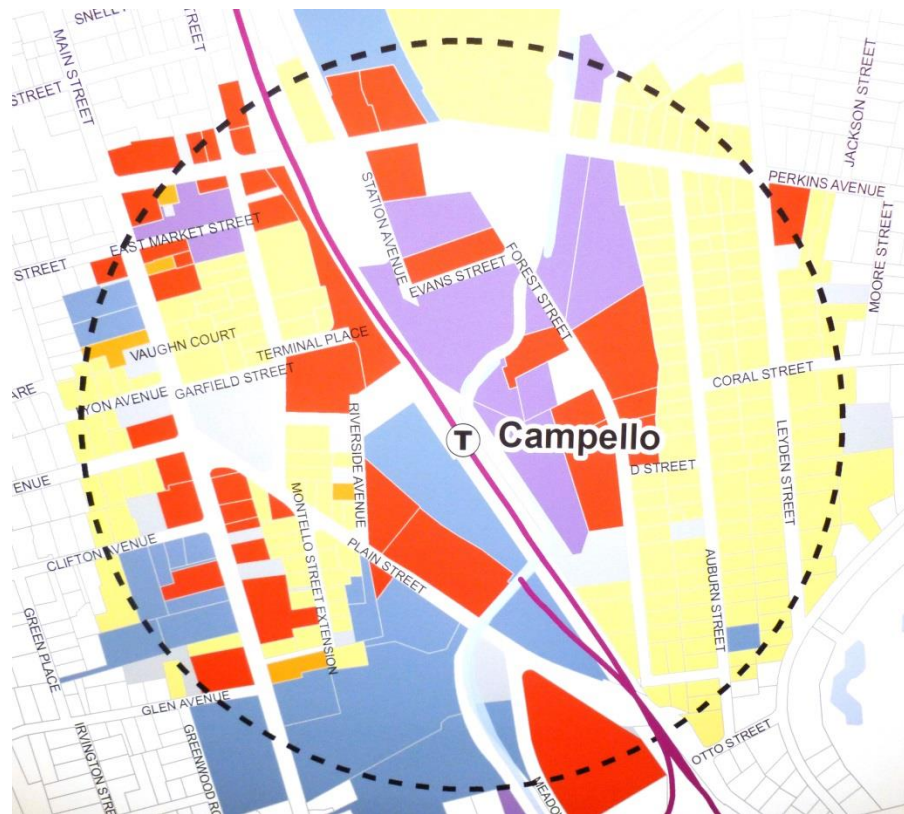




# ULI Boston Technical Assistance Panel (TAP) Program

## Campello Neighborhood, Brockton MA





## **Mission**

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

**ULI is a research and education institution with over 35,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.**

## **ULI at the local level**

- Boston District Council covers nearly all of New England
- 1,100 Members—developers, architects, planners, public officials, financiers, students, etc.



## Technical Assistance Panels (TAPs)

A Technical Assistance Panel (**TAP**) brings together of a group of ULI members with a range of professional expertise to provide focused, collaborative consultation to a local government or qualifying non-profit organization.

ULI Boston's TAP program is sponsored by



MASSDEVELOPMENT  
Build. Create. Innovate.

### This TAP

- Sponsored by the City of Brockton and the Brockton Redevelopment Authority
- This panel looked at the full range of options from an unbiased perspective.
- Panelists include experts in the fields of architecture, development, engineering, urban planning, transportation planning and economic development.
- **Panelists have donated their time**
- Final Deliverable – Written report (within 6 weeks) will be available at <http://boston.uli.org>

## TAP Panelists

### TAP Co-Chairs

**Ted Brovitz** – Howard/Stein-Hudson Associates

**Larry Spang** - Arrowstreet



### TAP Panelists

**Jonathan Greeley** – Boston Redevelopment Authority

**James Kelly-Rand** – KlingStubbins

**James Perrine** – The Community Builders

**Loryn Sheffner** – Bank of America/Merrill Lynch

**Ed Starzec** – MassDevelopment

**Gabrielle Weiss** – Copley Wolff Design Group



**Virginia Quinn**– Report Writer

**Michelle Landers** – ULI Boston

**Michael Keimig** – ULI Boston







# The Process

## Site Visit:

- Main Street
- South Street
- Keith Park
- Campello Train Station
- Montello Street



## Panel interviewed stakeholders today including:

City Officials, Local Business Owners, City Staff, Public Safety Officials, Local Property Owners



## The Panel's Assignment

The Panel was asked to provide recommendations on planning and development issues in the Campello area of the City. Campello has a commuter rail station, a Main Street commercial area, underutilized industrial property, and abuts dense residential district.

The City is making new investments in Campello and seeks to build on these investments by studying the district and determining what additional actions should be taken.





E Chestnut St

E Market St

Lyon Ave

Keith Ave

28

Garfield St

Terminal Pl

Riverside Ave

Clinton St

Station Ave

Evans St

Perkins Ave

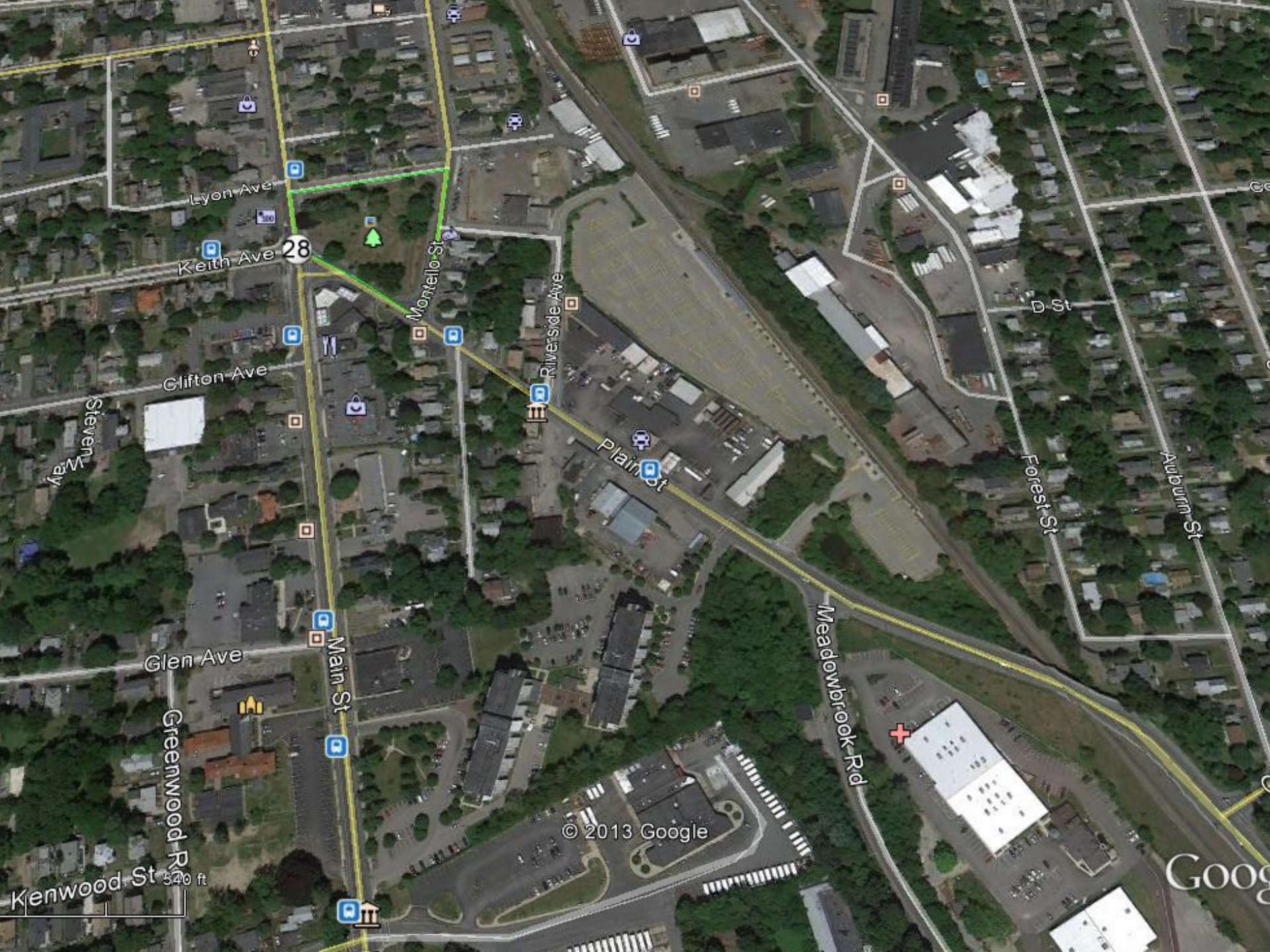
Riverview St

Forest St

© 2013 Google

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Lyon Ave

Keith Ave 28

Clifton Ave

Steven Way

Glen Ave

Greenwood Rd

Kenwood St 540 ft

Montello St

Riverside Ave

Plain St

Meadowbrook Rd

D St

Forest St

Auburn St

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# Neighborhood Assets/Opportunities

- Commuter Rail Station
- Keith Park
- South Street Historic district
- Established retail & restaurants
- Industrial businesses: jobs, economic activity



# Neighborhood Challenges/Constraints

- Train tracks and industrial areas divide the residential areas
- Evolving demographics
- Limited city financial resources
- Commercial vacancies in key locations
- Outdated zoning ordinance
- Ineffective historic regulations
- Need for public realm intervention
- Perception v. reality of crime

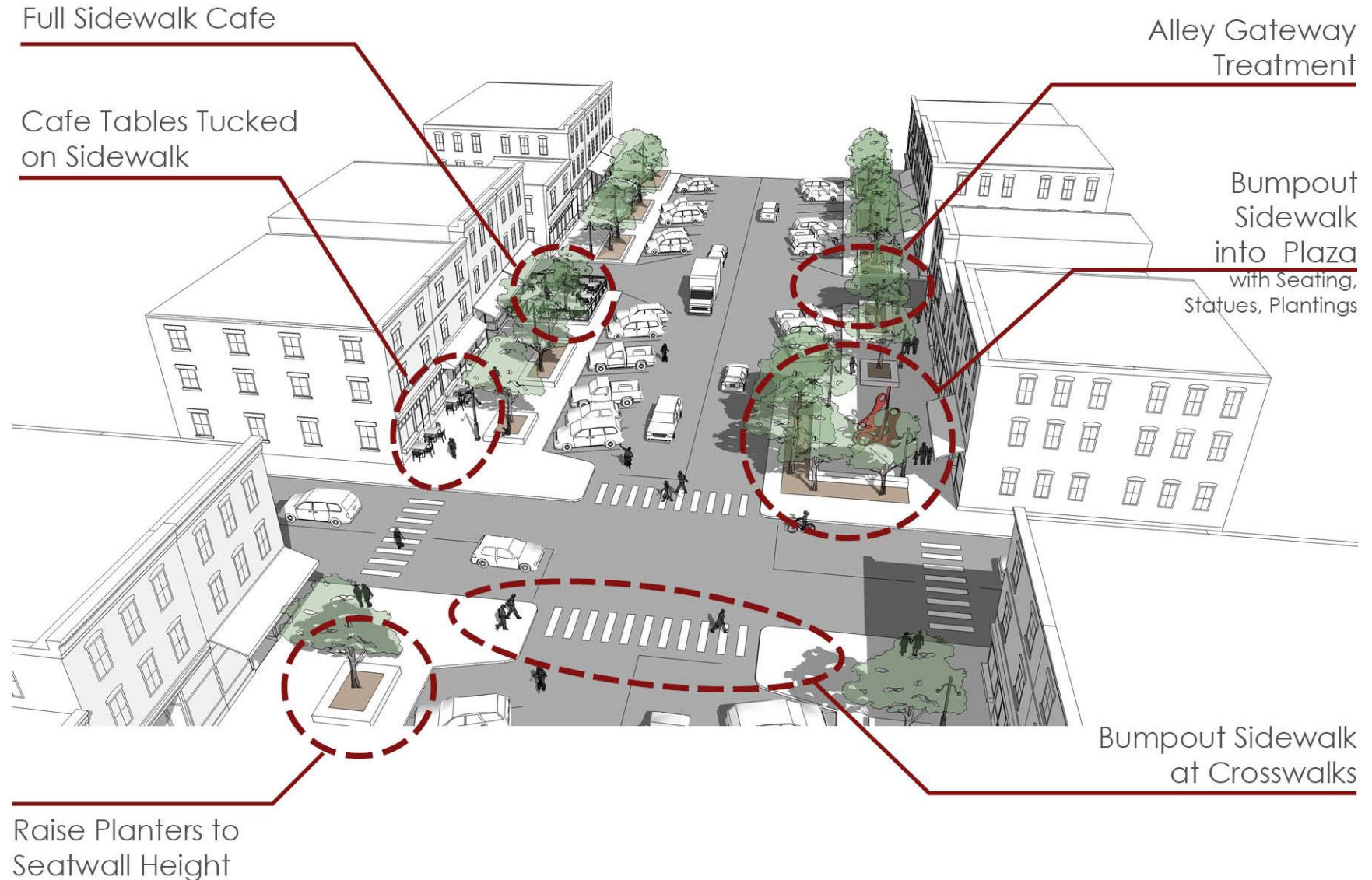


# Guiding Principals – Jonathan and Jim

- Take the long view
- Focus on the community
- Create a sense of place
- Unlock the potential of transited-oriented development
- Neighborhood development as effective retail strategy



# The “Public Realm” Enhancements





# The Public Realm

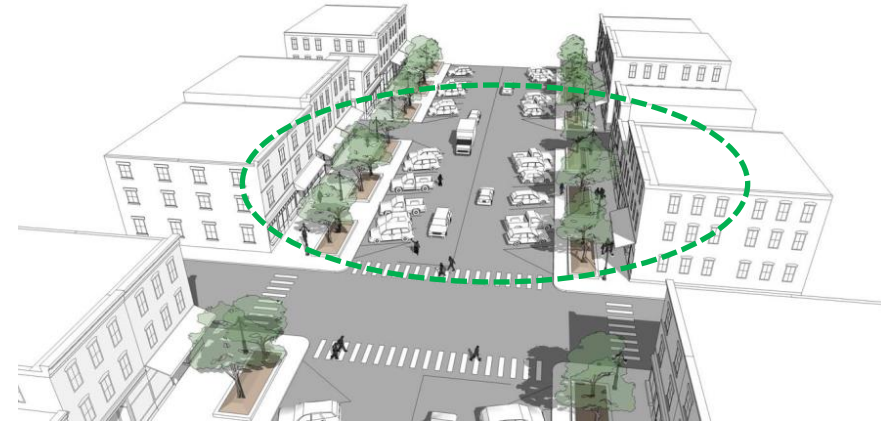
## *Examples and Case Studies:*





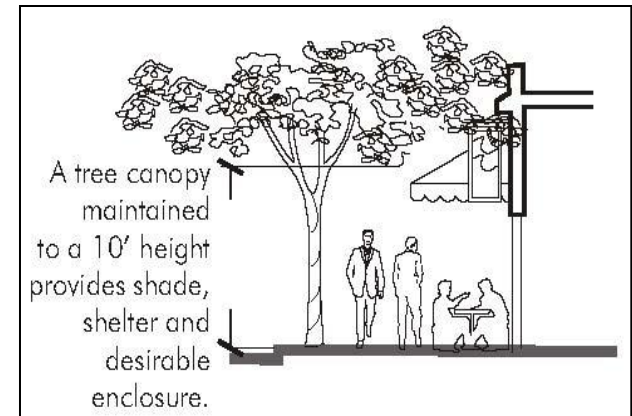
# Enhance the Pedestrian Experience

- ***Encourage Business Operators to Consistently Maintain Curb Appeal***
- ***Develop a Merchandising Program for Shop Owners***
- ***Encourage Outdoor Dining Areas***
- ***Allow Sidewalk Displays and Signs***
- ***Adopt Design Guidelines for Main Street***



**The Outdoor Room**

## ***Examples and Case Studies:***





# Neighborhood Gathering Areas and Activities

## *Programming*

- Farmers Market and Food Courts
- Music and Movies in the Park
- Art Exhibits
- Community Garden Plots
- Block Parties
- Others?

## *Examples and Case Studies:*



# Gateways and Wayfinding Systems

- *Improve Gateway Treatments*
- *Wayfinding and Directional Sign System*
- *Informational Kiosks and Business Directories*
- *Interpretive Sign Boards and Murals*



## Examples and Case Studies:



Coordinated Wayfinding System and Banners Englewood Village, FL



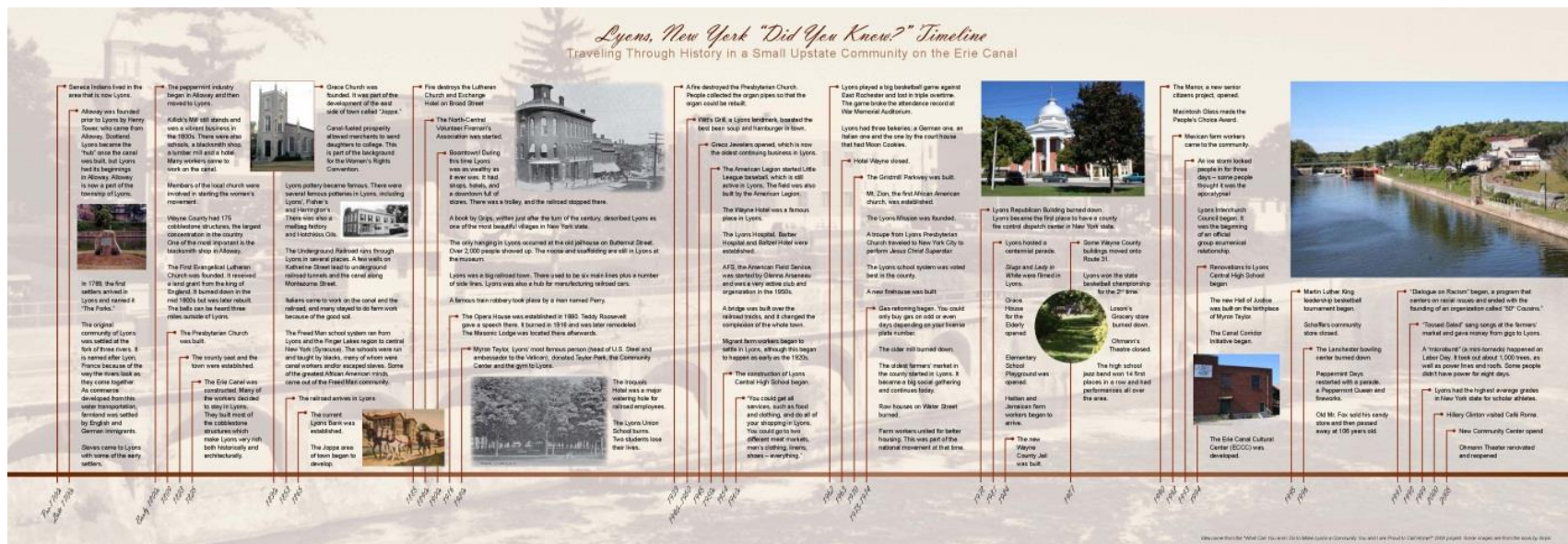
Pole Mounted Directional Signs, Amherst, MA



Sidewalk Business Directory, Saratoga Springs, NY



# Interpretive Sign Boards and Murals



Example interpretive mural highlighting the village's heritage timeline along the Erie Canal, Lyons NY



Clematis Street, West Palm Beach FL



Batavia NY







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# Connections/Public Realm – Gabrielle and Jim



## Short Term

- Wayfinding
- Historic District: Enhance Enforcement
- Continue Community Clean Up Efforts
- Encourage Business Sponsorship of Streetscapes/Park Improvement such as: Mural/Façade improvement along Riverside Ave
- Main Street Program
- Pedestrian link from Riverside Ave to Commuter Rail
- Utilize Parking Lot at Commuter Rail for Park Events
- Keith Park Programming: Farmers Markets, Movie Night, Concerts, Fence and Path Repair, Drinking Fountain

## Long Term

- Complete Streets with focus on Main Street, South Street and Riverside Ave
- Pedestrian Bridge over Commuter Rail at Terminal Place to Evans Street
- Keith Park Major Improvements
  - Major Lighting Improvements
  - Improve Paths
  - Tree Planting
  - Water Feature
- Target Properties Adjacent to public space: Complimentary uses such as restaurants with outdoor seating and small retail south of Keith Park
- Permanent Community Garden Space with an organizing group/committee



## Short Term – Low Barrier to Implementation Activities

- Programming
  - Street Fairs, Movie Nights, Etc.
  - Food Trucks, Farmers' Market
- Shared Promotion and Marketing
- Activate Empty Storefronts
  - Artist Studios, Local Entrepreneurs
- Focused Upkeep / Maintenance
- Business Coaching / Expansion / Encouragement

## Long Term Strategies

- Establish Paid Position at BRA or Planning to support programming, promotion, business development
- Streetscape and Signage Improvements
- Commission Parking Study
- Revolving Loan Fund for Business Improvements
  - Capitalization by MassDev



## Short Term – Support Existing Stock

- Continue / Increase Police Presence  
(Walking Beats)
- Increase Building / Fire Code Enforcement
- Establish Task Force for All Departments to Review  
Problem Properties
- Encourage Neighborhood Association(s)



## **Long Term – Look for opportunities to add market rate units**

- Increase Residential Density near Commuter Rail Station where Market Development appears most feasible
- Look for larger, underutilized parcels for multi-family Residential Use
- Upzone as required to meet residential development objectives

## Short Term Strategies

- Review Truck Access
  - Direct Truck Traffic away from Neighborhood Streets
  - Improve Truck Access Streets
- Maintain / Improve Buffers to Neighborhood

## Long Term Strategies

- Explore emerging trends such as Small Scale / Locally Oriented Manufacturing
- Encourage emerging cluster of Food Industries, and Urban Agriculture





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# Questions?