

PRESS RELEASE



Aerial Photo Showing Birdseye Property
Adjacent to 33 Commercial Street

PRESS RELEASE
Tuesday June 16, 2009

On Friday June 12, 2009, Pavilion Mercato LLC purchased the 1.75 acre parcel known locally as the Birdseye property. This lot, fronting Pavilion Beach, is adjacent to the lot at 33 Commercial Street, where the Bell family has worked since 1909. We feel fortunate that, as a local company, we have been able to secure such a vital piece of Gloucester's waterfront history.

We know there has been disagreement recently concerning the future of this property. It is our belief that much of the controversy was caused by the types of development proposed, and the manner in which these development proposals were put forth. Earlier development initiatives were not sufficiently sensitive to the needs of the people who live and work on the Fort.

Because of our long history in this neighborhood we believe we can accomplish a creative re-use of the Birdseye property that will be acceptable to all. Our earlier projects - Gloucester Mill on Maplewood Avenue, 33 Commercial Street on the Fort, the Main Street Plaza, and the 100,000 sq.ft. (recently permitted) green development on Emerson Avenue - show the kind of work we do. Our focus has been, and will always be on revitalization, not gentrification. My own thirty-two-year career at the Glass Sail Boat on Duncan Street and my experiences as a two-term City Councilor have made me keenly aware of the challenges that face downtown Gloucester and the waterfront, and of the possible solutions that await. In short, I think we are uniquely qualified to undertake innovative development of the Birdseye property.

What form will this development take? As of this moment, we are open to a wide range of possibilities. We would welcome the concept of a mixed industrial/commercial/residential use, but until we've completed the process of talking to our neighbors and sorting through design and engineering studies, nothing is cast in stone. For now, we are completely happy with 100% industrial use of the property. We are working with the existing tenant who will continue to operate the freezer facility, and we are actively seeking new tenants who can help us utilize the property as it is presently configured.

We are genuinely excited about the future of the Birdseye property, both for the immediate neighborhood and all of Gloucester. But we cannot move forward without help from you. **Our first community meeting regarding the property will be held at the Birdseye site, 9 AM on Saturday, August 8.** Bring a lawn chair and your best ideas. Enjoy the wonderful view. Be a part of the dream!

Mac S. Bell

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For the latest news and updates on the Birdseye property, check our web page at Glostata.com