

# Northern Rose Hanover Limited Partnership

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November 20, 2018

Town of Hanover: Zoning Board of Appeals  
550 Hanover Street  
Hanover, MA 02339  
Attention: Chairman Matthew Perkins

RE: Hanover Mall Redevelopment

Dear Chairman Perkins and Members of the Board:

I am the owner and original developer of Michaels Plaza (aka Hanover Commons) located at 1226 Washington Street, near the Hanover Mall. I write as a land owner operating in the Town of Hanover, as well as a member of the Zoning Board of Appeals, Town of Swampscott, where I have served since 2003.

I have been following PREP and its residential partner, Hanover Company, as they have unveiled plans to re-imagine and redevelop the struggling Hanover Mall into a vibrant mixed-use complex. In my primary business as a developer of retail shopping centers, I am well aware of the factors at work here. Large shopping centers (and Malls, in particular) face a perilous future given the changing shopping habits of the consumer. Single-use centers without "lifestyle" components of dining, fitness, nightlife and entertainment will not thrive. Shopping may continue due to the strength of certain anchors, but anything lacking vibrancy is not sustainable. Beyond entertainment, an additional path to vibrancy is mixed-use. For obvious reasons, office, hotel and residential uses work well with the retail, and we are seeing large centers being adapted to include these uses in significant numbers both locally, and around the country. But among these, residential is by far the most important and readily achievable due to the clear synergies between retail and proximate housing density and the strong dynamics of local multi-family markets.

My understanding of PREP's plans is that both this lifestyle component and multi-family residential development are included in the proposal. As an owner of retail property near the Mall, I feel it is imperative that the Town fully support PREP's request for the modest zoning relief to make this vision a reality.

As an aside, as a ZBA member in Swampscott, my board was the permit granting authority for a Hanover Company multi-family project circa 2015-16. I watched as Hanover skillfully managed a community-wide outreach effort and special permit process before our Board. They had numerous challenges with abutting neighborhoods and suspected negative impacts. They overcame these objections and proceeded to build and open an elegant apartment community. Now fully leased and fiscally positive, the luxury apartments offer an important housing option for millennials and empty-nesters alike, and we've experienced no negative impacts. We are proud to have a Hanover Company developed community in the Town of Swampscott.

Sincerely;



Andrew Rose  
General Partner