

ADDENDUM TO PROPOSAL

FOR THE CONSIDERATION OF THE CITY OF WALTHAM, MASSACHUSETTS

To: Mayor Jeanette A. McCarthy and Waltham City Council
From: Bruce Bolden, 617-955-4253, blb888a@gmail.com
CC: Joe Vizard, Chairman of the Reuse Intake Subcommittee
Date: August 12, 2009
Re: Addendum to Original Proposal for the Reuse of Fernald Center

Trapelo Studios - Waltham, Massachusetts

The reuse of Fernald Center is an opportunity to build into the future, phased-in development for “green” businesses and services for the disabled. This is a model that can be established for the world to see.

Approaching reuse with coexistence in mind will enable and grow services for the developmentally disabled while creating a reputation in a growing sector of business in the state, the motion picture industry.

Already, Waltham is the home of many well-known leaders in the production community with many more throughout the area. In the short time that I’ve been involved with the Fernald Reuse Committee, word of mouth has spread; people are talking and interest is growing. There is no doubt that with a small amount of publicity, this would rapidly spread to regional press outlets throughout the state. State politicians would take notice and support would be easily gained.

Through FY2008, 676 million dollars have been spent in the state of Massachusetts (attached DOR document). This report, on the Massachusetts Film Industry Tax Incentives outlines the many fiscal aspects for the reason why film production is coming to the state. On page 24, it says regarding studio development, “Such facilities, if they are built, are likely to increase the Massachusetts local film production base, which would mean that less labor would have to be imported from outside the Commonwealth to provide the services needed on productions. They should lead to increased local spending and higher multiplier impacts than in the 2006-2008 period. Year-round sound stage facilities might also attract more television series to Massachusetts, which provide longer-term employment than individual film productions that spend one to four months in the Commonwealth.”

Waltham has so much to offer; with its rich history and diversified culture as a backdrop, a reputation could be global in its allure. Combined with the knowledge that good is being done in the name of profit, people would be attracted to Waltham for work, dinning and permanent or temporary lodging.

This is a low impact business development with so much potential while addressing the many interests in the community. My approach to reuse would best be defined as a public private partnership. Land would be leased to developers by the city of Waltham in exchange for long-term lease (still not completely clear of how the surplus process works). Would also request support from state and federal resources through programs such as HUD or incubator funds for new business from the Obama administration.

A timeline for this to unfold could start immediately. After approval is complete, an office would be set up as command and control for development to unfold addressing community interests and studio planning. An opening for studio functions will occur within 8 – 12 months.

Unfortunately, my work schedule has me too busy to complete a proposal that would better convey this vision. I have started building 3D models of the campus and buildings that can be used as before and after pictorial representations that detail all the desires that was proposed last Wednesday evening.

My presentation is becoming more refined as I have learned more of the process. I look forward to continuing this discussion. If another presentation is needed, please let me know. I'm willing to provide further information and invite other professionals or developers that have shown support for this idea. I personally hope that this can be advanced to the next stage of consideration.

TEXT FROM ORIGINAL PROPOSAL

The redevelopment and adaptation of a historic campus into a world class motion picture and television production complex with a mission to grow and sustain ongoing services for the disabled.

Summary:

- 1) Grow and continue services to the developmentally and physically disabled.
 - a. Assess needs to sustain current operations.
 - b. Build alliance with UMass and Shriver Center for guidelines and standards for care.
 - c. A local destination for Special Olympic events.
 - d. Develop community integration programs and housing.
 - e. Create a location for doctors and medical service offices.

- 2) Smart technology used for the renovation of historic buildings and land for adaptive reuse.
 - a. Maintenance and general services businesses.
 - b. Child care center.
 - c. Bookstore or library branch.
 - d. Event space, gallery and Fernald history museum.
 - e. Casting agency offices.
 - f. Offices for film school or university extension.
 - g. Lodging for production talent and crew.
 - h. Commissary, restaurants, coffee shops and amenities.
 - i. Medium size sound stage.
 - j. Development of additional sound stages, back lot and housing.
 - k. Alternative energy office of development and sustainability.
 - l. Administrative offices.
 - m. Screening room / media center.
- 3) Environmental improvements and greenway extension.
 - a. All site construction and renovations would employ the use of “green” technologies and seek LEEDS certification.
 - b. Reclamation of brown-field.
 - c. On site production of television program that can be used for broadcast to increase brown-field awareness and training purposes.
 - d. Energy creation using bio fuel, solar and wind generators.
 - e. Preservation of wetland areas and day lighting of stream.
 - f. Growth of open space through elimination of less historic structures.
- 4) Creation of employment and economic opportunities.

- a. Office rental for small businesses.
 - b. Construction jobs for renovation and infrastructure projects.
 - c. Local support staff and crew needed for film and video productions.
- 5) Mitigation of local traffic and transit infrastructure.
- a. Analysis of Trapelo Road entrance and consider relocating away from Route 60.
 - b. Seek I-CUBED (Massachusetts Infrastructure Investment Incentive Program) funding for Trapelo Road infrastructure improvements.
 - c. Assess Waverly Road entrance for needed improvements.

Conclusion:

Professionals in the entertainment industry agree, this is an innovative opportunity to create a state of the art studio complex that is designed to utilize and enhance the beauty of original historic campus design that actively works to integrate services for the disabled into business model.

A world class motion picture studio depends on a quiet natural setting that has access to major airport and close proximity to Boston metro area. This idea will benefit the city of Waltham and the community that lives in the area by working together in a sustainable development process to achieve a relationship that is symbiotic at the very least.

A Warner Brothers studio recently built in Burbank, California employed the use of green technology that would serve as a model for efficiency for construction and rehabilitation of structures on the Fernald State School property.

By reclamation of contaminated portions of the property, open space and greenways will benefit the functions of a studio and the citizens in this area with the creation of a destination for outdoor recreational activities that is linked to the Lexington and Belmont corridors.

This is a logical vision that fully embraces the legacy of institutional services currently provided and a future for programs that support community integration and independence for the disabled. Relationships with local universities and the Shriver Center should be included in this vision.

Motion picture and commercial productions being shot in Massachusetts, and the community of Waltham would be well served by this conceptual proposal.