



Thank you for joining!

Welcome to Webinar 2: One Stop Application Guidance Webinar

- This webinar will be recorded and available online [here](#).
- Please submit your submit questions via the chat function.
- Questions will be aggregated and answered in a FAQ document on the One Stop website.

For more information, visit mass.gov/onestop



Commonwealth of Massachusetts
Executive Office of Housing and
Economic Development

COMMUNITY ONE STOP FOR GROWTH

Application Guidance Webinar

February 3, 2022
Webinar 2



Roadmap



- 1. Recall Session 1: Community One Stop for Growth Overview**
- 2. Your Project and the Development Continuum**
- 3. Key Takeaways**
- 4. Next Steps**



Recall: Programs in Community One Stop for Growth

Executive Office of Housing and Economic Development

- ✓ Mass Works Infrastructure Program
- ✓ Urban Agenda Grant Program



Commonwealth of Massachusetts

Executive Office of Housing and
Economic Development

Department of Housing and Community Development

- ✓ Community Planning Grant Program
- ✓ Rural and Small Town Development Fund
- ✓ Housing Choice Community Grant Program
- ✓ Massachusetts Downtown Initiative








MassDevelopment

- ✓ Brownfields
- ✓ Site-Readiness Program
- ✓ Underutilized Properties Program
- ✓ Collaborative Workspaces (New)
- ✓ Commonwealth Places (New)
- ✓ Real Estate Services (New)





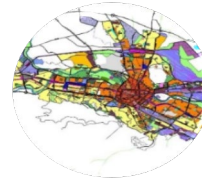
Recall: Development Continuum

Preparing for Growth Grants to support activities and initial steps by community-based actors to attract and guide private investment in a community.			Catalyzing Specific Projects Grants to support private, commercial, industrial, and residential investment projects that further the community vision	
 <p>Community Capacity Building</p> <ul style="list-style-type: none"> • Technical Assistance for Improving a Downtown or Commercial Center • Business Improvement District (BID) Implementation (NEW) • Early-Stage Strategy Development • Strategy Implementation by an Existing Cross-Sector Consortium or Coalition • Placemaking efforts (NEW) 	 <p>Planning & Zoning</p> <ul style="list-style-type: none"> • Master Plan • Urban Renewal Plan • Land Use Plan • Downtown Plan • Parking Management Plan • Housing Production Plans • Market Feasibility Studies • Zoning Review & Updates • Zoning to comply with the MBTA Communities section of c40A section 3A (NEW) • District Improvement Financing (DIF) Plan (NEW) • Municipal Surplus Property Disposition Plan (NEW) • Other Strategic Plans 	 <p>Site Preparation</p> <p>Site Predevelopment</p> <ul style="list-style-type: none"> • Site Due Diligence • Site Master Planning • Market Study • Civil Engineering • Pre-Permitting/Permitting • Brownfields Site Assessment <p>Implementation</p> <ul style="list-style-type: none"> • Demolition • Site Acquisition, related tasks • Construction of site related upgrades • Brownfields Remediation 	 <p>Buildings (Vertical)</p> <p>Building Predevelopment</p> <ul style="list-style-type: none"> • Building Condition Study • Development Feasibility Studies • Code Compliance Studies • Architectural or Engineering Plans • Collaborative Workspace Feasibility Studies (NEW) <p>Implementation</p> <ul style="list-style-type: none"> • Building Code Compliance • Fire/Life Safety Code Compliance • Accessibility Improvements • Building Shell Repair • Building Stabilization • HVAC Improvements or Renovations • Interior Demolition or Remediation • Collaborative Workspace Fit-Out or Equipment (NEW) 	 <p>Infrastructure (Horizontal)</p> <p>Infrastructure Predevelopment</p> <ul style="list-style-type: none"> • Design / Engineering Documents <p>Implementation</p> <ul style="list-style-type: none"> • Roadway / Streetscape Improvements • Bridge / Culvert Repair or Replacement • Water / Sewer Infrastructure • Public Utility Project (Gas, Electric, etc.)

Recall: Applicant Eligibility



**Community
Capacity
Building**



**Planning &
Zoning**



**Site
Preparation**



**Buildings
(vertical)**



**Infrastructure
(horizontal)**

Public Entity					
Municipal	✓	✓	✓	✓	✓
Public Housing Authority					
Redevelopment Authority or Similar Quasi-Governmental Agency					
Water or Sewer District					
Other Public					
Non-Public Entity					
Community Development Corporation	✓		✓	✓	
Not-For-Profit	✓		✓	✓	
For-Profit				✓	



Recall: Changes to the Development Continuum

Two major changes have been made to the Development Continuum and the structure of the Application for this round of the One Stop:

Removal of Predevelopment & Permitting as a Stand-Alone Category

Predevelopment & Permitting has been eliminated as a stand-alone category. Applicants may now request funding for predevelopment and permitting activities directly within the Site Preparation, Buildings, and Infrastructure sections of the application.

Redistribution of Rural & Small Town and Housing Choice Questions

There is will longer be separate categories for Rural & Small Town Development Fund and Housing Choice Community Grant special projects. Questions specific to these programs will be built into existing Continuum sections. Please review the NOFA and individual program guidelines for details.



Your Project and the Continuum

- The Development Continuum was designed to help applicants articulate the **specific funding needs of a given project** and how the project fits into **broader community economic development goals**.
- Applicants should consider the project in its entirety and identify the funding category of the Development Continuum which best fit its funding needs.
- Most (if not all) projects will fit into a **specific funding category in the Continuum**.
- Submit an **Expression of Interest** for guidance on where your project falls within the Development Continuum.



The One Stop Application

- A **Full Application** consists of **Core Questions** about the project, as well as **Development Continuum Category Questions** for the specific type of funding the applicant is seeking.
- Previously, to be considered for funding by multiple programs, applicants would need to submit with multiple applications and navigate different program processes. Now, applicants need only submit **one application to access multiple funding sources** for a single project.
- Applicants seeking funding for multiple projects must submit more than one application (one application for each project). **There is no cap on the number of applications one applicant can submit.**
- While there is no limit on the number of applications an organization can submit, please be mindful that **similar applications submitted within the same Development Continuum category will ultimately compete against each other.**

Example #1



Project Description

A request from a local community partnership to implement a multifaceted plan to address the disproportionate impact that COVID-19 has had on Black and Latino owned small businesses.

CORE QUESTIONS



DEVELOPMENT CONTINUUM CATEGORY QUESTIONS				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
	<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>

Key Takeaways

- For applicants that previously applied to “Urban Agenda” or any other program in the One Stop, there is still a simple path to access those resources. Urban Agenda is a Community Capacity Building program and requires the applicant to complete only the Core Questions and the Additional Questions for the Community Capacity Building category within the Full Application.
- All programs in the One Stop are still accessible as a standalone resource, as each activity of those programs correlates with a category of the Continuum.
- This is the most likely path for most applications. Most projects fit into just one category in the Continuum, as the Continuum is sequential.

Example #2



Project Description

A chamber of commerce is partnering with the local municipality to aid local businesses by enhance public spaces and installing new wayfinding. The applicant seeks support with purchasing new plantings and signage to support this effort.

CORE QUESTIONS



DEVELOPMENT CONTINUUM CATEGORY QUESTIONS				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
	Not Applicable	Not Applicable	Not Applicable	Not Applicable

Key Takeaways

- This is what we consider a placemaking project and the applicant should complete the Community Capacity Building section.
- In the Community Capacity Building section, the applicant should indicate that the focus of the project is placemaking.
- Previously, the applicant would have likely applied directly to the Commonwealth Places Program, however through the One Stop, programs such as Mass Downtown Initiative and Urban Agenda will have an opportunity to review this project.

Example #3



Project Description

A request from a community to hire a consultant to develop a smart growth plan to explore the impacts of existing and future development within one of its neighborhoods.

CORE QUESTIONS



DEVELOPMENT CONTINUUM CATEGORY QUESTIONS				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
Not Applicable		Not Applicable	Not Applicable	Not Applicable

Key Takeaways

- The goal of this project is to produce a new planning document, therefore the applicant should apply within the Planning & Zoning category.
- The Planning & Zoning Category supports a wide range of planning initiatives, ranging from comprehensive master plans to parking management plans and updates to zoning guidelines.
- New this year, communities may apply through the Planning & Zoning category for support to update their zoning code to comply with the new Multi-Family Zoning Requirement for MBTA Communities.

Example #4



Project Description

A community with Housing Choice designation requests funds to update their zoning guidelines to support future transit oriented development.

CORE QUESTIONS



DEVELOPMENT CONTINUUM CATEGORY QUESTIONS				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
Not Applicable		Not Applicable	Not Applicable	Not Applicable



ADDITIONAL QUESTIONS

Housing Choice General Questions

Key Takeaways

- The purpose of this project is to review and update the community's zoning laws, which falls within the Planning & Zoning category.
- Due to the applicants Housing Choice designation, they will be asked if they reviewed the Housing Choice guidelines. If the applicant answers "Yes", they will be asked to complete Section 8: Housing Choice General Questions and may be eligible for consideration by the Housing Choice Community Grant Program.
- Completing the Housing Choice questions only increases the exposure of the project; the applicant will still be reviewed by other programs focused on Planning & Zoning, such as Community Planning Grants.

Example #5



Project Description

A community requests pre-development support to undertake utility and roadway plans on a former rail yard to attract private investment for a commercial flex space that allows potential tenants to shift easily between light industrial, non-retail commercial, and office uses.

CORE QUESTIONS



ADDITIONAL QUESTIONS BY CATEGORY				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
Not Applicable	Not Applicable		Not Applicable	Not Applicable

Key Takeaways

- This is a project to improve a specific site in order to attract future private investment to drive new commercial and industrial space, therefore belongs in the Site Preparation category.
- This is an example of a project that would have been considered in the Predevelopment & Permitting section last year, however predevelopment and permitting activities now exist within the Site Preparation, Buildings and Infrastructure categories. The applicant should indicate a Site Predevelopment activity when asked for the project focus in the Site Preparation section.

Example #6



Project Description

A municipality requests funds to aid the remediation of residually contaminated soil on a former auto supply lot that is now owned by the municipality. The goal is for the site to eventually be sold to a private developer to produce new housing units.

CORE QUESTIONS



DEVELOPMENT CONTINUUM CATEGORY QUESTIONS				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
<i>Not Applicable</i>	<i>Not Applicable</i>		<i>Not Applicable</i>	<i>Not Applicable</i>

Key Takeaways

- Because the applicant is a public entity, it is eligible for funds to support brownfield site assessment and remediation through the Site Preparation category of the Development Continuum.
- Applicants that select Brownfields Site Assessment or Brownfields Remediation as their project focus will be asked additional questions within the Site Prep category.
- Generally, priority will be given to Industrial/Commercial sites in the Site Preparation category, however brownfields site assessment and remediation projects also allow for a housing end use.
- Brownfields grants within the One Stop are only available to Public entities. Non-public entities that would like to pursue financing for brownfield site assessment and/or remediation should contact MassDevelopment to discuss the Brownfields Redevelopment Fund.

Example #7



Project Description

A for-profit developer seeks funding to support the gut-rehabilitation of a vacant building in a downtown business district to create new residential units. The building has been underutilized for many years, with three vacant store fronts at street level and vacant second and third floors.

CORE QUESTIONS



DEVELOPMENT CONTINUUM CATEGORY QUESTIONS				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>		<i>Not Applicable</i>

Key Takeaways

- This project aligns with the Underutilized Properties Program, which is offered through the Buildings section of the Development Continuum.
- Buildings is the only section that for-profit entities can apply to. In addition to the Underutilized Properties Program, for-profit entities can access funds from the Collaborative Workspace Program, also offered through the Buildings category.
- The ultimate goals of these programs are to increase housing production, supporting economic development and accelerate the pace of job creation and entrepreneurial activity in our communities. Redevelopment of buildings for general public use will not be as competitive as new private development.

Example #8



Project Description

A town is redeveloping a municipally owned site to support new housing and commercial development. At this point no developers have been identified for the site. The town seeks funds to support the final design of a new substation, and an analysis of the site's access and utility needs to determine how public infrastructure may need to be upgraded to support future development.

CORE QUESTIONS



DEVELOPMENT CONTINUUM CATEGORY QUESTIONS				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>	

Key Takeaways

- The purpose of this project is to prepare for the construction of horizontal infrastructure to support future private development.
- If a project does not have a developer or private investment identified, or needs feasibility or other planning documents, it is in the predevelopment phase.
- Construction related to these projects are generally a few years away.
- The applicant should apply through the Infrastructure section of the application and choose "Predevelopment: Design/Engineering Documents" when asked for the primary emphasis of the infrastructure work.

Example #9



Project Description

A city requests funds for a project that includes the construction of new sidewalks, traffic signal improvements and streetlight installation in support of a new mixed-use development consisting of office, retail, and affordable housing units, leveraging \$27 million in private investment.

CORE QUESTIONS



DEVELOPMENT CONTINUUM CATEGORY QUESTIONS				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>	

Key Takeaways

- This would be considered a implementation project within the Infrastructure category: a committed developer is onboard and most of the planning and design work is finished.
- Only municipalities or any otherwise eligible public entities are eligible to apply for funding through the Infrastructure category.
- Applications for Infrastructure implementation should be shovel ready projects.

Example #10



Project Description

A community with Rural and Small Town designation requests \$350,000 to install new water infrastructure to support a housing development.

CORE QUESTIONS



DEVELOPMENT CONTINUUM CATEGORY QUESTIONS				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>	

Key Takeaways

- This is a project to install infrastructure to support new development, therefore belongs in the Infrastructure category
- Due to the community's Rural and Small Town designation, the applicant will be asked if they have ready the guidelines for the Rural and Small Town Development Fund and whether the project budget is within the program's \$400,000 funding limit.
- Because the project is within the program's funding limit, at the end of the Infrastructure section, the applicant will be asked three additional questions that are specific to the Rural and Small Town Development Fund.
- Based on the applicant's answers to these questions they will be eligible for consideration by Rural and Small Town Development Fund in addition to the MassWorks Infrastructure Program.



Example #11 – Applicant with Multiple Projects

Project Description

A municipality would like to redesign a street with new utilities and streetscape improvements to support a new residential project. The city also wants to develop a conceptual design and cost estimates for site improvements on a separate city-owned parcel across town to prepare for future private development.



DEVELOPMENT CONTINUUM CATEGORY QUESTIONS				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
Not Applicable	Not Applicable	Not Applicable	Not Applicable	

DEVELOPMENT CONTINUUM CATEGORY QUESTIONS				
Community Capacity Building	Planning & Zoning	Site Preparation	Buildings (vertical)	Infrastructure (horizontal)
Not Applicable	Not Applicable		Not Applicable	Not Applicable

Key Takeaways

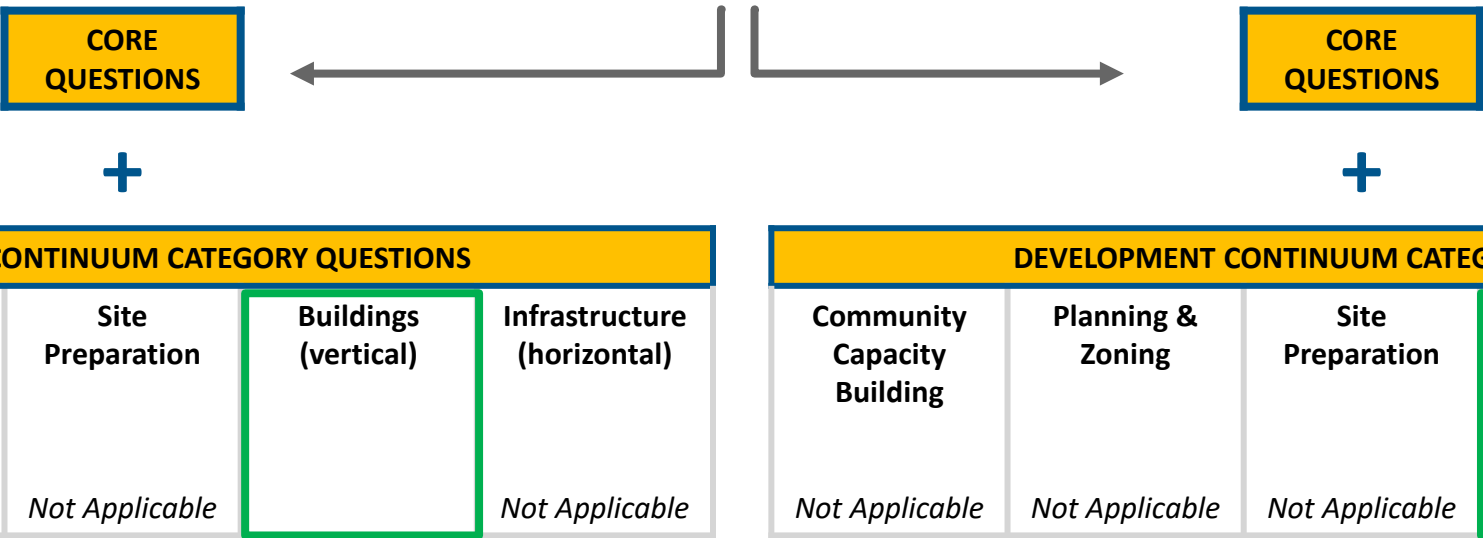
- The applicant is proposing two separate projects in separate locations.
- Applicants with multiple projects in separate locations must submit multiple applications (one application per project).
- The applicant fills out two applications, one for each project: (1) the Core and Additional Information section for Infrastructure; and (2) the Core and Additional Information section for Site Preparation.



Example #12 – Applicant with Multiple Projects

Project Description

An applicant is interested in stabilizing a historic structure to make it financially feasible for private redevelopment as well as pursuing funding for HVAC and accessibility improvements to allow for residential development in a second building several blocks away.



Key Takeaways

- Projects that have similar scopes of work but are in different locations need to be submitted as separate applications. These projects have different addresses, and therefore must be submitted separately to the One Stop.
- The Expression of Interest is a great opportunity to evaluate and get guidance on how to best submit your projects for consideration. When in doubt, submit separate applications for your projects.
- Again, an applicant may submit multiple applications. All will be fully considered by the programs in the selected funding categories, but all might not be awarded funding. There is no cap on the number of applications one applicant can submit.
- The applicant should consider prioritizing these projects as the two applications will compete against each other within the Buildings category

Takeaways



- The **Community One Stop for Growth** is intended to boost accessibility of state guidance and partnership, improve alignment of various funding programs, reduce administrative burden on communities, and support strategic project planning.
- Whereas in prior years, applicants may have submitted multiple grant applications associated with a single project, **applicants to the Community One Stop for Growth need apply only once per project** for consideration for **multiple grant programs**.
- Applicants should select a **single funding type on the Continuum for each application submitted**.
- Applicants should submit **one project per application**.
- The Community One Stop for Growth builds in **opportunities for applicants to consult with state reviewers** regarding their project via the (optional but recommended) Expression of Interest and engagement sessions. Engage with state reviewers early to benefit from this guidance.



Frequently Asked Questions

- I think my project fits into more than one category. What should I do?
- I have 3 projects I want to submit to the One Stop. How many applications do I submit? Is there a limit?
- I have a predevelopment project, where do I submit this year?



Questions & Next Steps

A significant benefit of the Community One Stop for Growth is that it creates **additional opportunities for state reviewers to engage with applicants regarding their projects** and for applicants to help reviewers understand how their project fits into broader community economic development goals.

- **WATCH WEBINARS:** Applicants and staff are strongly encouraged to watch the recorded [webinars](#) to learn about the One Stop, receive guidance on how to develop a strong application, and access training on the application platform.
- **REVIEW NOFA AND GUIDELINES:** Carefully read the Community One Stop for Growth NOFA and program guidelines, to understand. Go to mass.gov/onestop for the NOFA, program guidelines, and all other materials.
- **SUBMIT AN EXPRESSION OF INTEREST:** The Expression of Interest is currently open. Each organization may submit one (1) Expression of Interest form. All EOI forms may include up to two (2) project proposals, however forms submitted prior to February 4, 2022 may include a total of five (5) projects. The final deadline to submit an EOI is March 18, 2022.
- **CONTACT THE ONE STOP:** You can contact the One Stop Team with any additional questions at onestop@mass.gov.