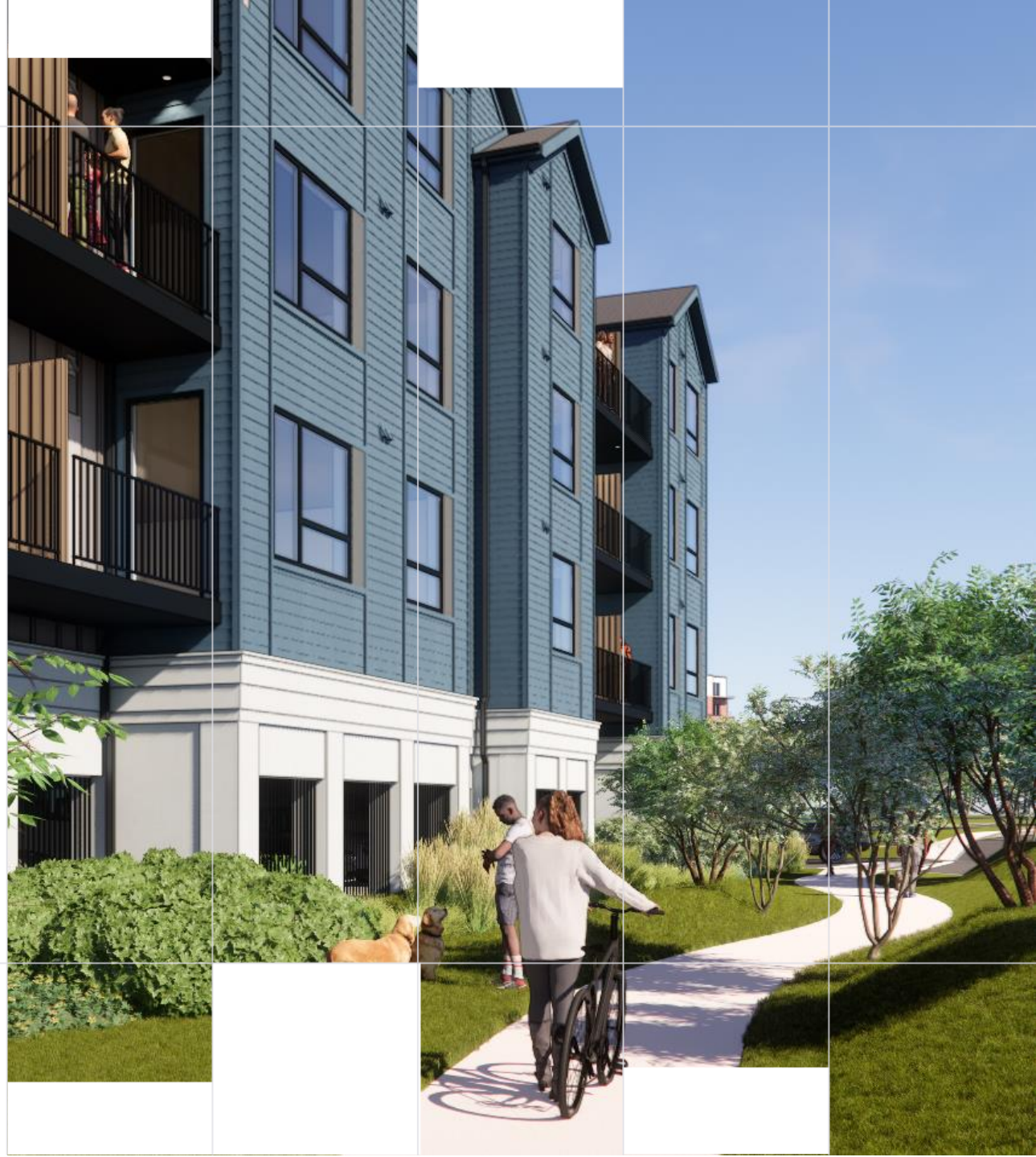


HULL PLANNING BOARD – MARCH 6, 2024

Paragon Dunes

197 Nantasket Avenue
Site Plan Review and Special Permit




DEVELOPMENT TEAM



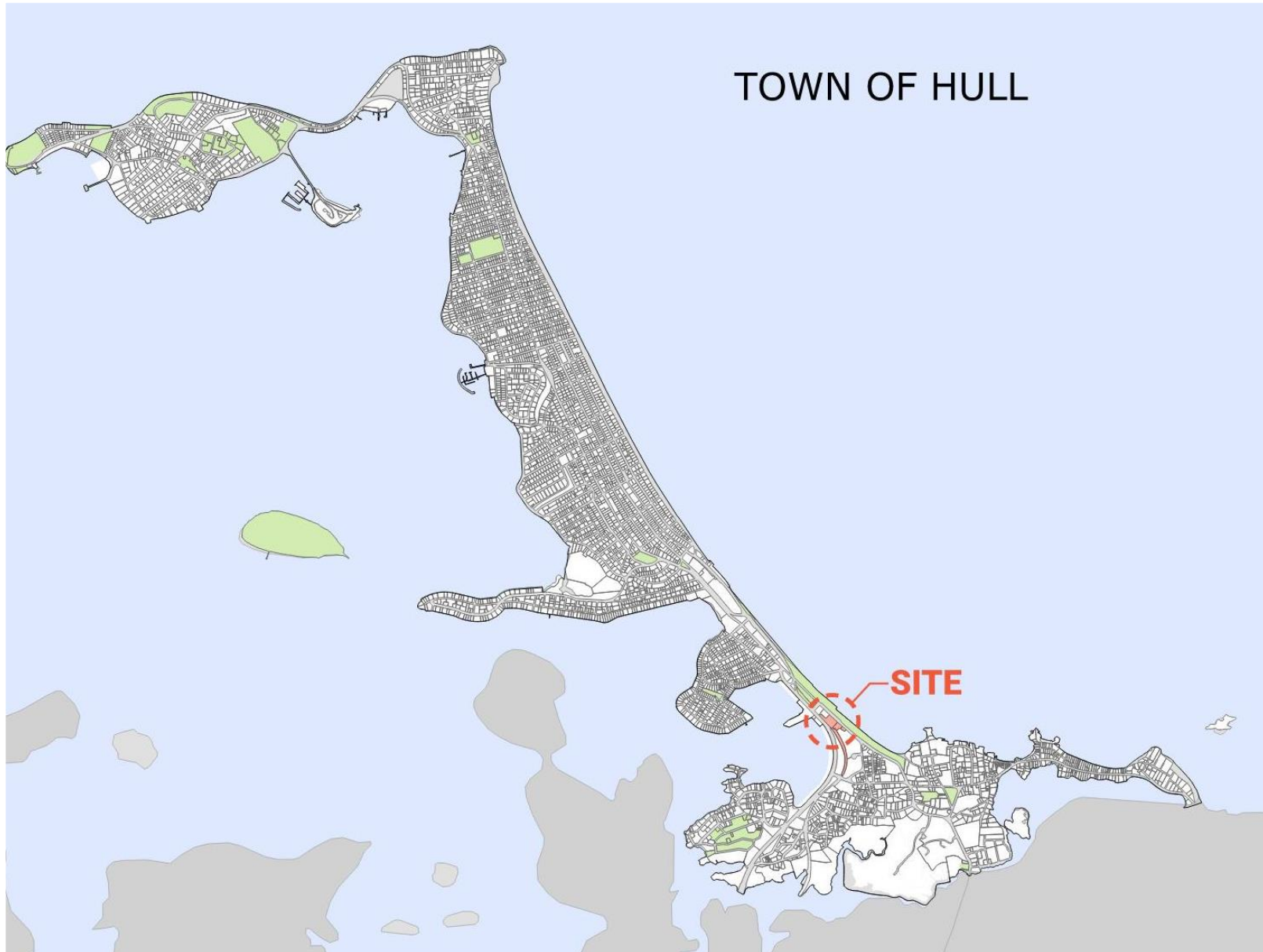
OWNER: NANTASKET DUNE HOLDINGS, LLC
DEVELOPER: THE PROCOPIO COMPANIES
ATTORNEY: DROHAN TOCCHIO & MORGAN, P.C.
ARCHITECT: MONTE FRENCH DESIGN STUDIO
CIVIL & LANDSCAPE: CIVIL & ENVIRONMENTAL CONSULTANTS, INC



Procopio's Purpose

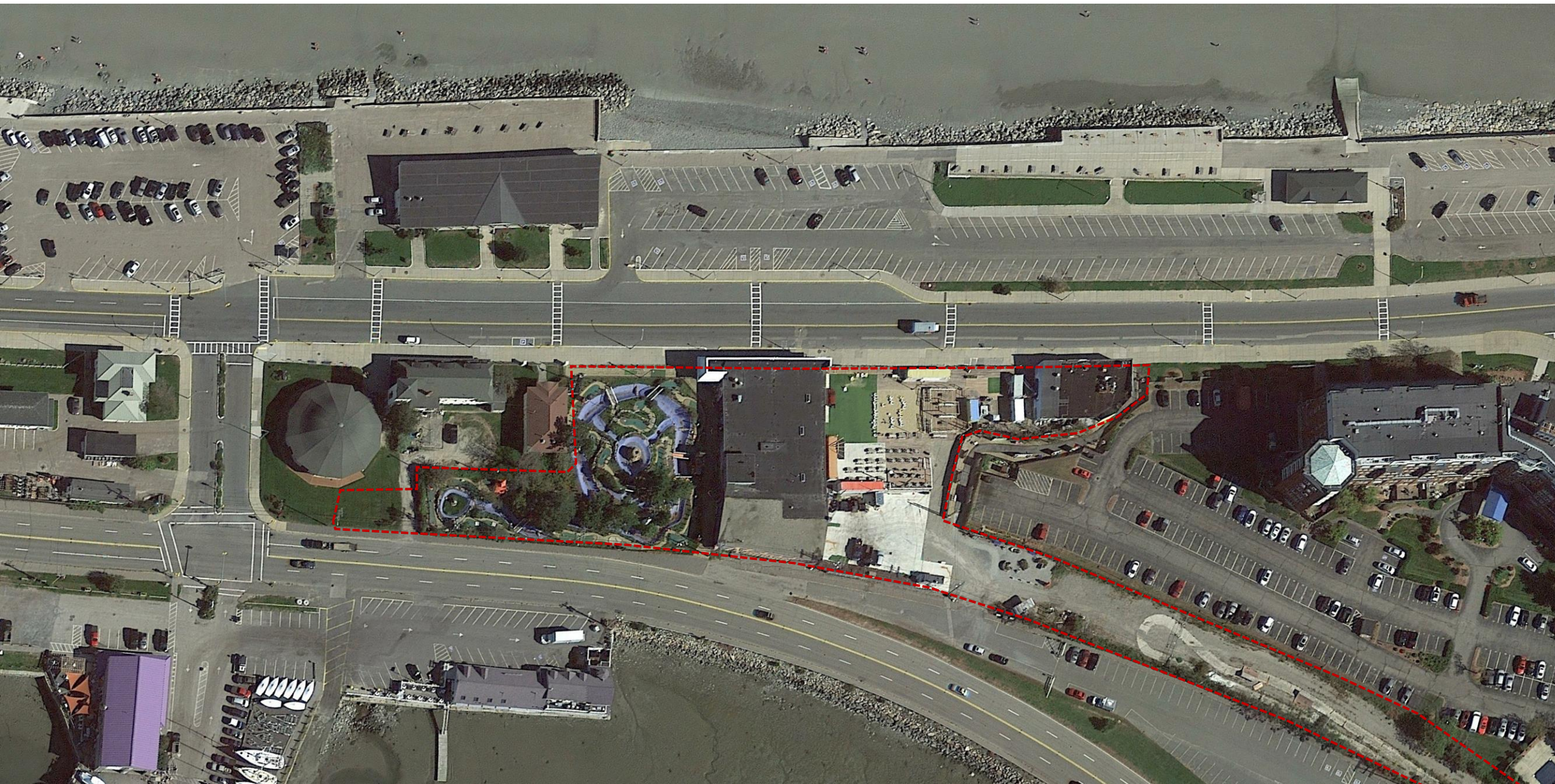
- **Building meaningful human connections through the creation of extraordinary spaces**
- 

Project Site



Existing Site





Proposed Project

Design History

Past Proposal: December 9, 2020



Zoning Variance Design: Apr 26, 2023




Current Proposed: Jan 25, 2024



DRB Working Session: Dec 12, 2023

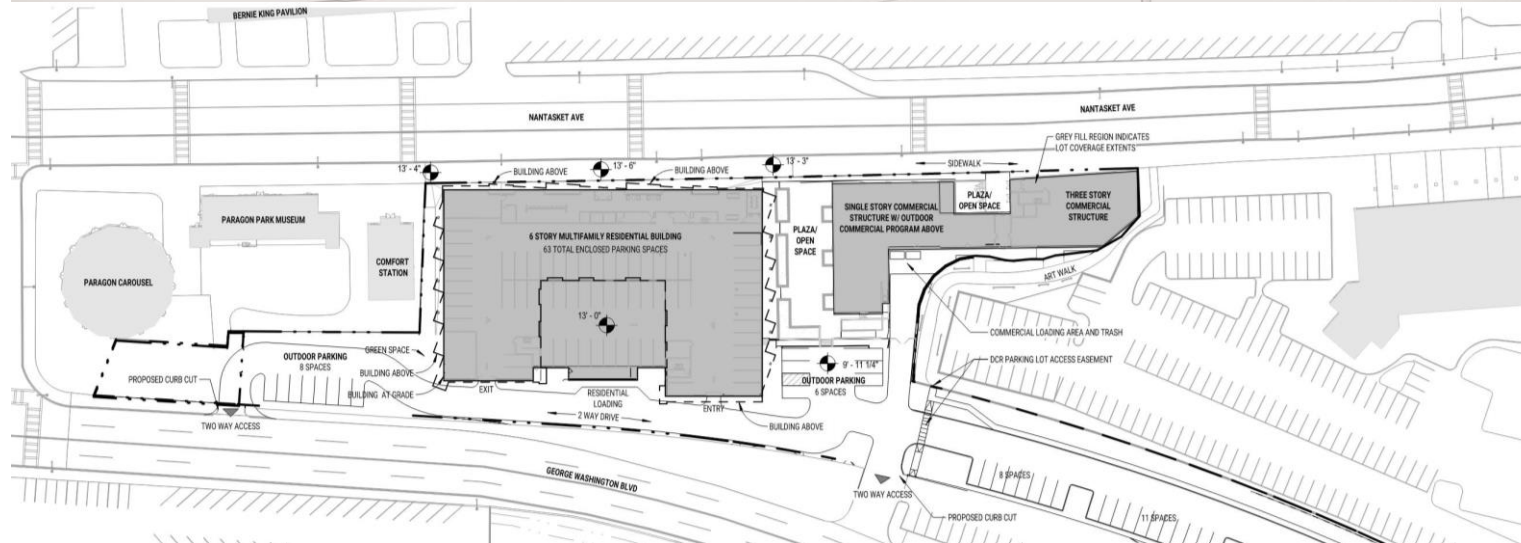


Procopio Project Goals


- **Maintain Commercial Activity**
 - **Continue Regional Draw**
 - **Walkable/Pedestrian Friendly**
 - **Enhance and Activate the Public Realm**
 - **Complement Beach Activity**
 - **Create Economic Benefit to Community**
- 

Original Proposal


Balance of Commercial and Residential



What We Heard April 2023:

- Keep within NBOD limits for height (No Variances)
 - 80' limit on building front (If public walks, parks or plaza not provided)
 - More public space and make them greener
 - Keep to seaside character
- 

What We Did December 2023:

- **Reduced height (NBOD Compliant)**
 - **Broke up building front to 80 foot segments**
 - **Added two public spaces along Nantasket Ave**
 - **Maintained public pass-through (Art Walk Connector)**
 - **Contextual lap-siding aesthetic**
- 

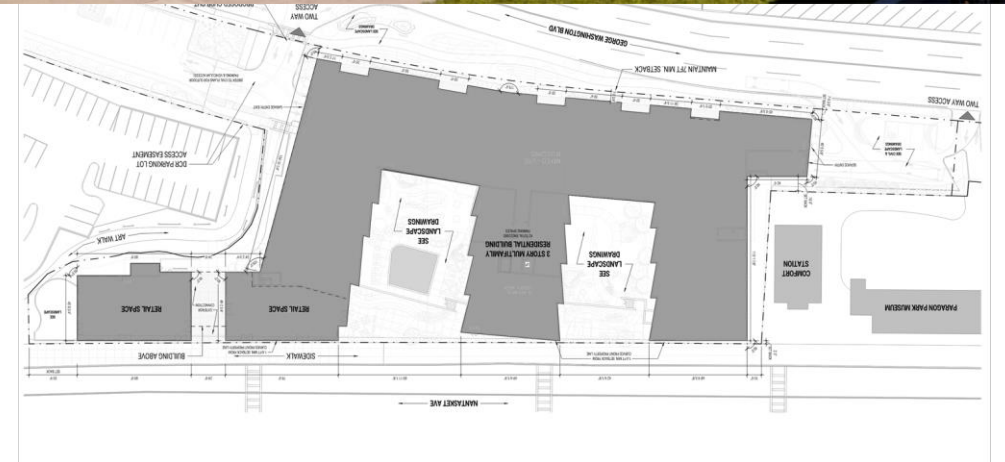
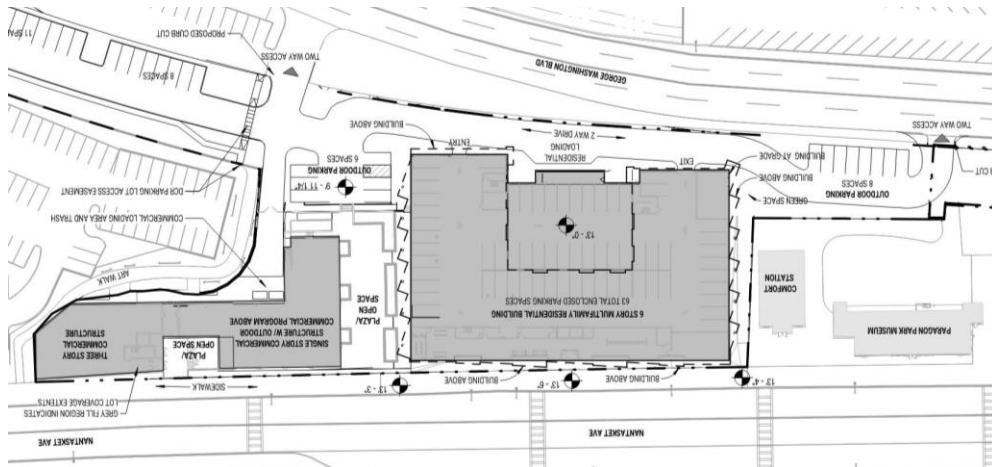
Proposed Project

Comparison to Previous Submission


Variance Submission




December Proposal



What We Heard December 2023:

- Change the Architecture
 - Improve the Commercial Space
 - Losing what is there, space for the kids
 - Parking Concerns
- 

What We Did January 2024:

- Completely changed architecture
 - Added third retail space
 - Expanded street level plaza
 - Plan to bring back existing biergarten
- 

Proposed Project

Comparison to Previous Design

December Design

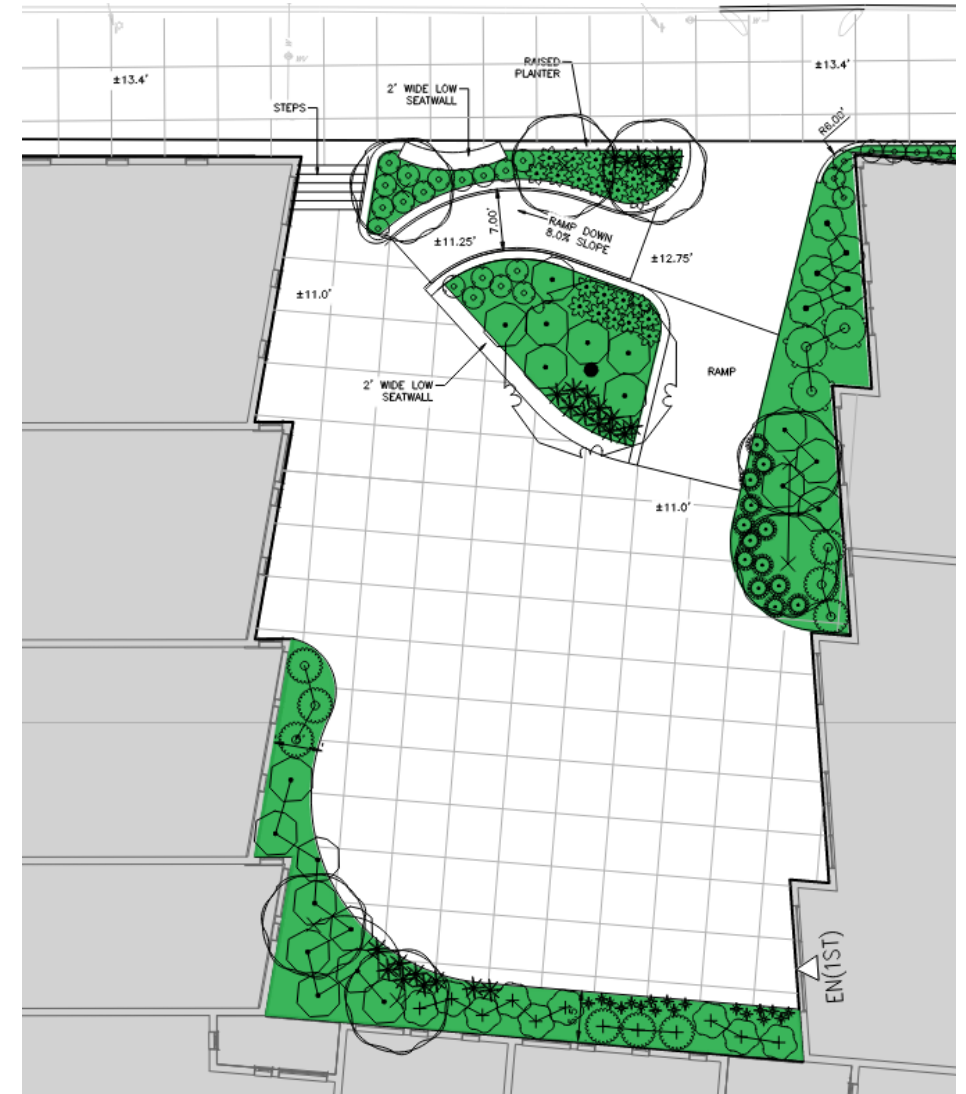


January Design




Proposed Project


Revised Design Commercial Outdoor Space



What We Heard January 2024:

- Need to understand design context
 - More sloped roofs
- 

What We Did February 2024:

- **Developed 3D animation**
 - **Met with DRB to review design and selective use of pitched roofs**
- 




Rendering: Proposed Project in Context

What We Heard February 2024:

- **Change colors to DRB Preferences**
 - **Address GW Boulevard Facade**
- 

What We Did Last Week:

- **Changed the building colors**
 - **Stepped back GWB façade and added pitched roof per DRB recommendation**
- 

Color Study at North Wing



PRESENTED FEB 7, 2024



PEARL GRAY PRIMARY WITH ARCTIC WHITE FRONT - DARK GRAY BASE



PRESENTED FEB 7, 2024



3RD FLOOR STEPPED BACK



3RD FLOOR STEPPED BACK WITH SLOPED ROOF

What We Heard Last Week:

- Views from Nantasket to the Bay
 - Connections similar to Hotel
- 

What We Did :

- **Adjusted architecture to allow additional connection**



View Corridor Study

Hotel Precedents







View Corridor Study

New Commercial Plaza Connection














Rendering: GW Boulevard Walking Path

Walkability (Let's Not Forget About it):

- **Vital to commercial vitality**
 - **Unheralded public benefit**
 - **Its how we really experience things**
- 

Walkability

Existing Conditions



Walkability

Existing Conditions



Walkability

Existing vs. Proposed




Walkability


Existing vs. Proposed

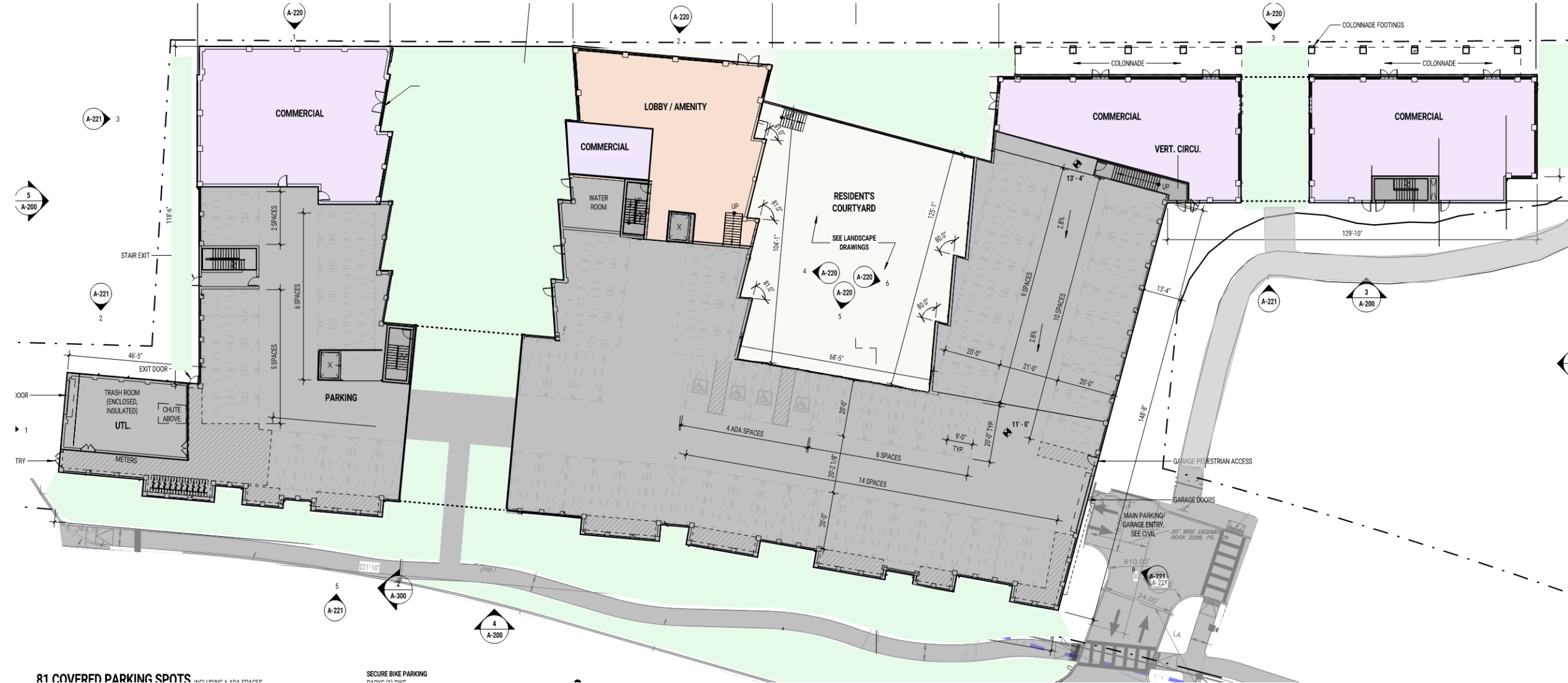


Project Fiscal Impacts:

- **Over \$550k in New Annual Revenues**
 - **Over \$350k in Net Revenue after expenses (conservative)**
 - **\$700k in Building Permit Fees**
 - **Increased activity in existing and new businesses from new residents**
 - **Slight increase in school aged children (a need inHull)**
- 

Project Benefits in Summary:

- **Over \$550k in New Annual Revenues**
 - **\$700k in Building Permit Fees**
 - **9,000 SF of Indoor Commercial Space**
 - **Outdoor Commercial Plaza**
 - **Improved Pedestrian Experience**
 - **Commitment to Maintain Art Walk and Garden**
 - **Commitment to work with Chamber of Commerce on Cultural Center**
 - **Buried utility lines along GW Boulevard**
- 



81 COVERED PARKING SPOTS

SECURE BIKE PARKING



