

TAUNTON

Industry at the Weir



THE CHALLENGE

This riverfront property in downtown Taunton remained underutilized despite its prime waterfront location and proximity to residential neighborhoods, Route 44, and MBTA rail. The site lacked activation, small business infrastructure, and public amenities needed to drive consistent foot traffic and catalyze long-term investment.



PROJECT DESCRIPTION

Industry at The Weir is a phased development that will transform a 3.87-acre waterfront site into a vibrant mixed-use destination. By incubating local businesses, creating a destination through year-round programming, and building market demand before permanent construction, the project reduces development risk while laying the foundation for future housing, commercial growth, and sustained private investment.

CONTAINER VILLAGE & PAVILLION



RIVERFRONT PUBLIC SPACE



20
Micro-retail
incubator units



Live music
pavillion and event
programming



Riverfront
Public space
activation



40-60
permanent
jobs created



New England
Future residential
units (Phase 3)

TOOLS & FINANCING



Revenue Generating Asset:
Retail rents, percentage rent, and event revenue



Projected Financial Performance:
\$477K Year 1 Gross Revenue (Phase 1)
\$477K Year 3 NOI (Phases 1-2)
~18% Target IRR (10-Year Hold)



Funding Strategy:
Self-sustaining through lease revenue, operations, and phased reinvestment into future development

PROJECT STATUS

Phase 1 (Activation) is in predevelopment with site planning and community engagement underway.

Final design and construction bidding for Phase 1 is anticipated in 2025.



**Predevelopment
Phase**

**ESTIMATED START
LATE 2025**
**FUTURE PHASES
2026+**