



Gardner Urban Revitalization Plan Public Forum II



Urban Revitalization Plan Public Forum II: City of Gardner, Massachusetts
July 12, 2007

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Presentation Outline

- **Review of Work Items Completed**
- **Public Forum I Response Summary**
- **Preliminary Development Options**
- **Preliminary Implementation Actions**
- **Public Forum II**

Work Items Completed

- **Housing and demographic analysis**
 - Housing conditions and market trends
- **Economic development analysis**
 - Job and business establishment trends
 - Market supply, demand and absorption
- **Existing conditions assessment**
 - Property assessments
 - Partially completed building interior assessments
- **Property owner and business establishment interviews and surveys**
- **Public Forum I**

- **Remaining items include**
 - Refine development alternatives and implementation actions
 - Financial analysis of preferred alternative
 - Completion of preliminary Urban Renewal study

Public Forum I Summary

- **Excellent turnout (50+) and public response**
- **Traffic and street issues**
 - Re-evaluate traffic movement
 - Need for wayfinding signage
 - Pedestrian safety and connections to Rear Main
- **Commercial and retail issues**
 - Demolish blighted buildings
 - Building clean-up, maintenance and repairs needed
- **Amenities and green space**
 - Address lack of green space in study area
 - Support for pocket parks and “re-greening” of Rear Main
- **Housing**
 - Encourage more market rate housing downtown
- **Opportunities and Challenges**
 - Approval of pedestrian scale, recent additions (Library, Ale House)
 - Concerns about empty storefronts and poor condition of buildings

Preliminary Development Options

■ Informed by...

- Socioeconomic and market trends and projections
- Building assessments
- Business survey
- First Public Forum
- Review by Steering Committee

■ Many potential development options

- Limited by resources, coordination, property assemblage, etc.

■ Key points

- Long-term (10 to 15 year) view of Study Area and City
- Need to provide parking for businesses along Main Street
- Introduce green space and public amenities into Study Area
- Narrow Rear Main Street area street(s) - *not a downtown bypass*
- Public investment to stimulate private investment*



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DEVELOPMENT OPTION - 1

Development Option 1

Buildings to be removed in Rear Main Area: 4

Buildings to be rehabilitated: 1

Building	Use	Building Area (Square feet)	Parking (Required)	Parking (Provided)
A	Bank/Office	40,500	189 (shared parking)	160 (shared parking)
B	Office/Medical Office	16,200		
C	5-level Residential/ Condo*	45,000	116 (shared parking)	126 (shared parking)
D	Office/Medical Office	14,400		

* Residential building assumed to have mix of 1-bedroom and 2-bedroom units.





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DEVELOPMENT OPTION - 2

Development Option 2

*Buildings to be removed in Rear Main Area: 4
Buildings to be removed along Main Street: 6
Buildings to be rehabilitated: 1*

Building	Use	Building Area (Square feet)	Parking (Required)	Parking (Provided)
A	Bank/Office	40,500	189 (shared parking)	141 (shared parking)
B	Office/Medical Office	16,200		
C	5-level Residential/ Condo*	45,000	68	62
D	Police Station	16,800		43**

*Residential building assumed to have mix of 1-bedroom and 2-bedroom units.
** Parking for Police Station includes +/- 10 secured spaces, parking for 6 cruisers adjacent to building and 27 additional parking spaces.



Development Options Cont'd

- **Two preliminary development scenarios**
 - Development Option 1 (Conservative to Moderate)
 - Development Option 2 (Comprehensive)

- **Six key properties identified for further redevelopment study**
 - Police Station
 - State Heritage Visitor Center
 - Maki Building
 - Goodnow-Pearson Building
 - Theatre
 - Heywood Wakefield Phase IV

Preliminary Implementation Actions

■ **Informed by...**

- Socioeconomic and market trends and projections
- Building assessment
- Business survey
- Public Forum
- Review by Steering Committee

■ **Preliminary recommendations – discussion needed**

■ **1. Eliminate eyesores/blighted buildings**

- Public investment needed

■ **2. Encourage the development of market-rate housing in Study Area**

■ **3. Formulate local incentives to encourage investment**

- Establish a District Improvement Finance (DIF) or Tax Increment Finance (TIF) zone(s)
- Promote Façade improvement program

■ **4. Construct new Police HQ in downtown/Rear Main area**

Implementation Actions Cont'd

- **5. Establish a Business Improvement District (BID)**
 - Promote a progressive business climate
 - Support existing firms for maximum business retention
 - Coordinate downtown activities & strategy

- **6. Expedite redevelopment or demolition of tax title properties**

- **7. Enhance code enforcement**

- **8. Provide financial resources to assist in purchase and/or demolition of properties**
 - Lower Main Street?

Implementation Actions Cont'd

- **9. (In conjunction with #1) Create public amenities and green space throughout the Study Area**
 - Pocket parks, public gathering space, bike/pedestrian ways
 - Create walkable environment

- **10. Review City's development review process every 3 to 5 years**
 - Clearly defined, ensures flexibility, business-friendly attitude, and encourages high-quality developments
 - Implement 43D expedited permitting process
 - Quality design standards

- **11. Redevelop Study Area and Rear Main area in accordance with (preferred) development plan**
 - Traffic analysis needed after preferred alternative defined

Implementation Actions Cont'd

- **13. Support Square 2 in promotion and expansion of festival(s) at locations within the Study Area**
 - Encourage participation of service organizations and community groups

- **14. Create a Parking Improvement District**

- **15. *Reflect on history, but embrace new directions***

Public Forum II

- **Purpose**

- Present and discuss preliminary development options*
- Present and discuss implementation actions*
- Shape the Plan*

- **Interactive**

- **Participatory**

- **Steering Committee to Listen**

- **Steering Committee group discussion**

- Breakout sessions**

- **Development Option 1**
- **Development Option 2**
- **Preliminary Recommendations/Five Key Properties**

Grow Gardner – Be A Part of It!

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