Active Use Strategy - Action Plan

New Bedford’s Union & Purchase TDI District

Graffito SP
01.11.2016
NB TDI Active Use // agenda

> Graffito’s retail development & placemaking approach

> TDI scope of work

> Downtown New Bedford’s opportunity

> active use strategy

> action plan in phases

> wrap-up & next steps
GSP Approach // steps to retail development

**STRATEGIC PLANNING**
- Context Examination
- Placemaking Strategy
- Research + Brainstorming
- Community Integration
- Values + Story Defined

**ENVIRONMENT BUILDING**
- Horizontal + Vertical Integration
- Public vs. Private Realm
- Retail Canvas Defined
- Placemaking Canvas Defined

**PHYSICAL SPACE CONSULTING**
- Demising
- Infrastructure
- Economics

**MARKETING + LEASING + ACTIVATING**
- Leasing (Long Term)
- Licensing (Short Term)
- Programming

- Occupancy
GSP Approach // the power of placemaking

INCIDENTAL ACTIONS
- Programs + events
- Temporary + movable retail
- Community engagement

PROGRAM OUTCOMES
- Place validated
- Experiments continued
- Anchor sites leased
NB TDI Active Use // GSP initial scope & approach

> phase I: examine **existing conditions** through site-specific deep dive
  >> approaches, challenges, opportunities and a general vision + focus
  >> consciously seeking direction that does not duplicate past consultants’

> phase II: develop **shared vision** for Union & Purchase District ground floor
  >> analysis leading to central themes
  >> goal-setting for deliberate, focused intervention seeding organic growth

> phase III: generate **action plan**
  >> timelines, possible partners, *tenant recruitment strategies*
  >> balancing enthusiasm and pragmatism
> THE walkable urban center of South Coast MA
> character - gritty, weird… to the point of being accepting or welcoming?
> creative & student presence
> entrepreneurial opportunity (for the right person / business)
> relatively low barriers of entry from real estate perspective
> grounded -- physical location near water with working waterfront
> public spaces as canvas
> dNB needs to enter a new stage as a neighborhood with organic activity
> last 5 years brought tons of progress, to go further more & different actions req’d

> preparation needs to be completed before new retail is recruited to fill gaps

> create the most interesting place around -- who’s there, what’s happening?
  > increase walkability & livability
  > enhance the environment with color, texture, fun, light, energy
  > support the community building itself
  > fill voids and/or create physical destinations for the community

> normalize retail offering information
NB TDI Action Plan  //  strategy → action

> understand gaps in walkability, environment, community, destinations

> determine geographical focus area: Purchase St.

> assemble ideas from multiple sources
  > community one-on-ones
  > personal observations in New Bedford
  > small cities’ urban places research, both primary and secondary

> assess ideas for fit, then rate to prioritize based on:
  > impact to the community (x2)
  > likelihood of completion

> determine phase, based on necessary foundations, prep time
NB TDI // current uses

Outline
- TDI
- Purchase St.
- Union St.

Ground floor inventory
- vacant
- other
- retail
- food
- art
- community
- school
- change
- Other / No value
NB TDI Active Use // phase 1: vacant storefront project

>> **action:** improve vacant storefronts by (1) cleaning up the inside, and/or (2) creating vibrant & inspiring visuals on the outside; increase leasing potential by providing building specs, envisioned uses, and possibly term sheets on-site

>> **goal:** improve environment for pedestrians, increase leasing potential

>> **kickstarter:** Shelley Cardoos, Jay Lanagan

>> **collaborators:** Hall|Keen, Kristal & Edsen Reis, Keri Cox, Jeff Pontiff, Seaport Cultural District, WHALE

>> **city support dept:** NBEDC, Mayor’s Office

>> **funding source:** building owners, real estate brokers, NBEDC

Raleigh, NC vacant storefront

Graffito leasing signage, South Boston, MA
NB TDI Active Use // phase 1: raise Purchase St.’s profile

>> action: string outdoor ‘market’ lights above & across Purchase St. from School St. to William St., including Union St. intersection; begin planning for future “Main St.” improvements like matching trees & grates, benches, wayfinding, sculpture, murals

>> goal: establish Purchase St. as Main St.; visually connect Purchase St. from the Z to No Problemo; draw people up Union St.

>> kickstarter: Seaport Cultural District

>> collaborators: AHA!, Zeiterion Theater, Downtown New Bedford, Inc., NB Local Cultural Council

>> city support: NBEDC, Community Development, DPI

>> funding source: TDI Places grant, NEA ArtPlaces grant, MassWorks, LCC grant
NB TDI Active Use // phase 1: lighting assessment

>> **action:** perform lighting assessment in Custom House Square, Wing’s Court, on Union and on Purchase St. in each season after dusk

>> **goal:** understand which areas need more lighting

>> **kickstarter:** OHCD, NBEDC

>> **collaborators:** AHA!, Zeiterion

>> **city support dept:** DPI

>> **funding source:** City

Wing’s Court. Sept 2015, 9pm.
Of these four Phase 1 activations select one that you are the most interested in:

- Purchase St. as Main St.
- Vacant Storefront Project
- Jane’s Walk
- Arts Advisor to the Mayor

In 1 minute, by yourself answer the following questions about that activation:

- Are these the right people to be involved? Who’s missing?
- How could this be a ‘home run’?
- What makes you most excited about this?
- What are the possible pitfalls?

Next, pair with someone who chose the same & spend 3 min. coming to a consensus

Now find another pair & spend 5 min. discussing before reporting out
NB TDI Active Use // phase 2: community gardens

>> action: construct, seed, and organize first two years of community gardens, including planting & harvest events

>> goal: bring additional life into Wing’s Court; provide a community focal point; increase awareness and access to healthful foods; work with downtown chefs

>> kickstarter: Adam Davenport of Terra Cura

>> collaborators: Marion Institute, Co-Creative Center, SEMAP, Bristol Community College, Chamber of Commerce, downtown charter schools

>> city support dept: OHCD, DPI

>> funding source: Citiworks grant, TDI Places, Mass Dept of Agriculture
NB TDI Active Use // phase 2: ‘gateway to…’ destination art

>> action: research, create and install an art piece showing the popular or significant destinations of emigres from New Bedford, i.e., ‘stop 2’ in the US

>> goal: provide insight into past residents’ paths out of New Bedford; highlight role as Gateway City; connect geographies

>> kickstarter: New Bedford Historical Society

>> collaborators: CEDC, AHA!, local artists, New Bedford Fishing Heritage Center

>> city support dept: OHCD, Mayor’s office

>> funding source: arts and/or humanities grant from National Endowment for the Humanities, or Mass Cultural Council
action: add community street mural to Union & Purchase intersection

goal: bring color, texture, and importance to the ‘Main St.’ intersection; highlight the work of a local artist; gather the community for initial installation and future maintenance

kickstarter: New Bedford Local Cultural Council

collaborators: local street artists, community members, AHA!

city support dept: DPI, OHCD

funding source: TDI Places, NEA ArtPlaces

NB TDI Active Use // phase 2: intersection ‘repair’

Portland, Oregon.

Salem, Massachusetts. 2015.
Of these four Phase 2 activations **select one** that you are the **most interested** in:

- Intersection ‘Repair’
- Community Gardens
- Human Library
- Busking Program Development

In 1 minute, **by yourself** answer the following questions about that activation:

- are these the right people to be involved? who’s missing?
- how could this be a ‘home run’?
- when should planning start?

Next, pair w/ someone who chose the same & spend 3 min. coming to a consensus

Now find another pair & spend 5 min. discussing before reporting out
Phase 3

- New Retail, Phase 2
- Sears Court Art
- Wing's Court Improvements
- Z Marquee Fab + Install
- More Side Street Lighting
- Ciclovia/Sunday Streets
NB TDI Active Use // phase 2 & 3: retail strategy

2 > Magazine Store
   - photographer’s studio & gallery
   - spice shop w/ prepared foods
   - candy & ice cream store

3 > Bristol Building
   - pet supply & self-grooming store
   - plant & flower shop
   - cocktail lounge & chill music venue

4 > Co-Creative Center
   - middle eastern quick-service + cafe
   - juice & healthy foods cafe

1 > Keystone
   - bakery & espresso bar
   - full-service restaurant or brewpub
   - bike shop
   - art house movie theater
NB TDI Active Use // ph 1, 2 & 3: updated retail term sheets

>> action: provide to small business community - both locally and regionally - a uniform way of understanding real estate opportunities through common language and deal terms

>> goal: better communication between landowners, brokers, tenant prospects and city around real estate opportunities

>> kickstarter: Jay Lanagan

>> collaborators: small business owners, GSP, Jeff Pontiff, Hall | Keen

>> city support dept: NBEDC

>> funding source: n/a?
NB TDI Action Plan // strategy summary

＞ dNB needs to enter a new stage as a **neighborhood** with **organic activity**
  ＞ *last 5 years brought tons of progress, to go further more & different actions req’d*

＞ **preparation** needs to be completed **before new retail** is recruited to fill gaps

＞ **create** the **most interesting** place around -- who’s there, what’s happening?
  ＞ **increase walkability & livability**
  ＞ **enhance the environment with color, texture, fun, light, energy**
  ＞ **support the community building itself**
  ＞ **fill voids and/or create physical destinations for the community**

＞ **normalize** retail offering **information**
Believe change through small steps is possible

Own that dNB is the city of the South Coast

Embrace Purchase St. as Main St.

Love your city, and act on that love

Support each other’s efforts, spread the word (like about the Book Festival)

Choose one or two projects to lead (or follow) each quarter, recruit friends

Work with the TDI Fellow
Exhibits

Inventory Data
Activation Details