



UMass Amherst Design Center in Springfield
Department of Landscape Architecture & Regional Planning
With the City of Springfield Office of Planning and Economic Development
Associate Professor Frank Slegers

**MAIN STREET AND GREEN SPACES:
CREATING A COMMUNITY VISION IN INDIAN ORCHARD
GRADUATE URBAN DESIGN STUDIO SPRING 2022**

Rebecca Bagdigian-Boone • Li-Ting Hsu • Remington Pontes
Muskaan Handa • Abby Derick • Jake Harlow • Suzanne Warner



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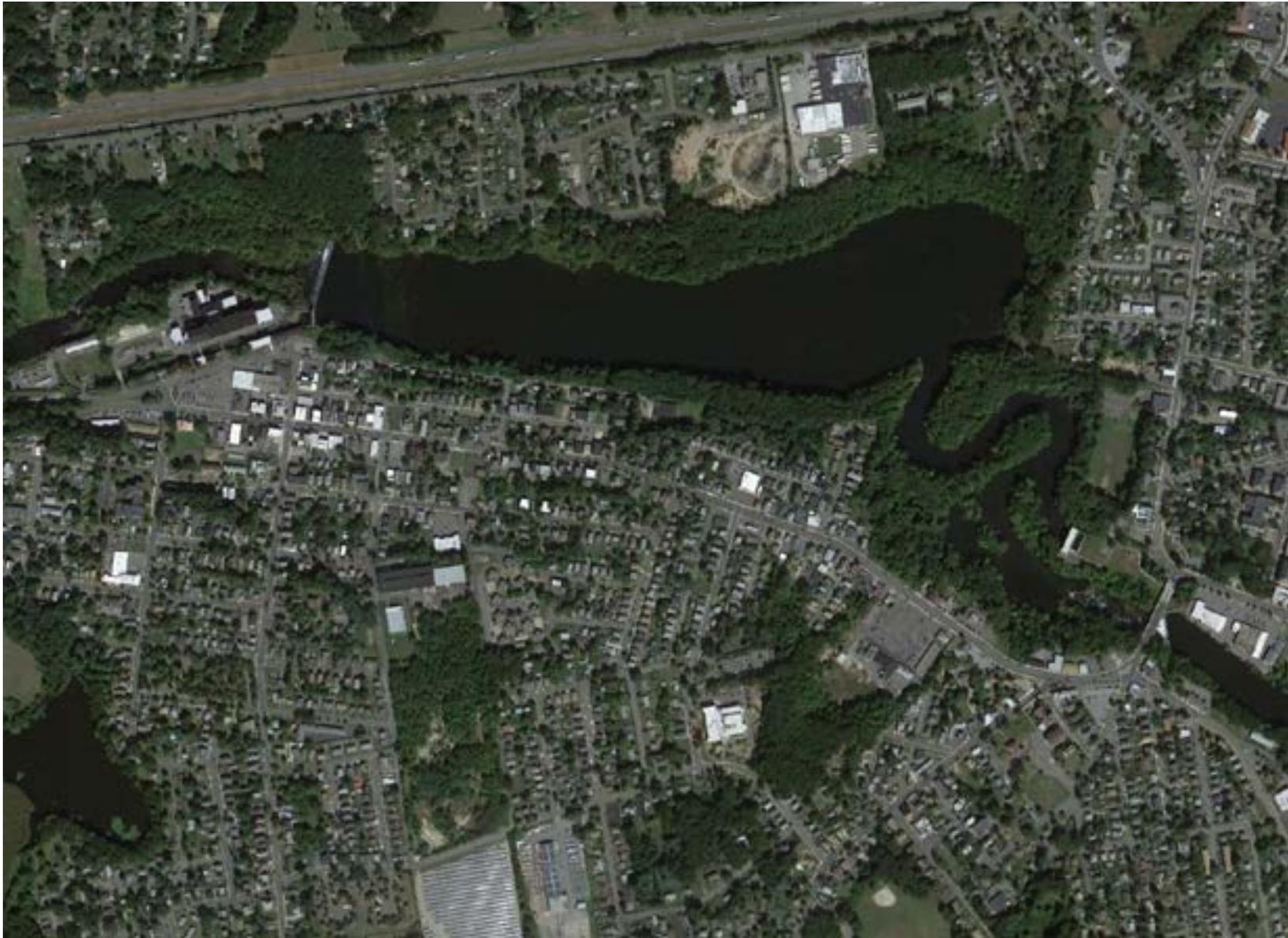
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Graduate Urban Design Studio Spring 2022
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Left Side: Bird's eye view of the project area. © Google 2022

LAND ACKNOWLEDGMENT

We acknowledge that this project takes place on the indigenous land referred to by the indigenous Algonkian Native American inhabitants of what is now called Springfield as “Agawam.” This refers to the region bordering the Kwinitekw (now known as the Connecticut River), spanning from present-day northern Connecticut into the Holyoke Range. The Agawam people inhabited this area since the end of the glaciation period and populations still exist today, despite the reverberations of the brutal actions, erasure, and destruction caused by the colonization of white settlers.

We would also like to acknowledge the difficulty surrounding conversations specifically relating to the Indian Orchard neighborhood of Springfield. The neighborhood’s official name can be considered by some to be problematic, as well as the common names and lore surrounding certain points of interest within its borders (Indian Leap, for example). Referring to these places as such without a more critical understanding and proactive recognition of the indigenous cultures that preceded them is not something we intend to do with this project. We are pledging our support to advocating for the rights of these indigenous nations and kindly ask that others do the same. Continuing these important conversations is vital to the survival of these nations.

If able, please consider donating and supporting the following organizations.



Donate to the Native American Rights Fund

“Since 1970, the Native American Rights Fund (NARF) has provided legal assistance to Indian tribes, organizations, and individuals nationwide who might otherwise have gone without adequate representation. NARF has successfully asserted and defended the most important rights of Indians and tribes in hundreds of major cases, and has achieved significant results in such critical areas as tribal sovereignty, treaty rights, natural resource protection, and Indian education.”



Support Cultural Survival

“Cultural Survival supports a movement of empowered Indigenous Peoples organizing their communities to engage the international processes, national policies and human rights bodies to respect, protect, and fulfill their rights. Our organization is Indigenous-led and has a diverse board of directors bringing experiences from the Indigenous and non-Indigenous worlds to inform our perspectives and scope of work.”



Sign up for MA Indigenous Legislative Agenda Action Alerts

“We are working to support legislation currently before the Massachusetts State Legislature that will benefit Indigenous Peoples.”

ACKNOWLEDGMENTS

We would like to express our appreciation towards everyone that we got a chance to work with this semester and the invaluable support we were granted from the City of Springfield and Mayor Dominik Sarno. We are grateful to have been a part of the ongoing partnership between the Department of Landscape Architecture and Regional Planning at UMass Amherst and the Office of Planning and Economic Development of the City of Springfield. Additionally, we would like to formally recognize the following individuals for graciously lending us their time and expertise throughout this semester.

Alex Train Director Chelsea Housing and Community Development Department

Britt Ruhe Director of Commonwealth Murals, Founder of Fresh Paint Springfield

Wayne Feiden FAICP Director of Planning and Sustainability City of Northampton

Michael Di Pasquale Extension Assistant Professor of Regional Planning, UMass Amherst

Robert Markey Multidisciplinary Artist

Scott Hanson Principal Planner at City of Springfield, Massachusetts

Peter Gagliardi Former President and CEO of Way Finders Inc.

Ramon V Murray Principal at Murray Design Group

Zaida Govan Ward 8 City Councilor, President of the Indian Orchard Citizen's Council

Orlando Ramos State Representative, 9th Hampden District

Valerie Aponte Board Member, Indian Orchard Citizens Council

Yolanda Cancel Board Member, Indian Orchard Citizens Council

Alvin Allen Principal Planner at City of Springfield, Massachusetts

Marcos Gonzalez Project Manager, Planning and Economic Development

Brian Lefebvre The Barber Shop

Jase Olavarria Planning and Economic Development Intern

Hector Velez Civil Engineer, Springfield DPW

Mohammad Sandhu Owner of the “Former Barber Shop” 137 Main

Mike Yusuf Owner of the “Former Barber Shop” 137 Main

Stephen Nemphos Owner of the “Former Barber Shop” 137 Main

Jonah Snowden Staff Writer/Photographer, Turley Publications

Emily Kawano Co-Director Wellspring Cooperative Corporation

Fred Rose Co-Director Wellspring Cooperative Corporation

Tina Quagliato Sullivan Director of Disaster Recovery

Vladimir Caceres Civil Engineer of the City of Springfield

Timothy T. Sheehan Chief Development Officer of the City of Springfield

Brian M. Connors Deputy Director Of Economic Development

Alexander R. Sherman City Forester of the City of Springfield

Michelle Pescetta Visual Artist

Betsy Medina Manager, Indian Orchard Mills

Greta Slegers Visiting scholar

Finally, we would like to thank Professor Frank Slegers for his guidance, espressos, and tireless enthusiasm.

Sincerely, Rebecca Bagdigian-Boone

Li-Ting Hsu

Remington Pontes

Muskaan Handa

Abby Derick

Jake Harlow

Suzanne Warner

PROJECT AREA



STUDIO GOALS AND LEARNING OBJECTIVES

Studio Project Goals

Make Main Street in Indian Orchard more beautiful, safer, and more accessible for pedestrians

Showcase both tangible design interventions and conceptual creative proposals for Main Street

Create new opportunities and incentives for local businesses

Learning Objectives

Explore what defines a cohesive, vibrant, and functional Main Street

Evaluate existing land use, vacancies, and opportunities

Engage with the community and learn what it means to be an advocate for residents' wants and needs

Examine trends in urban mobility and ways to create pedestrian friendly streetscapes

Work across scales and develop a phased approach to design implementation

Assemble and display final work as high quality, professional board

SUMMARIZED RECOMMENDATIONS

Main Street and Green Spaces takes a focused look at the neighborhood of Indian Orchard and provides strategies for urban design and landscape architecture to support residents' visions for the future. With the Studio's partnership between the Indian Orchard Citizen's Council, Grow IO (Wellspring Harvest), and the Springfield Office of Planning and Economic Development, the overarching goal for each design team was to create a cohesive, phased plan for redeveloping Main Street around the Oak and Main intersection and Parker and the Ludlow Bridge. Special attention was requested for exploring traffic calming measures and ways to support the local businesses present.

In addition to the design proposals that would be given to the City at the conclusion of the project, the Studio wanted to leave behind tangible deliverables. Restoring a mosaic bench that had been an eyesore to the local businesses was one way the group was able to give back to the community.

The Graduate Urban Design Studio 2022 created four unique proposals for revitalization of the two focus areas. Although each team explored different methods that interested them, main themes between the groups were

- Bike friendly infrastructure
- Sidewalk improvements and pedestrian scale interventions
- Inclusion and celebration of the arts
- Improved connections between the Indian Orchard Mills and Main Street
- Connection between the Chicopee River and the neighborhood



BARBER SHOP BASE CAMP

An important component of designing with the neighborhood was finding a space to use as a base camp, a place where residents could walk by and stop in with their perspectives and visions for Main Street. We found that space in the Barber Shop on 137 Main Street. We transformed the idle space into a place for collaboration and community events, getting our feet on the ground and gaining a more holistic understanding of Main Street.

BARBERSHOP BASE CAMP



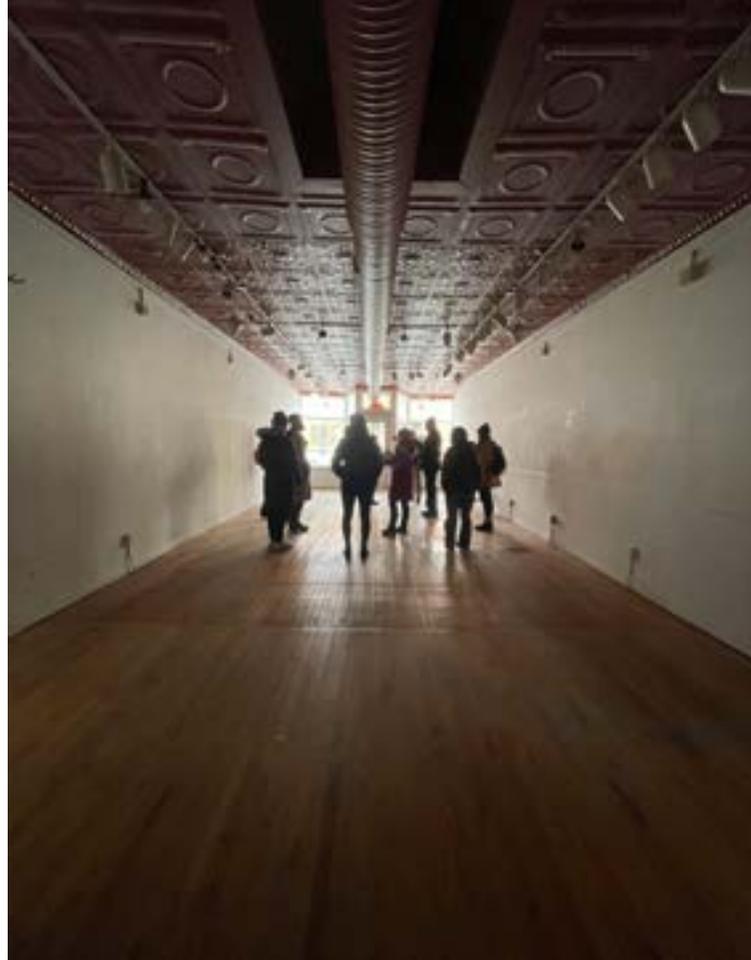
Left - Li-Ting, Muskaan, Rebecca, and Abby sweeping and mopping all surfaces ahead of the Community Visioning event

Below - The team in front of the storefront



Above - Remington cleaning the front windows

Left - The Barbershop prior to the team cleaning it and moving in tables, chairs, and the espresso station

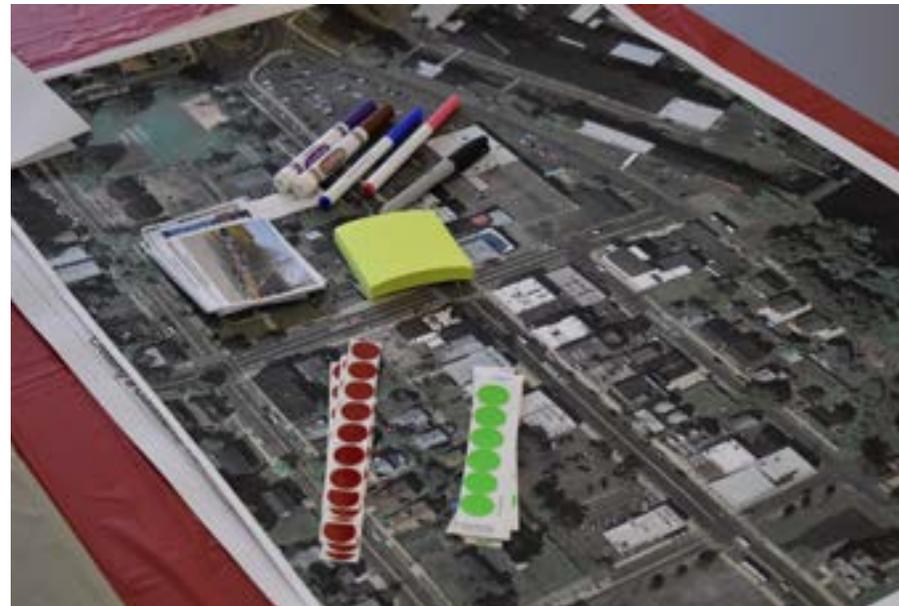


COMMUNITY VISIONING EVENT

From the beginning of the studio, planning and implementing a community visioning event was at the top of the list of importance. Getting the community's input into what they wanted to see in their own neighborhood was vital for us, as a group of "outsiders." Based off past studio's outreach programs, we decided that two methods would be used to gather input.

The first "game" was affectionately referred to as Red Dot Green Dot. Neighbors were given maps of the overall scope as well as zoomed in on the two focus areas, Main and Oak, and Parker Street. Participants would take a colored dot and mark areas they liked as is in green and areas where they wanted to see improvements in red. They could leave comments and ideas on what they'd like to see there, and share memories they had of favorite places in the neighborhood.

The second activity was the Typology "game." Each table was given examples of interventions that could be suitable for the focus areas (such as bike racks, skateparks, pocket parks, street trees, murals, etc), and they could leave feedback on where they'd like to see it, or if they didn't imagine it'd be a good fit within the neighborhood.



Como se siente...
 VIVIR / TRABAJAR / APRENDER / COMPRAR / COMER / JUGAR / CRECER / CAMINAR / REUNIRSE
en Indian Orchard?

¡Están invitados a una **SESIÓN DE VISIÓN COMUNITARIA!**

when: **February 23, 2020**
5:30 to 7:30 PM

where: **"Old Barber Shop"**
Indian Orchard
133 Main Street,
Springfield, MA 01151

Nos interesa TU experiencia de Main Street y generar juntos ideas sobre el futuro.

¡Somos un grupo de estudiantes de Arquitectura Paisajista en UMass que estudian diseño urbano! Esperamos trabajar con el Consejo de Ciudadanos de Indian Orchard, el Departamento de Planificación de Springfield y Grow IO en varias ideas más importantes dentro de Indian Orchard esta primavera:

- Intervenciones de diseño reales a pequeña escala para embellecer Main Street
- Propuestas de planificación para hacer que Main Street sea más segura y accesible para peatones y ciclistas, así como para crear nuevos incentivos y oportunidades de negocios
- Conceptos para vincular el vecindario a una vía verde en el río Chicopee

The Graduate Urban Design Studio is a collaboration between the UMass Amherst Design Center and the Springfield Office of Planning and Economic Development

Para más información, por favor contacta con:
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 Associate Professor of Landscape Architecture,
 Associate Director UMass Amherst Design Center in
 Springfield, Department of Landscape Architecture &
 Regional Planning

Opposite page
 Left - Example of Red Dot Green Dot

Right - Waiting for attendees to arrive

This page
 Above - Event flyer. Flyers were distributed in English and Spanish

Top right - Suzanne and Abby giving an introduction presentation before the night's activities

Bottom right - catering provided by Yaad Food Jamaican Restaurant

COMMUNITY VISIONING EVENT

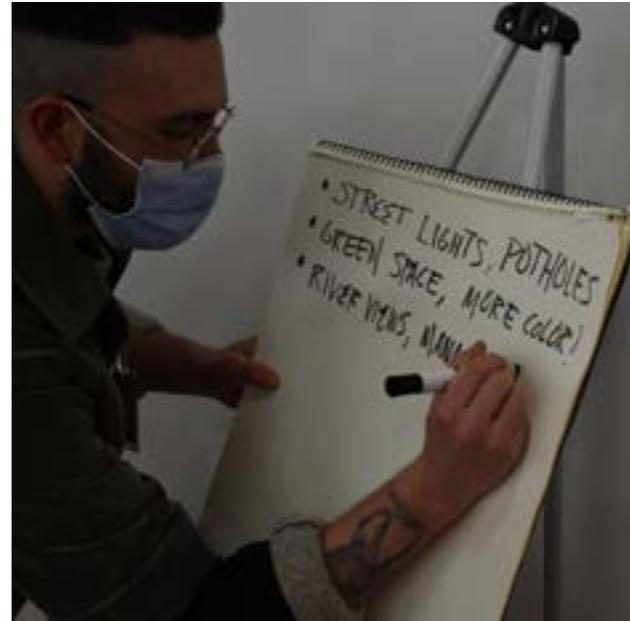


COMMUNITY VISIONING EVENT

We gathered a lot of important feedback from the event. At the end of the event, the attendees identified the nine most important actions they'd like to see taken in the neighborhood. They are:

- Fixing street lights and pot holes
- Creating green space and adding more color
- Creating and emphasizing views to the river
- Establishing a connection to the Mills and the Greenway
- Proposing a unified aesthetic throughout the neighborhood
- Creating a vegetation management and maintenance plan for the Greenway
- Adding fruit trees and benches along the streets
- More designated play spaces for children
- Storefront "face lifts"

Equally valuable as the feedback we got from the community was getting to engage with the people who came out that night. Sharing a meal and getting to hear stories from the residents was a special moment for the team. As our first foray into community engagement, we felt that the night was a success and a great way to kickoff the design process.



COMMUNITY

Residents voice their needs at Indian Orchard vision session



After introductions, attendees at each table worked together to point out which parts of Indian Orchard need improvement.

By Jonah Snowden
jsnowden@turley.com

INDIAN ORCHARD – On Wednesday, Feb. 23, UMass Amherst Landscape Architecture Associate Professor Frank Slegers and graduate students of the UMass Amherst Studio in Urban Design hosted their initial Indian Orchard vision session.

Several residents and public officials, such as Ward 8 Springfield City Councilor Zaida Govan and Rep. Orlando Ramos (D-Springfield), attended the vision session, which was held at the Old Barber Shop on Main Street. Graduate Students of the UMass Amherst studio in Urban Design Suzanne Warner and Abigail Derrick began the session with a slideshow presentation to outline a few goals the group has planned for the neighborhood. Goals include "developing scale design interventions with tangible results," planning proposals for a safer Main Street for pedestrians and bicyclists, new incentives and opportunities for businesses on Main Street and looking through concepts to link the neighborhood to the greenway on the Chicopee River.

The process stage of this project includes learning more about what the neighborhood needs from its residents and developing design proposals from the vision sessions.

After Warner and Derrick finished their presentation, each table was given green and red labels which were used to distinguish which parts of Indian Orchard need improvement and which parts are considered fine as they are. After the 30-minute workshop wrapped up, the graduate students, who split up into separate groups, came back together to resume the vision session. Improvements residents said they want to see include streetlights, fixing potholes and better access to the Indian Orchard Mills.

Residents also said they would like the neighborhood to have river views, a green space, fruit trees, children's play spaces and more.

Participants said they had a positive impression of the vision session and are optimistic over where things can go from here.

"I enjoy the fact that we had a good number of folks that came out tonight and expressed their appreciation for Indian Orchard and also gave ideas for how they believe they can better the neighborhood," Senior Planner of the City of Springfield Alvin Allin said.

"We're looking for tangible ideas that the city can put together into a plan."

Although there is no tentative date for the next vision session, Slegers, the UMass professor, can be reached through email, at slegers@larp.umass.edu.

COMMUNITY VISIONING EVENT



- Opposite page
Left - Participants discussing typology choices
- Top right - Li-Ting in the crowd
- Bottom right - Remington taking notes
- This page
Above - press release of the event from the Springfield Register
- Top right - attendees listening to the presentation
- Bottom right - Neighbors leaving notes during Red Dot Green Dot

ON A WALK WITH THE MAYOR

We were invited to join a walk with Mayor Domenic J. Sarno and his cabinet. Walking throughout the neighborhood, we were able to get perspectives from the city of Springfield on the developments they envisioned. Of particular focus was ways the City would be able to aid in traffic calming, beautification, storefront façade improvements, and open space improvements through the parks and along the waterfront. A stop into the barbershop gave us opportunity to share our insights and gain feedback on early iterations. Particularly valuable to our process was getting an opportunity to speak with members of the DPW and forestry departments.

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Above - photo of the group discussing storefronts and vacant businesses along Main Street.

Left - Mayor Domenic J. Sarno and Zaida Govan leading the group at the beginning of the walk.

Photos courtesy of the City of Springfield



Above - photo of an informational sign located at the neighborhood's riverfront, an area targeted for cleanup by the Mayor

Top right - the Mayor shares a few words before the walk

Bottom right - the group stops in the Barbershop for discussion

ON A WALK WITH THE MAYOR



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TOUR OF THE INDIAN ORCHARD MILLS

With a studio goal of integrating the programming happening within the Indian Orchard Mill into Main Street, touring the Mills was a necessity. Betsy Medina, the manager at the Mills, showed us around the historic building and explained a bit about the artists and businesses operating within it. Every hallway within the Mill functioned as a Main Street of sorts, with artists displaying their wares and engaging with the visitors to the space.



Left - A view down one hallway within the mill showing how the artists are using the opportunity to showcase their work

Top left - View of a former covered pedestrian walkway across the canal

Above - An example of one studio space that is home to a plant studio and storefront

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RIVER CLEAN-UP

The Chicopee 4 River Watershed Council's mission is to promote stewardship, conservation, enjoyment, and restoration of the rivers and ecosystems within the Chicopee 4 Rivers Basin. To help accomplish this they sponsor events that involve getting members of the community out into these landscapes. The studio participated in one such event, a river clean up day. With the guidance and encouragement of C4R's coordinator Keith Davies and events manager, Jim Emerson, neighborhood residents and the UMass group helped remove 20 bags of trash from the greenway.

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Join the Indian Orchard Citizens Council and C4R for a



**Spring River Front Clean Up
Water Street & Main St
Indian Orchard**



**Saturday April 30th
9 AM – Noon**

Let's pitch in and pick up this lovely area along the river and near the public river access. It's a place we all can enjoy!

Wear work gloves if you can, we will have bags. Join in caring for our community spaces!

Meeting places: Water St launch & 117 Main St
Contacts: Chicopeewatershed@gmail.com & ioec.council@gmail.com

Above - flyer from C4R

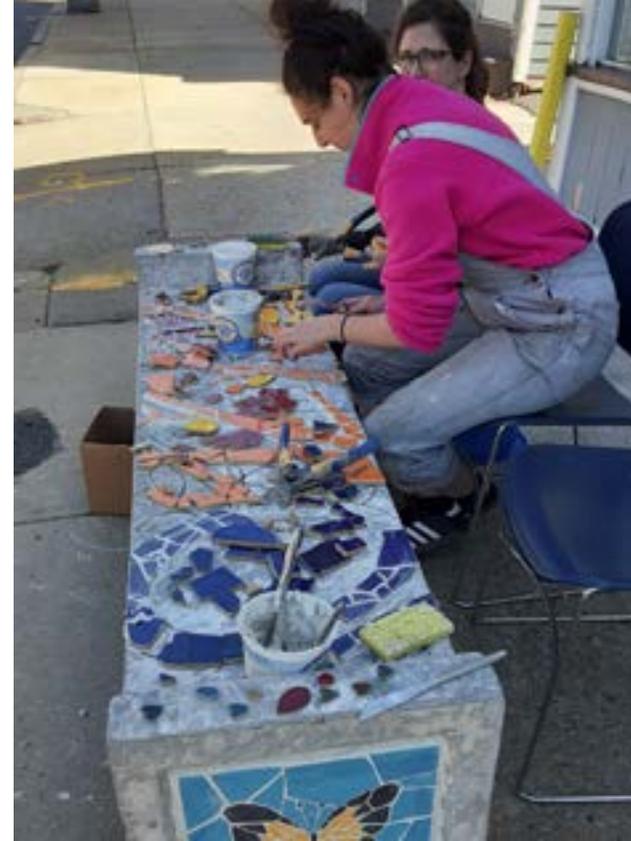
Left - the group celebrates a job well done



MOSAIC BENCH

On one of our initial walk throughs of the neighborhood, we saw a series of existing mosaic benches that were in disrepair. Residents and members of the Indian Orchard Citizens Council had voiced their desire to see the benches restored to their original state, adding color to Main Street and more seating. One of the studio's goals was to provide the neighborhood with tangible pieces at its conclusion, and the bench ended up being one of them. Multidisciplinary artist Robert Markey was able to join us for a weekend, providing the materials and expertise to repair one bench formerly at the corner of Oak and Main. Robert created the dove and butterfly end caps to the bench, and the students worked together to design and construct the seat. After stripping the old tiles off, new Italian tiles were individually cut and placed. The new bench was placed at the entrance of Myrtle Street Park close to the office of the Indian Orchard Citizens Council. The redesigned bench brings the color and vibrancy from the community gardens out into the street. After the success of this project, Markey was then commissioned to complete additional pieces for the City of Springfield, once again showing the value of the arts in the city.

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Opposite page
Bottom left - the team and Robert Markey puzzling together the seat of the bench
Right - the end caps, designed and made by Markey

This page
Above - laying out the seat
Top right - the bench prior to the redesign and restoration
Left - the team in front of the barber shop after finishing the bench on their second day

MOSAIC BENCH



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PARKLET ART DAY

The second tangible deliverable from the studio was a temporary parklet set up along Main Street in front of the Barber Shop. We modeled the parklet after other Parking Day events UMass had been involved in, and we were curious to see what the neighborhood's reaction would be to alternative uses for street parking. We started by drafting a simple structure for the exterior made of wooden pallets. We applied for a temporary occupancy permit from the Springfield DPW, and they generously waived our filing fee. In keeping with the neighborhood's desire for more color and incorporating the programming of the Mill throughout Main Street, we decided on an art making program, supplying the parklet with everything needed for painting (including a gallery

space). We scheduled for the parklet to coincide with the open studio day happening at the Mill, hoping to capture the visitors there.

At the conclusion of the event, we unfortunately had only one participant in our painting day, but we did learn a lot of important lessons. The first was that we should have devoted more time towards marketing the event, similarly to the amount of attention we paid for our community visioning event. Getting buy-in from key community partners would have been beneficial for stirring up attendance. Without that marketing, we were entirely reliant on capturing the attention and engagement from passerbys, of which there were scarce. Over the course of the three or so hours we were in the parklet,

only four pedestrians walked by. The limited pedestrian traffic we had observed during the week on Main Street continued into the weekend. Additionally, our location of the parklet could have been optimized more to capture the traffic that was present around the Mills. There is a stark disconnect between the vibrancy happening within the Mills compared to the energy along Main Street, and measures should be taken to create a more cohesive connection between the two. What we learned during the parklet event provided us with more grounded information that we could use when presenting and finalizing our design proposals.

Opposite page - painting and assembling the pallets

This page

Top right - the one and only attendee of art day

Bottom right - posing in the parklet's art gallery space

Below - a pizza break before picking up the paint brushes

PARKLET ART DAY



HISTORY

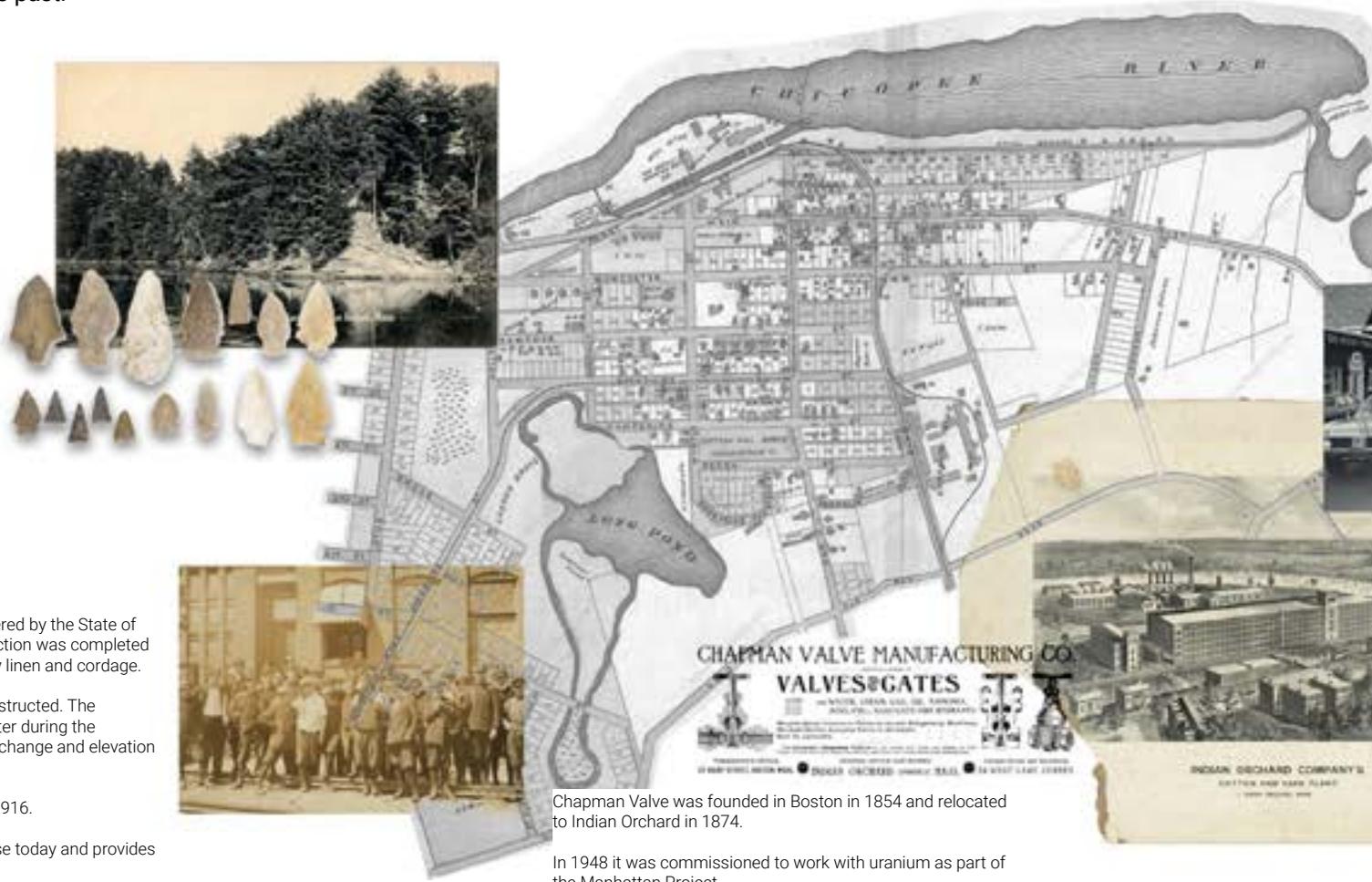
The studio spent first half of the semester studying the history of the Indian Orchard neighborhood to help better understand the site, providing a solid foundation for the coming design work. The following provides a glimpse of significant moments in Springfield's past.

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The Eastern Algonquians resided in the Connecticut River Valley for at least 2,000 years. They were semi-nomadic, fluidly adapting to the seasons.

In the 1630s, the English settlers arrived. Springfield was founded by William Pynchon in 1636, and John Pynchon later expands the area's fur trade throughout the Valley.

In the 1670s, tensions begin to rise over the idea of "ownership" of the land, culminating in King Phillip's War. After, many indigenous people fled the area for Canada.



The Indian Orchard Mills were chartered by the State of Massachusetts in 1837 and construction was completed in 1846. The Mills produced primarily linen and cordage.

In 1846 the dam and canal were constructed. The Chicopee River was highly sought after during the Industrial Revolution because of the change and elevation over its course.

The Mill shifted to electric power in 1916.

The Indian Orchard Canal is still in use today and provides hydroelectric power.

Chapman Valve was founded in Boston in 1854 and relocated to Indian Orchard in 1874.

In 1948 it was commissioned to work with uranium as part of the Manhattan Project.

Today it hosts a solar facility and a Wellspring greenhouse

A completed rail line in 1841 from Boston and Albany made Springfield a hub for industry.

Growing demand for workers brought on a surge of immigration both from abroad, primarily Europe, and from the deep south. The people coming to the area were seeking opportunities for work and to escape oppression.

A second wave of immigration came after WWII with people arriving from Asia, Africa, and Latin America.



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Indian Orchard Mill now houses a variety of artists and office spaces.

Main Street today has many of the same facades and brick buildings as it did in the past, maintaining it's mill-town character.

NEIGHBORHOOD CULTURE

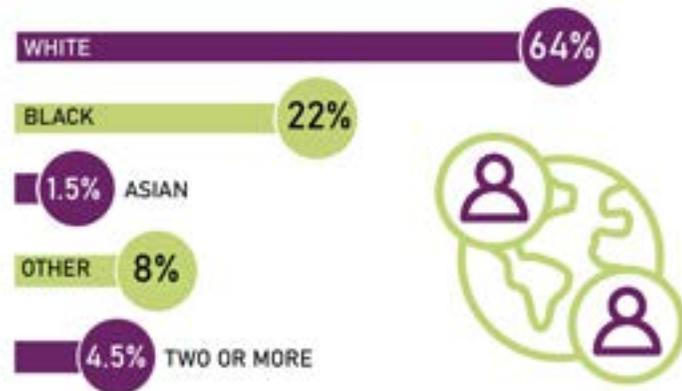
One of the first things we learned about Indian Orchard was how much the residents resonated with the neighborhood's legacy of having an independent spirit. Maintaining that sense of independence is important to the residents, and the neighborhood hosts a variety of events that bring everyone together. Indian Orchard's Chess in the Parks has proven to be a popular activity among all generations and brings together the community in a way that is unique to IO. Other popular events are the IOCC Food Truck Festival which draws a lot of people to the downtown area, as well as the Indian Orchard Mill's Open Studio days where people can tour the Mill and get a glimpse into the artists' studios. Natural areas like the Greenway along the Chicopee River and Indian Leap are valuable assets and exclusive to IO.



DEMOGRAPHICS

Indian Orchard is the only neighborhood within Springfield with its own zip code (01151). Compared to the rest of Springfield, Indian Orchard has a similar annual household median income. Although this lower than the average in Massachusetts, it is higher than the Memorial Square neighborhood in Springfield. The median age in Indian Orchard is 34.5 and 60% of the population is between the ages of 18 and 64. This makes creating spaces that cater to young people an important factor in retaining residents within the neighborhood.

Racial Composition of Indian Orchard



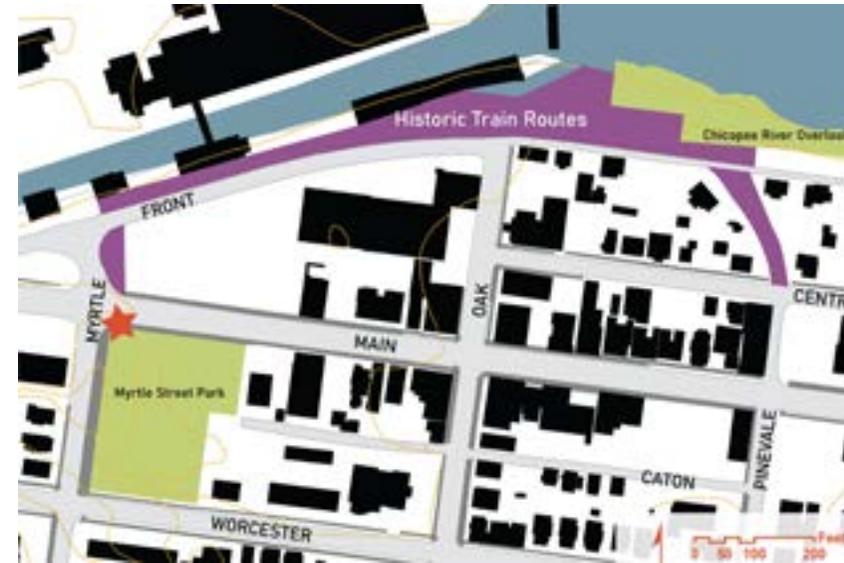
Language Spoken at Home



Annual Household Median Income



Housing Data



NATURAL SYSTEMS

From our neighborhood analysis on available natural systems, we learned that there was potential to expand on the current existing green space and create new connections between them. This would be particularly helpful in achieving our goal of better integrating the Greenway into Main Street as well as breaking up the remarkable amount of impervious surface that exists today. With a CSO located adjacent to the boat launch on Water Street, any ways in which we can minimize stormwater runoff within the neighborhood would have significant positive effects on the water quality in the river.

LAND USE AND ZONING - OAK AND MAIN STREET

The area around Oak Street has still a strong urban fabric that reflects the history of Indian Orchard as a planned mill town. Towards the Pinevale Street crossing, the number of vacant buildings and lots is increasing. This area provides opportunities for future development such as the growing of the planned restaurant district.

The current zoning aligns well with the land uses in the area. "Business A" serves pedestrian oriented uses and allows for mixed uses. Two minor recommendations include: a) establishing the lower part of Pinevale Street as "Open Space" to reinforce the green way on Water Street; b) reducing "Service Business" on Main.



LAND USE AND ZONING - PARKER AND MAIN STREET

The area around Parker Street is characterized through non-defined edges along Main Street and vacant lots on the side of the Chicopee River. These vacancies could provide opportunities to accommodate improved access to the River. The edge of the River is also zoned "Service Business". It is recommended to change this to "Open Space" to encourage uses that align with the goals of ecology and recreation. The triangular area on the southern side of Main Street is a little bit underutilized while providing great opportunities for additional commercial activities around the successful "Brick House Tavern".



TRANSPORTATION AND MOBILITY

Means of Transportation to Work

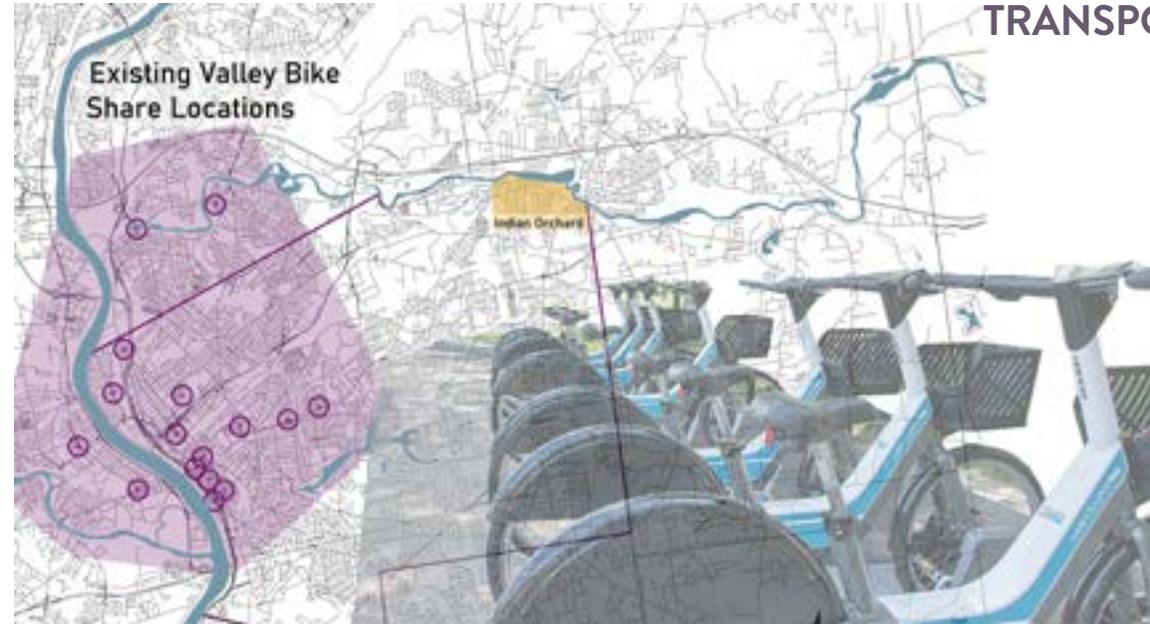


Sidewalks

Early on in our conversations with the neighborhood we heard that there was going to be a need to balance the amount of available parking on street with the desire for life and vibrancy at the pedestrian level. Further complicating that was the neighborhood's current reliance and culture of driving, especially to local businesses like barber shops and beauty salons. In addition to that, it was vocalized that the residents wanted to see traffic calming measures put into place, especially in the Parker Street focus area where traffic speeds off the Ludlow Bridge and makes it difficult to cross as a pedestrian, often forcing walkers to be stranded on traffic islands surrounded by asphalt. There's also the opportunity to improve the PVTA bus stops in the neighborhood with better seating and shade, as well as introducing bike friendly infrastructure. Creating protected bike lanes and adding ValleyBike stations will ideally help to gradually shift the car-centric culture of the neighborhood and build a more pedestrian friendly Main Street experience.



TRANSPORTATION AND MOBILITY



Valley Bike Potential in Indian Orchard



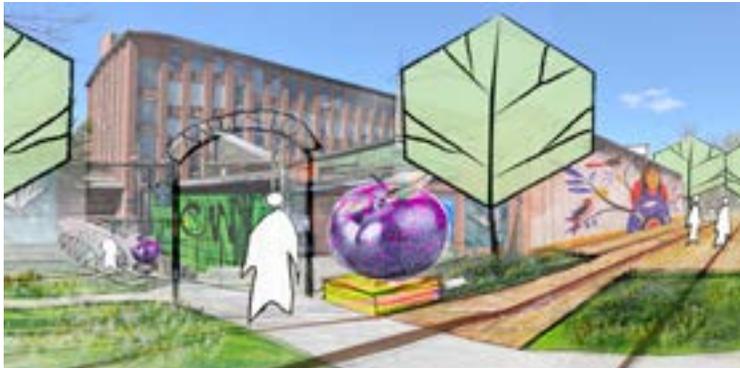
DESIGN PROCESS

The first half of our 14 week studio was spent compiling our conventional neighborhood analysis while simultaneously brainstorming and developing the materials for our community engagement event. We purposely delayed starting the formal design process until after the community engagement event to guarantee inclusion of the residents' ideas and visions for their neighborhood. Once the event was completed, we spent time analyzing the data and determining what actions were ranked as being the most important. We also began to plan what our tangible deliverables were going to be and what materials we'd need. Throughout the second half of the semester, we made sure to work in the Barber Shop at least once a week, making ourselves available to passerbys. Guest critiques and short workshops during class allowed us to have focused conversations about our team designs. At the conclusion of our 14 weeks, teams presented their work twice; the first presentation was held at UMass during the department's presentation week. The second and final presentation was held in the Barber Shop as a casual gallery show where neighbors could come and have a conversation about the final ideas created while in Indian Orchard.



intersection murals
playground little pantries
outdoor fitness equipment
community gardens open jazz bars
outdoor dining river walk
pedestrian crossings boat launch
fresh paint bus shelter
community art
historic landmark signs
street trees historic walks
picnic tables
fruit trees skate park benches
pocket park bike racks lightening
dog parks
food trucks
shylocks
river ferry





THE NEIGHBORHOOD THREAD

Rebecca Bagdigian-Boone

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**CULTIVATING COMMUNITY:
CREATIVE PLACEMAKING IN INDIAN
ORCHARD**

Li-Ting Hsu • Remington Pontes

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INTERLACE: COMMUNITY AND ART

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MAIN STREET MOSAICS

Abby Derick • Jake Harlow • Suzanne Warner

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THE NEIGHBORHOOD THREAD: WEAVING TOGETHER HISTORY, COMMUNITY, AND ECOLOGY IN INDIAN ORCHARD

Rebecca Bagdigian-Boone

PROJECT NARRATIVE



Indian Orchard's neighborhood pride and distinct character served as inspiration for my project's narrative. There were a few key takeaways from the community engagement that I felt I would be able to address in my design. They are: creating a connection to the Mills from Main Street, creating events and event space, adding public art and color onto streets, clarifying the access to the Mills and to Water Street, creating

was one of Diversity and Biodiversity, where Indian Orchard's history and identity would be celebrated, the variety of backgrounds and cultures in the neighborhood would be showcased, and street level habitats and pollinator connectivity would be introduced throughout.

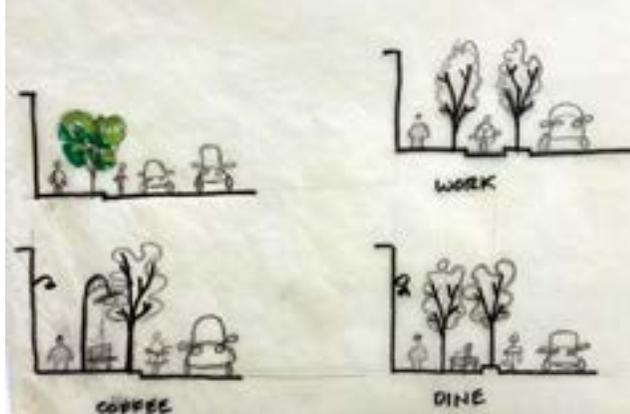
The proposal is the creation of an Indian Orchard "Signature Section" in the form of pairs of vertical elements framing the roadways. These sections would repeat throughout

the neighborhood and signal to visitors and residents that they're in the 01151. The pairs of elements recall the feel of the grid planting layouts found in orchards, referencing the neighborhood's namesake. Incorporating "over" and "under" moments with these vertical elements reiterates subtly the history of the mill's industrial past, and provides opportunities to introduce street amenities like public art, bike racks and lanes, mosaic bench seating, and more. These amenities could be



bike friendly streets in preparation for ValleyBike stations, and adding seating and shade along Main Street. While addressing these program elements, I sought to answer the question "How can I use urban design to create a distinct neighborhood identity reflecting the unique character of Indian Orchard in a way that is visually coherent?"

Other pieces I pulled from the community event are these themes of Connection and Reconnection, with residents desiring to connect more to the Mills, the Chicopee River, and the local businesses on Main Street, and by doing so, reconnect with history, nature, and their neighbors (especially in light of the pandemic). A second theme



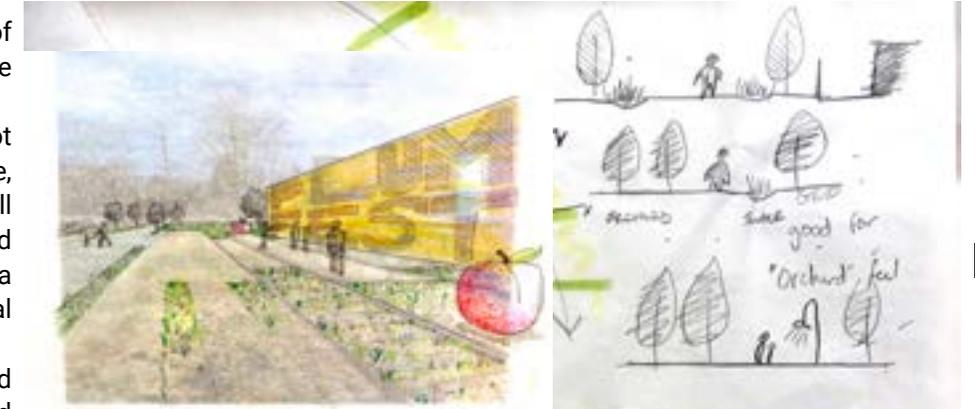
CONCEPT DEVELOPMENT

mixed-and-matched to best suit the needs of the businesses and residencies adjacent to the roadway without losing on street parking.

A reorganization of an unclear parking lot breaks up the vast swath of impervious surface, provides much needed clarity and access to a Mill entry, offers space for storm water retention and infiltration, creates a flexible event space with a potential mural backdrop, all without losing vital parking.

Accepting the overall proposal would be a three phase process. The first phase would involve pedestrianizing the Pinevale connection and clarifying Water Street's greenway by clearing out understory brush and invasive plants and finishing with resurfacing. This would allow for bike access to Indian Leap and connection of the greenway to Main Street. Initial trials for protected bike lanes and new public art events like a community plum statue painting would be started within this phase. The second phase would involve reorganizing the parking lot by Myrtle Street and the Mill and adding new bus stops to the PVT route through the neighborhood. The third phase would involve the total Main Street redesign and traffic calming measures.

All together these neighborhood threads braid together to intertwine history, community, and ecology.



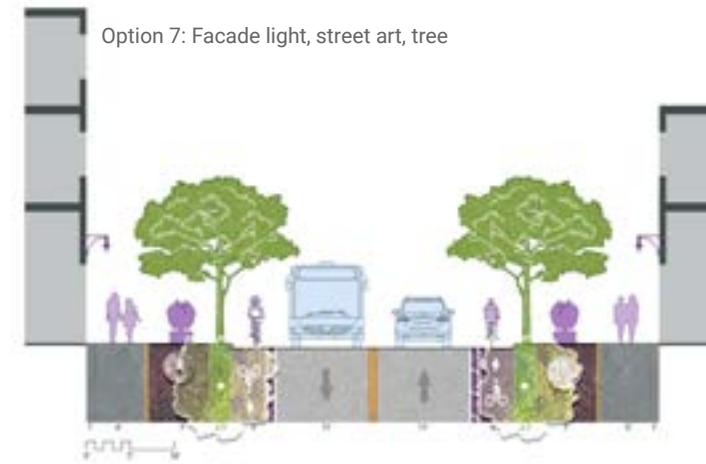
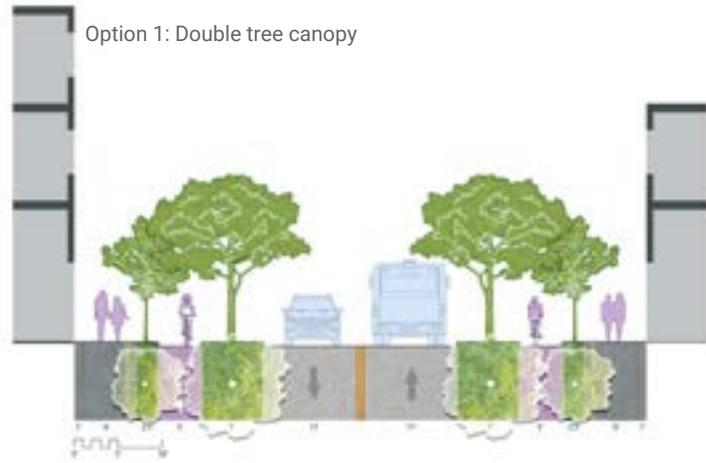


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|--|--|--|-------------------------|--|--|----------|----------|-----------|--------|
| <p>PHASE 1</p> <ul style="list-style-type: none"> Cleaning and brush/invasive removal Pinevale connection (resurfacing, planting) Bench restoration Temporary bike lane trials Plumpapalooza, Planet Plum, Plumtopia, Plum Jam Temporary parking trials Wayfinding and signage proposals | <p>PHASE 2</p> <ul style="list-style-type: none"> Signage installation Fresh Paint Public art/plum placements ValleyBike Parking lot interventions Temporary parking trials New bus stops and shelters | <p>PHASE 3</p> <ul style="list-style-type: none"> Road redesign construction Street tree planting Stormwater management Sidewalk details Bike infrastructure and parking Green roofs Skatepark | <p>0' 50' 100' 200'</p> | <ul style="list-style-type: none"> ▲ Bus Stops- Existing ● Bus Stops- Proposed | <table border="1"> <tr><td>Sidewalk</td></tr> <tr><td>Planting</td></tr> <tr><td>Bike Lane</td></tr> <tr><td>Travel</td></tr> </table> | Sidewalk | Planting | Bike Lane | Travel |
| Sidewalk | | | | | | | | | |
| Planting | | | | | | | | | |
| Bike Lane | | | | | | | | | |
| Travel | | | | | | | | | |



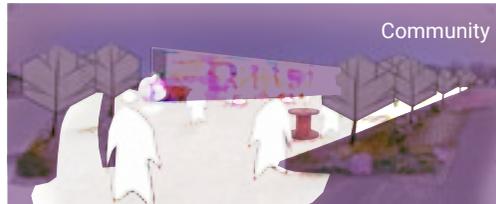
The rearrangement of the parking lot by Myrtle Street features one-way traffic flow and rain garden areas for stormwater retention and infiltration. The pedestrianized Pinevale connection clarifies access from Main Street to the Chicopee River. Centre Street features more planting areas for trees and pollinator connectivity while half the street remains parking. 5' bike lanes and 7' sidewalks are throughout the plan.

SIGNATURE SECTIONS



The signature sections of Indian Orchard establish community identity in a subtle way without the need for signage. These sections play off of the idea of an orchard with paired vertical elements. Each half of the mirrored roadway can be mixed-and-matched with one another to best suit the needs of the street-scape.

PARKING LOT REDESIGN



The rearrangement of parking at the Myrtle Street lot creates a flexible plaza space for neighborhood events. A potential mural wall showcasing the neighborhood's history could serve as a background and welcome into Main Street. Fiberglass plum statues bring a piece of the Mill's artist studio's vibrancy out to the street. Storm water and pollinator gardens tie in ecosystem functions.

MILL ENTRY PROPOSAL



An unclear and uninviting entry into the Indian Orchard Mills is redesigned into a space that is welcoming to all visitors. A historic mural could be an opportunity to showcase indigenous history and artistry. A patio allows visitors to interact and see the historic rails that once ran between the Mill and Chapman Valve. An outdoor gallery space allows artists to display their work in a public setting. Pollinator gardens bring biodiversity back to the site.



THE NEIGHBORHOOD THREAD: WEAVING TOGETHER HISTORY, ECOLOGY, AND COMMUNITY IN INDIAN ORCHARD

SIGNATURE SECTIONS

The goal of these sections is to create a recognizable neighborhood typology that signals to visitors they've entered a unified, vibrant place. These sections play off of the idea of an orchard with paired vertical elements. Each half of the mirrored roadway can be mixed and matched with another one to best suit the needs of the street escape. The signature sections of Indian Orchard establish community identity in a subtle way without the need for signage.

CONNECTION AND RECONNECTION

Connection to Mills
 Connection to Chicopee River
 Connection to local businesses

Reconnection to nature
 Reconnection to history
 Reconnection to neighbors

DIVERSITY AND BIODIVERSITY

Celebrate IO history and identity
 Showcase variety of backgrounds and cultures
 Introduction of street-level habitats
 Corridor with pollinator connectivity

HISTORY

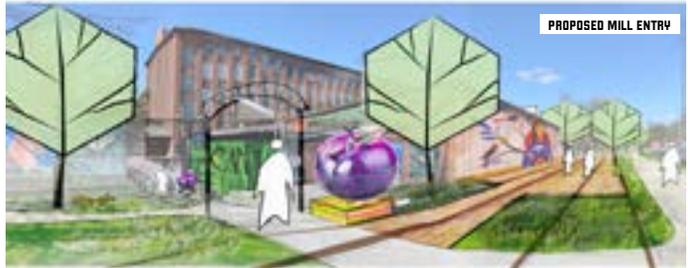
Indian Orchard's indigenous history, mill and industrial history, and the stories of those who have immigrated to the neighborhood, both recently and from the past.

COMMUNITY

Indian Orchard's diversity, their independent spirit and neighborhood pride, the "born and raised" mentality found within 01151

ECOLOGY

Creating more tree canopy coverage, interventions to impervious surfaces, strings of beads forming pollinator opportunities, and protecting water quality for those who live in the neighborhood's habitats.





CULTIVATING COMMUNITY: CREATIVE PLACEMAKING IN INDIAN ORCHARD

Li-Ting Hsu • Remington Pontes



- Key
1. Playground / Mural
 2. Community Garden
 3. Stairway / Ramp
 4. Orchard
 5. Main Street Plaza
 6. Parking
 7. Promenade
 8. Greenway Plaza

This proposal aims to leverage arts and culture in order to respond to and shape urban landscape conditions in Indian Orchard. By improving connections to the Indian Orchard Mills, activating underutilized public spaces, and prioritizing the pedestrian experience, this proposal seeks to develop new economic opportunities for local residents, facilitate social interaction and integration, encourage physical recreation, improve accessibility to public green spaces, and restore ecosystem services such as stormwater management.

For the Oak Street focus area, this proposal presents various design interventions to enhance pedestrian circulation between the Indian Orchard Mills, the Main Street shopping area, and Myrtle Park. A proposed pedestrian promenade along Oak Street

links Main Street and the adjacent community to the riverfront greenway. In order to incentivize new economic opportunities, the proposed Main Street Plaza is designed to accommodate various community events including seasonal arts and farmers markets.

For the Parker Street focus area, this proposal accentuates pedestrian safety and aims to reduce barriers to pedestrian circulation through complete streets design and policy. The Parker Street concept also integrates new public gathering spaces, a community skatepark, a pedestrian promenade, and green infrastructure such as street trees and permeable paving.



Entry Plaza, Myrtle Park



Main Street Plaza

The Main Street and Greenway Plazas accentuate community art and site materiality. These spaces include facades for new murals, wayfinding signage, landscape lighting, and various sculptural elements including an ornamental fence and play features comprised of railway steel.

Main Street Plaza accommodates a variety of community events including arts and farmers markets as well as daily uses such as outdoor dining. The greenway plaza connects Main Street to the riverfront greenway and provides leisure space and views of the Chicopee River. Both spaces integrate stormwater management infrastructure and aim to encourage physical recreation.



Greenway Plaza



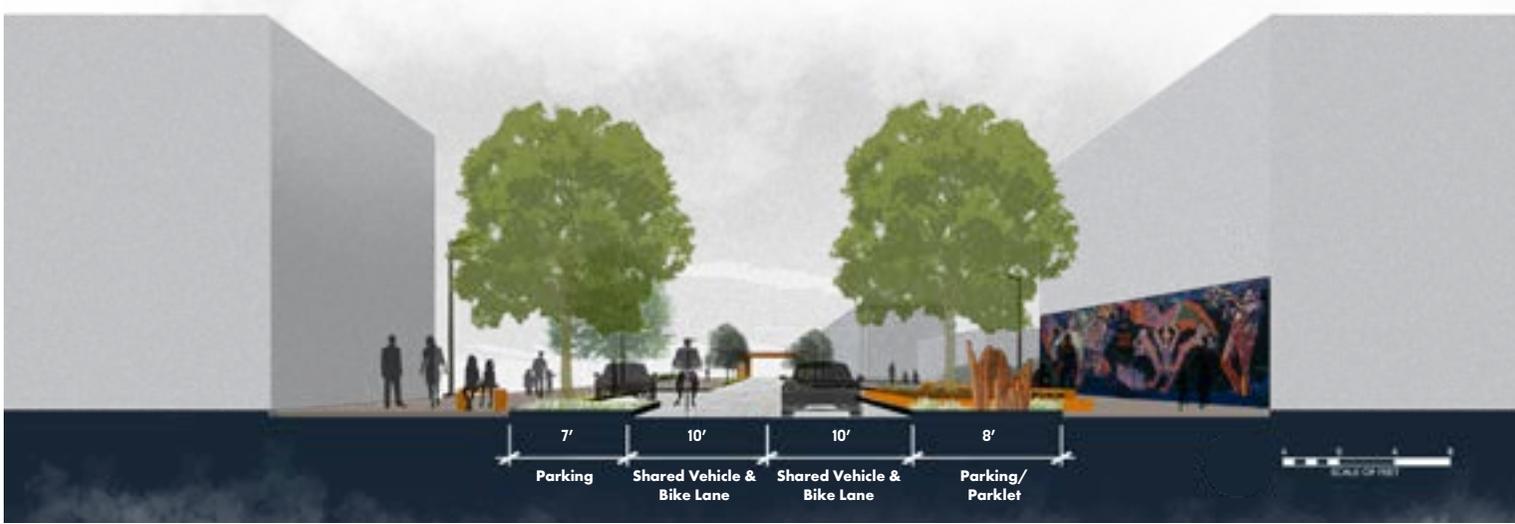
This perspective presents an aerial view of the proposed conditions for the Oak Street focus area. The design concept emphasizes pedestrian circulation between the Indian Orchard Mills and the adjacent community. Visible site features include Main Street Plaza, Myrtle Park, and the Greenway Plaza.

SECTION ELEVATIONS

SITE PLAN: PARKER STREET



West Elevation, Main Street



North Elevation, Oak Street Promenade



- Key
- 1. Park / Community Garden
 - 2. Plaza
 - 3. Promenade / Outdoor Dining
 - 4. Parking
 - 5. Trellis
 - 6. Skatepark

PARKER STREET PARK

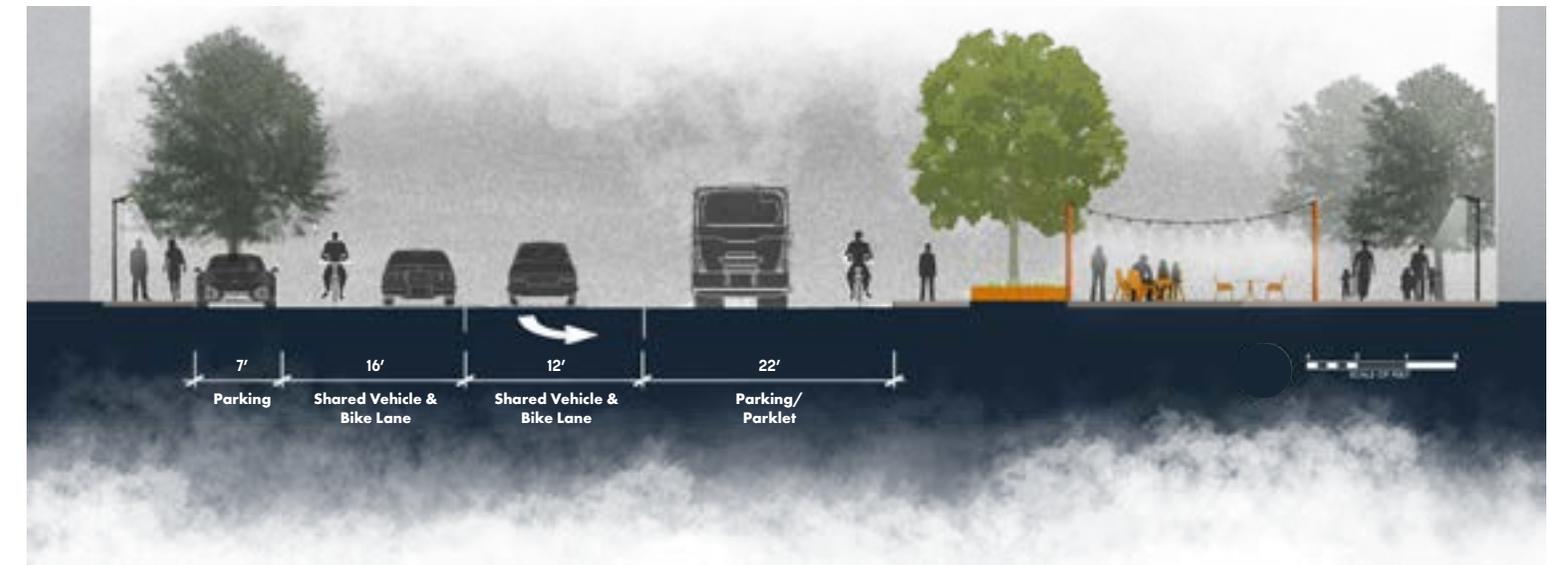
PERSPECTIVE AND SECTION ELEVATION

60



This perspective shows the proposed park and community garden, located on the corner lot adjacent to the intersection of Main Street and Parker Street.

61



East Elevation, Parker Street



KEY

1. PLAYGROUND / MURAL
2. GARDEN PLANTER
3. SHARED VEHICLE
4. BICYCLE
5. BIKE PLAZA
6. PARKING
7. PEDESTRIAN WALK
8. GREENWAY PLAZA

KEY

1. PLAZA / GARDEN
2. PEDESTRIAN WALK
3. PARKING
4. TRELLIS
5. SEATSCAPE

GREENWAY PLAZA

PARKER STREET SIDEWALK

MYRTLE STREET PARK

MAIN STREET PLAZA

PARKER STREET PLAZA

AERIAL PERSPECTIVE

MAIN STREET

7' PARKING 10' SHARED VEHICLE & BICYCLE LANE 10' SHARED VEHICLE & BICYCLE LANE 7' PARKING

OAK STREET

7' PARKING 10' SHARED VEHICLE & BICYCLE LANE 10' SHARED VEHICLE & BICYCLE LANE 7' PARKING

PARKER STREET

7' PARKING 20' SHARED VEHICLE & BICYCLE LANE 10' LETTER ONLY 20' SHARED VEHICLE & BICYCLE LANE

LI-TING HSU | REMINGTON PONTES

CULTIVATING COMMUNITY: CREATIVE PLACEMAKING IN INDIAN ORCHARD

Our design concept aims to leverage arts and culture in order to respond to and shape urban landscape conditions in Indian Orchard. By improving connections to the Indian Orchard Mills, activating underutilized public spaces, and prioritizing the pedestrian experience, our proposal seeks to develop new economic opportunities, facilitate social interaction and integration, encourage physical recreation, and improve ecosystem services such as stormwater management.





INTERLACE: COMMUNITY AND ART

Muskaan Handa



Ease of Accessibility

Improving pedestrian access by increasing crosswalks at proper intervals.

Barrier Free Design

Improvising on user accessibility with improved pavements and increased resting stops. Also, increasing ADA parking spaces.

Pedestrian Friendly

Redesigning the internal pathway movement for a better user experience using the same ideology of transitional spaces.

Socially Interactive

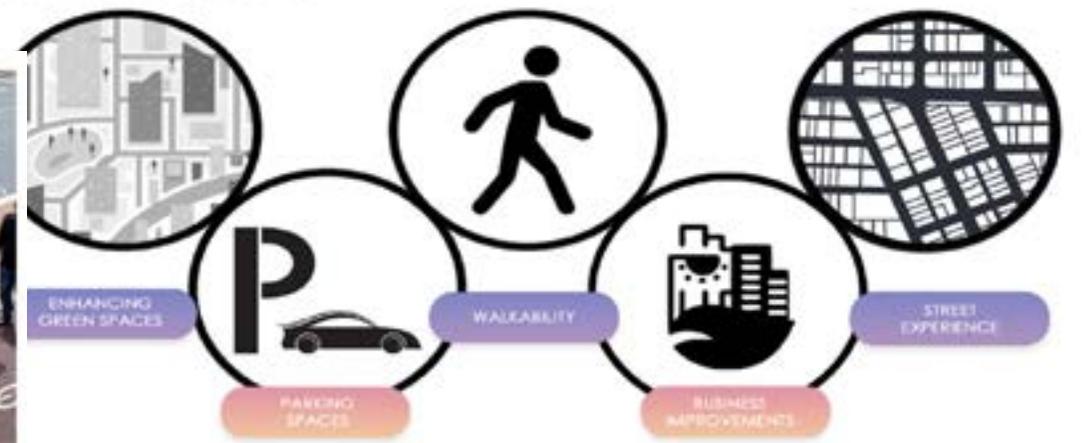
Additionally providing multi-purpose spaces for social gathering spaces. Improving common spaces in the public realm for public activities

Diversity of Users

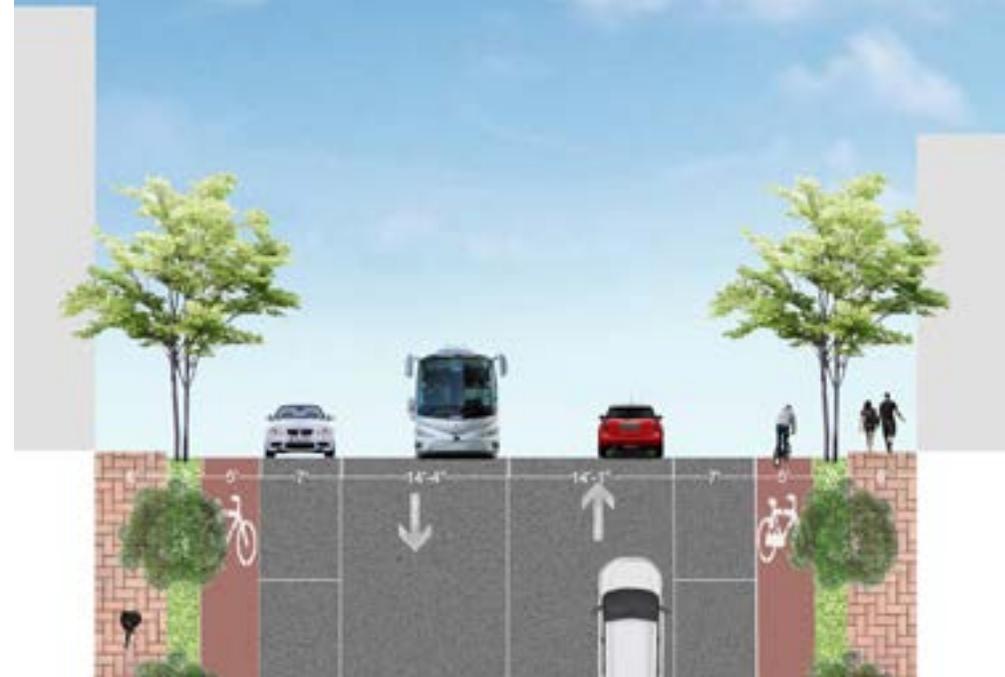
Providing social gathering spaces as per all age groups including outdoor dining and play sets catering to the user diversity breaking the irritation of age difference in the community



This proposal focuses on pedestrian and user experience, how can urban design intervention increase community engagement and activities keeping their interests in mind. Majority of the community indulged in an artistic background. Hence, the concept revolves around community and art. Interlacing both together and creating spaces that not one uplift the neighborhood and beautify spaces but also engage the community to come together by introducing outdoor dining spaces, common features like mural art and sculptures.



Rehabilitating the street pattern was a part of the proposal but also to revitalize the neighborhood with a splash of color. Increasing interaction with different age groups by bring together playgrounds and chess tables, creating family outdoor spaces in front of restaurants and taking care of the fundamentals like parking spaces and introducing proper cycling lanes and bus stands with green roofs.



The major concern were business fronts and how the street experience has a huge impact on it. The street pattern I focused on immediately reflects on my concept by pushing out and pulling in sidewalks but simultaneously leaving a clear straight path for vehicles. This pattern is intentionally made to provide an extended sidewalk in front of businesses that can have outdoor dining like restaurants and the sidewalk is pulled inwards for either bus stops or convenience stores that need the extra parking space.

Main Street Section



I also introduced bike lanes and plantings strips for this junction. As spoken about in the introduction, we worked on a mosaic bench which helps reflect on my concept of introducing color but I also incorporated mural crosswalks and facades that can have fresh paint Springfield or the IO mills can use for mural paintings.

Sidewalks, Green spaces, Color, Murals, Benches, Crossings, Street pattern



Parker Street Section

Almost the same concept for the street pattern has been followed by introducing bike lanes and planting strips but no on street parking, instead, reorganized the parking lot to increase the number of parking spaces. Also mural crosswalks were introduced and marked out façades for fresh paint Springfield. During our progress, such junctions usually demand a roundabout as a solution which wasn't possible given the space and shops around next to the bridge. Keeping in mind to improve pedestrian experience, "pedestrian roundabouts" were created on both junctions of this area hoping for it to improve accessibility and walkability.



Also, for enhancing the pedestrian experience on such a busy road, it is proposed to remove two lanes, one in front of the Brick House Tavern and secondly a "right only lane" coming from the Ludlow bridge. Closing the street in front of the Brick House gives us an opportunity to pedestrianize the space and create a boulevard catering to more green spaces, resting spots and increasing activity like outdoor dining.

Sidewalks, Green spaces, Parking, Color, Murals, Boulevard, Crossings, Street pattern.



INTERLACE

COMMUNITY AND ART

Interlace is a neighborhood in the City of Springfield, Massachusetts, located in the northeast corner of Springfield. Interlace is a forum for its residents to plan and improve the neighborhood, emphasizing the betterment of the neighborhood. The design depicts small interventions to enhance color in the urban context and improve the public realm to help neighborhoods.

DESIGN OBJECTIVE

- Improve the public realm
- Enhance the urban context
- Improve the pedestrian experience
- Improve the public realm
- Improve the urban context
- Improve the pedestrian experience

DESIGN STRATEGIES

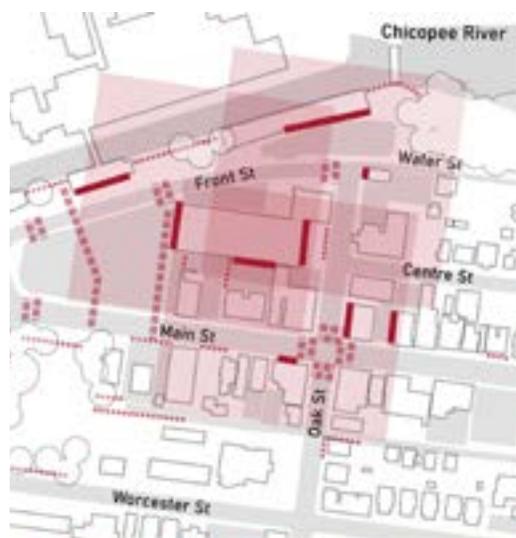
- Improve the public realm
- Enhance the urban context
- Improve the pedestrian experience
- Improve the public realm
- Enhance the urban context
- Improve the pedestrian experience



MAIN STREET MOSAICS: STREETSCAPES FOR INDIAN ORCHARD, SPRINGFIELD INSPIRED BY ART AND NATURE

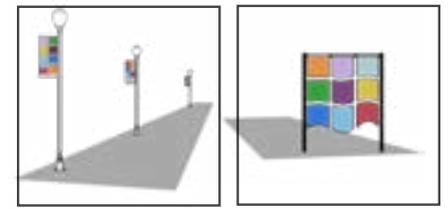
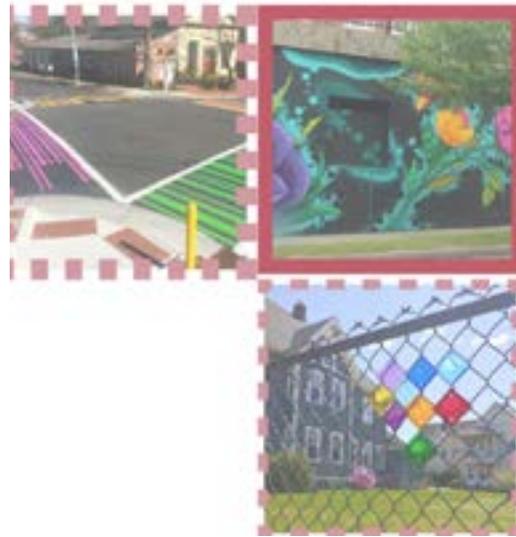
Abby Derick • Jake Harlow • Suzanne Warner

The Proposed design reconnects the history and current artistic vibrancy occurring in Indian Orchard with the neighborhood at large. It celebrates the uniqueness and independence of this community within the larger context of Springfield while also creating greater connectedness for residents and tourists traveling on foot and bicycle through the neighborhood.



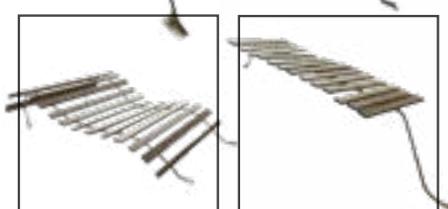
Phase 1 ART

The Masterplan identifies Opportunity Areas for FRESH PAINT MURALS as well as CHAIN LINK FENCE ART and CROSSWALKS that could also be used to display art; NEIGHBORHOOD FURNITURE includes plexiglass furniture echoing mosaics throughout the neighborhood as well as SCULPTURAL BENCHES inspired by the historic train tracks that run along the riverfront.



mosaic furniture

train track benches



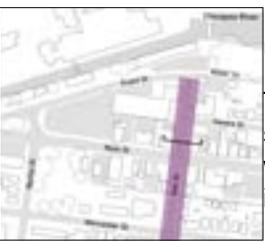
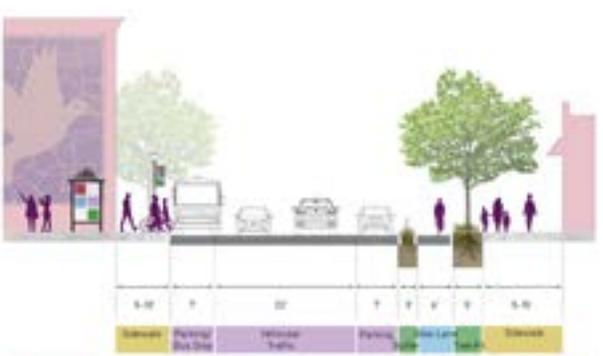
Phase 2 Storm water, Planting, Circulation

STORMWATER infiltration zones are created on city streets, with rectilinear tree pits along main street and rain gardens along cross streets such as Oak that mimic a river corridor

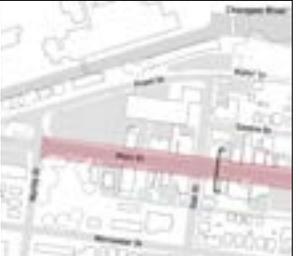
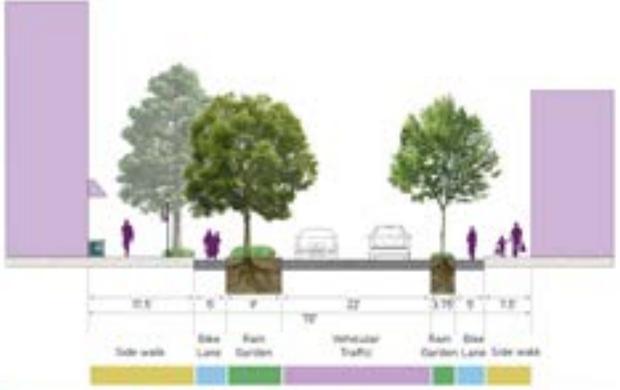
PLANTINGS include orchard grids of new trees throughout the neighborhood

NEW BICYCLE CIRCULATION connects the two commercial zones of Main Street as well as the adjacent Ludlow Riverway via protected 1- and 2-way bike lanes.



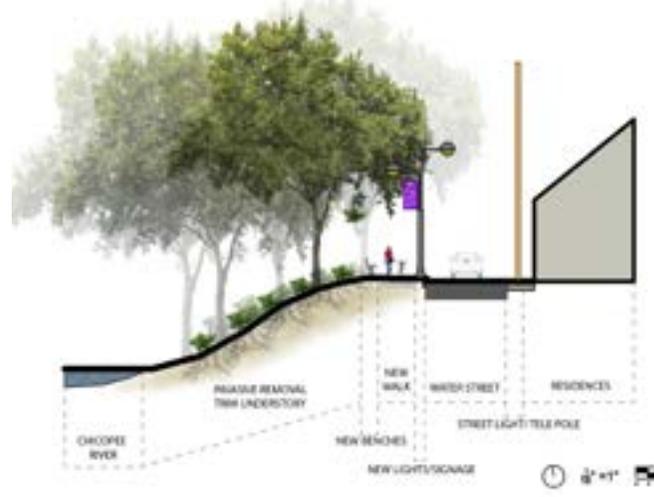


Oak Street: Chicopee River Eco-Connection
 The design for Oak street was to incorporate visual cues in the streetscape that would indicate that the street leads to the river-walk. Cues include undulating rain garden beds turning the street into a river and sidewalk paint. This will be repeated in N-S corridors.



Main Street (at Oak): Art and Information

The design for main street includes a protected bike lane as well as curb bumpouts and new bus shelters that are designated by pavement art and wayfinding information about IO history.



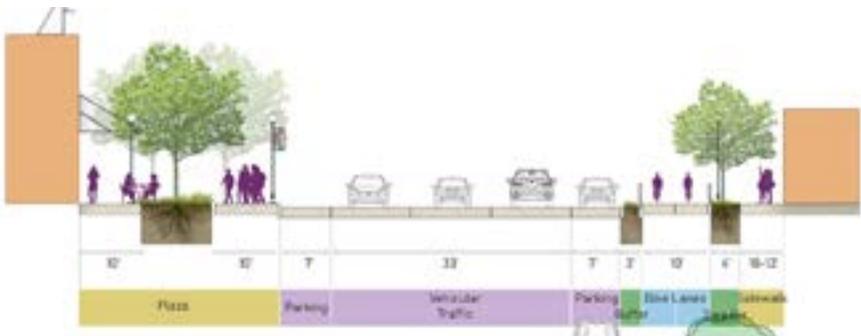
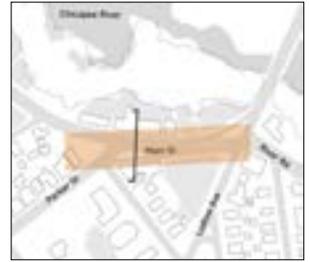
Water Street Chicopee River Views

Vegetation is cleared along Water Street; lighting and a walking and bike path create a more accessible streetscape.



Main Street (at Parker): Space for Pedestrians and Bicyclists

The design for Main Street at Parker Street reclaims a side alley for pedestrians and nearby restaurants while the wide right of way accommodates a new two-way protected bike lane.



Future plans for Indian Orchard under this design include making use of underused spaces such as parking lots and current vacant properties to expand the green spaces for outdoor gatherings and events in Indian Orchard.

At Myrtle Street Park, the edge of the IO Mills parking area is expanded to support a walking path, new tree cover, and a food truck parking area next to a new linear park along the historic mill buildings on Front Street.

At Main Street and Parker Street, a new outdoor dining plaza, skate park, and new Ludlow Bridge Park overlooking the Chiopee River create diverse outdoor spaces in a new commercial district supported by infill mixed use development in the existing parking lot.



Phase 3 Open Space Development



Oak and Main Focus Area

Phase 1:

- 1. Murals
- 2. Crosswalk paint

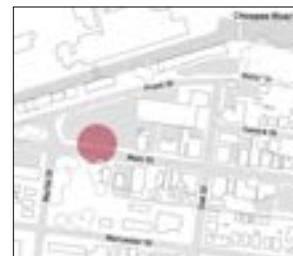
Phase 2:

- 3. Bike lanes and Valley Bike Location
- 4. Curb extensions and sidewalk rooms
- 5. Streetscape rain gardens
- 6. Parking lot rain gardens

Phase 3:

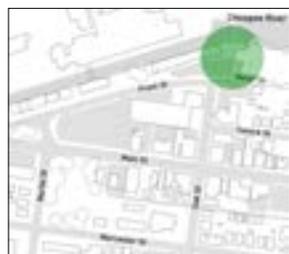
- 7. Riverwalk green space
- 8. Expanded Art Studios
- 9. River overlook
- 10. Food Truck and picnic zone





Food Truck and Picnic Zone

The picnic and food truck zone will be an extension of Myrtle park across Main street into the parking lot. This will create a more inviting entrance to Indian Orchard and break up the visual monotony of asphalt. The parking lot will also feature rain gardens for infiltration and pedestrian malls that connect to the riverwalk and the Mill.



Overlook Park

The overlook park will be the connection between Main street, the Mill and the riverwalk. The historic train tracks on site will be incorporated into plantings and sculptural benches. The existing building will be refurbished for artist studios and store fronts and the open space can be an event lawn or sculpture garden.



Parker and Main Focus Area

Phase 1:

1. Murals
2. Crosswalk paint

Phase 2:

3. Protected bike lane and Valley Bike
4. Public plaza space
5. Street Plaza rain gardens
6. Bust Stop with Shelter

Phase 3:

7. Riverwalk green space
8. Mixed Use infill
9. River overlook
10. Skate Park





Ludlow Bridge Park

Ludlow Bridge Park, on the site of a former gas station and current vacant lot, serves as a gateway to Indian Orchard, connecting the neighborhood to the Chicopee River and its orchard history. Improved bicycle and pedestrian access to the Ludlow Bridge and Main Street ensure the park is an accessible resource for the community.

MAIN STREET MOSAICS

Streetscapes for Indian Orchard, Springfield inspired by Art and Nature

Abby Derick, Jake Harlow, Suzanne Warner

Phase 1 ART
Opportunity Areas for FRESH PAVEMENTS, FENCE ART and CHICKEN LINK CHICKENS that could also be used to display art

Phase 2
Stormwater, Planting, Circulation

Phase 3
Open Space Development

Oak and Main Focus Area

Overlook Park

Food Truck and Picnic Zone

Ludlow Bridge Park

Parker St Plaza

Parker and Main Focus Area

Main Street (at Oak): Art and Information

Oak Street: Chicopee River Eco-Connection

Train Track Benches

Mosaic Plexiglass Street Furniture

