

NEW BEDFORD

COMPREHENSIVE PLAN

Steering Committee Meeting #1

November 16th, 2022



Agency

Landscape + Planning | Cambridge Econometrics | Hisel Flynn Architects | Innes Associates | Rivera Consulting

WELCOME



 STEERING COMMITTEE!



AGENDA

INTRODUCTIONS - 5 min

STEERING COMMITTEE HELLOS - 15 min

SETTING THE STAGE - 25 min

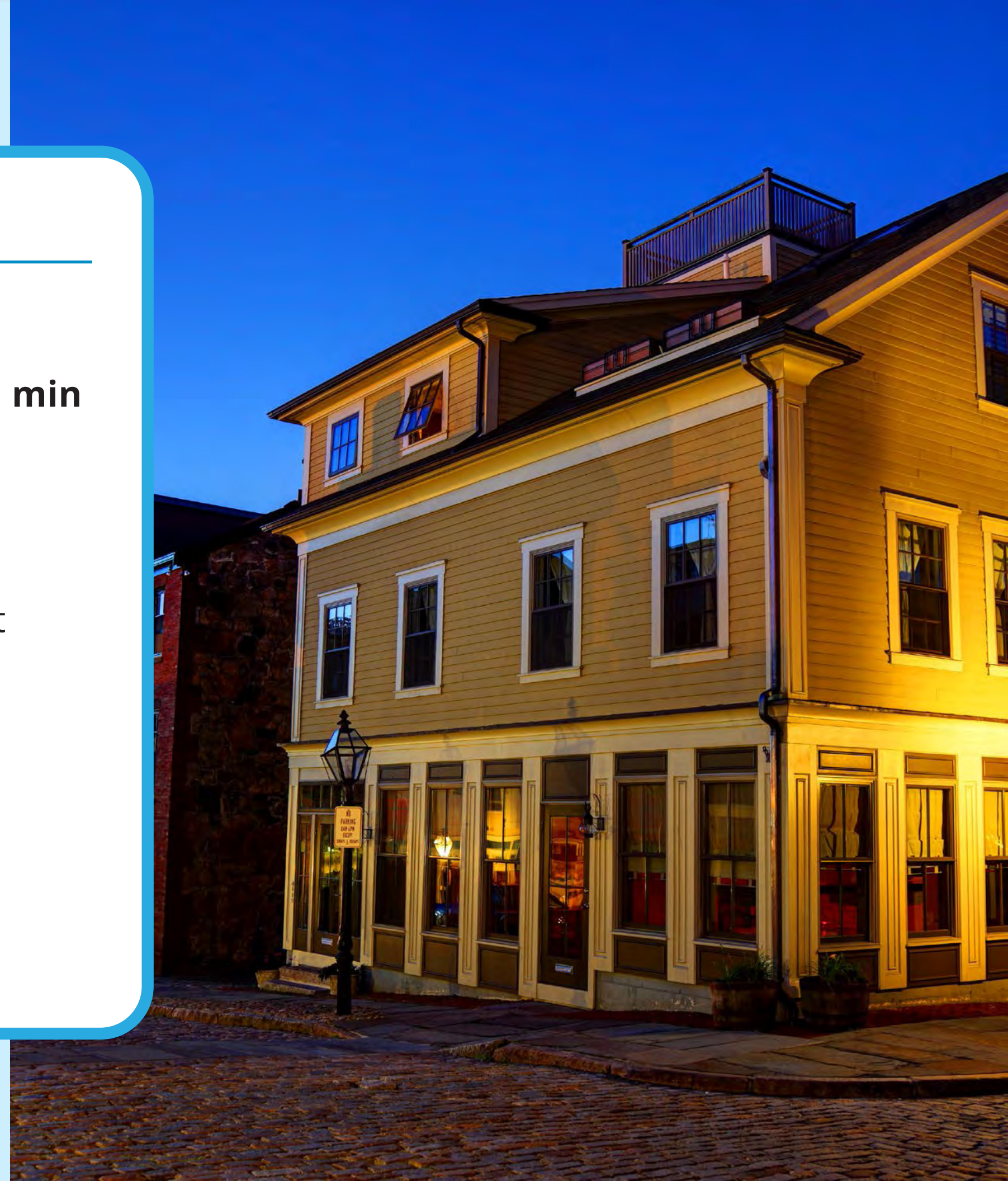
- Comprehensive Plan 101
- Planning Process
- New Bedford Community Snapshot

DISCUSSION - 30 min

- SOAR Activity
- Engagement Ideas

REPORT BACK - 10 min

NEXT STEPS - 2 min



HELLO FROM THE PLANNING TEAM

Agency Landscape + Planning
 Urban Planning, Landscape Architecture, and Community Engagement

Hisel Flynn
 Urban Design, Housing, and Local Engagement

Rivera Consulting
 DEI Planning and Policy

Cambridge Econometrics
 Economic Development and Transportation Strategy

Innes Associates
 Land Use, Policy, Zoning Strategic Advisor



- Annie Streetman**, AICP
Urban Planner
Project Manager
- Brie Hensold**
Planning Lead
- Gina Ford**
Landscape Design Lead
- Katie Flynn**
Urban Design Strategist
- Hisel Flynn**
Urban Design, Housing, and Local Engagement
- Odanrick Cabral**
Urban Designer, Local Engagement
- Sarah Dunbar**
Architect
- Dan Hodge**
Economic Development Lead
- Alex Frost**
Analyst
- Emily Innes, AICP**
Strategic Advisor
- Jon Hillman**
Senior Consultant + Researcher
- Wilnelia Rivera**
President
- Yiyang Li**
Landscape/Urban Designer

▬▬▬▬ Work/Life Experience in New Bedford
 ●●●● Experience on a MA Comprehensive Plan

NICE TO MEET YOU IN-PERSON

Agency Landscape + Planning
 Urban Planning, Landscape Architecture, and Community Engagement

Annie Streetman
AICP
 Urban Planner
 Project Manager



Brie Hensold
 Planning Lead



Gina Ford
 Landscape Design Lead



Katie Flynn
 Urban Design Strategist



Hisel Flynn
 Urban Design, Housing, and Local Engagement

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 Urban Designer, Local Engagement



Sarah Dunbar
 Architect



Cambridge Econometrics
 Economic Development and Transportation Strategy

Dan Hodge
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Alex Frost
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 Land Use, Policy, Zoning Strategic Advisor



▬▬▬▬ Work/Life Experience in New Bedford

⋯⋯⋯ Experience on a MA Comprehensive Plan

THIS IS NEW BEDFORD'S PLAN

STEERING COMMITTEE

Adrian Ventura

Angela Johnston

Bruce Oliveira

Cheryl Bartlett

Dan Goulart

Ed Washburn

Ian Abreu

Isaiah Houtman

Jeff Costa

Jon Carvalho

Joe Tavares

Kamile Khazan

Kathryn Duff

Kim Ferreira

Leonard Lee

Mike Quinn

Patricia Lareau

Paul Chasse

Paul Pawlowski

Rebecca Barnes

Renee Ledbetter

Rosemary Gill

Shayne Trimbell

Steve Silverstein

Tony Sapienza



GETTING TO

KNOW

EACH OTHER



NEW BEDFORD

COMPREHENSIVE PLAN



Name:

Neighborhood where you live or work:

Favorite thing or memory about New Bedford:

Perspective you will bring to the Committee:

Mark the boxes to indicate the planning areas you are most interested in:

LAND USE

OPEN SPACE &
RECREATION

HOUSING

SERVICES &
FACILITIES

ECONOMIC
DEVELOPMENT

TRANSPORTATION
& MOBILITY

NATURAL
& CULTURAL
RESOURCES

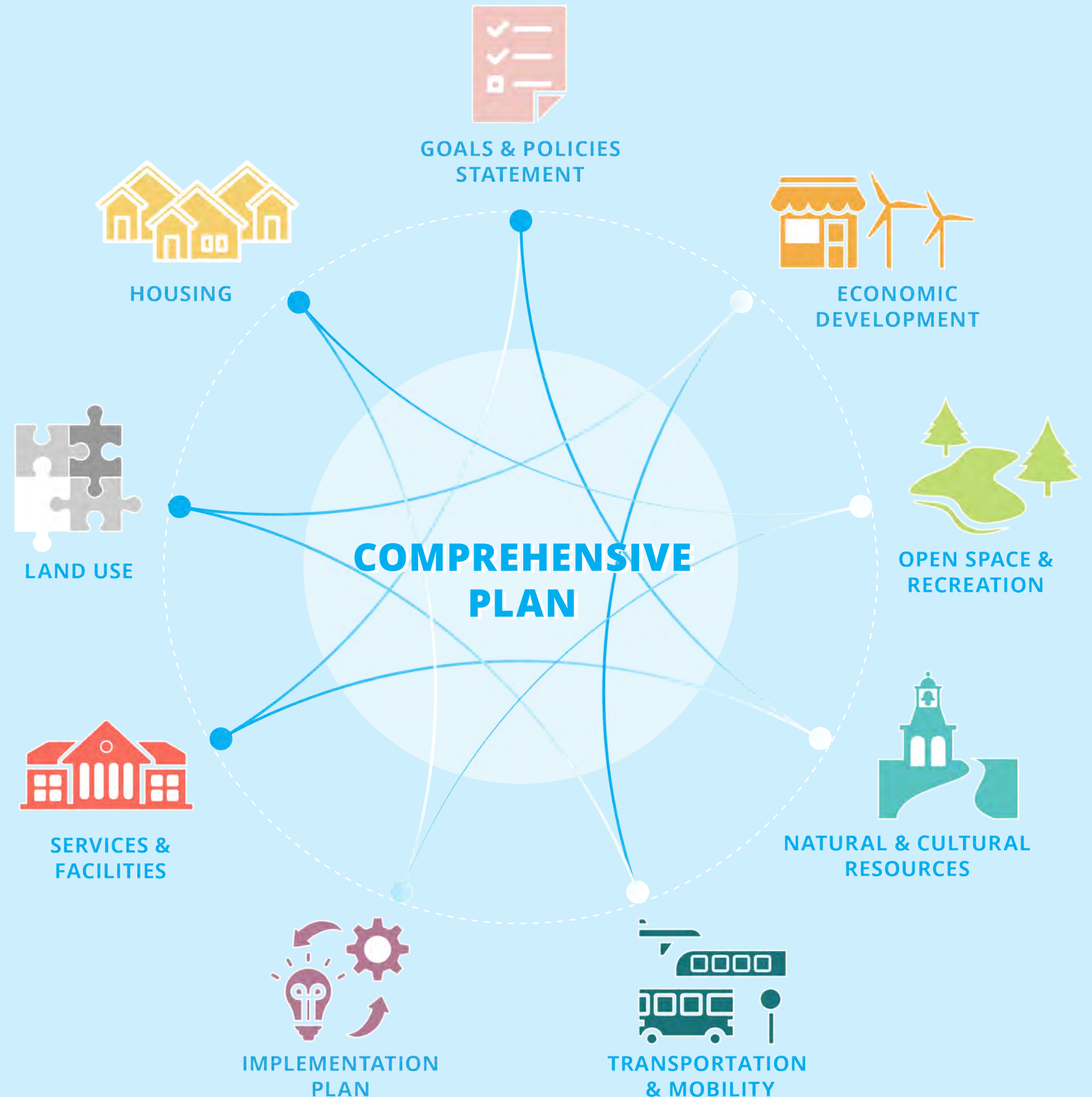
OTHER:



WHAT IS A COMPREHENSIVE (OR MASTER) PLAN?

Under Massachusetts General Laws, master planning is governed by Chapter 41, Section 81D. This section requires that the plan address nine elements, including a goals and policies statement and an implementation plan.

Within that framework is a great deal of latitude to craft a master plan that fits the individual needs for the community.



WHAT IS A COMPREHENSIVE PLAN IN NEW BEDFORD?

Threading throughout these topic areas, we will explore key issues specific to New Bedford today, including:

- **Climate Resiliency**
- **Priorities of an Increasingly Diverse City**
- **Economic catalysts: TOD and more**
- **Pandemic Recovery and Lessons Learned**

Community engagement is critical to the success of a master planning process.



SCHEDULE AND PROCESS



START-UP

Collect data; introduce the process to the community

UNDERSTANDING TODAY

Learn about history and current context; confirm and analyze existing conditions

Community Baseline

COMMUNITY VISIONING

Establish New Bedford's values; develop consensus direction; and look to the future

Vision + Goals

REALIZING THE VISION

Develop recommendations and provide tools for managing change

Draft & Final Plan, Presentations

Buffer for Review/Scheduling

We're Here!

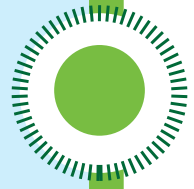
INCLUSIVE ENGAGEMENT

Planning for community conversations in person and online



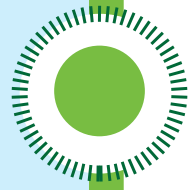
- FOCUS GROUPS OR POP-UP MEETINGS
- DIGITAL ENGAGEMENT THROUGHOUT

THIS PLAN NEEDS YOU!



STEERING COMMITTEE MTG #1 **TONIGHT!**

Get to know each other, introduction to the Comprehensive Planning process, feedback on priorities and outreach methods

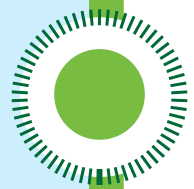


STEERING COMMITTEE MTG #2 **JAN/FEB**

Feedback on analysis & themes, preliminary brainstorm of vision & goals prior to community workshop #2



COMMUNITY WORKSHOP #2



STEERING COMMITTEE MTG #3 **APRIL/MAY**

Confirm community priorities and refine draft goals, objectives, and actions prior to community workshop #3



COMMUNITY WORKSHOP #3



We need your help to...

- Generate ideas and recommendations that reflect **New Bedford's priorities**
- Provide **input and feedback** on analysis, themes, and recommendations
- **Spread the word** about engagement opportunities
- Make **community connections** to expand participation
- Keep an eye on the **big picture**

Help out between meetings!

- Be a Plan Ambassador! Spread the word about the Plan, upcoming public meetings and other ways to engage
- Host pop-up meetings or conversations to gather input
- Review draft materials

INCLUSIVE ENGAGEMENT

Community engagement is an essential driver to ensure that New Bedford's plan will be richer, more relevant, and more effective for the range of perspectives it reflects.

Successful engagement will create meaningful dialogue, facilitate decisions, and build enthusiasm.



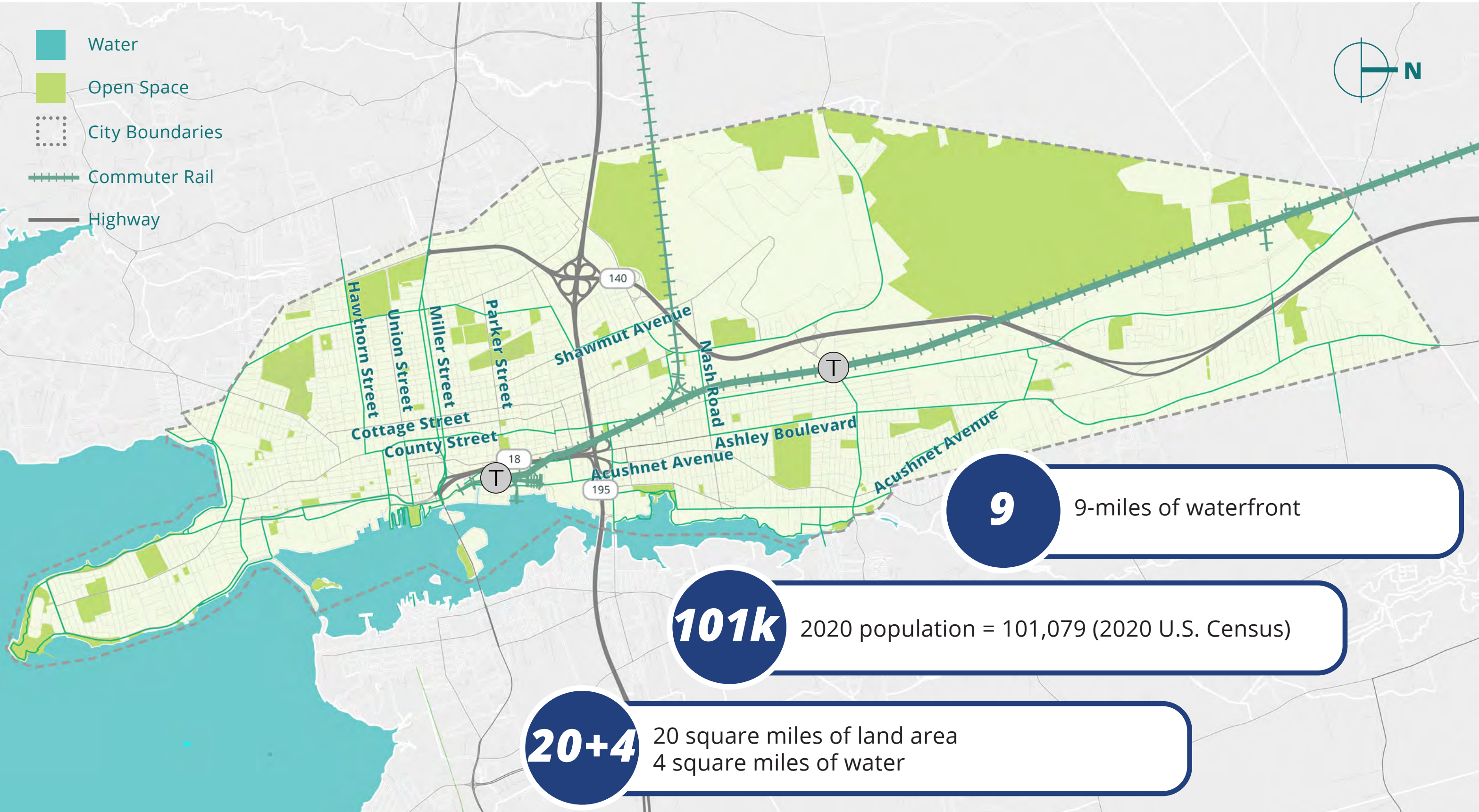
NEW BEDFORD

COMMUNITY SNAPSHOT



NEW BEDFORD TODAY

- Water
- Open Space
- City Boundaries
- Commuter Rail
- Highway



9 9-miles of waterfront

101k 2020 population = 101,079 (2020 U.S. Census)

20+4 20 square miles of land area
4 square miles of water

TOPIC AREAS & THEMES WEAVE TOGETHER

LAND USE



HOUSING



ECONOMIC DEVELOPMENT



OPEN SPACE & RECREATION



NATURAL & CULTURAL RESOURCES



SERVICES & FACILITIES



TRANSPORTATION & MOBILITY



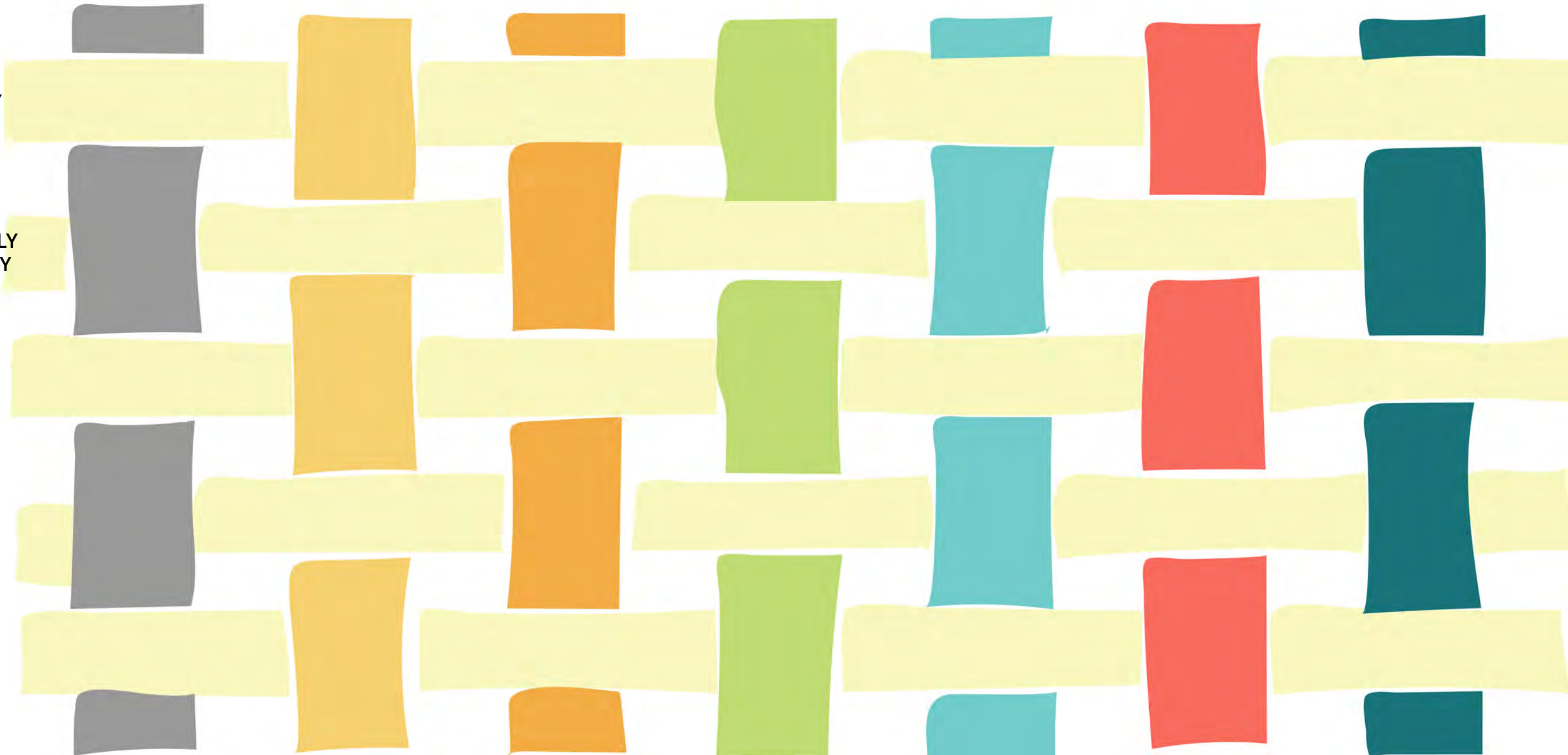
CLIMATE RESILIENCY

INCREASINGLY DIVERSE CITY

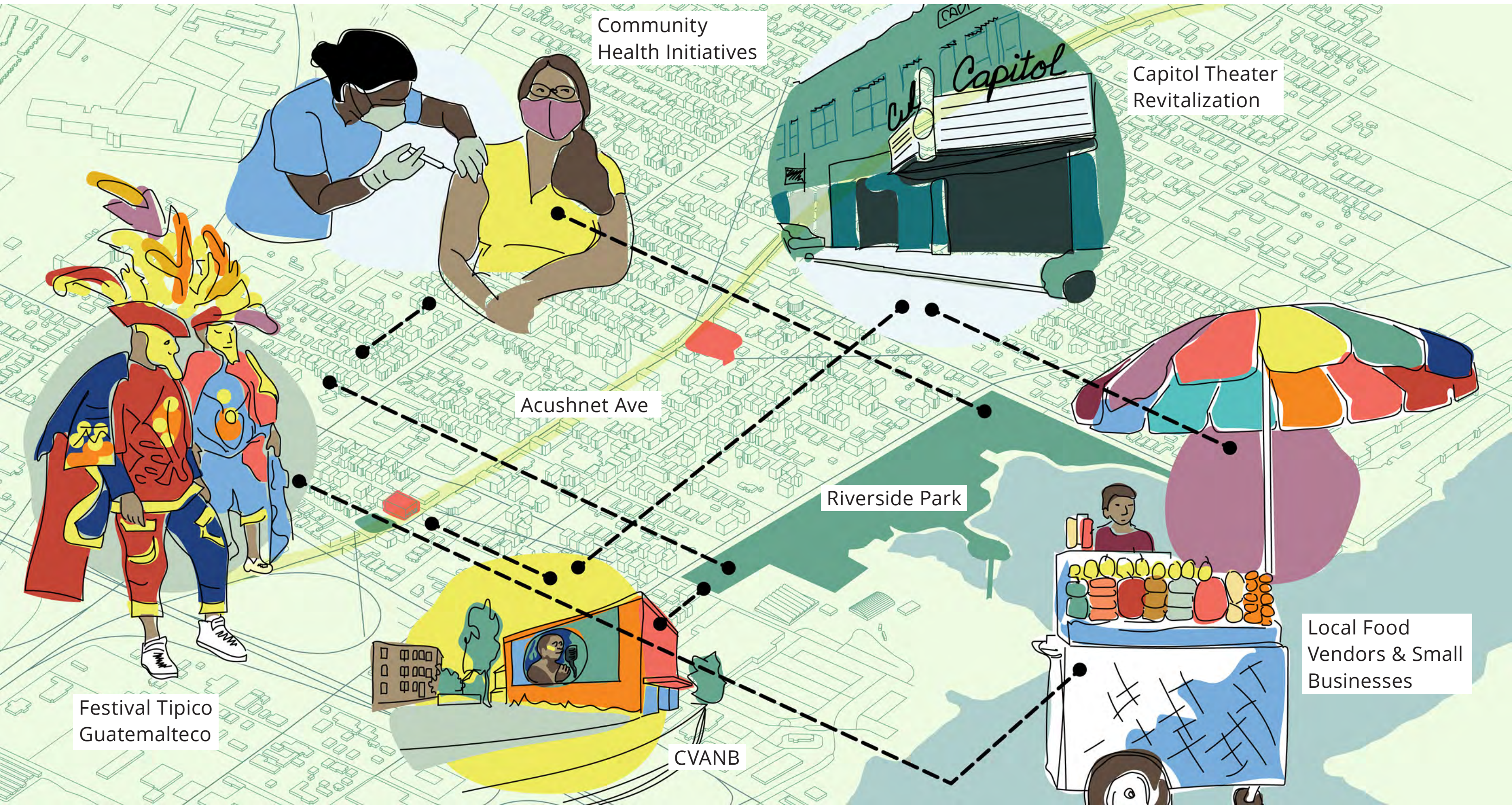
ECONOMIC CATALYSTS

PANDEMIC RECOVERY

OTHERS???



PEOPLE + PLACE



Community Health Initiatives

Capitol Theater Revitalization

Acushnet Ave

Riverside Park

Festival Tipico Guatemalteco

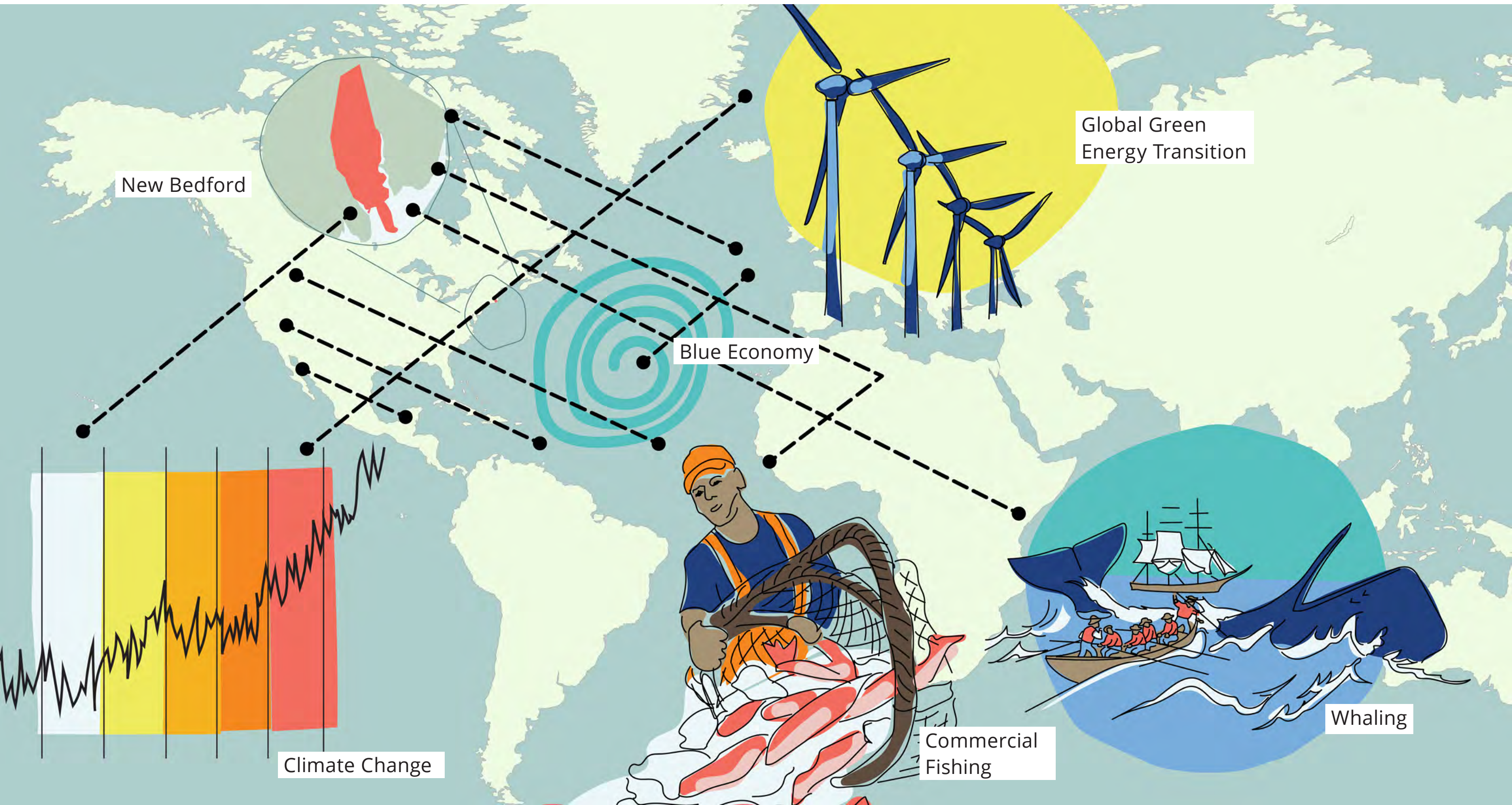
Local Food Vendors & Small Businesses

CVANB

COASTAL CONNECTIONS & REGIONAL CENTER



GLOBAL FLOWS: PEOPLE + PRODUCTION



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ECONOMIC DEVELOPMENT



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CLIMATE RESILIENCY



INCREASINGLY DIVERSE CITY



ECONOMIC CATALYSTS



PANDEMIC RECOVERY



OTHERS???



AN EQUITABLE PLANNING PROCESS IN NEW BEDFORD WILL...

- **Be grounded in New Bedford's historical and neighborhood context,** understanding the role that the plan can play in shaping community trust and outcomes.
- **Create pathways to participation** for people who do not typically participate in local government.
- **Plan for equitable adaptation to change** in the future, including planning for climate resiliency and equitably distributing economic opportunity from the green energy transition.
- **Employ data equitably and inclusively,** including understanding gaps in public data and incorporating information from multiple sources wherever possible.

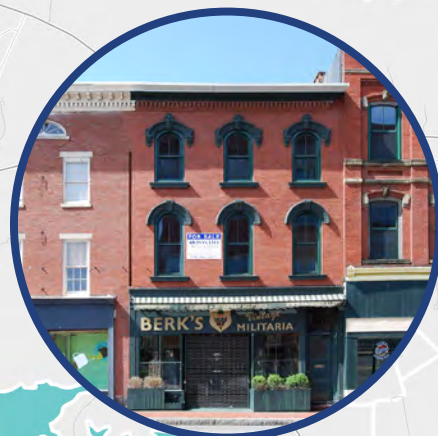
DISTINGUISHING DEMOGRAPHIC TRENDS

COMPARED TO MASSACHUSETTS AS A WHOLE:

- New Bedford has a high share of residents who identify as Hispanic or Latino, multiracial, or some other race not included on the Census
- A high share of residents speak a language other than English at home
- A high share of residents rent their homes
- Fewer New Bedford residents have secondary and post-secondary diplomas
- Fewer residents have access to computers & broadband internet



LEVERAGING HISTORICAL IDENTITY



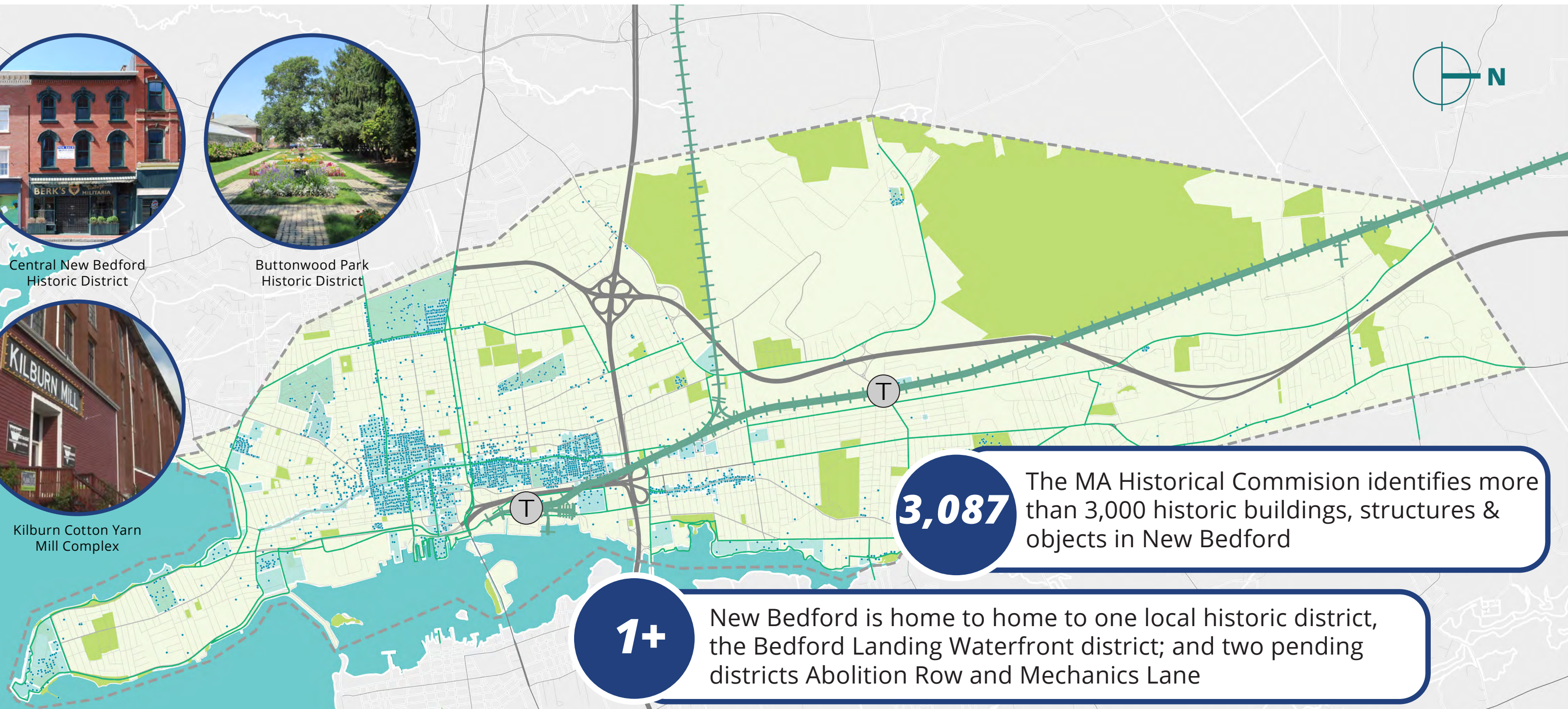
Central New Bedford
Historic District



Buttonwood Park
Historic District



Kilburn Cotton Yarn
Mill Complex

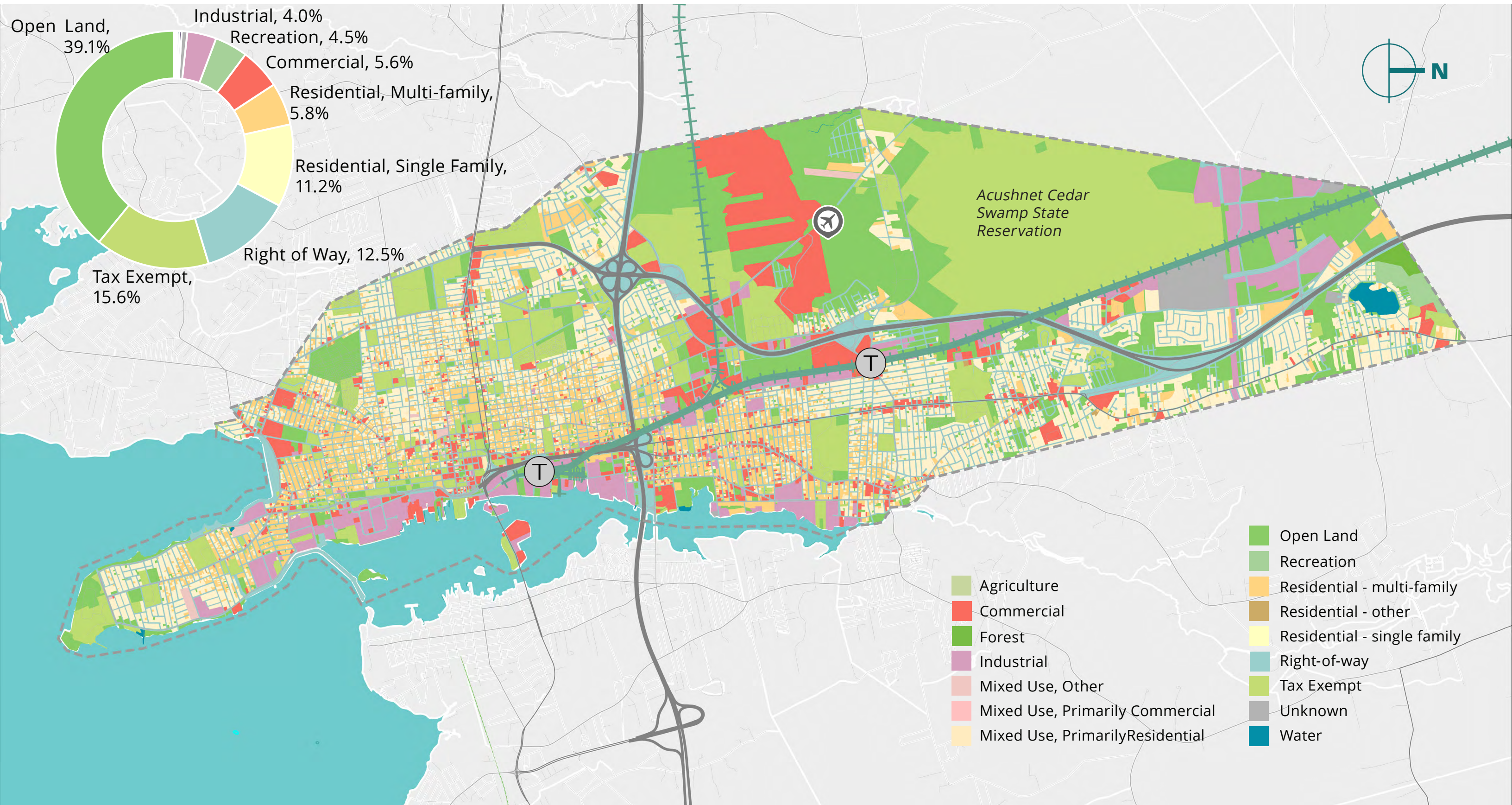
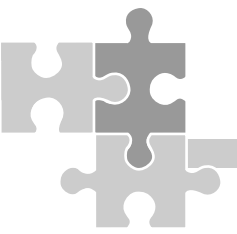


3,087 The MA Historical Commission identifies more than 3,000 historic buildings, structures & objects in New Bedford

1+ New Bedford is home to one local historic district, the Bedford Landing Waterfront district; and two pending districts Abolition Row and Mechanics Lane

15 New Bedford is home to 15 historic districts listed on the National Register of Historic Places

A MIX OF LAND USES



HOUSING CHALLENGES



Housing is increasingly unaffordable to broad swaths of the United States population and a growing concern in New Bedford.

What can and should New Bedford and the region be doing to support housing needs?

60%

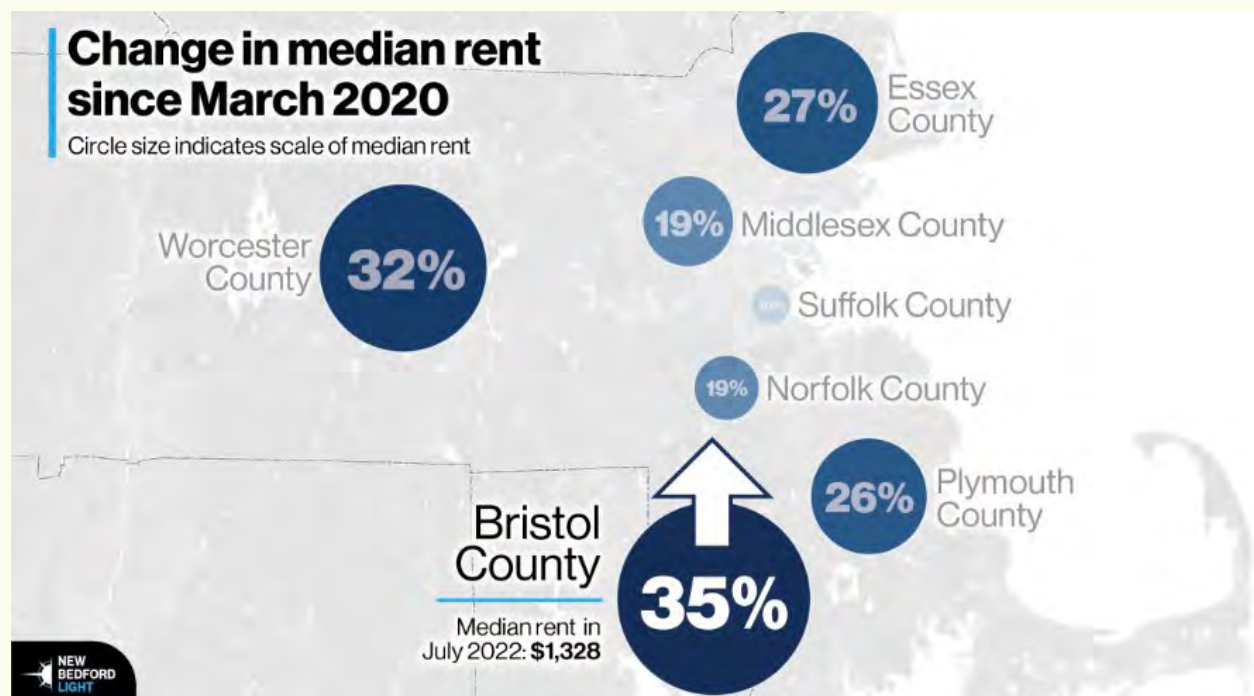
Renters make up 60% of New Bedford's occupied housing units

53%

Over half of New Bedford's housing was built before 1939.

35%

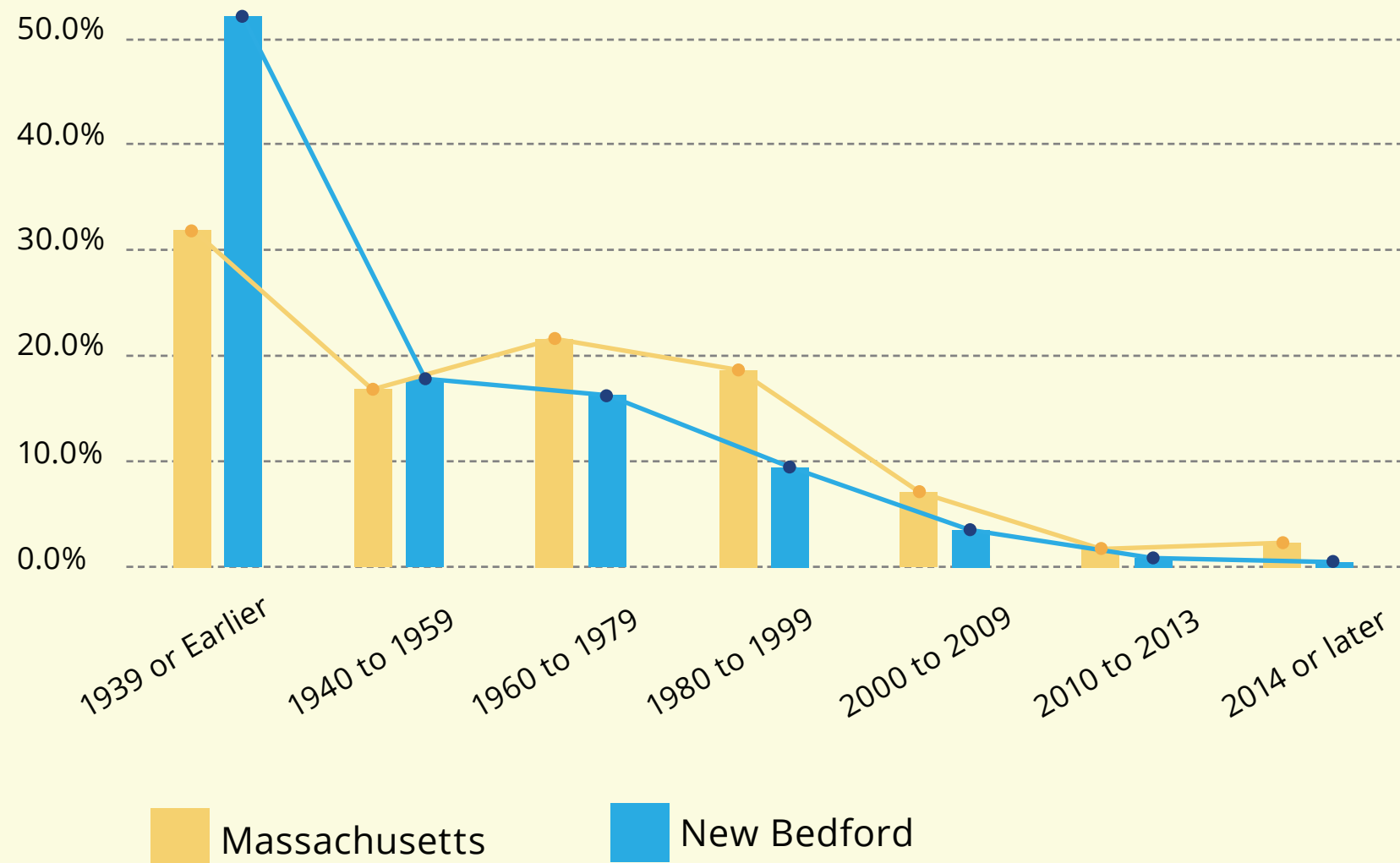
With a 35% increase in median rent since March 2020, Bristol County is experiencing some of the largest proportional rent increases in MA.



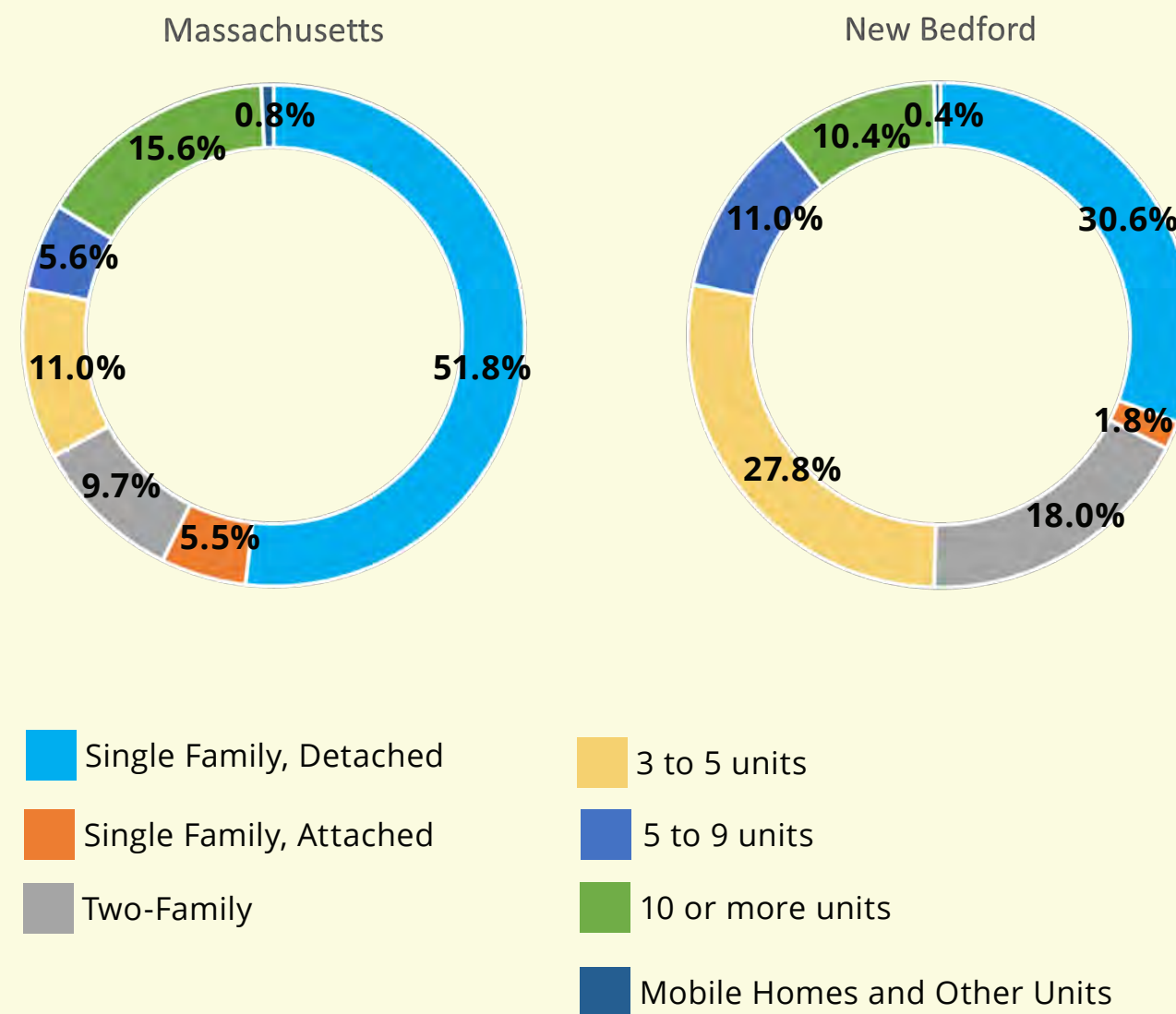
OLDER HOUSING STOCK AND A MIX OF MID-SIZE BUILDINGS



HOUSING STOCK BY YEAR BUILT



HOUSING UNITS BY BUILDING TYPE



TOP EMPLOYMENT SECTORS ARE HEALTH CARE & MANUFACTURING



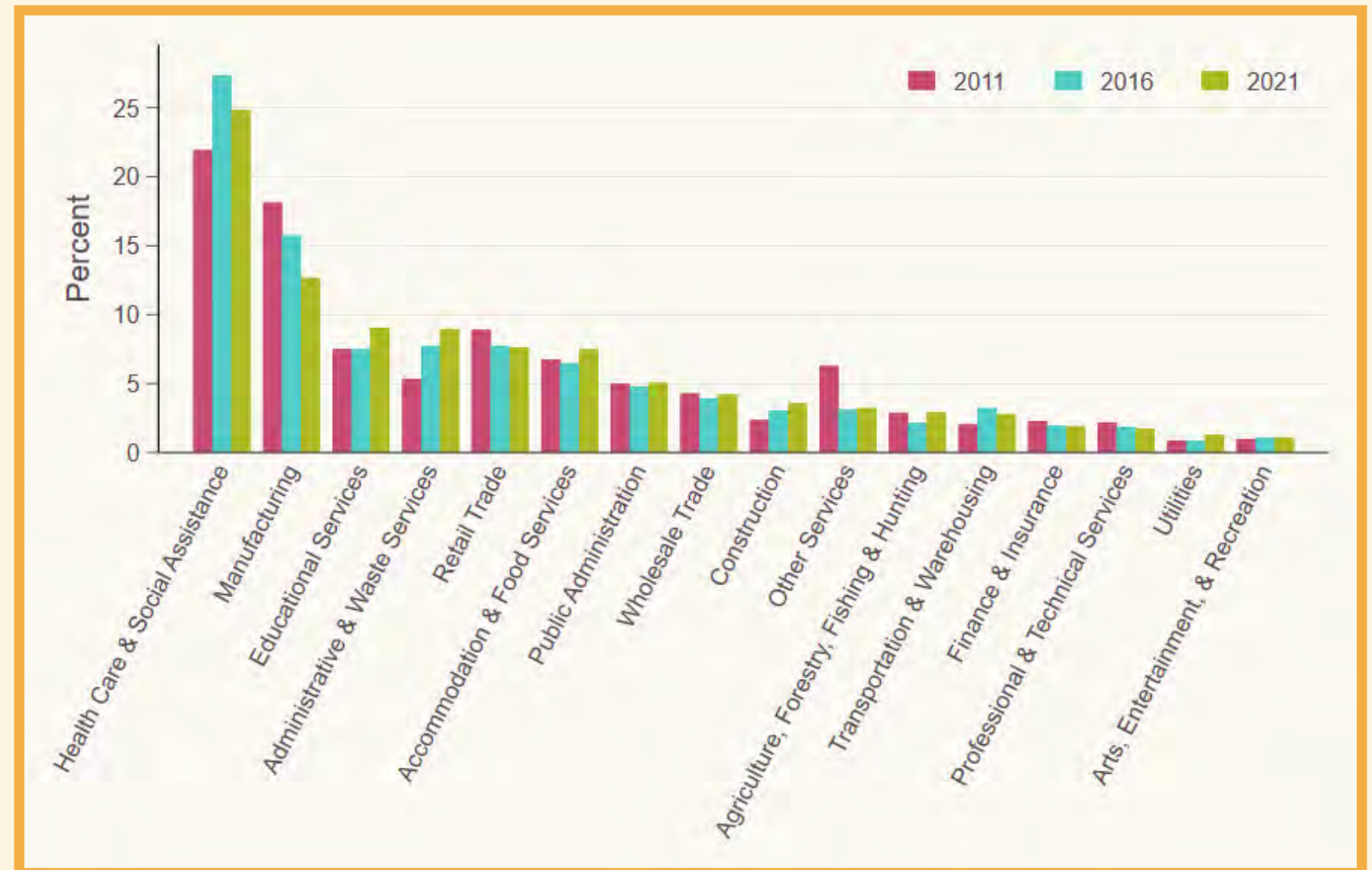
#1

Port ranks highest nationally based on dollar value and landings.

Existing policy priorities

- **Develop ocean cluster**, research, entrepreneurship
- Support **robust recovery** from COVID-19
- Strengthen **small business** and entrepreneurship
- Encourage **cross-sector collaboration** and local leadership
- Inspire citizens and visitors with **art, design, and architecture**
- Embed **diversity, equity, and inclusion** in all development efforts

Employment by Sector 2011 to 2021



AN ABUNDANCE OF OPEN SPACE & RECREATIONAL OPPORTUNITIES



47% Almost half of New Bedford is made up of open space of one type or another!

1,100 New Bedford is home to the 1,100 acre Acushnet Cedar Swamp State Reservation, a National Natural Landmark

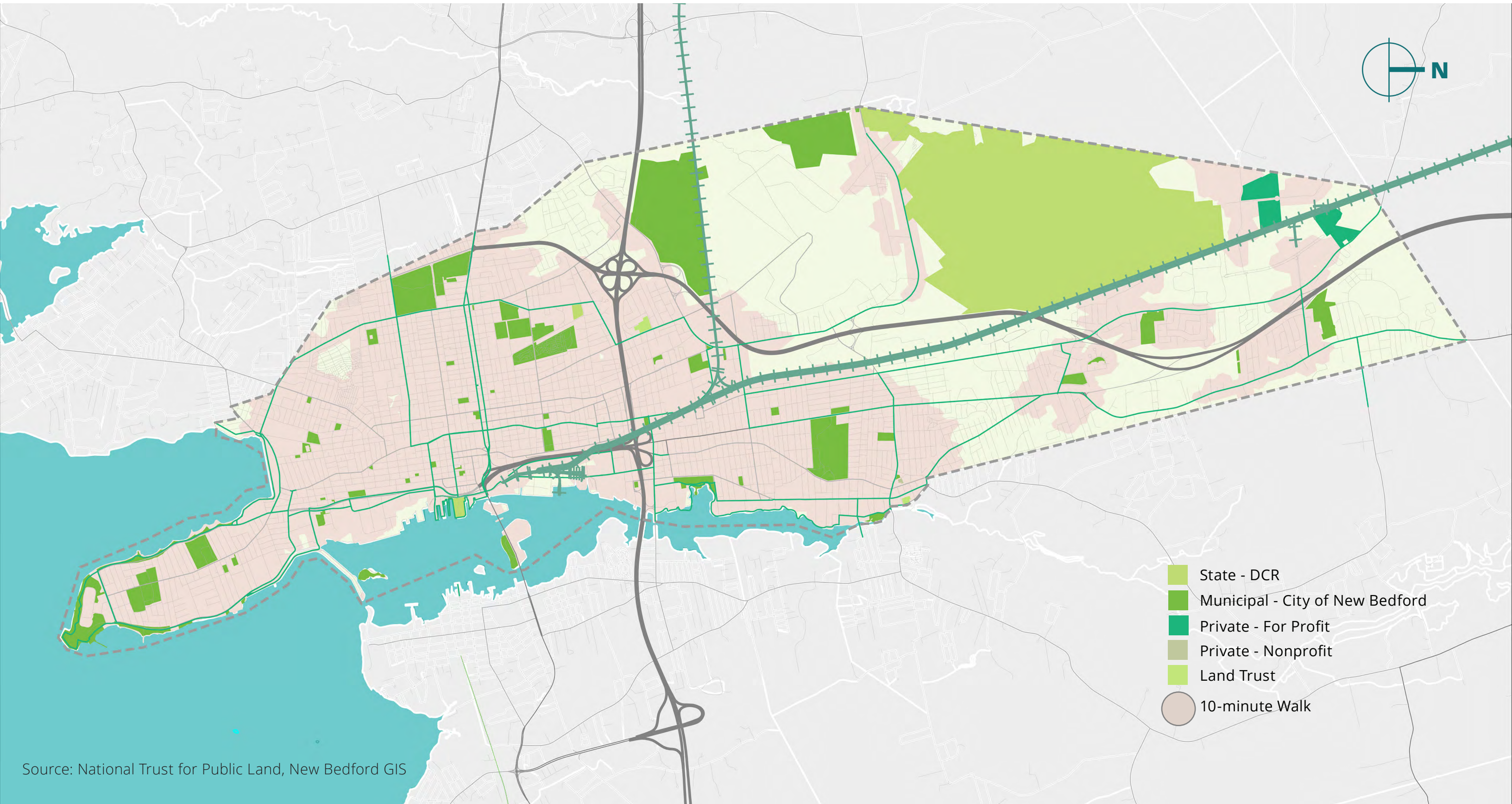
Recreational opportunities include:

- 6** major parks
- 26** acres of beaches
- 23** neighborhood parks
- 12+** miles of trails and more!

5.5 Harbor Walk + Cove Walk + Saulnier Trail provide 5.5 miles of Blue Lane along the waterfront



80% OF NEW BEDFORD RESIDENTS LIVE WITHIN A 10-MINUTE WALK OF A PARK



- State - DCR
- Municipal - City of New Bedford
- Private - For Profit
- Private - Nonprofit
- Land Trust
- 10-minute Walk

NATURAL RESOURCES



**2.5-
5.8**

An increase in air temperature of 2.5-5.8 degrees Fahrenheit is expected by 2050 (NB Resilient)

4

New Bedford is home to all four broad Massachusetts ecosystem types: **aquatic, coastal, forested and wetland.**

1.6

1.6 feet of sea level rise is possible by 2050 (NB Resilient)

As a former manufacturing hub, many of the city's natural resources were impacted by past activities. **Protection of these rebounding ecosystems** is a priority (NB Resilient).



A VIBRANT COASTAL CULTURAL CENTER



100s

New Bedford's **hundreds of cultural assets** range from performing and visual arts facilities to museums and heritage attractions, city parks, and public art installations.

**2016
-2017**

New Bedford creates the Commonwealth's first-ever **special revenue fund for the Promotion of Arts, Culture, and Tourism.**

Assets today are largely concentrated Downtown and in neighborhoods south and north of Downtown.

300

Festivals and events bring **more than 300 days of activity** to New Bedford.



PUBLIC SERVICES & FACILITIES



CITY FACILITIES

1 city halls: , **3** police stations, **5** libraries,
4 courthouses, **7** fire stations:



HEALTHCARE

1 acute-care hospital , **1** non-acute care hospital,
1 community health center



WATER AND SEWER

9 miles of waterfront, **2** dams, **0.15** square
mile of detention ponds, **614** miles of sewer lines
447 manholes, **20** inlets, **6833** catch basins



ROAD AND BRIDGE INFRASTRUCTURE

367 miles of local, private roads and bridges



EDUCATION

38 schools , **3** colleges

TRANSPORTATION & MOBILITY



Getting to/from and around New Bedford:

SRTA

bus
service

**Bike
lanes &
trails**

Ferries

**SouthCoast
rail (soon!)**

Airport

Walking

74%

Approximately 74% of commuters drive alone to work rather than carpool or use alternate modes of transportation.

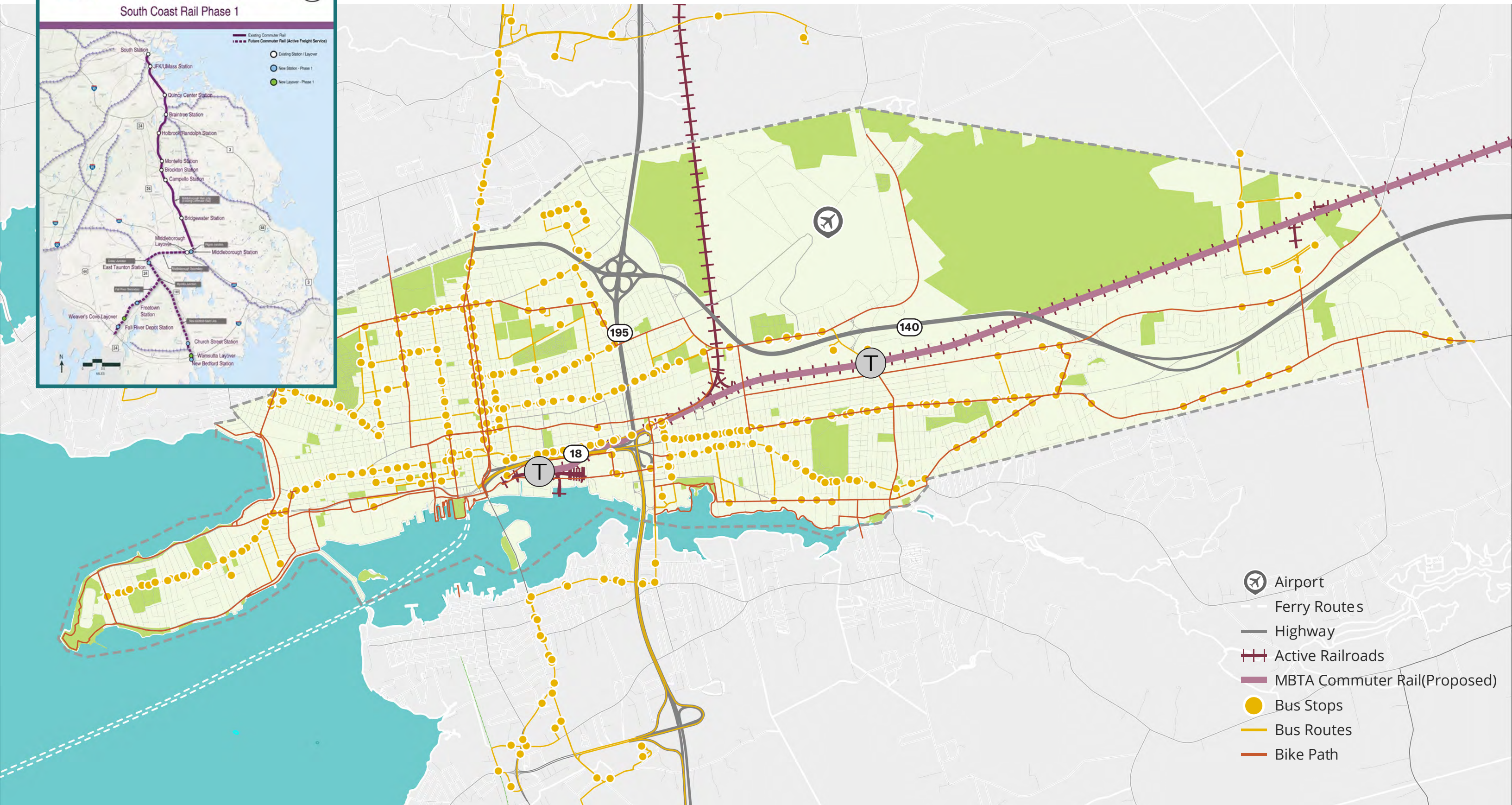
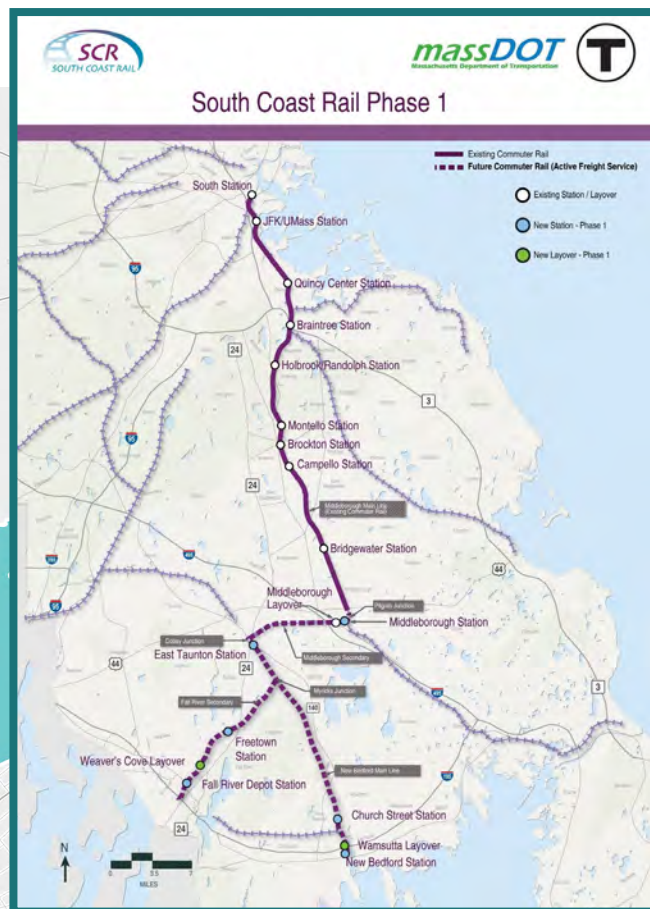
2023

Phase 1 of SouthCoast Rail broke ground in July 2019 with construction expected to be completed in late 2023.

New Bedford is an active representative in regional mobility planning, such as the SouthCoast bikeway which seeks to connect on and off-road bicycles facilities from Swansea to Wareham.

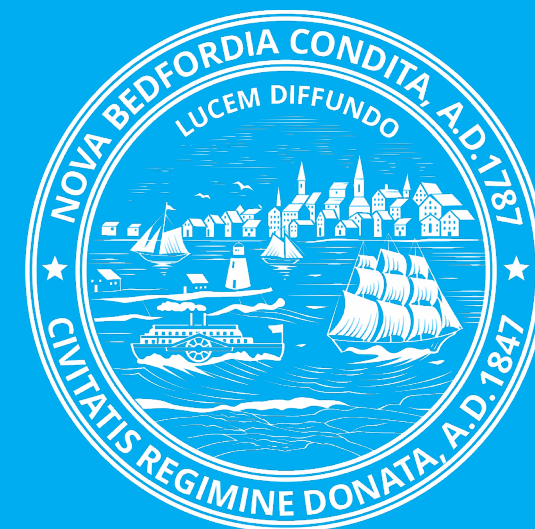


TRANSPORTATION & MOBILITY



- Airport
- Ferry Routes
- Highway
- Active Railroads
- MBTA Commuter Rail(Proposed)
- Bus Stops
- Bus Routes
- Bike Path

GROUP DISCUSSION



DISCUSSION TIME!

IN YOUR GROUPS...

Identify a speaker and note-taker

Discuss New Bedford's Current

- **Strengths**
- **Opportunities**

& Your Take on Future

- **Aspirations**
- **Results**

Brainstorm engagement ideas

**BE READY TO SHARE BACK WITH
THE REST OF THE COMMITTEE AFTER
30 MINUTES**



SOAR ACTIVITY



LAND USE



HOUSING



ECONOMIC
DEVELOPMENT



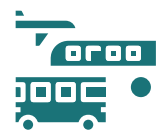
OPEN SPACE &
RECREATION



NATURAL &
CULTURAL
RESOURCES



SERVICES &
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TRANSPORTATION
& MOBILITY

STRENGTH

OPPORTUNITY

ASPIRATION

RESULT

HOW DO WE GET THE WORD OUT? IDEAS?

NEW BEDFORD COMPREHENSIVE PLAN



Name:

Share your ideas! How can we get the word out about the Plan? Any important community members or organizations to connect with?

*FILL OUT THE
CARDS AT
YOUR TABLE!*

TAKE A LOOK AT THE PROJECT WEBSITE!



[News & Events](#) [Get Involved!](#) [About the Plan](#) [Plan Materials](#)



NEW BEDFORD COMPREHENSIVE PLAN

NewBedfordPlan.com