Active Use Strategy - Action Plan

New Bedford's Union & Purchase TDI District

Graffito SP
01.11.2016

NB TDI Active Use // agenda

01/2016

> Graffito's retail development & placemaking approach

> TDI scope of work

> Downtown New Bedford's opportunity

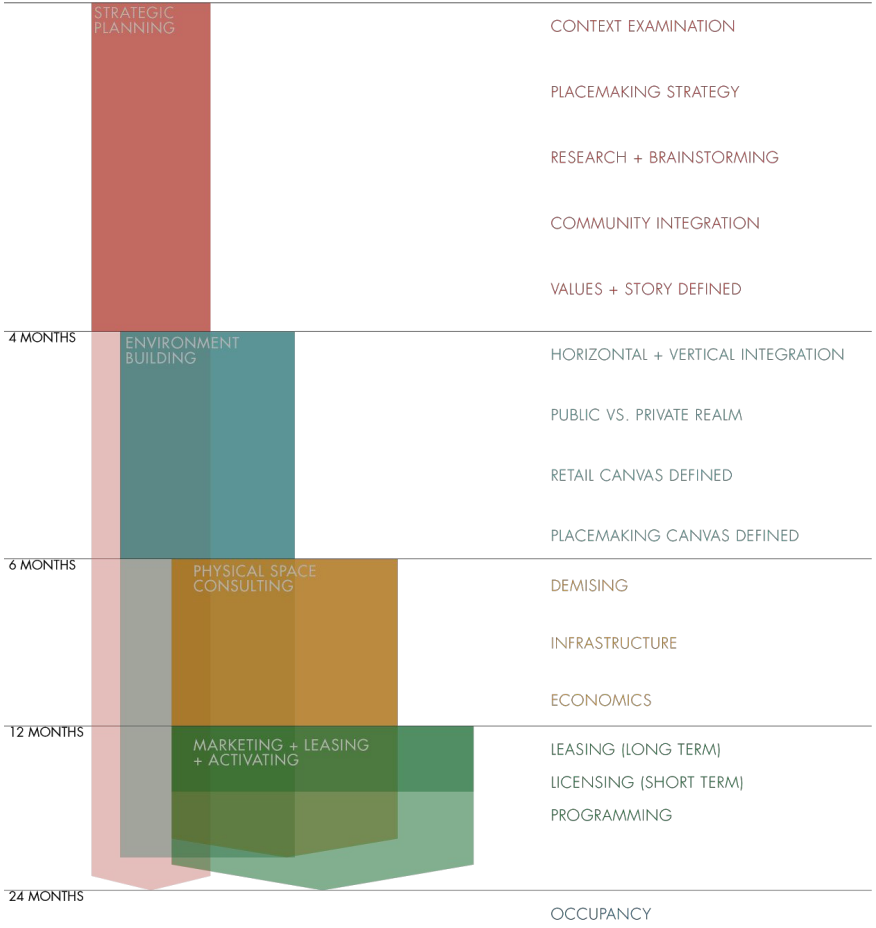
> active use strategy

> action plan in phases

> wrap-up & next steps

GSP Approach // steps to retail development

01/2016



STRATEGIC PLANNING

ENVIRONMENT BUILDING

PHYSICAL SPACE CONSULTING

MARKETING + LEASING + ACTIVATING

GSP Approach // the power of placemaking

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FARMERS MARKET + FOOD TRUCK

PROGRAMS + EVENTS

TEMPORARY RETAIL

RESTAURANT LEASING

LEASES DONE

INCREMENTAL 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

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> 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**

NB TDI // opportunity

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> 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

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**

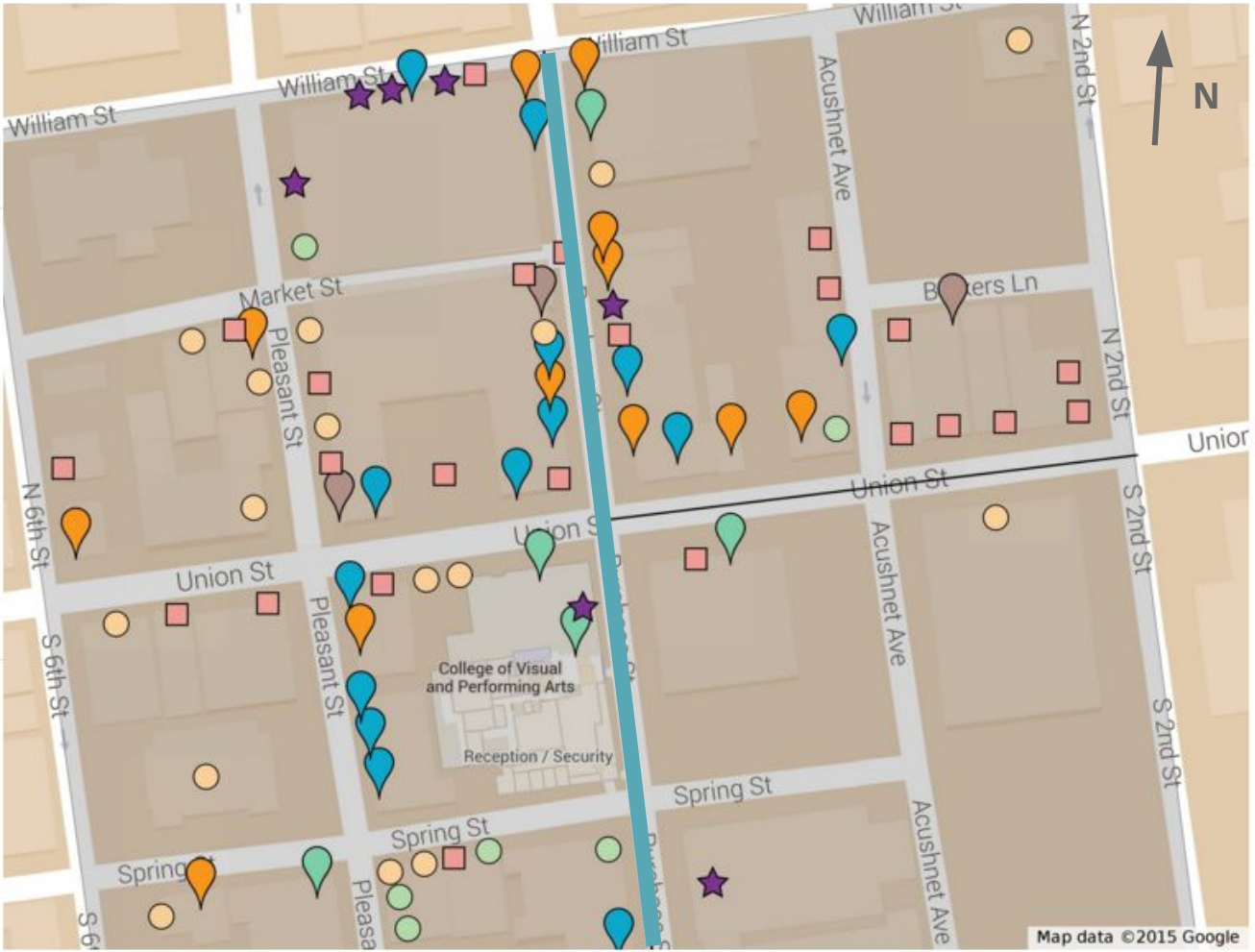
NB TDI Action Plan // strategy → action

- 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



All Phases

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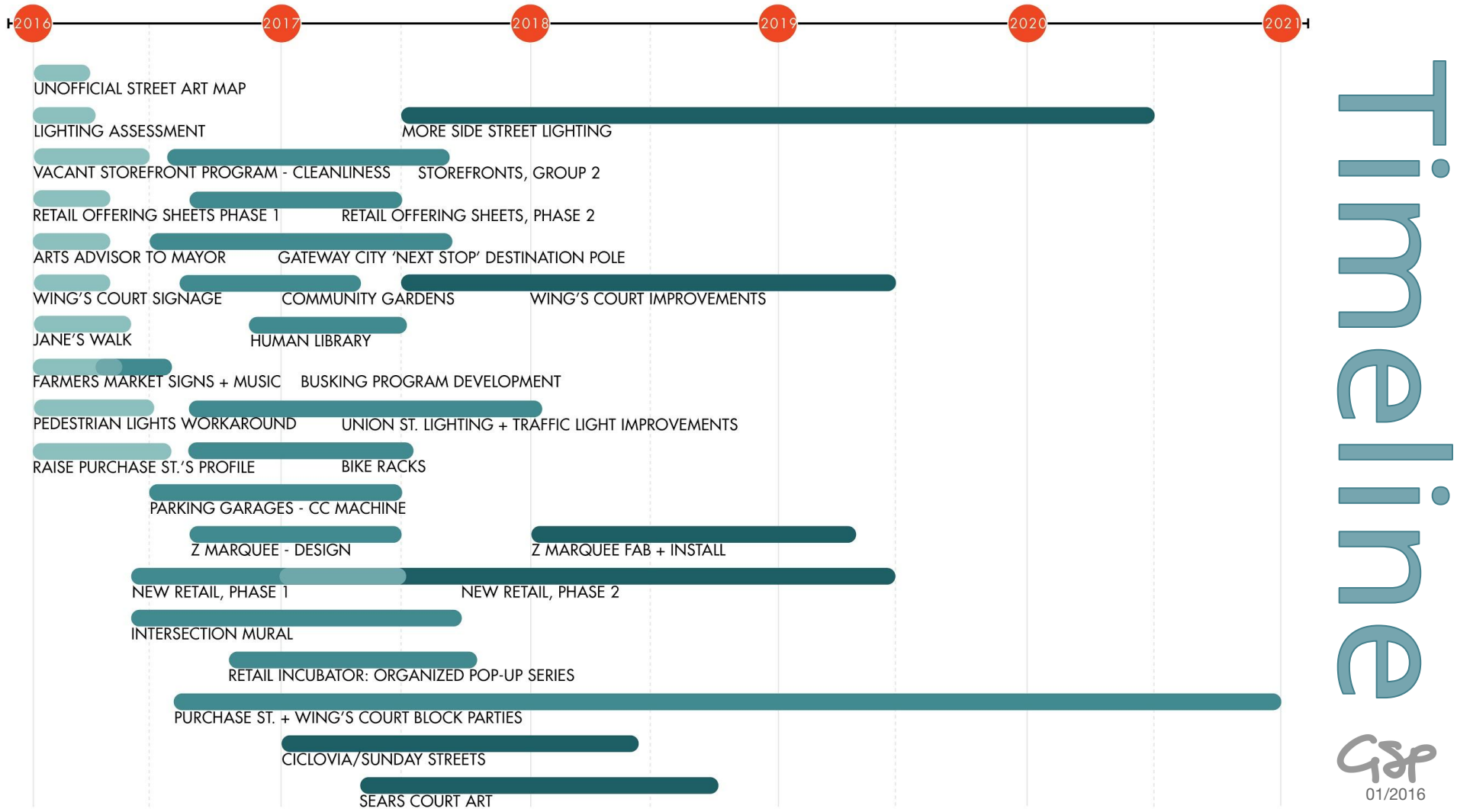

Timeline

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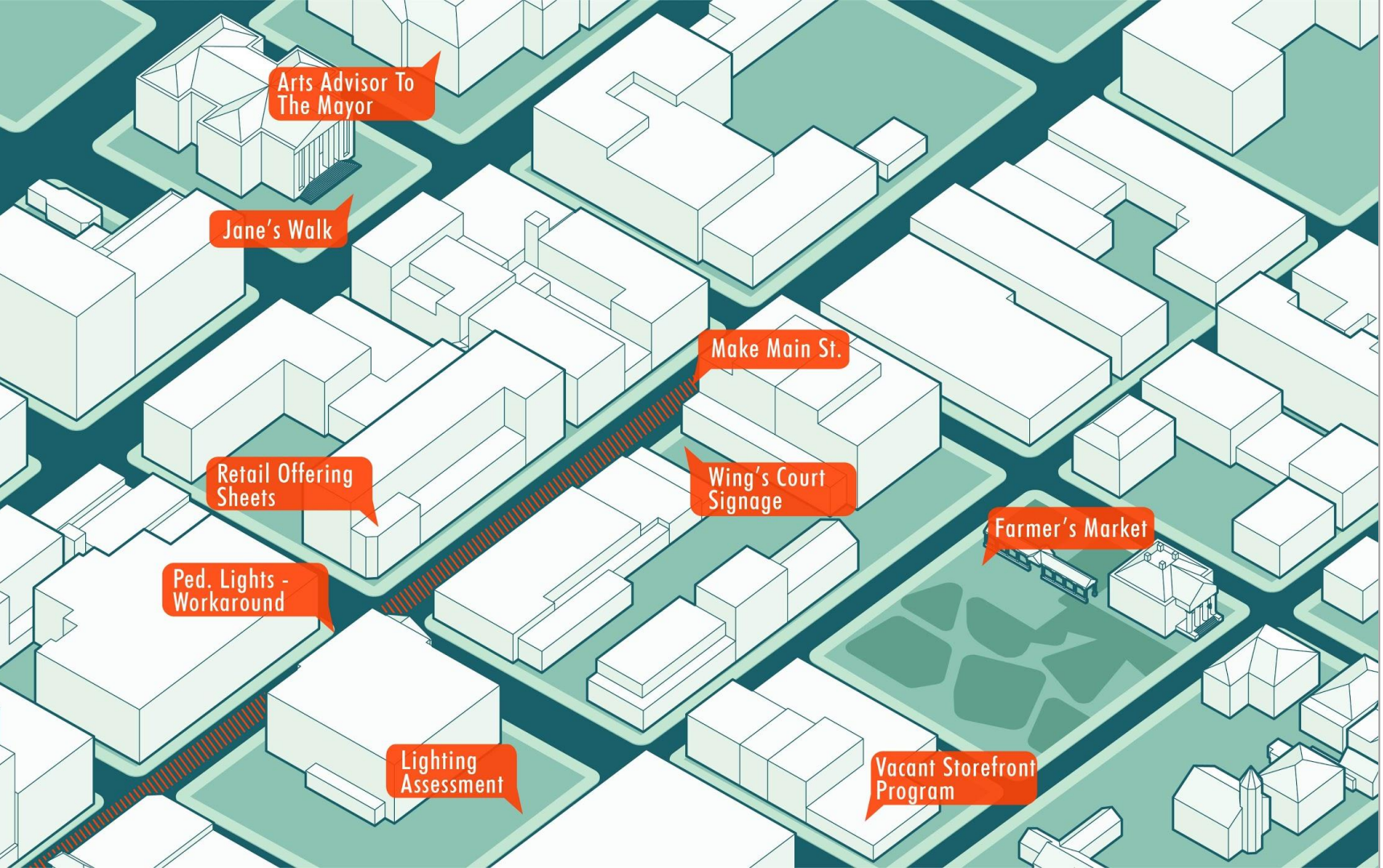

Phase 1

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Phase 1

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NB TDI Active Use // phase 1: vacant storefront project

Raleigh, NC vacant storefront

Graffito leasing signage, South Boston, MA

>> **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

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NB TDI Active Use // phase 1: raise Purchase St.’s profile

Kansas City

>> **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

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NB TDI Active Use // phase 1: lighting assessment

Wing's Court. Sept 2015, 9pm.

>> **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

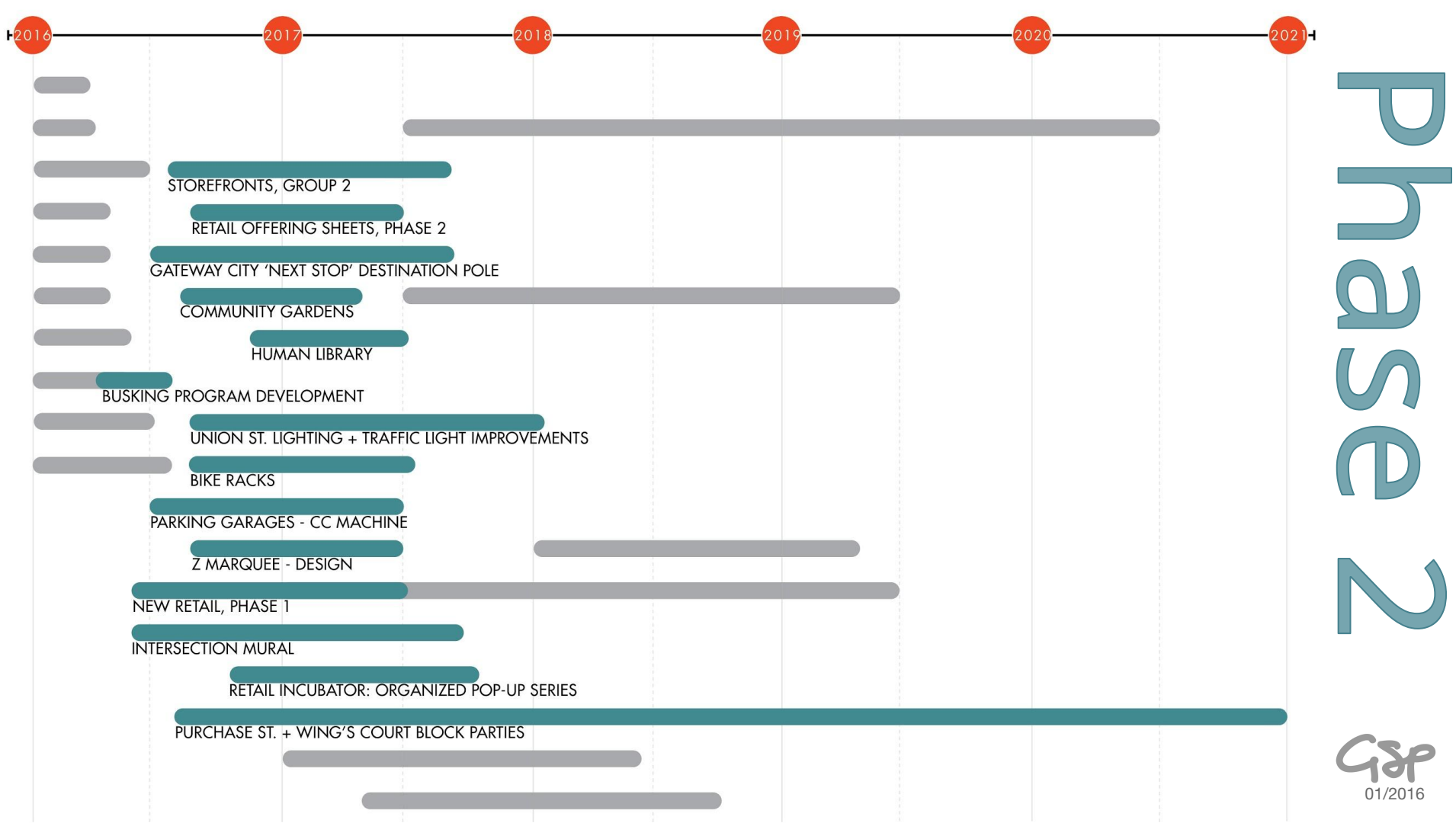
NB TDI Action Plan // activity, phase 1

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

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


2016
2017
2018
2019
2020
2021
STOREFRONTS, GROUP 2
RETAIL OFFERING SHEETS, PHASE 2
GATEWAY CITY 'NEXT STOP' DESTINATION POLE
COMMUNITY GARDENS
HUMAN LIBRARY
BUSKING PROGRAM DEVELOPMENT
UNION ST. LIGHTING + TRAFFIC LIGHT IMPROVEMENTS
BIKE RACKS
PARKING GARAGES - CC MACHINE
Z MARQUEE - DESIGN
NEW RETAIL, PHASE 1
INTERSECTION MURAL
RETAIL INCUBATOR: ORGANIZED POP-UP SERIES
PURCHASE ST. + WING'S COURT BLOCK PARTIES
Phase 2
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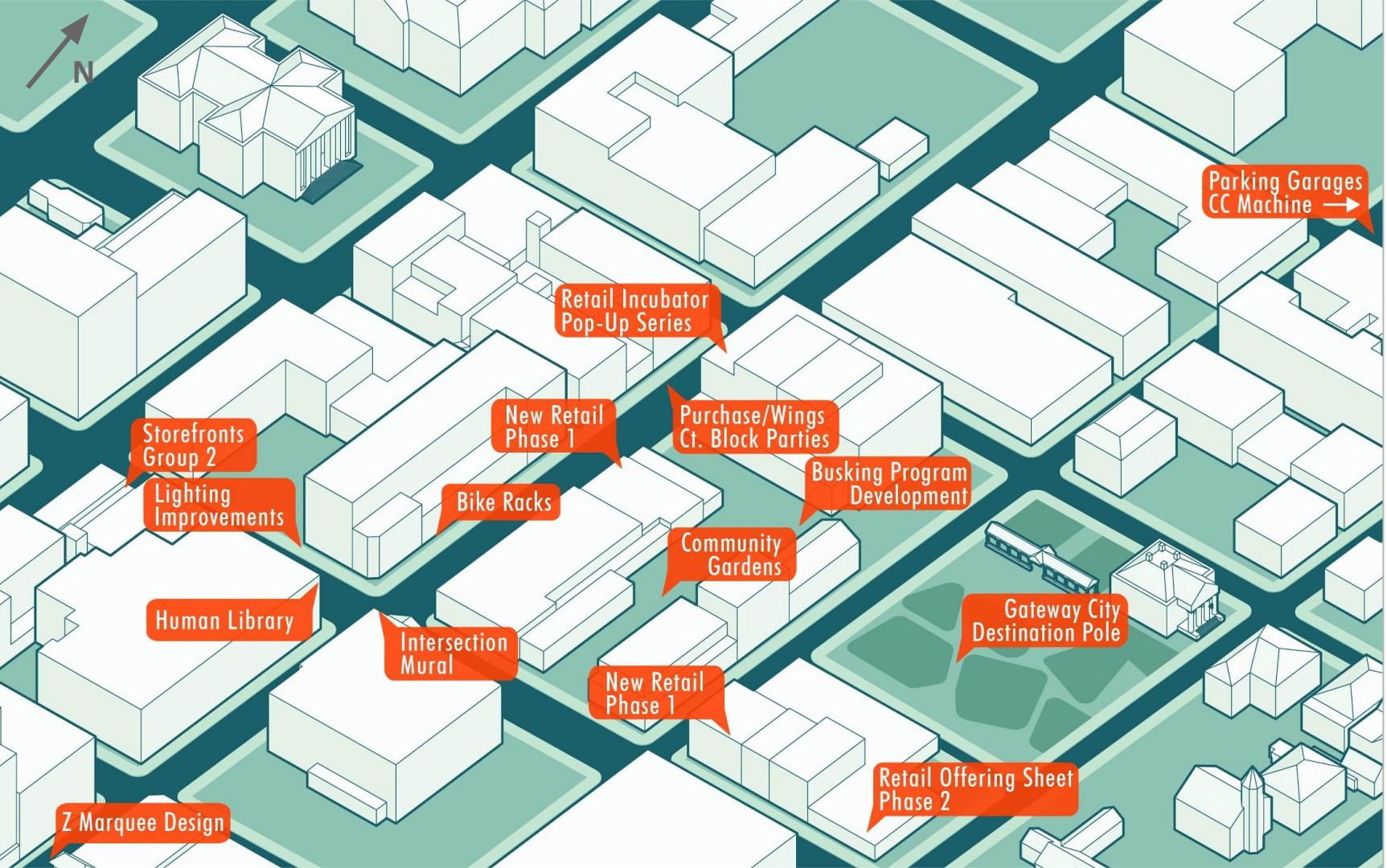
Phase 2



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NB TDI Active Use // phase 2: community gardens

Top: Providence, RI. Bottom: New Bedford, MA.

>> **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

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

Portland, Oregon.

Salem, Massachusetts. 2015.

>> **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

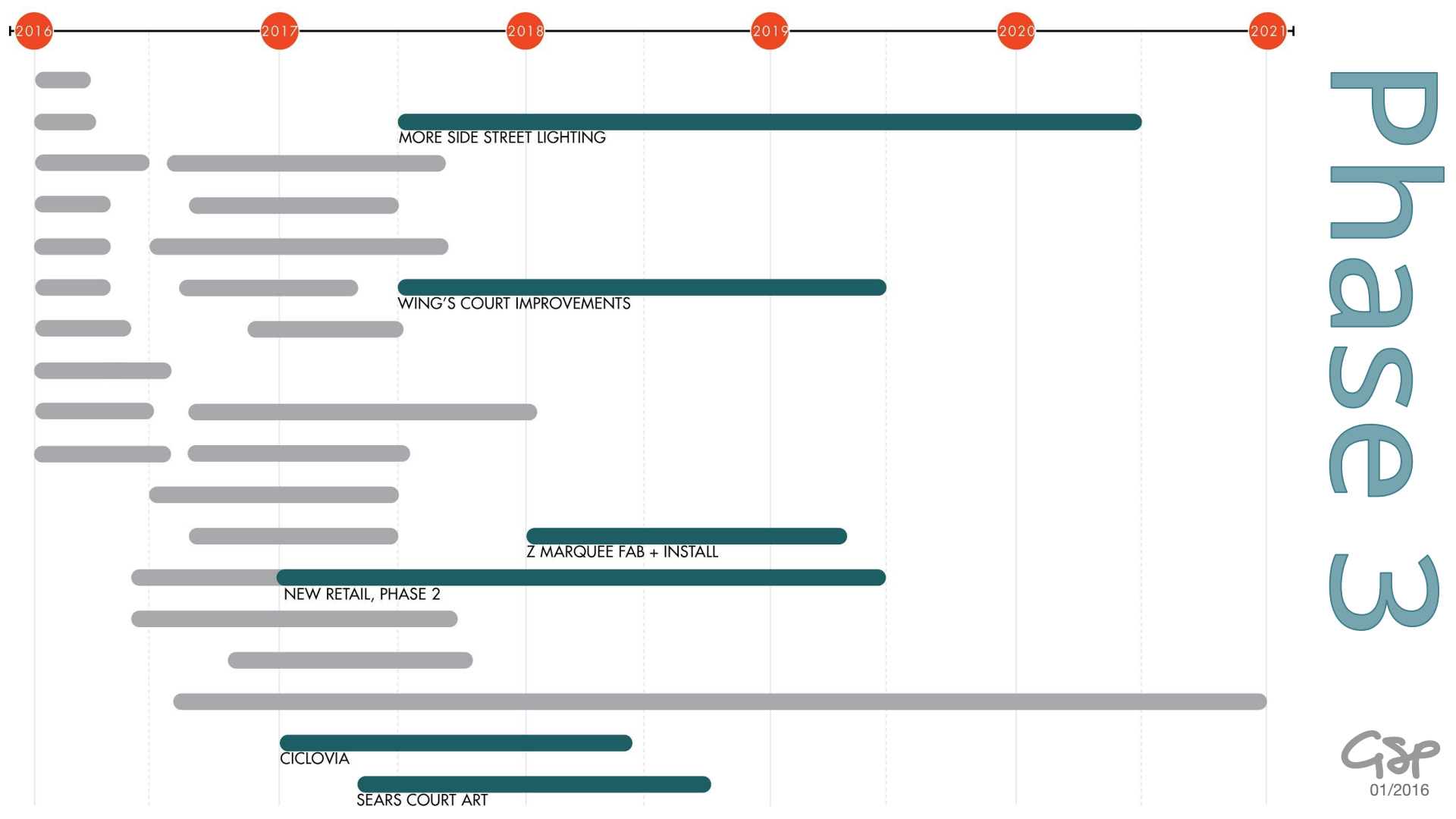
NB TDI Action Plan // activity, phase 2

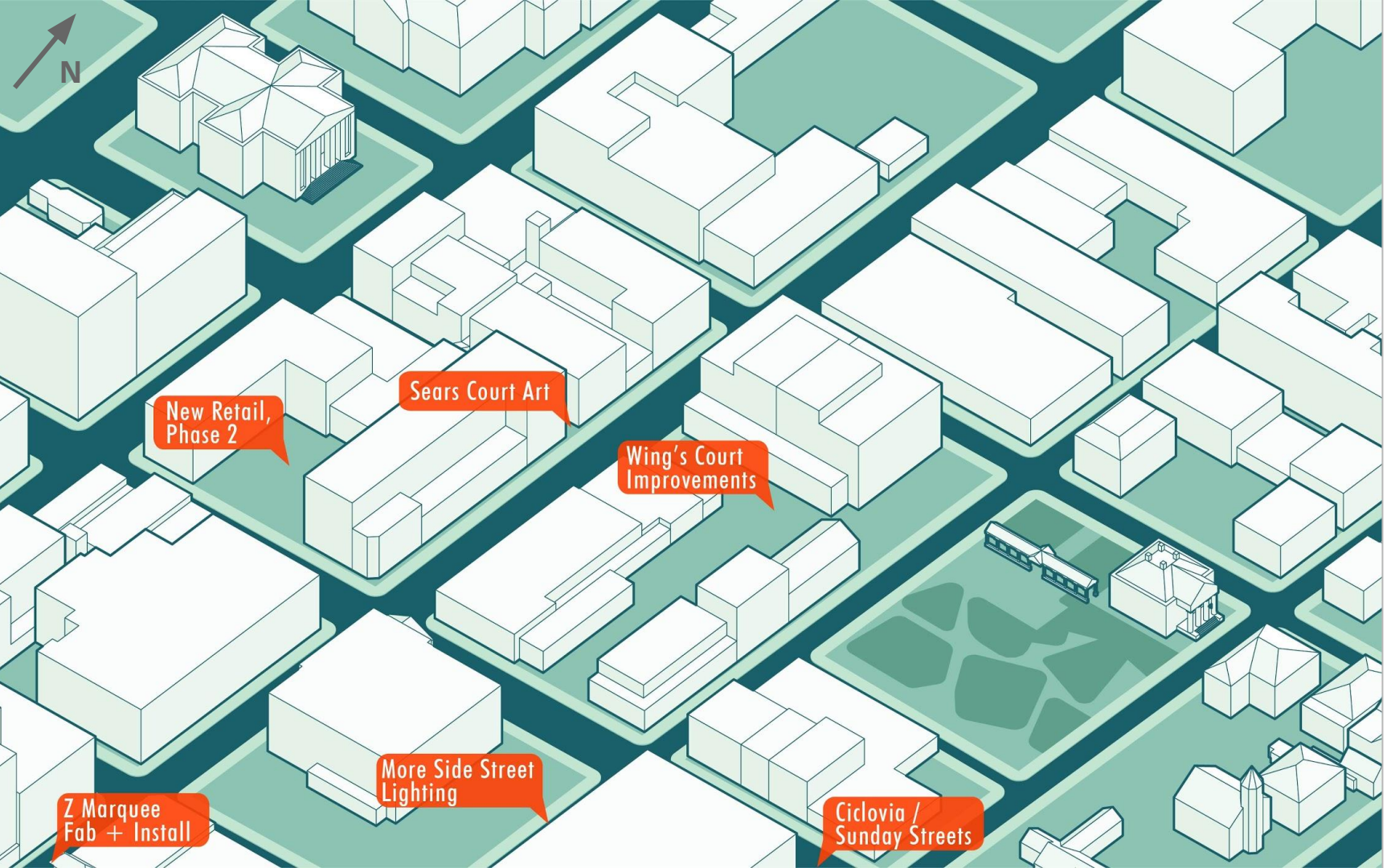
> Of these four Phase 2 activations **select one** that you are the **most interested** in:
    - **> Intersection 'Repair'**
    - **> Community Gardens**
    - **> Human Library**
    - **> Busking Program Development**

> 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


2016
2017
2018
2019
2020
2021
MORE SIDE STREET LIGHTING
WING'S COURT IMPROVEMENTS
Z MARQUEE FAB + INSTALL
NEW RETAIL, PHASE 2
CICLOVIA
SEARS COURT ART
Phase 3
GSP
01/2016



Phase 3

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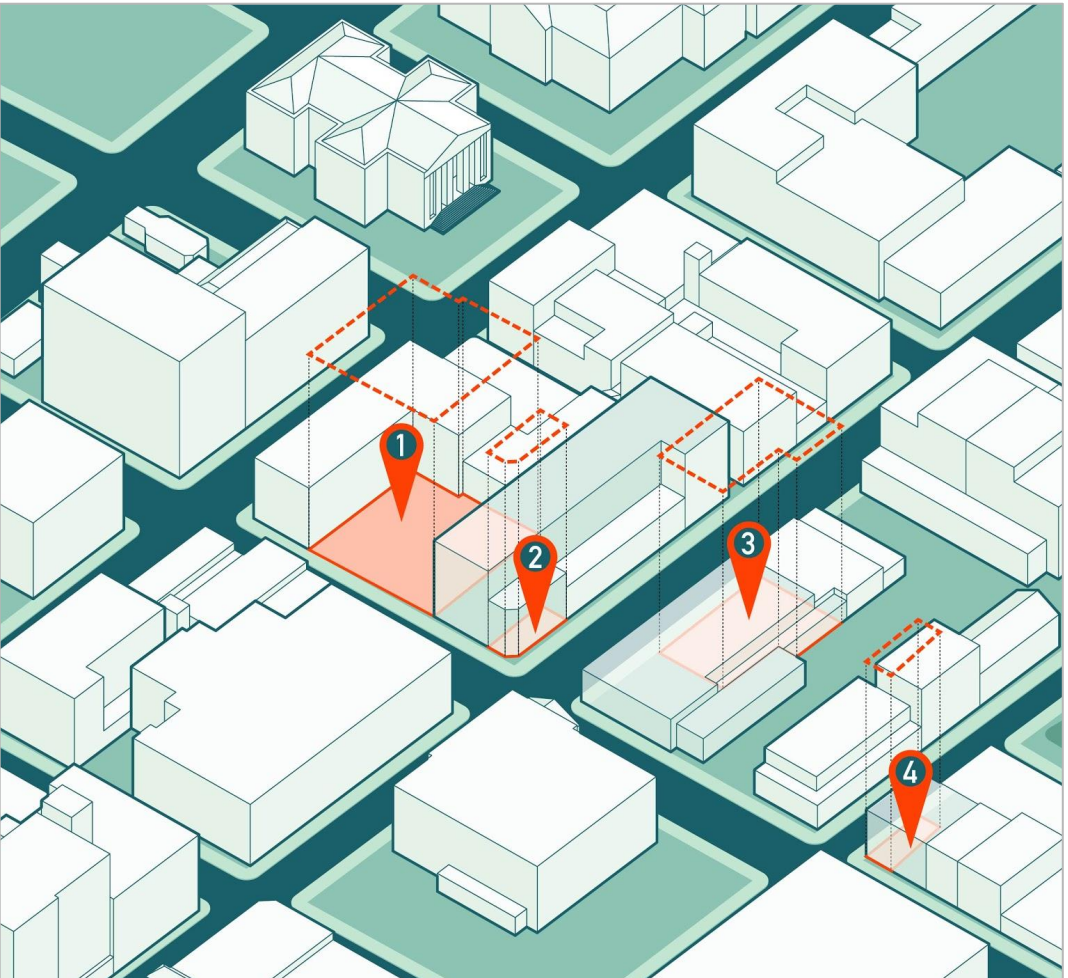
NB TDI Active Use // phase 2 & 3: retail strategy



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

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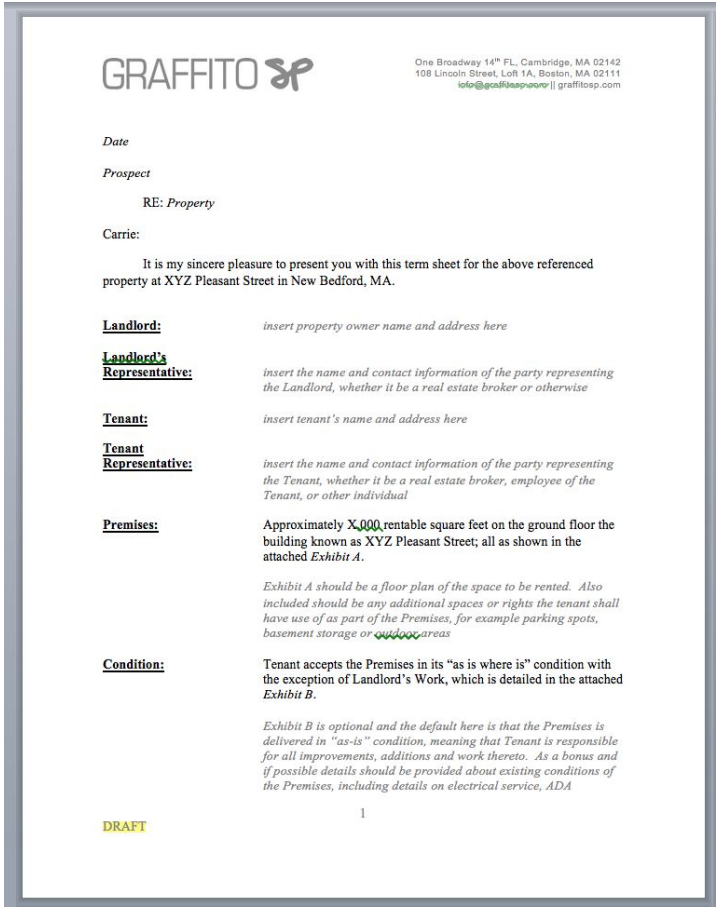
NB TDI Active Use // ph 1, 2 & 3: updated retail term sheets



GRAFFITO GSP

One Broadway 14th FL, Cambridge, MA 02142
108 Lincoln Street, Loft 1A, Boston, MA 02111
info@graffitosp.com || graffitosp.com

Date

Prospect

RE: *Property*

Carrie:

It is my sincere pleasure to present you with this term sheet for the above referenced property at XYZ Pleasant Street in New Bedford, MA.

Landlord:	*insert property owner name and address here*
Landlord's Representative:	*insert the name and contact information of the party representing the Landlord, whether it be a real estate broker or otherwise*
Tenant:	*insert tenant's name and address here*
Tenant Representative:	*insert the name and contact information of the party representing the Tenant, whether it be a real estate broker, employee of the Tenant, or other individual*
Premises:	Approximately X,000 rentable square feet on the ground floor the building known as XYZ Pleasant Street; all as shown in the attached *Exhibit A*. *Exhibit A should be a floor plan of the space to be rented. Also included should be any additional spaces or rights the tenant shall have use of as part of the Premises, for example parking spots, basement storage or outdoor areas*
Condition:	Tenant accepts the Premises in its "as is where is" condition with the exception of Landlord's Work, which is detailed in the attached *Exhibit B*. *Exhibit B is optional and the default here is that the Premises is delivered in "as-is" condition, meaning that Tenant is responsible for all improvements, additions and work thereto. As a bonus and if possible details should be provided about existing conditions of the Premises, including details on electrical service, ADA*

1

DRAFT

>> **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?

GSP

All Phases

GSP
01/2016

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01/2016

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> **normalize** retail offering **information**

NB TDI Active Use // wrap-up & next steps

GSP 01/2016

> 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