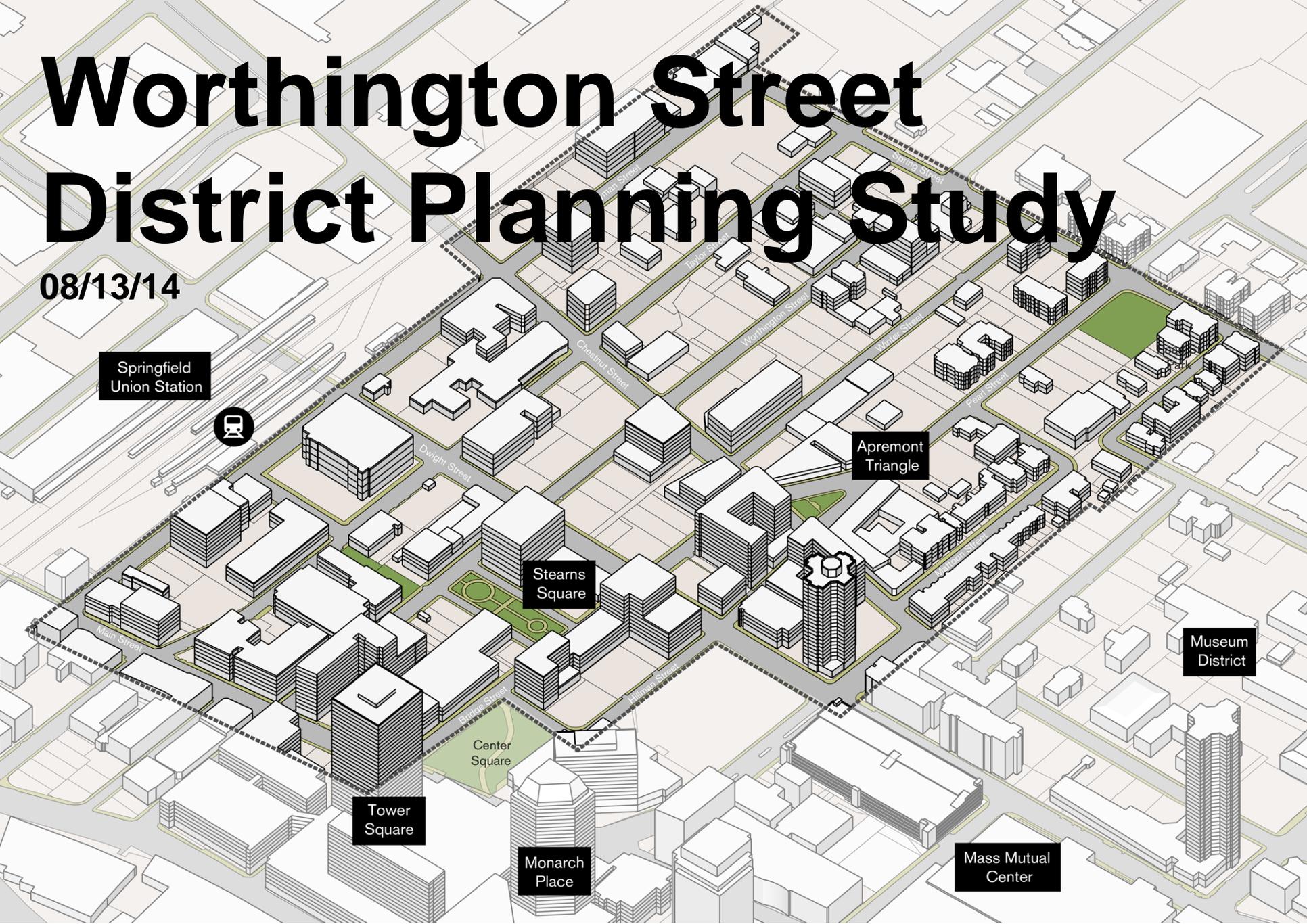


Worthington Street District Planning Study

08/13/14



Springfield Union Station



Apremont Triangle

Stearns Square

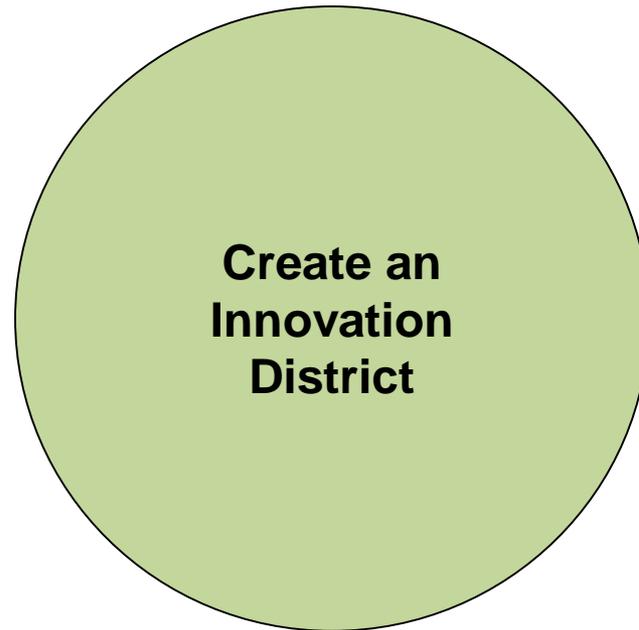
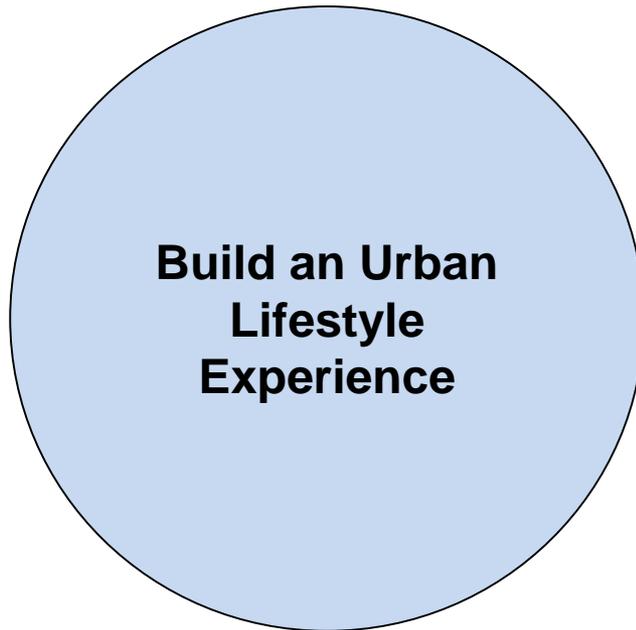
Museum District

Tower Square

Monarch Place

Mass Mutual Center

There are Two objectives



And they are interrelated

*The city seeks to create an Innovation District
by building on the existing energy and momentum in Springfield*

Keep in Mind

Growth in innovation is driven by talent

and

Talent is attracted by a combination of opportunities and location

More specifically

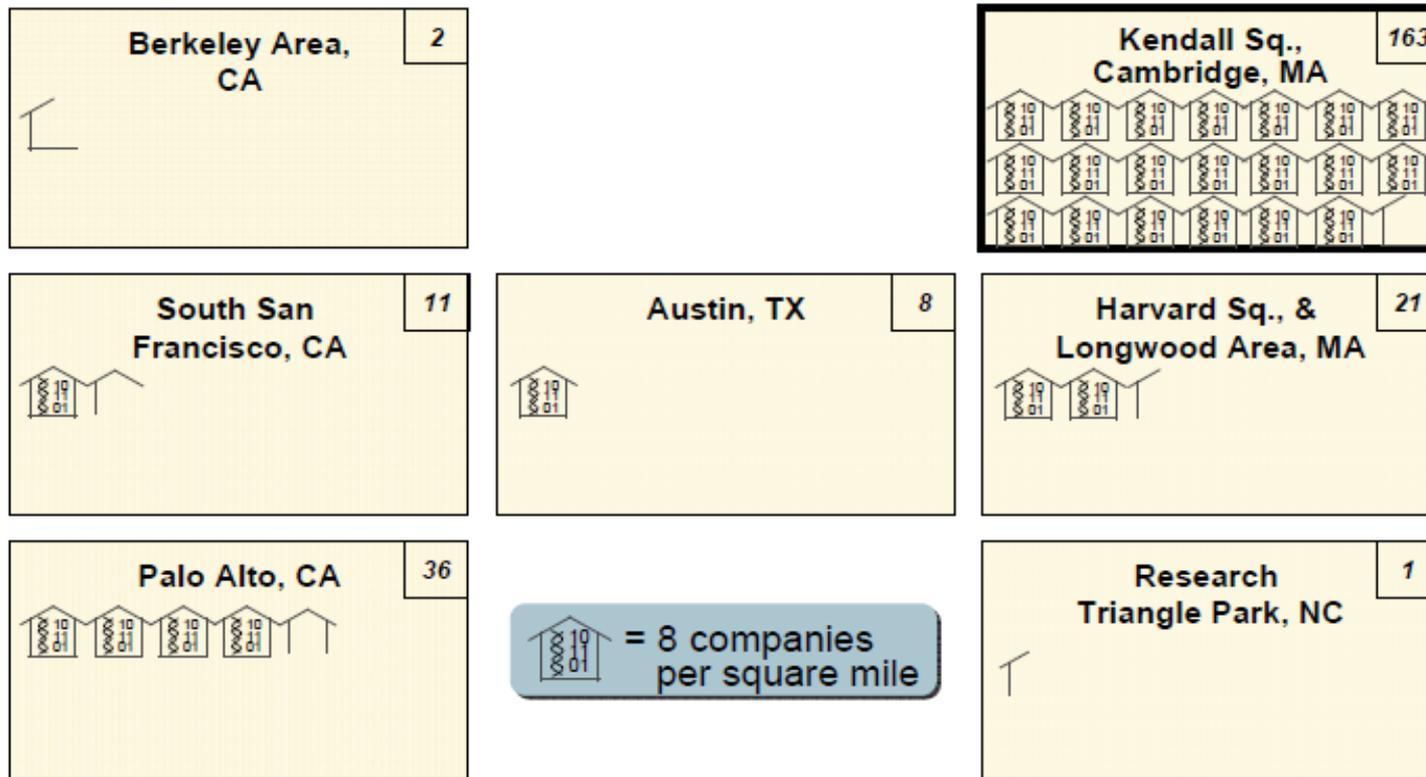
Downtowns / urban-style environments

Therefore

*Strengthening the urban lifestyle experience is critical
to building a robust Innovation District*

Core example of this transformation in thinking – Kendall Square, Cambridge

Density! By far, Kendall Square has highest number of biotech and IT firms per square mile



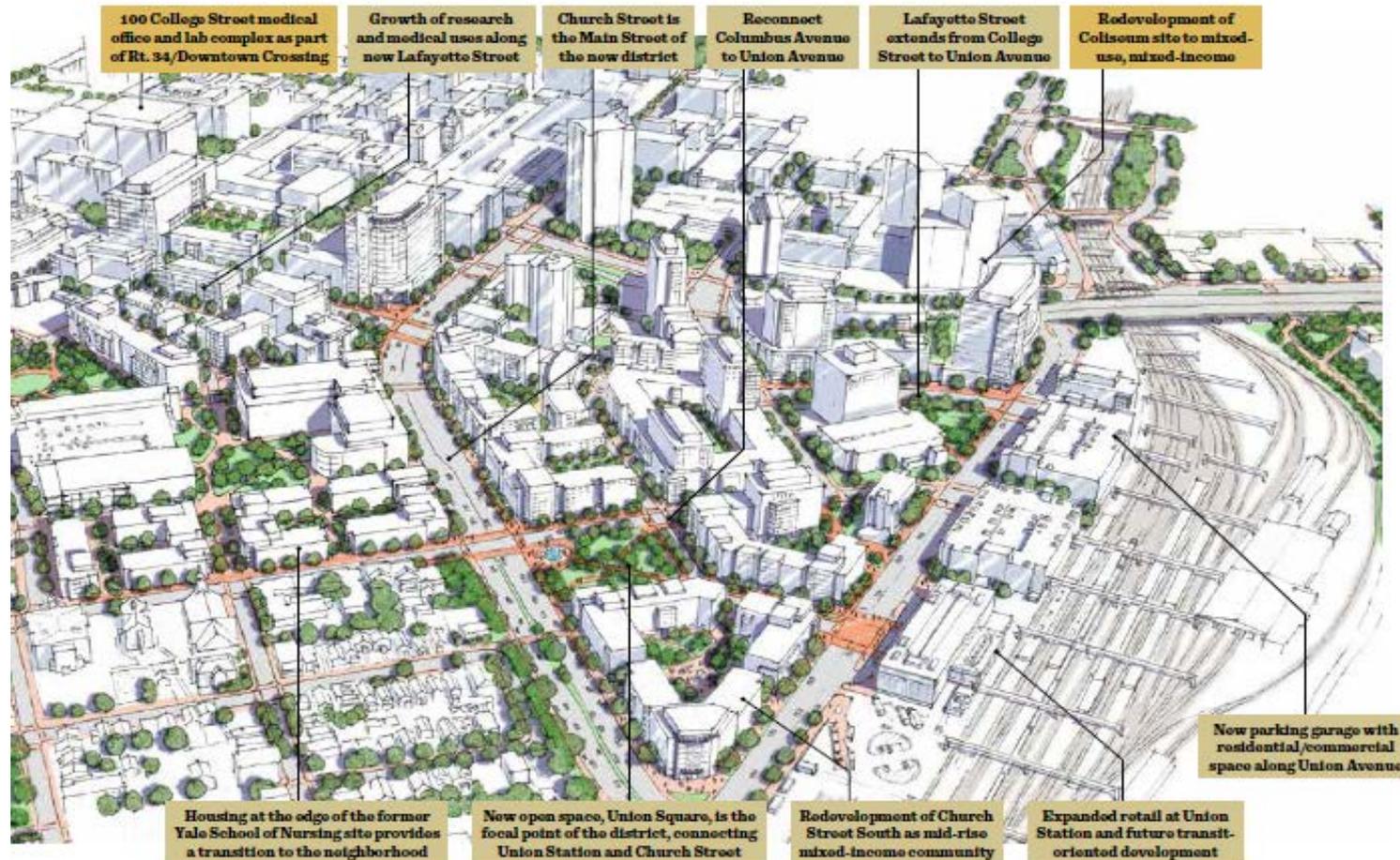
Source: Boston Consulting Group presentation, 2010

Even Kendall Square Focused on Vitality of Life



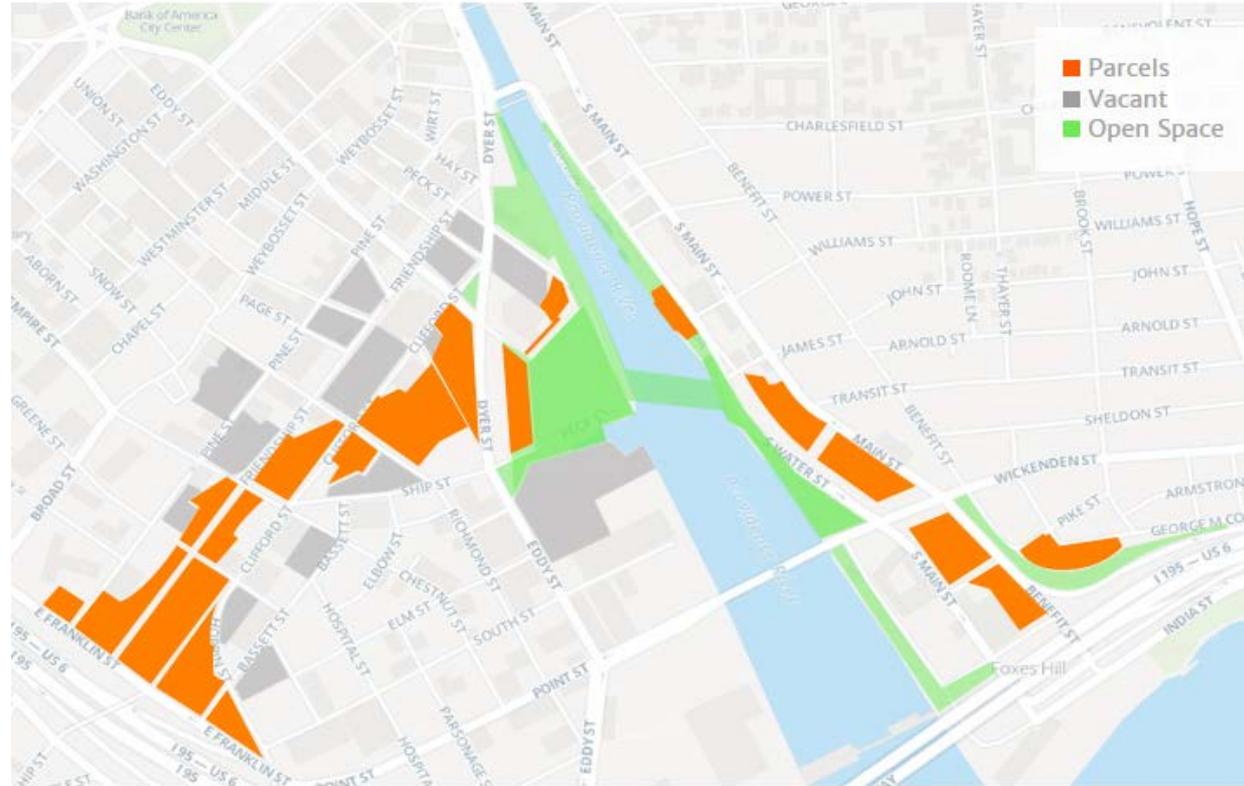
The Competition isn't waiting

- New Haven Downtown-to-Hill (between Union Station and Yale Medical Complex)



The Competition isn't waiting

Providence LINK



Place-making activities – Infrastructure and Public Spaces



Therefore the two objectives – are really one in the same



Driving Development in the Blast Area

- Forecasted market demand and existing development economics downtown present challenges to attracting a critical mass of people to support a desired urban environment.
- **Accordingly**, there needs to be a focus to create mass and density in key locations.
- **To do so** start with preexisting assets south of Chestnut Street by leveraging existing fabric and demonstrate demand for an urban lifestyle.
- **Thereby**, proving market potential and attracting developer interest to drive infill north of Chestnut Street.
- **Requiring** public improvements and catalytic projects provide physical linkages between the two areas to create a cascading effect.

Start with Pre-existing Assets

- Architectural character of the building stock
- Public ownership of a number of empty parcels
- Potential housing sites are easily walkable to other sections of downtown
- Existing housing stock that can be upgraded
- Pre-existing “places” that can serve as the anchors
 - Apremont Triangle
 - Stearns Square
 - Matoon St.
- Proximity to train station



Historic architecture in the district is an asset



Publicly owned property such as surface parking lots present development site potential

Driving Development in the Blast Area

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- Accordingly, there needs to be a focus to create mass and density in key locations.
- To do so start with preexisting assets south of Chestnut Street by leveraging existing fabric and demonstrate demand for an urban lifestyle.
- **Thereby**, proving market potential and attracting developer interest to drive infill north of Chestnut Street.
- **Requiring** public improvements and catalytic projects provide physical linkages between the two areas to create a cascading effect.

Driving Development in the Blast Area

- **CASCADING DIAGRAM**

How do we get there?

- 1. Reposition the Entertainment District as a dining and cultural destination**
- 2. Focus housing (new or rehab) at key nodes to concentrate impact**
- 3. Implement public improvement projects as the “base layer” for good urbanism.**
- 4. Identify a key catalytic project and key strategic initiative to accelerate the innovation economy**

Leveraging Casino visitors

To maximize the potential value of spin off impacts of the casino it is critical to have at least a “beta” test of this new downtown in place during the first 18 months of the Casino’s opening to take advantage of the likely initial surge in attendance

Re-positioning the Entertainment District

Build “Base Layer” of Public Improvements

Focus Housing at Key Locations

The Innovation District

Re-positioning the Entertainment District

Objective: Convert club-dominant district to restaurant district.

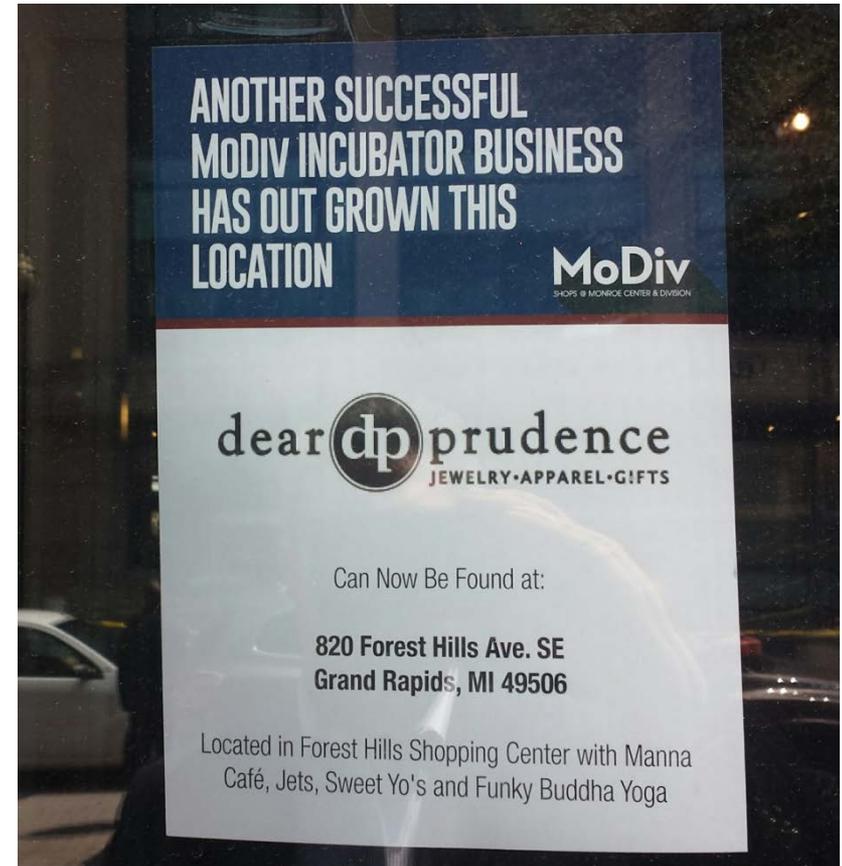
- The current transition into a district that caters solely to large clubs is detracting from the universal appeal of the historic district
- It marginalizes the development potential for more productive uses.

Recommendations:

- **Small business entrepreneur meets real estate owners** that will subsidize ground floor retail/restaurant.
- Consider **placing size limits on venues** to discourage large clubs.
- Require **all venues to have full kitchens**.
- **Enforce design standards for the district** that require compliance for a percent transparency at the ground level.
- **Use façade improvement program funds** to improve aesthetic appearance of the district.

Re-positioning the Entertainment District

Consider new, unique programming & environments



Re-positioning the Entertainment District

Consider new, unique programming & environments



Cleveland's East 4th St



Re-positioning the Entertainment District

Focus on what you can influence

Retail Sales Generation Chain



Re-positioning the Entertainment District
Focus Housing at Key Locations
Build “Base Layer” of Public Improvements
The Innovation Economy

Focus Housing at Key Locations

Observations

1. Worthington Street Study Area is **VERY close to soon-to-be-renovated Union Station** with more frequent service and routes.
2. Housing sites are also close to other downtown assets.
3. The **downtown has architectural character** that most other TOD districts in the Connecticut River Valley do not have.
4. There is evidence that there is a **shortage of quality downtown market rate housing**
5. Network of young entrepreneurs and residents want to see Downtown Springfield become more livable.
6. Future train service to Springfield brings opportunities for new development around Union Station.

Focus Housing at Key Locations

Concentrating housing is important to sustaining an active retail street

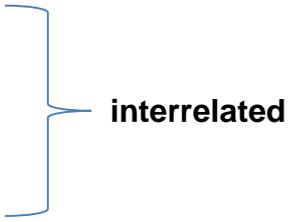
Local retail: Generic rules of thumb

- Local “neighborhood” retail
 - Soft goods local retail
 - Types
 - Hobbyist
 - Entrepreneur
 - Bankability for new development
 - Convenience retail / “coffee shops”
 - 1000 to 2000 rooftops within walking distance depending on disposable income



Focus Housing at Key Nodes

Local Retail: Ways to alter rule of thumb

- Ways to alter that rule of thumb:
 - “Thru traffic”
 - Amount of traffic
 - Purchasing power of traffic
 - Capture / intercept rate
 - A consideration for strategically changing one way streets
 - Destination-making
 - Leverage existing destination asset
 - Co-location with non retail
 - Event programming
 - Uniqueness
- 

Focus Housing on Key Locations

- **Worthington Street District has a significant historic building stock**
- **Building improvement and rehab should be a first consideration for housing**



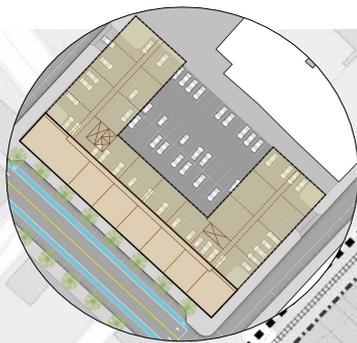
Focus Housing on Key Locations



Focus Housing on Key Locations



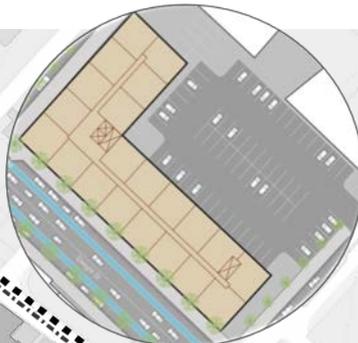
Morgan Square
68 Units (4 floors)
4,700 sf ground floor
75 parking spaces



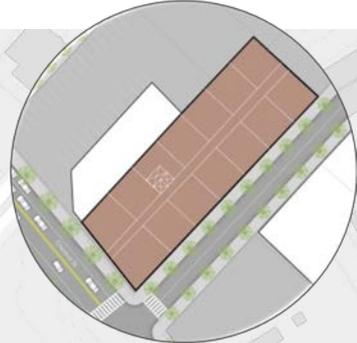
Dwight Street
100 units (4 floors)
7,900 sf ground floor
92 parking spaces



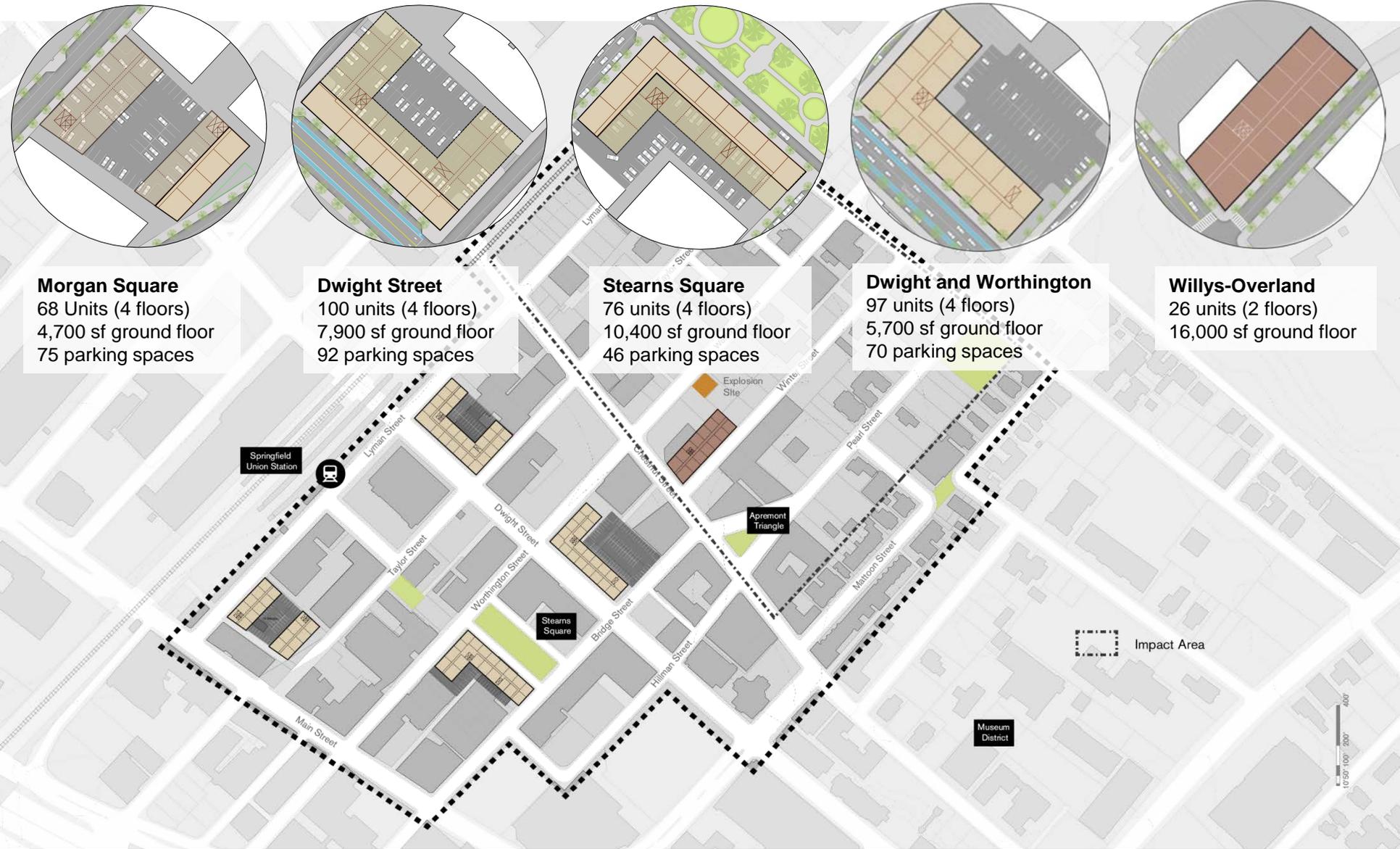
Stearns Square
76 units (4 floors)
10,400 sf ground floor
46 parking spaces



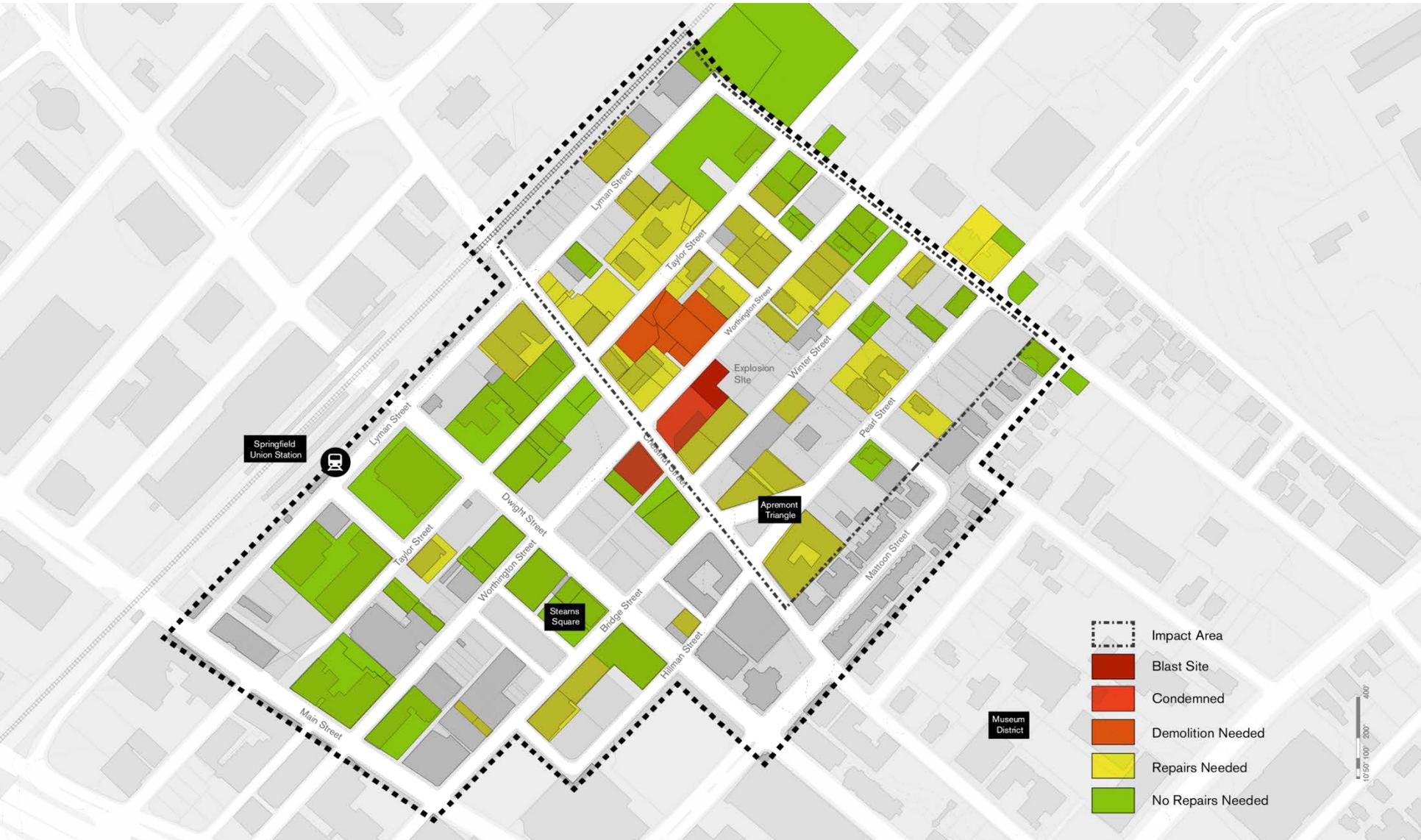
Dwight and Worthington
97 units (4 floors)
5,700 sf ground floor
70 parking spaces



Willys-Overland
26 units (2 floors)
16,000 sf ground floor

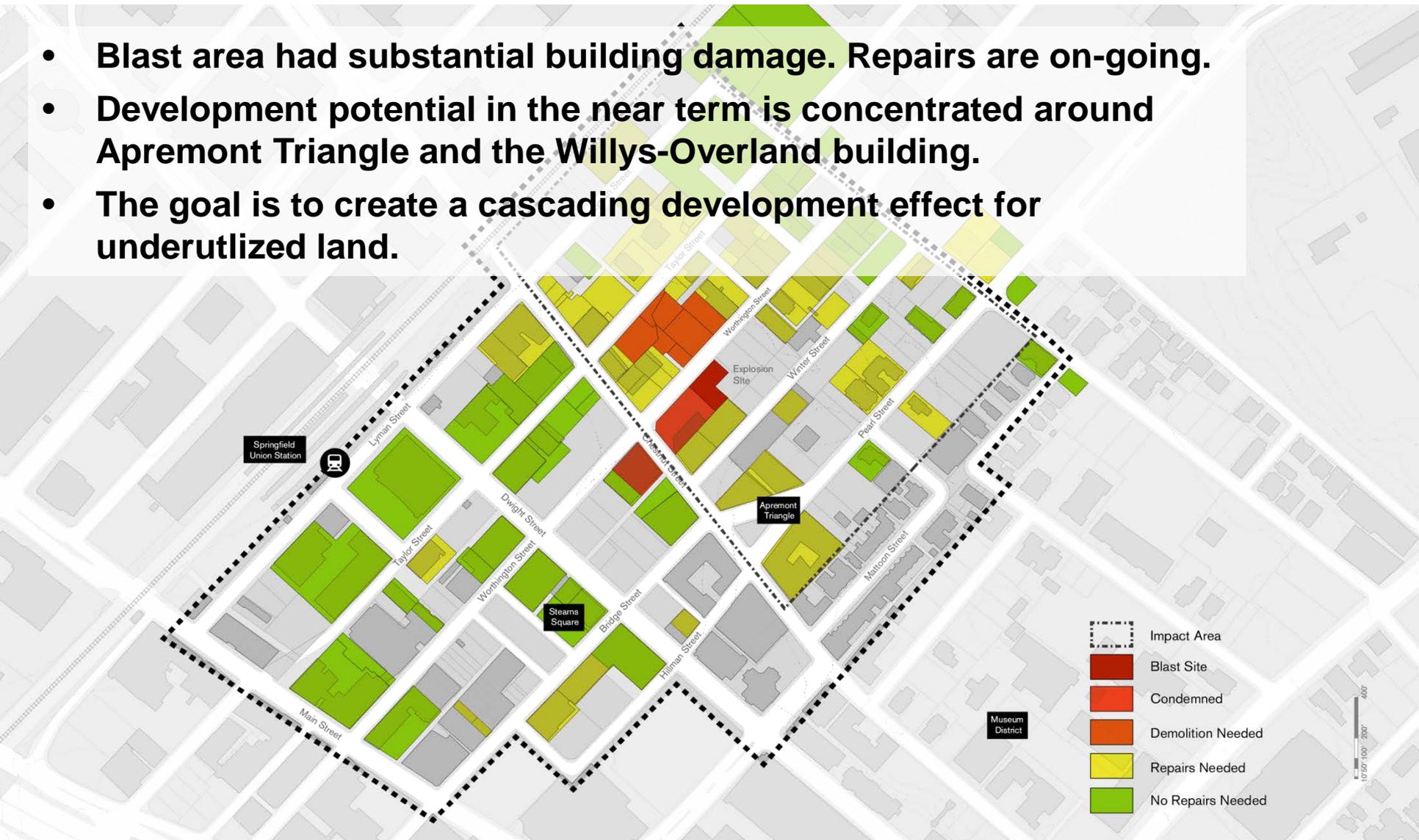


Long Term Development in Impact Area



Long Term Development in Impact Area

- Blast area had substantial building damage. Repairs are on-going.
- Development potential in the near term is concentrated around Apremont Triangle and the Willys-Overland building.
- The goal is to create a cascading development effect for underutilized land.



Long Term Development in Impact Area



Long Term Development in Impact Area



Existing Building Re-use as Commercial/Office

- Area: ~40,000 SF
- Parking Provided: 78 spaces
- *Requires acquisition of parcels to accommodate parking demand*



Residential Infill

- Units: 40
- Parking Provided: 46 spaces
- *Does not require additional property acquisition except small portion of public ROW.*

Re-positioning the Entertainment District
Focus Housing at Key Nodes
Build “Base Layer” of Public Improvements
The Innovation Economy

Coordinated Public Improvements

Observations

1. Worthington Street Study Area is a **“mixed bag” of streetscapes and public parks**
2. **Stearns Square and Apremont Triangle both have “good bones”**
3. Many of the downtown streets are oversized and overbuilt
4. Sidewalks are too narrow for people to pass comfortably, and often lack street trees.
5. **Some streets in the Entertainment District are a good scale; they just need design improvements.**

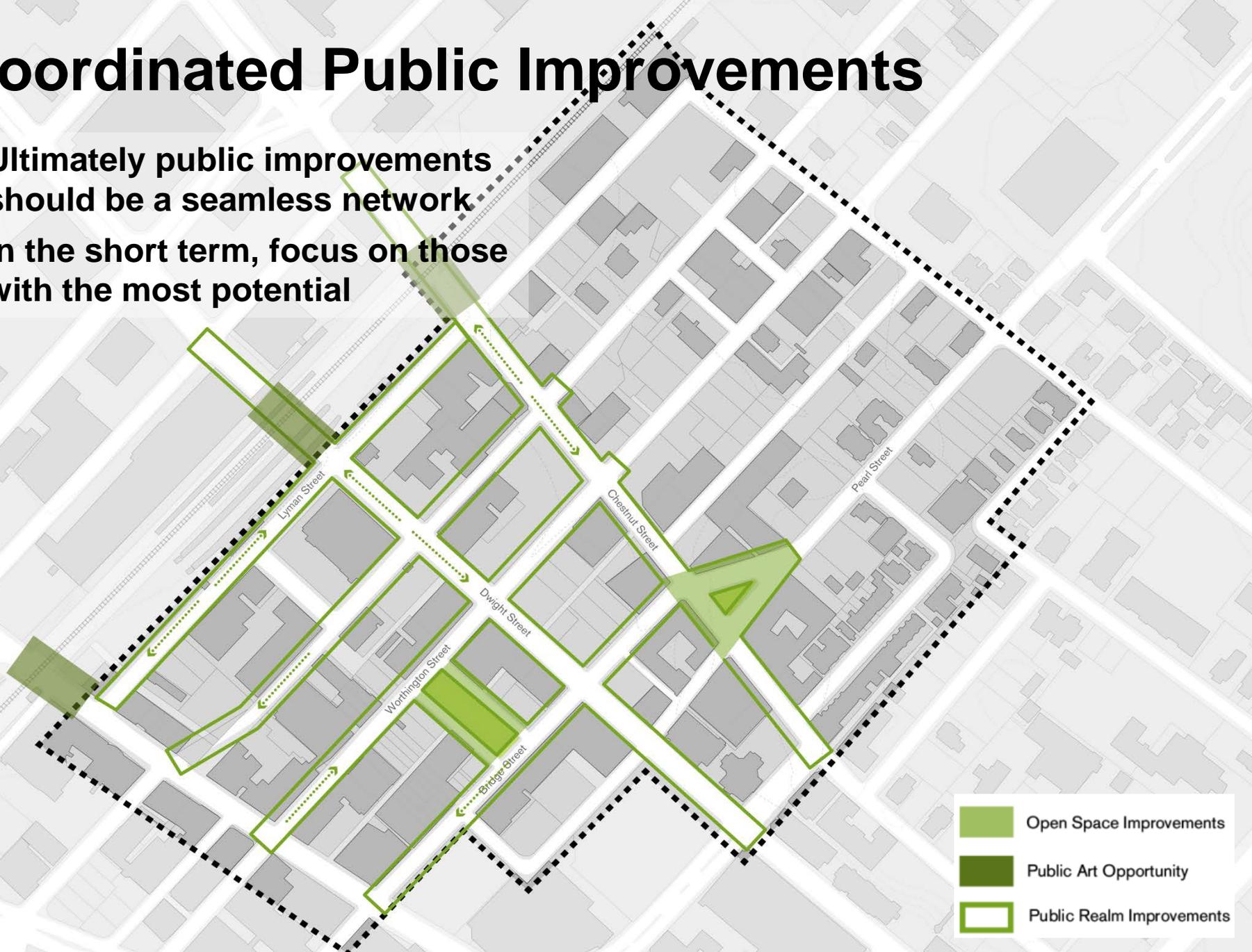
Coordinated Public Improvements

Recommendations for Public Improvements

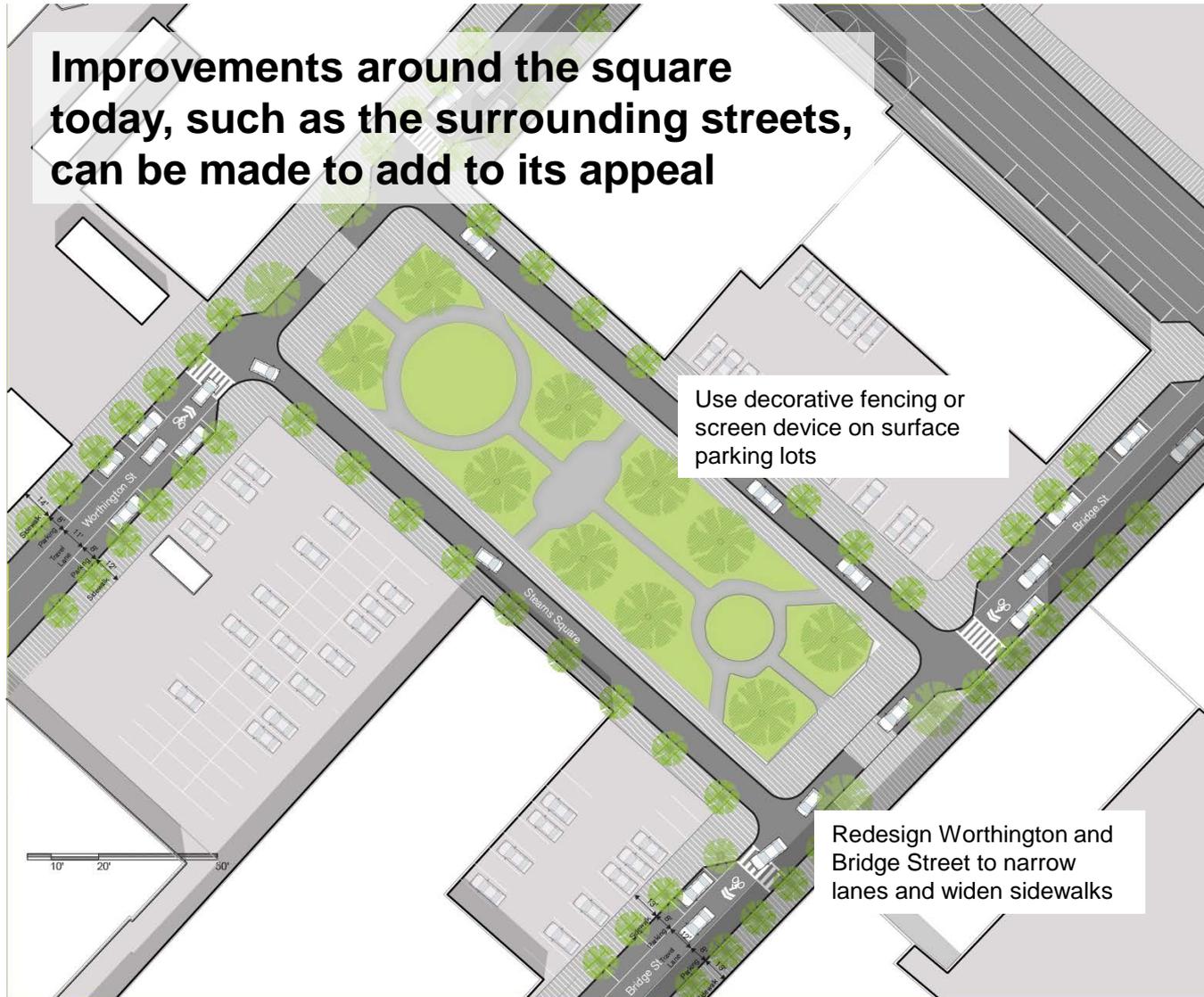
1. **Upgrade Stearns Square**
2. **Redesign Apremont Triangle open space and streetscape**
3. **Convert Dwight and Chestnut Street to two-way streets**
4. **Restripe travel lanes on cross streets**
5. **Retrofit Worthington and Bridge Streets in the Entertainment District**
6. **Improve Lyman Street, especially at entrance to Union Station**
7. **Incorporate public art and lighting into underpasses**

Coordinated Public Improvements

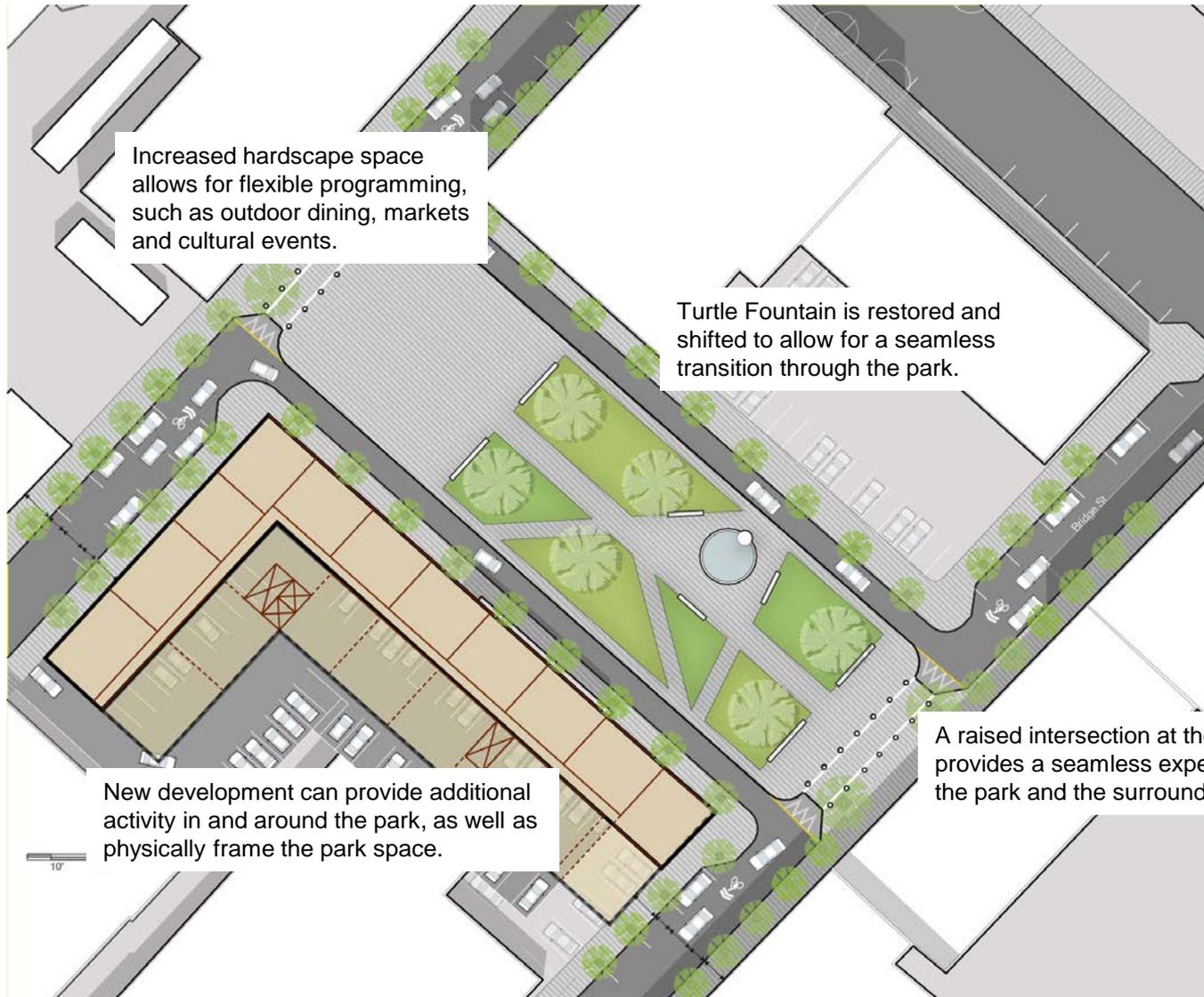
- Ultimately public improvements should be a seamless network
- In the short term, focus on those with the most potential



Coordinated Public Improvements



Coordinated Public Improvements



Increased hardscape space allows for flexible programming, such as outdoor dining, markets and cultural events.

Turtle Fountain is restored and shifted to allow for a seamless transition through the park.

A raised intersection at the cross streets provides a seamless experience between the park and the surrounding streets.

New development can provide additional activity in and around the park, as well as physically frame the park space.

10'

Landscape character



Queens Plaza, Queens, NY



Parc des Freres Charon



Temporary Programming of Space



Market Square, Pittsburgh

Worthington Street at Stearns Square



Worthington Street at Stearns Square



Coordinated Public Improvements



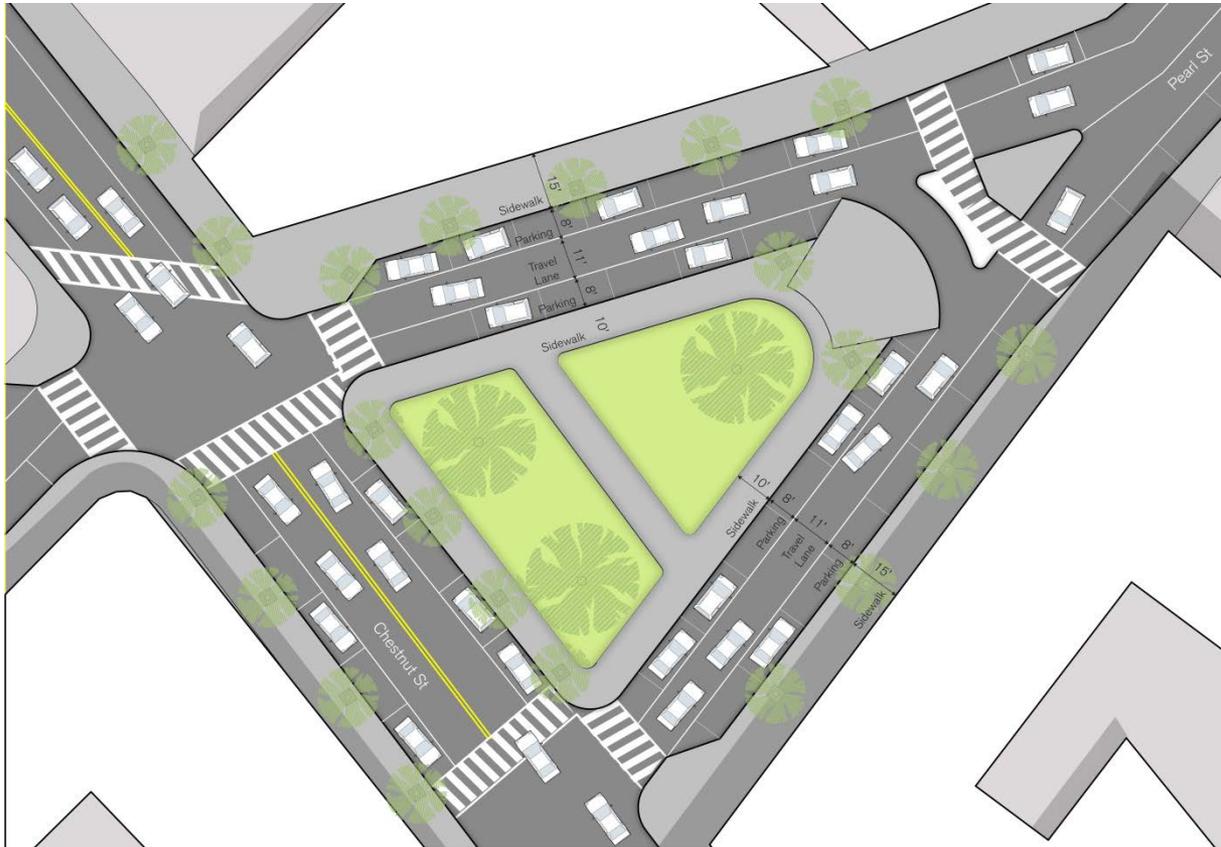
Coordinated Public Improvements



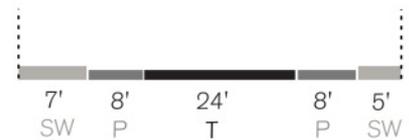
Coordinated Public Improvements



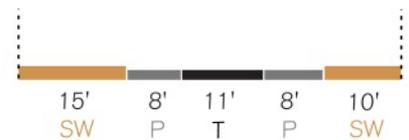
Coordinated Public Improvements



Existing



Proposed



Coordinated Public Improvements



Apremont Triangle (After)

Coordinated Public Improvements



Coordinated Public Improvements

A Case for Two-way Conversions!

1. **Economic Development**
2. **Pedestrian Enhancement**
3. **Public Safety**
4. **Convenient Access**
 - **Greater access and visibility**
5. **Traffic Reduction**
 - **Reduce unnecessary vehicular circulation**



Department Facts

- Department Services
- Overview
- Accomplishments
- Document Library
- Community Development
- Development Services
- Economic Development
- Housing and Energy
- Planning Projects
- Traffic and Transportation
- Information Request

City Services

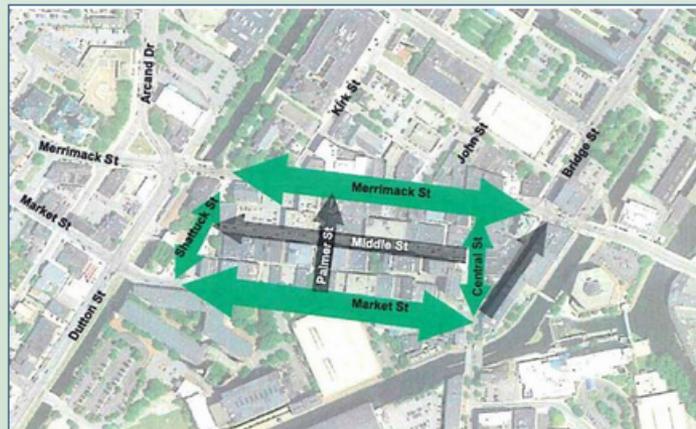
I Want To...

- Apply For
- Check Status Of
- Contact
- Download/Get
- Find/Locate
- Pay For/Buy
- Register
- Report/File
- Request
- Sign Up For/Volunteer

Search Services 

Downtown Lowell 2-Way Traffic Conversion Coming Soon!

- **UPDATE: Please be advised, the start date for the two-way traffic conversion is August 16th at 4:00 AM.**
- Construction is currently underway on the project to convert Lowell's downtown 1-way streets to 2-way traffic
- Merrimack Street, Market Street, Central Street and Shattuck Street will become two-way traffic streets once the project is finished.
- Prescott Street, Middle Street and Palmer Street will remain one-way streets in their current configuration.
- Expected conversion date is mid-August
- For more information and details, public informational meetings will be held on the following dates:
 - **Wednesday, July 9 at 6:30 PM in the City Hall Mayor's Reception Room.**
 - **Wednesday, July 30 at 6:30 PM in the Lowell Senior Center at 276 Broadway.**
- For more immediate questions and concerns, please contact the City Transportation Engineer, Eric Eby at (978)674-1417 or eeby@lowellma.gov.
- Click [here](#) for a detailed colored graphic of the conversion.



Planning and Development



Diane Tradd
Director, and
Assistant City Manager

Office Hours
M-F, 8 AM - 5 PM

Location
50 Arcand Drive
2nd Floor
Lowell, MA 01852

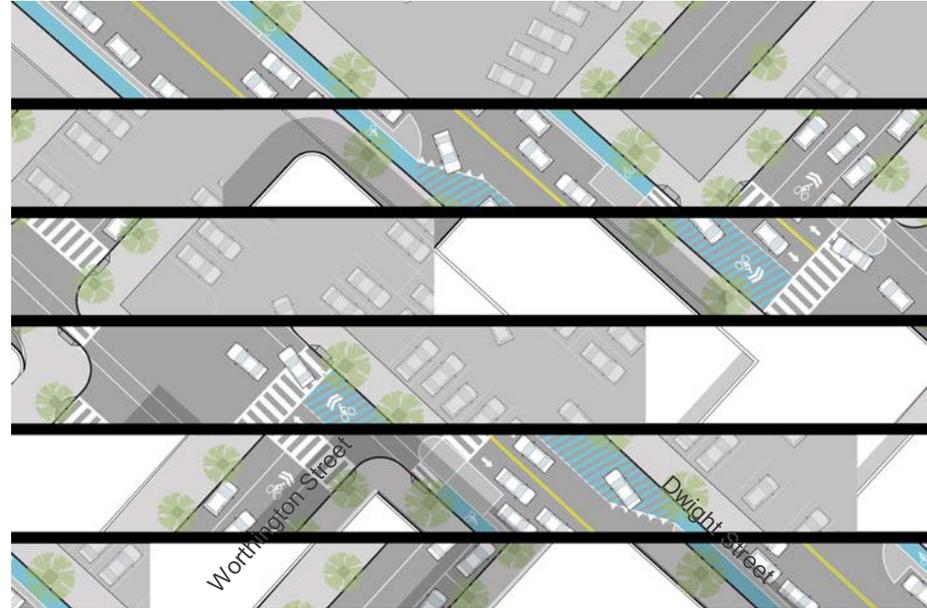
978-674-4252 (P)
978-446-7014 (F)



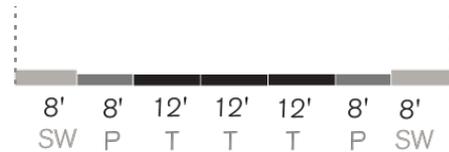
Related Links

[Hamilton Canal District webpage](#)

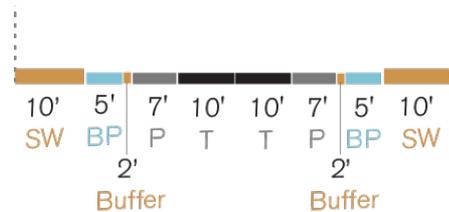
Dwight Street Two-way Conversion



Existing
52' C-C



Proposed
Option B
48' C-C



Dwight Street – Before

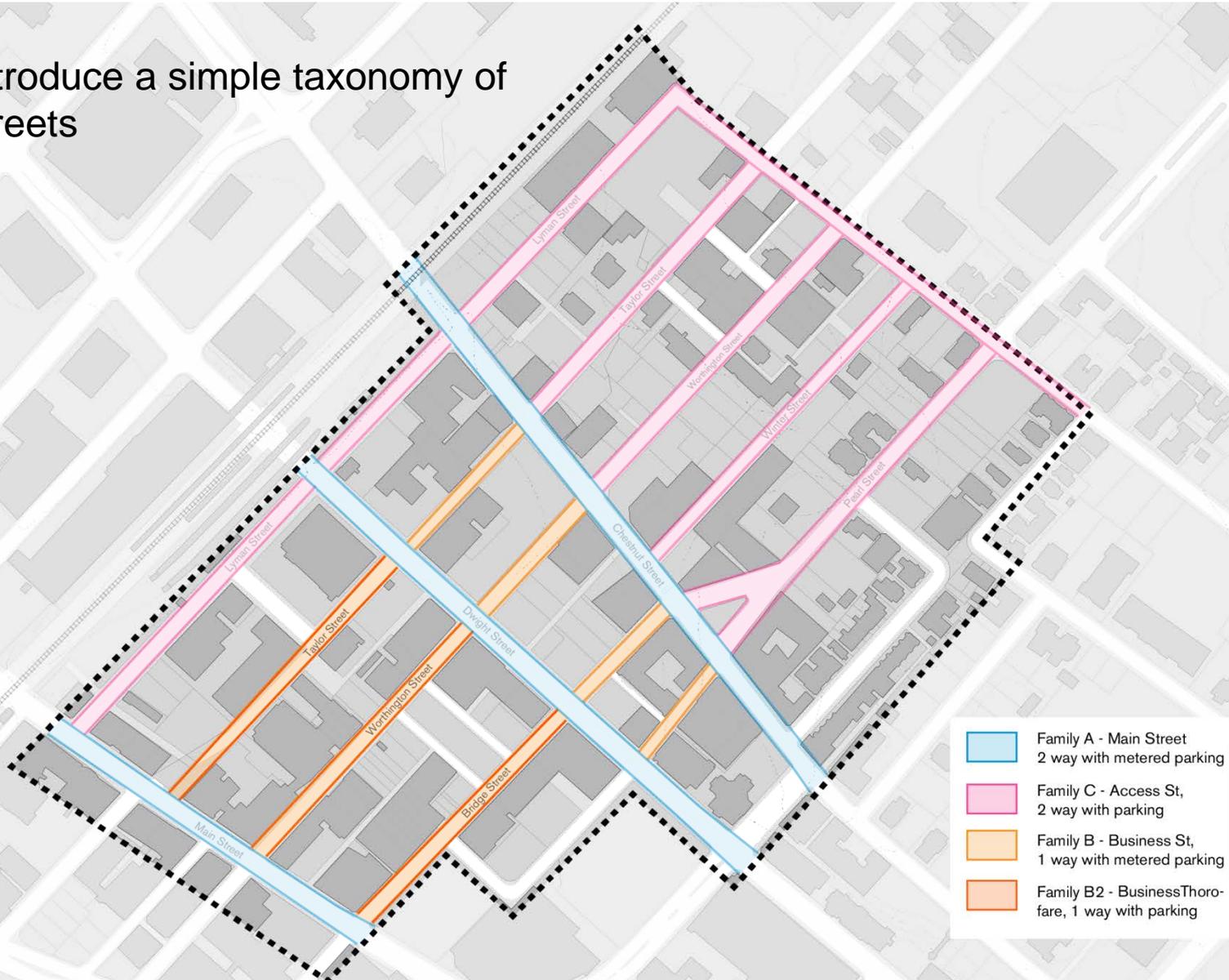


Dwight Street – After

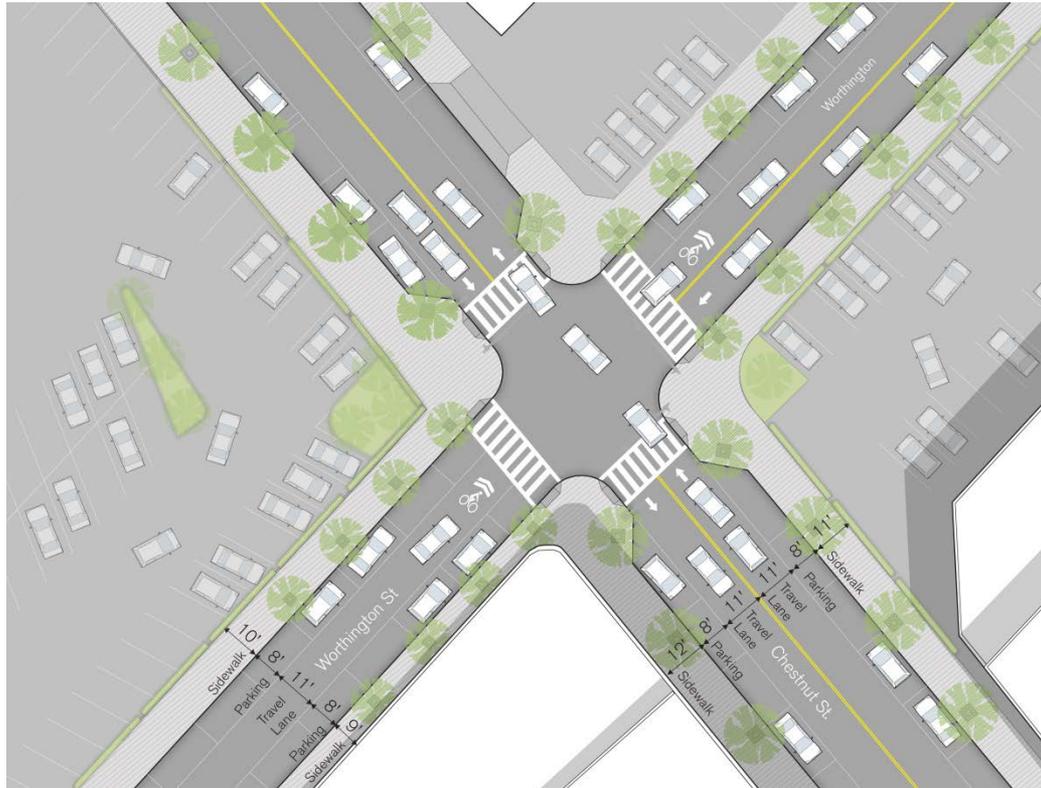


Street Taxonomy

- Introduce a simple taxonomy of streets



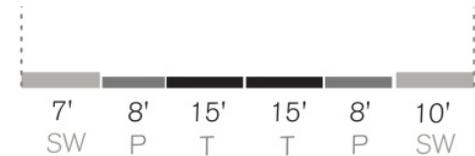
Chestnut Street – A Street



- Narrow roadbed to increase sidewalk width
- Current travel lanes are oversized
- Improve landscape along surface parking lots where possible.
- Consider screening devices in the short term



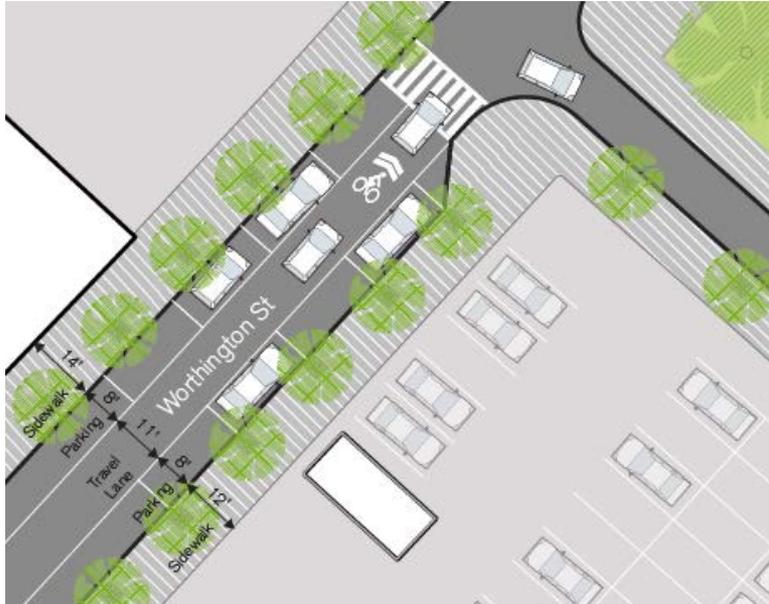
Existing
46' C-C



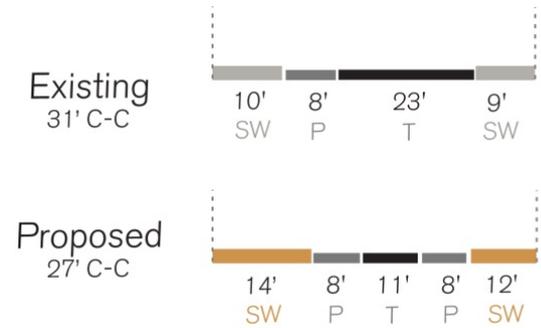
Proposed
38' C-C



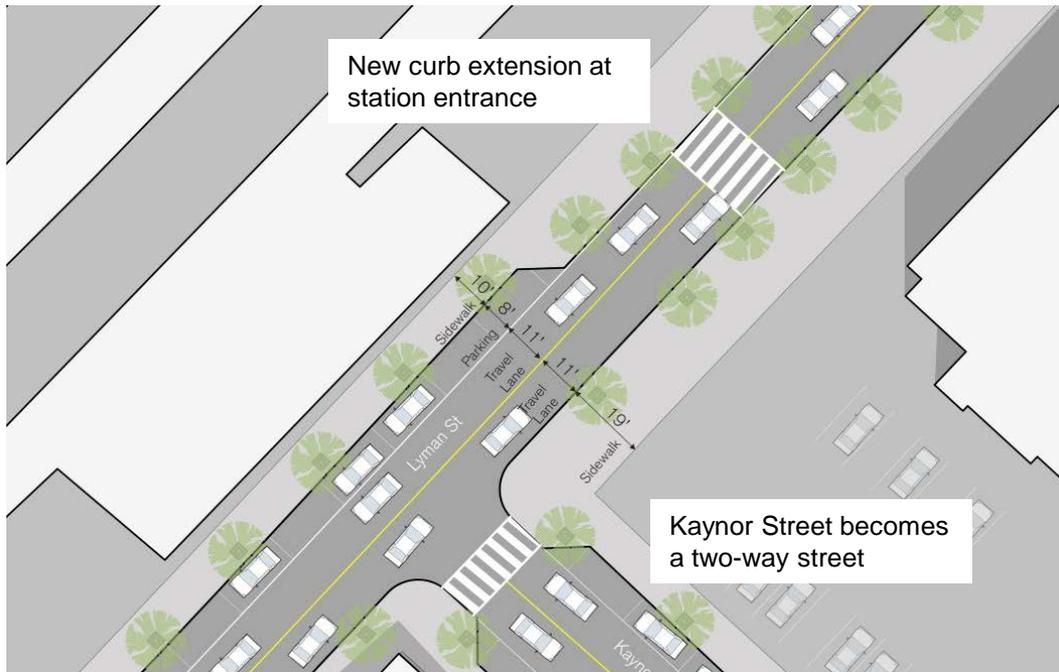
Worthington Street – B Street



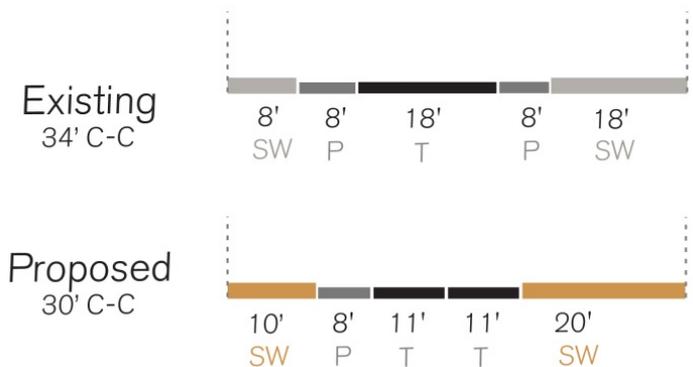
- Narrow roadbed to increase sidewalk width
- Use sharrows to mark bike lanes



Lyman Street – C Street

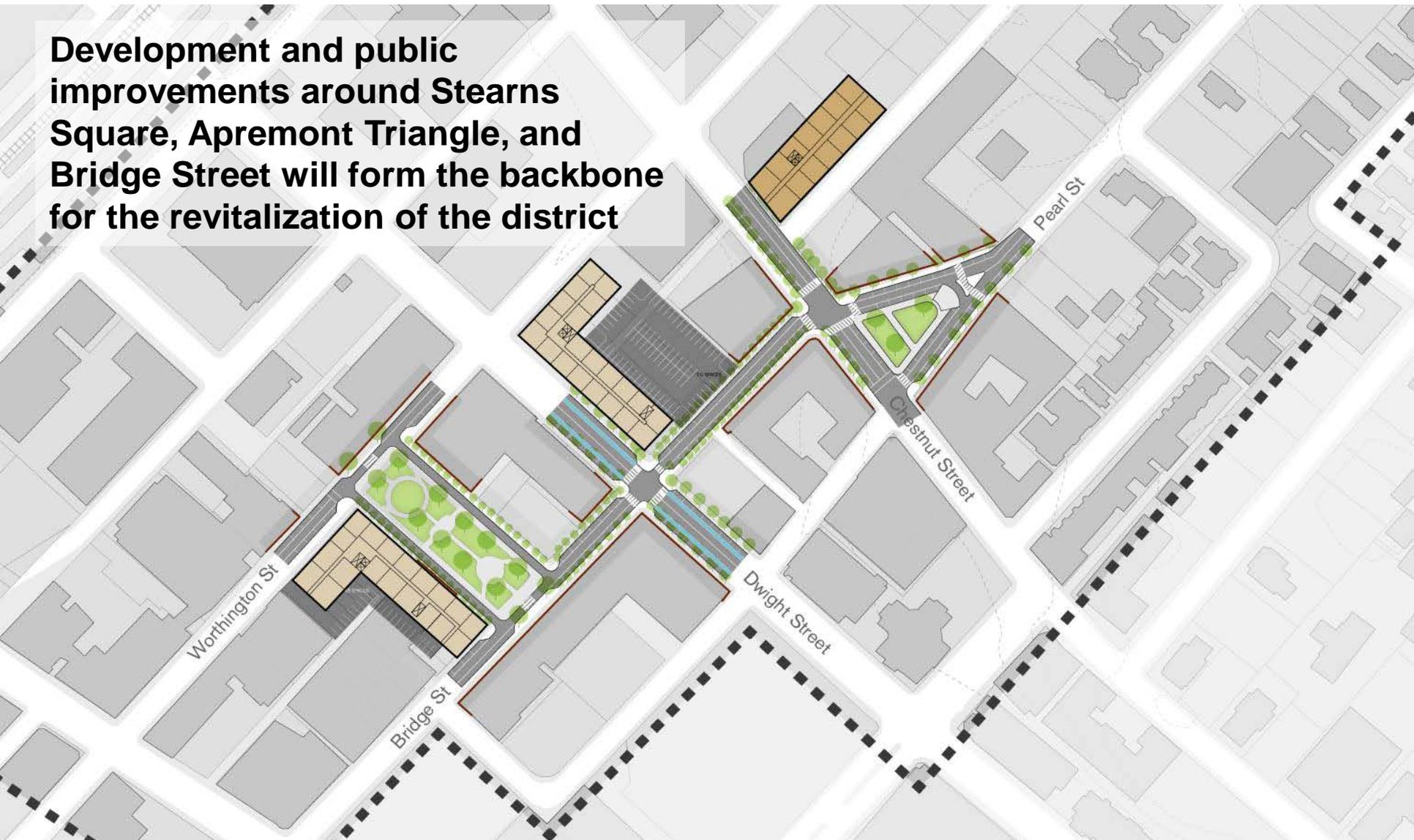


- Convert Lyman Street to a two-way to improve overall circulation.
- Introduce curb extension at the entrance of the train station to give it a more significant presence.



Public Improvements = Priority Connections

Development and public improvements around Stearns Square, Apremont Triangle, and Bridge Street will form the backbone for the revitalization of the district



Re-positioning the Entertainment District
Build “Base Layer” of Public Improvements
Focus Housing at Key Nodes
The Innovation District

The Innovation District

Two forms of innovation and entrepreneurship have emerged organically

Nascent “homegrown” tech-based activity

- Presence of Baystate Innovation Center creates an anchor and partner for health technology start-ups (business accelerator)
- Emerging support system in Valley Venture Mentors, Springfield Angels and River Valley Investors
- Tech Foundry to act as training ground for maintaining local skills and filling job openings
- While the foundational elements exist – they are still nascent and lack critical mass to have an initial major impact

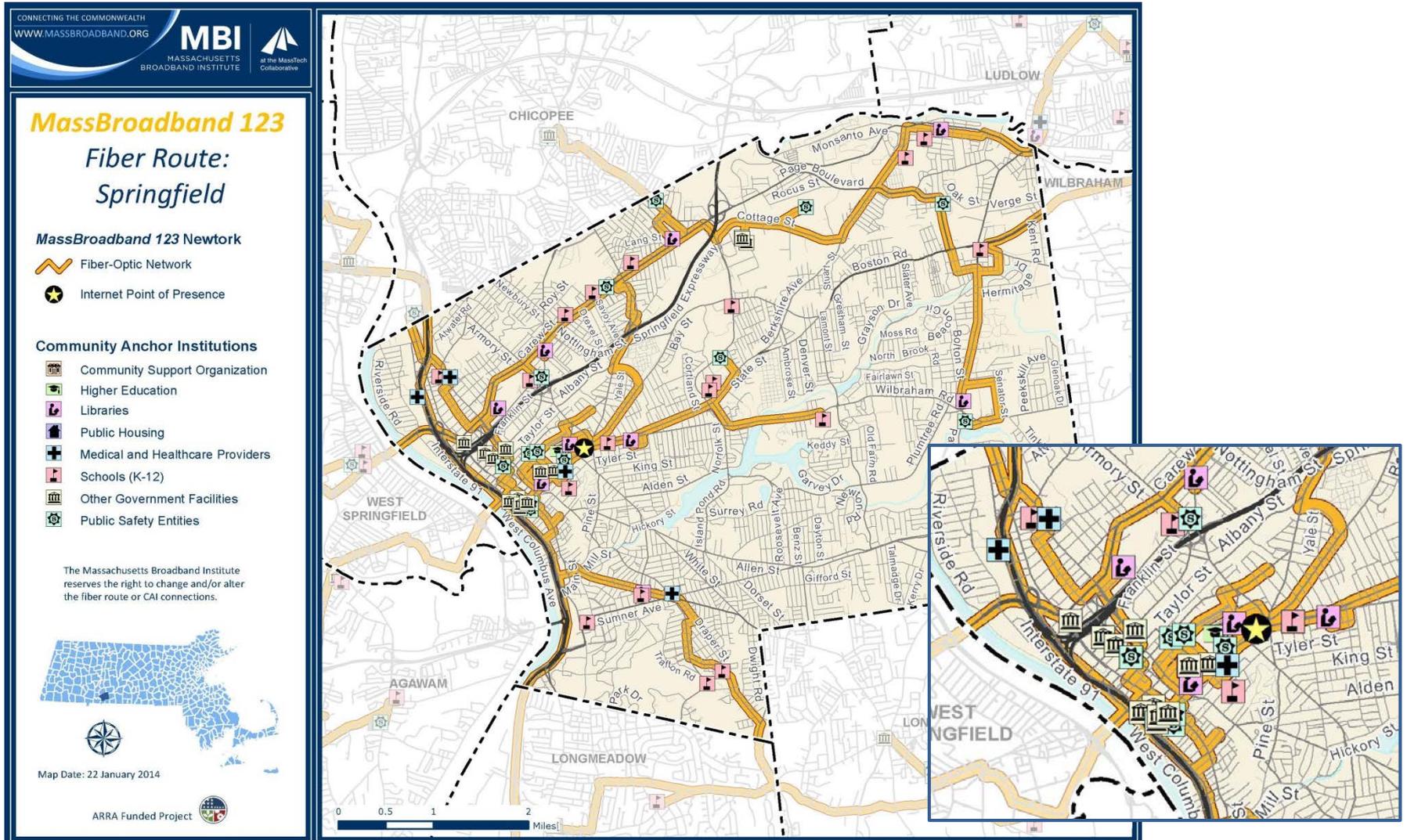
Maker / Hacker activity



The Springfield-based membership is larger than it's parent organization membership

The Innovation District

- Network of fiber optic broadband systems in Springfield



The Innovation District

Innovation comes in many forms – the Innovation District should be about creating a place for innovation and entrepreneurship to thrive



Find a catalytic project to help anchor the Innovation District and give a “face” to it

The Innovation District

Catalytic project examples

Arts-based

Glassworks Louisville



Mixed use project that anchors Glassworks District and generates foot traffic to support local artisanal glass businesses that dot the neighborhood. Loft style housing has also developed in the neighborhood

Industry-based

Youngstown Business Incubator



B2B software focused adaptive reuse project that controls 4 buildings (120ksft) on a city block. The Incubator provides space and leasing programs for software businesses across their lifecycle. Concentration of tech workers has resulted in transformation of adjacent properties

The Innovation District

A facility could be supportive of many types of industry entrepreneurs



BioTech incubator



Tech incubator



Garment Incubators



Collaborative Industrial Tools



Food Incubators

The Innovation District

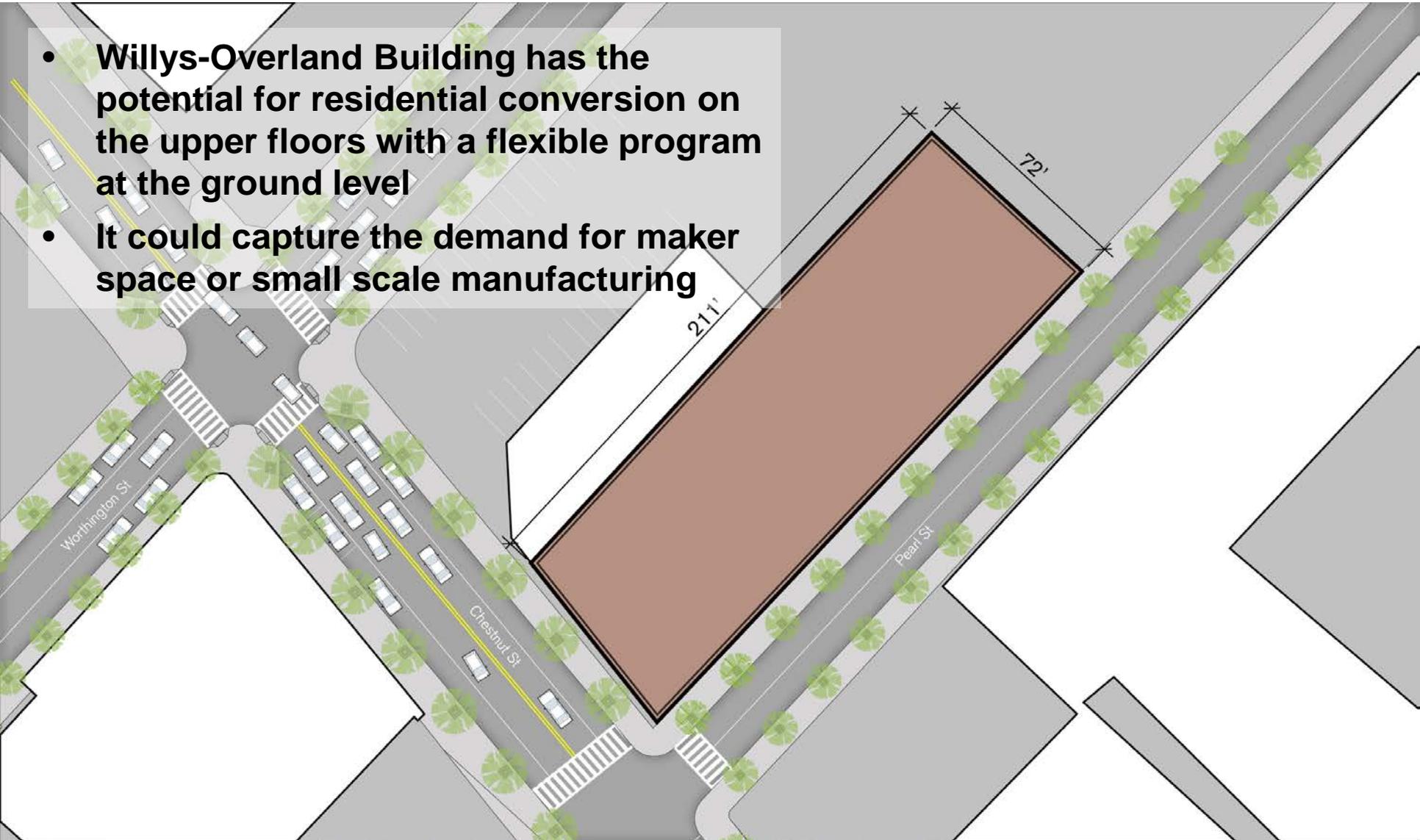
An active ground floor is supportive of the overall repositioning of the District



AS220 - Providence

Innovation Economy Catalytic Project

- Willys-Overland Building has the potential for residential conversion on the upper floors with a flexible program at the ground level
- It could capture the demand for maker space or small scale manufacturing



Innovation Economy Catalytic Project



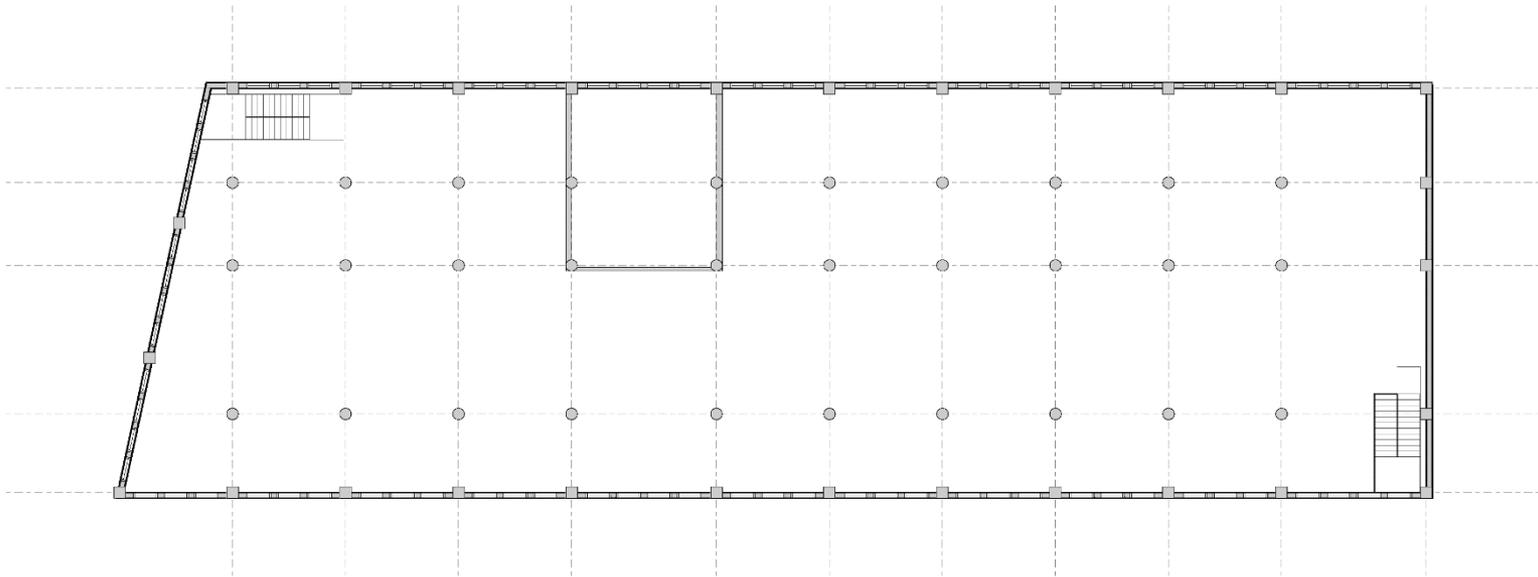
Exterior of Willys-Overland Building



Interior of Willys-Overland Building

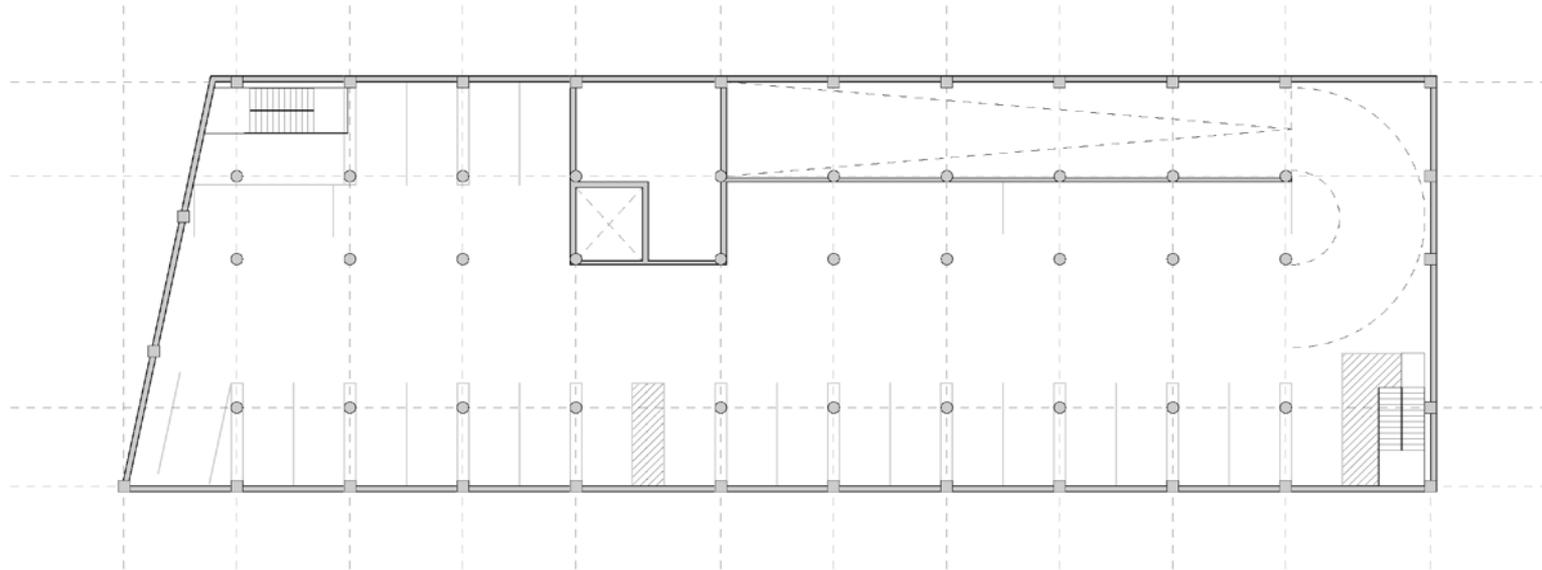


Innovation Economy Catalytic Project



- **Existing column grid and building depth works well for residential conversion**
- **Window bays are spaced appropriately and provide ample natural light.**

Innovation Economy Catalytic Project



FLOOR 2
PARKING OPTION

- **Second floor can be reused for parking as it was originally intended**
- **Existing internal ramp could be repurposed, as is.**
- **27 spaces provided.**
- **In the future the 2nd floor could be residential units**

Innovation Economy Catalytic Project



TYP 3 + 4 FLOOR
[2ND FLOOR OPTIONAL]

- Upper floors can be a mix of one and two-bedroom units.
- 13 units per floor (26 units total)
- In the future the second floor could be retrofitted for residential use.

	Short-term	Medium-term	Long-term
Public Improvements	Re-stripe lanes on cross-streets to narrow travel lanes, add bike lanes and sharrows.	Upgrade Stearns Square to better suit outdoor flexible programming and low-maintenance landscaping. This includes relocation the Turtle Fountain.	Redesign park and streetscape at Apremont Triangle to narrow roadbed and increase park and sidewalk space.
	Convert Dwight and Chestnut to two-way streets to improve circulation efficiency downtown, narrow travel lanes and maintain on-street parking.	Retrofit Worthington and Bridge Streets in Entertainment District to complement the new Stearns Square and improvement pedestrian experience.	Add in-road cycle track and wider sidewalks to Dwight Street
	Add bike lanes to Dwight Street	Improve Lyman Street and underpasses at Main, Dwight and Chestnut to coordinate with the opening of Union Station.	
	Restripe travel lanes where identified to narrow width, and add on-street parking where possible		
Downtown Housing	Upgrade existing residential building stock at key locations, namely Apremont Triangle to provide market rate units	Retrofit Willys-Overland Building for residential units and ground level “innovation space”.	Build new residential units at priority development sites in the district. Look for TOD opportunities.
		Look for upper floor residential conversion opportunities in historic buildings	Prioritize sites near train station, Stearns Square and Apremont Triangle
Entertainment District	Implement policies and incentives to discourage large clubs and encourage smaller venues, such as restaurants and cultural amenities		
	Begin rebranding effort for the Entertainment District and consider renaming the area to create a unified identity.		
	Use facade improvement program to upgrade existing storefronts.		
	Allow for pop-up retail or programming in empty storefronts.		
	Increase police presence and safety measure in district during evening hours.		

THANKS!