



## City of New Bedford Department of City Planning

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### MEMO: WATERFRONT REDEVELOPMENT PLAN AND ZONING

4/2/20 (last updated on 4/13/20)

#### Purpose

The New Bedford Waterfront Redevelopment Plan provides a summary of current conditions, a vision for future uses, and the tools needed to accomplish this vision for the waterfront area bordering the downtown industrial waterfront. The Waterfront Redevelopment Plan includes recommendations for zoning and design guidelines to create tailored zoning subdistricts that will support growth and expansion of desired uses within the redevelopment areas. In response to market conditions over time, the redevelopment zones will transform to a mixed-use area that combines support for water-dependent commercial uses with a growing neighborhood of residential uses, local retail and services.

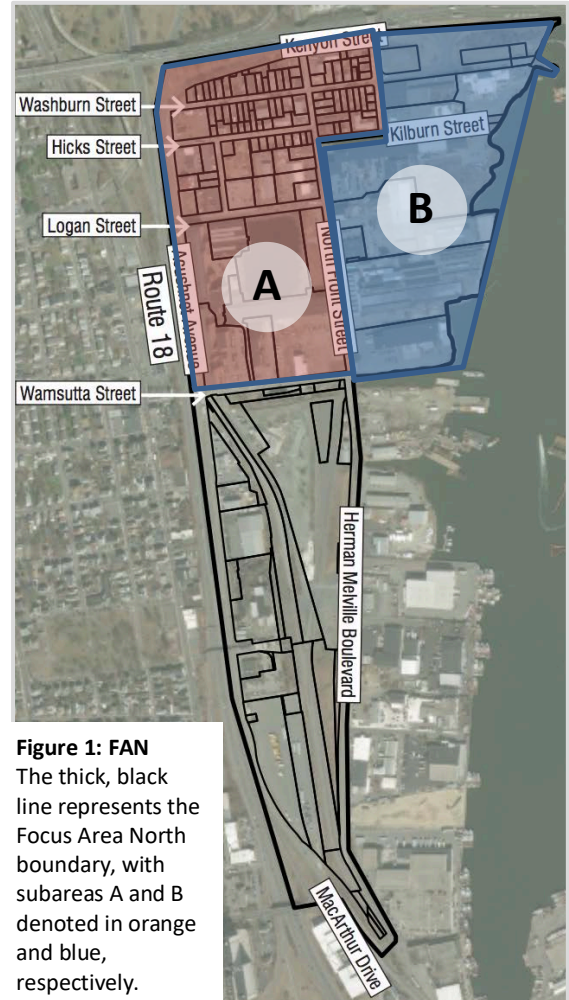
#### Partnerships, History and Timeline

There were many partners involved in the each component of the Waterfront Redevelopment Plan and Zoning project, including the Department of City Planning, the Port of New Bedford and its Commissioners, the Office of Housing and Community Development, the New Bedford Economic Development Council, the New Bedford Redevelopment Authority, City Councilors, and many other Steering Committee members.

The City of New Bedford began drafting plans for the Waterfront in 2015, beginning with an initial engagement of Sasaki Associates, APEX Companies LLC, FXM Associates and the Cecil Group, who collaborated to develop the study area boundaries, evaluate existing conditions of the waterfront, explore potential changes, and highlight development opportunities. This work led to a contract with the planners at Harriman, who have worked with the City departments, Port Authority, boards and stakeholders extensively to draft the final Waterfront Redevelopment Plan and Zoning that is being put forth at this time.

#### Redevelopment Plan Boundaries

The Waterfront Redevelopment Plan breaks the waterfront study areas into two focus areas, **Focus Area North (FAN)** and **Focus Area South (FAS)** as shown in the diagrams attached. In the proposed waterfront zoning, these focus areas merged into one Waterfront Mixed Use (WMU) district<sup>1</sup>, with four subareas.



**Figure 1: FAN**

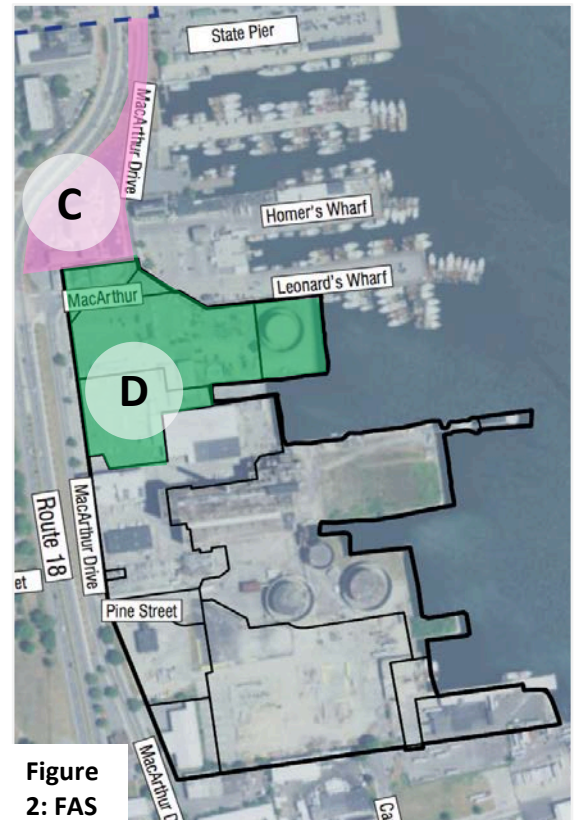
The thick, black line represents the Focus Area North boundary, with subareas A and B denoted in orange and blue, respectively.

<sup>1</sup> See Waterfront Redevelopment Plan – Proposed Waterfront Mixed Use District map, attached

### Waterfront Mixed Use (WMU) Subareas

Subareas A, B, and C will include zoning and design guidelines, while subarea D will include design guidelines without zoning, as the geography falls outside of the redevelopment plan boundary. The design guidelines associated with Subarea D will promote continuity and connectivity among the Waterfront Redevelopment Areas.

- **Subarea A (Wamsutta):** Subarea A is bound by Interstate 195 to the north, Belleville Avenue and North Front Street to the east, Wamsutta Street and Kilburn Street to the south, and Route 18 to the west.  
Located within FAN, Subarea A will include zoning to promote opportunities for housing and mixed-use development as well as incentives for investments in capital improvements, such as pedestrian pathways and creation of passive recreation space, particularly surrounding the fire pond.
- **Subarea B (Revere Copper):** Subarea B is bound by Kilburn Street and Interstate 195 to the north, the New Bedford Harbor to the east, the Wamsutta Street outflow to the south, and North Front Street and Belleville Avenue to the west.  
Located within FAN, Subarea B will be geared towards attracting commercial, and waterfront industrial development.
- **Subarea C (Fairfield Inn and Eversource):** Subarea C is bound by MacArthur Drive to the south and east and JFK Memorial Highway to the north and west.  
Located with FAS, Subarea C will aim to attract water-dependent development opportunities.
- **Subarea D (Sprague/Eversource):** Subarea D is bound by MacArthur Drive and Leonard's Wharf to the north, New Bedford Harbor to the east, the Cannon Street Power Plant to the south, and MacArthur Drive to the west.  
Subarea D is located outside of the Focus Area boundaries, but will include design guidelines to promote positive design aesthetics and connectivity among the focus areas.



**Figure 2: FAS**

The thick, black line represents the Focus Area South boundary, with subareas C and D denoted in pink and green, respectively.

### Relationship to Existing Zoning

The WMU supersedes all other zoning district regulations for this area, except the Flood Hazard Overlay District (FHOD).

### Development Incentives and Design Guidelines

The zoning includes a set of development incentives and specific design principles emphasizing public access to the waterfront, pedestrian oriented building treatments, and landscaping improvements to balance commercial interest with good design and walkable development.





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## Focus Area North (FAN) Parcels



