New Bedford TDI
Purchase Street
Placemaking

June 28, 2017
Agenda

1. Study Overview
   • Focus Areas
   • Goals and Audience
   • Existing District Programs & Investment
2. Graphic Strategy
3. Window Graphics and Banners
4. Elm Street Garage
5. Crosswalks
6. Wings Court
7. Public Mural
8. Union and Purchase Intersection
Study Area Location
Three Focus Areas

1. Design and Branding Purchase Street and Garages

2. Wings Court Placemaking and Infrastructure Improvements

3. Public Art
Project Goals

1. Create a strong area identity that will increase foot traffic

2. Create an integrated set of design recommendations

3. Use a phased approach that prioritizes low cost, big impact projects
1. Create a strong area identity that will increase foot traffic by . . .

- Complimenting existing businesses
- Drawing visitors into the retail district
- Creating more opportunities for Children and Families
- Attracting more youth and students
- Knitting together isolated programming and attractions
  - New Bedford Art Museum
  - Zeiterion Theater
  - Farmers Market
  - Festivals and events
2. Create an integrated set of design recommendations that . . .

- Strengthen Purchase Street as downtown’s primary retail corridor (Main Street”)
- Make Wings Court more functional and attractive
- Establish clear, safe paths of travel (into the district from garages and National Park)
3. Use a phased approach that . . .

- Prioritizes low-cost, big-impact projects
- Builds on success with more capital intensive projects
- Identifies potential funding opportunities
Existing District Programs & Investment
Existing District Programs & Investment

Programming

1. Consistent Thursday night programming throughout the Summer (and Fall)
   a. AHA! (every 2nd Thursday)*
   b. New programming between AHA! Nights*
2. Festivals and Special Events
   a. 50s Night*
   b. Folk Festival*
   c. Summertime Concert Series (Custom House Square)*
   d. Viva Portugal*
3. Farmers Market and Craft Vendors (Custom House Square and Purchase Street)—desire to expand year-round*
4. Outdoor Films*

* existing program

1a. AHA! New Bedford
   Photo courtesy www.flickr.com/photos/ahanewbedford/
2a. 50s Night.
   Photo courtesy www.peterpereira.com
2d. Viva Portugal
   Photo courtesy Sergio. sergio.az@hotmail.com
3. New Bedford Farmers Market
   Photo courtesy wbsm.com
Existing District Programs & Investment

Development & Recruitment Opportunities

Development Opportunities
1. Keystone
2. Acushnet Ave
3. Barkers Block

Recruitment Opportunities
4. 95 William Street, Old Bay Coast Bank Building (NW Corner William & Purchase)
5. 758 Purchase Street, Bristol Building
6. 693 Purchase Street, Olympia Tower

Desired Uses
a. Market*
b. Music Club
c. Soda Fountain/Ice Cream Parlor
d. Art House Cinema*
e. Hardware Store
f. Florist
g. Arts-related Ventures*
Institutional Engagement

1. Bristol Community College has made a long-term commitment to the Cherry & Webb and location and is looking to integrate the campus into the life of the district

2. College of Visual and Performing Arts is committed to expanding its curriculum into the social arts and opening up the facility to alumni and the broader community

1. Bristol Community College
   Photo courtesy: bristolcc.edu/media/bcc-website/newbedford/images/NB_IPSS,1.png

2. UMass CVPA
   Photo courtesy downeydevelopment.com/commercial/images/star_1.jpg
Future District Programs & Investment

Public Art

1. Murals in Wings Court
2. BCC Windows
3. Rite Aid Wall
4. Construction Fence on Acushnet St
5. Wings Court Furniture
6. Construction Fence at Keystone

4. Construction Fence on Acushnet Street
6. Construction Fence at Keystone
Public Realm

1. Union Street repaving & Improvements

Shade Structures
2. Custom House Square
3. Wings Court
4. Whale’s Tooth Lot
5. State Pier

2. Custom House Square
Photo courtesy pbs.twimg.com/media/Btd1pXICAAAX_is.jpg

3. Wings Court

5. State Pier
Photo courtesy https://goo.gl/maps/Bk9TRgw6tsD2
Placemaking Strategy
Placemaking Strategy: Existing Nodes
Placemaking Strategy
Graphic Strategy
PRINCIPLES

• Compliment existing brands and marketing; don’t compete with them
• Design should work within both historic and contemporary contexts
• Use design that is flexible and “open source”
• Focus on city-controlled applications that are inexpensive and updated often
• Use bright colors that “pop” against the neutral colors of the city
COLORS
Window Graphics and Banners
Color can lead the eye and create a path amid neutral colors

Andrew Lang, Cycle Path

Day of Portugal
Elm Street Garage
FRONT ENTRANCE – SOUTH FACING | before
Elm Street Garage
Level Directory

Instructions
Crosswalks
Crosswalk Locations
Wings Court
PRINCIPLES

• Minimum changes to existing infrastructure
• Enhance Benefits for adjacent businesses
• Keep people circulating on street—make Wings’s Court a destination spot
• Make entrances more welcoming and part of the life of the sidewalk
Wings Court Existing Condition
Wings Court Proposed Strategies

Key Wings Court Changes
1. Mural Program with Local Curator
2. Study & Design of Shade Structure Above Performance Area
3. Key Shade Trees
4. New Entry Forecourts Facing Streets
Mural Program with Local Curator
Murals don’t have to be permanent

Os Gemeos

Shinique Smith

Mehdi Ghadyanloo

Lawrence Weiner
Study and Design of Shade Structure
Above Performance Area

Temple University, Student Installation

Calle del Arenal, Madrid
Entry Plaza Precedents

Rainey Street, Austin, TX

Russell House Tavern, Cambridge, MA

McBurney Lane, Langley, BC, Canada

Paper Butter, Bangkok, Thailand
Wings Court Purchase Street Entry
Wings Court Union Street Entry Plan

ACCESS TO WINGS COURT

RELOCATED FENCE

OVERHEAD LIGHTING
Wings Court Union Street Entry
This presents opportunities for children and new activities on the interior

Wall-Holla Vertical Playground

Jess Scully, Building Blocks, Sydney

Dancing Dots, Parnie Street, Glasgow

Street Scabble, Seattle
Union & Purchase
Intersection
Tensegrity Light Structure

(a) (b)

Kenneth Snelson

Kenneth Snelson

Kenneth Snelson

Kenneth Snelson
# Implementation

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<th>Phase</th>
<th>Implementation Strategy</th>
<th>Potential Funding Source(s)</th>
<th>Key Stakeholders</th>
<th>Timeline</th>
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| **Phase 1** (Near-Term) | 1. Crosswalks  
2. Banners  
3. Lights  
4. Mural(s) and storefronts  
5. Shade Trees  
6. Garage Graphics  
7. Games & Activities | Commonwealth Places/ Patronicity  
Parking District  
City Tree Program  
In-Kind Contributions | – City of New Bedford  
– BCC  
– Chamber of Commerce  
– Abutting Businesses  
– NBEDC  
– Local and visiting artists  
– MassDevelopment | July 2017: Public Input and Outreach  
August 2017: identify all sources; prep for patronicity Campaign  
September-October 2017: Launch campaign  
November 2017-March 2018: Project Planning  
Fall 2017/Spring 2018: plant trees  
Spring 2018: Crosswalks, Banners & Lights  
Spring/Summer 2018: Murals |
| **Phase 2** (Mid-Term) | 1. Wings Court Entrances  
a. Move fences back  
b. Install infrastructure  
   i. Power  
   ii. Tie-downs  
   iii. Water  
c. New Paving  
2. Wings Court Furniture  
3. BCC & CVPA window graphics & branding  
4. Public Art  
5. Shade Structure | Commonwealth Places/ Patronicity  
**Grants:**  
– Enterprise Grants  
– Community Progress  
– Kresge Foundation  
– National Association of Realtors  
– ArtPlace America  
– Bgood Family Foundation  
In-Kind Contributions | – City of New Bedford  
– BCC  
– Chamber of Commerce  
– Abutting Businesses  
– NBEDC  
– CVPA  
– Local and visiting artists | TBD |
| **Phase 3** (Long-Term) | 1. Intersection Lighting  
2. Play Structures  
3. Compliment new development | **Grants:** See above  
Capital Campaign  
1% for the Arts Program | TBD | TBD |