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## **Town of Chelmsford seeks to brand and market the future of the Rte. 129 zoning overlay**

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Chelmsford, MA The town of Chelmsford's Economic Development Commission has issued a Request for Proposals seeking a consultant to provide branding and marketing services, consistent with the vision of the recently adopted Rte. 129 Business Amenity Overlay District (BAOD), to convey the benefits and potential of locating development within the Rte. 129 area.

On October 24, 2016, the town voted to take a significant step towards reinventing the 623 acre area along Rte. 129 to re-establish its regional role as the center of community and commerce for northeastern Mass. The adopted overlay introduces new opportunities for comprehensive (re)development aimed at blending amenities such as restaurants, retail, indoor recreation, entertainment, hotels, and housing to foster a "live, work, and play" environment.

The bylaw creates a flexible and responsive zoning overlay that enhances the "129 business corridor" by enabling broader use and larger scale (re)development. It promotes increased building heights, parking garages, and integrated amenities to stimulate mixed-use site development. Further, the overlay introduces opportunities for the development of multi-family housing to address changing trends and stakeholders' needs.

With Boston just 20 miles to the south and New Hampshire only minutes away, Chelmsford's Route 129 business corridor is conveniently located for customers, suppliers, and employees. (The basis for the town tag line Chelmsford - Crossroads of Community and Commerce) Chelmsford's "129 business corridor" is further enriched by its distinct location at the intersection of Route 495 and Route 3, which strengthens the competitive advantage of all businesses in the corridor. Likewise, the overlay's increased building heights abutting Route 3 offers an incredible opportunity for highway visibility and promotion.

Interested in learning more about the Request for Proposal and new development opportunities in Chelmsford? Visit [chelmsfordbusiness.com](http://chelmsfordbusiness.com) to learn about our streamlined and expedited permitting process and put this location to work for you.

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