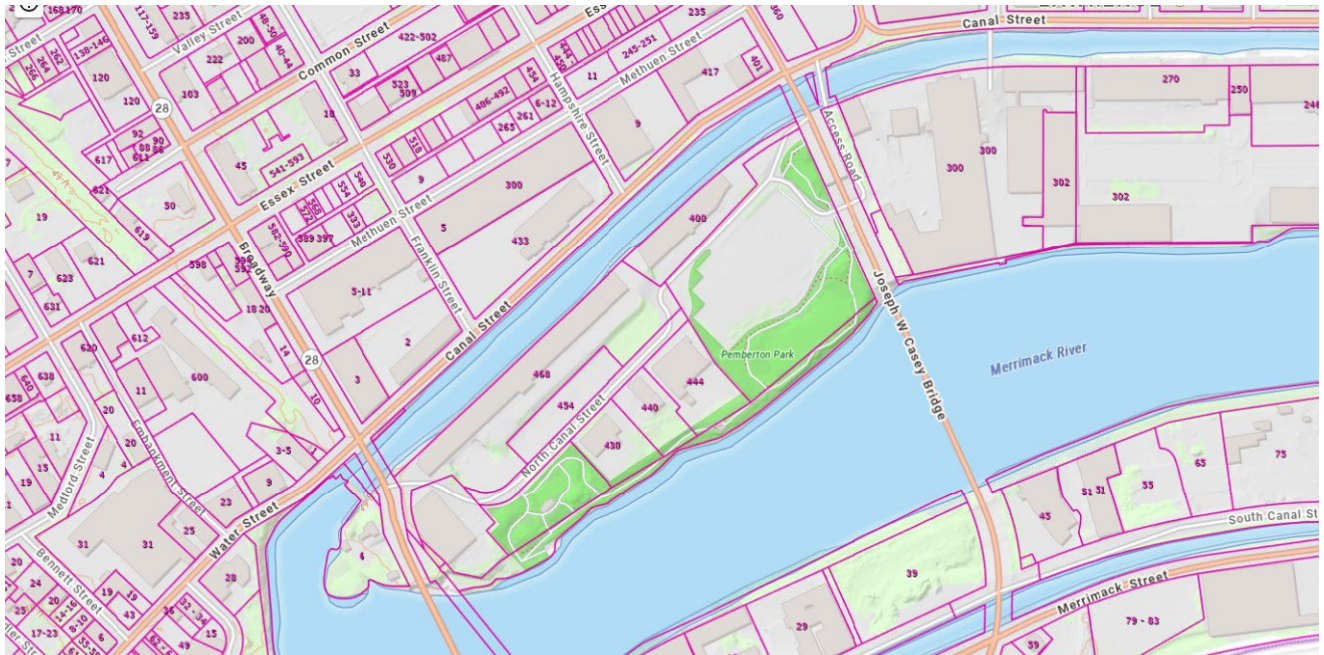
Modular Construction – the dwelling units will be built in a controlled, industrial setting using renewable wood framing and assembled on site. This reduces embedded carbon, construction waste, construction cost and fabrication/installation time while increasing precision and quality of workmanship.

Public-Facing Tenants – The commercial spaces at the North Canal Street edge will be reserved for a quality grocery store (ALDI, Trader Joe’s or similar), a child education facility and a café tenant. For the premier space at the top level, we are working to attract a restaurant/bar/event tenant who will invite the public to enjoy weddings, birthdays and similar events in this dramatic, river-focused setting.

Mass Timber Frame – this renewable wood structural system is envisioned for the restaurant/event space overlooking the river. This feature would be supported by a pair of large mass timber trusses spanning the dramatic divide between the two dwelling unit masses.

River-Focus/Green Space Focus – the proposed building is anchored by the Merrimack River. The building orientation, angle of the dwelling masses and the position of the restaurant/event space are all responses to the opportunity for views upriver, down river and across the river. The dwelling units are perched above the greenspace which will be activated and maintained as a public amenity adjoining the public Pemberton Park.





Climate-Resilient Design– the dwelling units are raised above the Merrimack River flood zone. The two-level parking structure below the dwelling units is designed to allow flood water to ebb and flow in the event of future sea-level rise and increasing severity of flooding.

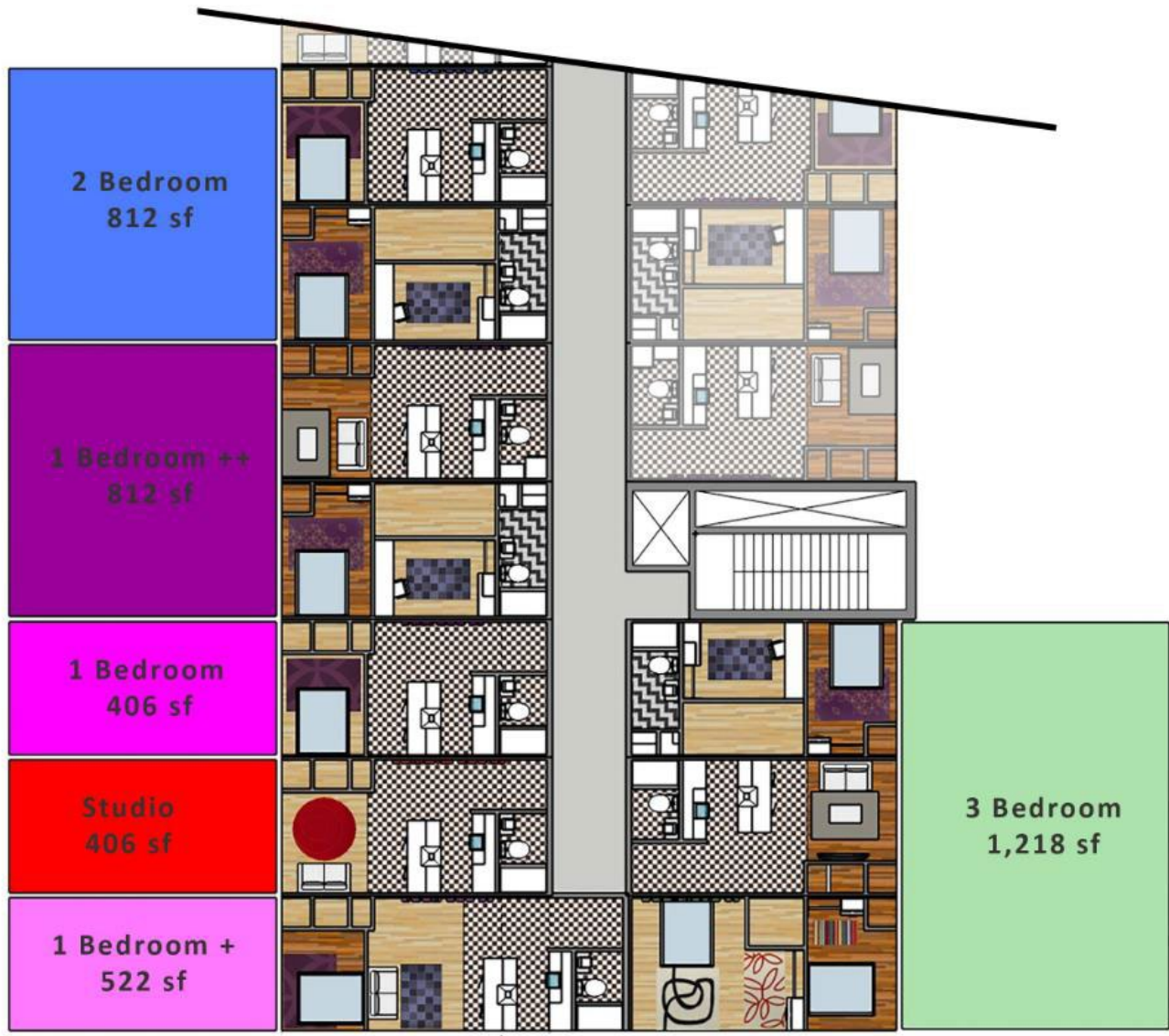




PV Solar – all roof space not occupied by mechanical equipment, or “green roof” assemblies will house arrays of solar panels.

Green Roof - all roof space not occupied by mechanical equipment or solar arrays will be dedicated to an “extensive”-type green roof system. This system is planted with moss or sedums. It stores carbon and reflects light and heat. Green Roofs reduce storm water run-off, extend roof life and off-gas oxygen.

Passive House – the building will be constructed according to the energy efficiency standards required by the Massachusetts State Building Code which will be roughly equal to those of the “Passive House” program. The code will require all-electric fuel sources, continuous air and vapor barriers, greater insulation values and high-efficiency windows and doors.



NOAH – Naturally Occurring Affordable Housing. This building will preserve housing options for existing Lawrence residents who might otherwise be priced out. Our ability to do this is contingent on welcoming higher-income residents whose rents will help support the NOAH units.

Off-Street Parking –The building hugs its parking structure. Multi-level parking structures are poor contributors to urban streetscapes. Ours is hidden from view while remaining highly accessible to passenger and utility vehicles.



THE FIT

The scale and use of this building complex are carefully meshed with the surrounding urban context. By using a highly cost effective “podium” building type, modular construction, efficiently laid out double-loaded dwelling floors, repetitive, contextual exterior cladding, we can minimize the construction and maintenance costs and minimize the housing cost to tenants. With this strategy, we are able to imagine the bold and poetic restaurant/event space soaring above the river; a gesture the city and the residents of Lawrence deserve.

Financial Plan

Please see attached to our proposal email our financial plan in the Excel file, “Nunez Pemberton Place Financial Plan”

Timeline

The timeline for this project appears in the PDF file “Nunez Pemberton Place Timeline” attached to our proposal email

REQUIRED INCENTIVES:

Financial:

HDIP

TIFF

Zoning Relief:

PARKING

DENSITY

USE

HEIGHT

DEVELOPMENT TEAM and KEY MEMBERS:

Nunez, LLC

Alberto Nunez, President

Alberto N. Nunez, Manager

Fishbrook Design Studio

Matthew Juros, MA Reg 20447

Bell Tower Commercial Real Estate Group

Gary Sidell, President

Civil Design Associates

James Hanley, PE

Morris Rossi and Hayes

Lawrence Rossi, Esq.

3. Financial Capability

Financial stability and capability to undertake project

As confirmed by the attached letters from Nunez, LLC's banker, Enterprise Bank, Nunez, LLC is financially stable and has the capacity to provide the resources to bring this project to completion, as identified in the funding sources section below. We ask that you keep the letters provided by Enterprise Bank and Reading Cooperative Bank confidential and not release them beyond the RFP evaluation team. In addition, please note that since 1999, Nunez has self-financed all land and building purchases and renovations.

Proposed funding sources and financial plan

Nunez, LLC is in the process of identifying a partner to finance the project. We are also open to suggestions from the City of Lawrence. Nunez, LLC can provide the following capital in support of the project:

\$4 million - \$5 million, currently available

\$10 million, available through asset sale

Please see attached to our email our more detailed financial plan in the Excel file "Nunez Pemberton Place Financial Plan"

4. Legal and Compliance Information

Proof of licensure and certification

- a. Certificate of Good Standing for Nunez LLC (see attached)
- b. Architect's License: Matthew Juros of Fishbrook Design Studio:
MA Reg 20447

Legal and Regulatory Issues

Nunez, LLC is the subject of no regulatory investigations, other investigations or sanctions.

Litigation

Nunez, LLC is neither a plaintiff nor defendant in any current litigation.



The Commonwealth of Massachusetts
Secretary of the Commonwealth
State House, Boston, Massachusetts 02133

William Francis Galvin
Secretary of the
Commonwealth

August 18, 2024

TO WHOM IT MAY CONCERN:

I hereby certify that a certificate of organization of a Limited Liability Company was filed in this office by

NUNEZ LLC

in accordance with the provisions of Massachusetts General Laws Chapter 156C on **February 26, 1999**.

I further certify that said Limited Liability Company has filed all annual reports due and paid all fees with respect to such reports; that said Limited Liability Company has not filed a certificate of cancellation; that there are no proceedings presently pending under the Massachusetts General Laws Chapter 156C, § 70 for said Limited Liability Company's dissolution; and that said Limited Liability Company is in good standing with this office.

I also certify that the names of all managers listed in the most recent filing are:
ALBERTO NUNEZ

I further certify, the names of all persons authorized to execute documents filed with this office and listed in the most recent filing are: **ALBERTO NUNEZ**

The names of all persons authorized to act with respect to real property listed in the most recent filing are: **ALBERTO NUNEZ**



In testimony of which,
I have hereunto affixed the
Great Seal of the Commonwealth
on the date first above written.

William Francis Galvin
Secretary of the Commonwealth

5. References



Administrative Offices • One Griffin Brook Drive, Suite 101 • Methuen, MA 01844
(978) 725-7400 • TTY (978) 689-6438 • Fax (978) 687-3726
www.GLFHC.org

September 12, 2024

Mr. Alberto Nuñez
100 Water Street
Lawrence, MA 01841

Dear Alberto,

I am writing to provide a reference for you as a landlord. As the Executive Vice President of Greater Lawrence Family Health Center, I have had the pleasure of leasing 100 Water Street, Lawrence, MA 01841 from you since 2010.

Throughout our tenancy, we have been consistently impressed with the quality of service and professionalism you have demonstrated. Your responsiveness to maintenance requests and proactive approach to property management have greatly contributed to a positive business environment for us.

We have found the terms of our lease to be fair and reasonable, and your management style has fostered a positive and respectful landlord-tenant relationship. This level of professionalism has allowed us to focus on our business operations without concerns about our workspace.

I am confident that anyone who leases property from you will be well-served by your dedication and integrity. Should you need any further information or wish to discuss this reference in more detail, please do not hesitate to contact me.

Thank you once again for being an exceptional landlord.

Sincerely,

A handwritten signature in blue ink that reads "Saifur Rahman".

Saifur Rahman
Executive Vice President,
Capital Projects



*Lawrence Public Schools
237 Essex Street, 2nd Floor
Lawrence, MA 01840*

September 10, 2024

To whom it may concern,

I Christopher Merlino Director of Facilities for Lawrence Public School would like to take the time to provide a reference for Albert Nunez, Nunez LLC of 31 Merrimack St. Unit 2 Lawrence, MA 01843

Lawrence Public School has been renting the property located at 51-55 Merrimack St. Lawrence, MA 01843 for the past three years. Alberto and I have built a great working relationship over the last three years he has exceeded all our expectations and requirements; he is hands-on with all issues or concerns that have arisen. Alberto can problem solve and is reachable at any time of the day.

Should you like to discuss this further please feel free to contact me at 978.423.5183

Sincerely,

A handwritten signature in black ink, appearing to be 'C. Merlino', written in a cursive style.

Christopher Merlino
Director of Facilities
Lawrence Public Schools