

November 12, 2008

Massachusetts Downtown Initiative
DHCD – Attention: Mary Jane Gandolfo
100 Cambridge Street, Suite 300
Boston, MA 02114

Dear Ms. Gandolfo:

The Dennisport Revitalization Committee on behalf of the Town of Dennis is presenting to you the enclosed Massachusetts Downtown Initiative Technical Assistance Site Visit Application.

Cape Cod is facing issues that require comprehensive, regional solutions that can have positive local impact. Dennis, itself, is currently working to overcome an \$850,000 fiscal gap. Revitalization of Dennisport would have a significant impact on the total revenue stream available to the Town and on the region as a whole.

The Charrette model is a significant and substantial cutting edge approach to creating a way forward for our village, our town and our county. It is *significant* as a grass-roots approach to community engagement to generate actionable long term solutions. It is *substantial* as a planning modality capable of comprehensive sustainable revitalization of an economically depressed area therefore yielding a much higher return than any other investment. It is a *way forward* to work through issues in a collaborative process of education, facilitation, negotiation, mediation and advocacy on all the relevant and pressing topics examined during the Charrette.

There is no shorter or simpler approach that allows for elimination of duplication of human efforts and reduction of waste of financial and other resources. A Charrette provides the viewpoint and the starting point for generating economics of scale and the comprehensive action plans to achieve the most important results first. With your support of \$5,000, this Charrette can help Dennisport generate "the right plan, *planned rightly*."

Sincerely,

Dennisport Revitalization Committee

Hank Bowen, co-chair

Tom Huettner, co-chair

DENNISPORT REVITALIZATION CHARRETTE

Issue to be Addressed. Nobody was surprised when a building in downtown Dennisport collapsed. They cleaned up the rubble, fenced off the hole and went back to business as usual. But this was Dennisport, so it was back to the lack of business as usual.

So much for the days of Henderson Hardware, the gift shop at Hazelton's and Edson's clothes store. A & P provided the groceries, Bradlees provided the balance and on a good day, maybe you ate lunch at the Brass Kettle. We didn't know then that South Dennis would become the center of commerce, the Dennisport Post Office would move down the street taking what traffic remained with it, the grocery store would change hands only to close forever, and the well-stocked shops would become antique, collectibles, consignment and thrift shops. Few businesses remain. The Town has built a successful library here but still, Dennisport evolves like a landscape without a design, a building without a plan. Consequently there has been a mish mash of fits and starts and the populace remains disappointed, disengaged, unmotivated and actively prejudiced towards failure. A successful re-zoning effort that resulted in the Governor's Smart Growth Award to the Town of Dennis allows for more flexibility in building construction and use. But, lacking a shared vision and a coordinated action plan chaos reigns, expressed in economic despair, disarray and disorder evident in the village center.

Since the early 1990's, the Dennisport Revitalization Committee (DRC) and other concerned citizens have been trying to revive Dennisport. The lack of a comprehensive, holistic implementation plan has produced the same outcome for all, amounting to essentially nothing. Meanwhile, we watch, we worry, we debate, we wonder. But Dennisport has another chance - one more chance to shed its reputation as a failing community, one more chance to empower its citizenry to get involved and to make a difference that matters. And it involves a relatively new tool used successfully around the world, called a "Design Charrette" (Charrette).

Scope of Services; Project Costs. In brief, our Charrette involves the organization and hosting of a diverse group of paid and unpaid experts in economic development, environmental preservation, civil engineering, architecture, as well as social and related design fields to work with local stakeholders and interested citizenry with the shared goal of re-envisioning a new Dennisport. This collaboration will produce a series of community action plans, a process for future collaboration to act on these plans and a means for results assessment to stay on track or make adjustments as necessary. Our proposed budget is attached as Appendix A. The Charrette process consists of three phases, they are:

1) **The Pre-Charrette Community Outreach phase (current).** In November and December, the DRC is hosting the first round of Community Roundtable Discussions, focusing on the following: economic development; water/storm water/wastewater; land use, including recreation and open space; natural resource preservation; housing, including workforce, affordable, subsidized, rental and owned housing; alternative energy and utilities; transportation, including bike trails, sidewalks, crosswalks, and public transportation; public safety; arts and culture; historic/ heritage/ community character; and social services, including youth, families and seniors. Although only one topic is "economic development," all topics are interdependent and thus necessary to address to encourage sustainable economic revitalization in a holistic manner.

2) **Charrette Event phase (April or May 2009).** Collaborative sessions of concentrated design study will occur over four days to develop solutions to address design problems hindering economic development in the village. A minimum of three cycles for public input and feedback are included to permit stakeholders and the general public to critique proposals generated and to guide refinement of the design. In addition to technical experts in other areas, the DRC seeks a consultant with prior experience in revitalizing main streets that compete with highway-oriented retail. The DRC also invites local professionals to participate on the Charrette technical team on a volunteer basis.

3) **Implementation phase (May 2009 and beyond).** A final implementation plan will be produced within one month of the Charrette Event, and rolled-out by professional consultants who will conduct trainings

with town staff, officials and the general public with respect to such plan, and initiate the Post-Charrette implementation progress evaluation measures.

Throughout each phase of the process, participation by stakeholders and the general public will be enabled through technology such as a frequently-updated website (www.town.dennis.ma.us, click on "Dennisport Revitalization"), a Dennisport blog (<http://dennisportrevitalizationcommittee.wordpress.com/>) and online surveys.

Comprehensive plans work. One needs only to visit the downtown areas of Falmouth and Hyannis to see the positive effects of community engagement and forethought. The ultimate goal of such a plan for Dennisport is to supply the blueprint to replace a severely depressed area with a economically viable and sustainable community. Dennisport has all the raw materials. Dennisport needs the vision. We are sure that over time, the right plan, *planned rightly*, will attract the necessary investment to realize these changes and Dennisport will, again, proudly take its place as a vibrant and charming village.

Strong Public/Private Partnership. The Charrette impacts services to over 3,500 year-round Dennisport residents and approximately 7,500 seasonal visitors (who comprise the economic engine of Dennisport) and involves over one billion dollars in real estate assets. The Town of Dennis seeks viable opportunities for public/private partnership, but any such partnership will not succeed without community support, which will be generated in the Charrette. This investment by the Town through direct participation as well as that of individuals and businesses towards accomplishing their common goals of an economically viable Dennisport is a desirable leveraging of resources as well. The Charrette process is key to all future private sources of revitalization support and participation. It is the cornerstone upon which all future innovation in design, construction, and community redevelopment will be leveraged.

The DRC is seeking funding outside of local real estate tax coffers. The New England Grassroots Environment Fund (pending) and other foundational grants have been sought; however, the DRC is not an exempt organization under Section 501(c)(3) of the Internal Revenue Code so some restrictions apply. A workable 501(c)(3) organization is a potential outcome of the Charrette. The DRC and town employees currently host a "Dennisport Revitalization" website and are developing online donations options. Students of Cape Cod Technical Regional High School are currently developing a Dennisport Revitalization information and fund generating brochure. The DRC has a target of \$20,000 in in-kind contributions, which will include information technology services, food services, meeting accommodations, and substantial volunteer time. Volunteers will help organize, manage and facilitate the Pre-Charrette topical meetings, the Charrette Event and Post-Charrette Implementation strategies.

Long-term and Tangible Outcomes. The Charrette involves over forty stakeholder groups and organizations that are responsible for the administration of shared resources, shared responsibilities and shared control of the conceptual development and implementation of the Dennisport revitalization effort. It is intended to produce community-formulated action and implementation plans consisting of realistic, practical short-term and long-term goals as well as a mechanism for revisions through future community involvement. Residents and other stakeholders of the village of Dennisport will be prepared to work collaboratively to begin the sustainable revitalization process through utilizing these plans.

This revitalization project produces straightforward economic decision making per its design to capture clearly delineated costs, revenues and other fiscal instruments, both private and public. This component of the Charrette process provides for the sustainability of the revitalization of Dennisport through a comprehensive analysis and synthesis procedure with transparent public input and discourse regarding alternatives. The State's requirement of a local comprehensive plan makes fulfillment of the overall vision possible. Because of the specific nature of the results it produces the Charrette products permit successful outcomes via community generated and individually owned revitalization implementation actions.

The Dennisport Revitalization Charrette is the result of years of study and efforts to understand the particular needs which must be resolved to create a healthy community. This project represents a creative, cutting edge response to all the factors involved and to well-defined needs as outlined in the existing Dennis local comprehensive plan and the DRC's charge from the Town of Dennis. With your support, Dennisport will have a proven, documented process by which to secure opportunity in the direction of increased prospects to reinvent how people live, work and play in economically and environmentally sustainable ways for years to come.

Your funding of this project in the amount of \$5,000.00 will help provide the Town of Dennis with the tools it needs to solve economic conflicts, and related social and environmental issues, which are barriers to a healthy, economically viable community. Our Charrette is a project that promotes a vigorous year round economic climate for Cape Cod that is worthy of funding by proceeds through the Massachusetts Downtown Initiative.

Respectfully Submitted,

The Dennisport Revitalization Committee:

Henry G. Bowen, Co-Chair, Thomas E. Huettner, Co-Chair,
Carlyn M. Carey, Bob Juliano, Alex P. Kennedy, Linda Orlando

Dennisport Revitalization Charrette

Project Budget

Summary Statement: This DRC-led Charrette is the first step in an ongoing process to create and maintain a viable and sustainable village. It is the basis for all future public and private investment in Dennisport.

INCOME

CCC LCP Implementation Grant (secured)	\$25,000
CCEDC 2007 Small Grant (secured)	\$12,500
New England Grassroots Environment Fund (pending)	\$2,500
CCEDC 2008 Small Grant (pending)	\$15,000
MDI Technical Assistance Grant (pending)	\$5,000
Additional Grants to be Secured	\$15,000
In-Kind (Non-Cash) Donations	\$20,000

Total Income \$95,000

EXPENSES

Charrette Consultant Team (including technical expert in economic development, as well as charrette designer, facilitator, other technical experts)	\$65,000
Advertising, PR and Outreach	\$1,000
Production of Base Data Research Materials	\$2,500
Report Documentation* (publication and general distribution of charrette products)	\$4,500
Information Technology*	\$3,000
Food Service*	\$3,000
Facilities for Charrette Event*	\$2,000
Overnight Accommodations (approx. 20 people)*	\$4,500
Secretarial/Administrative Expenses	\$2,000
Facilitated Post-Charrette Implementation Meetings and Related Instruments	\$2,500
Legal Documentation and Review	\$5,000

Total Expenses \$95,000

* Portions to be donated in-kind.

Membership of Dennisport Revitalization Committee

Thomas E. Huettner, Co-Chair
104 Telegraph Road
Dennisport, MA 02639

Tom is a mechanical engineer with graduate-level studies in architecture and alternative energy. He is also trained as a mediator and a community planner. Tom is a Dennisport resident, and has served on the Committee for approximately 7 years.

Henry G. Bowen, Co-Chair
7 Calvin Drive
Dennis, MA 02638

Hank has served on the Committee for over 6 ½ years. Hank retired as Vice President of Sales Development for a major advertising firm based in Chicago. In addition to serving as Co-Chair of the Committee, he is currently chairman of the Town's Road Safety Task Force and active in his church community.

Carlyn M. Carey
60 Telegraph Road
Dennisport, MA 02639

Carlyn has served on the Committee for two years. A Dennisport native, Carlyn spent nine years in Washington, DC, attending law school and maintaining a corporate transactional practice at an international law firm. She and her husband returned to Dennisport in 2006 to raise their daughter, Phebe (now 3).

Bob Juliano
6 Priscilla Lane
Dennisport, MA 02639

Bob is a resident of Dennisport and was reappointed to the Committee this month after previously serving on the Committee from 1999 – 2004. Bob is the current President of the Dennis Chamber of Commerce and chairs its Economic Development/Government Relations committee. He is the co-owner of Puzzles, Toys & More, a toy store formerly located on Main Street in Dennisport and recently re-located to West Dennis.

Alex P. Kennedy
Depot Street
Dennisport, MA 02639

Alex is a Dennisport native and local real estate developer. He is a seasonal workforce housing provider and works closely in this capacity with local businesses. He is Treasurer and Director of the only private cemetery in Dennisport.

Linda Orlando
12 Oak Street
Dennisport, MA 02639

Linda is a resident of Dennisport. She has over 25 years experience as a small business owner on Cape Cod.