

September 25, 2025

The Honorable Members

Methuen City Council
Methuen Community Development Board
City Hall, 41 Pleasant Street
Methuen, MA 01844

Re: Petition for Zoning Map Amendment – Pleasant Valley Street Unified Commercial Lot (125, 129, 131 & 133 Pleasant Valley Street; 122 Pleasant Valley St. included for zoning consistency only)

Dear Honorable Members:

On behalf of the owners of the properties located at **122, 125, 129, 131, and 133 Pleasant Valley Street**, we respectfully submit the enclosed **Master Proposal and Attachments** requesting a Zoning Map Amendment from **Single Residence (RC) to Highway Business (BH)**, unifying the four parcels as **one commercial lot of record** for sale and development to a **single restaurant** with drive-through (Panera prototype shown for illustration; final operator may be any comparable fast-casual brand). For zoning-map consistency only, **122 Pleasant Valley Street** (existing day spa) is included in the rezoning request but **is not part of the sale**.

This submission includes: the Master Proposal, a conceptual plot plan (one unified lot), a conceptual site plan (restaurant layout), and the Stage 1 rezoning attachments, Conceptual Site Plan Narrative; Traffic Impact Memorandum; Fiscal Impact; Abutter Notice Template; Legal Notice Draft; Sequencing Note; Draft Zoning Map Amendment Petition; Sample Restrictive Covenant; LOI/P&S Outline; Investor Vetting & Transparency; Investor Biography. **Attached:** **Attachment A - D, Attachment 1- 7, Exhibit A-B and Community Letter.**

This project delivers **significant public benefits**: safer access by consolidating four driveways into **one engineered curb cut**; a **substantial fiscal uplift** to the City's tax base; orderly, high-quality development consistent with the Pleasant Valley/Loop retail corridor; and a binding **restrictive covenant** addressing subdivision, access, buffers, hours, lighting, and operations.

We respectfully request placement of this petition on the Council and Board agenda at your earliest convenience and look forward to working collaboratively with the City.

Respectfully submitted,

Francisco Rosa, Esq. Attorney at Law Rosa & Taing Law, LLC Email: fr@rosataing.com Office: (978) 458-0934 Cell: 617-818-0549 - **Counsel to Property Owners**

Paula Otto Principal Broker Compass 9 Muzzey St, Lexington, MA 02421 Email: paula.otto@compass.com Office: (781) 386-0624 Cell: 617-751-0506 On behalf of the Property Owners of 122, 125, 129, 131 & 133 Pleasant Valley Street, Methuen, MA

Attachment A – Draft Zoning Map Amendment Petition (Text)

Petitioners: Owners of 125, 129, 131, and 133 Pleasant Valley Street, Methuen, MA.

Request: Amend the Methuen Zoning Map to change 125, 129, 131, and 133 Pleasant Valley Street from **RC** to **BH** and include **122** Pleasant Valley Street within **BH** for zoning-map consistency (122 not part of the land sale).

Purpose: Merge the four residential lots into **one commercial lot** and develop **one** fast-casual restaurant with a drive-through, subject to Site Plan Review and any required special permits.

Findings: The rezoning aligns with corridor conditions, resolves documented residential hardship and safety issues, reduces curb cuts from four to one, and strengthens the City's commercial tax base.

Procedure: Petition filed under **G.L. c. 40A, §5**; joint hearing; statutory notices; abutter notifications; action by City Council following Community Development Board recommendation.

Attachment B – Sample Restrictive Covenant

1. **Single-Use Limitation:** Unified lot shall be used for **one** freestanding restaurant (with/without drive-through) as approved.
2. **Access Limitation:** **One** curb cut on Pleasant Valley Street unless otherwise approved.
3. **Buffering & Screening:** Install/maintain landscaping and fencing per approved plan; preserve rear wetlands buffer.
4. **Hours & Operations:** No overnight operation; deliveries/refuse pickup limited to daytime as conditioned.
5. **Subdivision Restriction:** No re-subdivision of the unified lot for **≥ 10 years** without City Council consent.
6. **Enforcement:** Covenants run with the land; **City of Methuen** has standing to enforce. PleasantValley_MasterSubmission...

Attachment C – Letter of Intent / Purchase & Sale Outline

Parties: Property owners (sellers) and qualified restaurant operator/developer (buyer).

Property: Unified lot formed by merger of 125–133 Pleasant Valley Street (**122 excluded**).

Purchase Price: To be determined (market-based consideration for entitled parcel).

Conditions Precedent: Rezoning (RC→BH); Site Plan Approval; any special permits (e.g., drive-through); Conservation approvals; **recording** of restrictive covenant at closing.

Deposits & Milestones: Earnest deposit; due-diligence period; permitting schedule; outside dates; closing timeline.

City Interface: Buyer to provide organizational docs and proof-of-funds for City review at Site Plan Review.

Attachment D – Investor Vetting and Transparency

The proponents are committed to a transparent and responsible development process. The investment and development team, led by **Jeff Moore** (a Massachusetts-based mortgage professional and organizer of the funding group), will undergo full vetting in coordination with the City. **However, all formal vetting documentation will be provided after the zoning change is approved**, during the subsequent Site Plan Review and permitting phase. At that time, the City will receive a comprehensive investor due-diligence package including the development entity's corporate formation documents, proof of financing and funds, verification of Mr. Moore's professional credentials, evidence of prior successful restaurant/commercial projects by the team, and multiple references.

Furthermore, the purchase and sale agreement for the properties will be structured to protect the City's interests and ensure transparency. It will stipulate that **no transfer of ownership or construction will occur until all required approvals are obtained** – including the zoning amendment, Site Plan approval by the Community Development Board, and any necessary Conservation Commission permits. The City will retain the right to review the proposed buyer/investor at the time of site plan approval and **reject any unqualified parties** if they do not meet the City's standards. These safeguards mean the project will only move forward with fully vetted, qualified investors and in full compliance with all City conditions. In sum, the owners are pledging that the development will proceed in a phased, transparent manner: **first securing the zoning approval**, and only then finalizing the sale and advancing to detailed design and construction, with continuous City oversight at each step.

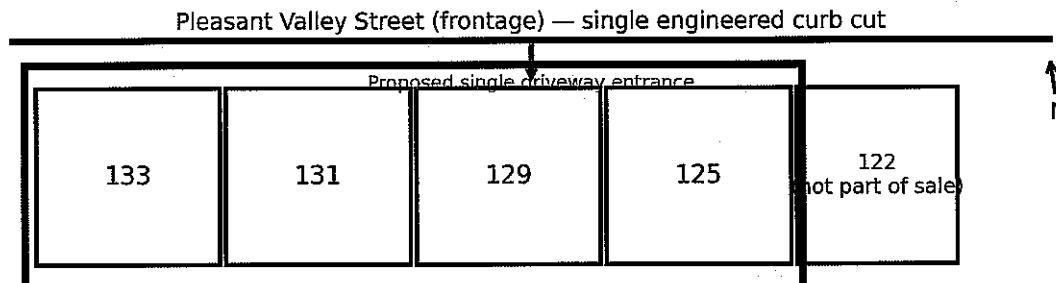
Exhibit A – Conceptual Plot Plan (One Unified Lot)

Unified Lot: 125 + 129 + 131 + 133 Pleasant Valley Street (merged as one commercial lot of record; **122 not part of sale**)

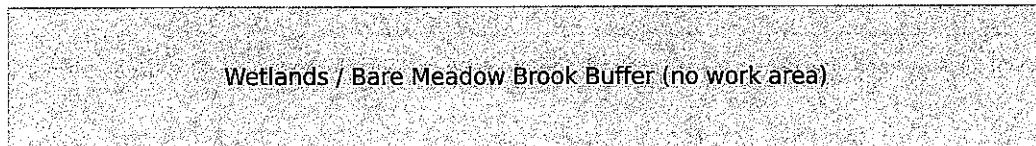
Description: The diagram highlights the **single combined lot** (125–133) as the unified parcel for sale and development. **122 Pleasant Valley** is shown only to depict BH zoning-map consistency and remains **outside** the sale.

Notes on the graphic: Frontage on Pleasant Valley St. with a **single engineered curb cut**, **rear wetlands/Bare Meadow Brook buffer** shaded green, and a **north arrow**.

Exhibit A — Conceptual Plot Plan (One Unified Lot)



Unified Lot of Record (for sale): 125-133 Pleasant Valley St.



Conceptual illustration for zoning only. Final ANR plan and measurements to be prepared by a MA Professional Land Surveyor.

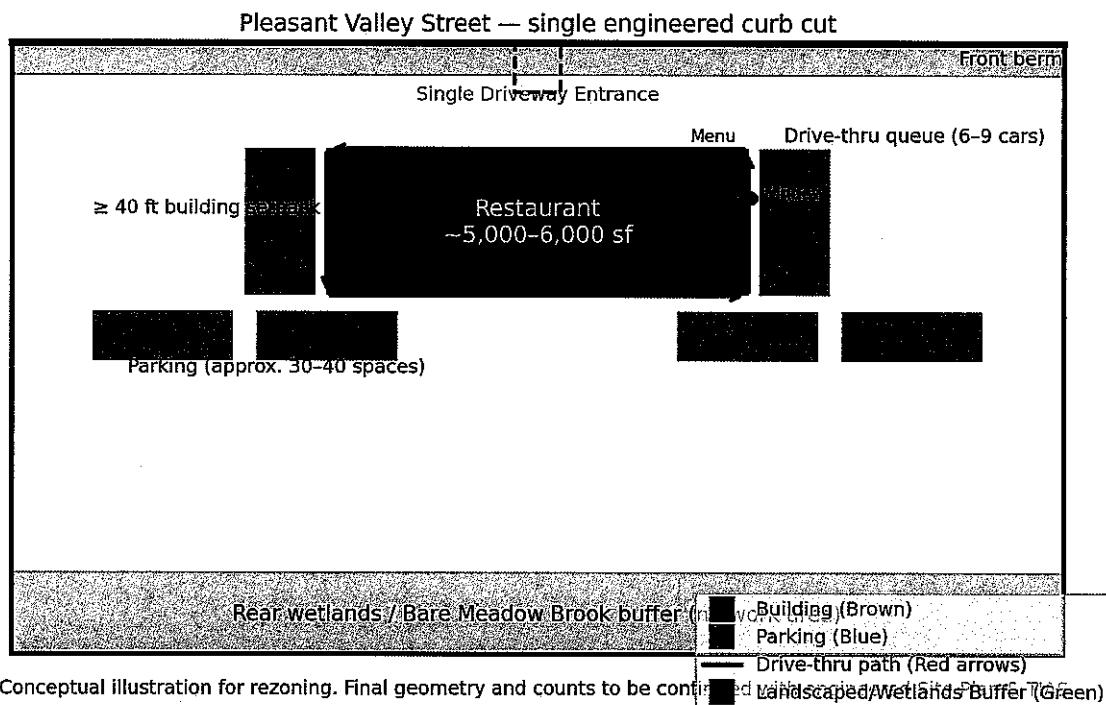
Disclaimer: Conceptual illustration for zoning; final ANR plan to be prepared by a **MA Professional Land Surveyor** (not a survey).

Exhibit B – Conceptual Site Plan (Restaurant with Drive-Through)

Legend: Brown = restaurant building; Blue = parking; Red arrows = one-way drive-thru circulation; Green = landscaped/wetlands buffer.

Description: One engineered driveway on Pleasant Valley Street; ≥ 40 ft building setback; 30–40 parking spaces; 6–9 car drive-thru queue entirely **on-site; down-lighting; daytime** delivery/refuse; **generous rear green buffer** along the brook. Final geometry to be confirmed during Site Plan Review.

Exhibit B — Conceptual Site Plan (Restaurant with Drive-Through)



Disclaimer: Conceptual for rezoning; final geometry and counts to be confirmed with engineered Site Plan & TIAS.

MASTER PROPOSAL – Pleasant Valley Street Rezoning & Redevelopment

Prepared by: Francisco Rosa, Esq. Attorney at Law & Paula Otto Principal Real Estate Broker - Compass.

Date: September 25, 2025

Executive Summary & Introduction

This document constitutes a **formal petition to the Honorable Members of the Methuen City Council and the Methuen Community Development Board**. The petition seeks to amend the official Zoning Map of the City of Methuen for the **four contiguous parcels of land located at 125, 129, 131, and 133 Pleasant Valley Street**. The specific request is to change the zoning designation for these properties **from their current Single Residence (RC) district to the Highway Business (BH) district**.

This proposal is advanced with a clear and singular development mandate that directly addresses the **City's well-founded concerns regarding the prevention of piecemeal development and the assurance of long-term land use certainty**. The foundational component of this petition is a binding agreement among the property owners to consolidate the four subject parcels into a single, unified lot of record comprising approximately 4.21 acres. This consolidated parcel is the subject of a development proposal for a single, high-quality, community-centric restaurant. This approach guarantees a predictable, low-impact commercial anchor, sets a high standard for future development, and provides the City with a cohesive, professionally managed site rather than a series of uncoordinated commercial uses with multiple curb cuts.

The case for this zoning amendment is compelling and rests on three core pillars of mutual benefit for the property owners and the City of Methuen. First, it offers a compassionate and definitive resolution to the profound and demonstrable hardship faced by the families residing at these properties. Documented safety hazards have rendered their homes functionally obsolete and unsafe for residential life. Second, the rezoning represents a fiscally prudent and highly advantageous decision for the City, projected to generate a substantial and sustainable increase in annual commercial property tax revenue with minimal corresponding impact on municipal services. Finally, this petition is a logical and necessary planning action that corrects an outdated and hazardous zoning

designation, aligning the municipal map with the de facto commercial character of the Pleasant Valley Street corridor, which is dominated by its immediate proximity to the regional retail center known as "The Loop".

This project is not a speculative venture but a well-capitalized and professionally managed undertaking. Its financial stability is guaranteed by a consortium of professional investors with a clear track record of successful real estate ventures. The project's credibility is further validated by the involvement of Mr. Jeffrey J. Moore, President of National Mortgage Advice, LLC, a respected financial professional with a long-standing business presence. This combination of a unified development plan, a reputable national tenant, and strong local financial facilitation presents a rare opportunity to achieve multiple City objectives in a single, thoughtful, and comprehensive action.

The Justification for Rezoning: A Resolution to Demonstrable Hardship and a Correction of an Outdated Zoning Designation

A. The Human Imperative: An Untenable and Unsafe Residential Environment

The impetus for this rezoning petition is rooted in a severe and escalating **public safety crisis** that has rendered the subject properties fundamentally **unsuitable for residential occupancy**. The homeowners, some of whom have resided on this street for decades, endure a daily barrage of excessive noise, constant traffic, and life-threatening hazards that have irrevocably degraded their quality of life. Their driveways exit directly into a high-volume stream of traffic on Pleasant Valley Street, an "**urban minor arterial**" road carrying an average of 16,600+ vehicles per day. This has transformed the simple act of entering or leaving their homes into a perilous exercise that can take upwards of 10 to 15 minutes. This danger is not hypothetical; it has manifested in a series of traumatic and tragic events. This devastating loss underscores the extreme urgency and moral necessity of this proposal. The property has been the site of numerous collisions. Similarly, the Abbott family at 133 Pleasant Valley Street has reported their vehicles being struck while parked in their own driveway and their mailbox and a telephone pole being destroyed by speeding cars. **The constant threat is so pervasive that retrieving mail has become a dangerous activity, and the lack of sidewalks forces children walking to bus stops to traverse lawns to avoid oncoming traffic.**

These documented hardships establish a clear and undeniable case that the properties are

no longer viable as single-family residences. The market has unequivocally recognized this reality; despite multiple showings and open houses, the homes are effectively "unsellable as residential homes" because prospective buyers consistently cite the grave safety hazards as a primary concern. This untenable situation has trapped the families, forcing them to either endure these dangerous conditions or sell at a significantly reduced value that would impede their ability to purchase a safer home elsewhere in Methuen. **This zoning petition is therefore the only viable path forward to allow these families to relocate and find the peace and safety that every resident of Methuen deserves.**

B. The Legal & Planning Rationale: Aligning Zoning with Reality

Beyond the compelling humanitarian case, the proposed rezoning is a logical and legally defensible administrative action required to correct an outdated and unsafe zoning designation. Under Massachusetts General Laws Chapter 40A, the foundational purpose of municipal zoning is to "promote the health, safety, convenience, morals or welfare" of the community's inhabitants. The current Single Residence (RC) zoning for these specific parcels demonstrably fails this statutory mandate. By forcing residential use in an environment characterized by high-speed traffic, and constant accidents, the existing zoning actively undermines, rather than promotes, the health and safety of the residents. This transforms the petition from a request for economic benefit into a necessary action to correct a legal and moral failure of the current zoning map.

The rezoning is not an act of introducing commerce into a residential area; rather, it is a **necessary correction of a zoning anachronism**. The area's character has been irrevocably altered by decades of planned commercial development, culminating in the 340,000-square-foot regional retail center known as "The Loop". The subject properties now exist as a small residential "island" within a vast commercial and industrial "sea," a situation **that is illogical from a planning perspective and dangerous for the residents**. The proposed change would create a more logical and uniform land-use pattern along the Pleasant Valley Street corridor, aligning the parcels with the prevailing commercial character of the surrounding area.

This request is further supported by a clear and relevant local precedent. In 2022, the City successfully approved the rezoning of a nearby property at 184 Pleasant Valley Street from a Limited Industrial (IL) district to a Business Highway (BH) district. That petition was approved based on several key arguments that are directly applicable to the current request: it allowed for an expanded variety of businesses, it aligned the parcel with surrounding BH districts, it was anticipated to have minimal impact on city services, and it promised to increase tax revenue for the City of Methuen. The current petition builds upon this established procedural and legal framework, combining the strategic alignment argument with the powerful and urgent humanitarian case for ensuring the safety of the resident families. This action would be a "logical outgrowth" of the City's own

economic development strategy that encouraged and approved the high-intensity commercial uses that now define this corridor.

This proposal requests a Zoning Map Amendment to rezone **125, 129, 131, and 133 Pleasant Valley Street** (totaling approximately **4.2 acres**) from **RC** to **BH** and to **merge** these four parcels into **one commercial lot** for a **single fast-casual restaurant** with a **drive-through**. For zoning-map uniformity, **122 Pleasant Valley Street**, an existing day spa operating under grandfathered rights, is included in the **BH** rezoning, but **122 is not part of the land sale**. The single-lot, single-user structure directly answers the City's priority to **avoid piecemeal development** and maintain **land-use certainty**.

Proposed project (illustrative): A freestanding restaurant of approximately **5,000–6,000 square feet** (Panera prototype shown), **30–40 parking spaces**, a **single engineered curb cut** on Pleasant Valley Street, a **drive-thru lane with 6–9 vehicle stacking**, a **front landscaped berm**, and a **rear green buffer** adjacent to Bare Meadow Brook. The building is set back ≥ 40 feet from the front lot line; side and rear buffers meet or exceed **BH** standards.

Public benefits:

- **Traffic safety:** Four residential driveways become **one** professionally designed entrance.
- **Economic uplift:** Significant increase in annual **commercial property tax** plus meals excise and personal property taxes.
- **Neighborhood protections:** A recorded restrictive covenant binds the land to **one user**, **one curb cut**, defined buffers, hours, lighting, deliveries, and operations, enforceable by the City.
- **Compassionate relief:** The rezoning resolves long-standing **safety hardships** for the families living on a high-volume arterial.

Conceptual Plot Plan – One Unified Lot (Text)

Unified Lot: 125 + 129 + 131 + 133 Pleasant Valley Street (merged as one commercial lot of record; **122 not part of sale**)

What the plot plan shows: the **single combined lot** (125–133) highlighted as the unified parcel for sale and development; **122** is shown only to depict zoning-map consistency and remains **outside the sale**. *** (See Attached Exhibit A)

Conceptual Site Plan – Restaurant with Drive-Through (Text)

Legend: Brown = restaurant building; Blue = parking; Red arrows = one-way drive-thru circulation; Green = landscaped/wetlands buffer.

Key features: one engineered driveway on Pleasant Valley St.; **≥ 40 ft** building setback; **30–40** parking spaces; **6–9** car drive-thru queue **entirely on-site**; **down-lighting**; **daytime** delivery/refuse; **generous rear green buffer** along the brook. Final geometry will be confirmed at Site Plan Review. (Note: The “Unified Rezoning” document also describes Panera’s newer *double drive-thru prototype*; the final configuration—single or dual order points—will be determined during Site Plan Review.) *** (See Attached Exhibit B)

Public Benefits

Traffic Safety: Four residential driveways will be replaced by **one** engineered access, reducing conflict points and improving safety. Internal circulation separates parking from the drive-through. A Traffic Impact and Access Study will be prepared at Site Plan Review.

Economic Uplift: See Fiscal Impact below—**conservative** scenario (~\$1.8–\$2.0M assessed) yields **~\$36,990–\$41,100/yr**; a **market-proxy** (~\$3.78M) yields **~\$77,679/yr**; net increases are substantial. Meals, excise and personal property taxes add further revenue, with no school burden.

Orderly High-Quality Use: One lot, one user, one curb cut, bound by **restrictive covenant**—predictable, neighborhood-friendly operation conditioned and enforceable by the City.

Rezoning Request & Rationale

The four subject parcels (125–133 Pleasant Valley) are currently **RC**. The petition seeks **BH**, intended for **retail, office, and service** uses. Including **122** within BH fixes the irregular map pattern and aligns with the corridor’s commercial reality; **122 is not part of the sale**. The Pleasant Valley corridor functions as an extension of **The Loop** retail node; **BH is the correct**

district to transition these properties to compatible, master-planned commercial use, minimizing curb cuts and protecting abutters.

Proposed Commercial Development Plan (Restaurant with Drive-Through)

Site Layout: ~4.2 acres, one curb cut on Pleasant Valley; building centered and set back; parking front/sides; one-way drive-thru behind with **6–9** stacking capacity.

Landscaping & Buffers: Preserve/enhance the **rear green buffer** along Bare Meadow Brook; street trees and berm at frontage; evergreen screening and fences where needed.

Utilities/Drainage: Municipal water/sewer; modern stormwater treatment; shielded, downcast lighting; tasteful, code-compliant signage.

Use Characteristics: Open mornings through evenings (no overnight); daytime deliveries/refuse; clean restaurant use.

Community Commitments

Wetlands & Environment: Maintain substantial **natural buffer** along Bare Meadow Brook; no work in regulated areas absent Conservation approval; on-site stormwater treatment.

Noise & Hours: Generally no later than **10 PM**; daytime deliveries/refuse; low-noise order speaker placement; sound-damping landscaping/fencing.

Lighting & Privacy: **Downcast, shielded** fixtures; perimeter screening; front berm to block headlight glare; late-night dimming.

Community Engagement: Public information sessions before Site Plan Review; dedicated **Community Liaison** during permitting/construction.

Legal Enforcement: A recorded **restrictive covenant** will make these commitments **binding** and **enforceable by the City**.

Unified Sale & Development Structure

Lot Consolidation: After rezoning, 125–133 will be merged by **ANR** into **one lot**. The restrictive covenant will **prohibit re-subdivision** without Council consent for a defined period.

LOI & P&S: An **LOI** with a qualified restaurant operator during rezoning; the **P&S** contingent on **Site Plan Approval**, any special permits, **Conservation** approvals, and **recording of the covenant** at closing. **No closing** will occur until the project is fully permitted in the promised

form.

One Buyer, One Use: All four parcels conveyed **together to one purchaser**; no piecemeal transfers.

Qualified End-User: Reputable national or regional operator; brand/final engineering submitted at Site Plan Review.

Investor Background & Qualifications (Jeff Moore & Team)

Lead: **Jeff J. Moore**, President, **National Mortgage Advice, LLC** (Massachusetts-based), serving as Investment Lead and financing coordinator. The investor group focuses on restaurant/retail assets in New England. **Local accountability** and transparency are central. *(Note: Formal vetting documents will be provided after rezoning, during Site Plan Review.)*

Investor Vetting and Transparency

The proponents are committed to a transparent and responsible development process. The investment and development team, led by **Jeff Moore** (a Massachusetts-based mortgage professional and organizer of the funding group), will undergo full vetting in coordination with the City. **However, all formal vetting documentation will be provided after the zoning change is approved**, during the subsequent Site Plan Review and permitting phase. At that time, the City will receive a comprehensive investor due-diligence package including the development entity's corporate formation documents, verification of Mr. Moore's professional credentials, evidence of prior successful restaurant/commercial projects by the team, and multiple references.

Furthermore, the purchase and sale agreement for the properties will be structured to protect the City's interests and ensure transparency. It will stipulate that **no transfer of ownership or construction will occur until all required approvals are obtained** – including the zoning amendment, Site Plan approval by the Community Development Board, and any necessary Conservation Commission permits. The City will retain the right to review the proposed buyer/investor at the time of site plan approval and **reject any unqualified parties** if they do not meet the City's standards. These safeguards mean the project will only move forward with fully vetted, qualified investors and in full compliance with all City conditions. In sum, the owners are pledging that the development will proceed in a phased, transparent manner: **first securing the zoning approval**, and only then finalizing the sale and advancing to detailed design and construction, with continuous City oversight at each step.

BH Dimensional Compliance (Summary)

Standard	BH Minimum	Conceptual Plan Compliance
Front Yard Setback	25 ft	≥ 40 ft (behind berm)
Side Yard Setback	30 ft	Met (landscaped)
Rear Yard Setback	30 ft	Met (wetland buffer)
Max. Building Height	40 ft / 3 stories	1 story
Lot Coverage (Max)	35%	Within limit (concept)

(Exact dimensional table and narrative will be finalized with the engineered site plan; the "Unified Rezoning" document includes comparable BH compliance.)

Fiscal Impact Analysis

Current Four Homes (RC):

- Assessed values (FY2025): **\$1,558,300 total**
- Residential tax rate: **\$10.58** per \$1,000
- Current annual taxes: **\$16,486.81** (sum of the four parcels)

Conservative Redevelopment Scenario:

- Unified assessed value: **\$1.8–\$2.0 million**
- Commercial tax rate: **\$20.55** per \$1,000
- Annual taxes: **~\$36,990–\$41,100**
- Net increase vs. current: **~+\$20,503 to +\$24,613**

Market-Proxy Stabilized Scenario (Panera-type net lease):

- Unified market value (proxy): **\$3,780,000**
- Commercial tax rate: **\$20.55** per \$1,000
- Annual taxes: **\$77,679.00**
- Net increase vs. current: **\$61,192.19**
Proposal for the Unified Rezoni...

Attachments (Filed with this Master Proposal)

- Attachment 1 – Conceptual Site Plan Narrative
- Attachment 2 – Traffic Impact Memorandum (Conceptual)
- Attachment 3 – Fiscal Impact Memorandum
- Attachment 4 – Abutter Notice Template
- Attachment 5 – Legal Notice for Newspaper Publication (Draft)
- Attachment 6 – Important Note on Sequencing
- Attachment A – Draft Zoning Map Amendment Petition (Text)
- Attachment B – Sample Restrictive Covenant (Outline)

- Attachment C – LOI / P&S Outline
- Attachment D – Investor Vetting & Transparency
- Attachment 7 – Investor Biography (Jeff Moore)
- Exhibit A – Conceptual Plot Plan (One Unified Lot)
- Exhibit B – Conceptual Site Plan (Restaurant with Drive-Through)
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Conclusion & Formal Request

For the reasons set forth—**safety, orderly planning, fiscal benefit, and neighborhood protections**—the owners respectfully request approval of the **RC→BH** rezoning for **125, 129, 131, and 133 Pleasant Valley Street**, with **122** included in **BH** for map consistency only (**not** part of the sale). Upon approval, the owners will promptly proceed with full engineering, TIAS, Conservation filings, and Site Plan Review in close coordination with City boards and staff

Prepared by:

Paula Otto

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(On behalf of the Property Owners of 122, 125, 129, 131 & 133 Pleasant Valley Street, Methuen, MA)

With Counsel:

Francisco Rosa, Esq.

Rosa & Taing Law, LLC – **Counsel to Property Owners**

M: (617) 818-0549 | O: (978) 458-0934

fr@rosataing.com

Attachment 1 – Conceptual Site Plan Narrative

The four residential parcels at 125, 129, 131, and 133 Pleasant Valley Street will be merged by ANR into **one commercial lot of ~4.2 acres**. 122 Pleasant Valley is **outside** the sale but included in rezoning for map uniformity. The concept shows a **one-story** restaurant of approximately **5,000–6,000 sq ft**, sited ≥ 40 ft from the front line, with **one engineered curb cut** on Pleasant Valley Street, **30–40 parking spaces**, and a **one-way drive-thru** looping behind the building with **6–9 vehicle** stacking. A **green buffer** is maintained and enhanced along the rear wetlands. Lighting is **full cut-off** and downward; trash/deliveries occur **daytime** and away from residential sides. All **BH** dimensional requirements are **met or exceeded**. An engineered site plan, **TIAS**, wetlands/stormwater, landscaping, and architecture will be submitted at **Site Plan Review** after rezoning approval.

Attachment 2 – Traffic Impact Memorandum (Conceptual)

Purpose: Provide a rezoning-level summary of expected trip generation and safety benefits.

Access & Safety: Four residential driveways consolidated to **one** engineered entrance; improved sight lines; internal circulation separates drive-through from parking.

Trip Generation: For a ~5,000–6,000 sf fast-casual restaurant with drive-through, typical daily trips are on the order of **~2,000–2,300**, with **AM peak ~150** and **PM peak ~200**; final rates/distribution will be verified using the latest **ITE Trip Generation Manual** during **TIAS**.

Queue Management: On-site drive-thru **6–9 vehicle** queue prevents spillback to Pleasant Valley Street.

Next Steps: Prepare full **TIAS** at Site Plan Review to address turn lanes, signal timing, and off-site improvements if needed.

Attachment 3 – Fiscal Impact Memorandum

Current (four homes): Assessed **\$1,558,300**; **\$10.58/\$1,000** residential rate; annual taxes **\$16,486.81**.

Conservative Redevelopment: Assessed **\$1.8–\$2.0M**; **\$20.55/\$1,000** commercial; annual taxes $\sim \$36,990$ – $\$41,100$; net increase $\sim +\$20,503$ to $+\$24,613$.

Market-Proxy Stabilized: Value **\$3.78M**; **\$20.55/\$1,000**; annual taxes **\$77,679**; net increase **\$61,192**.

Additional Revenues: State and **local meals excise**, personal property tax on equipment. **No school** impacts; municipal services limited.

Attachment 4 – Abutter Notice Template

NOTICE OF PUBLIC HEARING

City of Methuen – City Council and Community Development Board

Re: Petition to amend the Zoning Map from RC to BH for 125, 129, 131, and 133 Pleasant Valley Street (and to include 122 Pleasant Valley Street for zoning map consistency).

A public hearing will be held on **[Date]** at **[Time]** in **[Location]** to consider a petition filed by the property owners of 125, 129, 131, and 133 Pleasant Valley Street to rezone the above properties from RC to BH and to unify the four parcels as a **single lot** for development of **one** restaurant with drive-through. **122 Pleasant Valley Street** is included for zoning map consistency only and is **not** part of the sale.

Any person interested or wishing to be heard should appear at the time and place indicated. Written comments may be submitted to the Office of the City Clerk prior to the hearing.

Property Owners, by Counsel

Attachment 5 – Legal Notice for Newspaper Publication (Draft)

CITY OF METHUEN – LEGAL NOTICE

Notice is hereby given that the Methuen City Council and Community Development Board will conduct a public hearing on **[Date]** at **[Time]** in **[Location]** to consider a petition to amend the Zoning Map for **125, 129, 131, and 133 Pleasant Valley Street** and to include **122 Pleasant Valley Street** for zoning consistency. The petition seeks to change the district from **Single Residence (RC)** to **Highway Business (BH)** to merge the four residential parcels into **one** commercial lot for **one** restaurant with a drive-through. **122 Pleasant Valley Street** is not part of the land sale. A copy of the petition is on file with the City Clerk and may be inspected during regular business hours. Any interested party may attend and be heard.

Attachment 6 – Important Note on Sequencing

These materials are **conceptual** and intended for rezoning review under **G.L. c. 40A, §5**. After rezoning approval, the proponents will submit, at their expense, a complete engineered site plan package, **TIAS**, wetlands delineation and stormwater design, landscaping, and architectural details for **Site Plan Review** and any special permits.

Attachment 7 – Investor Biography

Name: Jeff J. Moore

Role: Investment Lead & Financing Coordinator

Organization: National Mortgage Advice, LLC (Massachusetts)

Summary: Massachusetts-based real estate finance professional with decades of experience arranging debt/equity for commercial developments, including hospitality/restaurant projects. Coordinates investor capital and debt commitments; ensures funds availability at closing after approvals.

Regulatory Standing: Registered in NMLS; license verifications and references to be provided to the City as part of **post-rezoning** investor due-diligence at Site Plan Review.

Connections & Investor Network: Coordinates a standing network of MA-based/regional capital sources (HNWI with franchise holdings, private real estate funds, local/regional banks) focused on hospitality/retail assets. Letters of interest and proof-of-funds will be provided to the City during Site Plan Review.

SAMPLE COMMUNITY LETTER (for Abutters & Neighborhood)

Dear Neighbor:

We are writing to share information about a rezoning petition for **125–133 Pleasant Valley Street**. Our families intend to **combine these four properties into a single lot** and rezone from **RC to BH** to allow a **single, family-friendly restaurant**. The existing day-spa at **122 Pleasant Valley Street** would be included in **BH** for zoning consistency **only** and is **not part of the sale**.

What will change: Four separate driveways will become **one safe, engineered entrance**. The site plan will include significant landscaping, a deep green buffer near the wetlands, modern down-lighting, and daytime-only delivery and trash pickup. Operations will be limited to appropriate daytime and evening hours (no overnight).

Why now: Pleasant Valley Street is a high-traffic arterial where residential use has become unsafe. Unifying the frontage into one well-designed site improves safety, reduces conflict points, and replaces aging homes with a modern, attractive business that contributes jobs and tax revenue.

Your input matters: We will host an information session before Site Plan Review to gather feedback on landscaping, buffering, and other details. A dedicated liaison will be available during permitting and construction to address questions promptly.

Thank you for reviewing this update. We look forward to hearing from you and to working together to make this a positive addition to the neighborhood.

Sincerely,

Francisco Rosa, Esq. Attorney at Law Rosa & Taing Law, LLC Email: fr@rosataing.com Office: (978) 458-0934 Cell: 617-818-0549 - **Counsel to Property Owners**

Paula Otto Principal Broker Compass 9 Muzey St, Lexington, MA 02421 Email: paula.otto@compass.com Office: (781) 386-0624 Cell: 617-751-0506 On behalf of the Property Owners of 122, 125, 129, 131 & 133 Pleasant Valley Street, Methuen, MA

