

THE DHCD - MASSACHUSETTS DOWNTOWN INITIATIVE  
SPRING 2007 WORKSHOP SERIES

**WORKSHOP ONE**

**HOW MUCH PARKING DOES YOUR DOWNTOWN REALLY NEED?**

**Wednesday, May 2<sup>nd</sup> 8:30 AM - 3:00 PM**  
Chicopee Public Library, 449 Front Street, Chicopee

**WORKSHOP TWO**

**PARKING BEYOND FROM STREET TO PARKING GARAGE?**

**Wednesday, May 23<sup>rd</sup> 8:30 AM - 3:00 PM**  
Beverly Public Library, 32 Essex Street, Beverly

**WORKSHOP THREE**

**UNDERSTANDING THE ECONOMICS OF DOWNTOWN: A COMMERCIAL & HOUSING PERSPECTIVE**

**Wednesday, June 13<sup>th</sup> 8:30 AM - 3:00 PM**  
DHCD, 100 Cambridge Street  
2<sup>nd</sup> Floor Conference Room, Boston

**WORKSHOP FOUR**

**COMMERCIAL DEVELOPMENT FROM DOWNTOWN**

**Thursday, June 14<sup>th</sup> 8:30 AM - 3:00 PM**  
DHCD, 100 Cambridge Street  
2<sup>nd</sup> Floor Conference Room, Boston

[www.mass.gov/dhcd](http://www.mass.gov/dhcd)



Department of Housing & Community Development  
100 Cambridge Street, Suite 300  
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## SPRING 2007 WORKSHOP SERIES

### WORKSHOP ONE

#### How Much Parking Does Your Downtown Really Need?

Presenters: Jeff Tumlin, Jason Schroeder,  
Stephanie Groll - Nelson\Nygaard Consulting  
Associates

Wednesday, May 2<sup>nd</sup> 8:30 AM - 3:00 PM  
Chicopee Public Library, 449 Front Street,  
Chicopee

Parking can be one of the thorniest issues facing a community, and it has the potential to influence many aspects of development. This workshop will help you navigate the political minefield of parking and introduce you to Transportation Demand Management. Find out how to pay for alternative transportation programs with savings from parking structures and how to revise codes to establish maximum instead of minimum parking requirements. By reforming parking requirements through Transportation Demand Management you can reduce traffic, increase economic performance and protect the environment. This workshop will help you to:

- Assess current parking demand and transportation behavior and measure the impact of Transportation Demand Management;
- Look at best practices that not only reduce parking costs but reduce parking demand;
- Review a variety of incentive programs and alternative transportation programs to reduce parking costs and traffic congestion; and
- Provide enough parking, while still building walkable, beautiful places for people to live, work and shop.

Bring the following information with you in order to discuss your specific parking concerns: local parking regulations, revenue, costs, and a calculator.

### WORKSHOP TWO

#### Parking Design: From Street to Parking Garages

Presenter: Steve Cecil - The Cecil Group

Wednesday, May 23<sup>rd</sup> 8:30 AM - 3:00 PM  
Beverly Public Library, 32 Essex Street, Beverly

How can we provide well planned and adequate parking in our downtowns so that they can compete with other retail and business locations while retaining their dense, mixed-use character as pedestrian-oriented centers? Convenient and efficient parking is critically important to the success of traditionally-shaped town and city centers. This workshop will focus on physical planning, urban design and implementation issues surrounding parking in downtown areas, including:

- Providing public surface parking that complements overall strategies for downtown economic and civic success;
- Planning and designing public parking structures that complement other downtown parking resources;
- Creating zoning and site planning standards for private sector parking to boost the efficiency and attractiveness of private parking resources;
- Providing signage and connections that link motorists, pedestrians and their destinations with parking; and
- Designing parking that is aesthetically compatible with the surrounding buildings, streets, sidewalks, and open spaces.

You will be provided with advice on pragmatic approaches to identifying sites, establishing design standards and ensuring that parking contributes to downtown revitalization.

## WORKSHOP THREE

### Understanding the Economics of Downtown: A Commercial & Housing Perspective

Presenter: Peg Barringer – OKM Associates

**Wednesday, June 13<sup>th</sup> 8:30 AM – 3:00 PM**

DHCD, 100 Cambridge Street  
2<sup>nd</sup> Floor Conference Room, Boston

How well is your downtown functioning as a commercial center? How do you assess its market environment? This workshop will help you to understand the economic components of your downtown, including analyzing its commercial mix, identifying and building on business clusters, understanding what customers want, and evaluating market demand. This workshop will also include a discussion of the benefits and challenges posed by encouraging housing development in your downtown, including how to estimate the additional commercial market that will be generated by new housing units.

## WORKSHOP FOUR

### Business Development for Downtowns

Presenter: Peg Barringer – OKM Associates

**Thursday, June 14<sup>th</sup> 8:30 AM – 3:00 PM**

DHCD, 100 Cambridge Street  
2<sup>nd</sup> Floor Conference Room, Boston

This workshop will explore how to recruit new businesses into your downtown as well as how to support existing businesses, helping them respond to changing market conditions. You will start by reviewing the types of information necessary to know your downtown well enough to "sell it" to new businesses while helping existing businesses be more successful in selling their goods and services to new customers. The workshop will also include presentations on creating recruitment packages, identifying and contacting potential business prospects, identifying downtown businesses that might need assistance and determining what they need, and developing strategies to help businesses be more successful.



**DHCD's** mission is to strengthen cities, towns and neighborhoods to enhance the quality of life of Massachusetts' residents. DHCD provides leadership, professional assistance and financial resources to promote safe, decent affordable housing opportunities, economic vitality of communities and sound municipal management. DHCD works in partnership with regional and local governments, public agencies, community-based organizations and the business community. In all these efforts, DHCD recognizes and respects the diverse needs, circumstances and characteristics of individuals and communities.

**DHCD's Massachusetts Downtown Initiative** provides assistance to communities seeking help to revitalize their downtowns. The primary mission of MDI is to make downtown revitalization an integral part of community development in cities and towns across the Commonwealth. MDI is guided by the principle that the most effective approach to downtown revitalization is a holistic one, addressing economic and community development needs and providing a framework of interrelated activities to promote positive changes in a downtown to keep it healthy and prosperous.

# DIRECTIONS TO DHCD IN BOSTON

## **Driving from the North - Option 1.**

From 93S take the Storrow Drive exit, at the bottom of the bridge turn off at Nashua Street. **DO NOT GO INTO THE TUNNEL.** Turn right at end of ramp onto Nashua Street going towards TD Banknorth Garden. Follow Nashua Street around the Jail and past Spaulding Hospital. The street will make a right turn and come to a traffic light where you have to turn left. Turn left. Go to the next traffic light and go straight. This is Merrimac Street. Follow Merrimac to the next traffic light and turn as if going right. The entrance to the Government Center garage will be in front of you. If you are going to 100 Cambridge Street continue turning right (New Chardon Street). Follow New Chardon up the hill thru the pedestrian light and to the working traffic light at Cambridge Street. **100 Cambridge Street** is diagonally across on your left (a large **100** is in the window over the front entrance). If you are going to the Saltonstall garage, turn left on Cambridge, then right on Somerset.

## **Option 2.**

From 93S take the Government Center / Quincy Market / Aquarium exit. At the end of the ramp turn right. You will immediately come to a traffic light and you will be facing the North Market Building. Go straight (right) onto Clinton Street. Clinton will merge from the left onto North Street. At the traffic light you will be facing Boston City Hall. Turn right onto Congress Street. Go under the big parking garage. Turn left onto New Chardon Street (the entrance to the Government Center garage is on the left). If you are going to 100 Cambridge Street continue on New Chardon Street thru the pedestrian light and to the working traffic light on Cambridge Street. **100 Cambridge Street** is diagonally across on your left (a large **100** is in the window over the front entrance). If you are going to the Saltonstall garage, turn left on Cambridge, then right on Somerset.

## **Driving from the South**

Take Interstate 95N to Interstate 93N to Boston, enter new 93N Tunnel. Take Exit 26/Storrow Drive. After exiting you are on Martha Way, bear left on Merrimac Street. Government Center Parking Garage is straight ahead at the end of Merrimac (across New Chardon).

## **Driving from the West**

Take 90E (Mass Pike) to 93N to Boston, enter new 93N Tunnel. Take Exit 26/Storrow Drive. After exiting you are on Martha Way, bear left on Merrimac Street. Government Center Parking Garage is straight ahead at the end of Merrimack (across New Chardon).

**Parking:** There is a parking garage in the Saltonstall Building with an entrance on Somerset Street. Parking is also available at the KINNEY SYSTEM'S Government Center Parking Garage (entrance on New Chardon Street) about two blocks away and at the Center Plaza Parking Garage (entrance on Somerset Street, directly across the street from the east side of the Saltonstall and the Saltonstall's garage entrance). For those who would like to take a 15-minute walk there is also parking at TD Banknorth Garden (North Station).

## **Public Transportation**

The MBTA Bowdoin Blue Line station is located directly across Cambridge Street from DHCD's offices, the MBTA Government Center Green Line station is in Government Center Plaza across Cambridge Street from Center Plaza (facing Center Plaza, the Saltonstall is located to the right), the MBTA Park Street Red Line station is located near Boston Common, after leaving the station walk on Park Street toward the State House (Gold Dome), take a right on Beacon Street, then a left on Bowdoin, past the McCormick Building, the Saltonstall is on your right (there is a second floor garden entrance to the Saltonstall located between the McCormack and the Saltonstall). If you arrive by train into North Station, take the West exit, cross Causeway Street in front of the station and walk down Portland Street to New Chardon Street, turn right and walk up the hill to Cambridge Street, 100 Cambridge Street will be facing you on your left. If you arrive by train into South Station, get on the red subway line (inbound) and get off at Park Street and walk over the hill to the Saltonstall as indicated above.

## DIRECTIONS TO BEVERLY PUBLIC LIBRARY

### **Driving Directions: From Route 128 – Option 1.**

Take Exit 22 (Elliott Street/Route 62)

*From Route 128 North:* Turn right onto Elliott Street (Route 62)

*From Route 128 South:* Turn left onto Elliott Street (Route 62)

Follow Elliott Street (Route 62) east until you reach Cabot Street in front of Beverly Paint.

Turn right onto Cabot Street and then take your 3rd left onto Winter Street.

The library is the large brick building on the left.

### **Option 2.**

Take Exit 19 (Brimbal Avenue/Sohier Road)

*From Route 128 North:* take the first left off the exit ramp to Brimbal Avenue. Turn right onto Brimbal Avenue.

*From Route 128 South:* turn left onto Brimbal Avenue.

Follow Brimbal Avenue for 1 mile to the end.

Turn right onto Essex Street (Route 22).

Follow Essex Street for 1 mile to the traffic signal.

The Library is on the opposite corner.

You cannot proceed ahead on Essex Street, so turn right at the traffic light and make two left turns to reach the parking lot.

### **Parking**

There is limited parking in the lot on Winter Street next to the Library and there are spaces on Essex Street in front of the Library. There are also a number of public lots in the nearby area.

### **MBTA Commuter Rail**

From North Station take any train bound for Beverly, Newburyport, or Rockport to Beverly Station.

From the train platform, cross Park Street and walk up Broadway (on the left side of Odell Park).

Continue across Rantoul Street and up Broadway to Cabot Street.

Cross Cabot Street, then turn left and follow Cabot Street until you reach Winter Street (Winter street is a one way street just before Maria's Pizza).

Turn right onto Winter Street, the library is the large brick building on the left.

This is about a 20 minute walk.

## DIRECTIONS TO CHICOPEE PUBLIC LIBRARY

### **Driving Directions: From North and South**

From Interstate 91 take the Chicopee Exit 12 onto Route 391. Take Exit 2 and bear right onto Route 116 (Center Street). Follow Center Street through 1 set of lights (you'll pass the post office on your left). At the next set of lights go straight though then bear right around the City Hall onto Front Street. Go straight through the next set of lights. The library is about a tenth of a mile on the left.

### **Driving Directions: From East and West**

From Interstate 90 (MA Pike) take Exit 5 and bear left. Turn right onto Montgomery Street (merge to left lane).

At the lights (CVS will be on the corner) turn left onto Granby Road. Go to the end of Granby (through 1 set of lights - then you'll pass the Knights of Columbus and Kaput's Auto Body on the right). At the bottom of the hill (end of Granby Road) take a left at the lights and go over the bridge. Take a right onto Front Street and the first left onto Cabot Street. At the lights take a left onto Exchange Street. At the next set of lights take a left then bear right around the City Hall onto Front Street. Go straight through the next set of the lights. The library is about tenth of a mile on the left.

Please fax or mail a copy of this form for each person attending to Maria Ferrario:

Fax: 617-573-1460

Address: DHCD, 100 Cambridge St., Suite 300, Boston, MA, 02114.

We encourage communities to send more than one person to the workshops. There is no registration fee, but seating is limited so register early. Lunch will be provided. If you have special dietary or handicap accessibility needs, please let us know in advance on your registration form. Select the workshop(s) you will be attending below, but submit a separate form for each person attending.

**WORKSHOP ONE:** May 2, 2007, Chicopee

**How Much Parking Does Your Downtown Really Need?**

Registration Deadline: April 23<sup>rd</sup>

**WORKSHOP TWO:** May 23, 2007, Beverly

**Parking Design: From Street to Parking Garages** Registration Deadline: May 14<sup>th</sup>

**WORKSHOP THREE:** June 13, 2007, Boston

**Understanding the Economics of Downtown: A Commercial & Housing Perspective**

Registration Deadline: June 1<sup>st</sup>

**WORKSHOP FOUR:** June 14, 2007, Boston

**Business Development for Downtown** Registration Deadline: June 1<sup>st</sup>

Name and Title: \_\_\_\_\_

Organization /Agency: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State and Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Special dietary or assistance needs: \_\_\_\_\_

**QUESTIONS?** Please contact Emmy Hahn at 617-573-1364 or at: [elizabeth.hahn@state.ma.us](mailto:elizabeth.hahn@state.ma.us)