AGENDA

1. Introductions + Our Team

2. Urban Renewal Plan (URP) Background + Authority

3. URP Process + Timeline

4. Whittenton Preliminary URP Study Area

5. Questions
WHO WE ARE

Steve Kearney
Principal-in-Charge

Alison LeFlore, AICP
Project Manager

Nels Nelson, LEED ND AP
Technical Lead

YOUR CORE TEAM
Urban Places is more than just a collection of technical skills—it’s an integrated approach that “connects the dots” to solve complex problems + unlock bigger opportunities.

**WHO WE ARE**

**URBAN MOBILITY**

**REAL ESTATE ADVISORY + MARKET ANALYSIS**

**LAND USE + DEVELOPMENT**

**OPEAN SPACE + NATURAL RESOURCE PROTECTION**

**RESILIENCE + SUSTAINABILITY**

**MIXED-USE ARCHITECTURE**

**PUBLIC REALM**

**GREEN INFRASTRUCTURE**
EXAMPLE: BROCKTON URP

Overview

STUDY AREA

DIF DISTRICT
Boundaries were adopted by vote of the Council in July 2015

URP AREA
Smaller, more focused on targeted opportunities for redevelopment

LEGEND
- Downtown Economic Redevelopment Strategy Area
- Urban Revitalization Study Area
Revitalization strategy: Connect transportation and urban amenity

**First priority:** Create a critical mass of housing/mixed-use development to connect commuter rail to an emerging “amenity” street.

**Second priority:** Focus additional housing/mixed-use development to leverage proximity to commuter rail and amenity.

Promote infill development in response to specific opportunities
EXAMPLE: BROCKTON URP

Petronelli Way Housing, 93 Centre Street and Petronelli Building
YEARS 1 - 3
- Rehabilitation of Petronelli Building
- Petronelli Way Housing
- Temporary Parking Lot
- Rehabilitation of 93 Centre
- 60 housing units
- 135 units + 33-stall surface parking lot
- 210 stalls

Enterprise Phase II and Pharmacy
YEARS 3 - 5
- Municipal Parking Facility
- New Pharmacy
- 400-stall parking garage
- 13,000 sf
- Enterprise Phase II
- 102 housing units
The Massachusetts Legislature established the Urban Renewal Program under Massachusetts General Laws Chapter 121B (M.G.L. c. 121B) to assist communities to revitalize disinvested and underutilized neighborhoods and redevelop substandard, decadent, and blighted open areas for residential, commercial, industrial, business, governmental, recreational, educational, hospital or other uses.

Under M.G.L. c. 121B, urban renewal agencies are authorized to undertake a range of public actions to address these conditions in order to create the environment needed to promote sound growth and attract and support private investment in designated urban renewal areas.
WHY USE THIS TOOL?

• Combined vision and strategy for redevelopment and revitalization of a defined area that outlines specific projects for the Taunton Redevelopment Authority (TRA) to pursue

• Requires and provides opportunities for community input/engagement focused entirely on the study area

• Gives TRA the ability to induce projects by providing tools that enable TRA to gain ownership of parcels and properties as identified in the plan and/or providing use restrictions on certain parcels and properties

• Provides a “blueprint” for decision-making dictating how resources will be directed and what public actions are needed to support redevelopment

• Approved by the Department of Housing and Community Development’s (DHCD) Community Services Division as well as the TRA and Taunton City Council
URP REQUIRED ELEMENTS

- Executive Summary
- Area Characteristics
- Eligibility Criteria
- Plan Objectives
- Acquisition Parcels
- Relocation Plan
- Site Preparation Requirements
- Public Improvements

- Disposition Parcels
- Redeveloper’s Obligations
- Plan Timeframe
- Financial Plan
- Citizen Participation
- Evidence of Local Approvals
- Massachusetts Environmental Policy Act (MEPA) Review Status
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WHITTENTON PRELIMINARY URP PARCELS
## PUBLIC ENGAGEMENT TOOL SPECTRUM

### Toolkit

- **Online Surveys**
  - The ease and accessibility of the Internet allows for greater numbers of participants who can interact from the privacy of their homes.

- **Feedback Cards**
  - When participating in a public event, people could easily contribute their feedback and ideas via postcards.

- **Live/Work/Play Maps**
  - Many public events have digital components that allow people to map out events or other public activities.

- **Visual Preference Surveys**
  - Getting people engaged in a public event through a visual survey can help others participate.

- **Bubble Boards**
  - Social media can be used to highlight different aspects of a particular event.

- **Story-telling**
  - These stories can be used to highlight the different aspects of a particular event.

### Controlled Environment

- **Email Blasts**
  - Use all social media networks to advertise and engage the community.

- **Door Hangers**
  - Match the social media with door hangers.

- **Visioning Workshops**
  - Designers work in a more participatory environment to ensure the project already has a clear vision.

- **Charrettes**
  - Similar to visioning workshops, charrettes are a way of presenting ideas.

- **Instant Polling**
  - During public events, instant polls can be used to collect opinions.

- **Walk/Bike Tours**
  - Tactical projects can engage the younger population of communities.

### Mixed Environment

- **Social Media**
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### Open Environment

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### Deep Participation

- **Meaningful Interaction**
  - Engaging people in the community to help them feel like they are part of the solution.

- **Facilitator Exercises**
  - Engage people in the community to help them feel like they are part of the solution.

- **Stakeholder Interviews**
  - Engage people in the community to help them feel like they are part of the solution.

- **Targeted Youth Workshops**
  - Engage young people in the community to help them feel like they are part of the solution.
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Promote infill development in response to specific opportunities.
Strategic Infill

- Filling in “missing teeth” with new development.
- Focus first on the catalytic development areas.
- Main Street and its immediate surroundings should get first priority.
- Next, western portions of Green Street, Legion Parkway, and Frederick Douglass Avenue.
Petronelli Way Housing, 93 Centre Street and Petronelli Building

YEARS 1 - 3

Rehabilitation of Petronelli Building (not a catalyst development)
Petronelli Way Housing
435 units + 36 stall surface parking lot

Rehabilitation of 93 Centre
60 housing units

Temporary Parking Lot
210 stalls

Enterprise Phase II and Pharmacy

YEARS 3 - 5

Municipal Parking Facility
400-stall parking garage

New Pharmacy
15,000 sq ft

Enterprise Phase II
102 housing units
Montello Street Mixed-Use

YEARS 5 - 10

Montello Street Mixed-Use Development
130 units of housing + 9,000 sf of retail + 150 parking stalls (structured, one level)

Future Build-Out

YEARS 10 AND BEYOND

Commercial Street mixed-use development
155 units of housing + 9,000 sf of retail + 260 parking stalls (structured, two levels)

Future Commercial Development

YEARS 10 AND BEYOND
NEIGHBORHOOD PLAN
Rationalize the right-of-way (new and vacated)
Height and/or density bonuses could be considered for increased open space and linkage funds for district-wide municipal parking, infrastructure improvements, etc.