



# HYANNIS, MASSACHUSETTS



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## Cape Cod, MA



### HYANNIS

ONE OF THE SEVEN VILLAGES IN THE  
TOWN OF BARNSTABLE

Barnstable • Centerville • Cotuit • Hyannis  
Osterville • Marstons Mills • West Barnstable

[www.BusinessBarnstable.com](http://www.BusinessBarnstable.com)  
[www.TownofBarnstable.us](http://www.TownofBarnstable.us)  
[www.HyannisMainStreet.com](http://www.HyannisMainStreet.com)





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# A VIBRANT DOWNTOWN

## QUICK FACTS: Hyannis is home to . . .

- The Cape's centrally located airport, train station, and bus depot
- A working waterfront with year-round ferry service to the Islands
- Cape Cod Hospital, the Cape's largest hospital and employer
- A new state-of-the-art headquarters of Cape Cod Five, the Cape's largest homegrown bank
- The Cape's only super-regional mall and most of the Cape's big-box stores, plus a mile-long Main Street with shops and restaurants



## Welcome to Downtown Hyannis!

Located in the heart of Cape Cod, Hyannis serves as the region's commercial center and transportation hub. With its worldwide recognition, Downtown Hyannis is a walkable year-round destination for residents and visitors alike. This area is home to a wide array of key industrial and commercial assets, retail and professional services, comprehensive health services, as well as thriving tourism and hospitality sectors.

Key infrastructure in the area sets the stage for an inviting investment climate. As one of the few places on the Cape where town sewer is available downtown, Hyannis stands out among commercial centers in the region in terms of development possibilities. Broadband infrastructure is also present, with plans to expand this service by connecting businesses on Hyannis Main Street to a fiber optic network. In addition, Hyannis boasts beautiful natural resources, a new supply of year-round housing, and a vibrant arts and culture community.

All of this makes Hyannis a great place to do business and we are happy to welcome you!

*Elizabeth Jenkins*

Elizabeth Jenkins, AICP

Director, Town of Barnstable Planning & Development Department

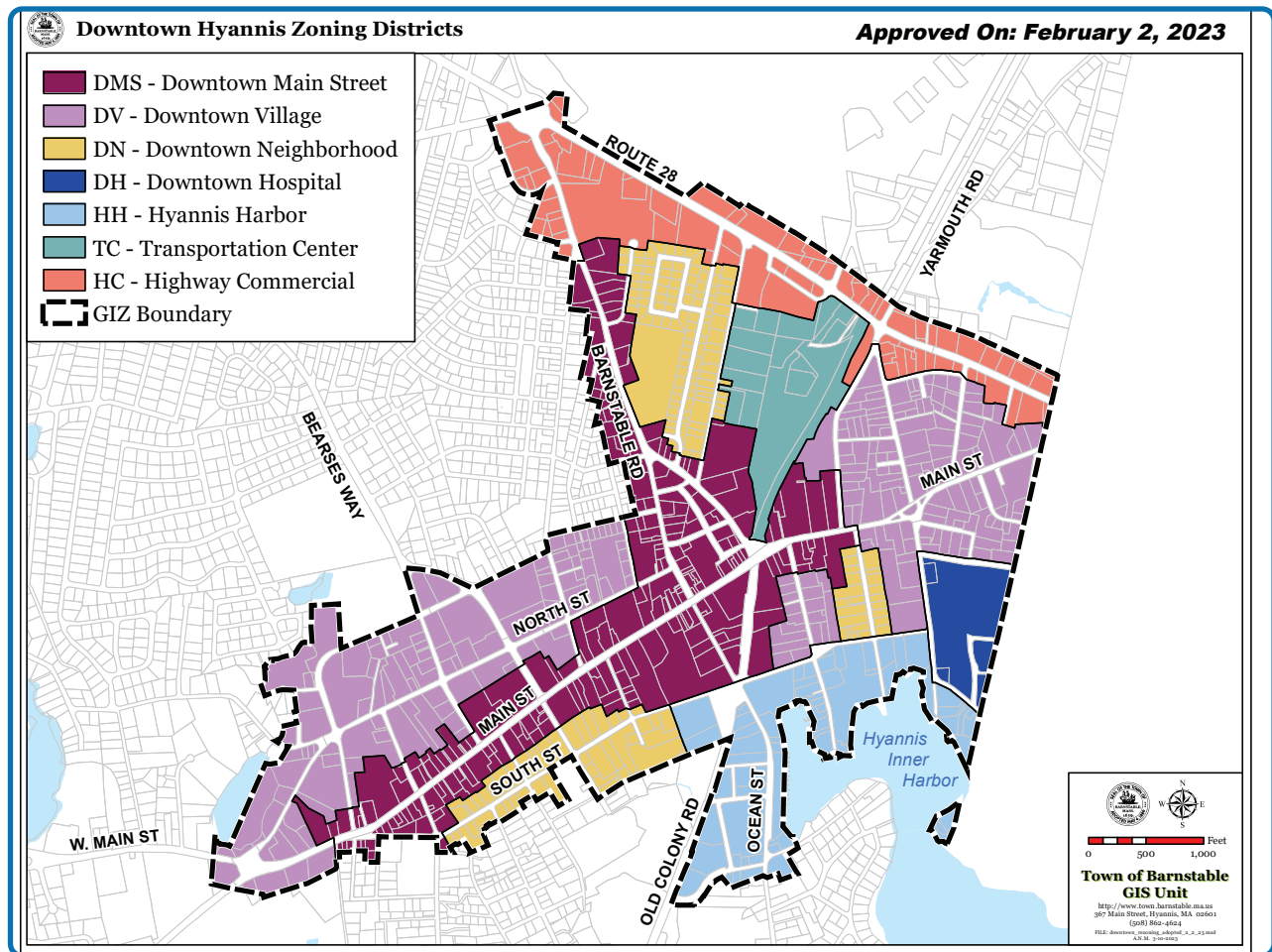
# ZONING REVISIONS SUPPORT WALKABILITY

New zoning, approved for Downtown Hyannis on February 2, 2023 allows for . . .

- Increased density for mixed use and multi-family development in the Downtown Hyannis Zoning Districts (see map below) fostering a more predictable built outcome and produce a high-quality public realm.
- Consolidated and better defined zoning districts
- Updated dimensional standards
- Form-based zoning techniques

The provisions of each district address the . . .

- Relationship between building facades and the public realm;
- Size, shape, and scale of buildings in relation to one another; and
- Regulation of land uses through broader, more permissive categories to foster innovative economic growth.

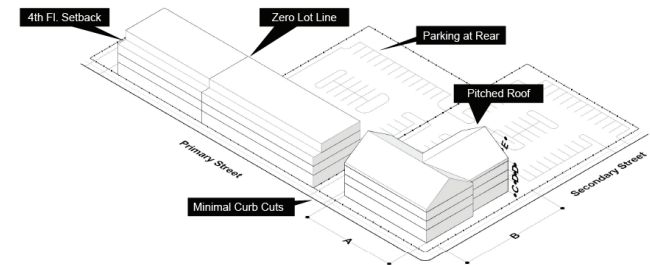


# ZONING FOR THE FUTURE

## QUICK FACTS: The New Zoning Allows . . .

- Up to (4) four stories within the Downtown Main Street and Downtown Village zoning districts as of right
- A reduction of the minimum parking requirement

Downtown Main Street & Downtown Village - Building Massing



### Enables Predictable Form and Enhanced Character

New and enhanced dimensional standards, especially for the districts located at the core of Downtown, including façade build out (the width of a building compared to the lot width), maximum building width, maximum number of building stories with minimum and maximum heights, primary and secondary setbacks, fenestration percentage, frontage type and regulations for projecting building components like balconies, bay windows, and dormers enable a predictable form to maintain the character of Downtown.

### Supports Increased Housing Production

Multi-family development is now allowed as of right as opposed to a ratio of units allowed per acre. The maximum number of dwelling units permitted is determined by meeting the required building dimensions and parking requirements on a given lot.

### Greens the Urban Environment

Enhanced requirements for landscape buffers including quantification of and type of vegetation per linear feet, as well as dimensions for plant size at install and mature height ensures plant diversity, enhanced screening and supports sustainability by managing storm water runoff, improving air quality and reducing the impact of urban heat island affect.

### Emphasizes Place over Parking

Minimum parking requirements and shared parking adjustments coupled with increased density subject to building form and placement requirements promotes walkability, affordability, sustainability and a predictable form ensuring that community character is maintained.

### Streamlines Review with a User Friendly Ordinance

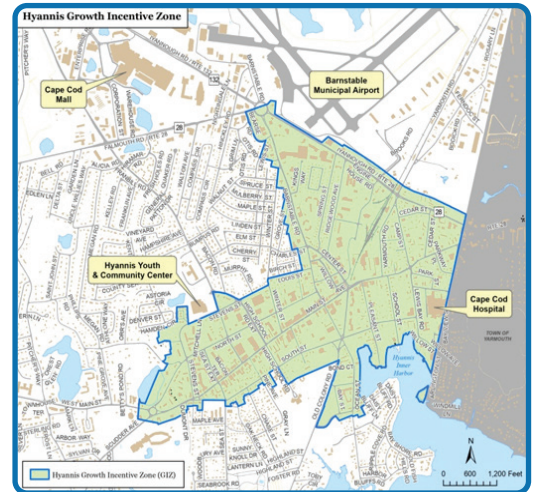
Streamlined permitting process, combined with a user friendly ordinance, encourage property owners to invest in redevelopment and infill opportunities.



# DEVELOPMENT INCENTIVES

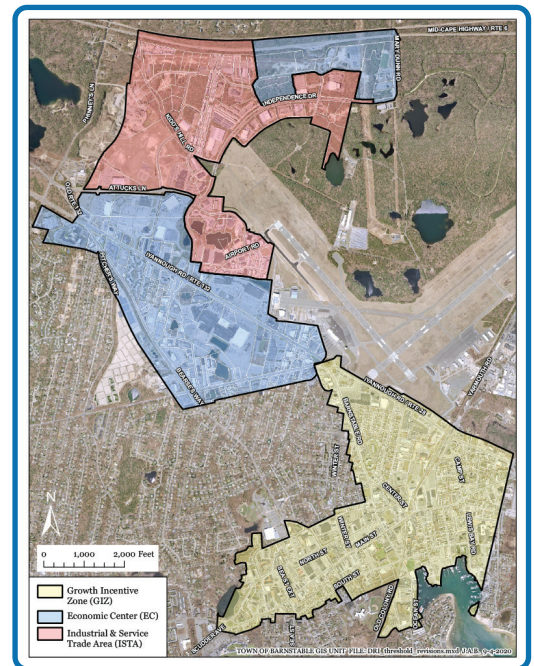
## Downtown Hyannis Growth Incentive Zone (GIZ)

New development or redevelopment in the Downtown Hyannis Growth Incentive Zone (GIZ) is not subject to regulatory review by the Cape Cod Commission. The GIZ includes all the Downtown Hyannis Zoning Districts that benefit from the new Downtown Hyannis Zoning revision. The GIZ encourages a concentrated mix of residential and commercial uses in Hyannis while ensuring that all growth is properly served by adequate infrastructure.



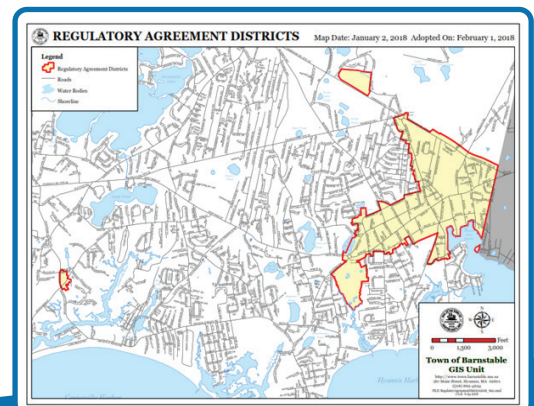
## Regional Commercial Center

In addition to the Hyannis Growth Incentive Zone, the Town of Barnstable has been granted approval from the Cape Cod Commission to raise Development of Regional Impact (DRI) project thresholds in the mapped Economic Centers and Industrial Service & Trade Areas outside of the Growth Incentive Zone in Barnstable/Hyannis. DRI thresholds for proposed developments in the Economic Center are increased from 10,000 square feet to 20,000 square feet for commercial/industrial land uses. DRI thresholds for proposed developments in the Industrial Service & Trade Area are increased from 10,000 square feet to 40,000 square feet for research & development, light manufacturing, and wholesale land uses.



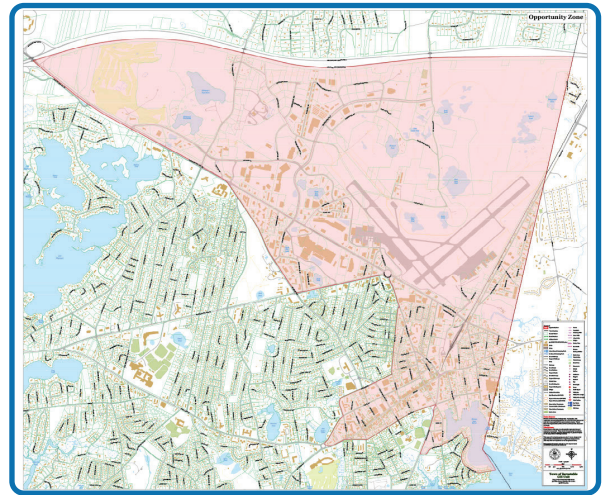
## Regulatory Agreements

Regulatory Agreements are a flexible tool that can allow development in Downtown Hyannis in a way that the current zoning regulations would prohibit, and can streamline the permitting process. In return, the developer agrees to provide certain benefits that contribute to the Town, such as improving Town infrastructure, land preservation, community or recreational facilities, affordable housing, or other benefit that serves the development and the Town. Regulatory Agreements require approval of both the Planning Board and the Town Council.



## Hyannis Opportunity Zone (OZ)

The Opportunity Zone Program provides federal tax incentives for private entities to reinvest capital gains into privately-created Opportunity Funds. These funds are then used to invest in federally designated areas such as the Hyannis Opportunity Zone. The Program provides an incentive for investors to reinvest unrealized capital gains into Opportunity Funds in exchange for a temporary tax deferral and other benefits tied to long-term holdings. Investors can also roll existing capital gains into Opportunity Funds with no up-front tax bill. The Hyannis Opportunity Zone presents a unique and attractive opportunity to invest long-term in a desirable area on the precipice of positive growth.



## Housing Development Incentive Program (HDIP)

Within the Downtown Hyannis Growth Incentive Zone (GIZ), the Housing Development Incentive Program (HDIP) provides two tax incentives to developers to undertake new construction or substantial rehabilitation of properties for lease or sale as multi-unit market rate residential housing:

- State tax credits for Qualified Project Expenditures (QPEs) awarded through a rolling application process.
- A local-option real estate tax exemption on all or part of the increased property value resulting from improvements (the increment), and
- A Tax Increment Exemption Agreements (TIE) is a locally negotiated real estate property tax increment exemption between the Developer and Municipality of not less than 10% and not more than 100% of the increment on market rate residential units in a Certified Housing Development (HD) project for a period of not less than 5 years and not more than 20 years. The Town of Barnstable seeks to enter into TIEs with Developers to support investment of market rate residential projects that contribute to meeting goals of the community.



## Tax Increment Financing (TIF)

Through Tax Increment Financing, landowners may be granted property tax exemptions of up to 100% of the tax increment (increased tax assessment based on property improvements). Towns may enter into a TIF Agreement with a landowner for a maximum term of 20 years. The Town of Barnstable seeks to enter into Tax Increment Financing Agreements to support investment for development and redevelopment projects that:

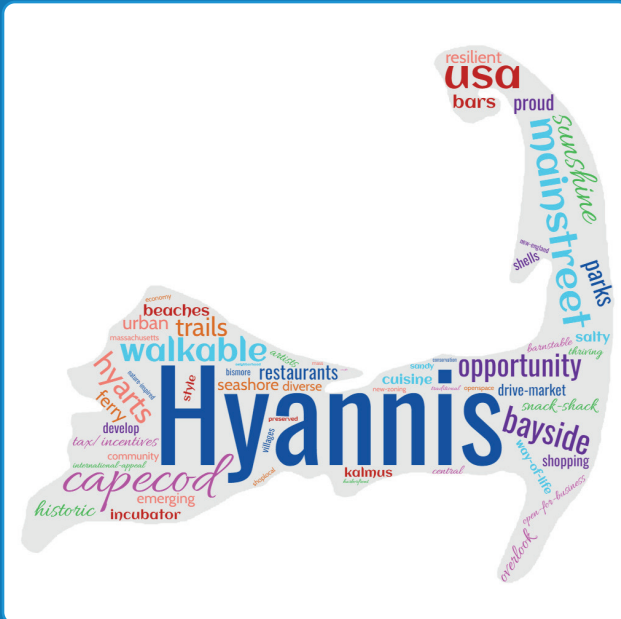
- Stimulate capital investments that result in a 50% increase in net taxable property value.
- Attract new businesses that are compatible with the Local Comprehensive Plan (LCP), Town Council, and Economic Development Commission goals.
- Foster reconstruction and/or renovation of blighted, vacant, and/or underutilized commercial/industrial properties.
- Support new construction for business in locations compatible with local plans and goals.
- Expand existing businesses including the conversion of a seasonal to a year round business.
- Are located in the Growth Incentive Zone, Regional Commercial Center, Industrial or Industrial Limited zoned areas.
- Support desirable projects that are otherwise financially infeasible.
- Add to or enhance the firm's employment levels with salaries that compare to or exceed Area Median Income.




## DISTINCTIVE COMMUNITY DISTRICTS

## QUICK FACTS: Hyannis is distinctive because it is . . .

- A walkable place with drive-market convenience.
- Between 2010 and 2020, the Town of Barnstable's population grew by 8.2% and was the 4th most popular town in the US for urban emigration. With a more year-round population present in the region, new businesses have opened and prospered.
- Home to the Hyannis Harbor Hawks of the Cape Cod Baseball League, a youth and community center with twin rinks, public beaches, a public golf course, numerous ponds and trails, among other memorable recreational assets that make the community attractive to all ages and demographics.
- Where arts and culture meets economic development. Hyannis has led the way on Cape Cod, with the region's first state-designated cultural district, which has since been followed by neighboring Barnstable Village and others.



## Hyannis HyArts Cultural District

 The HyArts Cultural District provides a wide array of year-round arts and cultural experiences with outdoor activities, self-guided walking trails, museums, galleries, community art spaces, public art, shopping, dining, live music, festivals and so much more.



## Hyannis Transformative Development Initiative District

Established by the [Massachusetts Development and Finance Agency](#), the TDI program is designed to promote economic growth and sustainability in the walkable commercial districts in Massachusetts' Gateway Cities. Barnstable's TDI District is located in Downtown Hyannis along Main Street, extending from Yarmouth Road in the East End to High School Road Extension. The District receives full time technical assistance to provide on-the-ground economic development expertise, as well as access to a range of tools, including grants, to support local development and leverage investment in the Downtown.

