



# Site Readiness Guidance Webinar

Community One Stop for Growth



# Webinar Road Map

1. Program overview
2. Where does this program fit in the One Stop?
3. Application instructions
4. Important program parameters
5. How to be competitive
6. Examples of successful applications
7. Key dates and opportunities for guidance

# Site Readiness Program Overview

## ➤ MassDevelopment

MassDevelopment is the state's development finance agency and land bank, working with businesses, nonprofits, banks, and municipalities to stimulate economic growth across the Commonwealth.

## ➤ What We Offer

- Finance
  - Bond Financing
  - Grants
  - Loans & Guarantees
  - Tax Credits
  - PACE Financing
- Real Estate
  - Development Projects
  - Technical Assistance
  - Site Readiness Program

## ➤ The Commonwealth's Land Bank

As a land bank, we help smaller and under-resourced communities address vacant properties; help address larger or more complex properties or projects across the state; and administer and distribute funding.

# Site Readiness Program Overview

The Site Readiness program is administered through the Community One Stop for Growth - a single application portal and collaborative review process designed to streamline the experience for the applicant and better coordinate economic development programs and staff on engagement and grant making.

## ➤ Program Staff

- Amanda Newmiller, Director of Site Planning  
E-mail: [anewmiller@massdevelopment.com](mailto:anewmiller@massdevelopment.com)

## ➤ Purpose of the program

To increase the Commonwealth's inventory of large, well-located, project-ready sites; to accelerate private-sector investment in industrial, commercial, and mixed-use projects; and to support the conversion of abandoned sites and obsolete facilities into clean, actively used, tax-generating properties.

## ➤ Who is eligible?

- Municipalities
- Municipal agencies or authorities (Redevelopment Authorities, Economic Development Industrial Corporations, Economic Development Authorities)
- Non-profit development entities

# Where Does Site Readiness Fit in the One Stop?

Preparing for Growth			Catalyzing Specific Projects	
Community Activation & Placemaking	Planning & Zoning	Site Preparation	Building	Infrastructure
<b>Technical Assistance for Downtowns</b> <ul style="list-style-type: none"> <li>Downtown Design Consultant Services</li> <li>Downtown Mobility/Parking Consultant Services</li> <li>Downtown Wayfinding/Branding Consultant Services</li> <li>Economics of Downtown Consultant Services</li> <li>Pedestrian Orientation/Placemaking Consultant Services</li> <li>Small Business Support/E-commerce Consultant Services</li> <li>Forming a Downtown Management District: Feasibility</li> <li>Forming a Downtown Management District: Implementation</li> </ul> <b>Incentivize Business in Vacant Downtown Storefronts</b> <ul style="list-style-type: none"> <li>Access Tax Credits for Business to Occupy Vacant Storefronts</li> </ul>	<b>Community Plan</b> <ul style="list-style-type: none"> <li>Master Plan</li> <li>Neighborhood/Downtown/Corridor Plan</li> <li>Urban Renewal Plan</li> <li>Housing Production Plan</li> <li>Housing Plan Alignment with State Housing Plan/Regional Goals</li> <li>Regional Plan</li> <li>Other Community Plan</li> </ul> <b>Zoning Revision</b> <ul style="list-style-type: none"> <li>Zoning Revision to Comply with Section 3A of MGL c.40A</li> <li>Zoning Revision related to Accessory Dwelling Unit to comply with revisions to MGL c40A section 3</li> <li>Zoning Revision to adopt pro-housing revisions that qualify for simple majority voting threshold</li> <li>Comprehensive Zoning Review &amp; Revision</li> <li>Other Zoning Revision</li> </ul> <b>Planning for Housing</b> <ul style="list-style-type: none"> <li>Housing Feasibility Plan</li> <li>Housing Site Master Plan</li> <li>Housing Infrastructure Plan</li> <li>Housing Site Design Plan</li> </ul> <b>District Redevelopment Technical Assistance</b> <ul style="list-style-type: none"> <li>Planning for Growth in a Commercial/Industrial District</li> </ul>	<div> <b>Site Improvements to Unlock Development</b> <ul style="list-style-type: none"> <li>Site Readiness Pre-Construction</li> <li>Site Readiness Construction</li> </ul> </div> <b>Municipal Surplus Property Disposition</b> <ul style="list-style-type: none"> <li>Municipal Surplus Property</li> </ul> <b>Brownfield Site Clean Up</b> <ul style="list-style-type: none"> <li>Brownfields Site Assessment</li> <li>Brownfields Remediation</li> <li>Disposition Study</li> </ul>	<b>Underutilized Property Rehabilitation</b> <ul style="list-style-type: none"> <li>Underutilized Property Pre-Construction</li> <li>Underutilized Property Construction</li> </ul> <b>Housing Production</b> <ul style="list-style-type: none"> <li>Support Housing Production</li> <li>Support Housing Rehabilitation</li> <li>Support Housing Preservation</li> </ul> <b>Revitalize Commercial Space in a TDI District</b> <ul style="list-style-type: none"> <li>Activation of Underperforming Commercial Space</li> </ul>	<b>Infrastructure to Support Residential Growth</b> <ul style="list-style-type: none"> <li>Pre-construction - Design / Engineering Documents Only</li> <li>Construction</li> </ul> <b>Public Infrastructure to Support Mixed-Use Development</b> <ul style="list-style-type: none"> <li>Pre-construction - Design / Engineering Documents Only</li> <li>Construction</li> </ul> <b>Public Infrastructure to Support Commercial/Industrial Development</b> <ul style="list-style-type: none"> <li>Pre-construction - Design / Engineering Documents Only</li> <li>Construction</li> </ul> <b>Small Town Road Improvements to Enhance Public Safety (STRAP)</b> <ul style="list-style-type: none"> <li>Construction of Road Improvements to Enhance Public Safety</li> </ul>

# Application Instructions

In Section 2 of the Full Application, applicants are asked to indicate the Project Category. To be reviewed by the Site Readiness Program, applicants should make the following selections in question 2.4:

Development Continuum Category:

Site Preparation

Project Type:

Site Improvements to Unlock Development

Project Focus:

Site Readiness Pre-Construction

Site Readiness Pre-Construction

Site Readiness Construction

For more information on completing the Full Application, visit [www.mass.gov/onestop](http://www.mass.gov/onestop) to view *One Stop Webinar 2: Application Guidance*



# Important Project Parameters

<b>Project Budget</b>	<ul style="list-style-type: none"><li>• Typical awards range from \$50,000 to \$500,000</li></ul>
<b>Project Timeline Requirements</b>	<ul style="list-style-type: none"><li>• No maximum project duration, but a reasonable project timeline is required at contracting. Delayed contracting may require a project to apply for a future funding round to better align with project readiness.</li></ul>
<b>Eligible Use of Funds</b>	<ul style="list-style-type: none"><li>• Site Predevelopment and Permitting (One Stop Application Project Focus: Pre-Construction): Site concept plans and feasibility studies, market analysis, site acquisition and related tasks, engineering documents, pre-permitting and permitting, pro-forma development, due diligence activities.</li><li>• Site Preparation (One Stop Application Project Focus: Construction): Demolition and construction of site-related upgrades.</li></ul>
<b>Ineligible Activities</b>	<ul style="list-style-type: none"><li>• Parking lots and parking structures may be ancillary to a development project, but should not be the focus of a Site Readiness application.</li><li>• Uses focused on the development of open space are not eligible for Site Readiness funding.</li><li>• Uses focused on municipal services, such as municipal campuses or buildings, are not competitive uses within the Site Readiness Program.</li><li>• Uses that focus on activities to support applicant operations or office space and do not result in meaningful new commercial, industrial, or mixed-use development and/or housing units are not competitive within the Site Readiness Program.</li></ul>

# How to be Competitive

- What is the key information that program reviewers take into consideration?
  - Community support for the proposed use type
  - As-of-right zoning or affirmative statement from applicant to seek as-of-right zoning
  - Regional impact and appropriateness
  - Potential level of private investment
  - Site access
  - Site control
  - Marketability of the site
  - Availability of matching funds
  
- Are there any particularly important questions?
  - What is the size and scale of development proposed (the program is targeting at least 50,000 SF of developable space)?
  - Is this project consistent with existing municipal master plan and/or regional plans?
  
- What attachments should applicants be prepared to include in their applications?
  - Site plans, building plans, parcel information, property card, maps, photos, project budget

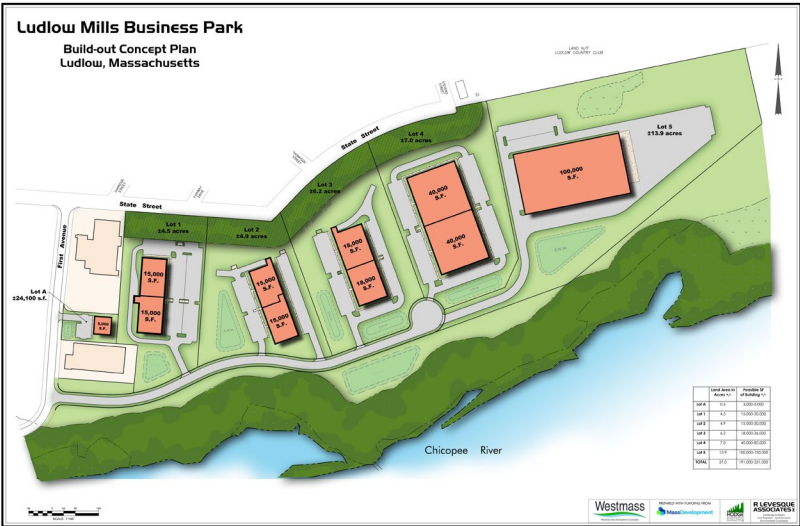


# Successful Application Example

**Applicant** Westmass Area Development Corporation

**Project description** Ludlow Mills is a historic mill complex that consists of 130 acres and more than 50 historic mill buildings with 1.1 million square feet of developable space. In 2020 through a Site Readiness grant award, MassDevelopment, with the assistance of two consultants, provided technical assistance to the Westmass Area Development Corporation. Project deliverables included a market analysis, a strategic marketing plan and collateral, website updates, and flexible build-out concepts for a planned 40-acre business park.

**What made the application successful?**  
This project met program criteria in terms of use eligibility, project size, and appropriate activity types. The effort built upon an existing comprehensive plan that was approved by the Town and approved as a 40R Smart Growth District.



# FY26 Round Timeline

Jan.



Oct.

- **Full Application and Expression of Interest Open (January)** – The Full Application is the official form for submitting all funding requests. Applicants may now begin to work on applications in the IGX system, however applications will only be accepted during the submission period.
- **One Stop Guidance Phase (January – April)** – A series of webinars will be hosted by both the One Stop Team and staff from each program within the One Stop. In addition, office hours will be hosted to answer applicant questions. Visit [www.mass.gov/onestop](http://www.mass.gov/onestop) for the full schedule of webinars and office hours.
- **Full Application Submission Period (May-June)** – Applicants may submit their Full Application(s) beginning May 5, 2025. All applications must be submitted by the **Full Application deadline of 11:59 p.m. on Wednesday, June 4.**
- **Review and Evaluation (July – September)** – All complete and eligible Full Applications submitted by the deadline will be reviewed and evaluated by the corresponding program managers at each state agency. The One Stop team will also conduct joint application reviews across agencies. Based on the program's criteria, each program will prepare its list of applications recommended for funding, to be further reviewed and approved by agency and Secretariat leadership.
- **Notification of Grant Decisions (October)** – Once final recommendation have been approved, applicants will be notified of grant decisions in writing, and announcement events will be scheduled.

# Opportunities for Guidance

Visit [www.mass.gov/onestop](http://www.mass.gov/onestop) for more information on:

- **Expression of Interest**
  - Complete an Expression of Interest form to see if your project(s) is eligible for funding through the One Stop and get tips for preparing your application
- **One Stop and Program Webinars**
  - Recordings of all One Stop webinars are now available on the One Stop website
- **Office Hours**
  - **One Stop General Guidance Office Hours** – One Stop staff will hold office hours to discuss general One Stop process and technology questions
  - **Program Office Hours** – Staff from each program will hold an office hour to answer applicant questions related to the program
    - Site Readiness Program office hours will be held on April 9 at 12 PM