

# BROWNFIELDS AREA-WIDE PLANNING PROJECT: CHICOPEE WEST END

*Project Team:*  
The Cecil Group, Inc.  
FXM Associates  
Tighe & Bond  
John Williamson  
Language Link Consortium

January 11, 2012



# Agenda

- Discuss Draft Report
  - Market Potential
  - Concept Plan and Reuse Scenarios
  - Traffic Circulation
  - Implementation



# Market Potential

- **Rental Housing Demand May Be Driver**
  - Target under age 35 and over age 55 households
- **Office Space Demand is Low**
  - Extraordinary measures needed to increase Chicopee, Downtown/West End share of regional market
- **Industrial Space Demand is Opportunity**
  - Steady, increasing demand for industrial space compared to office space in region
  - Mill buildings offer low-cost, flexible space
  - Need public-private outreach to prospective users



# Market Potential

## ■ Strategic Initiatives/Recommendations

- Create distinctive image as emerging hip, affordable place for young professionals and students to live, work and play
- Start marketing campaign targeting tech-based businesses and entrepreneurs
- Explore opportunities/partnerships with Baystate Medical Center and Elms College to increase business activity in Downtown/West End
- Identify successful retailers and restaurant owners in region who may want to expand
- Provide technical assistance and access to financing incentives to address deteriorated building conditions



# Market Potential

## ■ Retail Opportunity “Gap” Analysis

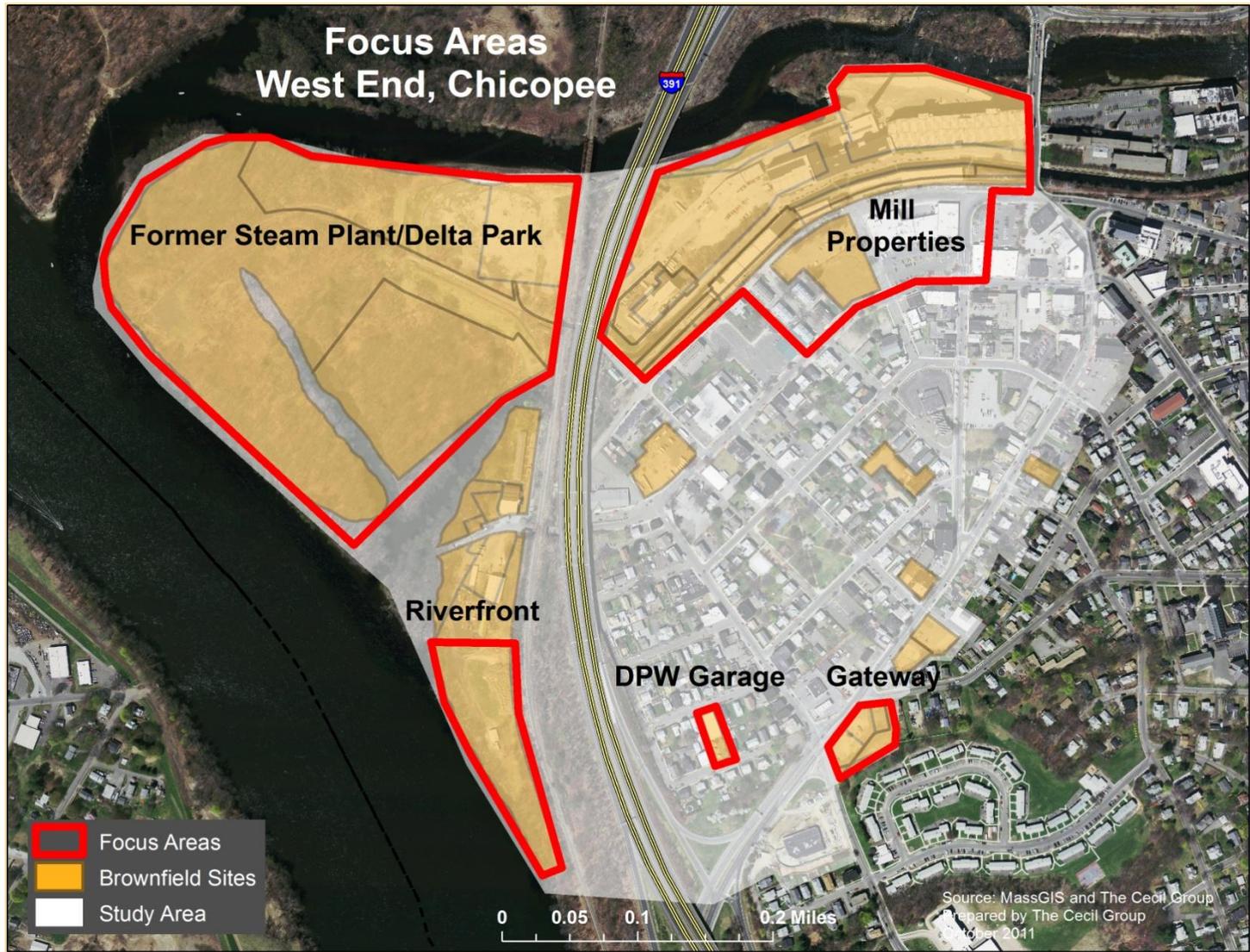
- There is little projected growth in demand for retail space within the larger market area or within the city overall.
- There are some opportunities for small-scale retailers based on gaps between market expenditures and actual store sales within a 5-minute drive of downtown Chicopee.
- These opportunities virtually disappear at a 10-minute drive radius, as the city is a net importer of retail sales. (People living outside the city are shopping in Chicopee.)
- The key to attracting specialty restaurants and retail stores is to identify successful small restaurants and retail stores in the larger market area and offer competitive rents to open an additional establishment in the West End.
- Average retail rents in the market region is \$11.50 per SF, so West End rents will likely have to be below that to attract tenants.
- Aggressive efforts by property owners, brokers and others will be necessary to find prospective tenants.

# Concept

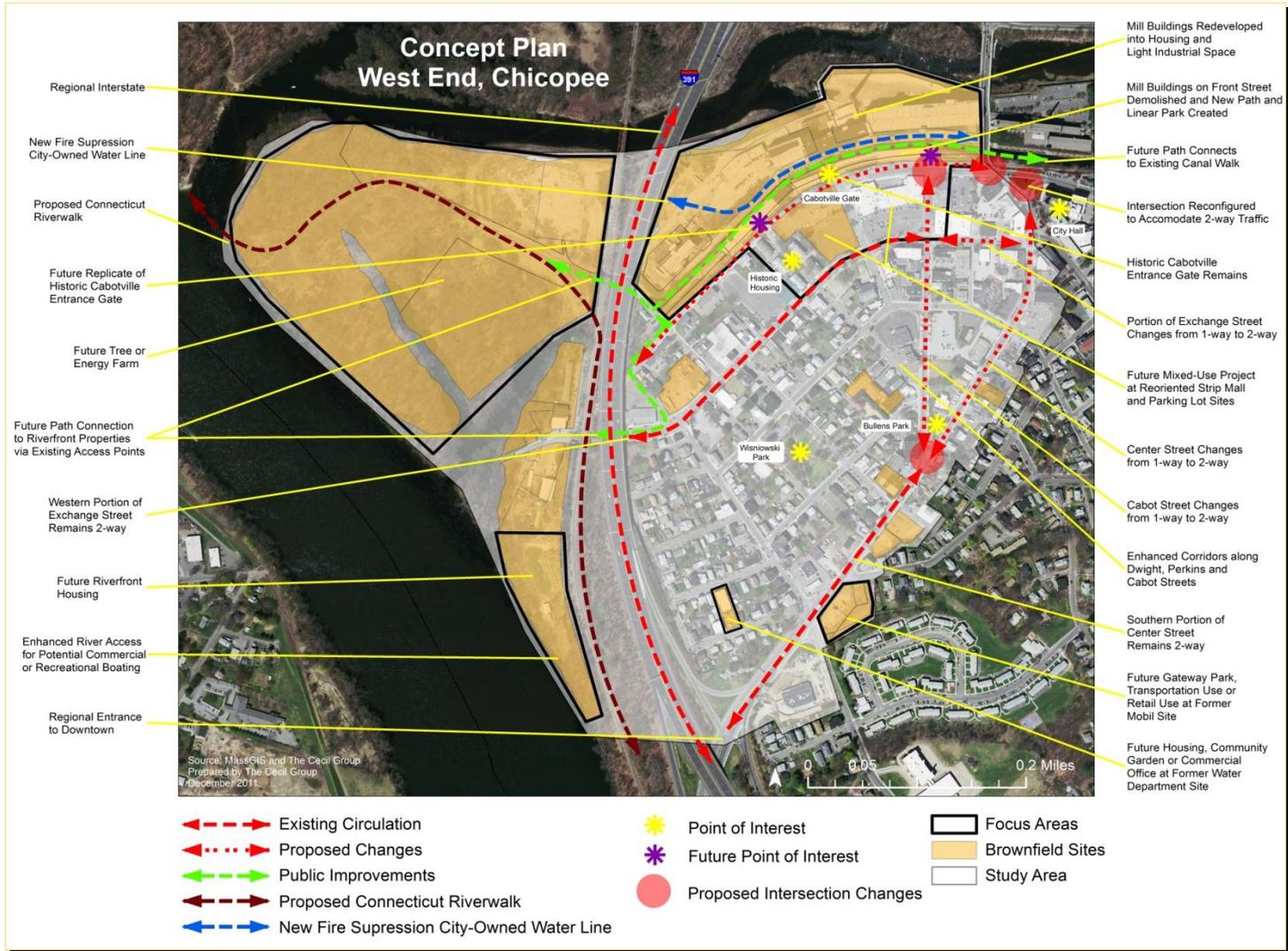
## ■ Focus Areas

- Mill Properties
- Former Steam Plant/Delta Park
- Riverfront
- Gateway
- DPW Garage

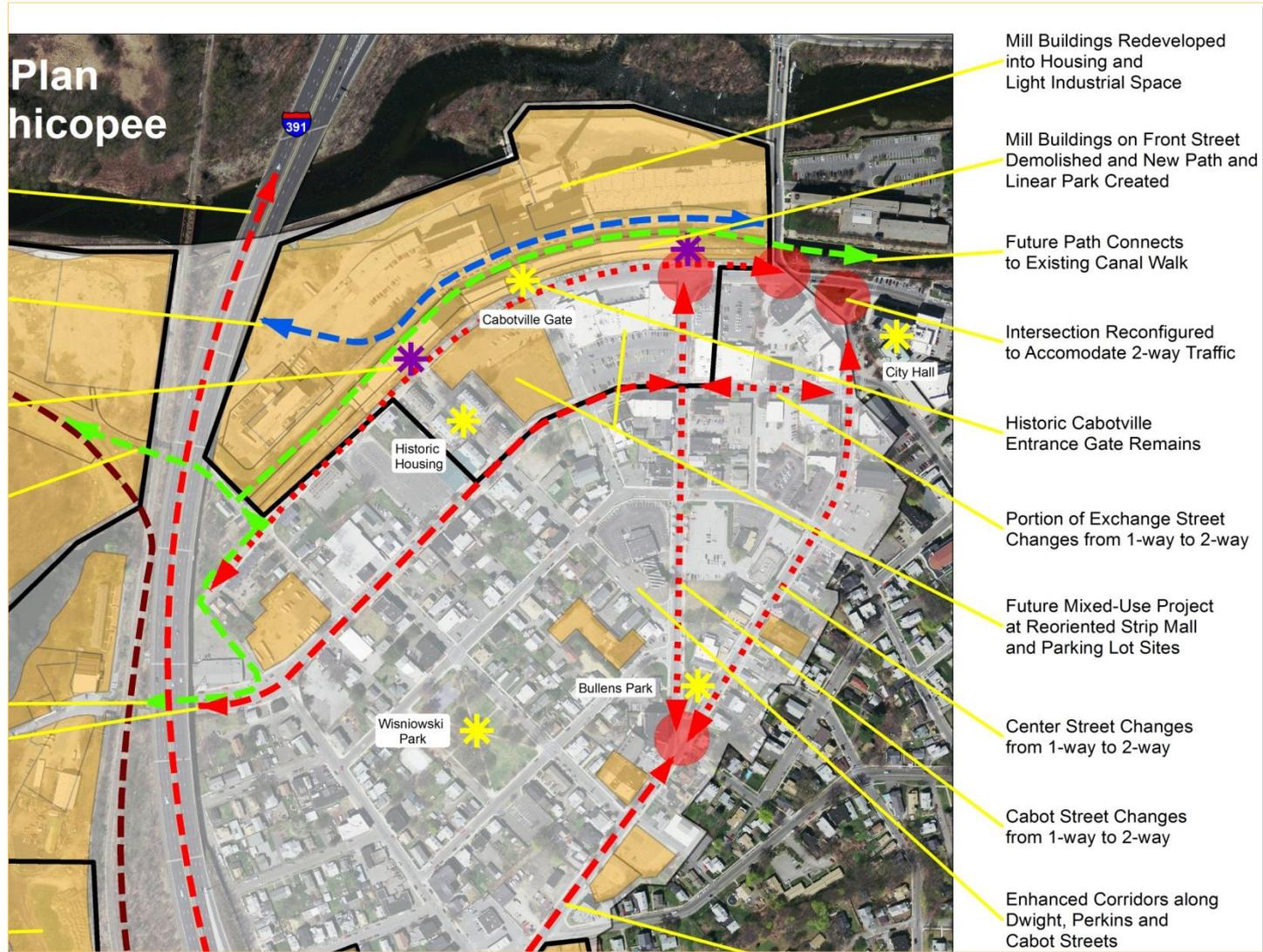
# Focus Areas



# Concept Plan



# Mill Properties



- Mill Buildings Redeveloped into Housing and Light Industrial Space
- Mill Buildings on Front Street Demolished and New Path and Linear Park Created
- Future Path Connects to Existing Canal Walk
- Intersection Reconfigured to Accomodate 2-way Traffic
- Historic Cabotville Entrance Gate Remains
- Portion of Exchange Street Changes from 1-way to 2-way
- Future Mixed-Use Project at Reoriented Strip Mall and Parking Lot Sites
- Center Street Changes from 1-way to 2-way
- Cabot Street Changes from 1-way to 2-way
- Enhanced Corridors along Dwight, Perkins and Cabot Streets

# Mill Properties

## ■ Brownfield Sites

- Cabotville Mill Complex
- Former Lyman Company
- City Frontage
- 101 Front Street

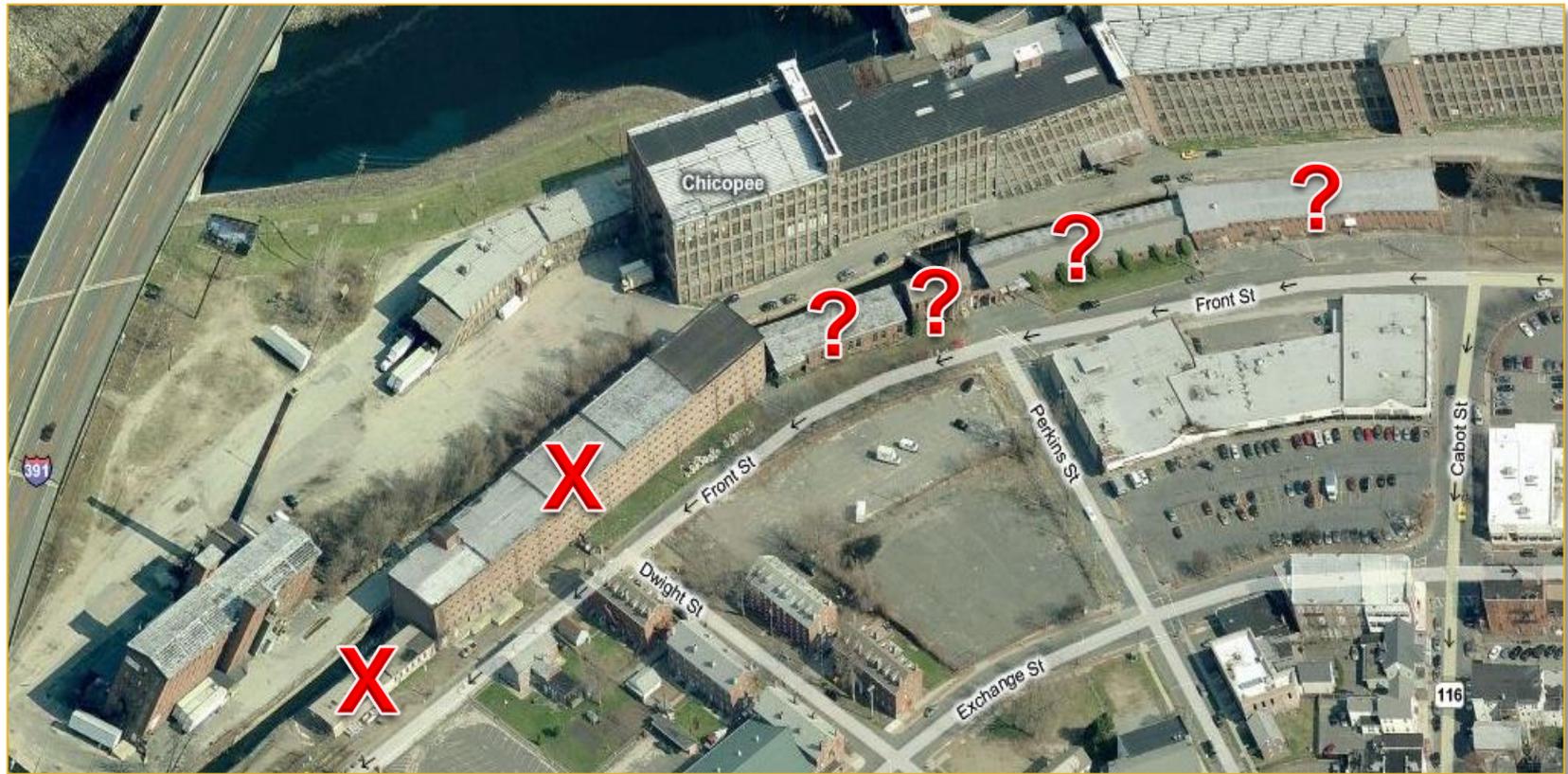
## ■ Reuse Scenarios

- Flexible industrial space
- Support growth of existing mill businesses
- Housing for <35 and 55+
- Canal path and park
- Mixed use south of Front Street



# Mill Properties

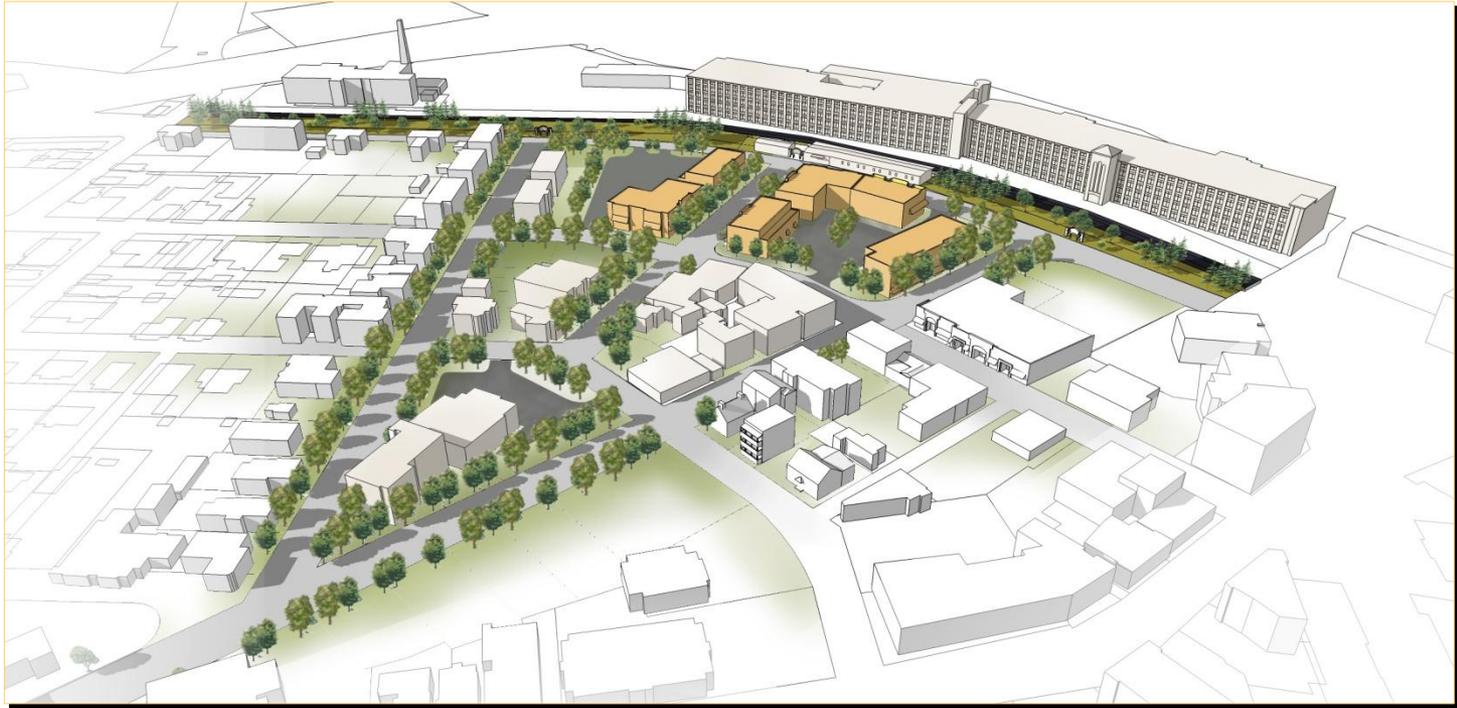
- Demolish Buildings along Front Street



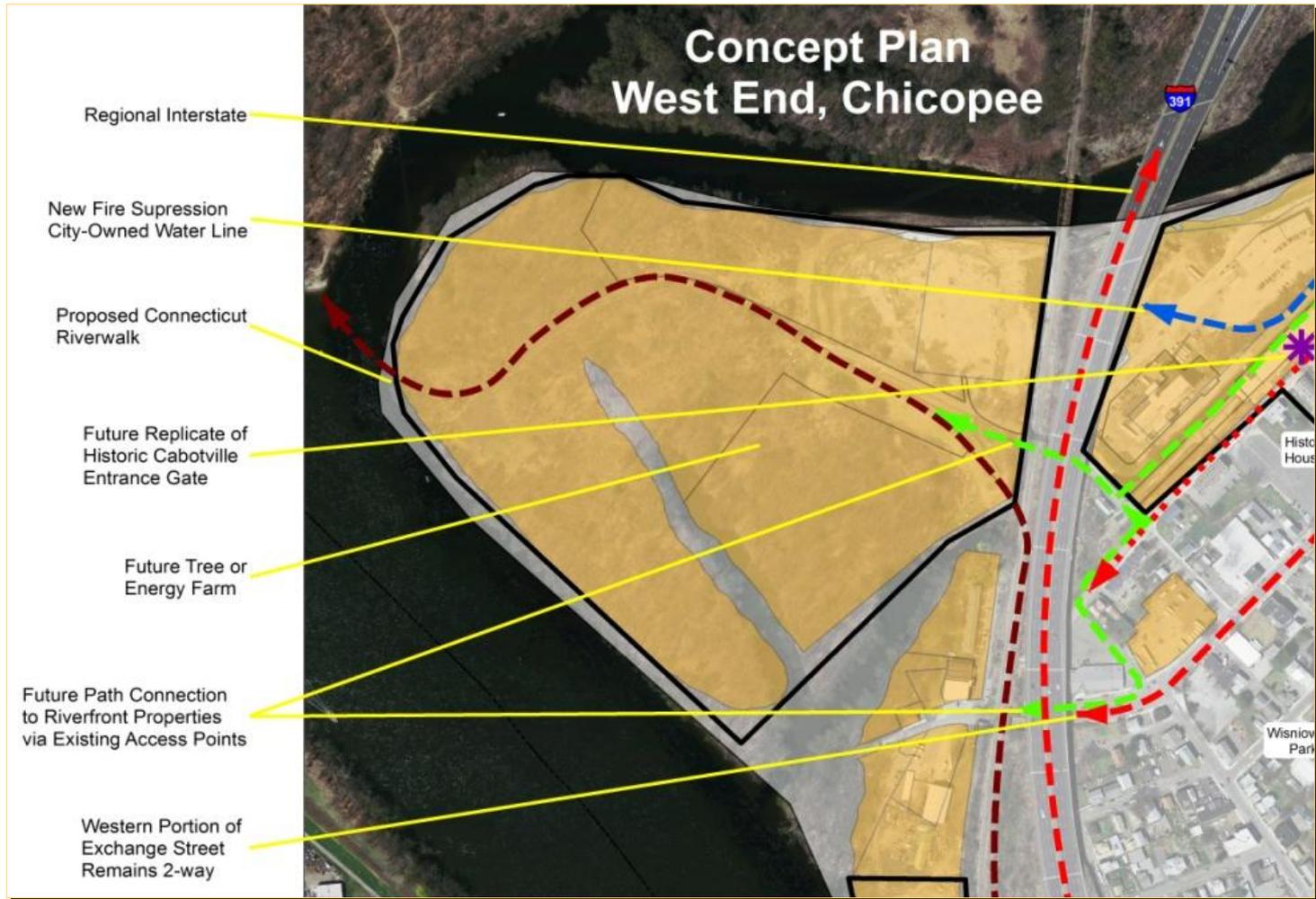
# Mill Properties



# Mill Properties



# Former Steam Plant/Delta Park



# Former Steam Plant/ Delta Park

## ■ Brownfield Sites

- City Property (Former Hampden Steam Plant)
- Delta Park

## ■ Reuse Scenarios

- Tree farming or other agricultural use
- Energy farming (Solar or geothermal)



# Riverfront



# Riverfront

- **Brownfield Sites**
  - Riverfront Property
- **Reuse Scenarios**
  - Housing
  - Commercial boating service



# Gateway



# Gateway

## ■ Brownfield Site

- Former Mobil Service Station
- Significant Reuse Limitations

## ■ Reuse Scenarios

- Gateway park
- Retail/Commercial Use
- Transportation use  
(ex. EV charging station)



# DPW Garage



# DPW Garage

- **Brownfield Site**
  - Chicopee Water Department
- **Reuse Scenarios**
  - Housing
  - Community garden
  - Commercial office

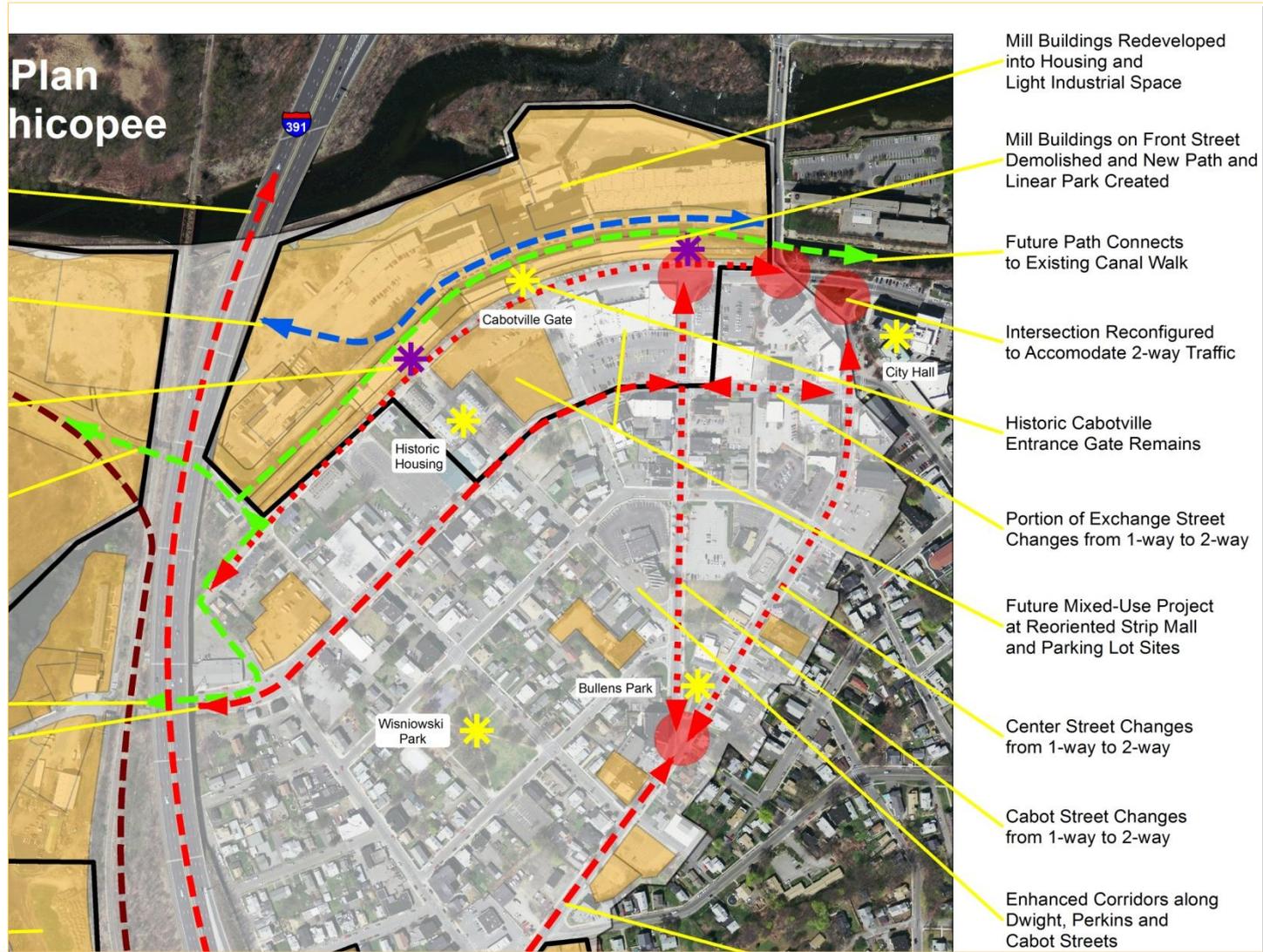




# Other Brownfield Sites

- 6 Other Brownfield Sites
  - Center Street Parking Lot
  - Collegian Court
  - Former Freemason's Lodge
  - Former Mathis Oldsmobile
  - Former Racing Oil
  - Former VOC Building
- More Difficult to Reuse/  
Redevelopment in Short Term

# Traffic Circulation





# Traffic Circulation-Two Way

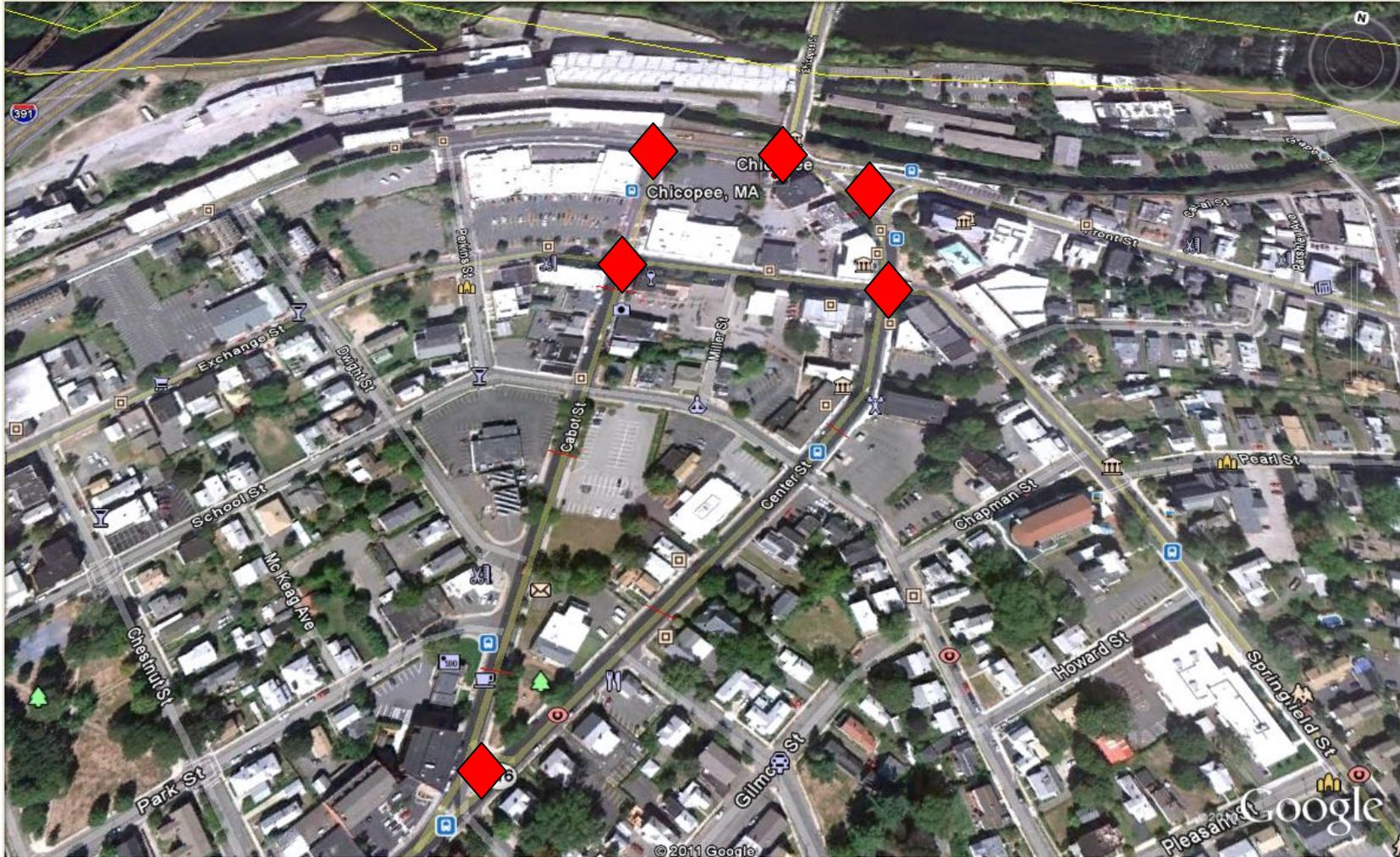
## ■ Benefits

- Greater business exposure
- Slower travel speeds
- Easier patron access

## ■ Concerns

- Delay associated with left turns
- Conformance to State/Federal design standards
- Loss of parking
- Significant construction costs at intersections

# Key Intersection Impacts



# Preliminary Parking Impacts





# Traffic & Parking Recommendations

- Traffic Study Assessment
  - Center Street
  - Cabot Street
  - Exchange Street
  - Front Street
  - Intersections
- Strategic Improvement Locations
  - West Street/Exchange Street Utilization
  - Exchange Street Two-Way
  - Cabot Street Two-Way
- Public Outreach



# Implementation

## ■ Goals

- Support renovations in the Cabotville Mill complex
- Fill remaining spaces in mill complex with industrial/business uses
- Further assess Brownfield properties
- Establish cooperative marketing program
- Beautify publically-owned Brownfields and streets
- Re-establish City clean-up programs

## ■ First Steps

## ■ Key Mid-Term Projects



# Implementation

## ■ First Steps

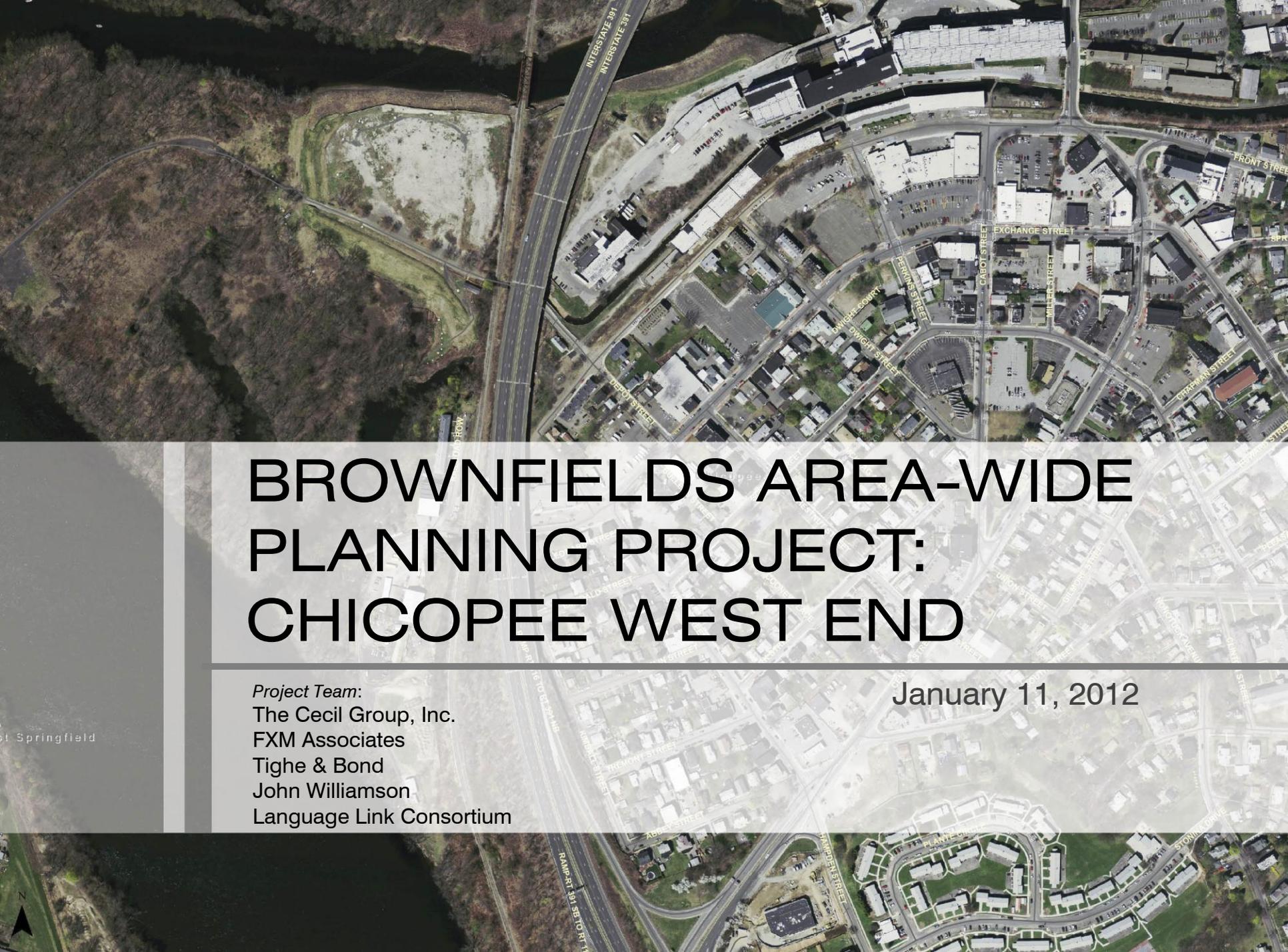
- Advance Cabotville Phase 1 Reuse Project
- Improve Water Service to the Mill Complex
- Phase 1 Canalway
- New Brownfield Assessments
- Marketing Partnerships
- Promote the Gateway Redevelopment
- Temporary Brownfield Improvements and Cleanup



# Implementation

## ■ Key Mid-Term Projects

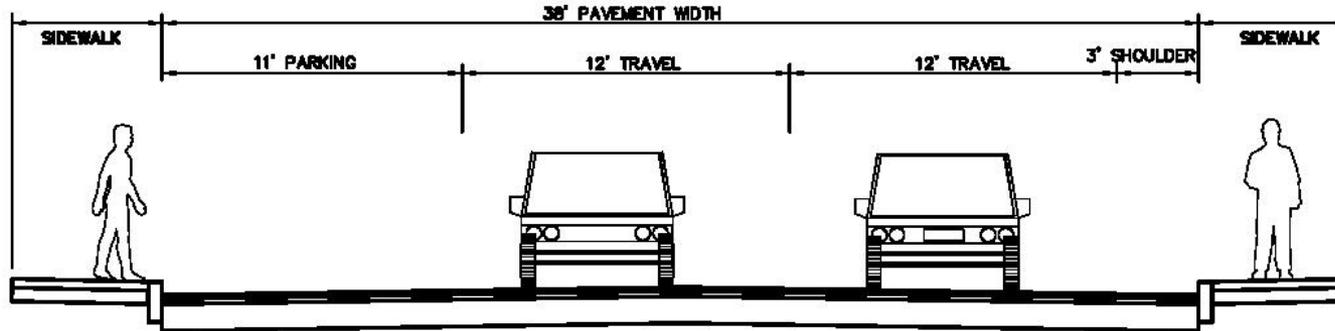
- Continue Design and Implementation of Canalway Project
- Former Steam Plant and Delta Park (determine use and complete study for railroad underpass)
- Improve the DPW Garage
- Enhance Riverfront Access
- Business Improvement District
- Building and Sanitary Code Review
- Land Use Planning



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**CENTER STREET  
PROPOSED 2-WAY TRAFFIC PATTERN**



**EXISTING CONDITION**

LOCATION 1  
CENTER STREET NEAR INTERSECTION OF  
NONOTUCK AVENUE

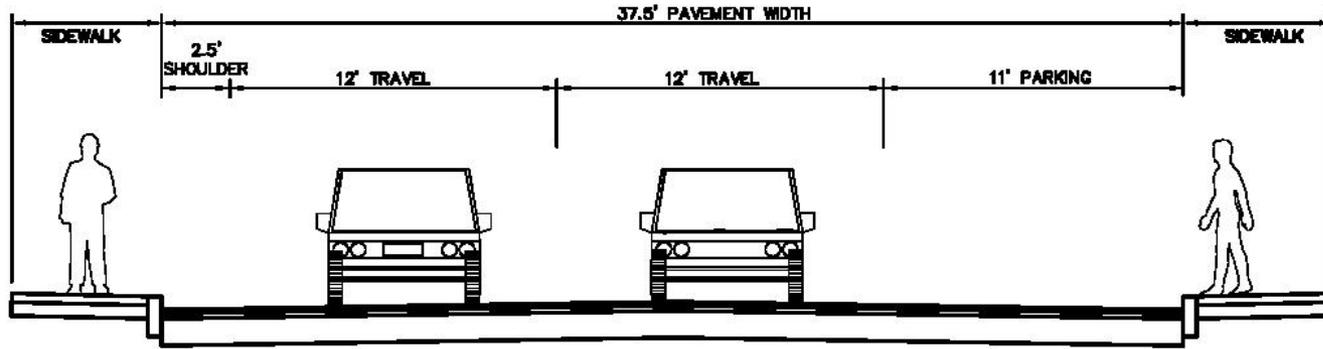
CHICOPEE CENTER TRAFFIC PATTERNS  
PROPOSED 2-WAY TRAFFIC PATTERN  
CHICOPEE, MASSACHUSETTS



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www.tighebond.com  
SCALE: NONE DATE: OCTOBER 2011



INTERSTATE 391  
INTERSTATE 391



**CENTER STREET  
PROPOSED 2-WAY TRAFFIC PATTERN**



**EXISTING CONDITION**

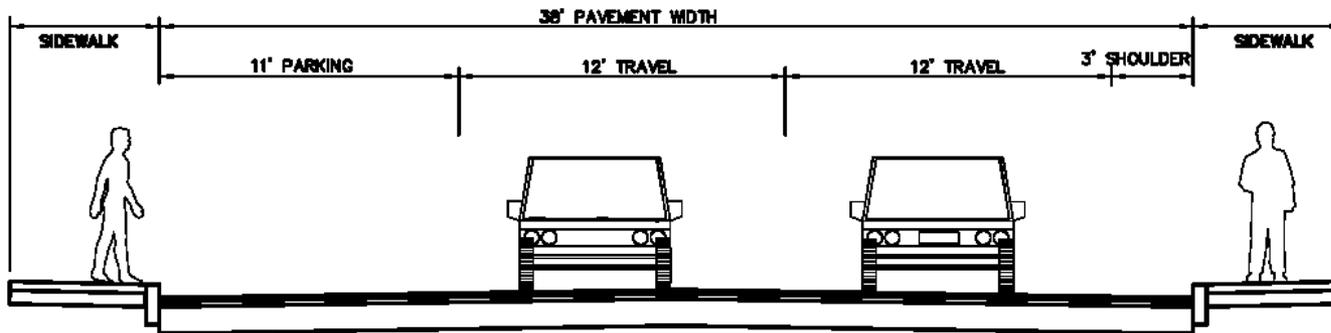


LOCATION 2  
CENTER STREET BETWEEN SCHOOL  
AND EXCHANGE STREETS

CHICOPEE CENTER TRAFFIC PATTERNS  
PROPOSED 2-WAY TRAFFIC PATTERN  
CHICOPEE, MASSACHUSETTS

**Tighe&Bond** Consulting Engineers  
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**CABOT STREET  
PROPOSED 2-WAY TRAFFIC PATTERN**



**EXISTING CONDITION**

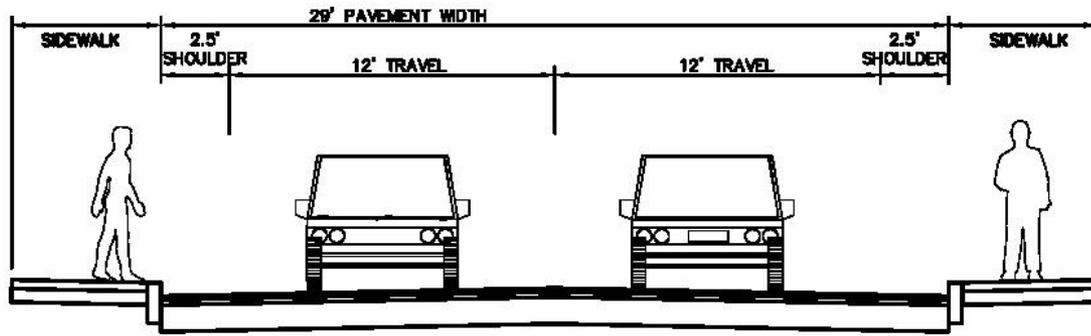
LOCATION 5  
CABOT STREET AT INTERSECTION OF  
EXCHANGE STREET

CHICOPEE CENTER TRAFFIC PATTERNS  
PROPOSED 2-WAY TRAFFIC PATTERN  
CHICOPEE, MASSACHUSETTS



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**CABOT STREET  
PROPOSED 2-WAY TRAFFIC PATTERN**



**EXISTING CONDITION**

**LOCATION 7  
CABOT STREET NEAR INTERSECTION  
OF PARK STREET & CENTER STREET**

**CHICOPEE CENTER TRAFFIC PATTERNS  
PROPOSED 2-WAY TRAFFIC PATTERN  
CHICOPEE, MASSACHUSETTS**



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