



# REBUILD Springfield

*An initiative of DevelopSpringfield and the Springfield Redevelopment Authority*

concordia

GOODY  
ARCHITECTURE  
PLANNING  
PRESERVATION  
CLANCY

PPS  
PROJECT for  
PUBLIC SPACES

BNIM

# REBUILD SPRINGFIELD | Contributors



COMMUNITY  
FOUNDATION  
OF WESTERN MASSACHUSETTS



**SPRINGFIELD  
REDEVELOPMENT  
AUTHORITY**



REALTY COMPANY



A NiSource Company



DEPARTMENT OF  
HOUSING &  
COMMUNITY  
DEVELOPMENT

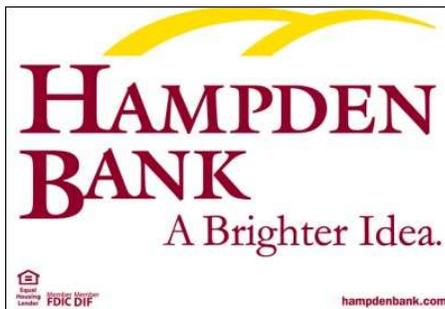


**Gene  
Rosenberg  
Associates**

# REBUILD SPRINGFIELD | Contributors



**ECONOMIC  
DEVELOPMENT  
ADMINISTRATION**



**Western Massachusetts  
Electric**  
A Northeast Utilities Company



**Charitable Foundation**



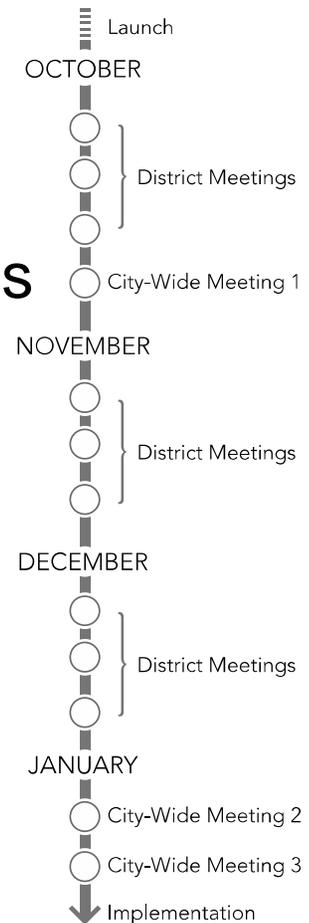
## United Bank Foundation

# REBUILD SPRINGFIELD | Executive Summr



## THE PROCESS

Over the last four months, nineteen community meetings were held with more than 2,000 citizens in attendance.



# NEXUS | Domains

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**WHERE THE WHOLE IS GREATER THAN THE SUM OF THE PARTS**

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# NEXUS | FRAMEWORK



Cultural



Physical



Economic



Organizational



Educational



Social

The Citywide planning process is organized according to Nexus framework which considers the six domains of a healthy and vibrant community.



# NEXUS | Citywide Recommendations



Cultural



Physical



Economic



Organizational



Educational



Social

## Each recommendation will include:

- Breadcrumbs
- General Description
- Partnerships/Stakeholders
- Resource Needs
- Potential Resource Opportunities
- Precedents/Best Practices
- Priority
- Action Steps

# NEXUS | Citywide Recommendations



Cultural



Physical



Economic



Organizational



Educational



Social

## Breadcrumbs come from:

- District meetings
- Citywide meetings
- Stakeholder meetings
- One-on-one meetings



## CITYWIDE REBUILDING PLAN



Cultural



Physical



Economic



Organizational



Educational



Social

The Citywide planning process is organized according to Nexus framework which considers the six domains of a healthy and vibrant community.





## P H Y S I C A L

*This category is defined by the physical resources that encompass the sum of the community's built and natural assets. These resources include buildings, bridges, highways and even telecommunications infrastructure as well as natural resources like parks and other outdoor recreation areas.*

1. Develop a process for transforming vacant lots and structures into community assets
2. Focus transportation resources to better serve and connect Springfield residents
3. Build on existing physical assets to celebrate and improve Springfield's aesthetic character and infrastructure
4. Plan for and take advantage of lessons learned from recent disasters by creating and publicizing a comprehensive Disaster Preparedness Plan
5. Design, develop, and operate places and spaces that are efficient and respectful of natural and human resources

The logo for REBUILD Springfield is centered above the word "CULTURAL".

# CULTURAL

*This community system encompasses all of the community's cultural resources. Included in this category is a broad range of cultural spaces, artifacts, programs, and organizations related to the expression of individual and communal values and aesthetics.*

1. Better connect the community to its cultural amenities and assets through coordinated outreach and diverse events and arts programming
  2. Support and grow the arts and culture sector through a series of "Lighter Quicker Cheaper" cultural events
  3. Celebrate the old and new cultural diversity of Springfield
-



## S O C I A L

*This category encompasses the community's social resources, where social spaces and programs developed largely by governmental and not-for-profit entities support the variety of the health and human assets needed to maintain a healthy community infrastructure. Included in this domain are programs involving a wide range of social services, housing, justice, and healthcare.*

- 1.Improve the reality and perception of public safety in Springfield
- 2.Attract a vibrant and youthful population to be stewards of Springfield
- 3.Improve landowner, landlord oversight
- 4.Provide health and wellness services on a community scale
- 5.Provide equal access to a variety of housing options



# E C O N O M I C

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*This category addresses the economic environment. Represented here are economic spaces, programs and activities related to business and commerce. Included are activities ranging from regional and local economic development programs to innovations and initiatives developed by private interests - from goods to natural capital, from formal trade to exchange and donations.*

- 1. Develop and harness Springfield's role as the economic heart of the Pioneer Valley**
  - 2. Provide creative incentives to encourage economic development**
  - 3. Expand the presence and influence of career/workforce development and educational partnerships to provide all residents with an opportunity to meaningfully contribute to Springfield's economy**
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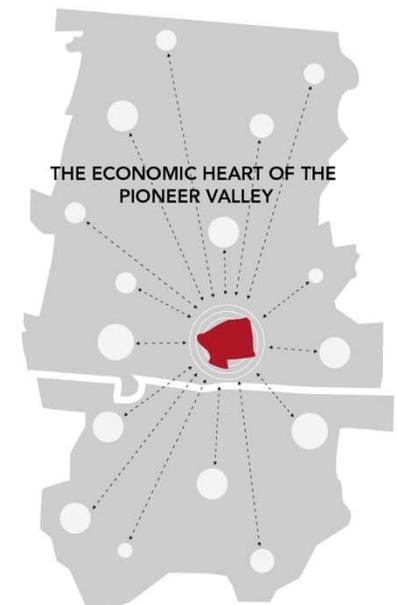
# E C O N O M I C

## Breadcrumbs

- Citywide Meeting Round 1
- District 1 Meeting Round 2
- Citywide Meeting Round 2
- Mindmixer
- Western Massachusetts Economic Development Council

## Objective

Restore Springfield's role as the economic heart of the Pioneer Valley by: strengthening the city's downtown area to be the region's downtown; completing a series of high priority development projects; improving coordination and collaborative development efforts between Springfield and regional leaders; and improving Springfield's participation as a leader in critical regional initiatives.



## Action Steps

1. Achieve short-term development progress by completing a series of high priority development projects,
    - Union Station Regional Intermodal Transportation Center and TOD planning around station
    - State Street Corridor
    - 31 Elm Street (Court Square)
    - Medical District
    - Springfield State Data Center
    - Civic Center Parking Garage
    - Industrial Park with Titeflex, Smith & Wesson, FW Webb, etc.
    - Watershops/1 Allen Street
    - South End/Main Street
    - Alden Street Connecting to Springfield College
  2. Tell Springfield's success stories.
  3. Make Downtown a focus of Economic Development efforts.
  4. Improve access to and activity at the riverfront.
  5. Improve Springfield's participation and leadership in key regional initiatives
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# EDUCATIONAL

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***Educational resources are defined as encompassing all of the community's assets that are allocated to lifelong learning. Included in this category are functional spaces, curricula and instructional programs for all Pre-K to 12, community college and university programs, as well as more informal public and private learning spaces and activities such as civil service training or individual skills development programs.***

- 1. Put schools and libraries at the center of creating a nexus of places, programs, and access to technology to meet community needs**
  - 2. Better engage the public in the process and importance of education reform**
  - 3. Create a system of connected and integrated partnerships for a continuum of education**
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# ORGANIZATIONAL

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*This category encompasses all the community's organizational needs and resources. Included in this category are organizational spaces and programs that address the various components of community governance, including the school board, city elected officials, various clubs, and myriad other civic organizations. This category also identifies how decisions made on behalf of the community-at-large are developed, deliberated and implemented.*

1. Strengthen DevelopSpringfield as the primary private sector organization to partner with the SRA and to take a leadership role in guiding Springfield's future
  2. Establish a body that coalesces community organizations to achieve efficiency and efficacy through collaboration and cooperation
-



## O V E R A L L

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*This domain addresses overarching citywide recommendations that impact all other recommendations in some way.*

1. Make a concerted effort to improve the image and perception of Springfield
  2. Implement the Rebuild Springfield Plan
  3. Monitor and champion measurable progress
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## DISTRICT 1 REBUILDING PLAN: Metro Center – South End



## LIVABILITY + SUSTAINABILITY + INCLUSION + OPPORTUNITY

**Community-based and building on previous planning initiatives**

**Context: Strengthen community through public safety initiatives and partnerships**

**Resources: Financing options and Choice Neighborhoods Initiative grant**

**Framework of integrated strategies:**

- ***Housing*** : diversity to support enhanced market rate options
  - ***Commercial and retail***: rebuild key sites on Main Street as centers of vitality and activity
  - ***Community institutions***: assist the South End Community Center and others rebuild as neighborhood anchors
  - ***Urban character and historic resources***: pursue preservation and design for walkable places
  - ***Public spaces***: activate and connect public spaces
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# REBUILD SPRINGFIELD | Recommendation



## A few key recommendations....

- Assist the *South End Community Center* in relocating within the neighborhood, possibly to the Gemini Site on Central Street and pursue adaptive reuse of the Armory building.
- Use the *Choice Neighborhoods* process to help implement the Rebuilding Plan.
- Rebuild and revive the Main Street blocks around *the Union Street intersection* as a vibrant and walkable gateway to the South End, with an enhanced “restaurant row,” and retail presence.





# REBUILD SPRINGFIELD | Recommendation **REBUILD** Springfield

## DISTRICT 2 REBUILDING PLAN: Maple High/Six Corners, Upper Hill, Old Hill, Forest Park



**CONNECTED+SAFE+HISTORY & CHARACTER  
BALANCED+DIVERSE+ATTRACTIVE**

**Transform Housing**

- Coordinated Housing Strategy
- New Owner Occupied Infill Housing
- Preservation as a Revitalization Tool

**Expand Economic Opportunities**

- Job Training and Small Business
- Enhanced Neighborhood Businesses
- Promotion and Marketing of the Community

**Invest in Quality Neighborhoods**

- Streetscape Improvements
- Reuse of Vacant Lots
- Property Maintenance for Homeowners and Renters
- Safe and Convenient Transit

**Strengthen Community Through Education Institutions**

- Quality Schools as Community Anchors
- Strengthened Relationship Between Colleges and Neighborhoods

**Promote Safe and Healthy Living**

- Integrated Healthy Food System
- Healthy Lifestyles
- Community Safety

**Build Community Capacity**

- Capitalizing on an Engaged Community
  - Coordination of Community Services
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# REBUILD SPRINGFIELD | Recommendations

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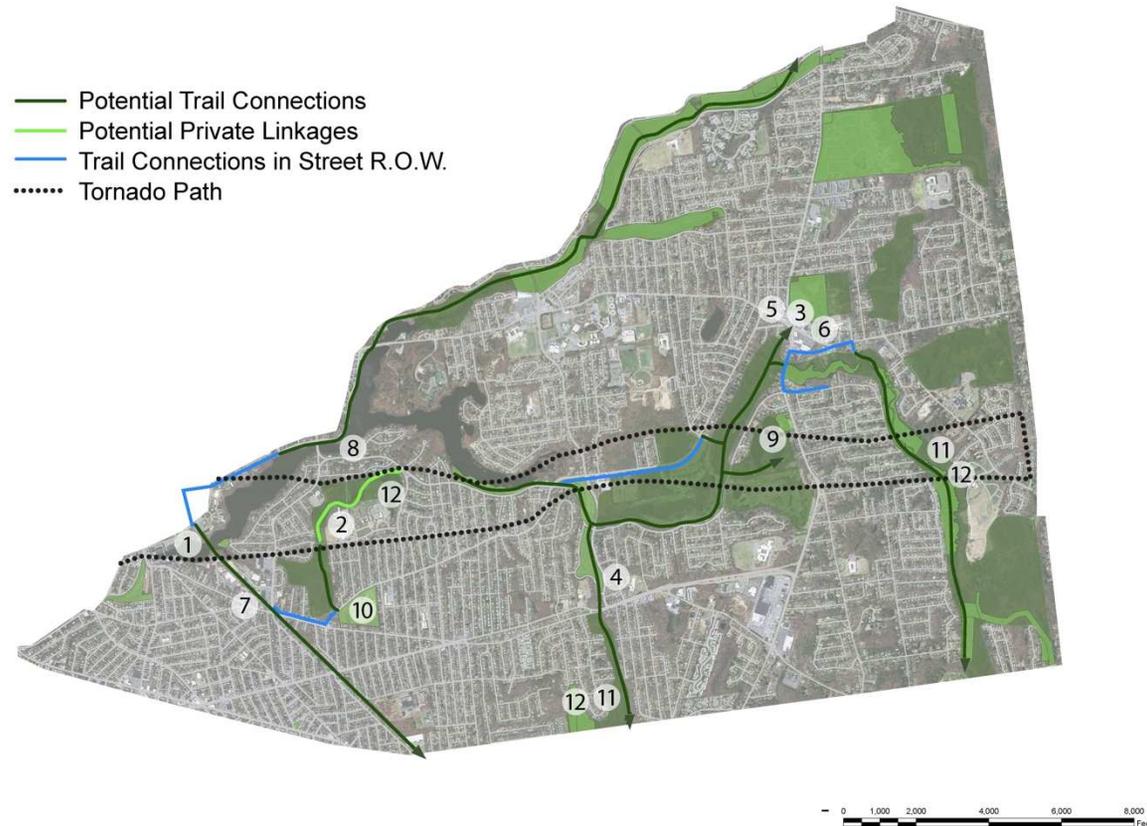


## Hickory Street Redevelopment

- Hickory St among most severely damaged areas
- A collection of separate rebuilding challenges has evolved into a collaborative conversation between many stakeholders and partners
- Residents, developers, Springfield College, and City working together to break the current patterns of decline with bold, forward looking plan to rebuild better



## DISTRICT 3 REBUILDING PLAN: Sixteen Acres – East Forest Park





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## NATURAL RESOURCES+FAMILY FRIENDLY PUBLIC FACILITIES+MOBILITY

### **Restore and Enhance Natural Resources**

- Reforestation
- Enhanced Use of Parks and Open Spaces

### **Maximize Impact of Schools and Community Facilities**

- Quality Schools as Community Anchors
- Community Center
- Branch Library at Dryden Memorial School

### **Connect Communities**

- Complete Streets
- Youth and Senior Activities
- Communication and Collaboration

### **Rebuild Homes to Strengthen Neighborhoods**

- Quality Homes
  - Aggressive Maintenance and Repair Assistance
-

# REBUILD SPRINGFIELD |

## Recommendations

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### Creative Resources for Reforestation

- Reforestation efforts underway with help of partnerships, local groups, private donors
- Example of creative partnerships: \$10,000 donation from local bank, 40 trees purchased at discount from local nursery, local groups and neighbors helped with planting
- [Regreenspringfield.com](http://Regreenspringfield.com) provides:
  - Information to help property owners replant
  - Partnership and donation opportunities
  - Online mapping tool to track replanting efforts



# REBUILD SPRINGFIELD |

## Recommendations

### Branch Library at Dryden School

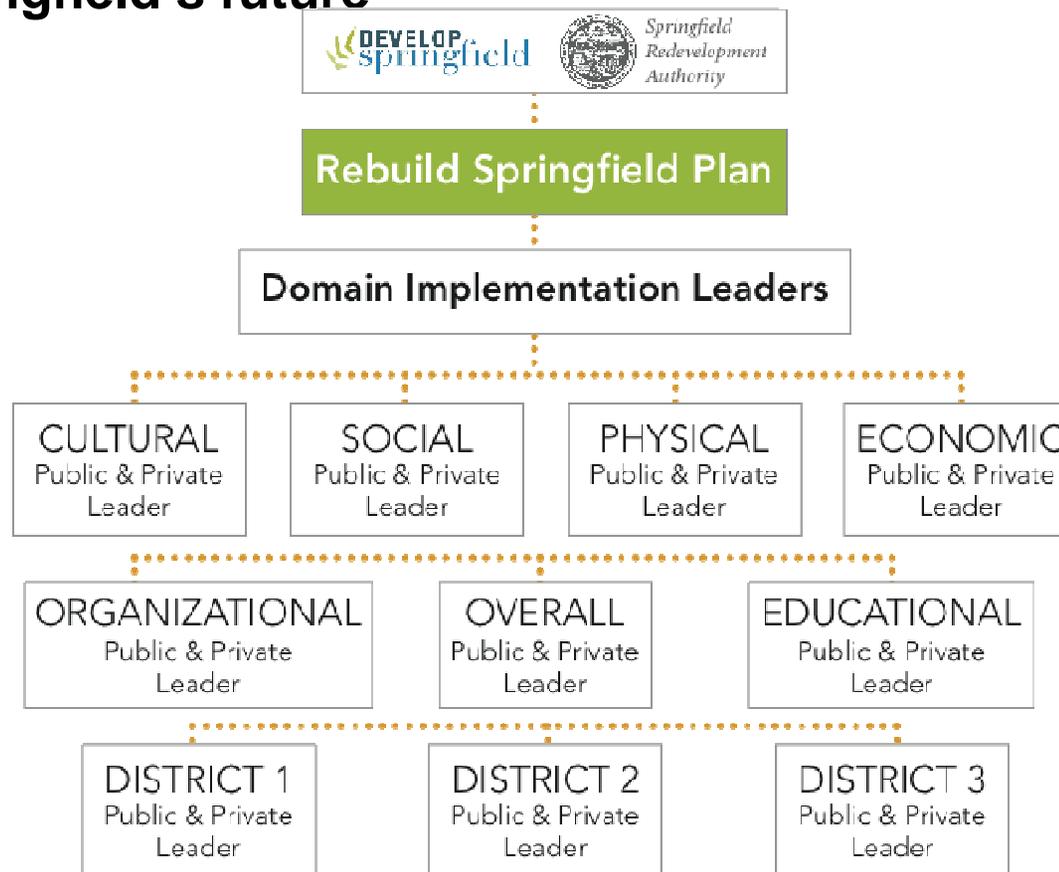
- **Opportunity to rebuild Dryden School as community hub coordinated with other facilities and services**
- **Library and school expressed interest in co-locating a branch into or near a rebuilt Dryden Memorial School**
- **Could extend hours and offer a multitude of services and amenities for students and the community-at-large**



# REBUILD SPRINGFIELD | Implementation



**Strengthen DevelopSpringfield as the primary private sector organization to partner with the SRA and to take a leadership role in guiding Springfield's future**



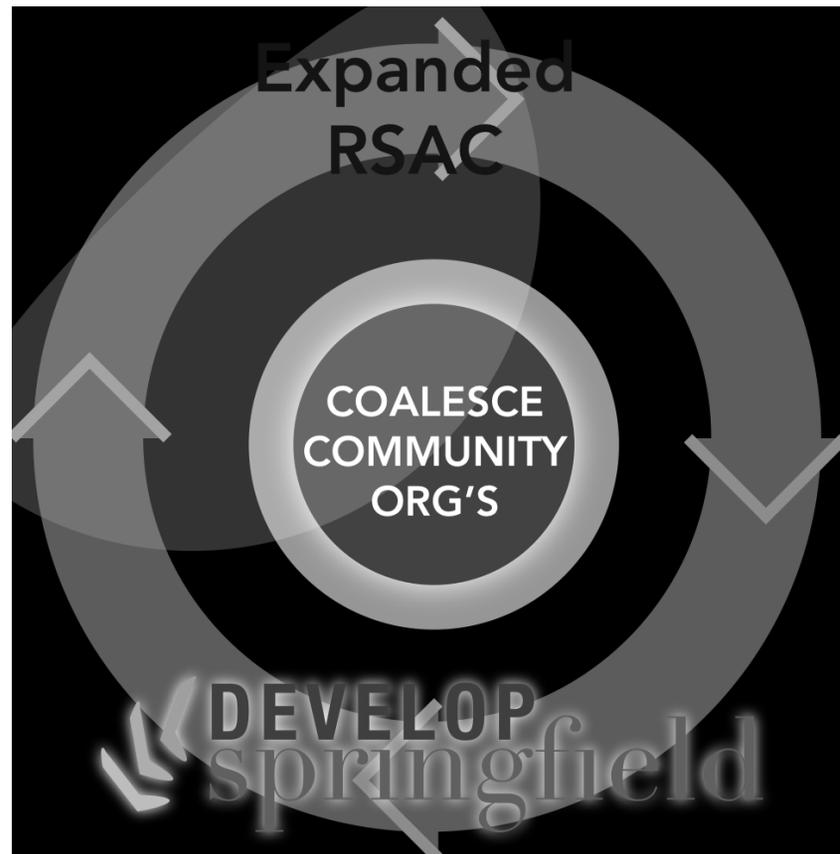
# REBUILD SPRINGFIELD | Implementation



**Establish a body that coalesces community organizations to achieve efficiency and efficacy through collaboration and cooperation**

## **RSAC Members:**

Chris Caputo  
Alicia Zoeller  
Carlos Gonzalez  
David Jarnes  
Don Courtemanche  
Ethel Griffin  
Hector Toledo  
Jill Russell  
Leo Florian  
Mattie Lacewell  
Peter Gagliardi  
Raymond Jordan  
Bishop Bruce Shaw  
Shalimar Colon



# REBUILD SPRINGFIELD | Implementation



PROGRAMS

PLACES

PEOPLE



**COUNT ME IN!**

Areas of interest  
(check all that apply)

<input type="checkbox"/> Physical Domain	<input type="checkbox"/> Economic Domain	<input type="checkbox"/> Citywide
<input type="checkbox"/> Cultural Domain	<input type="checkbox"/> Educational Domain	<input type="checkbox"/> District 1
<input type="checkbox"/> Organizational Domain	<input type="checkbox"/> Social Domain	<input type="checkbox"/> District 2
		<input type="checkbox"/> District 3

I'm a **BUILDER** and I support rebuilding Springfield!

signature X \_\_\_\_\_

Name \_\_\_\_\_

Street Address \_\_\_\_\_ Apt \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone [\_\_\_\_\_] \_\_\_\_\_

Email \_\_\_\_\_



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Email \_\_\_\_\_

# REBUILD SPRINGFIELD | Congratulations



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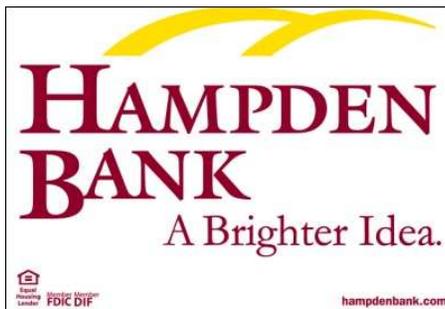
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