



Commercial Conversion Initiative Application

www.masshousing.com/programs-outreach/commercial-conversion

About MassHousing's Commercial Conversion Initiative

MassHousing's Commercial Conversion Initiative promotes growth and vitality on main streets and in downtown areas while addressing the statewide need for new housing. The program provides municipalities with planning services that will accelerate the reuse and redevelopment of underutilized commercial buildings across Massachusetts by completing physical viability analyses that identify well-positioned buildings for commercial-to housing conversions.

Program Overview and Services

Through the Commercial Conversion Initiative, MassHousing provides grants of consultant services to municipalities seeking to redevelop vacant and underutilized commercial properties into housing.

Not every commercial building is well-suited for residential reuse. The Commercial Conversion Initiative will help communities identify and advance the best candidates for housing redevelopment through a GIS-based analysis that assesses buildings' physical viability using a variety of architectural criteria. Exceptionally positioned buildings may be considered for further economic feasibility analysis.

To date, MassHousing has completed 1 phase of work under this initiative with 11 participating municipalities. **Phase I identified approximately 190 'physically viable' commercial buildings across the 11 communities' main streets and downtowns.**

Eligibility and Selection Criteria

Massachusetts municipalities with main streets and downtown areas containing potential commercial-to-residential conversion projects are eligible to apply for technical assistance under MassHousing's Commercial Conversion Initiative.

Municipalities must meet the following criteria to apply:

1. Have a population of under 250,000
2. Have main streets and/or downtown areas that feature three or more commercial buildings of at least three stories, located in close proximity to other active uses, and with pedestrian access to local amenities.

Application Process

In addition to completing the application questions on the next page, please submit the following documents to MunicipalTA@masshousing.com under the subject line

“Commercial Conversion TA”:

1. Letter of support from Chief Administrative Officer.
2. Main street or downtown area map. Please provide a map outlining the boundaries of the municipality’s desired study area.

MassHousing recognizes that what constitutes a main street or downtown in each municipality is unique. We encourage communities to define desired study areas expansively rather than narrowly. Furthermore, and regardless of site readiness, if there are specific buildings in your municipality located outside of your defined study area but otherwise may be suitable for conversion, please do not hesitate to highlight these properties for MassHousing.

Applications will be processed on a rolling basis.

Application Questions:

1. Municipality:
2. Name of Chief Administrative Official:
3. Application Contact:
4. Title of Application Contact:
5. Email Address of Application Contact:
6. Phone Number of Application Contact:
7. Does your municipality's main street or downtown area have 3 or more commercial buildings with 3+ stories?

YesNo
8. Describe your municipality's main street or downtown area and the commercial buildings located there: