

THE COMMONS AT RIVER ROAD

100 OLD RIVER ROAD ANDOVER, MA

PLANNING BOARD PRESENTATION 03.10.2026

Agenda

01

Architectural Overview

- Design Strategy
- Floor Plans/Programming
- Perspectives/Elevations
- Sustainability

02

Landscape & Lighting

- Landscape Plan
- Plantings
- Amenity Program & Materials
- Lighting Plan

03

Mixed Use Overview

- Consultant Intro
- Special Permit Zoning
- Market Analysis
- Potential Uses

Zoning | Overlay & Proposed

Project Address
100 Old River Road

Zoning District
Multifamily Overlay District

Site Area
9.62 acres +/-

Zoning Subdistrict
River Road (MODRR)

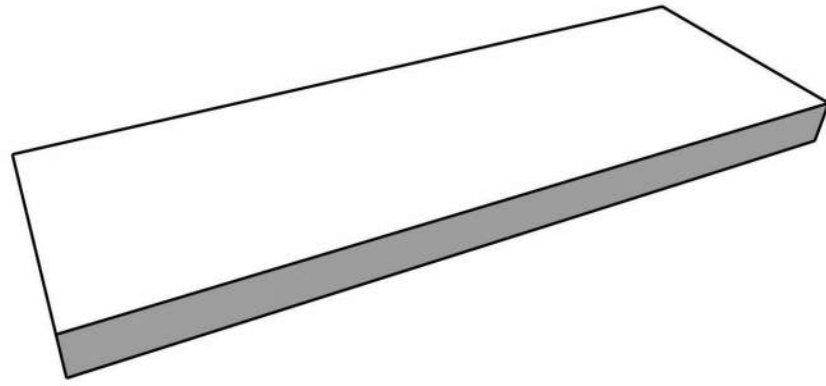
	<u>Permitted (as of right)</u>	<u>Proposed</u>
Use	Multifamily/Industrial	Mixed Use (SP)
Maximum Lot Coverage	30%	22.7%
Minimum Open Space	10%	42.4%
Maximum Height (stories)	4 Stories (5 Stories with SP)	5 Stories (SP)
Maximum Height (feet)	55 Feet (65 Feet with SP)	65 Feet (SP), +10'
Maximum Units Per Acre	35 units (45 units with SP)	45 units (SP)
Total Units	336 units (432 units with SP)	432 units (SP), +96 units
Affordable Units	15% at 80% AMI	15% (65 units) at 80% AMI
Parking (apartment)	1.5 spaces/unit	1.47 spaces/unit (waiver)
Parking (mixed-use)	4 spaces/1,000 sf (50% shared)	4 spaces/1,000 sf
Covered Bike Parking	1 Per 2 Units	1 Per 2 Units



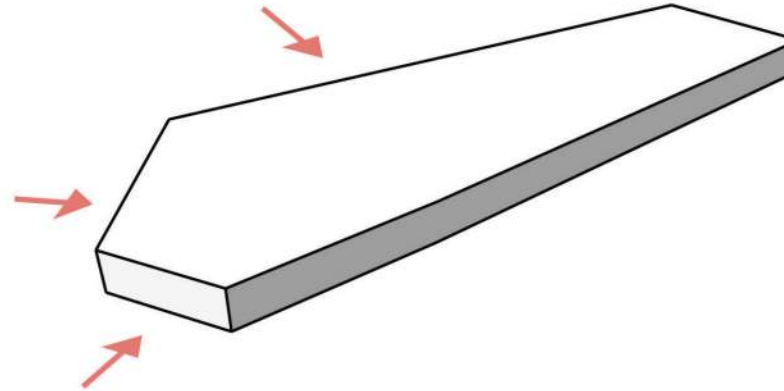
Architectural Overview

01

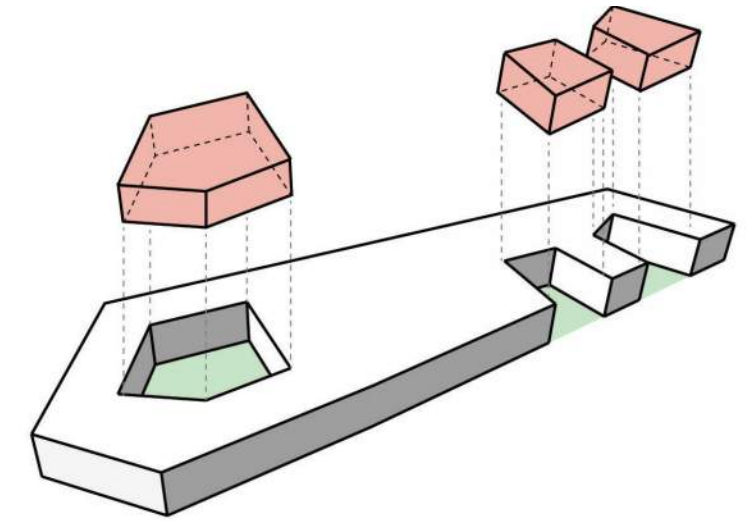
Architectural Overview | Building Design Strategy



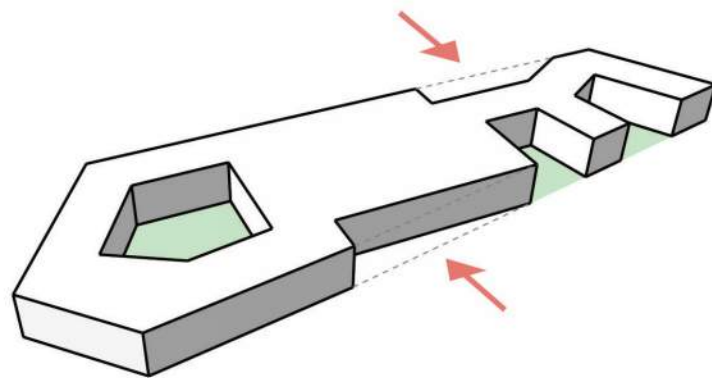
01 Extrude massing from buildable area



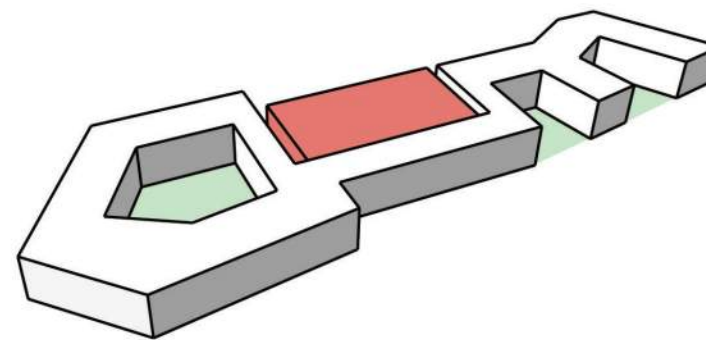
02 Massing stepped back to respect buffer zone/setbacks provide site circulation



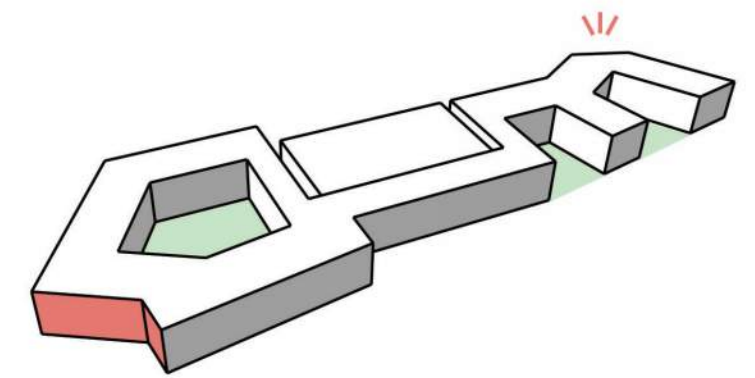
03 Subtract to pull adjacent green space into site and create courtyard space



04 Stepback to breakdown massing at street and provide views



05 Assign service program and provide parking on site



06 Define building entrances and community space prominent building corners

Architectural Overview | Ground Floor Plan



		Building Statistics	
STUDIO +	48	Units:	432
1 BED	161	Floors:	5
1 BED + DEN	32	Building:	479,000 gsf
2 BED	171	Amenities:	13,000 sf
3 BED	14	Mixed Use:	2,950 sf
3 BED TH	6		



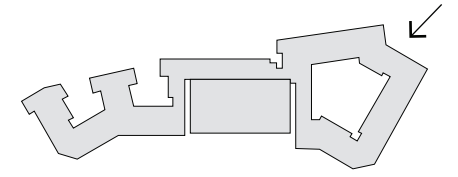
Architectural Overview | Typical Upper Floor Plan



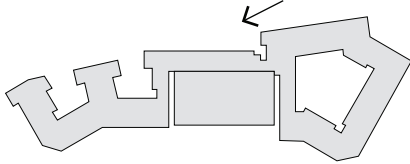
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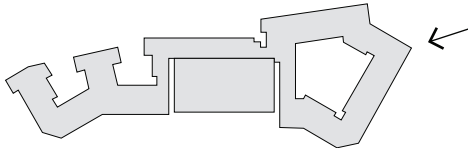


Architectural Overview | Building Entrance View



Architectural Overview | Old River Road View

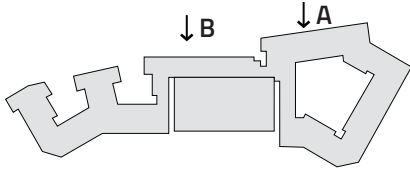




Architectural Overview | Building Materials



Architectural Overview | Building Elevations



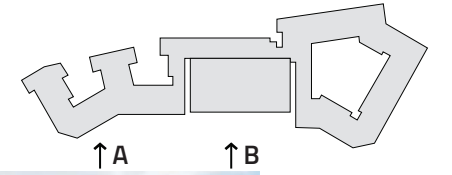
North Elevation - Section A



North Elevation - Section B



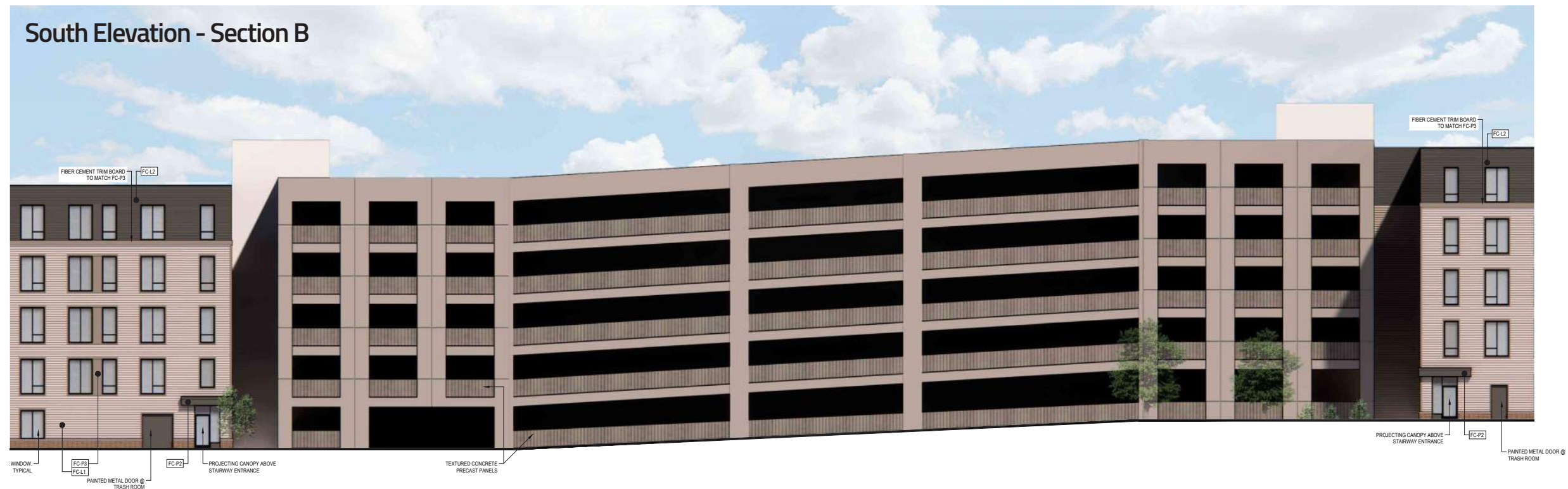
Architectural Overview | Building Elevations



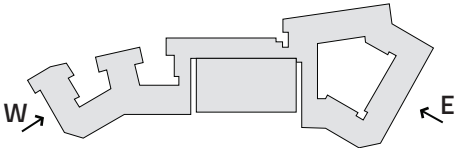
South Elevation - Section A



South Elevation - Section B



Architectural Overview | Building Elevations



Architectural Overview | Sustainable Design

**Sustainable design strategy focused on aligning with Andover Climate Action & Sustainability Plan*



BUILDINGS

- Passive House Design Standards (PHIUS)
- LEED Certification targeted
- High performance building envelope
 - Tripple glazed windows and storefronts
 - Continuous exterior insulation
 - Airtight envelope
 - Moisture-managed assemblies
 - Thermal bridging mitigation
- Low emission and locally sourced building materials where possible



ENERGY

- Focus on electrification of building systems and appliances
- Energy efficient building systems
 - Heat pump systems delivering heating and cooling
 - Energy recovery ventilation (ERV) systems to reduce energy loss, improve indoor air quality
- LED lighting and Solar ready design
- Electric vehicle charging stations



WASTE

- Construcion waste tracking program
- Dedicaited recycling and trash rooms in building
- Owner provided waste management program with valet trash pick up for residents

Architectural Overview | Sustainable Design

**Sustainable design strategy focused on aligning with Andover Climate Action & Sustainability Plan*



NATURAL RESOURCES

- Building and landscape designed to respect existing trees and vegetation
- +100 new trees to be planted
- Planting of local and diverse plant selection
- Respecting all buffer zones and restoring previously disturbed areas
- Invasive species management plan
- Enhanced stormwater management reducing runoff and recharging groundwater with multiple rain gardens



MOBILITY

- Location adjacent to Interstate 93 offering ease of access to major transit
- MeVa bus stop access at corner of Old River Rd. and Campanelli Dr.
- Covered bike storage for residents increasing bike activity and reducing carbon emissions
- Building designed to meet MAAB and FHA requirements



PUBLIC HEALTH & SAFETY

- Enhanced offsite improvements with accessible street crossings, parking and lighting
- Fully sprinklered building with enhanced life safety systems
- Dark sky compliant lighting throughout site enhances safety of roadways and pedestrian areas

Landscape & Lighting Overview

02

Landscape Overview | Rendered Landscape Plan



Site Area: 9.62 acres +/-
Landscape Buffer: 30'
Lot Coverage: 22%
Open Space: 42%
Open Space: 57% landscaped



Landscape Overview | Existing Tree Conditions



Landscape Overview | Plant Selection



Balsam Fir



Sweet Gum



Valley Forge American Elm



Red Maple



Eastern Redbud

CANOPY & FIR TREES

GRASSES



Pennsylvania Sedge



Purple Lovegrass

SHRUBS & GROUND COVER



Red Chokeberry



Ruby Spice Summersweet



Wetlands Groundcover Mix



Arrowwood Viburnum

Landscape Overview | Public Realm



Landscape Overview | Central Courtyard



AMENITIES LEGEND

- 1 PUBLIC PLAZA
- 2 POOL
- 3 YOGA LAWN
- 4 BOCCE
- 5 BIKE RACKS
- 6 GRILL AREA
- 7 WALKING PATHS
- 8 FIRE PITS
- 9 RAIN GARDENS

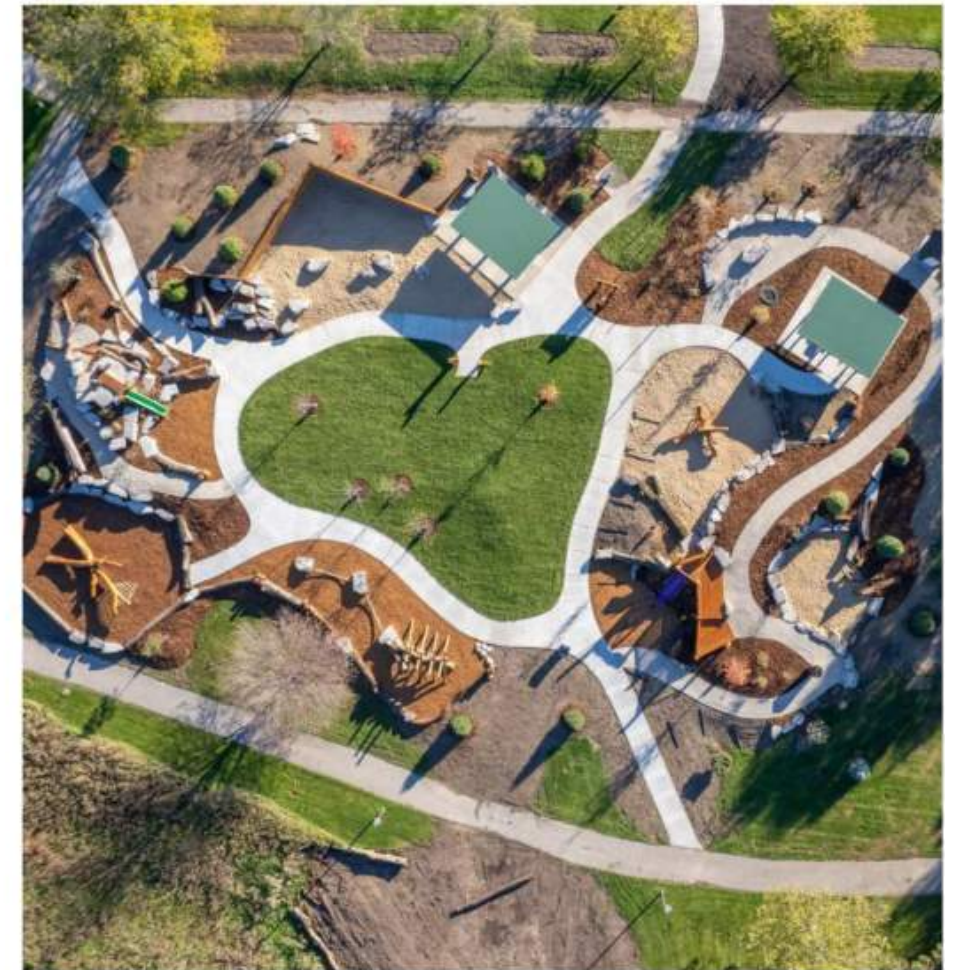
MATERIALS LEGEND

- CONCRETE PAVING
- SPECIALTY PAVING
- EXPOSED AG. CONCRETE
- VEHICLE SPECIAL PAVING
- PORCELAIN PAVERS
- STABILIZED STONEDUST
- TIMBER DECKING

Landscape Overview | Rendered Landscape Plan



Landscape Overview | Courtyard Precedents



Landscape Overview | Lighting Plan



Mixed Use Overview

03

COMMERCIAL / RETAIL

COMMERCIAL / RETAIL

100 Old River Road

RETAIL ANALYSIS &
PROPOSED PROGRAMMING



Intro*DUCTION*

- Boston-based retail strategy and placemaking advisory firm
- Works with visionary clients who push commercial real estate beyond another generic block of buildings
- Our Activate Your Street SM method creates attractive retail spaces, revitalizes corridors, and transforms sites into centers of durable economic performance
- Founder & Principal Ann V. Ehrhart is a market leader with over 19 years of experience in retail real estate strategy consulting and brokerage

- + Facilitated over \$1.1 billion in transactional value.
- + Advisor to municipalities, developers, and institutional owners.
- + Specialize on ground-floor activation within mixed-use projects.

100 Old River Road

SHARED VISION FOR MIXED-USE ACTIVATION



Mixed-Use Zoning

- Special Permit Uses. In the MODT, MODRR and MODB, the Planning Board may grant a Special Permit for a Mixed-Use Structure in which multi-family housing is the principal use and any of the following nonresidential uses may be located on the ground floor, subject to any conditions that the Planning Board deems appropriate.
- Approved Non-Residential Uses listed in the Zoning code allow for neighborhood anchoring amenities including:

- Private club not conducted for profit
- **Personal service establishment**
- **Establishment for the retail sale of merchandise**
- **Convenience store**
- Non-exempt educational use
- **Medical center or clinic**
- **Self-service laundry or dry-cleaning operation**
- Restaurant
- Restaurant, sit-down
- **Restaurant, limited service**
- Shop for custom work involving the manufacture of articles to be sold on the premises
- **Indoor commercial recreation establishment**
- **Business, professional or administrative office**
- Grocery store

Our Objective

- Activate the building and River Road neighborhood meaningfully with approved Use Opportunities.
- Serve residents and the surrounding consumer base.
- Ensure long-term, sustainable occupancy.
- Set a thoughtful tone for the evolving River Road corridor.

Our Approach

- Participated in multiple productive meetings and discussions with the Planning Department regarding visions for a mixed-structure and the River Rd neighborhood.
- Reviewed available town studies and planning documents.
- At Planning Board's request, the project team engaged Everstreet to perform a study of the corridor and its retail potential.
- Everstreet visited the site, canvassed the trade area and performed a retail analysis via its proprietary framework.



Everstreet's Market Demand **FRAMEWORK**

Successful retail syncs merchandising, design & underwriting with the context of the location.

Everstreet measures a site's Market Demand to assess the context.

Consumer Demand — Who will use the space?

Tenant Demand — Who will lease the space?

Market Readiness — What can the corridor sustainably support?

Goal: Align retail scale, tenant mix, and design with long-term performance.



MARKET

**CONSUMER
DEMAND**

People are coming to your Corridor for goods, services and programming.



**TENANT
DEMAND**

Retail and restaurant tenants are actively looking for space in your Corridor.

DEMAND





ASSESS

Market Demand



		CONSUMER DEMAND	TENANT DEMAND	MARKET DEMAND
DESTINATION CORRIDOR	Strong mix of convenience and destination retail. Heavy foot traffic throughout the day. Attracts multiple consumer groups. Storefronts rarely become available and often trade off market.	Yes.	Yes.	Yes.
CONVENIENCE CORRIDOR	Attracts the people from the immediate trade area for daily goods and services. Traffic is transient and limited to 1 or 2 day parts. Consumer profile is 1 dimensional. Limited demand for retail space.	Yes.	Limited.	Limited.
UNTESTED CORRIDOR	Minimal foot traffic caused by lack of density or failure. Chronic vacancy and turnover. No demand for retail storefronts. Access obstructions.	None.	None.	None.



CONSUMER DEMAND

- Core Consumer Base
- Future on-site residents
- 1,100+ nearby hotel keys generating consistent visitor activity
- ~5,500 employees within a 5-minute drive
- 2,800+ surrounding households with ~40% earning over \$125K
- I-93 commuter visibility and daily pass-by traffic
- Trade area consumers are affluent, educated, and time-conscious, favoring convenient, high-quality neighborhood services such as coffee, fast-casual dining, wellness, and everyday retail.



TENANT DEMAND

The regional trade area includes several established retail corridors offering a wide range of shopping and dining options that shape how residents and workers distribute spending.

Major regional centers capture approximately 1M–11M annual visits, while existing retail near Exit 42 sees roughly 83K–330K annual visits.

The River Road intersection currently has limited retail co-tenancy and constrained development potential, making it less likely to attract national chain retailers that prioritize mature corridors.

These conditions favor local and regional operators seeking expansion opportunities in Greater Andover. Likely tenants include coffee or café concepts, fast-casual dining, boutique wellness or fitness, and neighborhood service retail.

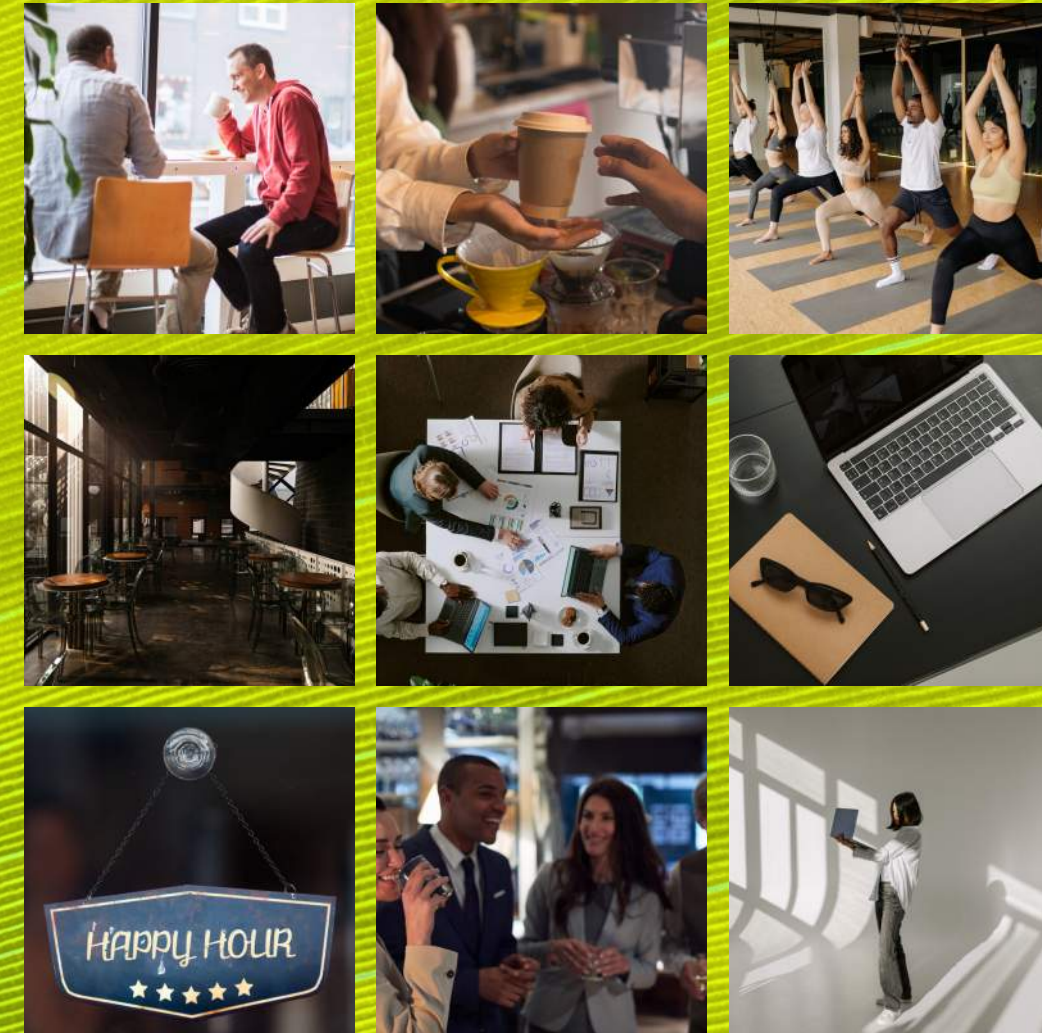
Market Demand ANALYSIS

River Road Today

Everstreet's analysis finds the River Road corridor sits between an Untested and Convenience-Oriented Corridor, reflecting measurable consumer activity but limited retail co-tenancy.

Implication

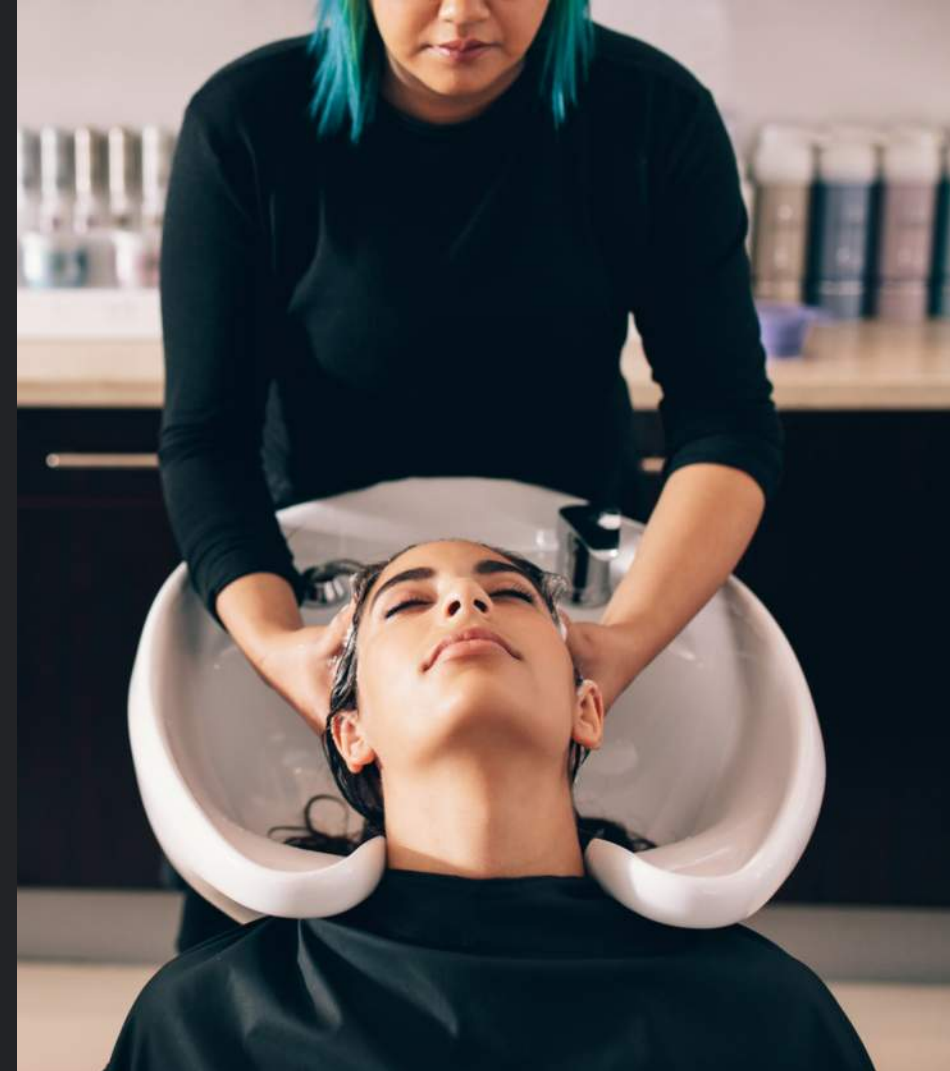
Current conditions support focused, highly visible retail scaled to the corridor's existing demand.



How we arrived at **2,950 SQUARE FEET?**

2,950 SF Delivers

- Alignment with demonstrated consumer demand.
- Strong neighborhood anchor opportunity (coffee, fast casual, wellness).
- Flexibility in configuration allows for multiple storefronts.
- Reduced long-term vacancy risk.
- Visible activation at the building's most prominent corner.



CONCLUSION

- 01 The project team studied the retail context of River Road corridor and analyzed the location in relation to the approved Use Opportunities (Zoning Code 8.9.3.2)
- 02 This produced the proposed retail configuration which creates a healthy, viable environment for the uses below:
 - o Personal service establishment.
 - o Establishment for the retail sale of merchandise.
 - o Convenience store.
 - o Medical center or clinic.
 - o Self-service laundry or dry-cleaning operation.
 - o Restaurant, limited service.
 - o Indoor commercial recreation establishment.
 - o Business, professional or administrative office

Thank You

