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## **South Shore Chamber of Commerce endorses Landing 53 and Hampton House Townhomes & Apartments as part of the 2030 Housing Strategy**

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Landing 53, 25 Commercial Street - Braintree, MA

Braintree, MA Both Landing 53 and the Hampton House Townhomes & Apartments in town have been recognized as contributing projects to the region's economic competitiveness. The projects have been endorsed by the South Shore Economic Development Corp.'s Housing Committee, an arm of the South Shore Chamber of Commerce. The committee recognizes housing developments and local initiatives that help make the region more competitive in attracting people and businesses, as part of its larger South Shore 2030: Choosing our Future regional economic and community development plan.

Landing 53, located at 25 Commercial St., features 172 apartments ranging from studio to two-bedroom units. The project's proximity to the East Braintree/Weymouth Landing Commuter Rail station, as well as the neighborhood's existing retail and restaurant mix make the area more attractive to commuters priced out of Boston and looking to make a home on the South Shore. This project was recently the site of a discussion that included lieutenant governor Karyn Polito, mayor Joe Sullivan, Weymouth mayor Bob Hedlund, and area developers. The discussion focused on how projects, like Landing 53, can serve as a catalyst for revitalization efforts.

"The developers of Landing 53 Apartments are very pleased to be a part of the re-vitalization of the Landing," said Josh Katzen of Forest Properties, which developed Landing 53. "The availability of modern and attractive rental housing is essential to economic development.

"With Landing 53's 172 units completely leased, existing restaurants being refurbished and new bars, restaurants and service-providers opening nearby, the Landing is quickly becoming an exciting, attractive and convenient neighborhood-within-a-neighborhood," Katzen said.

Hampton House Apartments and Townhomes offers 17 new homes off Pearl St., adjacent to South Braintree Sq. and within walking distance to public transit via the Braintree T Station. This is an example of "highest and best use." Taking a small (1/2 acre) underutilized lot (a parking area) within

a walkable area to use for new homes helps bolster nearby businesses, offers easy access to amenities and public transportation and helps to meet the region's growing housing needs.

The Housing Initiative is a major component of South Shore 2030: Choosing Our Future, a multi-year comprehensive economic and community development effort led by the South Shore Chamber and the South Shore Economic Development Corp. The plan focuses on addressing infrastructure, workforce, housing, leadership, and strengthening communities. The housing initiative calls for more production of housing that will appeal to younger people and help retain older residents looking to downsize. To view the full endorsement for each of these projects visit the website at <https://www.southshore2030.com/housing-endorsements/category/braintree>.

“These two projects in Braintree offer a few key components that we think are critical to economic and community development – access to transit, access to amenities and proximity to downtown centers (or centers of activity). The economic ripple effect of projects like are positive, breathing new life into an area and introducing new options for existing residents and new generations who want to call the South Shore home” said Peter Forman, president and CEO of the South Shore Chamber of Commerce.

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