

# NEW BEDFORD

## COMPREHENSIVE PLAN

### New Bedford Steering Committee Meeting #2

January 31, 2023



#### Agency

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

# **AGENDA**

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## **PLAN OVERVIEW AND PROCESS**

## **EMERGING THEMES PRESENTATION**

- Key findings from analysis and feedback so far
- Preliminary emerging themes

## **BREAKOUT GROUP DISCUSSION #1**

- Themes & Goals Discussion

## **REPORT BACK**

- Prioritize the themes that resonate the most

## **PLACE TYPES PRESENTATION**

## **BREAKOUT GROUP DISCUSSION #2**

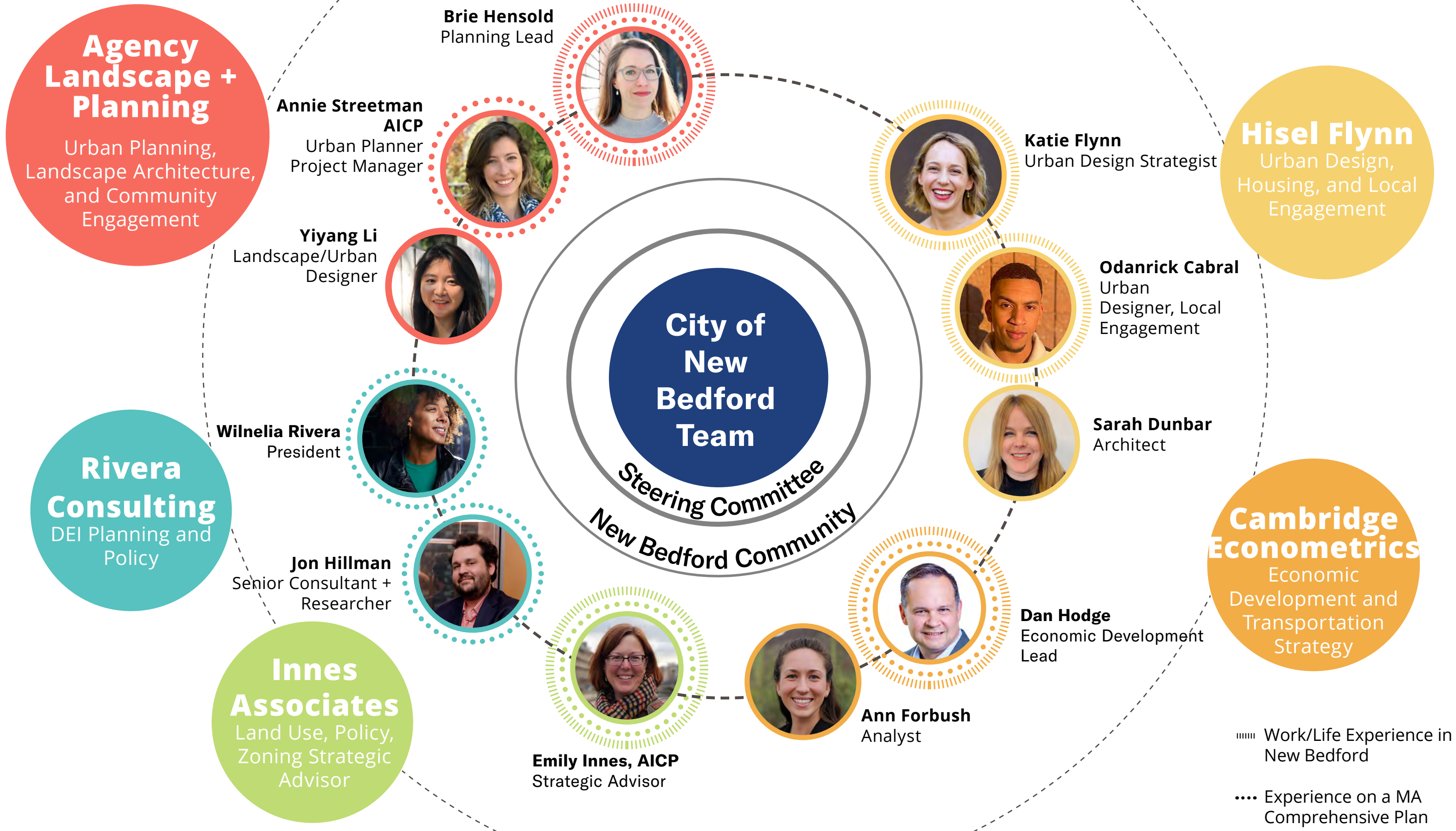
- Mapping the Future: Key Areas and Character

## **REPORT BACK**

- February 11th Public Workshop



# HELLO FROM THE PLANNING TEAM



# WELCOME BACK STEERING COMMITTEE



Adrian Ventura



Angela Johnston



Cheryl Bartlett



Dan Goulart



Ed Washburn



Ian Abreu



Isaiah Houtman



Jeff Costa



Jon Carvalho



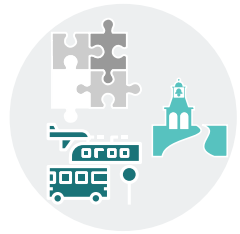
Joe Tavares



Kamile Khazan



Kathryn Duff



Kim Ferreira



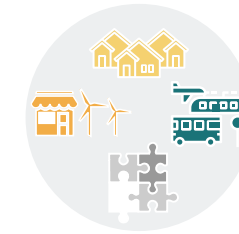
Leonard Lee



Mike Quinn



Patricia Lareau



Paul Chasse



Paul Pawlowski



Rebecca Barnes



Renee Ledbetter



Rosemary Gill



Shayne Trimbell



Steve Silverstein



Tony Sapienza

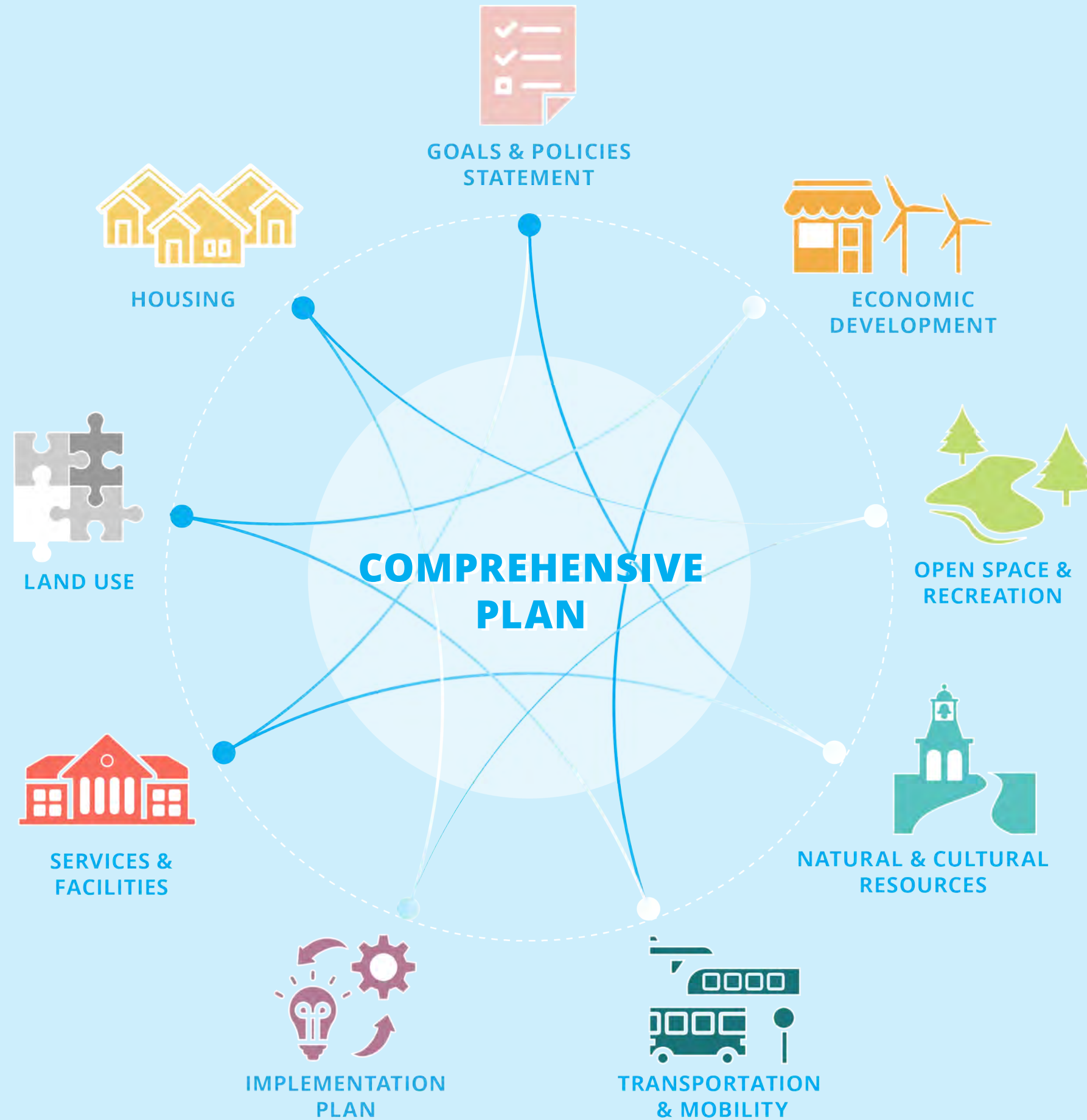
# STEERING COMMITTEE ROLE REMINDERS

## WE NEED YOUR HELP TO...

- Provide feedback on analysis, themes, and future recommendations
- Spread the word about engagement opportunities
- Make community connections to expand participation
- Keep an eye on the big picture



# PLAN ELEMENTS



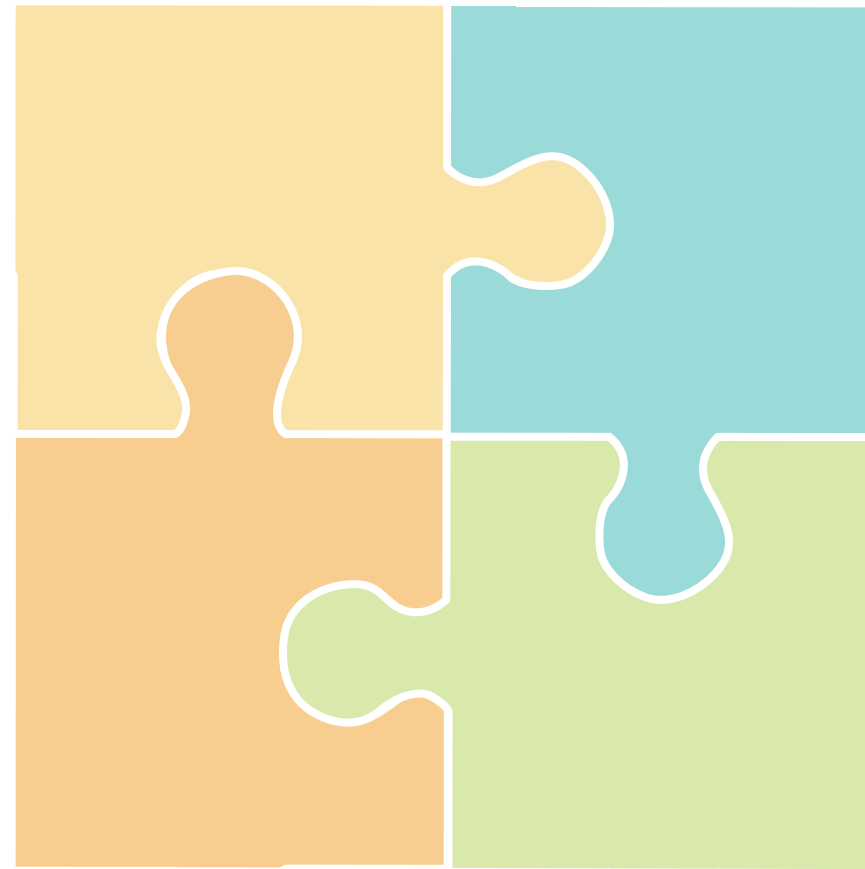
# PLAN COMPONENTS

## Vision: Plan Framework



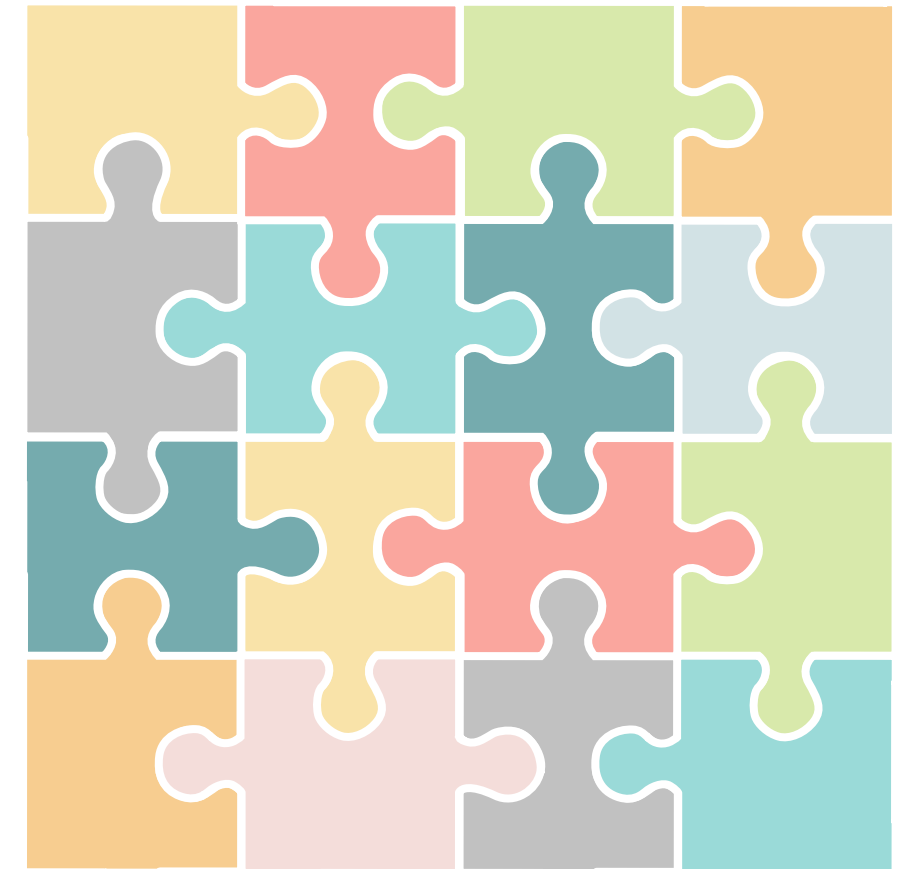
**A shared vision** for the city and its neighborhoods

## Goals: Your Aspirations



**Community supported goals** that support the vision and address all plan elements

## Actions: Implementation Path



**Concrete programs, policies, and projects** for policymaking and investments in the future

**Community Engagement**



# 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

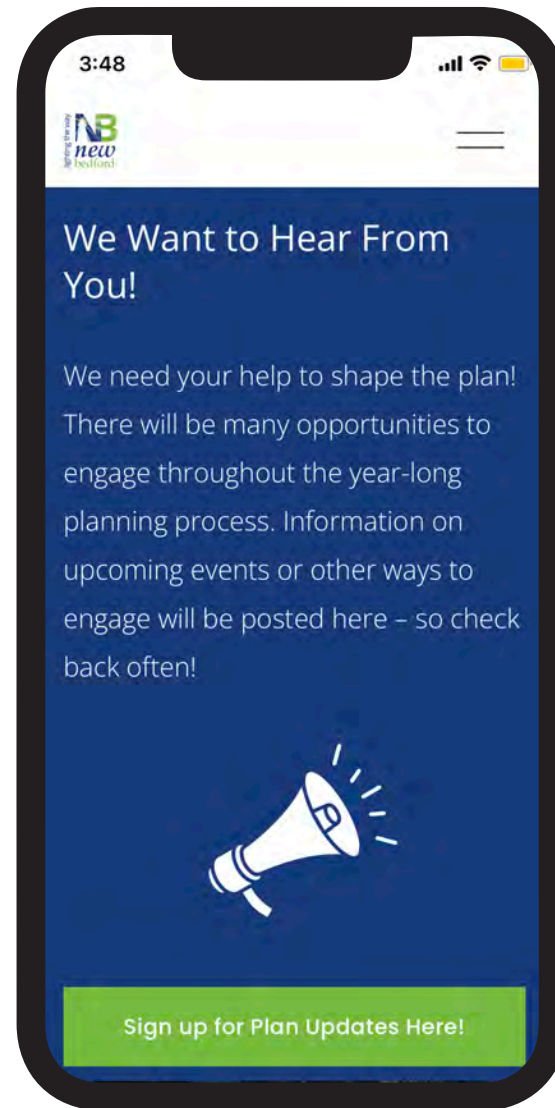


# COMMUNITY ENGAGEMENT

## INITIAL COMMUNITY VISIONING



## PROJECT WEBSITE



[www.newbedfordplan.com](http://www.newbedfordplan.com)

## UPCOMING OPPORTUNITIES!

### Community Workshop!

February 11, 2023

### Pop-up Events

Look for the planning team at upcoming events & meetings!

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## JOIN US!

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# PLAN PROGRESS



**DRAFT FRAMEWORK  
AND GOALS**



# STEERING COMMITTEE #1 FEEDBACK

## STRENGTHS

### Size + Location

- gateway
- metropolitan city
- regional location + connections

### Resources + Legacy

- diverse culture and art
- parks, open space, and trees
- historic building fabric
- water access / connection to the sea

### People + Place

- community passion / pride / sense of heart
- community ties

## OPPORTUNITIES

### Connections

- transportation infrastructure
- internet infrastructure
- inter-municipality coordination

### Innovation + revitalization

- housing affordability
- economic development
- historic preservation

### Long-term Thinking

- opportunities for youth
- be a sustainability leader!

## ASPIRATIONS

### Livability

- housing affordability
- equitable access to success
- education, arts, small business hub

### Character + Identity

- build on past visioning
- think BIG
- keep unique identity

### Climate + environment

- carbon neutrality
- environmental impacts

## RESULTS

### Quality

- beauty and character
- innovate

### Equity

- support home ownership

### Connections

- connect transit options to housing

# PLAN FRAMEWORK

GLOBAL PIONEER

REGIONAL HUB

THRIVING CITY

INCLUSIVE NEIGHBORHOODS

NEIGHBORHOOD

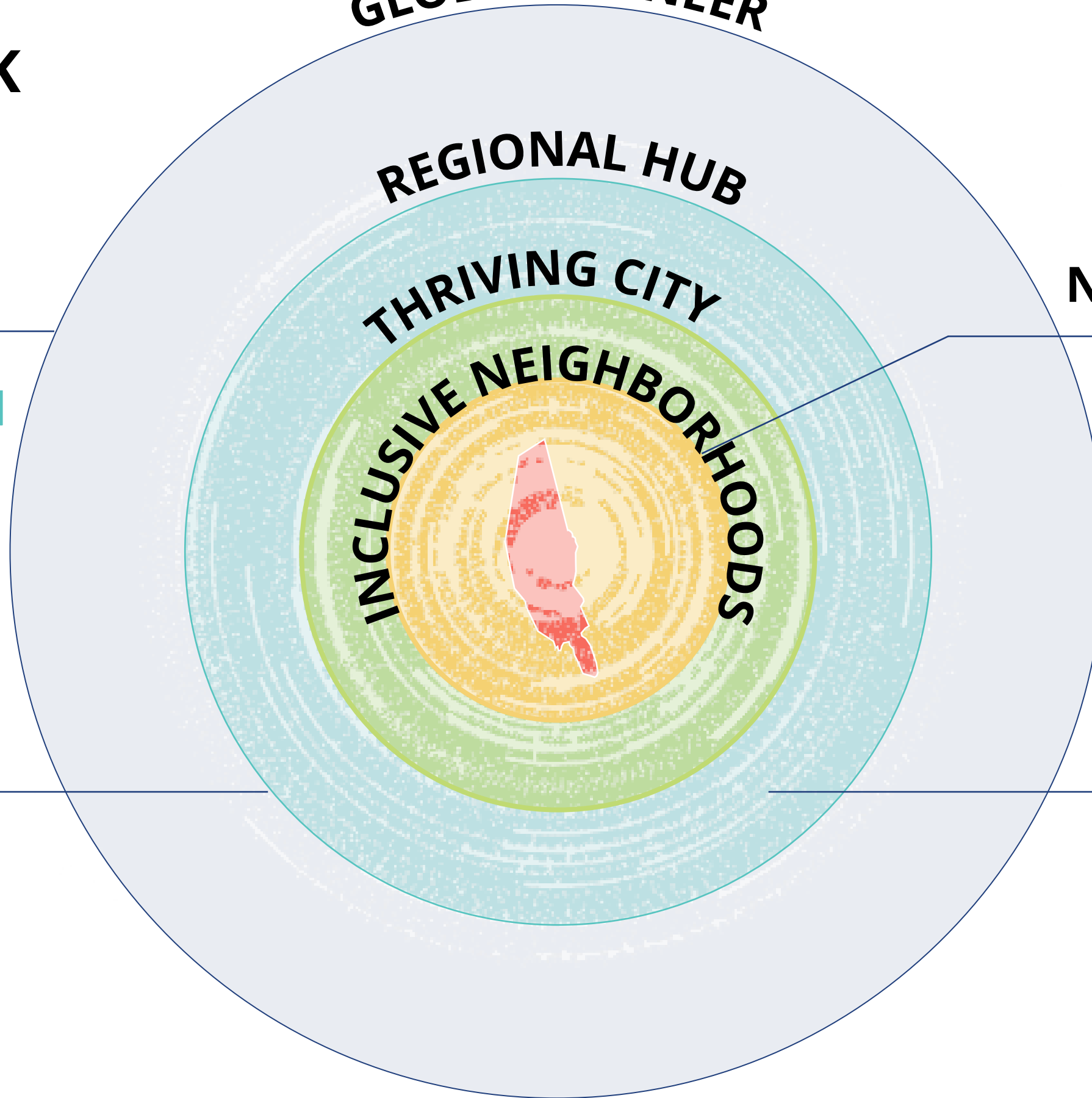
GLOBAL



REGIONAL



CITYWIDE



# GLOBAL PIONEER

## POSSIBLE GOALS

Continue to pioneer innovation for the next century

Ensure the future success of established hubs, like the port

Celebrate the City's diverse, multi-cultural community

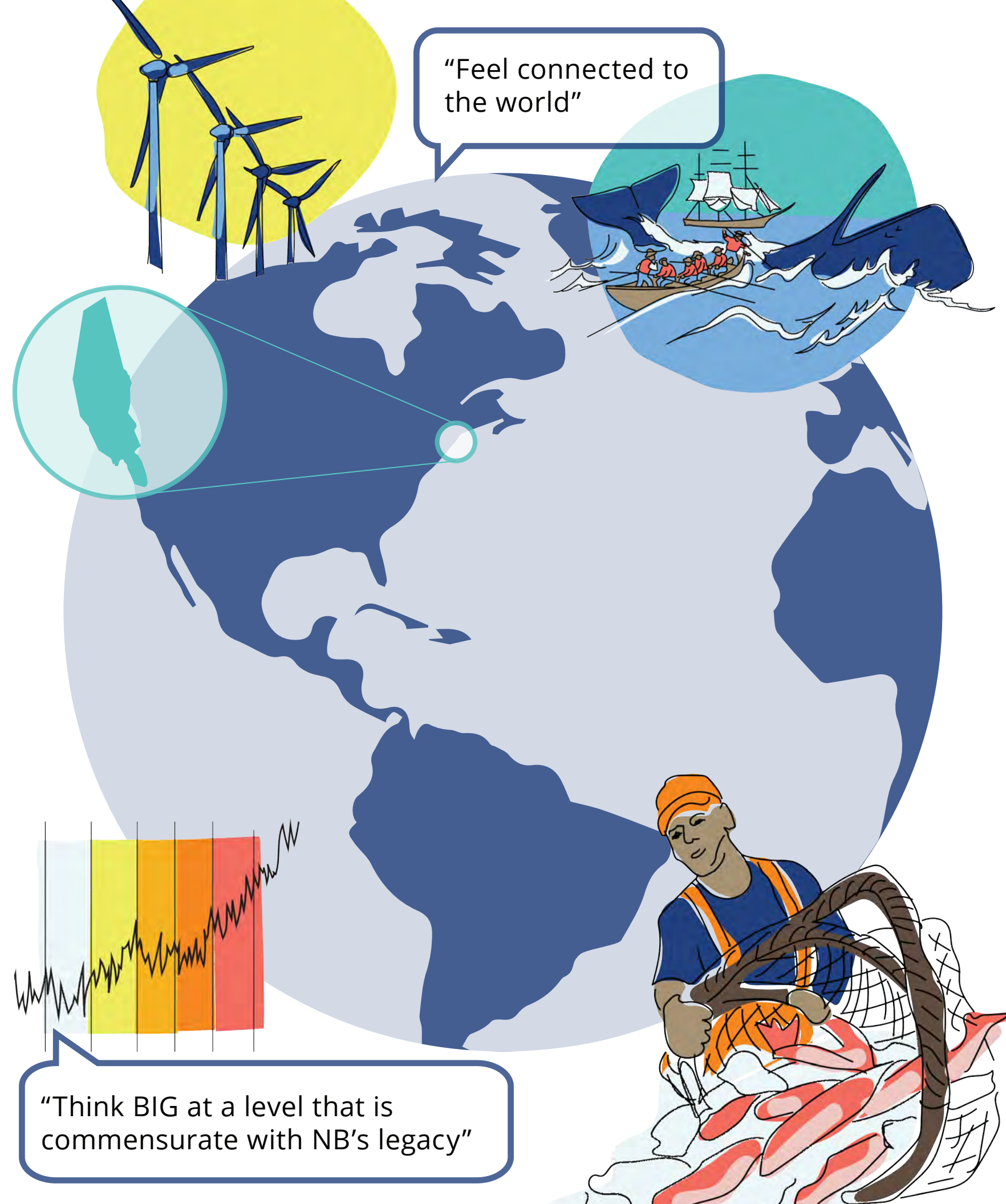
Lead in climate resiliency

## KEY FINDINGS

Well-known history and evolution of welcoming immigrant communities and cultures

Unique opportunity to establish a world-class offshore wind cluster with global business partnerships in the future

Ambitious vision requires ongoing infrastructure improvements and alignment of economic benefits with community benefits



"Feel connected to the world"

"Think BIG at a level that is commensurate with NB's legacy"

# REGIONAL HUB

## POSSIBLE GOALS

**Be an economic anchor that keeps and attracts talent**

**Reinforce role as a hub for arts, culture, and history**

**Capitalize on connections to airport and future South Coast Rail**

## KEY FINDINGS

Active economic development community with many major investments

Large manufacturing and health care sectors and a strong port cluster (fishing/scalloping, seafood processing, vessel repair, etc.)

Multiple nearby destination assets: UMass Dartmouth, New Bedford Airport, and National Park sites

Net outflow of 10,000+ commuters

Relatively high commercial, industrial tax rate



# THRIVING CITY

## POSSIBLE GOALS

**Embed resilience, equity, and inclusion into all work to ensure all benefit from future success**

**Build a safe, connected alternative transportation network**

**Promote a healthy environment for nature and people to thrive**

## KEY FINDINGS

Tremendous community pride for the City

Many entrepreneur support systems and small business success stories

Largest employment sectors are healthcare/ social services, which is generally low paying, and manufacturing, which is higher paying

Low income levels and educational attainment, and high rates of unemployment and poverty\*

\*Similar to other gateway city peers, but lower than Bristol County or State of MA





# INCLUSIVE NEIGHBORHOODS

## POSSIBLE GOALS

Provide housing for all generations, incomes, and group sizes

Ensure all neighborhoods feel safe and welcoming

Close gaps to park access and diversify recreation offerings

Support local businesses/commercial districts and reimagine existing buildings

Maintain high quality public amenities, services, and infrastructure

## KEY FINDINGS

Rents have increased recently and very few new units have been built in last decade

Older housing has challenges including health/environmental issues and does not align with needs for single household and senior living

Park access is higher than average, but still shows key gaps in central and northern city



“Main arteries - better connect them +make them more walkable + safe”



“City of neighborhoods - give attention to small neighborhood centers, invest in neighborhood to support diversity”



# DISCUSSION



## THEMES & GOALS



# ACTIVITY AT YOUR TABLES

Discuss the themes and possible goals:

- Which of these themes and goals resonate the most?
- What's missing or should be revised?
- How can we realize these goals?

## WHICH THEMES & GOALS RESONATE THE MOST?

Place a dot  
or add an  
idea!

### GLOBAL PIONEER

Continue to pioneer innovation for the next century

Ensure the future success of established hubs, like the port

Celebrate the City's diverse, multi-cultural community

Lead in climate resiliency

### REGIONAL HUB

Be an economic anchor that keeps and attracts talent

Reinforce role as a hub for arts, culture, and history

Leverage future South Coast Rail and airport connections

### THRIVING CITY

Embed resilience, equity, and inclusion into all work to ensure all benefit from future success

Build a safe, connected alternative transportation network

Promote a healthy environment for nature and people to thrive

### INCLUSIVE NEIGHBORHOODS

Provide housing for all generations, incomes, and group sizes

Ensure safe routes through all neighborhoods

Close gaps to park access and diversify recreation offerings

Support local businesses/commercial districts and reimagine existing buildings

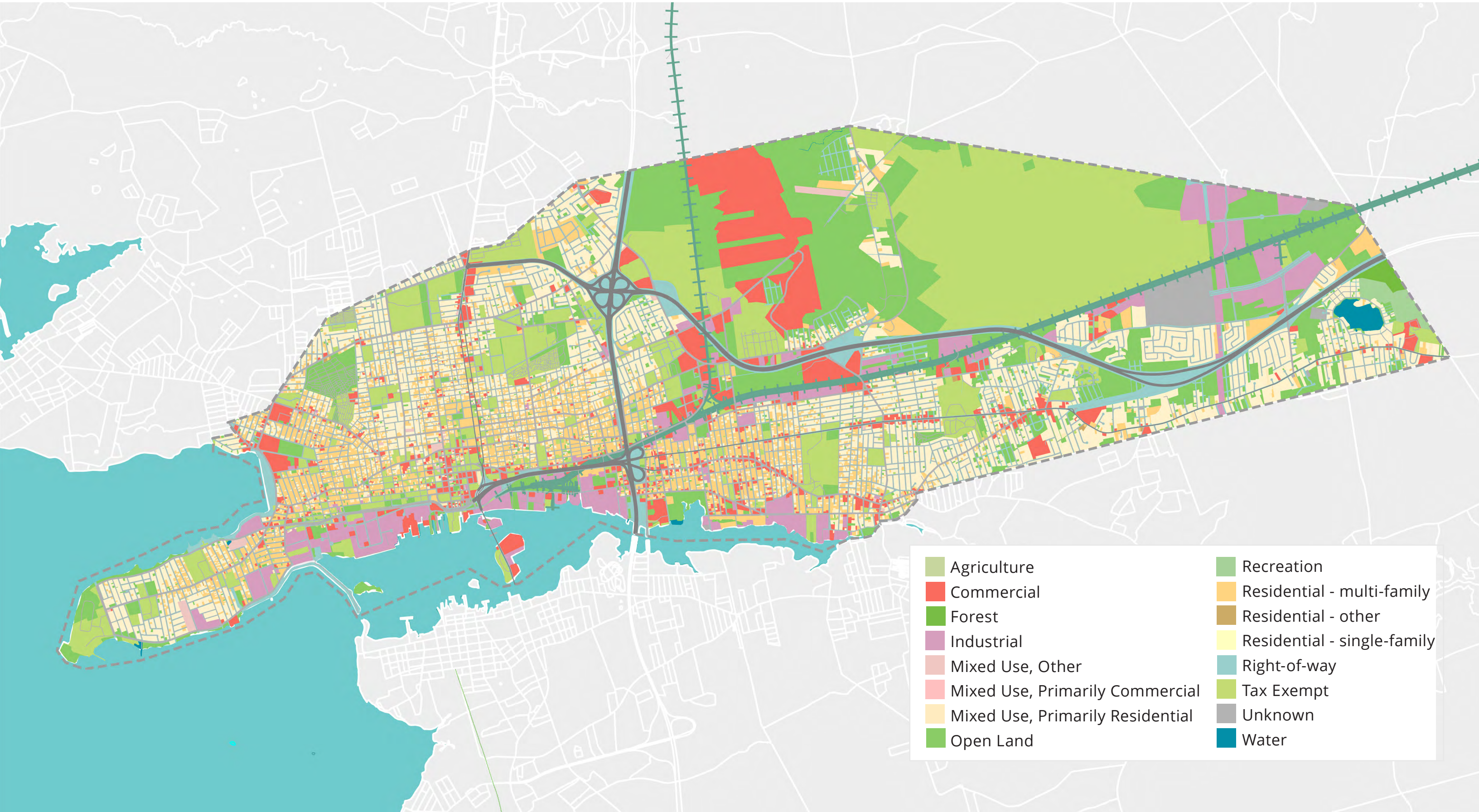
Others?

# REPORT BACK

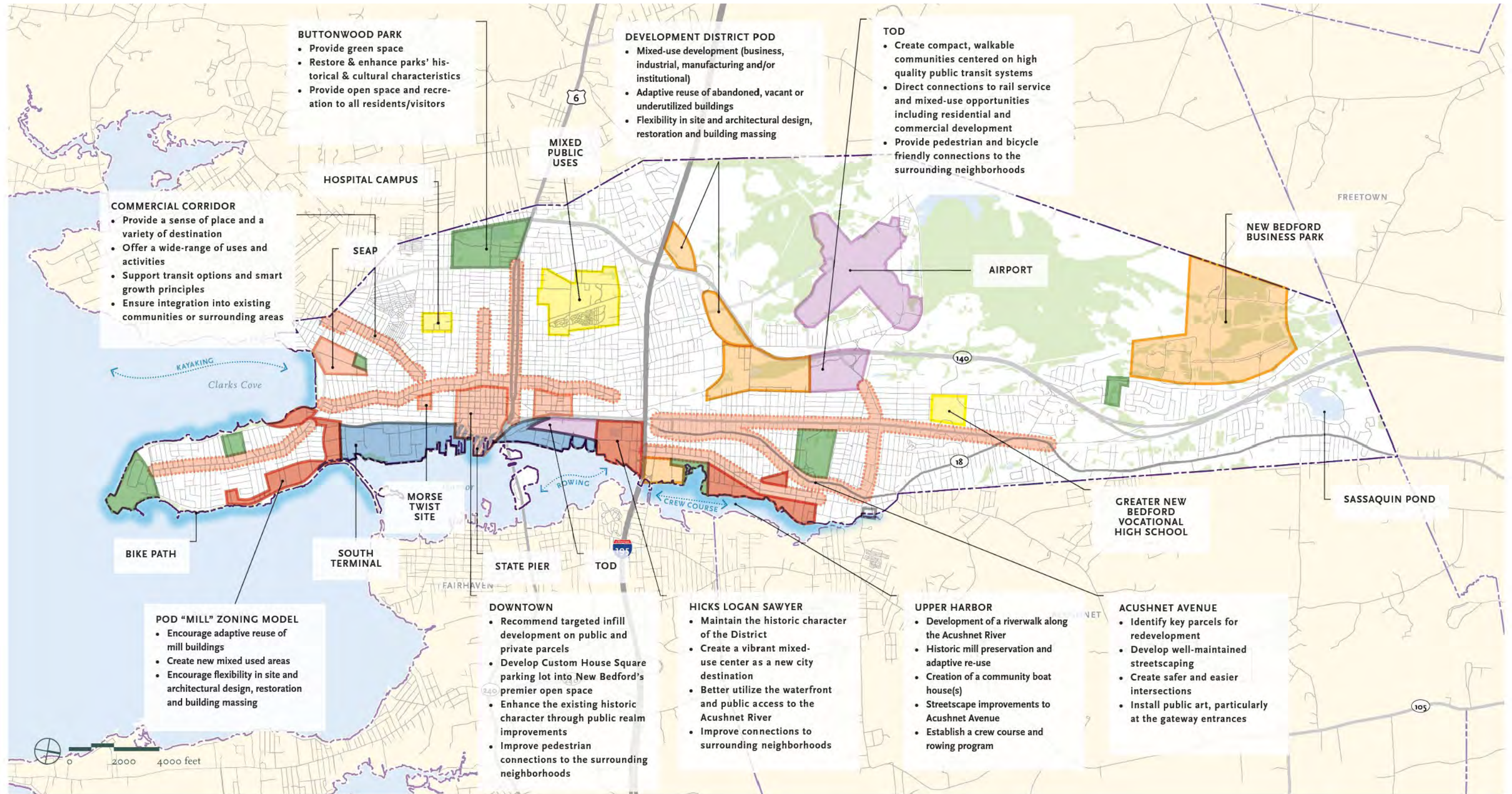
**WHICH THEMES RESONATE THE MOST?**



# LAND USE



# NEW BEDFORD 2020 (PREVIOUS MASTER PLAN)



Source: City of New Bedford, MassGIS

## Legend



A CITY MASTER PLAN  
NEW BEDFORD 2020

Figure 4.5  
Development and Neighborhood Centers



# NB 2020 PLACES

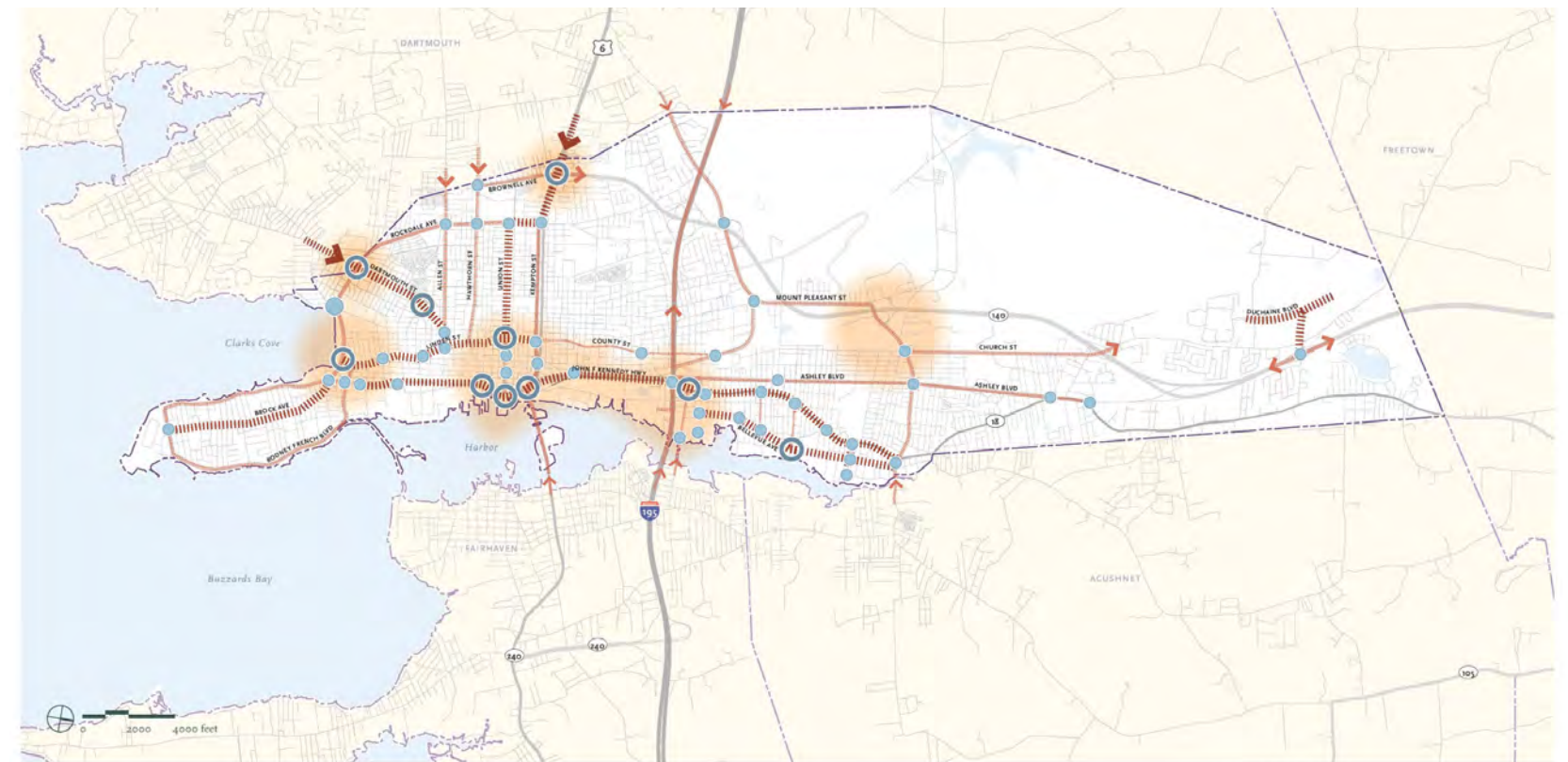
- Redevelopment
- Mixed-use Redevelopment
- Transit Redevelopment
- Traditional Industrial
- Waterfront Redevelopment
- Mill Development District
- Commercial Corridor
- Open Space
- Public Water Access
- Gateway Areas
- Primary & Secondary Corridors



Source: City of New Bedford, MassGIS  
Photo Credits: Joyce Goodman

A CITY MASTER PLAN  
NEW BEDFORD 2020

Figure 2.2  
Areas of New Bedford



Source: City of New Bedford, MassGIS

### Legend

#### Corridors

- Primary
- Secondary

#### Gateway Opportunities

- Gateway Area

#### Intersections

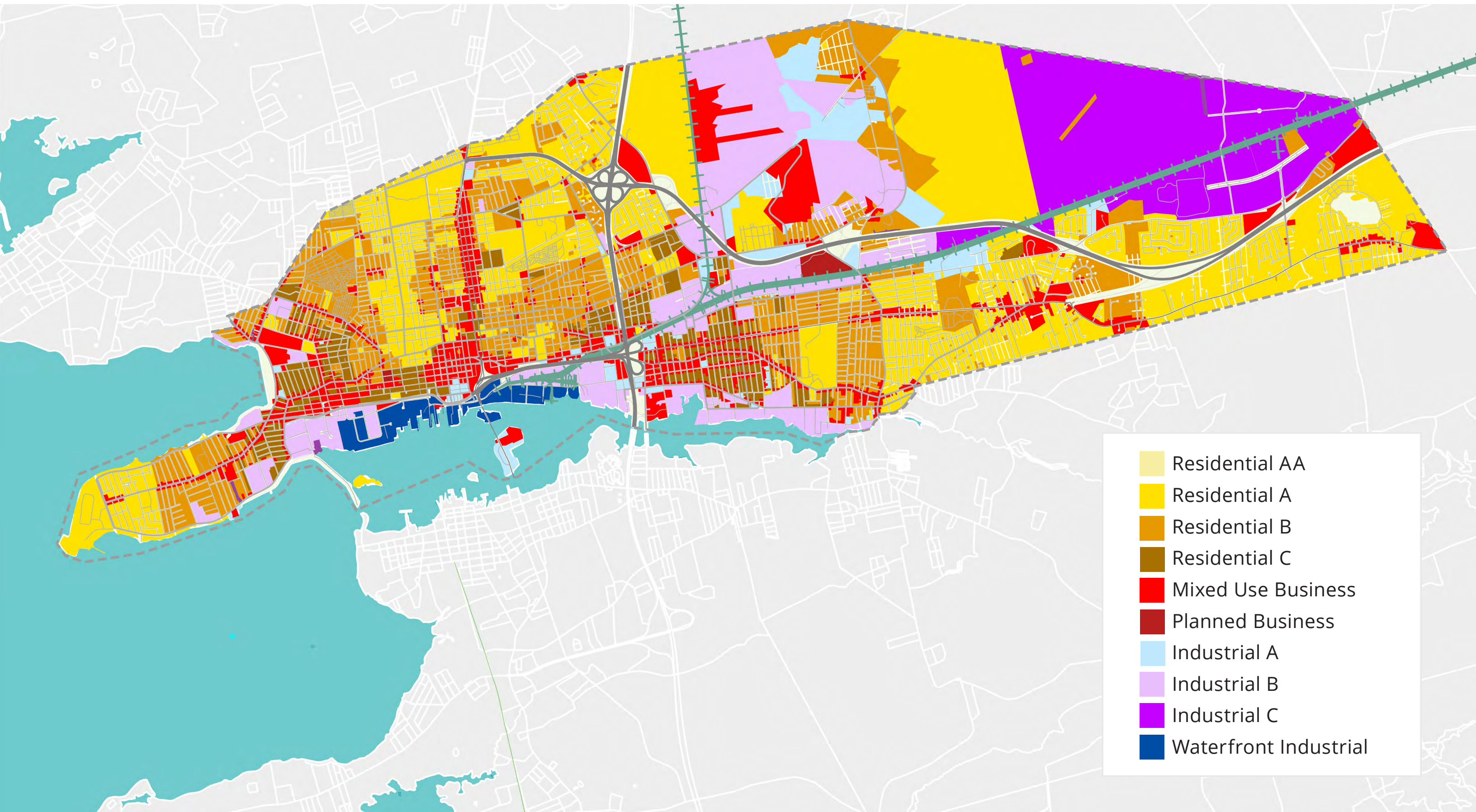
- Primary Intersection
- Secondary Intersection



A CITY MASTER PLAN  
NEW BEDFORD 2020

Figure 4.6  
Gateway Opportunities

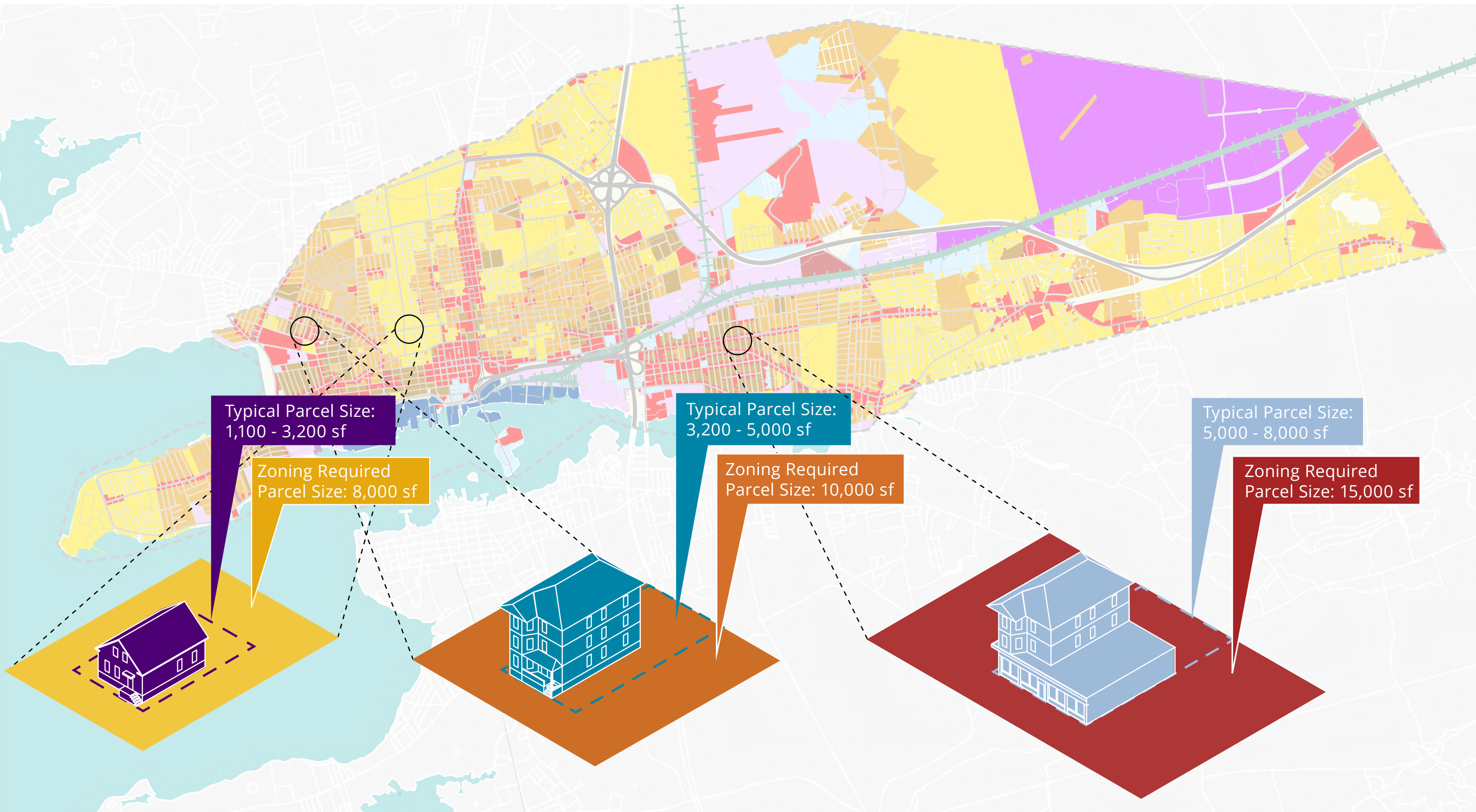
# ZONING



- Residential AA
- Residential A
- Residential B
- Residential C
- Mixed Use Business
- Planned Business
- Industrial A
- Industrial B
- Industrial C
- Waterfront Industrial



# ZONING EXAMPLE



## NB 2020 PLACES

- Redevelopment
- Mixed-use Redevelopment
- Transit Redevelopment
- Traditional Industrial
- Waterfront Redevelopment
- Mill Development District
- Commercial Corridor
- Open Space
- Public Water Access
- Gateway Areas
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## PROPOSED PLACE TYPES



*Others?*

# CENTERS



DOWNTOWN



NEIGHBORHOOD CENTERS



TOD

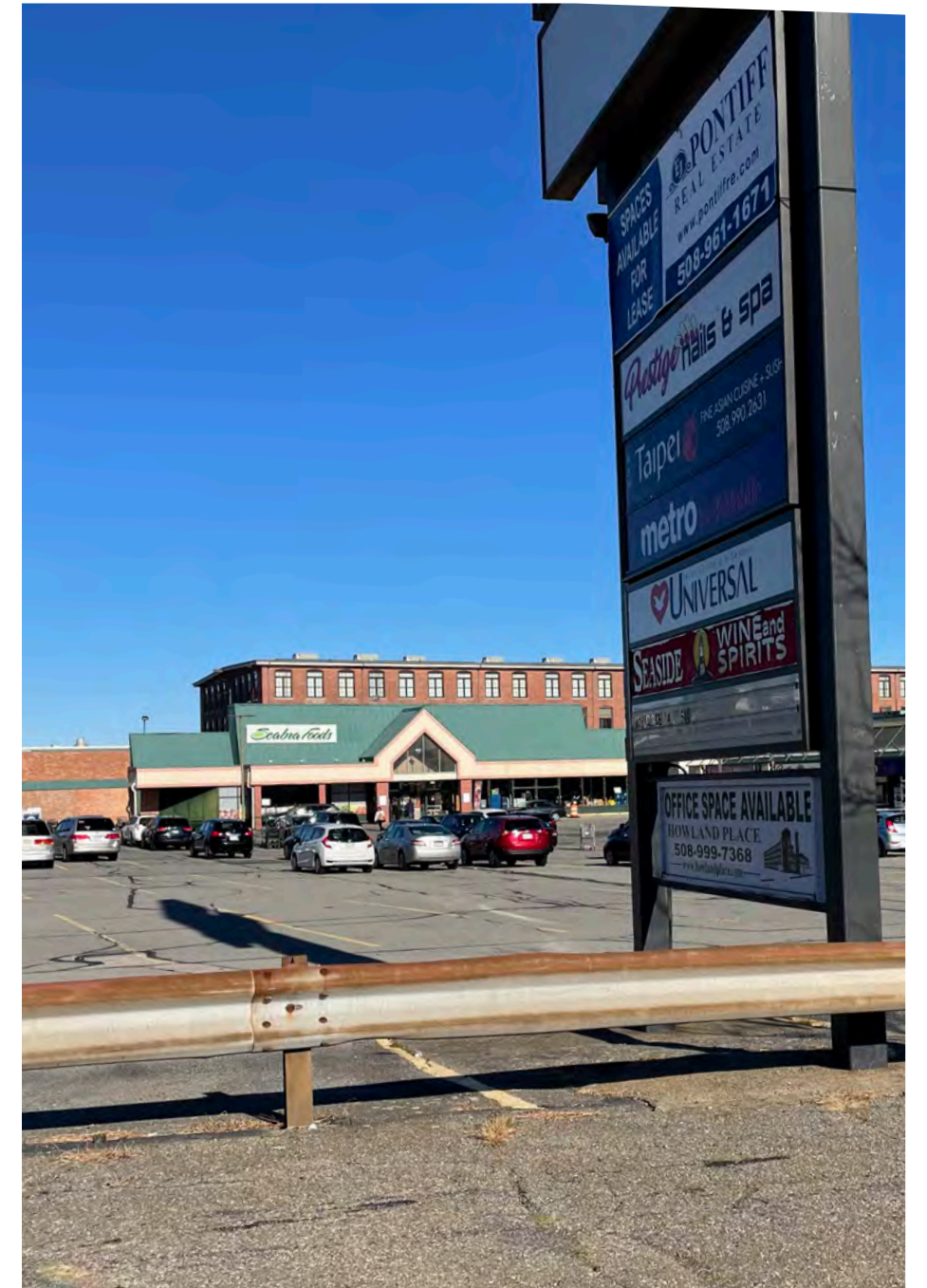
# COMMERCIAL CORRIDORS



RIVET ST



ACUSHNET AVE



ROCKDALE AVE

# ECONOMIC PRODUCTION AREAS



THE PORT / WATERFRONT



BUSINESS PARK



AMC

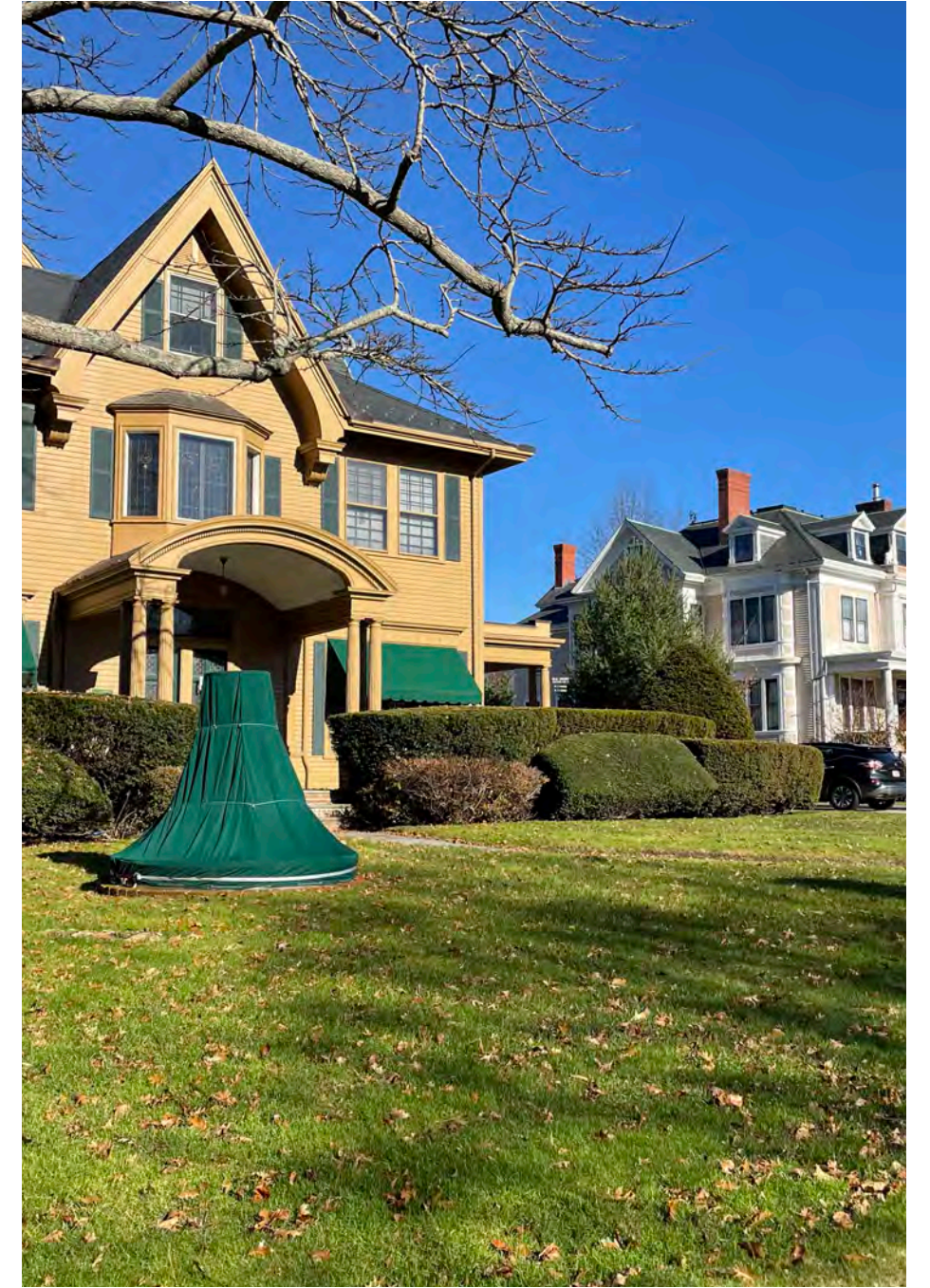
# RESIDENTIAL AREAS



SOUTH END



ACUSHNET HEIGHTS



WEST END

# OPEN SPACE/RECREATION SPACES



PARKS & PLAYGROUNDS



BLUE/GREEN CORRIDORS



OPEN SPACE

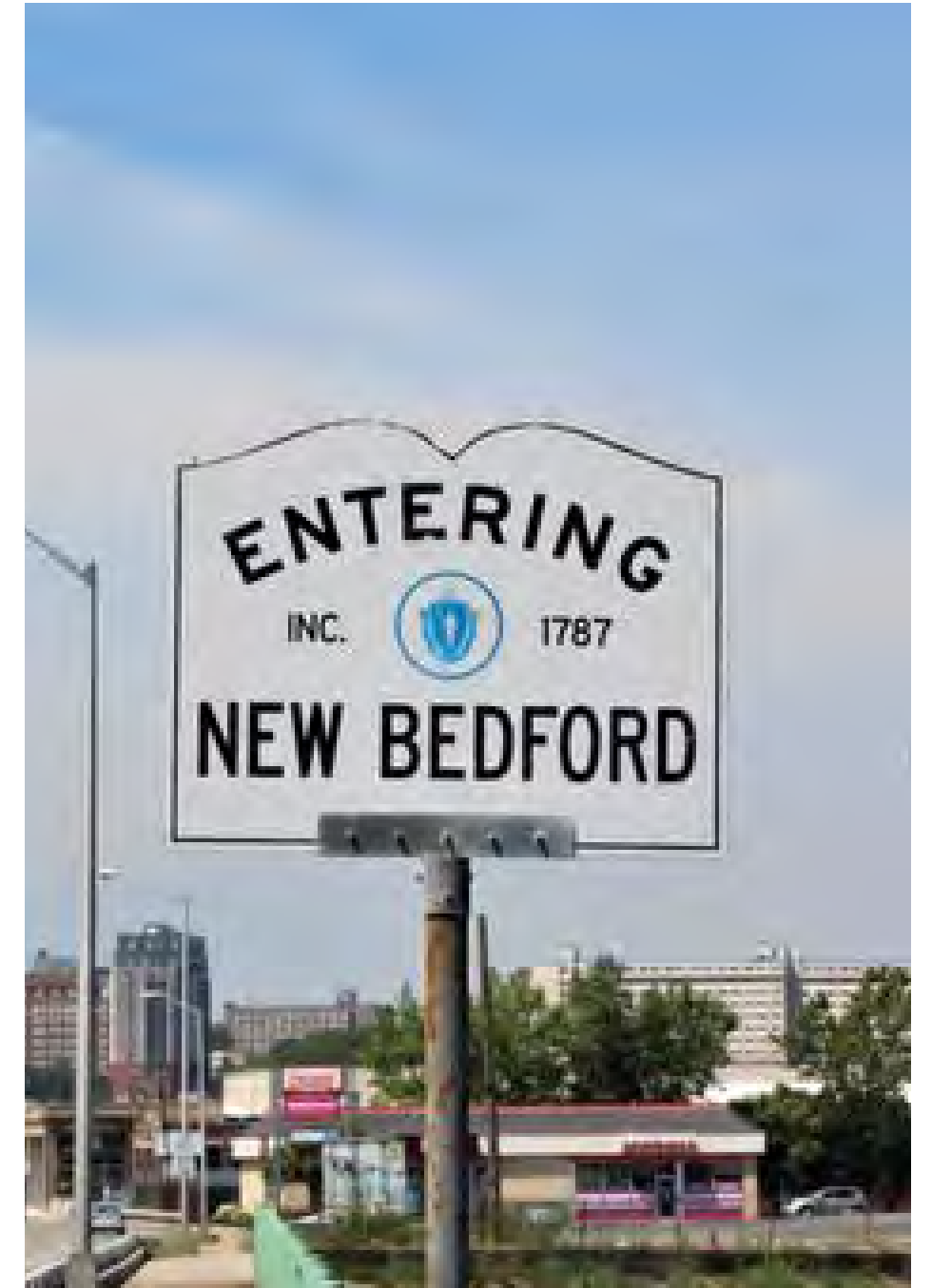
# GATEWAYS/FIRST IMPRESSIONS



AIRPORT



FERRY TERMINAL



MAJOR ROADS



# DISCUSSION



## OPPORTUNITIES BY AREA



# ACTIVITY AT EACH STATION

- Where do these place types exist today in New Bedford?
- Where do they need strengthening or have opportunities for growth/change in the future?
- What's working since the last Master Plan? What should change?

Centers 

Commercial Corridors 

Economic Production Areas 

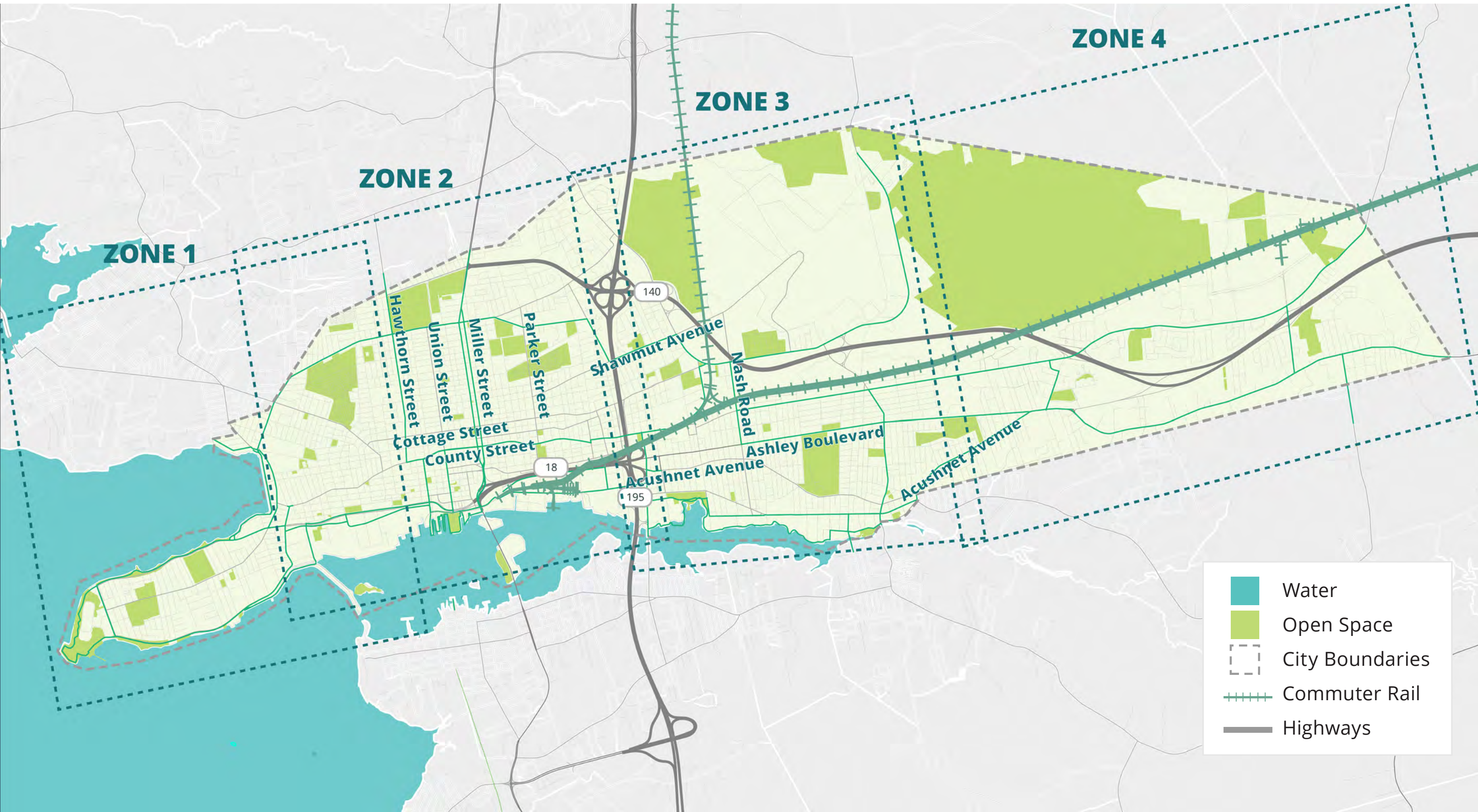
Residential neighborhoods 

Open Space/ Recreation 

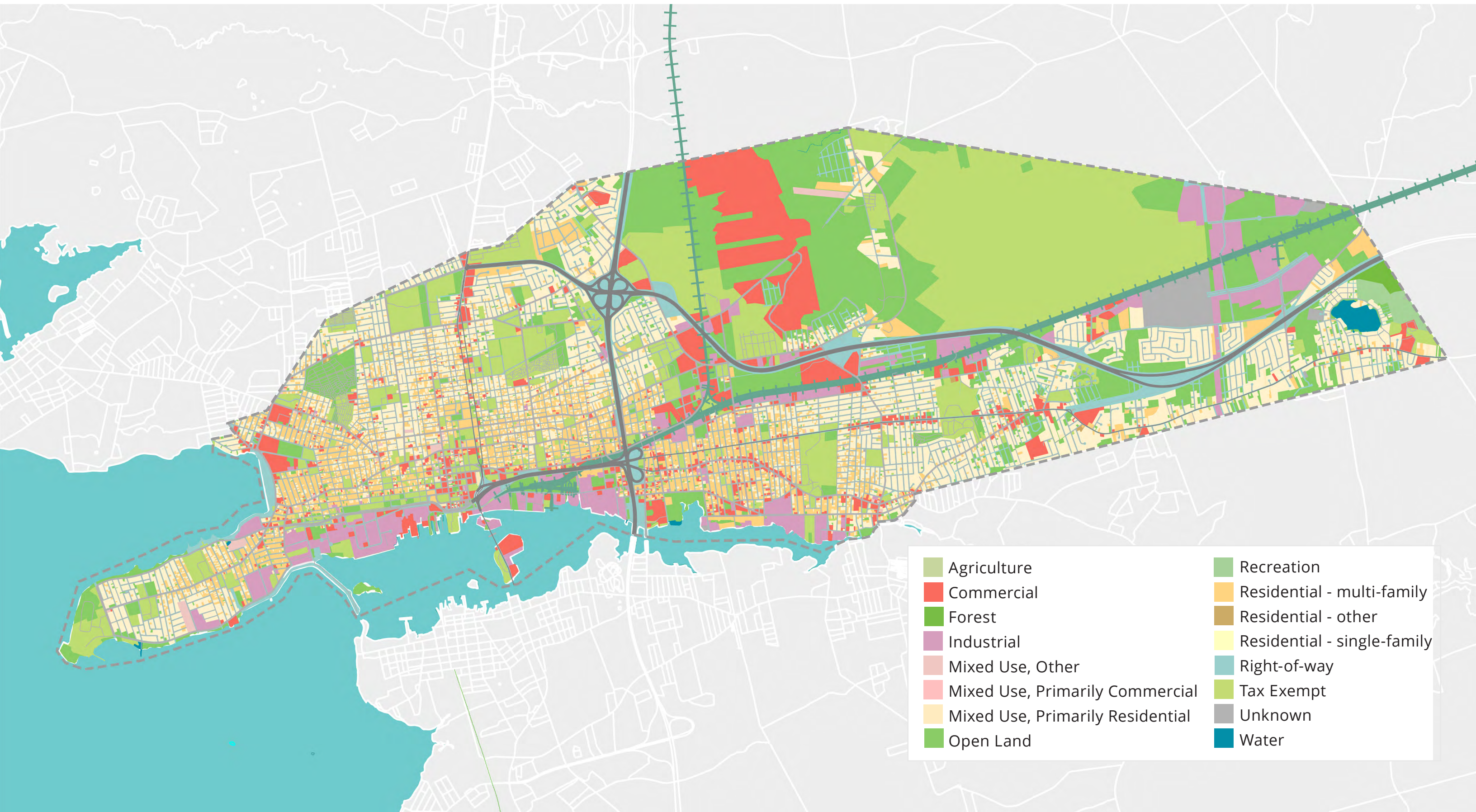
Gateways 



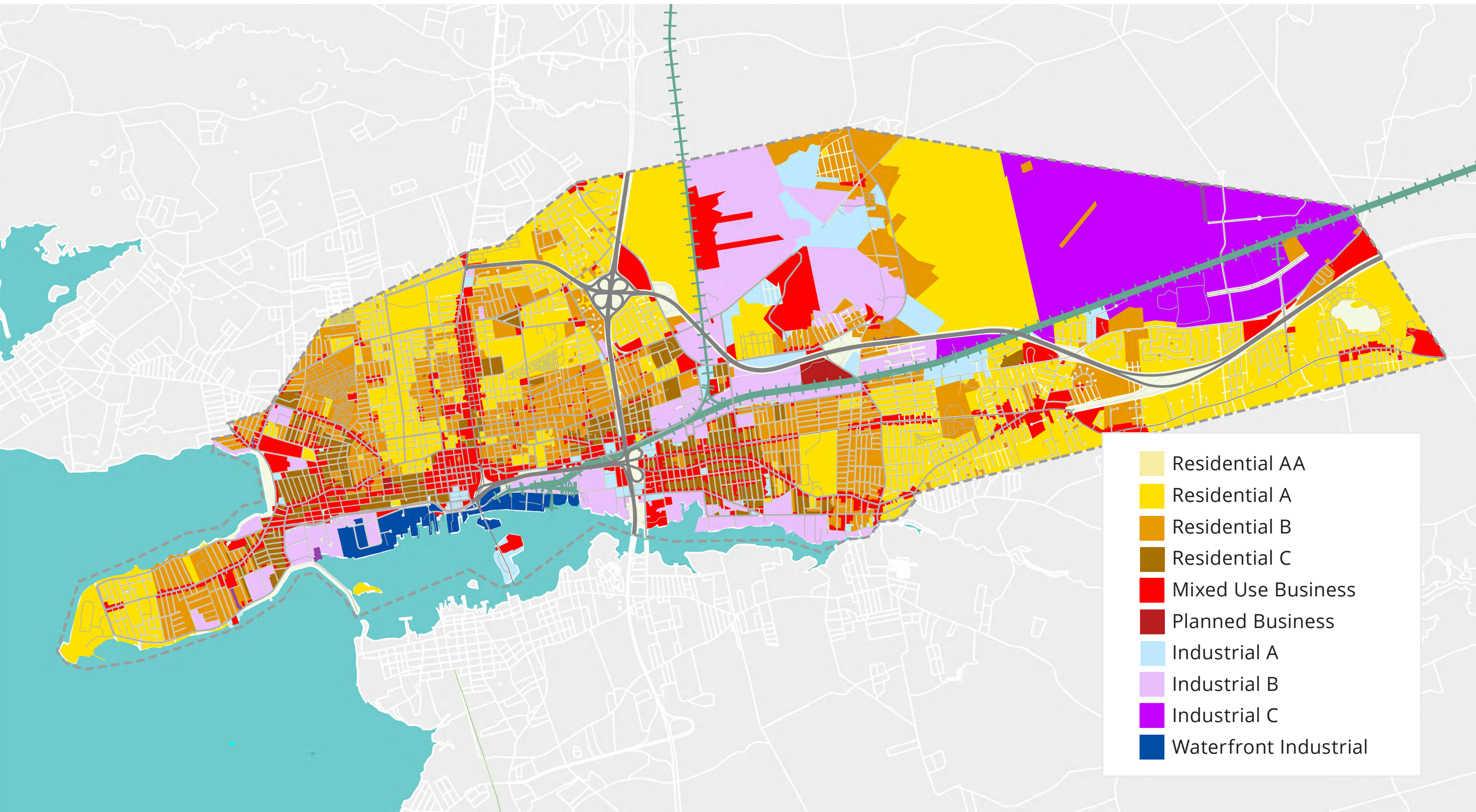
# 4 STATIONS, EACH FOCUSED ON A GEOGRAPHIC AREA



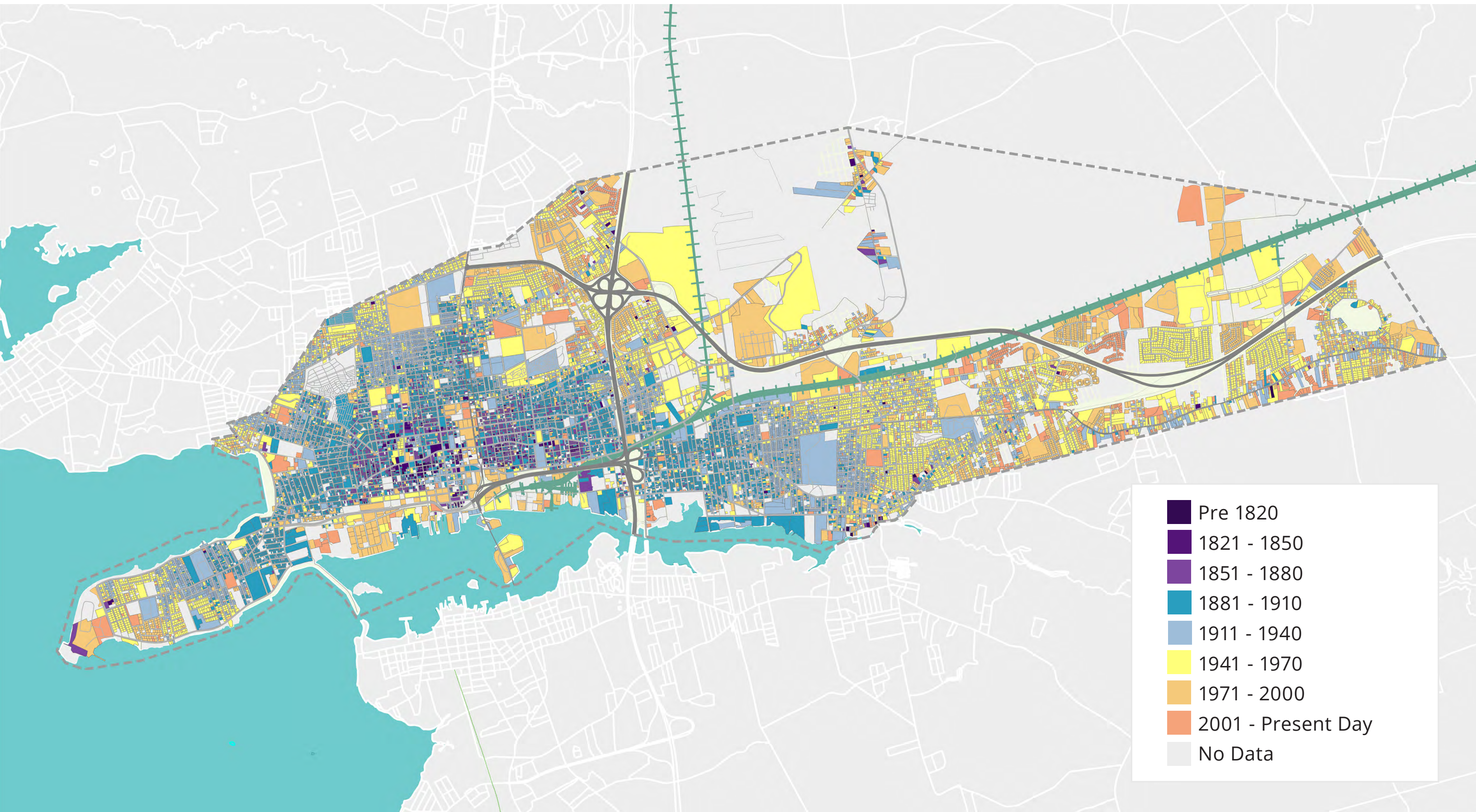
# REFERENCE MAP: LAND USE



# REFERENCE MAP: ZONING



# REFERENCE MAP: YEAR BUILT



# NEXT STEPS



# WRAP-UP & NEXT STEPS

- **SAVE THE DATE FOR THE FEBRUARY 11TH PUBLIC WORKSHOP!**

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