



# Payne Cutlery Brownfields Area Wide Planning Project II

June 28, 201 Community Meeting & Conversation

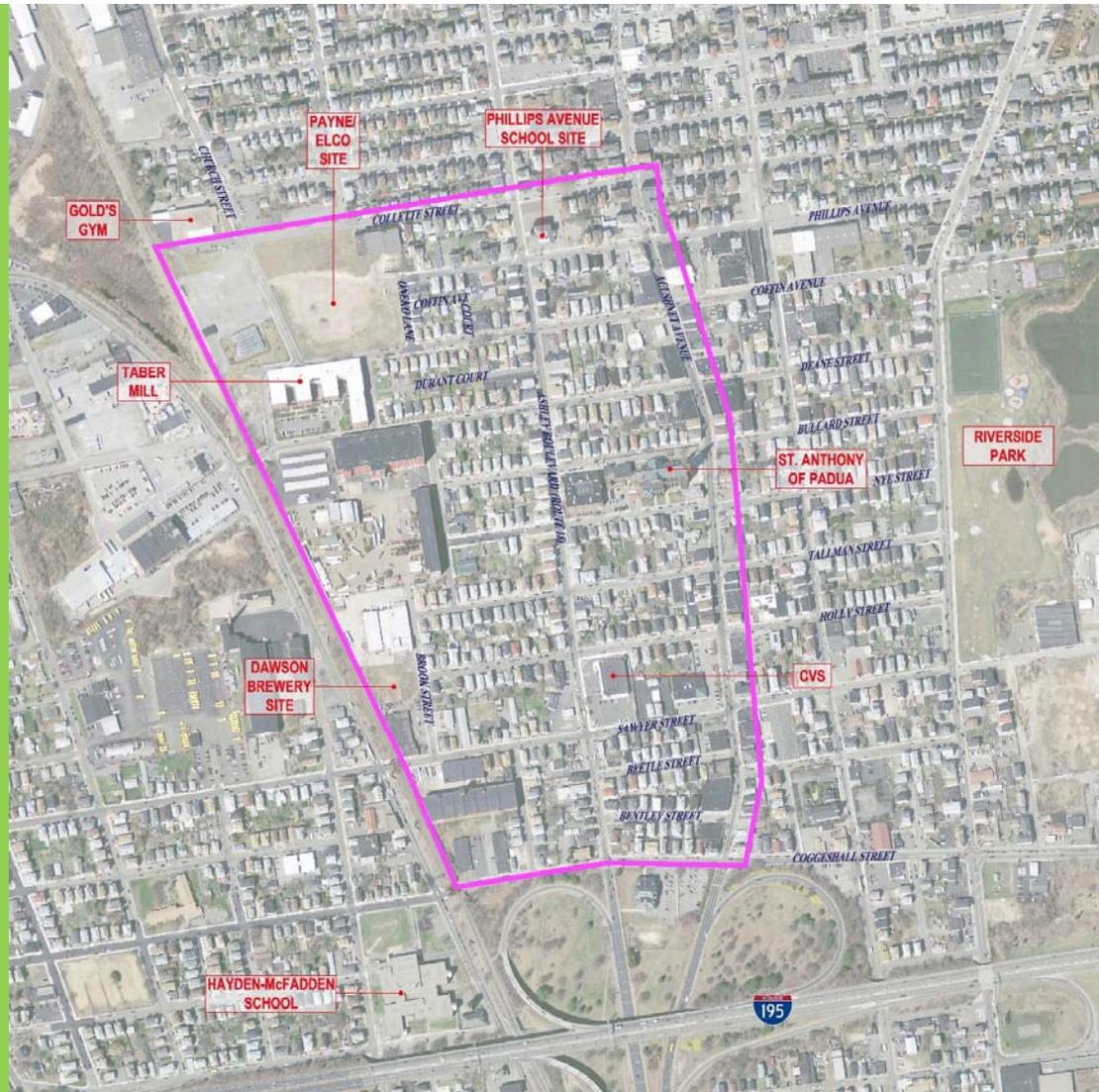
Sponsored by:



City of New Bedford  
Jon Mitchell, Mayor

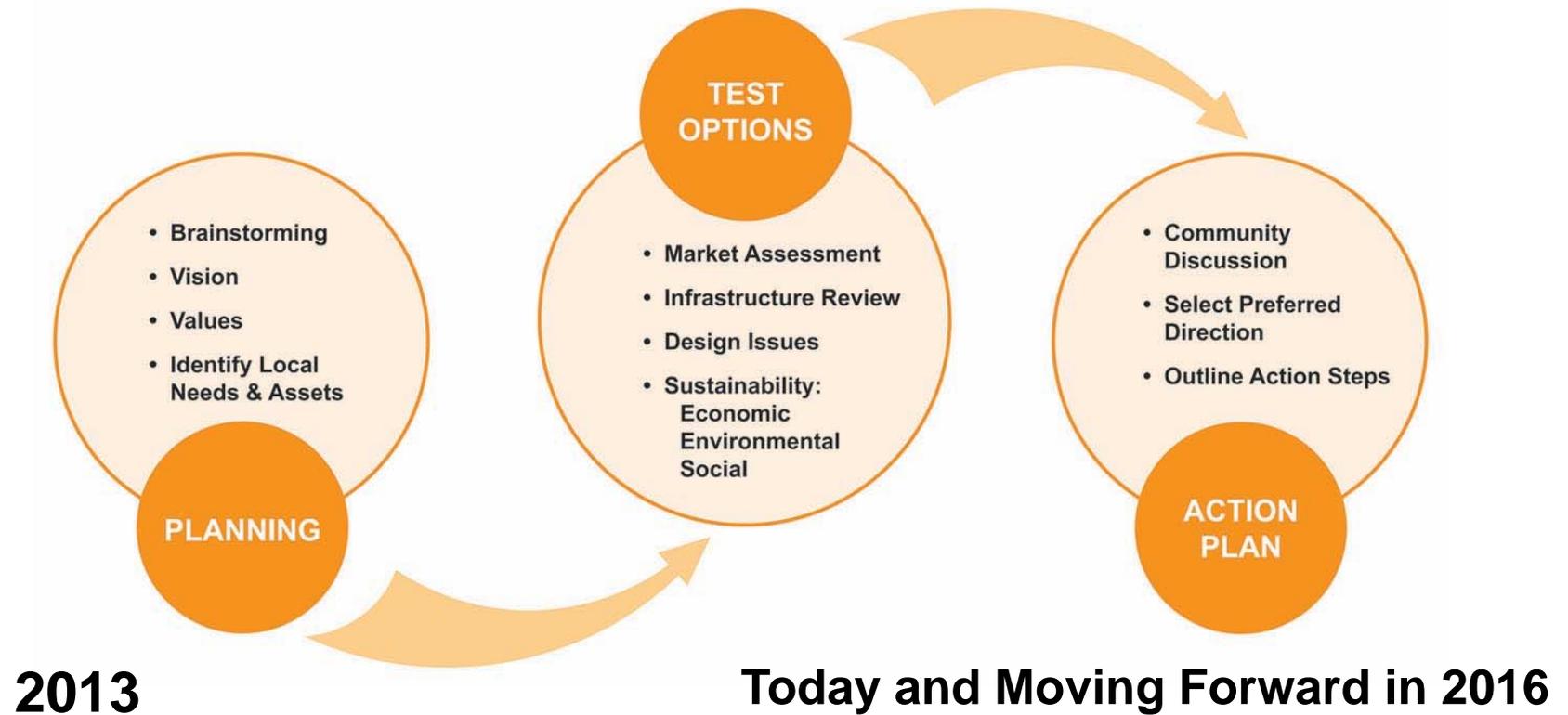


# Payne Cutlery Neighborhood Focus



New Bedford Brownfields Area Wide Plan: Payne-Cutlery II

# Area-Wide Planning Process



## PRINCIPLES FOR GREAT NEIGHBORHOODS

*Great neighborhoods need places to sit, parks to enjoy, public art to view, music to hear and food to eat*

- Allow meaningful public involvement and community consensus in developing each neighborhood plan;
- Create walkable, pedestrian- and bicycle-friendly streets;
- Preserve the historic fabric and character of each neighborhood;
- Identify opportunities for new green space;
- Support community policing efforts; and
- Target blighted structures and lots for adaptive reuse.

# Visioning

"Dreams are extremely important. You can't do it unless you can imagine it."

**"If you can dream it, you can do it."**

# THE NEIGHBORHOOD VISION

A multi-cultural, inter-generational, safe, well-maintained and clean neighborhood with services, beauty, and amenities for all; with green space, greenhouses and growing areas, organic food, sitting areas, better sidewalks and bus stops, jobs and more businesses, renewable energy and affordability.

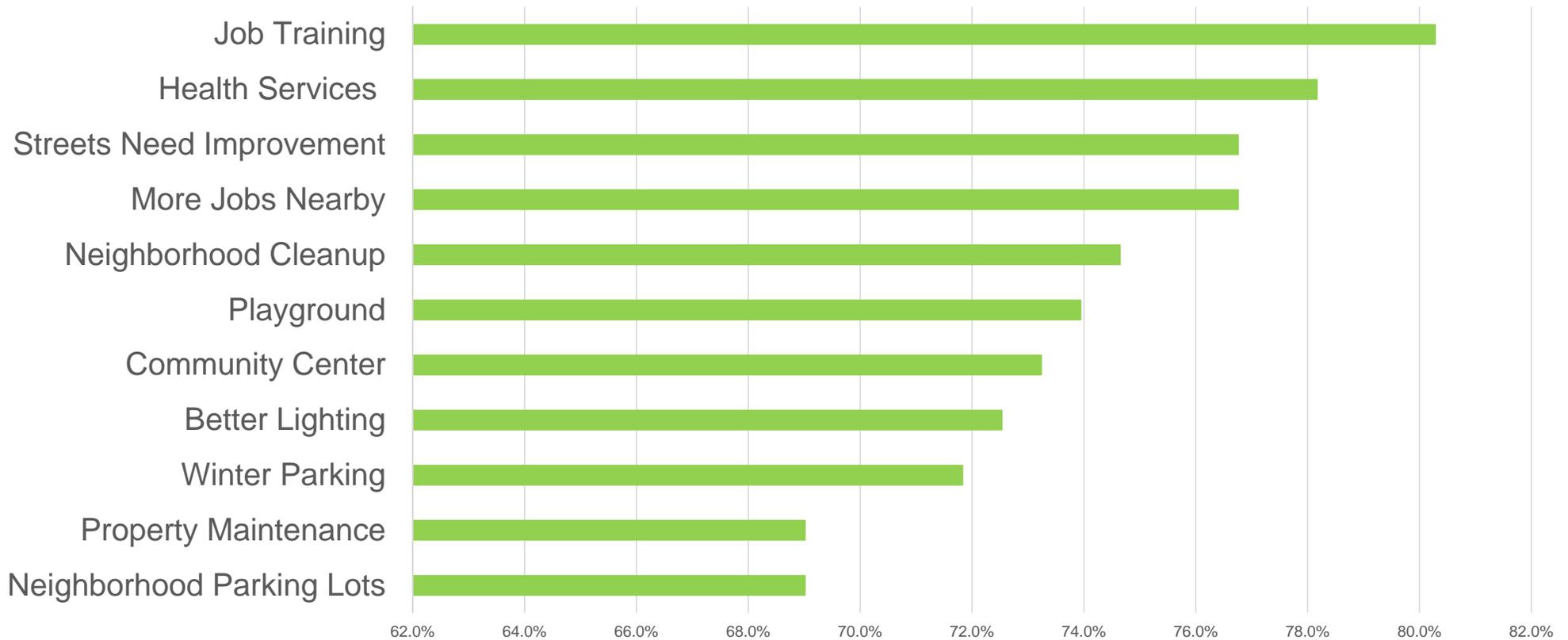
*Neighborhood Survey*

# Top 5 Very Important Issues



## Neighborhood Survey

# Top 10 Very Important & Important Issues



## *Neighborhood Survey*

# Top 5 Very Important Issues

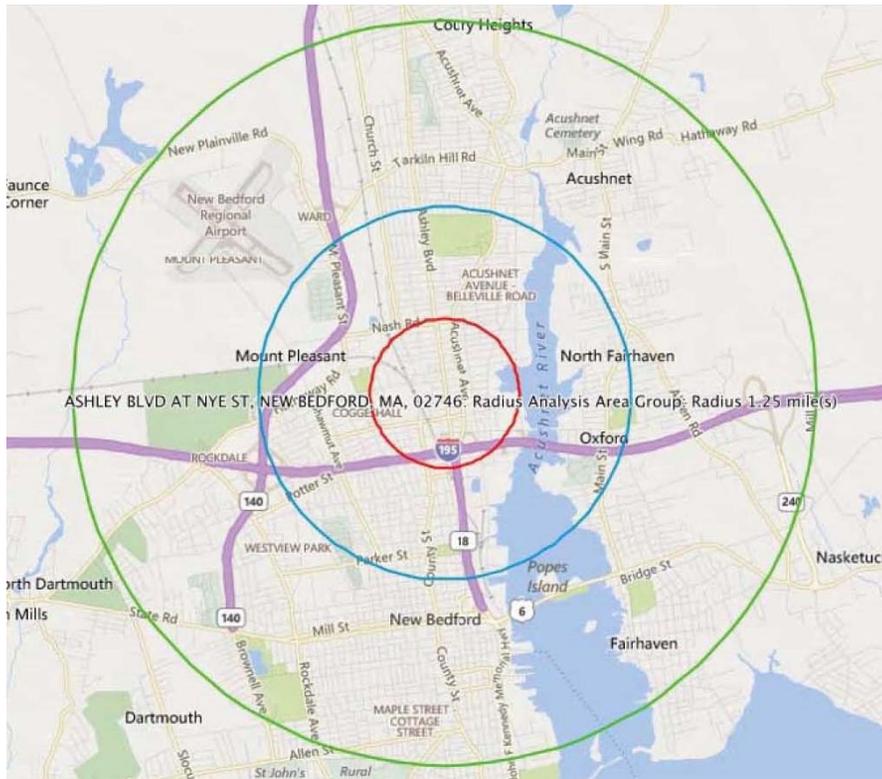
### CEDC English-Speaking Respondents

- **1. Streets Need Improvement**
- **2. More Jobs Nearby**
- **3. Job Training**
- **3. Winter Parking**
- **5. Health Services**

### CEDC Spanish Speaking Respondents

- **1. Health Services**
- **2. Bus Service on Sundays**
- **3. More Jobs Nearby**
- **3. ESL Classes**
- **5. More Trees**
- **5. Increased Bus Service**

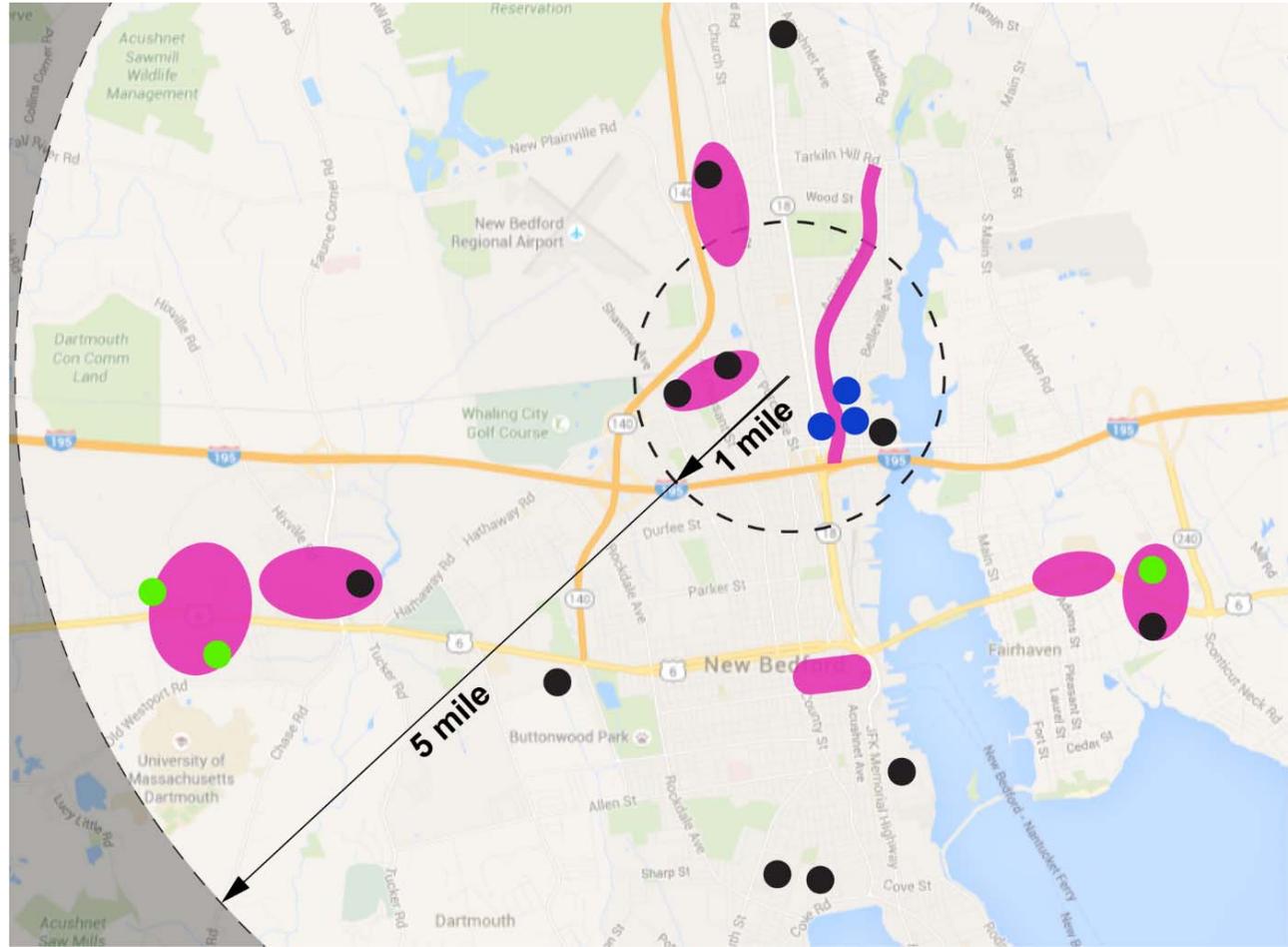
# Purchasing Power in Retail Market Trade Area



- **\$149.3 million** in the core retail trade area – walking distance to Acushnet Avenue
- **\$478.5 million** in the primary trade area
- **\$1.2 billion** in secondary trade area

Data Source: Nielsen Site Reports & McCabe Enterprises.

# Competitive Retail Areas



# Retail Opportunities

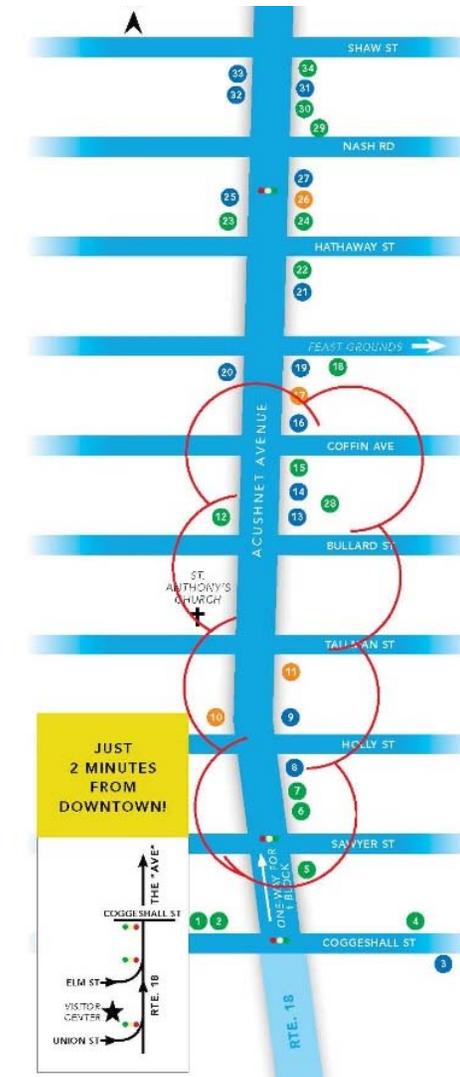
Type	Opportunity	# of Stores
Family Clothing	\$1.4 to \$11.6 million	3 to 4
General Merchandise	\$ 10.4 to \$69.3 million	2 to 6



Data Source: Nielsen Site Reports & McCabe Enterprises.

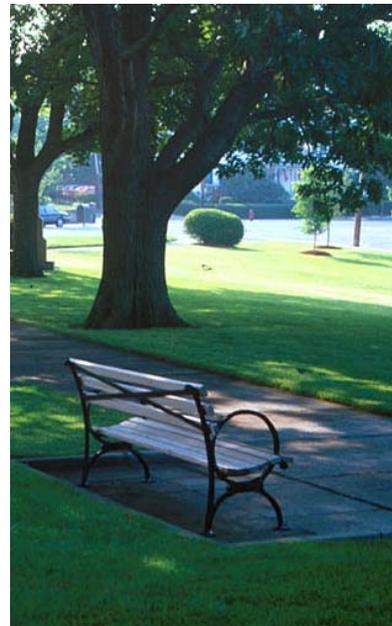
# Building a livelier and more vibrant Acushnet Avenue

- Business districts thrive with more stores
- Concentrate new retail on the Avenue



*National Recreation & Park Association*  
**Open Space Standards**

- Mini-Parks within a  $\frac{1}{4}$  miles of residents
- One mini-park per 1000 residents
- 1 soccer field for 10,000 residents



# Soccer

- Fastest growing sport
- Number of US high school players has doubled since 1990



	Adult & Youth Use Permitted	Youth Only Permitted	Under Repair or Not Permitted
City Owned Adult Regulation Size	1 field		2 fields
City Owned Youth Size Fields	1 field	1 field and 1 quasi	
School Department Owned		5 fields	

# ***Neville Place***

## **Senior Living Adjacent to a Soccer Field**

“The soccer field is a great open space in proximity to the garden. The sound of laughter from the children playing adds to the ambiance in a positive way. Families are respectful of the (Neville Place) property and residents. And the residents will occasionally stop to watch a game. On a rare occasion a child and parent will be asked to use the restroom. The city has placed a porta-potty in the area and that seems to have taken care of nature’s calls.”



# The Sites

# Dawson Brewery Site

**Size:** 0.79 acres  
34,412 SF

**Zoning:** Industrial B

**Status:**

- ✓ Assessment complete
- ✓ Activity Use Limitation

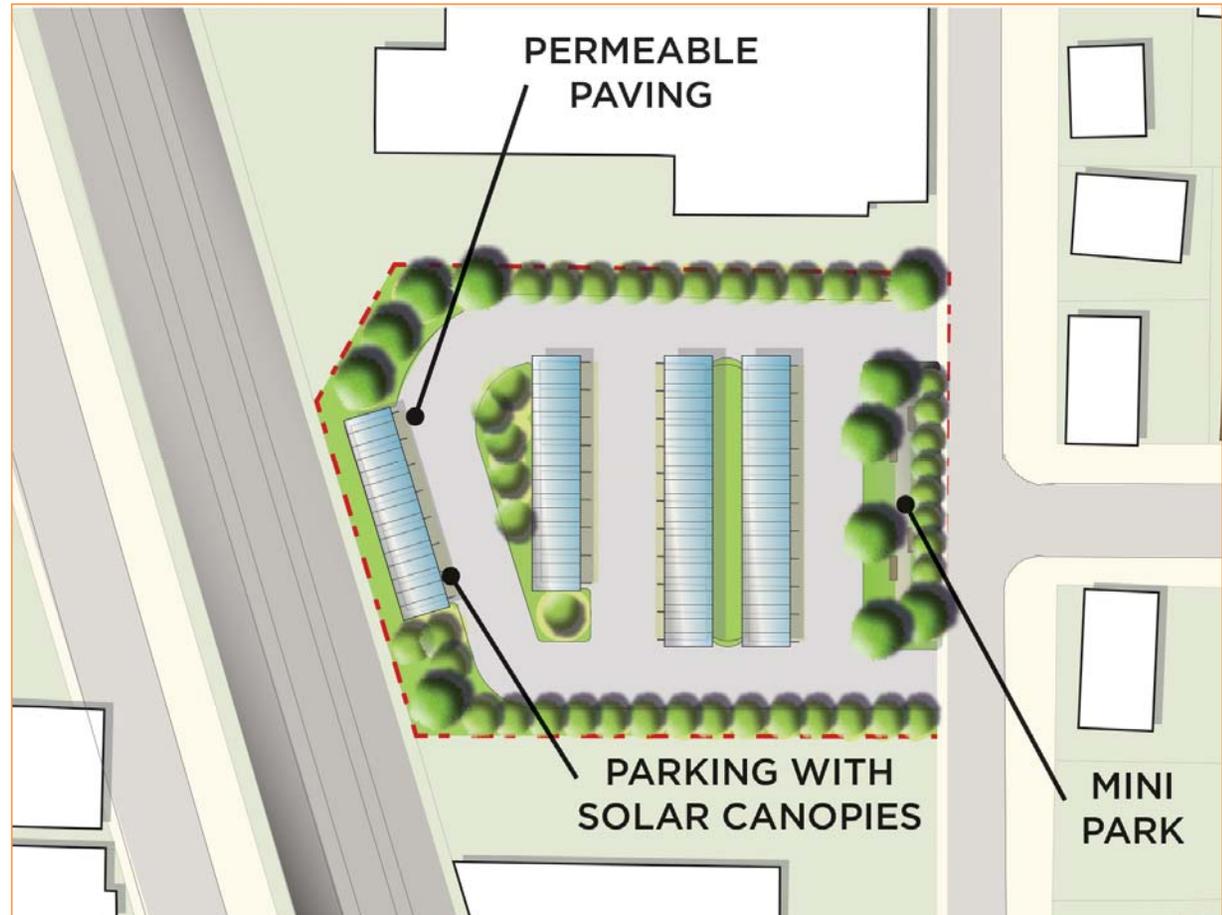
**Address:** 29 Brook Street



# Dawson Brewery Site

## Proposed Uses:

- **Neighborhood Parking:**
  - 35 spaces
- **Solar Canopies:**
  - 10,000 SF
- **Mini-Park:**
  - Seating
  - Trees
  - 2500 SF



# Phillips Ave School

## Size:

Land: 0.88 acres;  
38,376 SF

Building: 19,654 GSF

## Zoning:

Business-Mixed Use  
& Residential-C

## Status:

Evaluating re-use

## Address:

249 Phillips Avenue



# Phillips Avenue School

## Proposed Uses

- **Community Facility**
- **Existing Building**
  - 19,500 SF
- **New Addition**
  - 19,500 SF
- **Open Space/ Patio**
  - 8,000 SF
- **Parking**
  - 25 spaces



# Payne Cutlery & Elco Dress Sites

**Size:** 4.6 acres  
198,000 SF  
*combined site*

**Zoning:** Industrial B

**Status:**

- ✓ Assessment complete
- ✓ Buildings cleared
- ✓ Clean-up complete at Elco Dress site
- ✓ Clean-up underway for Payne Cutlery

**Address:** East side of Church St.,  
330 Collette & 295 Phillips Ave.



# Scenario 1 Recreation

## Proposed Uses

- **Soccer Field**
  - 82,500 SF
- **Park/ Recreation**
  - 48,000 SF
- **Community Garden**
  - 4,000 SF
- **Parking**
  - 66 spaces



# Scenario 2 Commercial Greenhouses

## Proposed Uses

- **Greenhouses**
  - 45,000 SF
- **Packing Area Building**
  - 5,000 SF
- **Park/ Recreation**
  - 30,000 SF
- **Community Garden**
  - 9,000 SF
- **Parking**
  - 66 spaces



# Alternate Soccer Location

- I-195 Infield
- Regulation Size Field can fit
- Requires Access Improvements

High School Soccer Field Size



CAMPO DE FÚTBOL DE DISEÑO - FIFA PROFESIONAL

- RUTA DE ACCESO PEATONAL
- - - - NUEVO PASO DE PEATONES

LAYOUT DE CAMPO DE FUTEBOL - FIFA PROFESIONAL

- CAMINHO DE ACESSO DE PEDESTRES
- - - - NOVA TRAVESSIA DE PEDESTRES

SOCCER FIELD LAYOUT - FIFA PROFESSIONAL

- PEDESTRIAN ACCESS PATH
- - - - NEW PEDESTRIAN CROSSING

# I-195 Requires Access Improvements



Purchase Street  
underpass



Weld Street Ramp  
access point

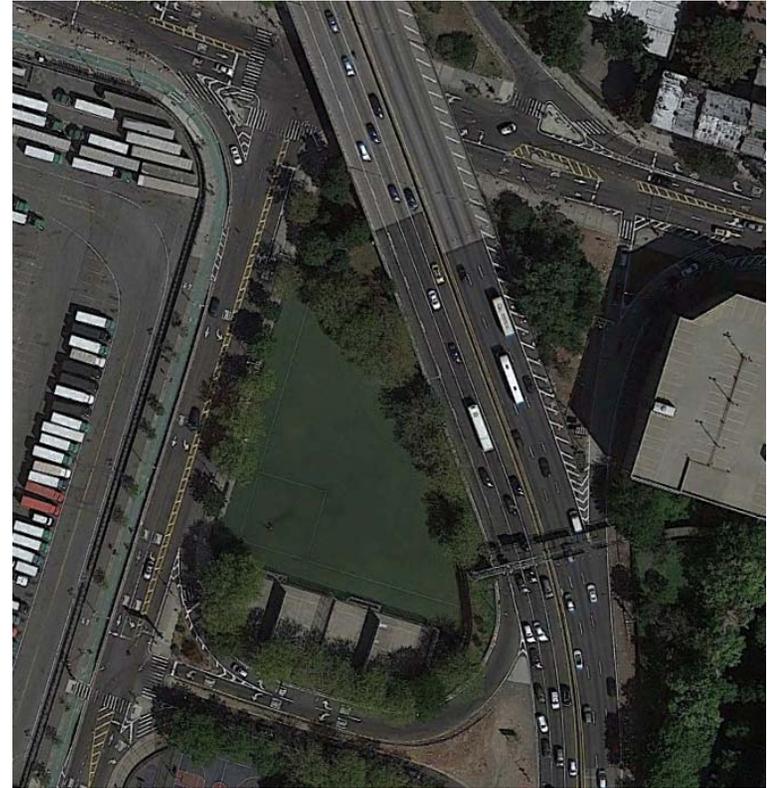


Ramp crossing  
location looking north

# Successful Examples of Infield Use



**Solar field installed within I-90 loop ramp in Framingham, MA.**



**Athletic Field installed within ramp. I-278 Brooklyn, NY**



# *Making Change Happen --* **Developing an Action Plan**

- **Identifying Preferred Options**
- **Outline Action Steps**
  - Individual Actions
  - City Actions
  - Spurring the Public & Private Sectors
- **Advocate for Funding**

## **IMPLEMENTATION PARTNERS**

- The City of New Bedford
- New Bedford Economic Development Council
- Community Economic Development Center
- Great Neighborhoods Initiative
- Groundworks
- The Business Community
- You

# PROJECT PARTNERS



**City of  
New Bedford  
Jon Mitchell, Mayor**

**US Environmental Protection Agency**



# Consultant Team

- **McCabe Enterprises** – Planning & Economic Development
- **PARE** – Engineering
- **Paul Lukez Architecture** – Architecture & Visualization
- **CRJA** – Landscape Architecture



**PAUL LUKEZ ARCHITECTURE**

