



4. HLS District Vision

This Master Plan proposes improvements to three important elements - land use, circulation, and open space - which can transform the future of the Hicks-Logan-Sawyer District. This Plan is based upon goals and objectives developed together by the CPC, the City Planning Department, and the consultant team. These goals and objectives, outlined in this report section, illustrate the importance of the HLS District and its significance to the City of New Bedford. In addition to the goals and objectives, a set of design principles was identified to guide the development of the Master Plan.

Goals and Objectives of the HLS District

- Generate economic revitalization by retaining existing, and attracting new, sustainable businesses into the District
- Encourage new residential and commercial uses that optimize the waterfront location and will revitalize the District as a new gateway into the City
- Expand employment opportunities for local residents and increase the District's share in the City's tax base
- Provide incentives for retaining existing businesses and encourage their expansion



A landmark appreciated by the community, the Ice House is a rough cut granite building.

- Maintain the historic character of the District
- Retain and rehabilitate architecturally and historically significant buildings to maintain the character of the Project Area
- Provide incentives such as increased density allowances and decreased parking ratios that can also help deter unnecessary demolition of older buildings
- Use special local and state grant programs to assist in funding preservation efforts for historically and architecturally significant buildings, such as the Ice House
- Use design guidelines and zoning regulations to regulate the scale, materials, architectural character, and site placement for new development to assure compatibility with the area's existing character
- Preserve the following six industrial buildings that are architecturally and historically significant, and illustrate the vision of the HLS District's revitalization:

- The historic mill buildings located within the proposed “Wamsutta Mills National Register Historic District”
- The Ice House located within the former Revere Copper Site
- #26 North Front Street located within the former Revere Copper Site
- #122 and #124 North Front Street
- Fairhaven Mill
- Kilburn Mill
- Create a mixed-use district as a new destination within the City
 - Take advantage of the HLS District's prime waterfront location and its excellent highway access
 - Plan for an "anchor" or "attraction" that could celebrate the District's manufacturing and industrial history
 - Provide the mix of commercial and retail uses that are currently not available to the surrounding neighborhoods

As described in the market assessment, the area could support a mix of land uses including residential, commercial, light industrial and retail uses that would bring vibrancy and diversity to the area. There are a range of opportunities for office uses such as medical offices, marine technology centers, and research and development incubators. Light industrial uses would be primarily comprised of current businesses that are located in the area.

- Utilize and enhance the District's current and proposed multi-modal transportation options
 - Provide high-density residential development within one-half mile walk from the proposed commuter rail station
 - Allow reduced parking requirements for developments located close to the proposed commuter rail station
 - Provide pedestrian, bicycle, and vehicular connectivity to the proposed commuter rail station and ferry parking lot on MacArthur Drive

- Encourage complimentary retail uses, such as neighborhood services and restaurants, within a 10-minute walk from the proposed commuter rail station
- Encourage marina uses taking advantage of the Project Area's waterfront location
- Invest in roadway infrastructure including the repair of roads in deteriorated condition
- Remove blighted buildings to improve the appearance of the Project Area
 - Redevelop buildings that are in a severely deteriorated condition or are not feasible for rehabilitation
 - Redevelop buildings that do not currently have economically viable or historic uses
- Improve internal circulation and connections to surrounding neighborhoods
 - Provide safe and accessible pedestrian and bicycle connections to and from the Project Area to the proposed commuter rail station to the south and Riverside Park to the north
 - Expand and enhance the local street-grid to improve circulation within the Project Area by extending existing roads and creating new ones as part of future private development projects
 - Provide enhanced vehicular and pedestrian access to the waterfront by extending roads and sidewalks where feasible
 - Add streetscape improvements to enhance the pedestrian environment



Fairhaven Mills is currently owned by the City of New Bedford.

- Clean up contaminated sites, and apply for funding from federal and state brownfield grant programs
- Better utilize the waterfront and public access to the Acushnet River
 - Improve pedestrian and bicycle access to the river through greenways, paths, and connections through new developments
 - Create a public park system along the waterfront with both passive and active recreational uses, as well as viewing areas
 - Provide marina-uses to activate the waterfront
 - Incorporate a rowing facility north of I-195 to encourage waterfront usage
 - Enliven the waterfront by introducing active uses such as restaurants, shops or cultural attractions
 - Connect the new waterfront park system to Riverside Park



- Evaluate the feasibility for additional road connections between the Project Area and Acushnet Heights neighborhoods, west of Route 18
- Study the feasibility of improving the ramp system to and from the Project Area to I-195
- Develop clear signage for highway access, the proposed commuter rail station, parks, and local businesses



Improving open spaces, such as Logan Pond, will help transfer the Hicks-Logan-Sawyer District.

- Expand public open spaces and community resources within the Project Area
 - Create an urban park around the fire suppression pond on Logan Street with active commercial and residential uses surrounding the park
 - Enhance the "Ice House" building with a new park or public plaza
 - Create a community destination for hosting cultural events and festivals
 - Provide a greenway connection from the North End neighborhoods to the River, north of I-195
 - Connect existing and new open spaces within the Project Area with common streetscapes and greenways

Design Principles Guide Master Plan Process

In addition to creating a plan that would help New Bedford reach the goals it set forth for the HLS District, a set of nine design principles were developed to help guide the Master Plan. The design principles are of equal importance and are listed below:

- **History** - Acknowledge the history of the site - "Wamsutta Waterfront"
- **Water Connection** - Optimize visual and physical connection to the Acushnet River
- **Context** - Improve access to I-195/Route18, Riverside Park, commuter rail station, and the riverfront
- **Framework** - Establish a framework of streets, open space and infrastructure
- **Mixed-Use** - Provide for a mix of uses, flexible and adaptable to change
- **Street Grid** - Extend the street grid, and create an efficient block structure
- **Parking** - Accommodate parking at grade, and on-street parking
- **Reuse** - Rehabilitate those buildings with reuse potential
- **Pedestrian-Friendly** - Create a pedestrian-friendly environment

The combination of the City's goals and objectives and design principles listed above helped inform all planning and design work performed by the consultant team. Meeting the goals set forth by the City and conducting the planning process in a way that acknowledged the design principles was the purpose of the overall master planning process.

Framework Options and Synthesis Plan

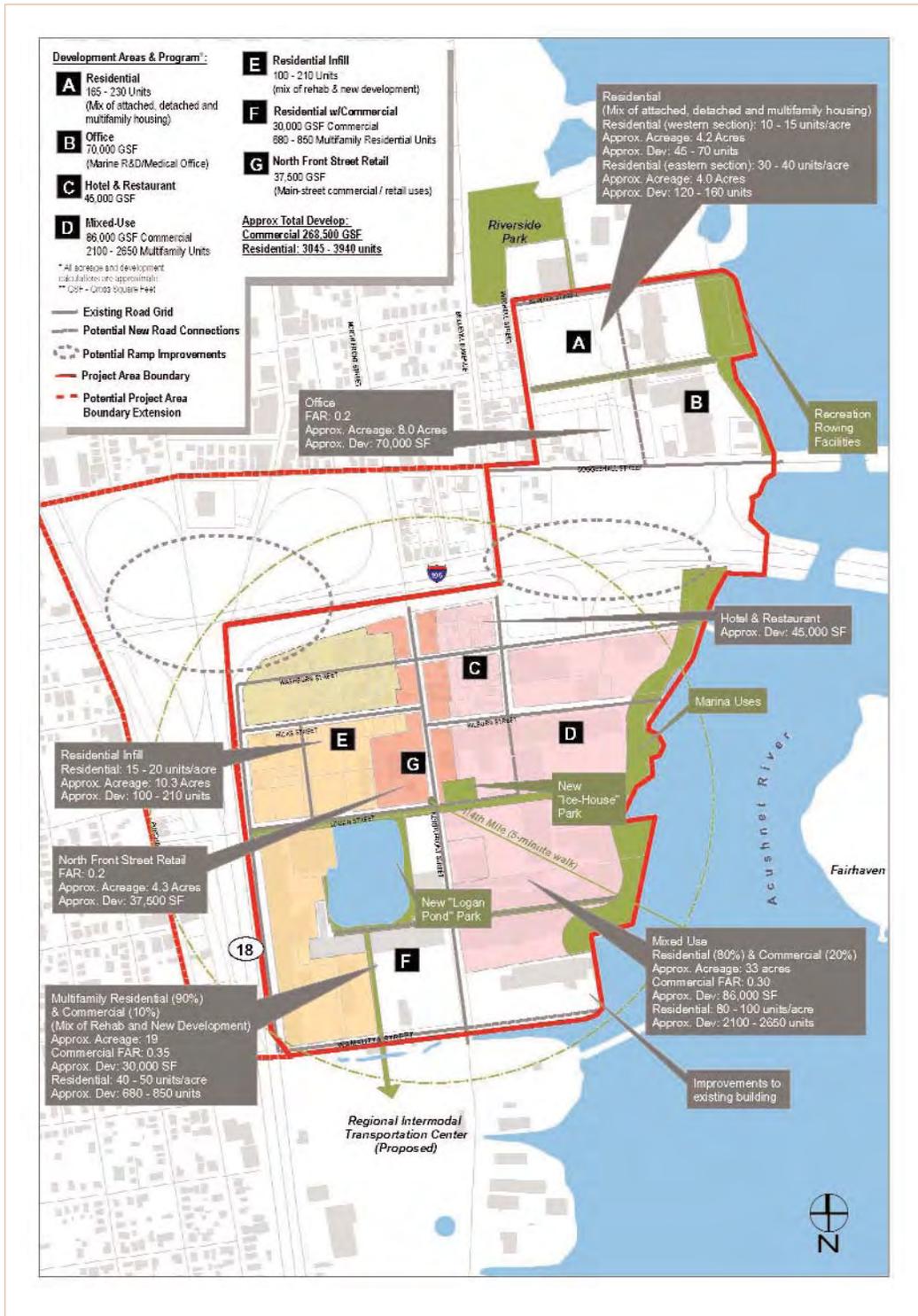
The development of the Master Plan was initiated by the presentation of three Framework Options to the City of New Bedford Planning Department. These Framework Options graphically represented different land use and density development scenarios. The City provided BSC Group with feedback on the three Framework Options, which was then compiled to form the Synthesis Plan. The Synthesis Plan was the basis for developing the two Preliminary Alternatives that were presented at a public meeting on October 1, 2007. The defining characteristics of each Framework Option are shown graphically on the following pages and summarized in table format.

As noted, the three Framework Options present varying land use and density development scenarios. Together, the CPC and the City of New Bedford Planning Department provided feedback on each of the Framework Options which then formed the basis for the Synthesis Plan.

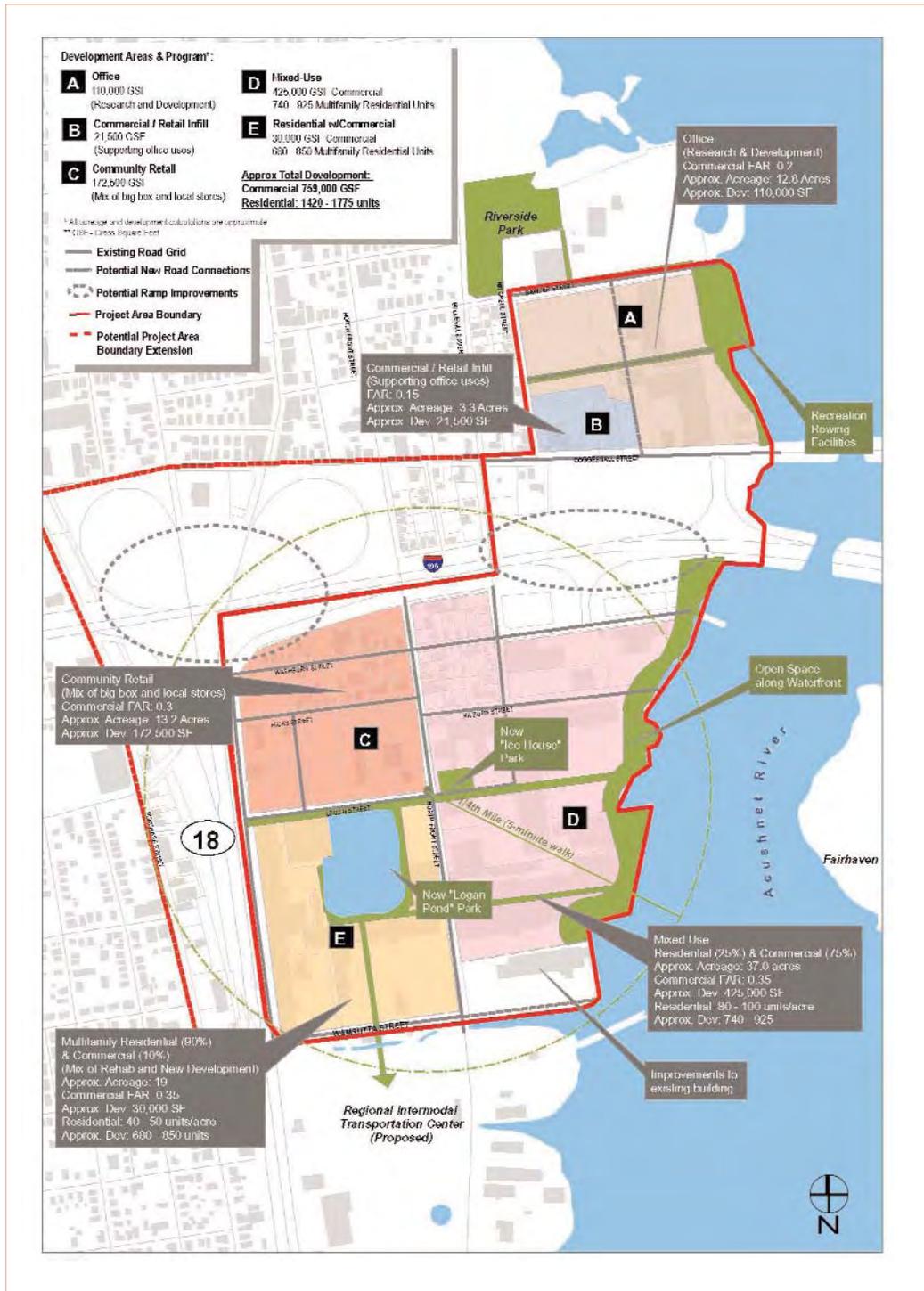
The Synthesis Plan included a non-residential development component of 730,000 sf and a residential development component of 1,115-1,400 units with specific details summarized on the Synthesis Plan graphic.

	Framework Option 1 Mixed Use	Framework Option 2 Residentially Oriented	Framework Option 3 Commercially Oriented
Commercial Development	759,000 sf	268,500 sf	598,000 sf
Residential Development	1,420 - 1,775 units	3,045 - 3,940 units	1,520 - 1,970 units

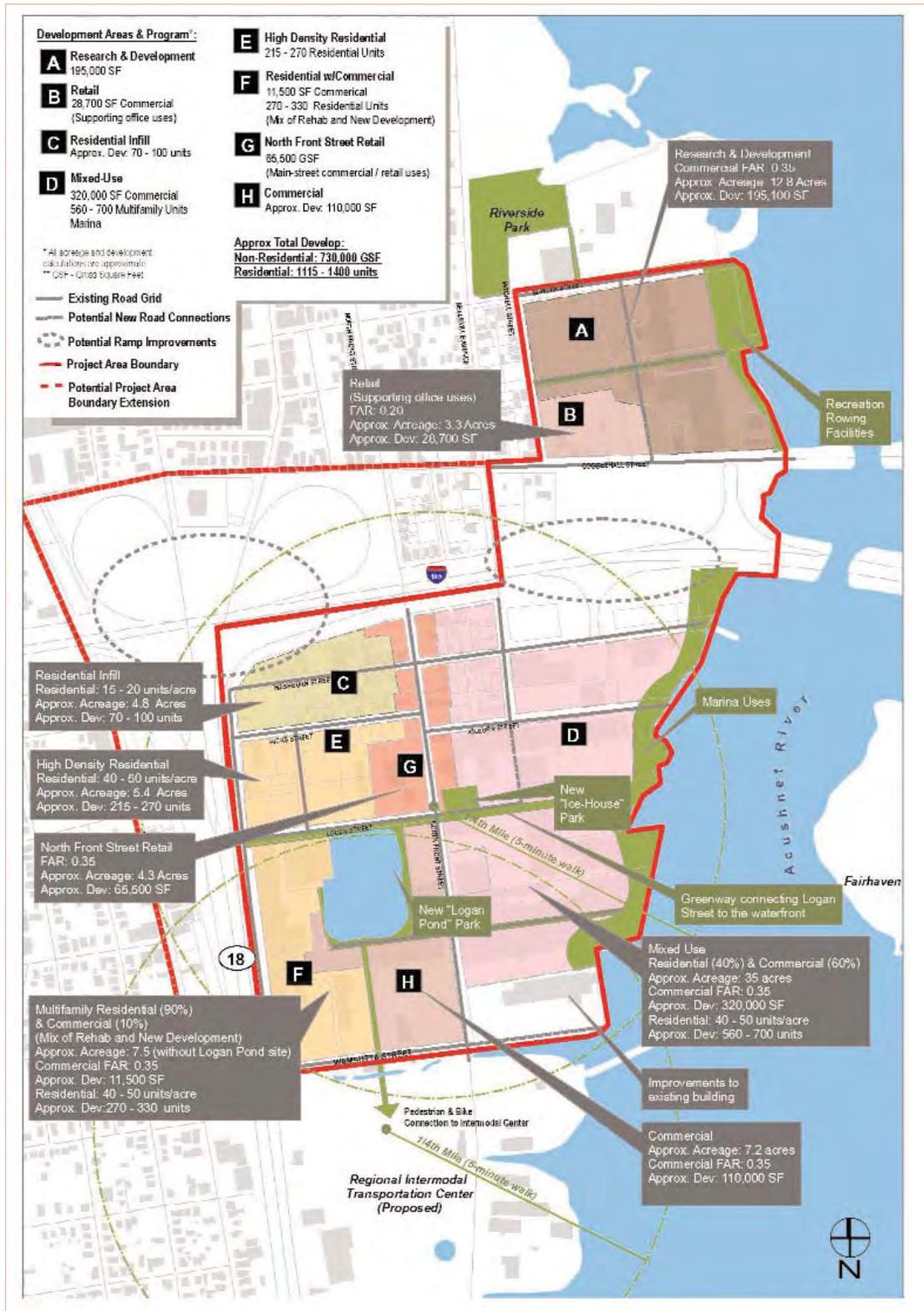
Development Framework Option #2- Residentially Oriented



Development Framework Option #3- Commercially Oriented



Synthesis Plan of Hicks-Logan-Sawyer District Options





Preliminary Alternative 1 proposes adaptive reuse for as many existing buildings as possible.



Adaptive Reuse of Building



Commercial/Retail



Industrial



New Residential - Mill-like characteristics

Two Preliminary Alternatives

The two preliminary alternatives that follow were developed purposely to show different roadway networks, open space systems, and land use development types:

- Preliminary Alternative 1, Adaptive Reuse, shows future development proceeding using as many existing buildings as possible, and demolishing only the buildings in "severe disrepair."
- Preliminary Alternative 2, New Construction, shows future development proceeding by demolishing and rebuilding a more significant number of existing structures, and demolishing buildings categorized as in "moderate disrepair" or "severe disrepair" as well as buildings that were not compatible with the preferred future land use.

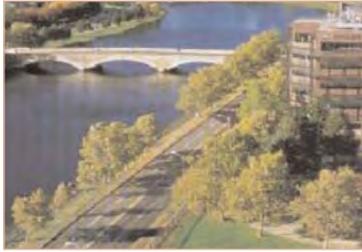
The two preliminary alternatives were presented to the public at a meeting held at Coastline Elderly Services on October 1, 2007. Following an overview of the planning process to date, the two plans were presented by highlighting the land use, circulation, and open space characteristics of each plan.

Brief descriptions of each of the preliminary alternatives is as follows:

Preliminary Alternative 1 – Adaptive Reuse 2030 Summary

Land Use

- Seventy percent of the area is developed via adaptive reuse of existing buildings. (Buildings on this plan are shown in a lighter shade in the Preliminary Alternative 1 illustration.)
- Primary uses include a mix of uses, such as commercial, retail, residential and office (research and development).



Circulation

- Improve regional access via I-195, with on-off ramps extending southward to Kilburn Street to accommodate queuing and safety considerations
- Create a new "riverway" parallel to the river, connecting North Front Street to the I-195 ramps
- Extend Hicks Street and Logan Street eastward to the river
- End Washburn Street at Belleville Avenue
- Extend Belleville Avenue southward to intersect with Hicks Street, Logan Street, and the new "riverway"
- Limit parking access from Logan Street to encourage a pedestrian-friendly environment along the Logan Street area "walk to the river"
- Create primary access to the "Fairhaven Mills" site via Sawyer Street; secondary access via Mitchell Street

Open Space

- Create a nearly mile-long riverfront park along the Acushnet River (The park is to encompass a marina, river overlooks, and passive open space linking to the existing Riverside Park through a reclaimed Superfund site.)
- Improve "Logan Pond" as an urban open space, edged by a boardwalk, and framed by active entertainment uses
- Create "Ice House Park" located midway between the river and Logan Pond (Logan Street acts as the "string" that connects Logan Pond, the Ice House, and the riverfront park.)
- Connect neighborhoods to the west of Route 18 to the river via Logan Street
- Provide a north-south pedestrian connection (through the building) to link Logan Pond and the proposed commuter rail station to the south
- Link Washburn Street and Hicks Street at midblock via a north-south pedestrian way
- Link the Acushnet River with Mitchell Street and Belleville Avenue (within the Fairhaven site) via an east-west "greenway"





Preliminary Alternative 2 suggests 75% of the area is developed via new construction.

- Extend Kilburn Street eastward to the river and westward in a new alignment
- Extend Belleville Avenue southward and curve westward to intersect with North Front Street and Logan Street
- Realign Howe Street to the east of its current location
- Extend a new "Marina Way" from North Front Street to the river
- Create primary access to the "Fairhaven Mills" site via Coggeshall Street
- Extend Beetle Street east-west through the site to the river, allowing for improved access from Route 18/Acushnet Avenue

Open Space

- Create a nearly mile-long riverfront park along the Acushnet River (The park is to encompass a marina, river overlooks, and passive open space, linking to the existing Riverside Park through a reclaimed superfund site.)

Preliminary Alternative 2 – New Construction 2030 Summary

Land Use

- Seventy-five percent of the area is developed via new construction. Buildings on this plan are shown in a darker shade in the Preliminary Alternative 2 illustration.
- Primary uses include a mix of uses, such as commercial, residential, research and development, and retail/hotel.

Circulation

- Improve regional access via I-195 with on-off ramps extending westward to Belleville Avenue to accommodate queuing and safety considerations



Garden Hotel - New Construction



Research and Development Campus - New Construction

- Improve "Logan Pond" as a passive open space, edged by pathways, lawn areas, and plaza overlooks (The pond is framed by parking areas that support adjoining uses.)
- Create "Ice House Park" located midway between the river and Logan Pond (Logan acts as the "string" that connects Logan Pond, the Ice House, and the riverfront park.)
- Connect neighborhoods to the west of Route 18 to the river via Logan
- Establish a civic use facility within a park space to the east of the Ice House, envisioned to accommodate a farmers' market, riverfront festivals, and other community activities
- Link Logan Pond and the proposed commuter rail station to the south with an east-west "greenway"
- Link the neighborhoods to the west of the river and the commuter rail station via a pedestrian bridge over Route 18 at Wamsutta
- Create an east-west pedestrian path, within the Fairhaven site, to link the river with Mitchell Street/Belleville Avenue along Beetle Street
- Accommodate a rowing venue within the riverfront park, at the terminus of Beetle Street

Preliminary Alternative 1 and 2 Input

After the two preliminary alternatives were presented to the public, there was a wide range of questions and comments made by the attendees. To capture the essence of those concerns voiced, the key comments and questions are listed below.

- What is the relocation strategy for property owners whose buildings/property will be altered by the new plan?
- How long before these changes take place?
- The open space around Logan Pond should be more passive; trails and trees.
- Logan Pond is not a tidal pond. It is a freshwater spring fed pond.
- The open space along the Acushnet River and rowing facility in the north is great.
- Where in the City are the existing industrial businesses supposed to move?

It was then explained to attendees that the positive features of each plan would be incorporated into the final Master Plan (included on the following page) that would be a long-range plan, and a guide for future development in the HLS District.

Final Master Plan for future development in the HLS District





Retail/Restaurant



Mill Building Restoration



Commercial/Retail



Research and Development/
Light Industrial

Master Plan Summary

Based on the input received from the City, the CPC, and the general public, the Master Plan was refined. Key features are summarized as follows:

Land Use

- Sixty-six percent of the area is developed via adaptive reuse of existing buildings (shown in light shading in the Master Plan illustration).
- Primary land uses include commercial, residential, research and development, and retail.
- Approximately 2.25 million sf of building is provided using a reduced parking ratio.
- Research and development and retail are located at Fairhaven Mills site.
- Rehabilitated mills are used for retail and office space.
- Retail space is located at Washburn Street.
- North Front Street and Waterfront District are planned as mixed-use areas.
- Transit Oriented Development (TOD) residential development will occur along Logan Street and Acushnet Avenue.
- TOD commercial development will be located along Wamsutta Street.

Circulation

- Regional access is improved via I-195 with on-off ramps extending southward to Kilburn Street.
- A new "Marina Way" parallel to the river is created and connects North Front Street to the I-195 ramps.
- Kilburn Street, Logan Street, "Revere Street," and Beetle Street are extended eastward to the Acushnet River.
- Belleville Avenue is extended southward to reinforce the street grid pattern.
- Parking access from Logan Street is limited to encourage a pedestrian-friendly environment along the Logan Street corridor.
- Access to "Fairhaven Mills" site is improved from all three surrounding streets - Coggeshall, Mitchell, and Sawyer.

Open Space

- A nearly mile-long riverfront park is created along the Acushnet River. The park is to include a marina, river overlooks, and passive open space, linking to the existing Riverside Park through the reclaimed EPA site.

- The area around "Logan Pond" is improved with a combination of passive open space (meandering pathways and lawn areas) and built boardwalks. The pond is framed by open space and buildings.
- A new "Ice House Park" is located midway between the river and Logan Pond.
- Logan Street is utilized as a "string" to connect Logan Pond, the Ice House, and the new riverfront park.
- The neighborhoods to the west of Route 18 are connected to the river via Logan Street.
- Belleville Avenue is used to connect the South HLS District to Riverside Park and the future park at the EPA site.
- A north-south pedestrian connection is created to link Logan Pond and the proposed commuter rail station to the south.
- A pedestrian bridge is provided over Route 18 at Wamsutta Street to link the neighborhoods to the west of the river and commuter rail station.
- Beetle Street is extended to provide direct neighborhood access to the river.
- A rowing venue is accommodated within the riverfront park, at the terminus of Beetle Street.



Examples of Proposed Boardwalk and Passive Open Space Around Logan Pond



Example sketch of Proposed Rowing Facility prepared by MIT Design/Build Studio/Workshop



Example of Proposed Ice House Park

Meeting the Commonwealth's Sustainable Development Principles

The Commonwealth of Massachusetts has set forth a series of Sustainable Development Principles that this Master Plan has used to lay the foundation for a sustainable future for the HLS District. For each of the Commonwealth's Sustainable Development Principles (shown in italics typeface), a correlation has been made to the Master Plan.

Concentrate Development and Mix Uses

- Support the revitalization of city and town centers and neighborhoods by promoting development that is compact, conserves land, protects historic resources, and integrates uses. Encourage remediation and reuse of existing sites, structures, and infrastructure rather than new construction in undeveloped areas. Create pedestrian-friendly districts and neighborhoods that mix commercial, civic, cultural, educational, and recreational activities with open spaces and homes.



The HLS Master Plan promotes reusing and rehabilitating many existing historic structures. The proposed land uses within the HLS District do indeed provide a mix of residential, commercial, recreational, and cultural uses.

Advance Equity - *Promote equitable sharing of the benefits and burdens of development. Provide technical and strategic support for inclusive commu-*

nity planning and decision making to ensure social, economic, and environmental justice. Ensure that the interests of future generation are not compromised by today's decisions.

The HLS Master Plan will share the benefits and burdens of development. By organizing a DIF plan as a financing tool, the City and HLS District will actually provide capital for public improvements, which will encourage private development dollars to be invested, and consequently improve the entire area.

Make Efficient Decisions - *Make regulatory and permitting processes for development clear, predictable, coordinated, and timely in accordance with smart growth and environmental stewardship.*

By creating this Master Plan and making it available to future developers, the City of New Bedford is providing a clear outline for the desired development of the HLS District. Future development plans that are brought to the Planning Board and Planning Department and that closely follow the Master Plan will find support from the community.

Protect Land and Ecosystems - *Protect and restore environmentally sensitive lands, natural resources, agricultural lands, critical habitats, wetlands and water resources, and cultural and historic landscapes. Increase the quantity, quality, and accessibility of open spaces and recreational opportunities.*

This Master Plan hopes to protect and restore many historically significant buildings by rehabilitating and reusing them. By creating a new 390,000 sf waterfront park, this Master Plan is increasing the quantity and quality of open space in the HLS District. Where privately owned parcels currently block the Acushnet River, the proposed waterfront park will increase public accessibility to the river. Additionally, 225,000 sf of open space is incorporated within the proposed "Logan Pond Park" and the proposed "Ice House Park."



Use Natural Resources Wisely - Construct and promote developments, buildings, and infrastructure that conserve natural resources by reducing waste and pollution through efficient use of land, energy, water, and materials.

The development area proposed in this Master Plan is consistent with areas that are currently developed. The undeveloped area adjacent to the I-195 on/off ramps will remain untouched. While the materials to be used have not been specified, "green" materials and sustainable development practices will be encouraged.

Expand Housing Opportunities - Support the construction and rehabilitation of homes to meet the needs of people of all abilities, income levels, and household types. Build homes near jobs, transit, and where services are available. Foster the development of housing, particularly multifamily and smaller single-family homes, in a way that is compatible with a community's character and vision, and by providing new housing choices for people of all means.

The HLS Master Plan proposes replacing existing single-family and low-density multifamily buildings with higher-density multifamily housing within the District. This plan also recommends incorporating housing into upper levels of buildings that contain commercial and retail uses on the ground level. The strategy of creating mixed-use buildings certainly locates housing near services and jobs. Additionally, the future commuter rail station will be located just south of the HLS District and will provide yet another transportation choice for residents.

Provide Transportation Choice - Maintain and expand transportation options that maximize mobility, reduce congestion, conserve fuel, and improve air quality. Prioritize rail, bus, boat, rapid and surface transit, shared-vehicle and shared-ride services, bicycling, and walking. Invest strategically in existing and new passenger and freight transportation infrastructure that supports sound economic development consistent with smart growth objectives.

The proposed commuter rail station will be located adjacent to the southernmost boundary of the HLS District and therefore this Master Plan proposes reduced parking ratios for buildings located between the commuter rail station and I-195. This will encourage residents, business owners, employees, and patrons of the HLS District businesses to use the commuter rail station and a variety of other transportation options. In addition, the public roadways and streetscape within the HLS District will be designed to accommodate bicyclists and pedestrians.



Increase Job and Business Opportunities

- Attract businesses and jobs to locations near housing, infrastructure, and transportation options. Promote economic development in industry clusters. Expand access to education, training and entrepreneurial opportunities. Support the growth of local businesses, including sustainable natural resource-based businesses, such as agriculture, forestry, clean energy technology, and fisheries.

The public feedback obtained through the Master Planning process revealed to the City and the consultant team that the community feels a deep connection to, and responsibility for, the existing businesses in the HLS District. It was clear that the future of the District would be dependent upon the continued success of existing businesses in the area. Existing fish-related businesses such as Kyler Seafood and Mar-Lees Seafood are successful businesses and positive exceptions to the existing character of the area. The goal of the Master Plan is to replace the underutilized buildings and degrading influences in the area with businesses that create jobs, bring more people to the area, and are complimentary to existing successful businesses.

Promote Clean Energy - *Maximize energy efficiency and renewable energy opportunities. Support energy conservation strategies, local clean power generation, distributed generation technologies, and innovative industries. Reduce greenhouse gas emissions and consumption of fossil fuels.*

While the energy use strategies for proposed buildings in the HLS District have not been specified, the use of energy efficient materials and systems will be recommended and encouraged.

Plan Regionally - *Support the development and implementation of local and regional, state and interstate plans that have broad public support and are consistent with these principles. Foster development projects, land and water conservation, transportation, and housing that have a regional or multi-community benefit. Consider the long-term costs and benefits to the Commonwealth.*



As presented in Section 5, a phasing plan has been created around identified local development projects. The plan addresses important areas such as land use/development, open space/parks/recreation, and transportation/circulation. Some of these proposed development projects may glean support from state programs such as the Massachusetts Economic Development Incentive Program that names the City of New Bedford as one of its target areas.

In addition, the Executive Office of Transportation (EOT) and Public Works has announced the completion of the first phase of the South Coast Rail Plan's Alternatives Analysis, and has started developing a smart growth corridor plan. The City of New Bedford, an affected community of the South Coast Rail Plan, is encouraged to articulate its vision to EOT and Public Works for the future development.

Turning Visions to Reality

Based upon input received from the City, the CPC, and the general public, the Master Plan presents a collective approach on land use, circulation, and open space for the HLS District. This agreed upon framework may serve as a common guide for the development of the HLS District in terms of both ongoing and future efforts.

Ongoing Development

This Master Plan will support the on-going efforts of a number of local development projects. For example, the developer of the Wamsutta Mill has taken a significant risk in rehabilitating the complex into 250 residential market rate rental units. The Ropeworks, a residential artist workspace, is another recent redevelopment project that will be supported by additional improvements to the HLS District.

Future Development

The Master Plan Summary presented in this section was formed from the goals and objectives and design principles established for the HLS District by the City of New Bedford, and provides a blueprint for the area's future development. As interest in individual parcels arises, more specific and detailed plans for those areas will be developed. Combined with the Commonwealth's sustainable design principles, the City has the ingredients for change within the Hicks-Logan-Sawyer District.