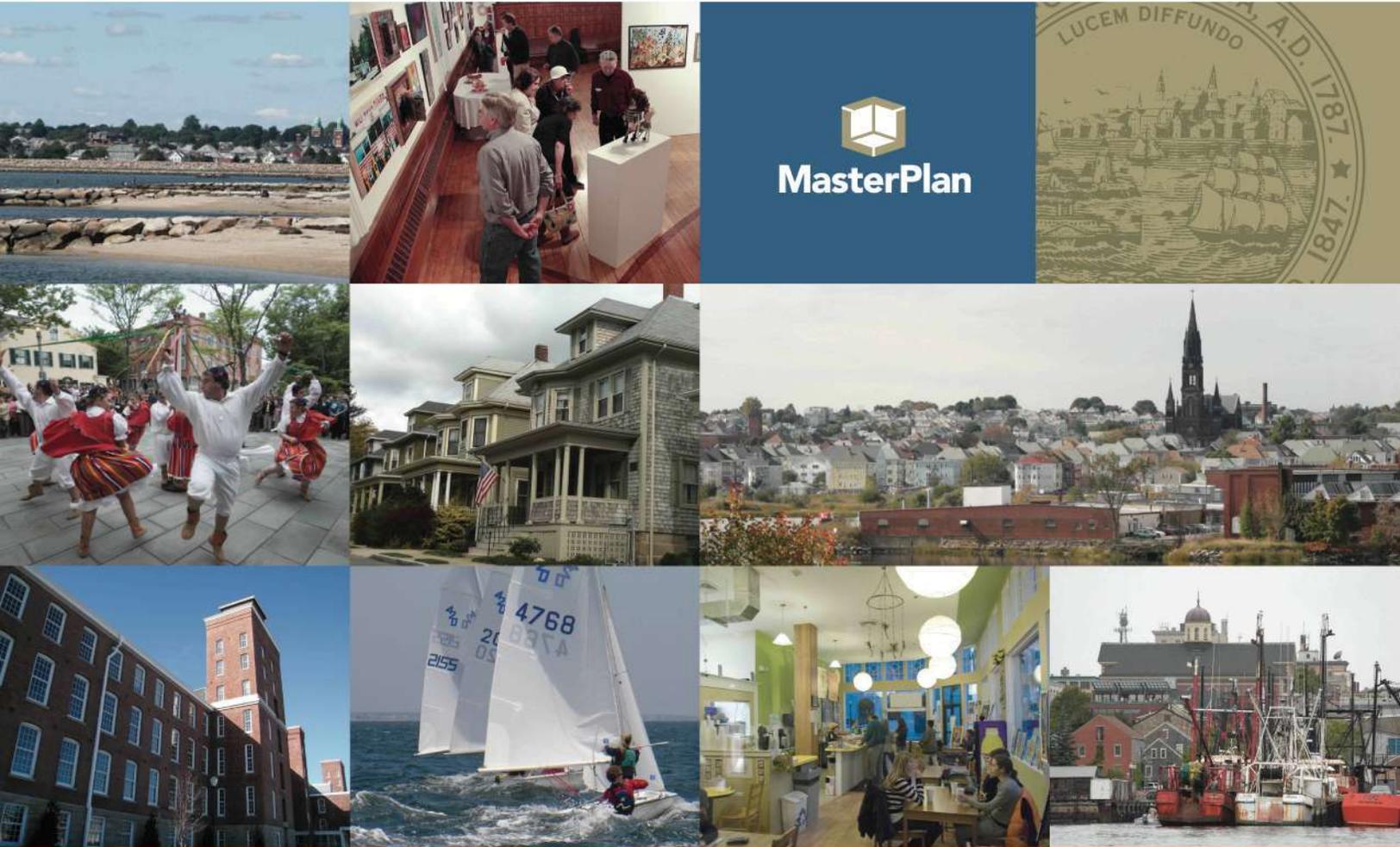


# A City Master Plan New Bedford 2020



Prepared by  
Vanasse Hangen Brustlin, Inc.

In association with  
Chan Krieger Sieniewicz, Inc.  
RKG Associates, Inc.

Prepared for  
City of New Bedford, MA  
2010

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8. John Robson
9. Joyce Goodman

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Honorable Scott W. Lang

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- > Matthew Morrissey, *Executive Director*
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- > Patrick Sullivan, *Director*
- > Christina Connelly, *Community Development Coordinator*

## Planning Board

- > George Smith, *Chairman*
- > Christian Farland, *Vice-Chairman*
- > Raymond Patnaude
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- > Arthur Glassman
- > Robert Gardner

## Master Plan Steering Committee

- > George Smith, *Co-Chair*
- > Jennifer White Smith, *Co-Chair*
- > Kathy Dehner, *City Councilor Ward 3*
- > Brian Gomes, *City Councilor At-Large*
- > Dagny Ashley
- > Glenn Bachman
- > Jan Baptist
- > Yolanda Dennis
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# Executive Summary

Since 2006, strategic planning has been completed for seven citywide initiatives and 12 targeted development districts, positioning the City to advance a progressive agenda that addresses the critical components for achieving sustainable growth and development. These planning efforts have proven successful in the resurgence of downtown, historic mill redevelopment in the Upper Harbor, and establishing New Bedford as a leader in creating a sustainable future.

While New Bedford is currently undergoing more concurrent community-based planning than at any other time in the city's history, *New Bedford 2020* is the essential element needed to link these individual plans and initiatives together, providing a unifying vision for the city's future growth as a vibrant seaport community.

*New Bedford 2020* provides us with a framework of goals and objectives that serve as a policy guide for the physical and cultural growth of our community—a **means of translating our community's values into actions**.

## A Community Effort

The master plan civic engagement process officially began in March 2009 when Mayor Scott W. Lang asked a group of committed, diverse residents to serve on the Master Plan Steering Committee and act as the conscience of *New Bedford 2020*. These members were chosen based upon their expertise and knowledge of various aspects of city life, including education, public safety, economic development, youth, immigration, environment, historic preservation, and the creative sector. Their dedication combined with their varied backgrounds, ages, and experiences ensured that this plan heard and reflects the voices of the people of New Bedford.

Beginning in April 2009 and continuing for four months, over 1,100 people participated in this planning effort—young and old, from various backgrounds, all committed to sharing their ideas to create a unified vision for New Bedford's future. Selfless volunteers assisted in translating and communicating in English, Portuguese and Spanish. The City hosted four public meetings and 11 focus groups discussions as well as participated in 10 neighborhood group meetings and 12 cultural or civic events.

Traditional and modern forms of public outreach techniques were utilized to encourage residents, business owners, visitors, and community supporters to participate in the master plan civic engagement process. These methods included: press releases (in English, Portuguese and Spanish); newspaper articles (in English and Portuguese); public service announcements; interviews on local radio station WBSM; ads and public meetings on the Cable Access Channel; event calendars and newsletters; Neighbors United newsletter; social networking on Facebook, Twitter, and e-blasts; and the *New Bedford 2020* website.

Building upon the momentum of these efforts, the City strives to sustain and build constructive relationships between citizens, community groups and public agencies through organized and grassroots civic engagement efforts in order to achieve the goals set forth in *New Bedford 2020*.

For a full overview of the civic engagement process, see Appendix A.

## A Straight Forward Approach

This document is comprised of nine main elements. Each provides an overview of the historical and present day context, a summary of the comments received during the civic engagement phase, and an outline of current conditions and ongoing initiatives. Most importantly, each element includes goals and objectives that lay out the steps we need to take during the next 10 years that will help us achieve the vision. These nine main elements are summarized in the following sections.

Throughout the master plan civic engagement process, the importance of sustainability and historic preservation were of utmost concern. Due to their significance, they are not standalone sections of this document. Instead, they are woven throughout each chapter of *New Bedford 2020*, as their relevance is critical to our community's success as a vibrant seaport.

### Shaping the City

As the leading Gateway City in the Commonwealth, New Bedford has emerged as a metropolitan center of the southcoast. Recently completed innovative land development strategies and progressive community-based planning reflect shared values and strengthen our connection to the water. Future initiatives to shape land use and development must continue to strengthen downtown, protect neighborhoods, support the needs of emerging economic development sectors, encourage the adaptive reuse of historic mills, and require sustainable design standards for all development.

The land use policies and zoning regulations that have guided New Bedford through the 20th century remain largely unchanged. Without a new approach to how we think about zoning and other land use strategies much of what we have come to share through this process as a common vision will not be accomplished.

#### Shaping the City Goals

1. Implement a new Zoning Code that will promote and guide development that meets the city's vision
2. Relocate uses that impair the achievement of future development goals to appropriate areas of the city that can best support them
3. Implement internal policy and regulations that will guide development towards the vision and create greater efficiency throughout the permitting process
4. Undertake new strategic planning for citywide initiatives in targeted areas, as identified in *New Bedford 2020*

### Jobs and Business

In the midst of the most challenging national economy since the Great Depression, in 2010 New Bedford leads in new growth among the 11 Gateway Cities in the Commonwealth—creating nearly 2,000 permanent and construction jobs and capturing more than \$340 million in private investment over the past five years. We have accomplished this by employing a balanced and aggressive strategy—led by the New Bedford Economic Development Council—to support existing business, attract emerging industries, communicate a positive message, develop strategic sites, prepare a ready workforce, and capture long-term catalytic opportunities for growth.

A well established economic development strategy is now in place that has shown tangible results during the past five years. The city's recent momentum has established a solid foundation for future growth that builds upon its coastal location, preserves its historic legacy, and expands cultural and workforce opportunities. While much has been accomplished, it is critical to continue this strategic approach to build on and sustain recent success.

#### Jobs and Business Goals

1. Expand and secure recent success in developing emerging technology sectors, such as marine science and technology, alternative energy, medical devices, biotech manufacturing, and creative enterprises
2. Enact a comprehensive development strategy that links underperforming and potential development sites, such as brownfields, business park sites, and historic mills throughout the city with opportunities for emerging sector development to increase and stabilize the commercial tax base and create jobs
3. Continue to foster sustainable development projects that have the ability to catalyze economic growth within targeted neighborhood, commercial, and development districts through both jobs created during construction and the creation of permanent jobs for New Bedford citizens
4. Increase support and services to existing and small businesses that strengthen pedestrian-friendly neighborhood commercial districts throughout the city and create new job opportunities for New Bedford families
5. Support traditional harbor industries, including fishing and seafood processing, while capturing new opportunities to diversify the Port's economy in sectors, such as short sea shipping, alternative energy, tourism, and recreational boating
6. Develop the creative economy and cultural tourism as a leading edge growth sector
7. Provide workforce development and training that aligns with emerging growth sectors
8. Continue to foster a transparent and efficient business-friendly environment
9. Enhance and further develop current efforts of the City to communicate a positive message for economic growth opportunities that will continue to build on our momentum and tell our story—*New Bedford is a good place in which to invest, do business, visit, and raise a family*
10. Develop greater management capacity to more rapidly advance projects and economic development initiatives

#### Neighborhoods and Housing

Housing is the most prevalent land use in New Bedford, and its cost and availability are critical components defining the character of the city. The age and condition of a significant portion of the housing stock is of concern, especially in light of the national foreclosure crisis currently affecting the community. Moving forward, New Bedford must strive to provide safe, vibrant, sustainable neighborhoods that offer a multitude of uses, including: affordable, quality housing choices; good schools; walkable streets; proximity to open space, parks and playgrounds; and small, local businesses that provide the opportunity to shop for goods, such as groceries, baked goods, and newsstands as well as provide services, such as hair salons, tailors, and dry cleaners.

Our vision is a city comprised of small village-like settings, each with their own distinct historic and cultural fabric that create dynamic neighborhoods where people meet on the street, buy local goods, and enjoy the experiences of their community.

### Neighborhoods and Housing Goals

1. Encourage and maintain a wide range of housing types throughout the city that reflect the historic and cultural character of each area by supporting development that provides for households of all income levels
2. Make certain that New Bedford can meet the need for affordable housing for its current and future residents
3. Promote a mixed-use environment in Downtown New Bedford and other commercial centers and corridors to ensure a vibrant community during the day, evening and weekends, that creates walkable village-like neighborhoods throughout the city
4. Monitor and enforce compliance with applicable building and health codes to ensure a safe housing stock
5. Establish standards for the use of sustainable practices in housing rehabilitation and new construction

### Transportation

New Bedford has a number of transportation assets that contribute to its accessibility by land, sea and air. The transportation infrastructure in New Bedford includes an interstate highway, local airport, water ferry service, freight rail, and regional and interstate bus service. Furthermore, the South Coast Rail project outlines Governor Patrick's plan to return commuter rail service to the southcoast region by 2016.

For our city to grow responsibly and meet the needs of residents and business alike, it is imperative that our transportation system is aligned to meet our shared objectives for targeted areas of commercial and residential growth as well as those areas of natural and cultural significance that we wish to protect. To accomplish this we must employ a comprehensive strategy that fully addresses the existing deficiencies and planned growth opportunities that will impact the overall transportation network.

### Transportation Goals

1. Improve, enhance, and integrate the city's public transit services, including shuttles and inter-city buses as well as regional passenger rail service, and the Fast Ferry service to Nantucket and Martha's Vineyard
2. Maintain or enhance vehicular mobility in the city while striking a balance between roadway safety improvements, gateway treatments, pedestrian comfort, and roadway character
3. Control or regulate the amount of new traffic added to the city roads by clustering heavy traffic generators where they can be served by existing major roadways, such as Interstate 195, Route 18, Route 140, and Route 6
4. Enhance non-vehicular transportation opportunities and increase opportunities for residents to walk and bicycle safely around New Bedford
5. Develop access management and traffic impact study guidelines
6. Consider traffic calming elements where appropriate to regulate high rates of speed
7. Continue to pursue and advance major roadway infrastructure projects
8. Continue to enhance the city's freight service—highway, rail, and ship

### Open Space, Recreation and Natural Resources

New Bedford boasts an abundance of recreational opportunities including: six major parks; 15 neighborhood parks; more than 12 miles of trails and bikeways; 26 acres of beaches; and numerous public and private baseball, football, and soccer fields. The City is also a member of Tree City USA. Included in our system of

open space and recreational assets are the Whaling City Golf Course and the Buttonwood Park Zoo, which has been called “one of the finest small zoos in the United States” by the Association of Zoos and Aquariums. Additionally, in 2009, the City partnered with Community Rowing Inc. in order to provide rowing to public school children and adults in New Bedford.

An extensive, well-located, and diverse open space and recreational system is essential to our success and sustainability. A well-planned parks and trails system ensures quality of life for residents, improving community health, increasing property values, and making our city appealing to visitors and businesses.

#### Open Space, Recreation and Natural Resources Goals

1. Expand outdoor recreational and open space opportunities for all New Bedford residents, regardless of age or ability
2. Protect natural resources and create new greenways throughout New Bedford
3. Enhance the quality and appeal of New Bedford’s streetscapes
4. Restore and enhance New Bedford’s park system’s historical and cultural characteristics
5. Initiate implementation and funding mechanisms to support open space and recreation needs

### Culture and Creativity

The critical mass of artists, performers, galleries, and cultural institutions that flourish in New Bedford has created the ambience of a vibrant coastal cultural center. Understanding the future potential of this sector—how we can include the people and businesses as an essential component of the future development, and how we can help promote this sector’s growth and measure its impact—is vital to our strategy for economic development as well as to the quality of life of everyone living in and visiting our city.

Today we view the creative economy not as a separate arts and culture initiative, but as a leading edge growth sector that represents significant potential for job creation and revitalization, and as the most effective way for us to tell the stories of our past, present, and future through art, culture, and emerging creative enterprises. This comprehensive approach is an evolutionary step into coordinating a broadly defined creative economy into our future growth and development.

#### Culture and Creativity Goals

1. Strengthen our community and enhance neighborhood vitality by recognizing the city’s cultural diversity and increasing public participation in arts and culture
2. Establish an economic strategy for the creative economy and tourism functions that is aligned with overall city development activities
3. Foster sustainable cultural organizations
4. Promote and market the cultural and historical assets of New Bedford to transform the city’s image for both tourists and residents
5. Educate and inspire the next generation of creative thinkers through advocating for arts education in the K–12 school system, and acknowledge and support the after-school providers and cultural institutions

## Education

As we plan for our future we understand the urgency to develop a quality educational vision that will impact our community's character and economic potential. A comprehensive sustainable vision for New Bedford must include the strengthening and expanding of our educational system.

This section presents the existing educational resources within New Bedford and the surrounding region, including higher education, the public school system, specialty programs, and private schools. These regional resources present opportunities for continued coordinated efforts to develop a comprehensive community of resources and activities for the benefit of all our residents.

Expanding our educational system into our region supports the development of lifelong learning opportunities for all our residents and provides for the development of sustainable competencies in our students, with increased exposure to local and regional issues and resources.

### Education Goals

1. Continue to improve the performance of students in the New Bedford school system and participants in other school system programs
2. Engage the community's participation in school programs, policy discussions, and events
3. Continue to provide innovative educational opportunities to students, families, and adults
4. Ensure maximum use of educational system resources and programs
5. Promote the school system, highlight achievements and accomplishments, and disseminate good news to the community

## City Services and Resources

New Bedford has 117 municipally-owned buildings accommodating governmental, educational, public safety, community, and cultural uses. Many of these buildings are historic in nature, including: the present day City Hall; eight active fire stations; a former fire station restored as a fire museum; a civil defense building; a professional-grade fire fighting training tower; the 1,400-seat Zeiterion Theatre; and numerous neighborhood elementary schools still in use today.

The core concepts embodied in the City Services and Resources goals outline an approach that embraces maintenance and care of municipally-owned structures and land, efficient delivery of municipal services, and effective partnerships to support sustainable practices as we look towards the next decade.

### City Services and Resources Goals

1. Establish measurable methods for delivery of public services that improve efficiency, cost-effectiveness, and sustainability
2. Create and maintain a long-term vision for each City department in its planning, budgeting, and operations with strong collaboration across departments
3. Generate a positive, practical, consistent message of sustainability through education, empowerment and example set by the City, as outlined in the 2009 *Sustaining New Bedford* report
4. Build an effective communication strategy across departments to enhance public participation, availability of information, quality of public services, and efficiency

## Governance

New Bedford operates with a Mayor as chief executive, a City Council, School Committee, Board of Assessors, and various boards and commissions. Currently, 26 City departments and six quasi-governmental agencies support the day-to-day operations of the City.

Having an effective, responsive, and efficient government is critical to providing a sound foundation towards our vision as a vibrant seaport community—one that will be achieved through a strategy that requires strong partnerships and shared responsibility.

All communities strive for a high performing and cost-effective local government that serves the common good, provides everyday yet essential services, and safeguards our well-being and property. While New Bedford's form of government has been in place since becoming a city in 1847, there is a shared desire to focus on how we can adapt and provide renewed focus for the 21st century.

### Governance Goals

1. Fully embrace national, statewide, and regional inter-governmental collaborations
2. Foster strong partnerships with Federal and State delegations and agencies that offer resources to meet the City's strategic needs
3. Improve efficiency, sustainability, and enhance the delivery of day-to-day municipal operations and services
4. Establish a system of measurable performance and cost-effective delivery standards
5. Create greater opportunities for community engagement and volunteer involvement

## Work Plan

The final element of this document is the Work Plan. This section presents the goals and objectives from each element, and establishes the responsible party and time frame in which objectives are intended to be completed. *New Bedford 2020* is intended to be a flexible living document. The Planning Office will review progress on an annual basis to track progress and recommend adjustments as circumstances change over time.

## Shaping Our Future

The most significant output of this master plan civic engagement process will be the development of a new zoning code after *New Bedford 2020* is officially adopted by the Planning Board. Zoning regulations and ordinances are methods in which the city government controls the physical development of land and the kinds of uses that may be developed for each individual property.

A complete zoning diagnostic was performed as a part of this planning process to better understand current zoning standards in New Bedford, and to recommend zoning changes that will both reinforce appropriate historic land development patterns and recommend changes to support innovative approaches to redevelopment.

Implementing an updated zoning code will help our community adopt land development policies that support our vision and determine how we continue to develop and evolve our built environment over time. Enacting policies that support traditional walkable neighborhoods, mixed-use development centers, connections to the water, and inviting gateways into New Bedford reflect our shared values and allow for a sustainable future.

# 1

## Why Plan?

The purpose of *New Bedford 2020* is to clearly convey a solid understanding of where New Bedford is today and how we arrived here; our shared vision of the future, and what specific actions we need to take together to realize the vision of a vibrant seaport community poised for growth in the 21<sup>st</sup> century. *New Bedford 2020* provides us with a framework of goals and objectives that serve as a policy guide for the physical and cultural growth of our community—a means to translating our community’s values into actions.

All of us *plan* every day and we often plan without giving it much conscious thought. Creating a detailed shopping list before heading to the market is one such example. While a master plan is in many ways like a big shopping list, such a process really offers our community a valuable tool that can be used to:

> **View the Big Picture**

Facilitate city government, local business, and citizens to work together and achieve shared goals and align activity to realize our shared big picture vision of the future.

> **Build an Informed Constituency**

Build and sustain an active, diverse, and informed constituency through ongoing conversations about New Bedford’s future. Empower our citizens to be involved in their neighborhoods, communities and schools. As social capital grows, neighborhoods become safer, quality of life improves, and educational achievement increases.



Source: VHB

> **Create a Sound Foundation for Decision-Making**

Establish a sound basis in policy for good decision-making that is proven and accepted. Good decision-making requires good communication and a willingness to work together.

> **Coordinate Decision-Making**

Create a framework for coordinating local decision-making. A streamlined, transparent, and efficient process is a vital component in attracting sustainable investment and job growth, creating a community with a vibrant quality of life for all our citizens, and establishing a clear direction of what we want New Bedford to become and achieve.

> **Guide Stakeholders**

Provide guidance to citizens, businesses, institutions, land-owners, and developers regarding the city’s direction. Effective planning provides guidelines for encouraged and appropriate development of properties throughout the city, ensuring that the vision for New Bedford as a vibrant seaport community is realized.

# 2

## New Bedford At A Glance

### A Regional Center

Figure 2.1: Context Map



Sources: MassGIS; RIGIS; Streetmap USA 9.3; UConn Map and Geographic Information Center.

New Bedford is located in Massachusetts' southcoast region, an area rich in historic resources and a strong maritime heritage. In 1787, a section of Old Dartmouth near the west bank of the Acushnet River was incorporated as the town of New Bedford, and in 1847 officially became a city. Today, New Bedford remains a residential, commercial, maritime, and cultural arts center for the region and boasts an inspired setting overlooking its protected harbor and Buzzards Bay.

## New Bedford by the Numbers

Figure 2.1 provides a context map of New Bedford and Figure 2.2, provided at the end of this chapter, depicts city neighborhoods. Table 2-1 provides general statistics on New Bedford as an overview. Table 2-2 provides general information on New Bedford.

Table 2-1: General Statistics of New Bedford

Statistic	Number
<i>Land</i>	
Total Land Area	20 square miles
Waterfront Area	10.3 miles of linear footage
Conservation Land Area	217 acres
Recreation Land Area	921 acres
<i>Population (U.S. Census)</i>	
Total Population	93,768 people
Population Density	4,938 per square mile
<i>Racial Make-up</i>	
-White	78.86%
-African American	4.39%
-Native American	0.62%
-Asian	0.65%
-Pacific Islander	0.05%
-Other races	9.51%
-Of two or more races	5.92%
(Hispanic or Latino of any race were 10.21% of the population.)	
<i>Housing (U.S. Census)</i>	
Total Housing Units	41,511
Percent Single-Family	33%
Percent Two-Family	19%
Percent Multi-Family (3–4 units)	29%
Age of Housing Stock	49% built before 1939; 23% built between 1940 and 1959
<i>Income</i>	
Median Family Income	\$38,684
School Age Children in Low Income Households (MA Dept. of Ed., 2006)	65.7%
<i>Socioeconomics</i>	
Overall Crime	Declined by 32% over past 25 years

Sources: *New Bedford, Massachusetts Market & Economic Analysis* prepared by HRA Advisors, Inc. (2008); 2000 U.S. Census (where noted); Massachusetts Department of Education, 2004 and 2006 (where noted); UMass Dartmouth (where noted); Massachusetts Division of Employment and Training (where noted).

Table 2-2: General Information on New Bedford

Topic	Description
Form of Government	Plan B, Mayor with City Council
Major Highways <sup>1</sup>	Interstate-195 Route 140 Route 6 JFK Highway (Route 18)
Public Transit <sup>1</sup>	Southeastern Regional Transit Authority New Bedford Regional Airport Ferry Service to Martha’s Vineyard and Cuttyhunk Island
Public Parks <sup>2</sup>	6 major parks 15 neighborhood parks 12-plus miles of trails and bikeways 26 acres of beaches Numerous public and private baseball, football and soccer fields
Schools <sup>3</sup>	The public school district includes 28 schools serving more than 13,000 students, including: <ul style="list-style-type: none"> <li>1 High School</li> <li>3 Middle Schools</li> <li>19 Elementary Schools</li> <li>3 Magnet Schools</li> <li>2 Alternative Public Schools</li> </ul> Other schools include: <ul style="list-style-type: none"> <li>1 ‘Specialty’ School</li> <li>1 Commonwealth Charter School</li> <li>2 Independent Middle Schools (one boys only; one girls only)</li> <li>1 Vocational Technical High School</li> <li>1 State University (UMASS Dartmouth)</li> <li>1 Community College</li> <li>1 Private College</li> <li>7 Catholic Schools</li> </ul>
High School Graduation Rate (MA Dept. of Ed., 2004)	67.4%
Percentage with Bachelor’s Degree or higher	11% (6,600 workers)
Historic Districts <sup>4</sup>	15 Districts

Table 2-2: General Information on New Bedford (continued)

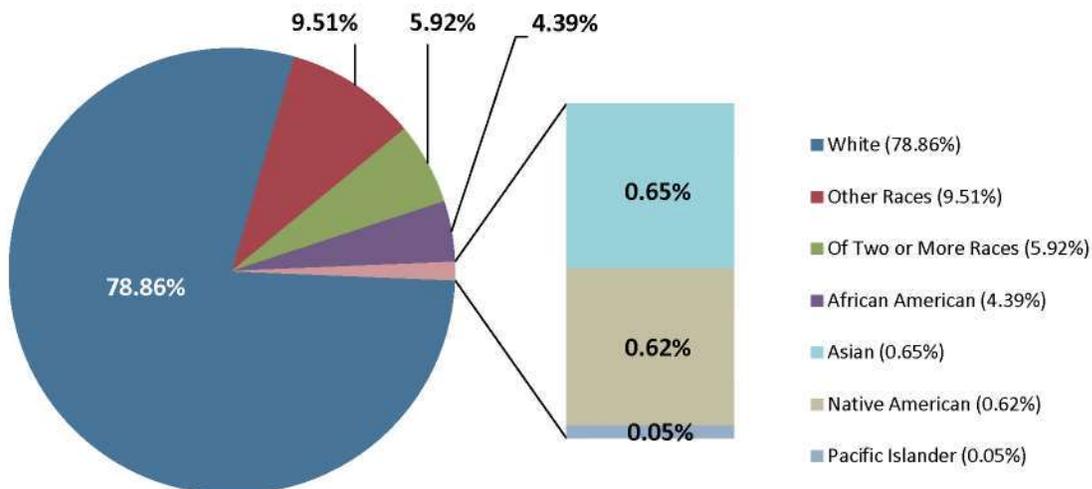
Topic	Description
Public Infrastructure	
Water Supply	Four ponds surrounded by 12,352 acres of watershed owned by New Bedford (representing 80% of total watershed) serving a total 160,000 customers. <sup>5</sup>
Waste Water	A 29.6 million gallons per day facility serving 98% of city residents. <sup>6</sup> The wastewater collection system is comprised of 360 miles of sewer system, 190 miles of surface drain, 31 pump stations, and 5,000 catch basins.
Tax Rates (2010)	
Residential	12.03
Commercial	24.87

Sources: City of New Bedford (website: <http://www.newbedford-ma.gov>); *New Bedford, Massachusetts Market & Economic Analysis* prepared by HRA Advisors, Inc. (2008); Massachusetts Department of Education, 2004 and 2006 (where noted).

- 1 Refer to Chapter 7, *Transportation* for further details.
- 2 Refer to Chapter 8, *Open Space, Recreation and Natural Resources* for further details.
- 3 Refer to Chapter 10, *Education* for further details.
- 4 Refer to Figure 4.3 of Chapter 4, *Shaping the City* for the location of the historic districts.
- 5 The City also supplies water to parts of Freetown and Acushnet along with Dartmouth on a seasonal basis and Fairhaven on an emergency basis.
- 6 Peak hourly flow is 75 million gallons per day.

The population of New Bedford is comprised of diverse cultures and ethnicities contributing to the richness of local culture and activities. Figure 2.3 illustrates the break-down of racial demographics. Table 2-3 summarizes the ancestry of New Bedford.

Figure 2.3: New Bedford Racial Demographics



Source: 2000 U.S. Census  
 Note: Hispanic or Latino of any race were 10.21% of the population.

Table 2-3: First Ancestry Reported, 2000

Ancestry	2000
Portuguese	33,308
Cape Verdean	7,156
French (except Basque)	5,692
French Canadian	4,947
English	4,349
Irish	4,267
Polish	1,992
Italian	1,778

Source: U.S. Census, 2000

## Workforce Overview

Fishing and manufacturing continue to be two of the largest business sectors in the city, and the healthcare industry has become a major employer. Table 2-4 presents general workforce data on New Bedford.

Table 2-4: Workforce Overview of New Bedford

Statistic	Number
Total Number of Businesses	5,374
Total Number of Jobs	41,562 <sup>1</sup>
Unemployment Rate	
New Bedford	11.6% <sup>2</sup>
Massachusetts (for comparison purposes)	8.8% <sup>3</sup>
Retail Sales	\$1,040,282,666 <sup>4</sup>
Prospective Growth Industries in New Bedford (MA Div. of Employment & Training)	Marine Science Employment: 35.4% increase (2000–2005) (UMass Dartmouth)
	Tourism: 67% increase in southcoast region (2000–2004)

Sources: *New Bedford, Massachusetts Market & Economic Analysis* prepared by HRA Advisors, Inc. (2008); 2000 U.S. Census.

- 1 City of New Bedford Tiger Grant – Commercial Fishing Industry Infrastructure Project
- 2 U.S. Department of Labor, Bureau of of Labor Statistics data (August 2010, not seasonally adjusted).
- 3 MA Executive Office of Labor Force and Unemployment data (August 2010, seasonally adjusted data).
- 4 Retail sales are total sales reported by retailers, including commercial sales and sales to customers who do not live in New Bedford.

The three largest private employers based in New Bedford are Southcoast Hospitals Group, one of the top 10 employers in Massachusetts (healthcare), Acushnet Manufacturing, and Joseph Abboud (apparel manufacturing). Table 2-5 lists New Bedford’s largest employers.

Table 2-5: Top Employers of New Bedford

Company	Number of Employees
Southcoast Hospital Group	3,853
Acushnet Company	2,300
City of New Bedford	2,100
Market Basket	600 <sup>1</sup>
Joseph Abboud Manufacturing	580
Polaroid Corporation	500
Lifestream, Inc.	335
AFC Cable Systems	300
Tremblay's Bus Company, LLC	300
Depuy Orthopaedics, Inc.	300

Source: *New Bedford, Massachusetts Market & Economic Analysis* prepared by HRA Advisors, Inc. (2008).

1 Updated based on information from the New Bedford Economic Development Council (2010).

New Bedford's labor force is increasingly working outside of New Bedford. In 1990, 35% of New Bedford residents worked outside of the city (15% in greater New Bedford, 19% outside greater New Bedford). In 2000, 50% of the city's residents worked in another area. Census data show that most residents are commuting to areas beyond greater New Bedford (19% greater New Bedford, 31% outside greater New Bedford).

## Housing

Housing prices and rents in New Bedford are significantly lower than the state as a whole. The vacancy rate for rental units is 7% and for downtown residential rental units is 9%. The median sales price for a housing unit in New Bedford was 34% lower than the median sales price in the state. The median monthly rental rate was 33% lower than the state median of \$578. Table 2-6 presents basic housing statistics of New Bedford compared to the state.

Table 2-6: Basic Housing Statistics: New Bedford Versus Massachusetts

Statistic	New Bedford	Massachusetts
<i>Owned Residences, Condos</i>		
Average household size	2.63	2.74
Median year structure built	1942	1958
Median value of occupied units	\$113,500	\$185,700
Median price asked for vacant units	\$108,400	\$160,800
<i>Rented Residences, Apartments</i>		
Average household size	2.23	2.13
Median year structure built	1940	1951
Median monthly rent asked for vacant units	\$392	\$578

Table 2-6: Basic Housing Statistics: New Bedford Versus Massachusetts (continued)

Statistic	New Bedford	Massachusetts
<i>Owners Finance Status</i>		
Second mortgage and equity loan	0.1%	0.1%
Second mortgage	7.6%	5.7%
Home equity loan	7.1%	10.6%
Simple mortgage	48.6%	55%
Debt free	36.6%	28.4%
Median part of monthly household income dedicated to covering home ownership costs	19.7%	19.5%
Estimated mean house/condo value in 2005	\$239,577	\$361,500

Source: *New Bedford, Massachusetts Market & Economic Analysis* prepared by HRA Advisors, Inc. (2008).



Source: City of New Bedford, MassGIS  
Photo Credits: Joyce Goodman

**A CITY MASTER PLAN  
NEW BEDFORD 2020**

**Figure 2.2**  
Areas of New Bedford



# 3

## Charting Our Course

### A Vibrant Seaport Community

This vision of New Bedford is one that began nearly 250 years ago. In the mid-1700s, Joseph Rotch purchased 13 acres of land along our deep harbor, establishing the whale fishery that transformed the small village into a thriving port. A century later, the boon of the textile industry swelled our population, spurred the development of vast new ethnic neighborhoods, and expanded the city's growth to the north and south. Within the last century, the emergence of commercial fishing and processing secured our national prominence as a center of global commerce, wholly connected to the sea.

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*"The town itself is perhaps the dearest place to live in, in all New England...nowhere in all America will you find more patrician-like houses; parks and gardens more opulent, than in New Bedford. Whence came they?...Yes; all these brave houses and flowery gardens came from the Atlantic, Pacific, and Indian oceans."*

—Herman Melville, *Moby-Dick*

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Today, our commercial fishing fleet, recreational, and research vessels have replaced the hulking whaling ships of the past. Our historic mill buildings, that once contained thousands of spinning looms, are being preserved and transformed for new uses. While whaling and textiles no longer fuel an economy that drives the success and growth patterns of the city, our identity as a vibrant and ethnically diverse seaport community holds fast.

As we look toward our future with an understanding of our heritage, and the knowledge and desire to transform our industries and practices of the past, we are forging a comprehensive, inclusive, and balanced strategy that aims to:

- > Value education at every level, every age and every stage of life;
- > Embrace our connection to the sea by enhancing public access, expanding public education of our marine resources, supporting a sustainable and diverse working harbor, encouraging responsible development along the water's edge, and providing enriching on-the-water experiences;
- > Strengthen and celebrate our diverse neighborhoods by re-establishing walkable commercial centers, protecting and respecting the historic and cultural landscape, enhancing and expanding open-space and community activity, and ensuring that safe and stable housing is available to all;
- > Build strategic areas of sustainable growth for job creation through sound planning, transforming historic mills, enhancing public infrastructure, transparent and efficient policies, and maximizing private investment in emerging growth industries;

- > Foster art, culture, and education by creating new opportunities for creative enterprises, building on our existing network of cultural institutions, destinations, and events, and creating a lively downtown campus environment of higher education and university activities; and
- > Most importantly, continue to advance recent hard fought economic development victories—rooted in our balanced and aggressive approach to support existing business, attract emerging industries, communicate a positive message, develop strategic sites, prepare a ready workforce, and capture long-term catalytic opportunities for growth.

For nearly 250 years New Bedford has been a community of the sea. With strong values, sound strategy, and shared responsibility, we will be leaders in the rebirth of the American city, and once again be able to successfully create our own history as a vibrant seaport community—well positioned for the 21<sup>st</sup> century.



Credits (clockwise from top left): Anne Louro, NBEDC, Arthur Motta, Anne Louro, AHAI, John Robson

# 4

## Shaping the City

### Overview

#### A Historical Context

In 1787, the village port area of Old Dartmouth near the west bank of the Acushnet River was officially incorporated as the town of New Bedford, and in 1847, the town officially became a city. In 1857, this small city became the leading whaling port in the nation with a network of streets and building types that were, in one way or another, connected to the bustling harbor. New Bedford dominated the global whaling industry for decades until the industry began a slow decline after the discovery of petroleum in 1859. In 1925, our time as the whaling capital of the world ended.



Credit: Spinner Publications

Starting in the late-1800s, fueled by the capital of the whaling industry, the textile industry started to grow and then rapidly expand. At its height in 1920, the textile industry employed more than 41,000 men, women, and children in New Bedford's 70 cotton mills. As with many other 19<sup>th</sup> century industrial cities, the expansion of our industrial economy supported the growth of bustling "mixed-use" commercial corridors and centers (the South End, Downtown, Weld Square, and North End). These corridors were walkable, busy with street cars, and dominated by orderly rows of triple-deckers with access to entertainment venues and shopping establishments of all types that served the dense residential neighborhoods.

Sparked by strikes and devastated by the Great Depression, the textile economy in New Bedford began to decline in the mid-1920s post-war America, and the city was not immune to the advance of the automobile that encouraged sprawl and the flight to the suburbs. Across the country this migration brought declining populations to many cities, and 19<sup>th</sup> century traditional neighborhood commercial districts and downtowns that had been the anchors for cities, such as New Bedford began to suffer. Furthermore, urban renewal efforts of the 1960s encouraged even more of a suburban development pattern in New Bedford, and most cities throughout the country, further weakening the very neighborhoods and commercial centers that gave the city its strength and identity.

#### A New Approach to Land Use

As a leading Gateway City in the Commonwealth, New Bedford is beginning to re-emerge as the metropolitan center for the southcoast. Recently completed innovative land development strategies and progressive community-based planning reflect shared values and strengthen our connection to the water. Future initiatives to shape land use and development must continue to: protect neighborhoods; support the needs of emerging economic development sectors; encourage the adaptive reuse of historic mills; and require sustainable design standards for all development.

The growth, development, and even the decline of the physical characteristics of our city have been fueled and forever influenced by the whaling, textile, and fishing industries. The wealth and economic impact of whaling and textile industries established the mansions, mills, parks, tree-lined streets, works of art, churches, libraries, and worker housing that shapes the landscape of New Bedford today. Similarly, the impacts of sprawl, disinvestment, and urban renewal efforts that claimed neighborhoods and weakened our connections to the waterfront in order to build infrastructure for the fishing industry, have also shaped New Bedford.

The land use policies and zoning regulations that have guided New Bedford through the 20th century remain largely unchanged. With a new approach to how we think about zoning and other land use strategies, much of what we have come to share through this process as a common vision will be accomplished.

Thoughtful and innovative land development policies must be put into place to have a positive impact on how we experience the neighborhoods, parks, and cultural districts of our city. These new policies and zoning regulations are essential to preserving our history, meeting the current needs of the community, and establishing future development patterns that will bring us closer to the vision of a vibrant, stable, and diverse seaport community.

## Existing Conditions

### Land Use

New Bedford is a city of 93,786<sup>1</sup> people living in an area of 20.2 square miles with more than 30 identified land use types. Table 4-1 shows the changes in general land uses for New Bedford between 2000 and 2005. Table 4-2 provides a detailed breakdown of existing land uses and natural features based on 2000 MassGIS data, as well as 2005 updates. Figure 4.1 illustrates the 2005 land use breakdown. (Discrepancies between the totals shown for 2000 and 2005 are due to revised categorization of land use types in 2005 by MassGIS.)

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**Land use** within a community is the pattern of residential, commercial, industrial, and institutional development interspersed with what is generally considered as open space, vacant or undeveloped land, agriculture, and parks and recreational areas. The evolution of land use within a community is the product of local land use regulation, economic conditions, and community preferences.

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Despite the perception that most land in New Bedford is built-out, there are still vast open spaces that account for almost half of the total land area of the city. Most of this open space is classified as forested (18.05%) or forested wetland (13.66%), while the remainder is recreational. Approximately 17.9% of the land area, or approximately 2,240 acres of land, is classified as commercial, industrial or used for transportation. The majority of the residential land use in New Bedford consists of high density (less than ¼ acre per dwelling unit) and multi-family housing (30.26%), while only 3.38% is in low density (considered to be residential developments on lots greater than ½ acre) or medium density housing (between ¼ and ½ acre per dwelling unit). There is very little buildable land (219 acres); so much of the future development activity in New Bedford is likely to occur on previously developed land and infill properties. Therefore, land use policies should focus on previously developed areas and infill, while preserving our existing open land.

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<sup>1</sup> 2000 U.S. Census

Table 4-1: New Bedford Land Use Changes (2000–2005)

Land Use Type	2000 (%)	2005 (%)	Percent Change
Forest, Wetlands, and Open Space	44.0%	47.0%	03.0
Agriculture	00.7%	00.1%	-00.6
Residential	33.4%	33.9%	00.5
Commercial, Industrial, and Transportation	20.8%	17.9%	-02.9
Water	01.1%	01.1%	00.0

Sources: MassGIS 2000 and 2005 Data

Note: Discrepancies between the totals shown for 2000 and 2005 are due to revised categorization of land use types in 2005 by MassGIS.

Table 4-2: New Bedford Existing Land Uses

Land Use Type	Total Area in Acres	% of Total
Brushland/Successional	86.52	0.67%
Cemetery	261.53	2.02%
Commercial	741.03	5.71%
Cranberry Bog	16.54	0.13%
Cropland	8.35	0.06%
Forested	2343.03	18.05%
Forested Wetland	1772.72	13.66%
Golf Course	108.25	0.83%
High Density Residential	2214.65	17.06%
Industrial	817.45	6.30%
Junkyard	14.14	0.11%
Low Density Residential	110.07	0.85%
Marina	13.89	0.11%
Medium Density Residential	327.96	2.53%
Mining	7.65	0.06%
Multi-Family Residential	1713.06	13.20%
Non-Forested Wetland	264.40	2.04%
Nursery	10.27	0.08%
Buildable Land	219.20	1.69%
Participation Recreation	232.61	1.79%
Pasture	6.80	0.05%
Powerline/Utility	23.57	0.18%
Saltwater Sandy Beach	72.93	0.56%
Saltwater Wetland	3.36	0.03%
Transitional	61.45	0.47%
Transportation	673.21	5.19%
Urban Public/Institutional	582.45	4.49%
Very Low Density Residential	20.19	0.16%

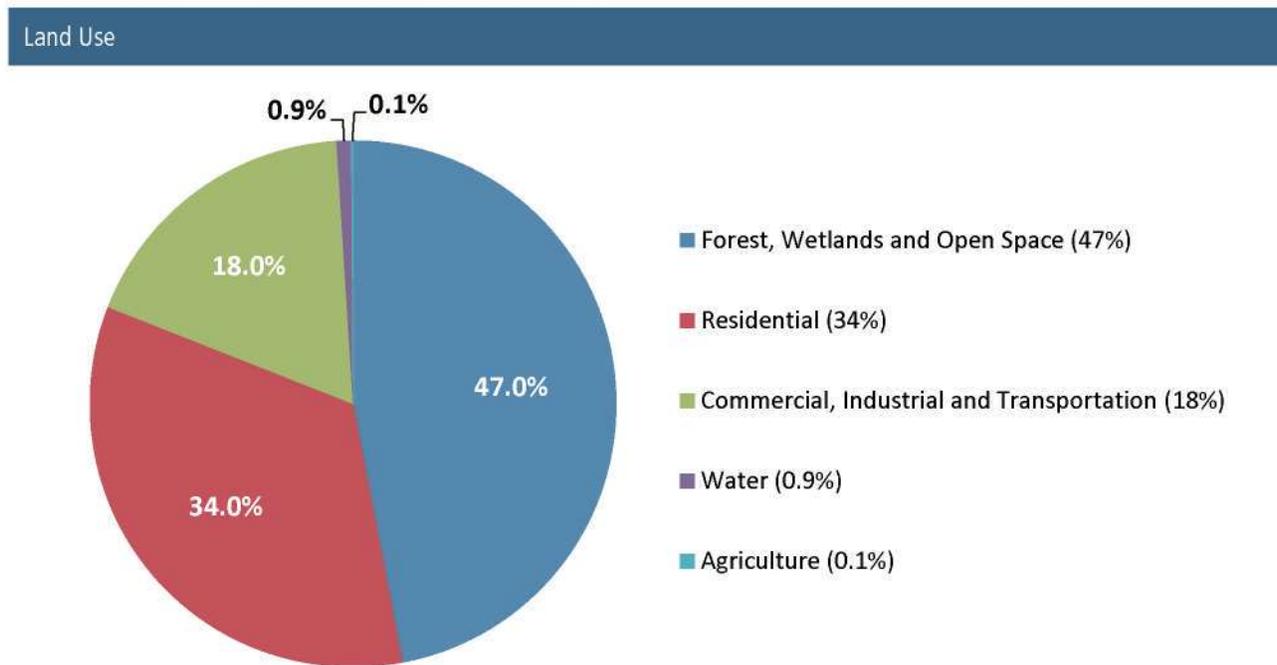
Table 4-2: New Bedford Existing Land Uses (continued)

Land Use Type	Total Area in Acres	% of Total
Waste Disposal	86.91	0.67%
Water	156.94	1.21%
Water-Based Recreation	6.99	0.05%
<b>Grand Total</b>	<b>12,978.14</b>	<b>100.00%</b>

Sources: MassGIS 2000 and 2005 Data

Note: Discrepancies between the totals shown for 2000 and 2005 are due to revised categorization of land use types in 2005 by MassGIS.

Figure 4.1: New Bedford Existing Land Use Percentages (2005)



Sources: MassGIS 2000 and 2005 Data

Note: Discrepancies between the totals shown for 2000 and 2005 are due to revised categorization of land use types in 2005 by MassGIS.

## Zoning

Zoning regulations or ordinances are the method in which municipal government controls the physical development of land and the kinds of uses that may be developed for each individual property. Zoning typically segregates land uses into three main categories: residential; commercial; and industrial. Thus, if a section of a city is zoned residential to allow for housing, then no commercial uses, such as an auto body shop are allowed to be developed in that area.

### What Is Zoning?

Modern zoning began in the early 1900s in response to the location of potentially incompatible and noxious land uses next to commercial and residential areas. The zoning ordinance has evolved over the years as a means to limit the types of land uses that could locate in a particular area of the municipality, resulting in a separation of uses. Ideally, a master plan is the blueprint for the city, and the zoning ordinance is the regulation that implements the plan. Typically, a zoning ordinance regulates land use by:

- > Specifying and distinguishing different land use types;
- > Creating development standards for the size and shape of lots, and the buildings erected on those lots;
- > Addressing lots, buildings and uses that pre-date the adoption of the zoning ordinance (non-conformities);
- > Establishing criteria for the evaluation of permit applications for new buildings;
- > Establishing procedures for permitting uses not specifically allowed by right;
- > Defining terms that have specific meanings under the ordinance; and
- > Creating a map that displays the geographic extent of each zoning district.

Within New Bedford there are four residential, two business, and four industrial zoning districts defined within the zoning ordinance. Additionally, there are eight overlay districts and 15 historic districts. Table 4-3 summarizes the City’s zoning districts. Refer to Figures 4.2 and 4.3, provided at the end of this chapter, for the existing zoning districts and historic districts, respectively.

Table 4-3: New Bedford Zoning Districts

Zoning District	Description
Residence A District (RA)	Single-family residence district with an 8,000 square foot minimum lot size. A density of one dwelling unit per lot is allowed. <sup>1</sup>
Residence B District (RB)	Two-family house, also with a minimum lot size of 8,000 square feet for RA use. One dwelling unit per 10,000 square feet and two per 5,000 square feet are allowed by right.
Residence C District (RC)	Multi-family housing on lot sizes that are at least 15,000 square feet. One unit per 1,000 square feet is allowed for multi-family dwellings of three or more units.
Residence AA District (RAA)	Minimum lot size is 16,000 square feet with a density of one unit per lot restricted to a single-family residence.

Table 4-3: New Bedford Zoning Districts (continued)

Zoning District	Description
Mixed-Use Business District (MUB)	A typical commercial zoning district. Residential uses are allowed as well at densities of one unit per 10,000 <sup>1</sup> , 5,000, and 1,000 square feet per unit respectively for single-, two- and three- (or more) family buildings. Mixed-use is not defined nor is it specifically listed in the Table of Principal Use Regulations.
Planned Business District (PB)	A commercial district that does not allow residential uses.
Industrial A, B & C District (IA, IB, IC)	Industrial A, B and C are very similar in the types of uses allowed, with few exceptions. The dimensional regulations are identical.
Waterfront Industrial District (WI)	Established to accommodate waterfront related uses, such as fish processing and other industrial uses reliant upon a waterfront location.
Downtown Business Overlay District (DBOD)	To provide for the construction of new and rehabilitation of existing structures to promote economic and cultural development in the downtown area. Many of these uses require a special permit.
Riverside Avenue Mill Overlay District (RAMOD) Wamsutta Mill Overlay District (WMOD) Cove Street Mill Overlay District (COSMOD) Mott-David-Ruth Mill Overlay District (MDRMOD) Soule Mill Overlay District (SMOD)	All of the mill overlay districts have similar purpose sections, which state that they provide minimum standards and procedures for the adaptive reuse of the mill buildings to promote housing, and economic and cultural development.
Working Waterfront Overlay District	A specific overlay in which fish processing is allowed in the Industrial B District.
Flood Hazard Overlay District (FHOD)	This overlay district establishes minimum standards and procedures for the construction of new residential and non-residential structures within flood hazard areas.
Historic Districts	<ul style="list-style-type: none"> <li>&gt; Fort Taber</li> <li>&gt; Hazelwood Park</li> <li>&gt; Howland Mill Village</li> <li>&gt; Buttonwood Park</li> </ul>

Table 4-3: New Bedford Zoning Districts (continued)

Zoning District	Description
Historic Districts (continued)	<ul style="list-style-type: none"> <li>&gt; Moreland Terrace</li> <li>&gt; County Street</li> <li>&gt; Central New Bedford</li> <li>&gt; New Bedford Gas and Edison Light</li> <li>&gt; Merills Wharf</li> <li>&gt; Bedford Landing</li> <li>&gt; North Bedford</li> <li>&gt; Acushnet Heights</li> <li>&gt; Wamsutta Mills</li> <li>&gt; Whitman Mills</li> <li>&gt; Head of the River</li> </ul>

1 The Table of Dimensional Regulations indicates one house per 10,000 square foot lot, creating an inconsistency that is recommended to be resolved. This is true for the RB, RC and MUB districts as well.

### Zoning Diagnostic

A complete zoning diagnostic was performed as a part of this planning process (provided herein as Appendix B) to help understand current zoning standards in New Bedford, and to recommend zoning changes that will either reinforce appropriate historic land development patterns or recommend changes to support innovative approaches to redevelopment. This zoning diagnostic was completed with input from City staff, Master Plan Steering Committee members, Board and Commission members, focus group meetings, local developers, real estate professionals, and elected officials.

The zoning diagnostic outlines observations regarding the current ordinance and makes a number of recommendations for improvements. While a number of recommendations are presented, this diagnostic is intended to be the beginning of a process that will follow the adoption of *New Bedford 2020* and will require direct involvement of the Planning Board and City Council, which will result in a new Zoning Ordinance for the City.

*New Bedford 2020*, and the land use recommendations presented herein, is intended to be the foundation upon which the new zoning ordinance is based.

As is the case with most zoning recodification and revision efforts, there are a number of choices to be made. Frequently, it is not a matter of whether a particular option is right or wrong, but rather it is a preference or policy decision. The following recommendations are intended to form the basis of the zoning discussion that will follow the adoption of *New Bedford 2020* by the Planning Board:

- > Recodify and update the ordinance to make it easier to use and administer;
- > Remove internal inconsistencies and ensure that the ordinance meets applicable statutory and case law;
- > Ensure that the ordinance is in conformance with the recommendations that arise from *New Bedford 2020*, numerous strategic plans and related planning reports;
- > Address issues related to using the ordinance as a tool to promote economic development in targeted areas of the city;

- > Revise the use classifications, particularly with respect to business, commercial and industrial uses;
- > Promote effective permit streamlining while minimizing neighborhood impacts from development projects; and
- > Encourage the use of new tools and techniques not currently found in the ordinance, such as sustainable development and smart growth provisions promoted by the Commonwealth and applied successfully in other communities in Massachusetts and around the country.

## Shaping New Development

New Bedford is currently undergoing more concurrent planning than at any other time in the city's history. Strategic planning has been completed for seven citywide initiatives and 12 targeted development districts, positioning the City to move a progressive agenda that addresses the critical components for achieving sustainable growth and development. These planning efforts have proven successful in the resurgence of Downtown, historic mill redevelopment, and establishing New Bedford as a leader in creating a sustainable future.

Many of these initiatives have been completed in partnership with regional and state agencies, such as the Southeastern Regional Planning & Economic Development District (SRPEDD) and MassDevelopment; private foundations, such as the Garfield Foundation; and institutions of higher education, such as Harvard University and the Massachusetts Institute of Technology. All of the following plans have been the result of ongoing collaboration among City departments, stakeholders, and engaged citizens throughout the city.

A key outcome of *New Bedford 2020* will be new zoning that is intended to guide future development of new commercial, industrial, and mixed-use areas, as well as provide protection to the character of our diverse residential neighborhoods throughout the city (refer to Figure 4.4 provided at the end of this chapter). While *New Bedford 2020* provides a unifying vision for the city's future growth, the planning initiatives described herein serve as valuable guiding documents, outlining the needs and objectives of distinct areas of the city that align to the vision of a vibrant seaport community.



Credit: BSC Group

## Completed Strategic Plans and Initiatives

### Completed Citywide Planning

#### 2010–2014 CONSOLIDATED HOUSING PLAN (2010)

The [Massachusetts 2010-2014 Consolidated Housing Plan](#)<sup>2</sup> identifies priority housing issues faced by low- to moderate-income citizens and the homeless. It takes stock of the city's housing inventory and establishes the key goal of laying the groundwork for restoration, preservation, and improvement of the local housing stock. This plan includes two key elements: the Strategic Plan, which focuses on four major program areas (affordable housing, homelessness, special needs, and community development) and describes generally how the state will allocate the resources it expects to have available during the 5-year period; and the Action Plan, which provides details on addressing the four major program areas. Specific objectives set by the state's plan include:

- > Promote strong, sustainable communities throughout the Commonwealth;
- > Preserve and create affordable rental housing options for low- and moderate-income residents;
- > Reduce chronic and family homelessness through a housing-based approach, with a long-term goal of ending homelessness;
- > Help low-income households develop economic self-sufficiency;
- > Ensure full and fair access to housing for all residents of the Commonwealth;
- > Promote sustainable homeownership opportunities for low-, moderate-, and middle-income families; and
- > Ensure MA residents with disabilities have access to affordable, accessible community housing options that support consumer choice and access to mainstream resources including employment and long-term support, as needed.

#### BROWNFIELDS TASK FORCE (2010)

The goal of the New Bedford Brownfields Task Force is to identify sites with the highest economic development potential for targeted EPA assessment funding based on selection criteria, including: feasibility and potential for results; ownerships, health/environmental risk, assessment status; relationship to strategic projects; opportunity for the creation or preservation open space, recreational space, or green space; and eligibility of brownfields funding. Goals of the Brownfields Task Force include:

- > Identifying additional sites for assessment;
- > Identifying criteria for selecting sites; and
- > Recommending parcels for future assessment.

#### SOUTH COAST RAIL ECONOMIC AND LAND USE CORRIDOR PLAN (2009)

Perhaps the most transformative land use change since the industrial era will be the return of commuter rail service from New Bedford to Boston. The 2009 [South Coast Rail Economic and Land Use Corridor Plan](#)<sup>3</sup> is the result of a collaborative partnership among the Commonwealth, 31 corridor communities, and three regional planning agencies working in conjunction with the Southeastern Massachusetts Commuter Rail Task Force. The result is a blueprint for clustering businesses and residences

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The **Southeastern Massachusetts Commuter Rail Task Force** is comprised of the Massachusetts Bay Transportation Authority, Old Colony Planning Council, and the Southeastern Regional Planning and Economic Development District as well as 40 Task Force members representing the communities affected. The group meets on a bi-monthly basis to discuss different methods to plan and anticipate changes with the proposed Commuter Rail Extension to Fall River and New Bedford.

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<sup>2</sup> Massachusetts Department of Housing and Community Development, *Massachusetts 2010-2014 Consolidated Plan*, May 2010. (website: <http://www.mass.gov/Ehed/docs/dhcd/cd/planpolicy/consolidated/2010conplan.pdf>)

<sup>3</sup> Executive Office of Transportation, Executive Office of Housing and Economic Development, *South Coast Rail Economic Development and Land Use Corridor Plan*, June 2009. (website: <http://www.southcoastrail.com/downloads/3%20-%20South%20Coast%20Rail%20Corridor%20Plan%20-%20Low%20Resolution.pdf>)

around stations, maximizing the economic benefits of rail investment, minimizing sprawl development, and preserving the farms, fields, and forests of the southcoast. The Plan raised and addressed four key questions:

- > Where should new development be supported?
- > What land, open space and environmental assets represent the highest priorities for protection?
- > What type of development should be attracted to areas around new stations?
- > What kinds of tools can communities use and the state provide to better plan for their futures?

The location and development of two new train stations in New Bedford, including the terminus of the line at the proposed Whale's Tooth Station—a multi-modal facility—is a critical land use issue. The potential for new and redevelopment opportunities within a one-mile radius of the proposed station locations were analyzed. Based upon a number of factors, including the availability of land, the need for parking around the stations, compatibility with existing land uses, experience in similar settings with transit-oriented development, and possible site constraints, the analysis projects that between 2010 and 2030, the total amount of new residential growth can range from 6,500–8,700 new dwelling units and 5.0–5.3 million square feet of new retail, commercial and industrial space.

#### SUSTAINING NEW BEDFORD (2009)

The mission of this effort is to generate a positive, practical, consistent message of sustainability through education, empowerment and example set by the City; to set forth actions that citizens, businesses, and government can take to restore the environment, increase economic opportunity and improve social equity. The goals as outlined in the Sustainability Task Force's *Sustaining New Bedford*<sup>4</sup> report include:

- > Ensure the availability of clean, renewable, inexpensive energy that is locally produced;
- > Ensure plentiful supplies of fresh water from protected watersheds;
- > Ensure the availability of fresh, healthy, locally produced food;
- > Ensure that neighborhoods are safe because neighbors care for each other;
- > Provide a transportation system that frees us from the monopoly of the automobile and offers abundant choice; and
- > Provide an educational system that connects children to the world around them, to each other and to their future.

#### 2008–2013 OPEN SPACE AND RECREATION PLAN (2008)

The purpose of the update and revision of the *2008–2013 Open Space and Recreation Plan*<sup>5</sup> is to take an extensive inventory of what exists in New Bedford today, determine which goals and objectives were met and which need improvement or amending, and identify how our citizens envision New Bedford in the coming years. The goals of this plan include:

- > Expand outdoor recreational and open space opportunities for all New Bedford residents, regardless of age or ability;
- > Protect natural resources;
- > Create new greenways through urban New Bedford;
- > Enhance the quality and appeal of New Bedford's streetscapes;
- > Restore and enhance New Bedford's park system's historical and cultural characteristics; and
- > Initiate implementation and funding mechanisms that support open space and recreation needs.

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4 City of New Bedford Sustainability Task Force, *Sustaining New Bedford*, 2007. (website: <http://www.sustainablesouthcoast.org/blog/>)

5 City of New Bedford, Mayor Scott W. Lang, 2008–2013 Open Space & Recreation Plan, prepared by the City of New Bedford Planning Office, 2008. (website: <http://www.newbedford-ma.gov/planning/2008%20Open%20Space%20&%20Recreation%20Plan.pdf>)

NEW BEDFORD HISTORIC MILL INVENTORY (2008)

As part of the 2008 *New Bedford Historic Mill Inventory*<sup>6</sup>, 101 mill sites and structures were surveyed with two main objectives: identify mill sites that will provide the greatest redevelopment opportunities that are consistent with the City's economic development strategies, infrastructure needs, environmental and land use planning requirements; and identify mill structures that possess significant architectural or historical value and therefore reflect the unique character and identity of the community. Recommendations include:

- > Undertake a complete analysis of historic and current employment and job creation potential in relation to available square footage; and
- > Combine the current review process into a single review process administered by the Planning Board, with an appeal process with the Zoning Board of Appeals if required, in an effort to streamline and expedite the permitting process for projects in the Mill Overlay Districts.

A GUIDE TO PERMITTING IN NEW BEDFORD & 43D SITES (2007)

By streamlining and expediting the permitting process, the City aims to foster communication between permitting boards, commissions and developers, standardize forms and applications, and provide the necessary resources to aid applicants through the permitting process. The purpose of this guide is to encourage development and enhance City services by providing information that will guide investors and business owners through the permitting process. Additionally, the City received approval from the Commonwealth to zone six areas as 43D sites including:

- > Three lots located within the New Bedford Business Park
  - Former MCT site
  - Lot 10
  - Lot 11
- > Former Fairhaven Mills site
- > Former Goodyear site
- > Downtown hotel site

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**Chapter 43D Expedited Permitting** provides a transparent and efficient process for municipal permitting; guarantees local permitting decisions on priority development sites within 180 days; increases visibility of New Bedford's targeted development site(s).

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NEW BEDFORD, MASSACHUSETTS MARKET AND ECONOMIC ANALYSIS (2007)

The 2007 *New Bedford, Massachusetts Market and Economic Analysis*<sup>7</sup> is intended to provide the City with the fact base from which to build a strategic plan for economic development. The report begins with a discussion of the people who live in New Bedford today; the strengths and weaknesses of the workforce; and an analysis of the New Bedford economy. The report addresses the topics listed below.

- > Demographics
- > Educational data
- > Work force data
- > Crime data
- > Housing data
- > Downtown New Bedford commercial and retail data
- > Industry analysis of top contributors

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<sup>6</sup> New Bedford Economic Development Council, *Historic Mill Inventory*, 2008. (website: [http://www.newbedford-ma.gov/Planning/mills/mill\\_inventory.html](http://www.newbedford-ma.gov/Planning/mills/mill_inventory.html))

<sup>7</sup> *New Bedford, Massachusetts Market & Economic Analysis*, prepared by HR&A Advisors, Inc., prepared for MassDevelopment and the City of New Bedford, 2007. (website: <http://www.newbedford-ma.gov/Planning/HRAsNewBedfordMarketEconomicAnalysis.pdf>)

## Completed District Planning

### BUTTONWOOD ZOO MASTER PLAN (2010)

The objective of the *Buttonwood Park Zoo Master Plan*, developed in conjunction with Torre Design Consortium, is to maintain the Zoo's status as "one of the finest small zoos in the country" (from the 2003 Association of Zoos and Aquariums accreditation report) and the most visited public attraction on Massachusetts' southcoast. The plan is a comprehensive assessment of the Zoo's current condition and future potential, and provides:

- > A look at overall space use within the Zoo;
- > A plan to improve the public and service vehicle traffic flow within the Zoo;
- > A plan to continue to keep elephants in a way that will comply with current and foreseen regulations;
- > Suggestions for future animal exhibits; and
- > Projections of attendance, operating costs and revenue generation, based on the current conditions and suggested improvements.

### UPPER ACUSHNET AVENUE PLANNING STUDY (2010)

Building upon past studies and plans, including the Upper Harbor visioning, the 2010 *Upper Acushnet Avenue Planning Study* develops a plan with actions that can begin to be implemented today along with future initiatives that will create the international marketplace as a must-see destination in New Bedford.

Recommended actions include to:

- > Identify key parcels for redevelopment opportunities that will strengthen the corridor;
- > Develop well-maintained streetscaping, including pedestrian-scale lighting, street trees and sidewalks, allow for sidewalk cafes and more room for shoppers, and increased visual appeal;
- > Create safer and easier intersections, create a more attractive space, provide seating and planting areas, and provide full accessibility;
- > Install public art, particularly at the gateway entrances, to create unique and inviting experiences for pedestrian and vehicular traffic; and
- > Provide new fencing and plantings to screen parked cars, and create better connections for pedestrians where sidewalks and parking lots meet.

### NEW BEDFORD QUEST CENTER AND THE ARMORY DISTRICT: NEIGHBORHOOD PLANNING ASSESSMENT (2010)

The 2010 *New Bedford Quest Center and Armory District: Neighborhood Planning Assessment* identified redevelopment opportunities and potential off-street parking sites and expansion locations to serve the existing and future needs of New Bedford's Quest Center (QC) and the Armory. The project includes the analysis of lots (size, ownership, existing conditions, abutting use, access, proximity to QC, and linkage to Downtown), and provides options and alternatives that allow New Bedford to determine the most appropriate plan and best course of action for implementation. Key plan elements include:

- > A land use inventory and review of potential land uses;
- > Plans for future expansion of the QC, Armory, and other parcels;
- > A parking needs assessment for existing and future uses;
- > A traffic analysis of QC and Armory site; and
- > A final implementation plan.

### NEW BEDFORD/FAIRHAVEN MUNICIPAL HARBOR PLAN (2009)

The 2009 *New Bedford/Fairhaven Municipal Harbor Plan*<sup>8</sup> seeks to closely coordinate the harbor planning process with the EPA's Superfund cleanup and the State Enhanced Remedy (SER) provisions that go beyond the cleanup levels used for the Superfund activities. Key initiatives of the plan include to:

- > Continue ongoing and proposed cleanup dredging being carried out under the EPA's Superfund initiative;
- > Rehabilitate existing bulkheads and construction of new bulkheads throughout the Harbor;
- > Continue to support commercial fishing interests within the Port; and
- > Improve freight operations through continued use and expansion of existing freight handling facilities and creation of new freight handling locations.

### DOWNTOWN REVITALIZATION & REDEVELOPMENT STUDY: LIVE, WORK, PLAY, LEARN (2009)

The goal of the 2009 *Downtown New Bedford Revitalization & Redevelopment Study*<sup>9</sup> is to provide a roadmap for the continued revitalization of Downtown New Bedford, strengthening its employment base and generating increased housing demand both in the downtown area and in its nearby residential neighborhoods. Place-making is a key driver of economic development; the human scale and the positive qualities of the historic urban environment will continue to be one of the New Bedford's chief assets. Key initiatives of this study include to:

- > Recommend targeted infill development on public and private parcels;
- > Redevelop the Custom House Square parking lot into New Bedford's premier open space;
- > Enhance the existing historic character of Downtown through public realm improvements; and
- > Improve pedestrian connections between the National Park district and the commercial/retail district, and the surrounding neighborhoods.

### SOUTH END GATEWAY ACCESS PLAN (2008)

The goal of the 2008 *South End Gateway Access Plan* is to recommend actions to enhance the development potential of the former Goodyear Site (a priority development site under the Chapter 43D Expedited Permitting program described previously) as well as other sites within the planning district. Situated just north of Clarks Cove, the South End Gateway district is generally bounded by Route 18 (JFK Memorial Boulevard) to the east, Rivet Street to the north, Cove Road and the hurricane barrier to the south, and Dartmouth Street to the west.

The plan proposes alternative schemes to reconfigure the local street network and improve connections between the district and Route 18. The plan was created to begin to address development goals, including:

- > Improve site access along Cove Road;
- > Enhance development potential;
- > Redevelop underutilized properties; and
- > Create jobs and increase tax revenue.

### WASHINGTON SQUARE GATEWAY NEIGHBORHOOD ACTION PLAN (2008)

The 2008 *Washington Square Gateway Neighborhood Action Plan*<sup>10</sup> documents the research, field work, participation and outcomes of the public planning process completed by the Waterfront Historic Area League (WHALE) in partnership with the City for the Washington Square neighborhood. The purpose of this effort was to allow meaningful, public involvement and community consensus, which would inform the

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8 City of New Bedford and Town of Fairhaven, *New Bedford/Fairhaven Municipal Harbor Plan*, July 2009. (website: [http://www.newbedford-ma.gov/PortofNewBedford/fhdc/Final%20complete%207-15-09%20\(web%20version\).pdf](http://www.newbedford-ma.gov/PortofNewBedford/fhdc/Final%20complete%207-15-09%20(web%20version).pdf))

9 *Downtown Revitalization & Redevelopment Study: Live, Work, Play, Learn*, prepared by Utile, Inc., prepared for New Bedford Economic Development Council, August 2009. (website: [http://www.newbedford-ma.gov/Planning/downtown\\_2009\\_study.html](http://www.newbedford-ma.gov/Planning/downtown_2009_study.html))

10 Waterfront Historic Area League, *Washington Square Gateway Neighborhood Action Plan*, June 30, 2008. (website: <http://www.waterfrontleague.org/wp-content/uploads/neighborhood-action-plan1.pdf>)

development of a Washington Square neighborhood-specific action plan. The vision for this neighborhood includes:

- > Preserve the historic fabric and character of the neighborhood;
- > Reconstruct the residence at One Washington Square;
- > Encourage appropriate infill development on vacant lots;
- > Redevelop the former Morse Twist Drill site for open space use;
- > Increase community policing; and
- > Address blight more aggressively.

#### HICKS-LOGAN-SAWYER DISTRICT MASTER PLAN (2008)

The 2008 *Hicks-Logan-Sawyer District Master Plan*<sup>11</sup> strives to create a blueprint for the revitalization of this historic industrial district. Located on the Acushnet River and served by exceptional regional access, the approximate 150-acres within the Hicks-Logan-Sawyer (HLS) District provide an untapped opportunity for creating a vibrant mixed-use district and a gateway into New Bedford. Specifically, the plan focuses on the 150-acre industrial area located on the Acushnet River along I-195 and the Upper Harbor. This area has great regional access, and as a result, provides a unique opportunity to establish a gateway to the city. The goals of the *HLS District Master Plan* include:

- > Generate revitalization by retaining existing, and attracting new, sustainable businesses;
- > Maintain the historic character of the District;
- > Create a vibrant mixed-use center as a new city destination;
- > Utilize and enhance the city's current and proposed multi-modal transportation options;
- > Improve the appearance of the Project Area by removing blighted structures;
- > Better utilize the waterfront and public access to the Acushnet River;
- > Improve internal circulation and connections to surrounding neighborhoods; and
- > Expand public open spaces and community resources within the Project Area.

*HLS Interim Planning Overlay District (IPOD)*<sup>12</sup> —The HLS IPOD was adopted and will be incorporated into the zoning ordinance as it is revised and updated to implement other recommendations found in *New Bedford 2020*. The HLS IPOD supports the vision for the HLS District by encouraging the following:

- > Development that enhances and protects public spaces, including parks, sidewalks, bikeways;
- > Adaptive reuse of existing mill buildings and to encourage redevelopment of brownfield sites;
- > Public access to the Acushnet River waterfront outside of the Designated Port District; and
- > Buildings designed to use natural resources and energy resources efficiently.

*District Improvement Financing Plan for the Hicks-Logan-Sawyer Urban Revitalization Area*<sup>13</sup>—The 2008 HLS District Improvement Financing (DIF) Plan identifies a range in long-term, market based reuse options for HLS that assisted in preparing a vision and land use design for the *HLS District Master Plan*. The preparation of a DIF plan assists the City in identifying a range in the amount of DIF bonds that the City could leverage for various infrastructures and open space/park elements incorporated in the *HLS District Master Plan*.

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11 *Hicks-Logan-Sawyer District Master Plan*, prepared by BSC Group, Inc., 2008. (website: <http://www.newbedford-ma.gov/Planning/HLS/HLS.html>)

12 <http://www.newbedford-ma.gov/Planning/HLS%20IPOD.pdf>

13 *District Improvement Financing Plan for the Hicks-Logan-Sawyer Urban Revitalization Area in New Bedford, MA*, prepared by RKG Associates, Inc., prepared for BSC Group, December 18, 2007. (website: <http://www.newbedford-ma.gov/Planning/HLS%20DIF.pdf>)

UPPER HARBOR COMMUNITY VISION & ACTION PLAN (2008)

The 2008 *Upper Harbor Community Vision & Action Plan*<sup>14</sup> conceptualizes the ideas and input of community participants gathered from a two-day charrette focused on the Upper Harbor district of the city. The district is bounded to the south by I-195, at the west by Acushnet Avenue, at the north by Wood Street, and at the east by the Acushnet River. This plan emphasizes the need for public access to the waterfront, façade and streetscape improvements to Acushnet Avenue, and appropriate redevelopment along the Acushnet River. Key initiatives of this plan include to:

- > Develop a riverwalk along the Acushnet River;
- > Preserve and encourage adaptive reuse of historic mills;
- > Create a community boat house sited on the former Fairhaven Mills site;
- > Implement streetscape improvements to Acushnet Avenue; and
- > Provide better connectivity between Acushnet Avenue, the waterfront and the surrounding neighborhoods.

Refer to Appendix E for supplemental information regarding the 2008 *Acushnet Avenue Corridor Report* and the *Upper Harbor Community Report Out*<sup>15</sup> as well as the 2006 *Fairhaven Mills Charrette Report Out*.<sup>16</sup>

ECONOMIC DEVELOPMENT STRATEGY FOR DOWNTOWN NEW BEDFORD (2007)

The 2007 *Economic Development Strategy for Downtown New Bedford*<sup>17</sup> examines the real estate inventory and objective record of change in Downtown New Bedford since 2000; to consider whether and to what extent the analytic findings and policy recommendations of the earlier study have been useful; and based on lessons learned over the past six years and current market conditions, to formulate recommendations that can further advance the City's objective that Downtown be an increasingly vibrant center of public and commercial activity for all residents and visitors. Key strategies of this plan include to:

- > Target business development (i.e., men's and women's clothing, niche retail, restaurants);
- > Recruit additional higher educational institutions;
- > Improve parking management; and
- > Adopt a Business Improvement District model.

HICKS-LOGAN-SAWYER (HLS) SMART GROWTH WATERFRONT DISTRICT VISION PLAN AND REGULATORY STRATEGY (2005)

The 2005 *Hicks-Logan-Sawyer Smart Growth Waterfront District Vision Plan and Regulatory Strategy* describes a vision for redevelopment of the HLS District based on smart growth principles and a regulatory strategy focused on creating a coherent public realm. This report serves as the foundation for the *HLS District Master Plan* and offers the following recommendations for the implementation of the vision:

- > Ensure a wide range of land uses, from residential and recreational to light industrial;
- > Provide waterfront access, such as recreational marinas, parks, housing, restaurants and shops;
- > Create public spaces and activities on the water and along the waterfront to attract people to the district from around the region;
- > Encourage transit-oriented development near the new commuter rail station and intermodal transportation center;

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14 *City of New Bedford Upper Harbor Community Action Plan*, prepared by MassDevelopment with Goody Clancy Associates, Inc., prepared for City of New Bedford, December 21, 2008. (website: <http://www.newbedford-ma.gov/Planning/UH%20Action%20Plan.pdf>)

15 <http://www.newbedford-ma.gov/Planning/UH%20Community%20Visioning%20Report.pdf>

16 <http://www.newbedford-ma.gov/Planning/Fairhaven%20Mills%20Charette%20Report.pdf>

17 *Economic Development Strategy for Downtown New Bedford*, prepared by FXM Associates, prepared for City of New Bedford Planning Office, 2007. (website: <http://www.mdf.org/documents/EconomicDevelopmentStrategyfordowntownNewBedford.pdf>)

- > Attract marine science and technology businesses; and
- > Create new jobs for New Bedford residents in retail, services and light industry.

#### NEW BEDFORD BUSINESS PARK

The New Bedford Business Park received master plan approval for permitting under the Massachusetts Environmental Policy Act. This approval reduces state permitting approvals from a time frame of 12–15 months to 30 days. The New Bedford Business Park is also received Platinum status by the Massachusetts Biotechnology Council in 2010.

#### Proposed Citywide Planning

##### COMMUNITY PRESERVATION PLAN

Examples of historic preservation may be public landmarks, private residences, or major institutions. Historic preservation comes in the form of individual and community action, educational presentation and artistic endeavor. The City will partner with preservation-minded organizations to complete a community preservation plan that strives to:

- > Identify current and emerging historic preservation issues throughout the city and state;
- > Establish the vision, mission, and priorities for the City and local non-profits;
- > Identify preservation goals and objectives for integrating historic preservation into the broader planning and decision-making at local, regional, and state levels; and
- > Identify preservation partners and their contributions needed to accomplish the City's goals and objectives.

##### MILL OVERLAY DISTRICTS

The reuse of mill buildings is a critical redevelopment strategy for many communities across the Commonwealth like New Bedford. Since mill revitalization districts rely on existing infrastructure, fit into historic development patterns and neighborhoods, and do not stimulate sprawl on undeveloped land, reuse of these places clearly fits the goals of smart growth and sustainable development that we are striving towards. The City will continue to build upon existing mill overlay districts and their successes by expanding the district boundaries as appropriate. In general, mill overlay districts:

- > Provide for the coordinated and mixed-use development (residential, business, industrial, manufacturing and/or institutional);
- > Encourage adaptive reuse of abandoned, vacant or underutilized buildings or structures;
- > Allow for a mix of new land uses that are appropriate to both the needs of the community and the scale of surrounding neighborhoods;
- > Create new mixed-used areas in planned locations at appropriate densities, heights and mixtures of use;
- > Encourage flexibility in site and architectural design, restoration and building bulk;
- > Encourage building reuse and infill to create higher densities; and
- > Maintain a consistently high level of design quality.



Credit: Anne Louro

##### NEW BEDFORD GATEWAYS INITIATIVE

Recognizing the importance of welcoming residents, visitors, and workers to our city, the Gateways Initiative aims to enhance New Bedford’s “front doors” by implementing improvements in the areas seen by the most people. Each gateway provides a unique opportunity to make the entrances into our neighborhoods and districts visually appealing and inviting through representation of our rich history and cultures. Proposed Gateway improvements generally include:

- > Identify a special space through built elements (i.e., signage);
- > Create “green” asphalt areas with grass medians, street trees and shrubs, planters;
- > Create pedestrian-friendly intersections and crosswalks that are fully accessible;
- > Provide pedestrian-scale lighting that may be unique to each gateway location;
- > Create space for public art, benches and other seating; and
- > Provide way finding signage that is visually appealing, consistent and easy to follow.

#### TRANSIT-ORIENTED DEVELOPMENT AREAS

Transit-Oriented Development, also known as Transit Oriented Design, or TOD, is a growing trend in creating vibrant, livable communities. TOD is the creation of compact, walkable communities centered on high quality train service. This makes it possible to live a higher quality life without complete dependence on a car for mobility and survival. Through the South Coast Rail (SCR) project, New Bedford has the potential for two TOD sites: the Whale’s Tooth and the Kings Highway locations (refer to Figures 4.7 and 4.8, respectively—located at the end of this chapter).

The Whale’s Tooth site is located adjacent to the HLS District, south of I-195, east of Route 18 and west of the Acushnet River. The SCR project identifies a TOD at the Whale’s Tooth location that provides:

- > A new hub for transportation in New Bedford that will integrate local bus services and shuttles (i.e., SRTA), inter-city buses, the Fast Ferry service to Nantucket and Martha’s Vineyard, and regional passenger rail;
- > A modern, green, state-of-the art, multi-modal facility. The station building will house the New Bedford Career Center—a one-stop center that provides workforce development services—as well as provide additional space that will be programmed to meet community health, daycare or education needs;
- > Public investment in the station area that will anchor significant transit-oriented development and create real places on parcels that are now abandoned or dilapidated brownfields;
- > A build-out capacity that yields approximately 1,250 new dwelling units and 487,000 square feet of commercial space; and
- > Pedestrian links between the station and Downtown New Bedford, the working waterfront, and the HLS District.

For additional information on the proposed multi-modal facility, refer to the Transportation Investment Generating Economic Recovery (TIGER) I Discretionary Grant Program [application](#).<sup>18</sup>

The Kings Highway TOD is located off Exit 4 on Route 140, and along Kings Highway (Tarkiln Hill Road) parallel to the CSX line at Route 140. The area covers roughly 55 acres and is home to an older marginal commercial mall. Extensive paved parking is located throughout the area. The site has potential for TOD that provides:

- > Direct connections to rail service and mixed-use opportunities including residential and commercial development;
- > Pedestrian and bicycle-friendly connections to the surrounding neighborhoods;

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<sup>18</sup> <http://www.newbedford-ma.gov/PortofNewBedford/tigergrants/Intermodal%20Transportation%20Infrastructure%20Proposal/Intermodal%20Grant%20Proposal.pdf>

- > A build-out capacity that yields approximately 360 new dwelling units and 226,700 square feet of commercial space (assuming the redevelopment of the existing shopping center into a mixed-use neighborhood); and
- > Regional service to Dartmouth, Fairhaven, Acushnet, and southern Freetown.<sup>19</sup>

### Proposed District Planning

#### NEIGHBORHOOD COMMERCIAL DISTRICTS AND CORRIDORS (BROCK AVENUE, DARTMOUTH STREET, AND KEMPTON STREET)

The key to revitalizing neighborhood commercial corridors and retail districts is to re-imagine them as a series of dynamic linked destinations. Successful and vibrant downtowns, commercial hubs and waterfronts offer a rich array of places where community life plays out. The ground floors enjoy a tight, symbiotic relationship with public spaces forming a seamless transition. In an effort to revive New Bedford's traditional commercial corridors and create vibrant, close knit communities, the following principles will be explored and tailored to individual districts and corridors:

- > Acknowledge that public spaces as the basic framework around which housing, retail and commercial development are planned and designed;
- > Build a strong sense of community by creating social gathering places, developing a sense of stewardship among its residents and providing places for community events;
- > Reflect a consensus among the development team, the community and the public sector regarding goals and management strategies;
- > Provide a sense of place and a variety of destination;
- > Offer a wide-range of uses and activities so that the corridors are vibrant and well-used;
- > Support transit options and smart growth principles;
- > Develop corridors that are well-integrated into existing communities or surrounding areas; and
- > Ensure that corridors are well-managed, programmed and take advantage of public-private partnerships.

#### NEIGHBORHOOD DEVELOPMENT PLANS

Great neighborhoods need places to sit, parks to enjoy, public art to view, music to hear and food to eat. Using the *Washington Square Gateway Neighborhood Action Plan* (2008) as a model, the City will seek to work at the grass roots level to develop neighborhood plans across New Bedford that incorporate the following principles:

- > Allow meaningful public involvement and community consensus in developing each neighborhood plan;
- > Create walkable, pedestrian- and bicycle-friendly streets;
- > Preserve the historic fabric and character of each neighborhood;
- > Identify opportunities for new green space;
- > Support community policing efforts; and
- > Target blighted structures and lots for adaptive reuse.

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<sup>19</sup> Executive Office of Transportation, Executive Office of Housing and Economic Development, South Coast Rail Economic Development and Land Use Corridor Plan, Kings Highway Station Concept Plan, June 2009, pg. 78.  
(website: <http://www.southcoastrail.com/downloads/3%20-%20South%20Coast%20Rail%20Corridor%20Plan%20-%20Low%20Resolution.pdf>)

## Zoning to the Vision

For nearly 250 years New Bedford has been a community of the sea, and our identity as a vibrant and ethnically diverse seaport holds fast. For us to support a sustainable working harbor, strengthen our neighborhoods, transform historic mill districts, and protect our open spaces, land use policies—specifically zoning—must reinforce this vision and protect our community’s assets.

As we go through the process of evaluating zoning options following the adoption of *New Bedford 2020*, we must consider flexible zoning standards that will allow innovative reuse options for many of our older and underutilized mill buildings, and we must consider “form-based” zoning language that places more of an emphasis on form and appearance of a project to assure it fits within the context of the neighborhood in which it is being proposed.

Implementing a zoning code that is directly aligned with our shared vision will allow for innovative development, protect our neighborhoods, and streamline the regulatory process.

### Next Steps

It is a task of this project to recommend changes to the zoning ordinance and zoning map, and those re-zoning tasks will be initiated upon adoption of *New Bedford 2020*. By incorporating the zoning diagnostic as part of the master planning process, the City will have a number of zoning recommendations to implement as the next step in this project. Moreover, the various chapters of *New Bedford 2020* contain additional zoning recommendations that relate to such topics as economic development, open space preservation, and housing.

Once the Planning Board officially adopts *New Bedford 2020* and it is sent to the City Council for its endorsement, the process will begin for adopting changes to the zoning ordinance, which is summarized in Table 4-4.

Table 4-4: Zoning Adoption Process

Step	Description
1.	A draft of the proposed zoning revisions are presented to the Planning Board and the Board conducts a public hearing.
2.	The Planning Board may vote to approve either with or without making recommendations for suggested changes to the draft amendments.
3.	The City Council conducts a public hearing on the proposed zoning changes (this can be done jointly with the Planning Board).
4.	The City Council reviews and may revise the zoning amendments.
5.	The City Council must approve the proposed zoning amendments by a two-thirds vote.
6.	The new zoning ordinance is signed into law by the Mayor.

## Goals and Objectives

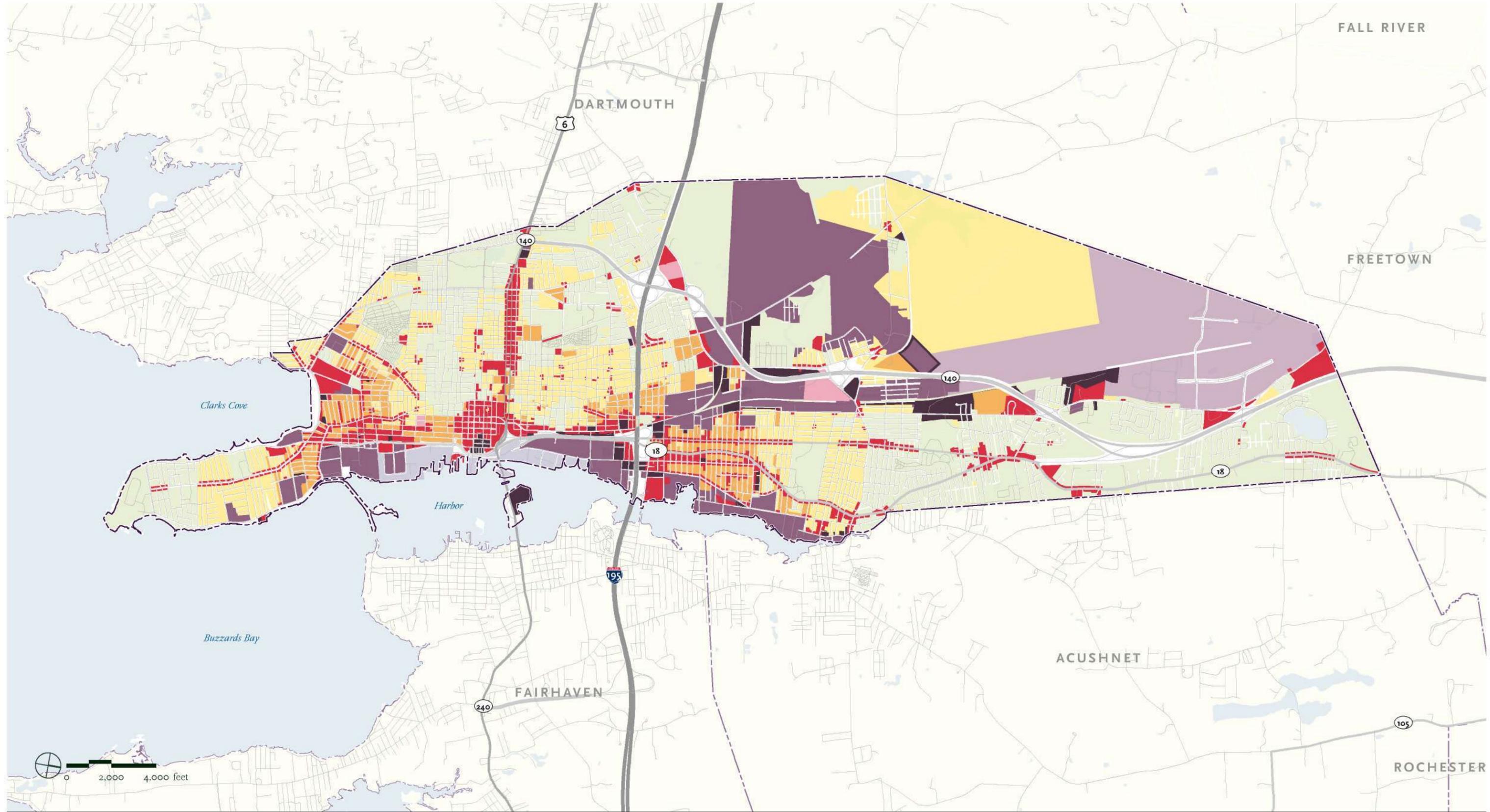
The following goals have been established for those actions that will help shape our city. These steps will help our community adopt land development policies that support our vision and determine how we continue to develop and evolve our built environment over time. Enacting policies that support traditional neighborhoods, mixed-use development centers, connections to the water (physical and programmatic) and inviting gateways (See Figures 4.5—Development and Neighborhood Centers— and 4.6—Gateway Opportunities— provided at the end of this chapter) into New Bedford reflect our shared values and allow for a sustainable future.

1. Implement a new Zoning Code that will promote and guide development that meets the city’s vision
  - a. Draft new zoning regulations that are aligned with vision, make the ordinance more “user-friendly,” and implement recommendations of the zoning diagnostic, such as:
    - i. Adopt a comprehensive form-based mill overlay district for all mill development districts throughout the city
    - ii. Adopt transit-oriented development zoning for the proposed Whale’s Tooth and Kings Highway commuter rail stations
    - iii. Adopt modifications to residential zones that allow for lot size requirements that fit the character of the area, design review for in-fill construction, and subdivision regulation that promote sustainable development
    - iv. Revise and streamline the City’s special permit granting authorities
    - v. Update definitions and use table
    - vi. Revise parking standards to meet current best practices
    - vii. Incorporate/update design, streetscape, and landscaping standards
  - b. Encourage sustainable development practices
  - c. Promote new zoning as a business and neighborhood development tool
2. Relocate uses that impair the achievement of future development goals to appropriate areas of the city that can best support them
  - a. Identify sites and business types that create conflict with future development goals of targeted districts throughout the city
  - b. Identify appropriate locations for such uses to continue operations and allow for potential expansion
  - c. Enact pro-active policies and public/private partnerships to enable relocation
3. Implement internal policy and regulations that will guide development towards the vision and create greater efficiency throughout the permitting process
  - a. Revise site plan review and sub-division regulations to be aligned with new zoning code
  - b. Create sustainable development guidelines for commercial and residential development to aid the public and private sectors
  - c. Improve access to information through web-based approach while maintaining and enhancing actions of the Permitting Task Force<sup>1</sup>

4. Undertake new strategic planning for citywide initiatives in targeted areas, as identified in *New Bedford 2020*

- a. To partner with preservation-minded organizations to complete a community preservation plan that strives to establish a vision, mission, and priorities for preservation of historic properties for the City and associated organizations
- b. Create neighborhood design guidelines to revive New Bedford's traditional commercial corridors and create vibrant and close knit communities
- c. Promote grass roots initiated neighborhood development plans for strategic neighborhoods and corridors across New Bedford that incorporate principles, such as targeting blighted structures and lots for adaptive reuse, allow for meaningful public involvement and community consensus, and provide opportunities for green space
- d. Implement gateway improvements aimed at enhancing pedestrian safety and overall environment, "greening" of paved areas, providing space for public art and other public amenities, and enhancing way-finding

<sup>1</sup> The Permitting Task Force ensures that projects move efficiently through the City's permitting process. The Permitting Task Force is comprised of a representative from each City department, board and/or commission that is regularly involved in New Bedford's permitting approval process. The Permitting Task Force encourages proactive planning by conducting pre-application meetings with applicants.



Source: City of New Bedford, MassGIS

**Legend**

Zoning

- BUS-MIXED USE
- BUS-PLANNED

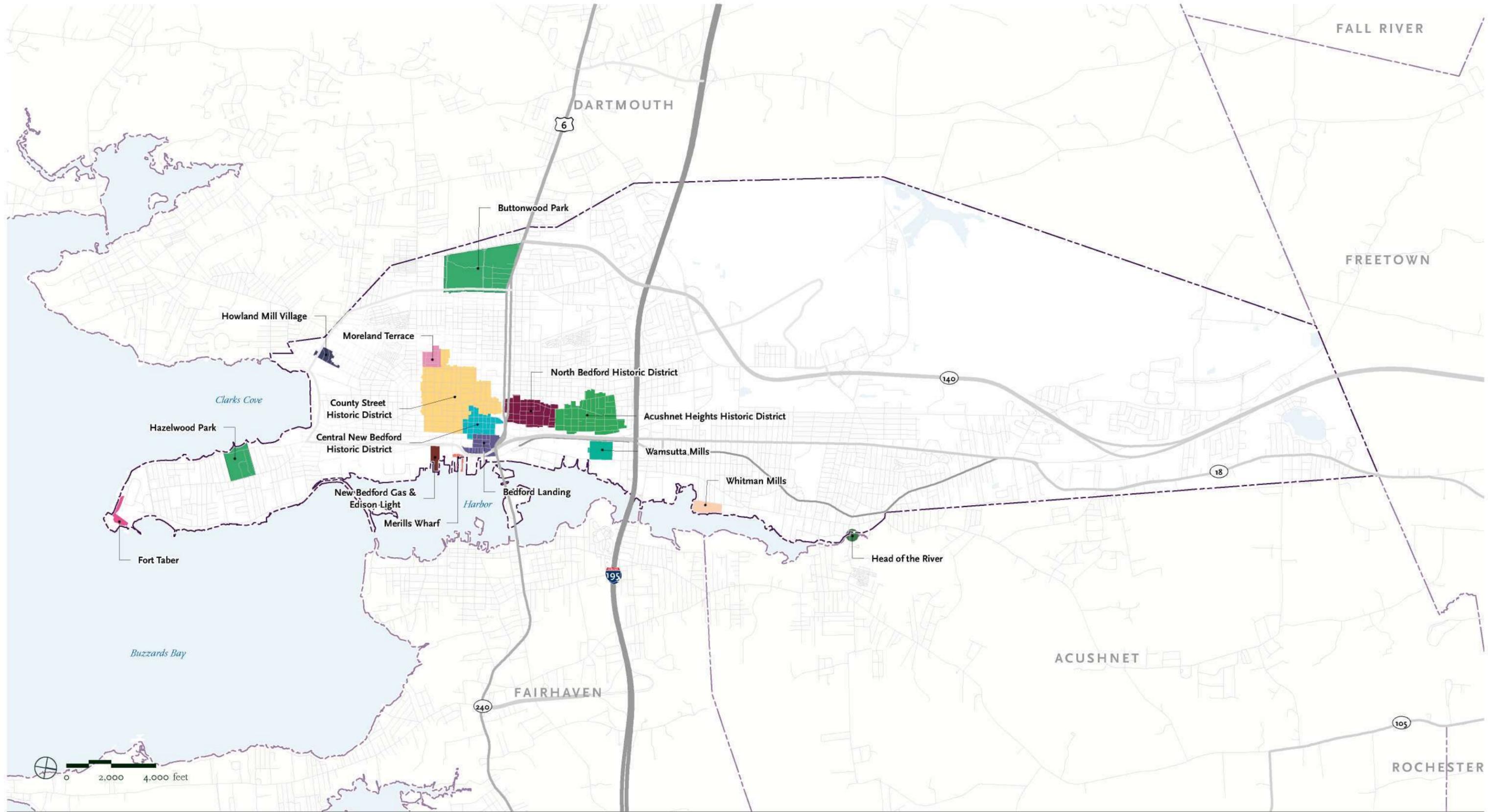
- IND-A
- IND-B
- IND-C
- IND-WATERFRONT
- RES-A
- RES-AA

- RES-B
- RES-C



**A CITY MASTER PLAN  
NEW BEDFORD 2020**

**Figure 4.2**  
Zoning Map

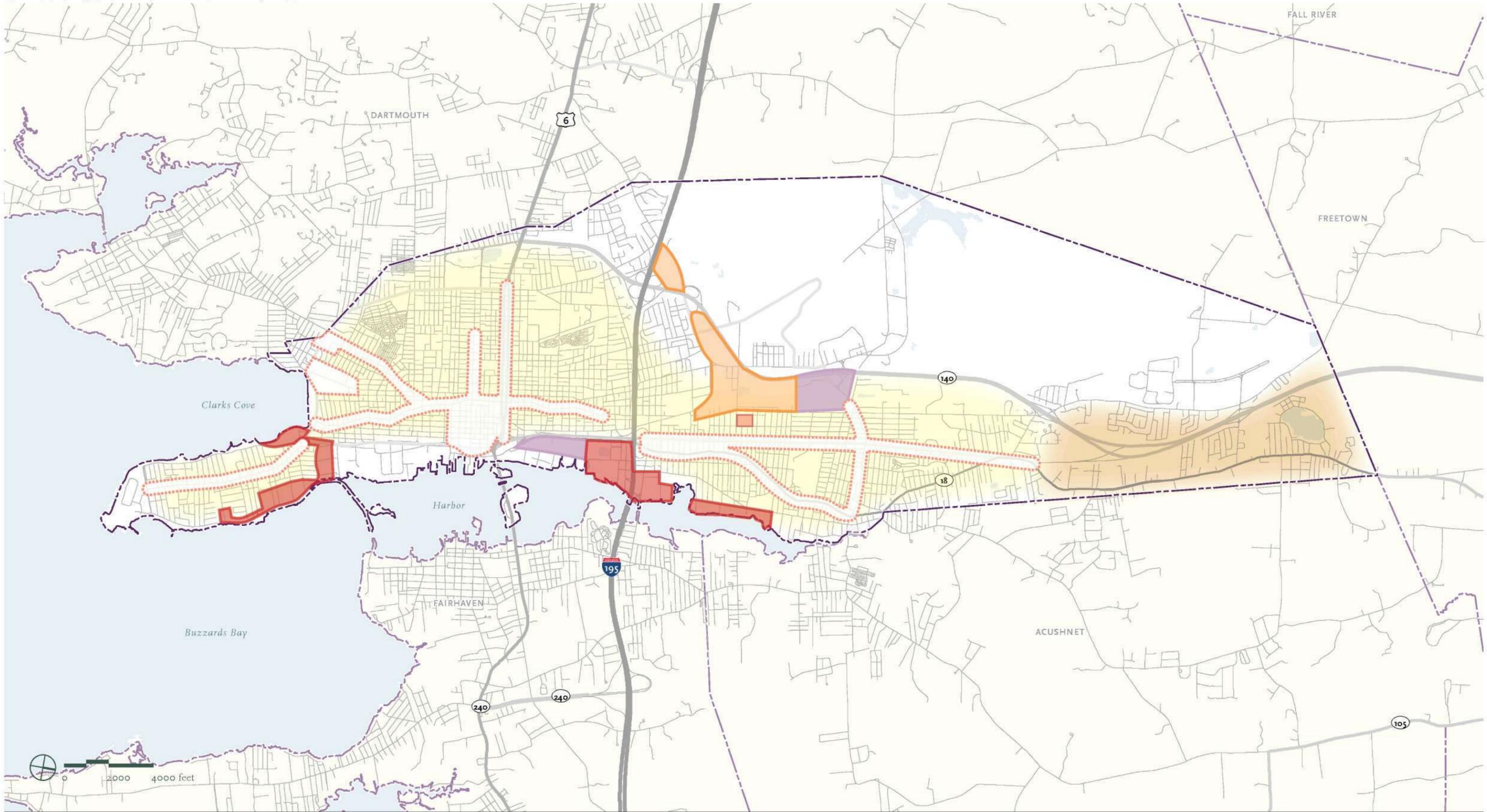


Source: City of New Bedford, MassGIS

**A CITY MASTER PLAN  
NEW BEDFORD 2020**

**Figure 4.3**  
Historic Districts





Source: City of New Bedford, MassGIS

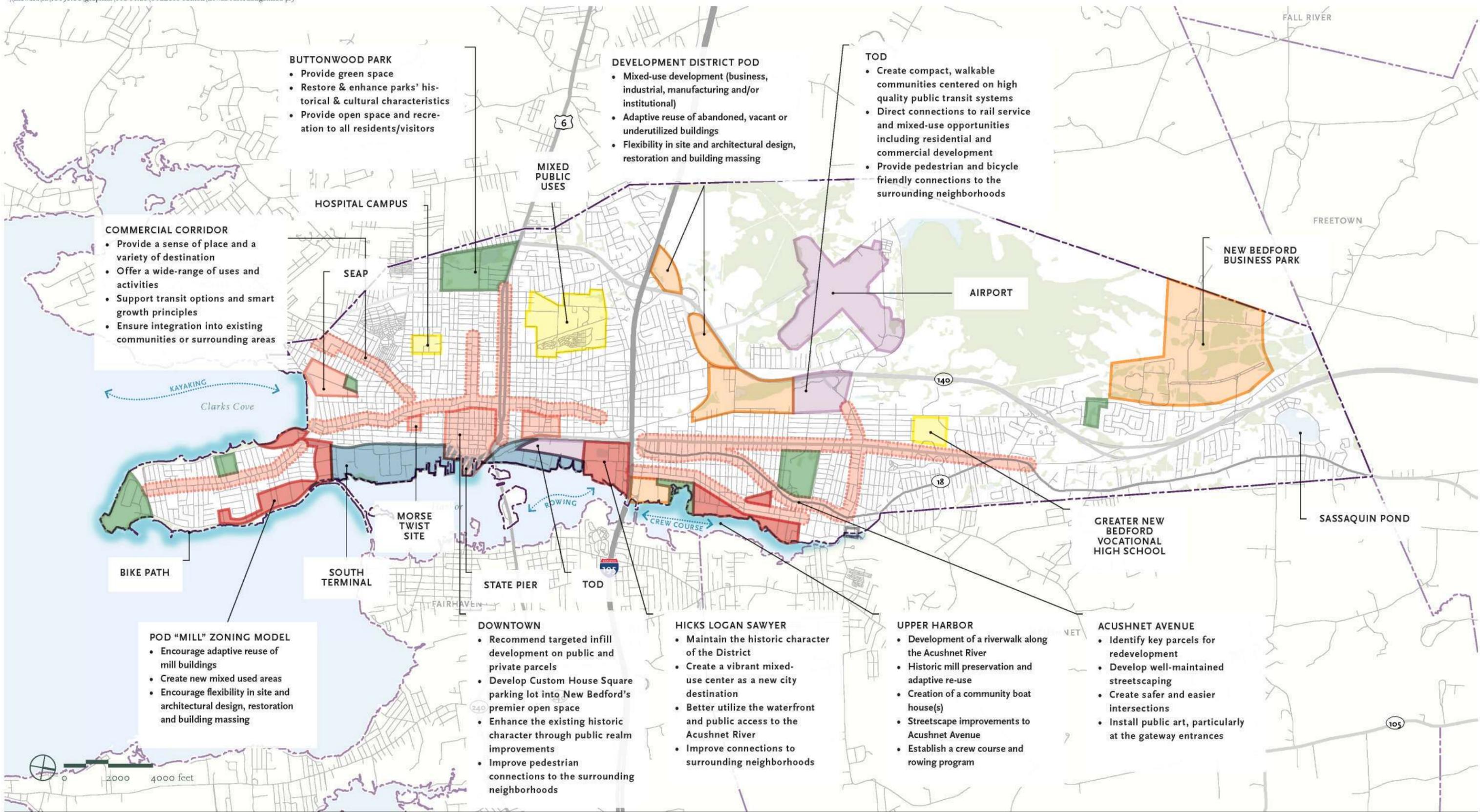
**Legend**

- Waterfront Mill Redevelopment District
- TOD
- Mixed-Use Neighborhood Development District/Corridor
- Mixed-Use Mill Overlay District
- Residential—Protect Neighborhood Character
- Residential—Revise Minimum Lot Size/Cluster Development

**A CITY MASTER PLAN  
NEW BEDFORD 2020**

**Figure 4.4**  
Areas Subject to Potential Zoning Changes





Source: City of New Bedford, MassGIS

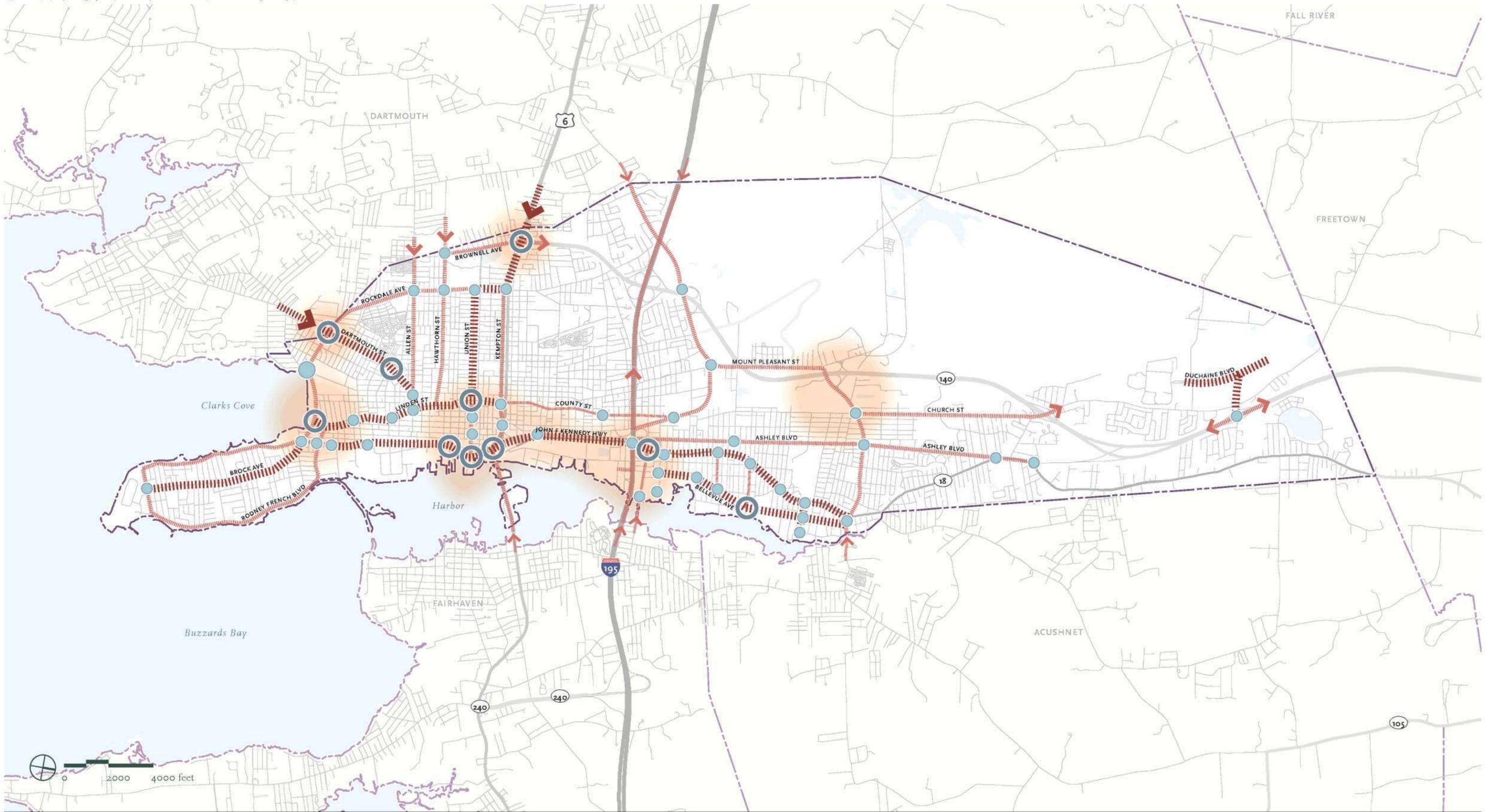
**Legend**

- Open Space
- Redevelopment
- Public Water Access
- Mill Development District
- Transit Redevelopment
- Waterfront Redevelopment
- Traditional Industrial
- Commercial Corridor
- Mixed-Use Redevelopment

**A CITY MASTER PLAN  
NEW BEDFORD 2020**

**Figure 4.5**  
Development and Neighborhood Centers





Source: City of New Bedford, MassGIS

**Legend**

Corridors

- Primary
- Secondary

Gateway Opportunities

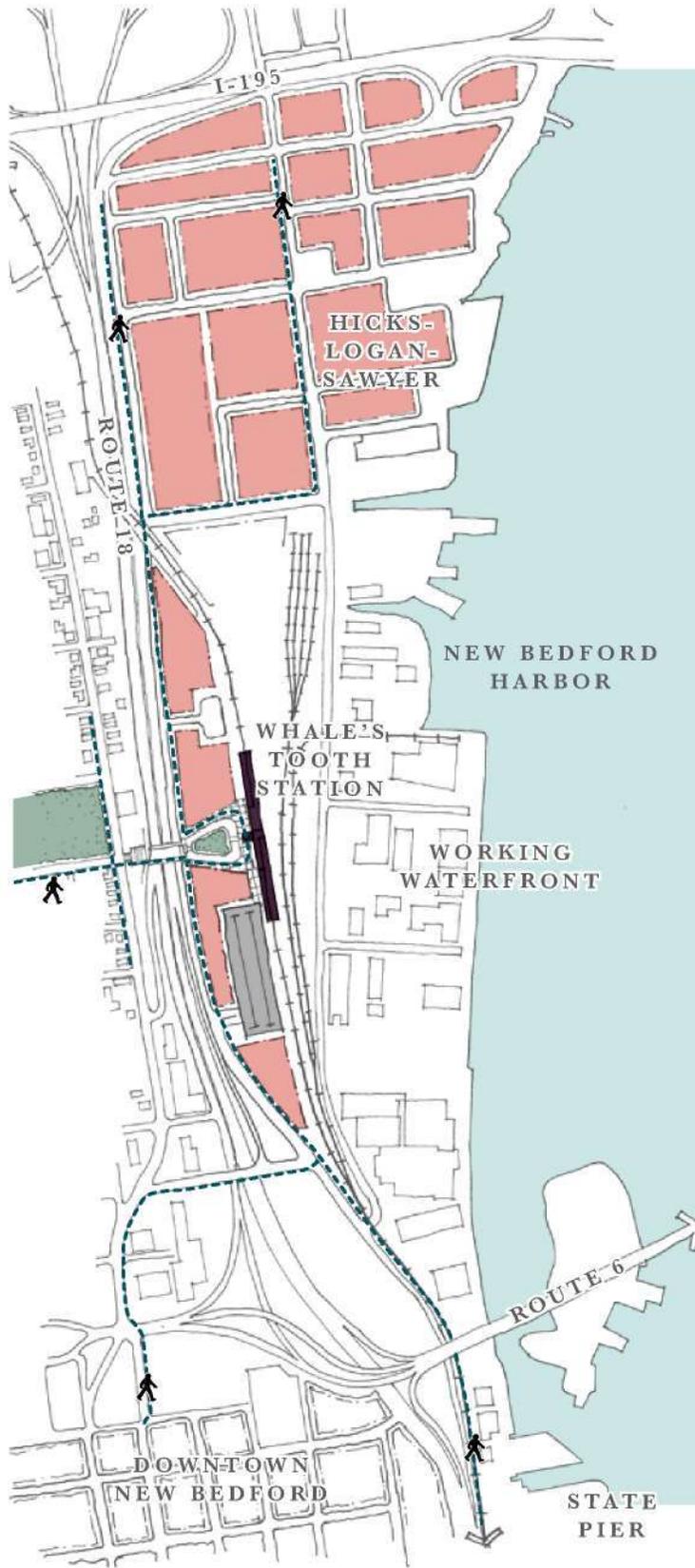
- Gateway Area

- Primary Intersection
- Secondary Intersection

**A CITY MASTER PLAN  
NEW BEDFORD 2020**

**Figure 4.6**  
Gateway Opportunities





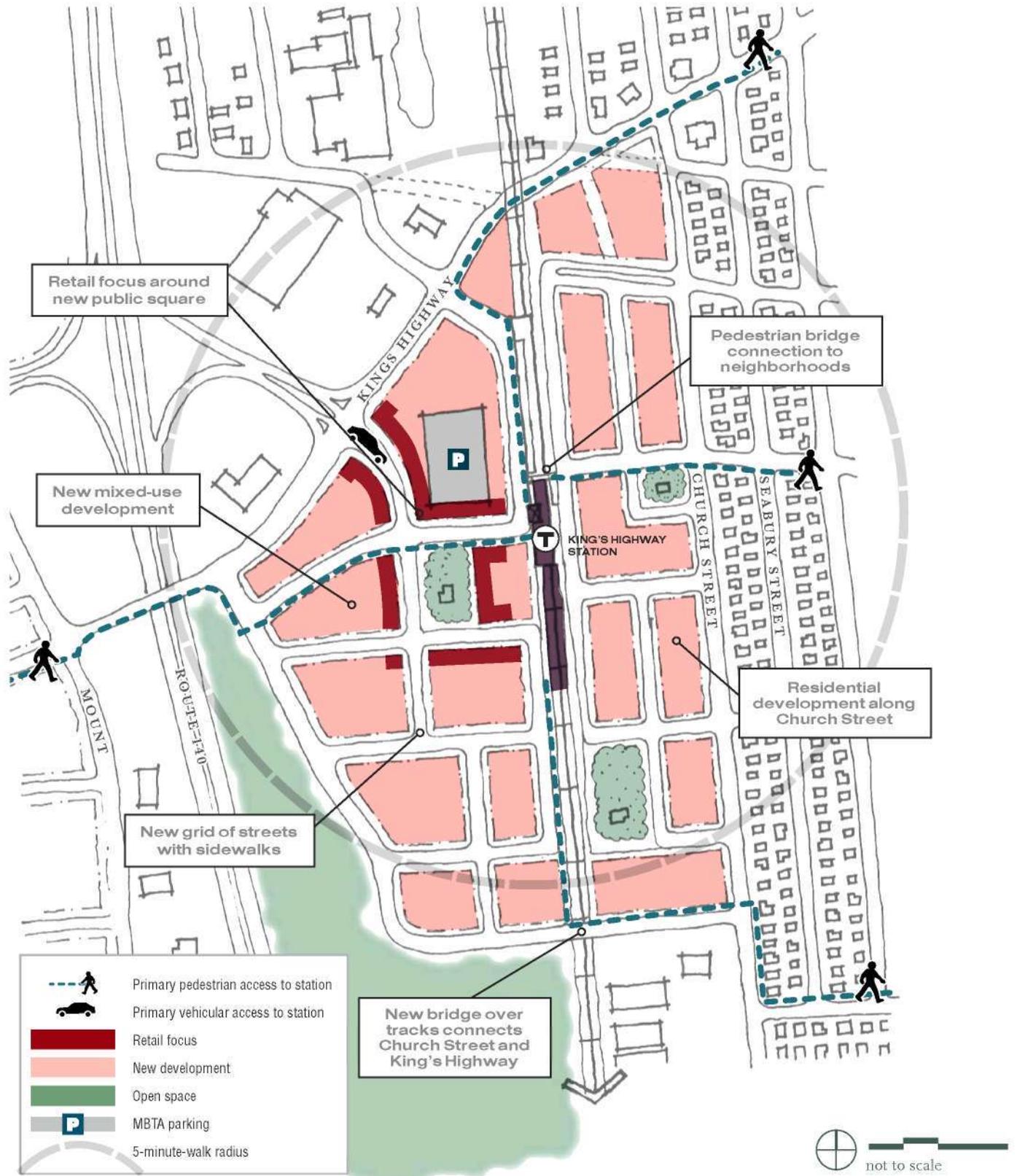
not to scale

Source: South Coast Rail Corridor Plan

A CITY MASTER PLAN  
NEW BEDFORD 2020

Figure 4.7  
Whale's Tooth Station Potential TOD





Source: South Coast Rail Corridor Plan

### A CITY MASTER PLAN NEW BEDFORD 2020

Figure 4.8  
Kings Highway Station Potential TOD



# 5

## Jobs and Business

### Overview

The well being of any community is often measured by the strength of its economy. New Bedford's beautiful coastal setting has been gradually shaped over 200 years by land use patterns tied to the whaling, fishing, and textile industries. In the mid-1850s, New Bedford's whaling fleet launched more whaling voyages than all other American ports combined and was the wealthiest city per-capita in the United States. At the same time investment in the textile industry had already begun. When the whale fishery declined, the looms in the mills continued to drive the city's economy. However, by the mid-20<sup>th</sup> century, New Bedford, like many mid-size American cities struggled to meet daunting challenges in adapting its largely textile based economy in a post-industrial and post-war era.

While the past 40 years have witnessed a steady contraction in the traditional manufacturing base, New Bedford has proven resilient. Today, we remain the number one commercial fishing port in America and are home to 5,000 businesses that support more than 40,000 jobs in manufacturing, healthcare, service, and emerging sectors, such as medical device manufacturing and renewable energy.

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The agencies and organizations in New Bedford that have a direct mission for economic development, job creation, and workforce training include:

- > New Bedford Economic Development Council
  - > Greater New Bedford Industrial Foundation
  - > Harbor Development Commission
  - > New Bedford Redevelopment Authority
  - > Greater New Bedford Workforce Investment Board
- 

In the midst of the most challenging national economy since the Great Depression, in 2010 New Bedford leads in new growth among the 11 Gateway Cities in Commonwealth—creating nearly 2,000 permanent and construction jobs, and capturing more than \$340 million in private investment over the past five years. We have accomplished this by employing a balanced and aggressive strategy—led by the New Bedford Economic Development Council (NBEDC)—to support existing business, attract emerging industries, communicate a positive message, develop strategic sites, prepare a ready workforce, and capture long-term catalytic opportunities for growth.

A desire not to lose the momentum of our recent success was an overall theme during the civic engagement process. Residents, business leaders, and stakeholders all highlighted that one of our greatest economic assets continues to be New Bedford's citizens, but resources, such as the airport and business park, should not be overlooked. Also, the potential to build upon the recent success of cultural tourism institutions and organizations that embody the creative economy should be important factors to future growth. The comments relating to economic development can be summarized as follows:

- > Promote emerging business sectors in: renewable and green industries, medical device manufacturing, biotech and like sciences, and the arts;
- > Work with schools and higher education entities on targeted workforce development;
- > Support existing businesses (i.e., some may require relocation for expansion or creation of business clusters);

- > Make tourism a growing part of the local economy, promoted and linked to the downtown area and waterfront, historic resources, and the growing arts community;
- > Build on the waterfront and maritime heritage as an asset for economic development;
- > Enhance the fishing industry by finding ways to capture value and revenue within the city;
- > Endorse the initiatives of the NBEDC;
- > Plan for Transit-Oriented Development (TOD) around proposed passenger rail stops; and
- > Improve appearance and maintenance of Downtown, the North End and South End commercial areas as well as commercial gateway corridors.

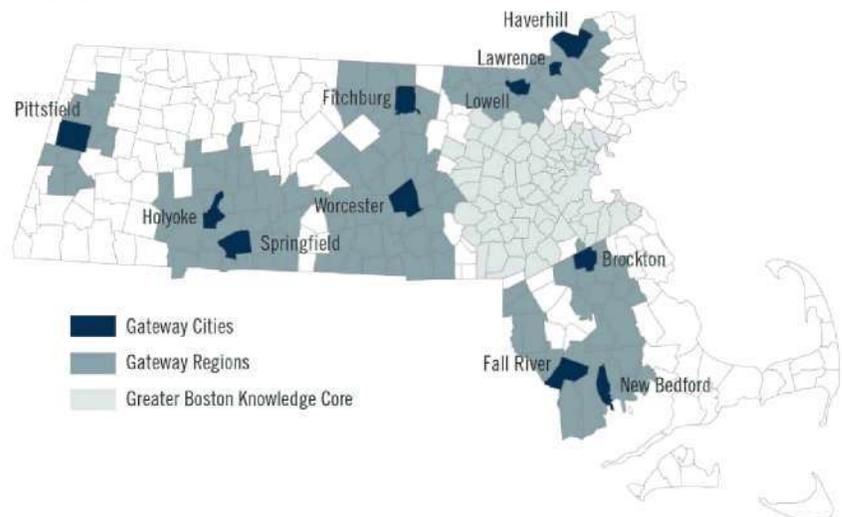
As we look toward the next decade, we must not forget that a thriving and diverse economy is the foundation for a vibrant community. Continuing the strategic approach to sustainable economic development that has resulted in considerable tangible results throughout the city will allow us to continue to build on our momentum in sustaining recent, yet still fragile, success.

## The Gateway City Context

In the 1800s, industrial cities across America began to grow in population and become vital centers of manufacturing, often serving as gateways for new immigrants in pursuit of the American dream. New Bedford is one of these cities and for more than 100 years traditional manufacturing thrived, jobs were plentiful, and dense neighborhoods and commercial centers made up the landscape of a bustling and diverse port community with a population of more than 100,000.

Figure 5.1 presents a map of the Gateway Cities in Massachusetts, as designated by the state. The success of mid-sized gateway cities like New Bedford, Lowell, and Fall River continued through postwar America until manufacturing began to head more steadily south (and eventually off-shore) for cheaper labor and the boom of sprawling suburban expansion left cities with fewer jobs and fewer middle-class families. Unable to adapt for new and diverse industry, and largely ignored by the growth policies of federal and state governments, many of these cities fell into steep decline in the last half of the 20<sup>th</sup> century, experiencing losses in: population; living wage jobs; real estate values; and investment in public infrastructure.

Figure 5.1: Massachusetts Gateway Cities



Source: *Reconnecting Massachusetts Gateway Cities: Lessons Learned and an Agenda for Renewal*, The Brookings Institution in partnership with MassINC, February 2007. (website: [http://www.brookings.edu/reports/2007/02/regionsandstates\\_muro.aspx](http://www.brookings.edu/reports/2007/02/regionsandstates_muro.aspx))

However, for the first time in a generation, policy leaders have begun to shed light on the challenges and opportunities that exist in American cities. In the last three years there has been a growing body of work developed by leading institutions of higher education and think tanks focusing on older industrial gateway cities, such as New Bedford. Within these studies (several are noted in Appendix E), researchers have found

striking similarities between small- and mid-sized cities that enable us to think differently about how to advocate policies for our renewal and redevelopment. Small- to mid-sized gateway cities have often been overlooked by federal and state policy makers between large urban areas and sprawling suburban communities. The similar challenges that these cities face along with New Bedford include:

- > Greater action required by the state in pro-city policies;
- > A need to be as safe (and perceived to be) as the suburbs;
- > Identification of their “unique economy”;
- > A need for catalytic development and infrastructure projects;
- > State-of-the-art training for new middle class jobs; and
- > Stable and strong neighborhoods.

To focus sustaining long-term growth, it is critical to understand the broader national and statewide context. New Bedford is not alone as a mid-sized American city that has had to struggle to find a new identity in a new knowledge-based economy. There are many best practices that can be adapted in New Bedford from other successful cities throughout the Commonwealth and the country.

It is also important to understand that while there is much that New Bedford has in common with these cities, there is much that sets us apart. Our history, coastal location, diverse population, existing workforce, and development assets all provide New Bedford with a significant competitive advantage for new and sustainable growth in the 21<sup>st</sup> century.

## A Strategic Approach

Since 2006, the economic development agenda of New Bedford has been built on an understanding that creating a strategic vision of the city’s future is essential, and without a sound and comprehensive strategy, sustained economic development is impossible. The fishing industry remains a cornerstone for our local economy, and we continue to support our long standing existing industries, but we must create a broader platform of emerging industry sectors that will provide new growth and job creation for decades to come.

As such, the City began to implement a comprehensive strategy for economic development that is based on the understanding of the challenges that the Gateway Cities face as well as the unique characteristics of New Bedford that provide us with competitive advantage in the marketplace.

This strategy is based on a 10-year cycle of renewal, and with public safety and educational attainment serving as the foundation, a diverse and multi-faceted approach of which “six pillars of activity” progress simultaneously with the goal of long-term sustainable economic development. The “six pillars of activity” are shown in Figure 5.2 and are described in Table 5-1.

Figure 5.2: Strategy for Economic Development



Source: New Bedford Economic Development Council Board of Directors dated 01.18.07

Table 5-1: Comprehensive Strategy for Economic Development

Pillars of Activity	Tasks
Support Existing and Small Businesses	<ul style="list-style-type: none"> <li>• Advocate for fair industry regulation</li> <li>• Retain existing jobs</li> <li>• Assist businesses</li> <li>• Provide access to start-up and gap financing</li> <li>• Promote growth for the North End, South End, and Downtown</li> </ul>
Attract Emerging Industries	<ul style="list-style-type: none"> <li>• Target sectors that are a good fit for New Bedford, such as: renewable energy; medical device manufacturing; biotech and life sciences; marine science and technology; and creative enterprises</li> <li>• Utilize state and local partnerships</li> <li>• Develop targeted marketing</li> <li>• Promote the Business Park</li> <li>• Stream line permitting and appropriate incentives</li> </ul>
Communicate a Positive Message	<ul style="list-style-type: none"> <li>• Target business development for Fortune 100 level businesses</li> <li>• Implement direct sales efforts</li> <li>• Develop partnership activities and participate in trade shows</li> <li>• Promote through earned, or free, media (i.e., the Internet)</li> <li>• Target marketing of key development sites, business districts, and programs</li> <li>• Develop an E-newsletter with a distribution to more than 4,000 readers</li> </ul>
Plan For and Develop Strategic Sites	<ul style="list-style-type: none"> <li>• Conduct economic analysis and planning efforts for targeted development sites</li> <li>• Market and promote strategic development sites and uses</li> <li>• Establish strong partnerships with private sector development teams</li> <li>• Provide guidance on permitting</li> <li>• Advocate for favorable state legislation</li> <li>• Utilize appropriate incentives</li> </ul>
Prepare a Ready Workforce	<ul style="list-style-type: none"> <li>• Target growth sectors specific to the current workforce</li> <li>• Align job training opportunities with emerging sectors</li> <li>• Connect development projects with trained workers and organized labor</li> <li>• Institute preference for New Bedford residents</li> </ul>

Table 5-1: Comprehensive Strategy for Economic Development (continued)

Pillars of Activity	Tasks
Capture Long-Term Catalytic Opportunities for Growth	<ul style="list-style-type: none"> <li>Support off-shore wind staging and supply chain manufacturing</li> <li>Continue to plan for commuter rail and TOD</li> <li>Prepare for waterfront gaming complex</li> <li>Continue to pursue crew course and community boat house</li> </ul>

Note: Refer to Figure 5.2 for the “six pillars of activity” organizational chart.  
TOD = Transit-Oriented Development

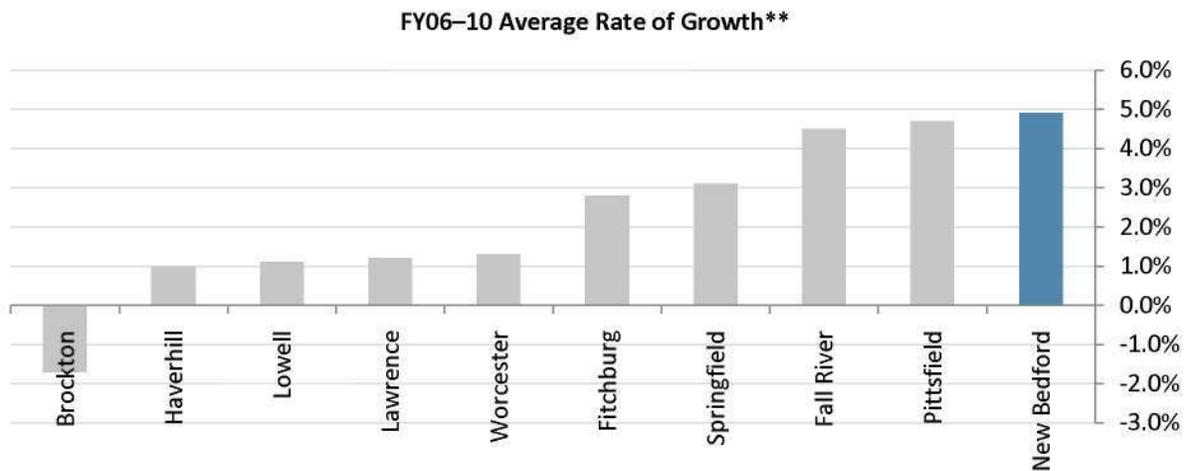
The execution of this strategy is based on two overriding principals—transparency and partnerships. Instilling a policy of transparency and openness in such areas, such as permitting, strategic planning and incentive programs is evident in the City’s current approach. In 2006, the City and the NBEDC began to forge partnerships with local organizations, private foundations, educational institutions, and federal and state agencies to bring all available outside resources to the forefront of this effort. Partnerships with MassDevelopment, Harvard University, the Massachusetts Institute of Technology, and the Garfield Foundation are but a few examples that have yielded noteworthy results during the past five years.



Credit: NBEDC

The “six pillar” strategy is in the fifth year of a 10-year cycle and, in the midst of the most difficult national economy since the Great Depression, the results accomplished under this approach have been significant. In 2010, New Bedford leads in new growth among the 11 Gateway Cities in the Commonwealth—creating nearly 2,000 permanent and construction jobs, and capturing more than \$340 million in private investment over the past five years. Figure 5.3 demonstrates New Bedford’s average rate of growth compared to the other Gateway Cities.

Figure 5.3: Average Growth Rate for New Bedford Compared to the Other Massachusetts Gateway Cities\*



\*As defined by Mass Inc., \*\*DOR Division of Local Services

## From Strategy to Results

The results of the ongoing strategic efforts of the City have been considerable and have resulted in increased growth and will continue to positively impact the commercial tax base in years to come. NBEDC has conducted an analysis of 47 development projects that have been completed or have begun the development cycle since 2006. The results of strategic efforts and these development projects (between 2006 and 2009) are summarized below.

- > **Private Investment: \$340 million**
- > **Public Investment: \$57 million**
- > **Tax Revenue Increase for FY09: \$557,347**
- > **Jobs Created: 1,321**
- > **Construction Jobs: 1,659**
- > **Jobs Retained: 818**

Sources: New Bedford Economic Development Council; City of New Bedford's Assessor's Office.

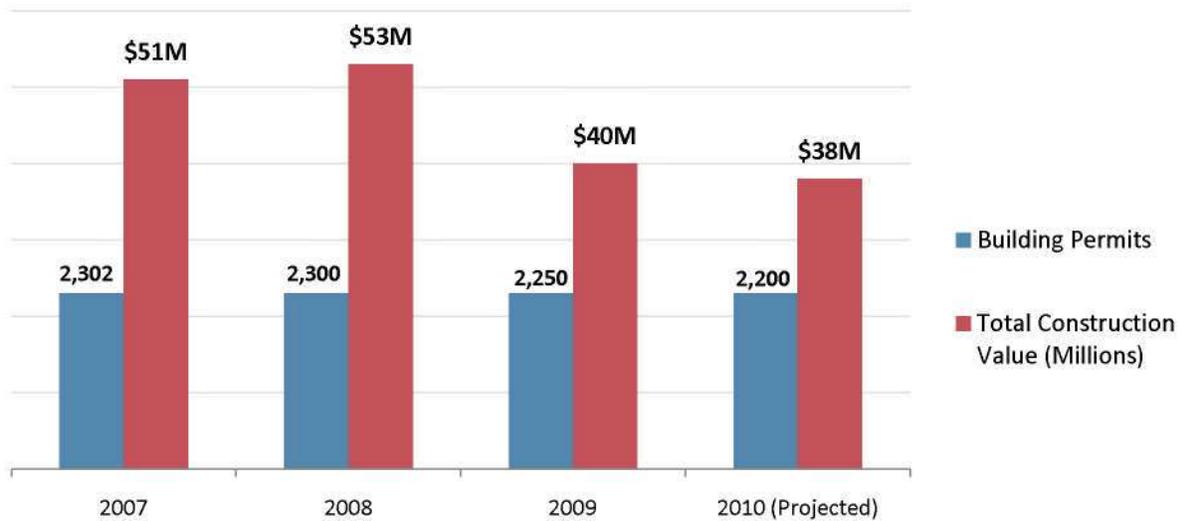
While a complete accounting of recently completed, ongoing, and pending economic development projects are reflected in Figure 5.4, provided at the end of this chapter, several examples that have led to new growth and job creation include:

- > Konarka Technologies: A \$4 million investment by a world leader in solar energy innovation that will create more than 100 new jobs in 10 years and will likely create as many as 500–1,000 new jobs in the future.
- > Symmetry Medical: The \$45 million acquisition and expansion of a major medical device manufacturer resulted in the retention of 220 jobs and the creation of 30 new jobs with the potential of an additional 100 new research and development (R&D) jobs for 2011.
- > Commercial Fishing: The #1 fishing port in terms of value of catch for the last seven years with 60,000,000 tons offloaded annually representing \$281.5 million in product and a \$1 billion economic impact. 500 vessels are in Port (300 home port and 200 transient) and the expansion of Mar-Lees Seafood and Atlantic Red Crab represent more than 200 new jobs.
- > Commercial Bank Expansion: Three new branch banks have been constructed in the North End in 2010 with a combined value \$3.2 million. A fourth bank is planned for the far North End in 2011.
- > The Lofts at Wamsutta Place: A \$36 million historic mill restoration that created 130 construction jobs includes 200 loft style residences, an antique collaborative, and glass museum.
- > \$80 million in new downtown investment: From 2000–2006, more than 500,000 square feet of commercial space (one-third of the total 1.5 million of inventory) was renovated for business, residential, or institutional use representing a total value of \$55 million. Since 2007, an additional \$45 million in renovation and new construction projects are underway or in pre-construction.
- > Riverside Landing: A \$34.5 million mixed-use commercial development site within the Hicks-Logan-Sawyer Growth District that is currently under construction and anchored by a 90,000 square feet. Market Basket with all transportation infrastructure upgrades complete. Market Basket creates 600 of the 800 new jobs estimated for this development.
- > 40 new or expanded establishments since 2007: Including development of 14 eating and drinking places, eight apparel shops, five art galleries, six art studio/education places, three health and beauty shops, two cultural/educational institutions, a gift shop, and a waterfront hotel (described further below).
- > Waterfront hotel: A \$10 million, 106-room Fairfield Inn & Suites by Marriott with full water views is the first new hotel constructed in New Bedford in more than 40 years and includes the preservation of the historic Baker Robison Whale Oil Refinery for use as a function and meeting space.

- > Regency Tower: As the tallest building in the city at 16 stories, the extensive \$32 million renovation created more than 100 construction jobs and brought 100 new residences into Downtown.
- > Bayline Marine Storage and Transport: Construction of a new \$2.4 million indoor storage and repair facility, and an expanded parts department and retail store in the South Terminal that will create 20 jobs.

The impact of this new growth can be accounted for in a review of building permit activity from 2007–2010, as illustrated in Figure 5.5. While the national economy was in deep recession during this time the number of building permits issued in the Commonwealth fell by 50%. However, in New Bedford the number of permits issued from 2007–2010 remained steady. Although there has been a reduction of permits issued for new construction there has been an increase of permits for commercial projects and residential renovations and additions. This indicates a continued investment in improvement and maintenance projects that help stabilize property values.

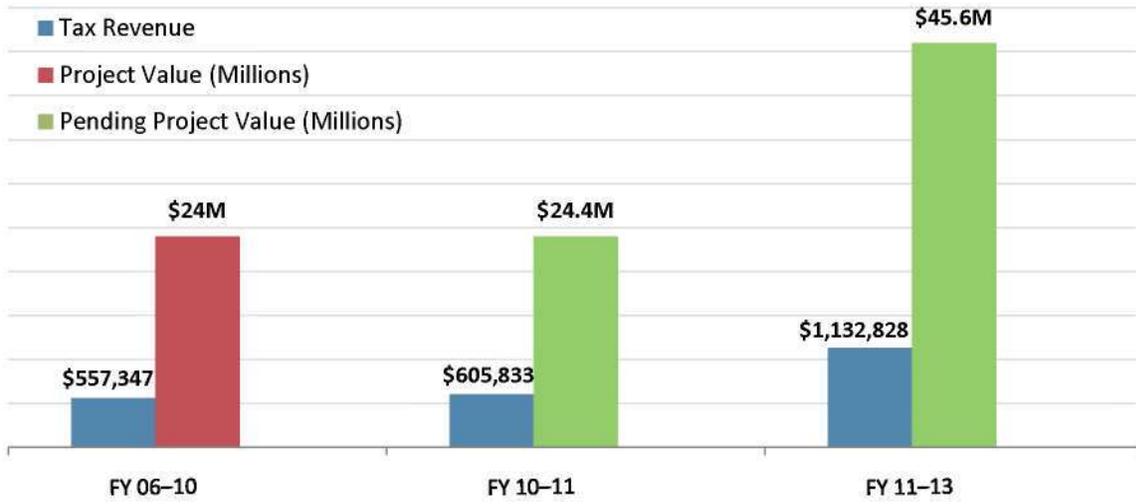
Figure 5.5: Building Permit Activity 2007–2010 with Total Construction Value



Source: City of New Bedford Building Department by Calendar Year

The new growth of the past five years is also reflected in the commercial tax base, as illustrated in Figure 5.6. New development has led to an increase in annual tax revenues of \$557,347 for FY09 and pending projects that are in construction or pre-construction will add an estimated \$1.7 million in annual tax revenue by FY13.

Figure 5.6: Impacting the Tax Base



An Estimated \$2.3M Generated in New Annual Tax Revenue  
Source: City of New Bedford's Assessor's Office

## Goals and Objectives

A well established economic development strategy is now in place that has shown tangible results during the past five years. The city's recent momentum has established a solid foundation for future growth that builds on our coastal location, preserves historic legacy, and expands cultural and workforce opportunities. While much has been accomplished, it is critical to continue this strategic approach to build on and sustain recent success.

The following goals and objectives recognize current strategy, planning, and challenges and are intended to provide a path for the continued economic growth and vitality of the community into the next decade:

1. Expand and secure recent success in developing emerging technology sectors, such as marine science and technology, alternative energy, medical devices, biotech manufacturing, and creative enterprises
  - a. Target off-shore wind as an anchor use for a maritime terminal facility
  - b. Continue to vigorously pursue target sectors that are a good fit for New Bedford by building relationships with industry leaders and policy makers
  - c. Support and encourage the shift of traditional businesses toward green product installation, manufacturing, and service
  - d. Strengthen partnerships with state and federal agencies that have a direct impact on supporting emerging businesses in emerging sectors
  - e. Target public infrastructure investment and business incentives toward emerging sectors
2. Enact a comprehensive development strategy that links underperforming and potential development sites, such as brownfields, business park sites, and historic mills throughout the city with opportunities for emerging sector development to increase and stabilize the commercial tax base and create jobs
  - a. Conduct a space needs/site requirement analysis for emerging sector manufacturing
  - b. Identify brownfield sites throughout the city and prioritize those with the highest economic development potential or those that are a threat to public health and the environment for assessment and remediation
  - c. Develop a business model that targets development opportunities at the New Bedford Regional Airport
  - d. Identify former textile mill structures and other underperforming industrial sites throughout the city with the highest economic development potential
  - e. Develop an implementation strategy to market, remediate, and incentivize the development of targeted priority sites
3. Continue to foster sustainable development projects that have the ability to catalyze economic growth within targeted neighborhood, commercial, and development districts through both jobs created during construction and the creation of permanent jobs for New Bedford citizens
  - a. Provide sound planning, analysis, and critical data for targeted development districts and land use types and proactively market such districts and development sites
  - b. Target public infrastructure investment and business incentives toward sustainable and catalytic development projects within targeted districts, such as brownfields and sites identified in completed strategic planning efforts
  - c. Advocate for state legislation that will bring competitive advantage to the development of brownfield sites, historic buildings, and targeted development districts

- d. Develop comprehensive sustainable development guidelines that will clearly articulate the development principals and standards for all future economic development and job creation projects

4. Increase support and services to existing and small businesses that strengthen pedestrian-friendly neighborhood commercial districts throughout the city and create new job opportunities for New Bedford families

- a. Ensure that business development assistance programs (i.e., lending; business planning; permitting assistance) are easily accessible and meet the needs of the small business community
- b. Establish a comprehensive marketing program for Downtown, and the North End and South End commercial districts
- c. Improve the public realm to create more pedestrian-friendly, accessible, and attractive spaces
- d. Implement recommendations outlined in completed planning and development studies for the Downtown, and North End and South End gateway areas
- e. Seek grant opportunities and funding assistance to businesses and building owners to make appropriate improvements to storefronts and facades that enhance the streetscape and overall customer experience

5. Support traditional harbor industries, including fishing and seafood processing, while capturing new opportunities to diversify the Port's economy in sectors, such as short sea shipping, alternative energy, tourism, and recreational boating

- a. Add needed waterfront infrastructure that will more efficiently and safely support existing and potential future port activities, including but not limited to commercial fishing vessel berthing, navigational dredging, rehabilitation of existing and creation of new marine terminal facilities
- b. Provide amenities and services that promote the public's enjoyment of and access to the waterfront and watershed, including adding cultural-, recreational-, and tourism-based space and facilities, preserving key elements of the Harbor's heritage, and providing opportunities for waterfront retail that supports marine industries
- c. Effectively promote the Port by attracting new maritime industries that will add to the economic vitality of the region, complement the Port's existing identity and not conflict with the mix of uses envisioned for the waterfront
- d. Develop a comprehensive "Green Port" strategy to support/complement ongoing efforts to clean up the Harbor, incorporate energy efficiencies, operational improvements, recycling initiatives, minimized ecological impact, and encourage the use of sustainable and cost-beneficial "green technology" throughout the Port
- e. Encourage and support appropriate new private waterfront development

6. Develop the creative economy and cultural tourism as a leading edge growth sector

- a. Establish a sustainable operational and staffing structure to manage creative development and cultural tourism within the context of other job creation sectors and leverage existing resources across functions, agencies, and stakeholders
- b. Build the brand of New Bedford as the creative center of the southcoast
- c. Develop the art market place to private and corporate collectors of all tier levels
- d. Explore the creation of arts districts throughout the city

- e. Expand and assist in sustainable programming capacity for arts and culture institutions and organizations to ensure successful events

7. Provide workforce development and training that aligns with emerging growth sectors

- a. Complete a comprehensive analysis of economic, business, and labor force conditions in New Bedford and its region to enhance current workforce development programs
- b. Conduct an assessment of existing programs offered to determine any gaps in training provided and potential collaborations and efficiencies in delivery
- c. Evaluate statewide employment by industry projections prepared by the Massachusetts Executive Office of Labor and Workforce Development and estimate a range that could potentially be captured in New Bedford over the next 10 years
- d. Ensure that workforce training programs are easily accessible and meet the needs of the community
- e. Develop private sector partnerships with emerging sector businesses and organized labor, such as marine science and technology, renewable energy, and healthcare to increase placement opportunities for newly trained individuals<sup>1</sup>

8. Continue to foster a transparent and efficient business-friendly environment

- a. Continue and enhance the work of the Permitting Task Force
- b. Establish web-based permitting and scheduling for all permit granting municipal departments and agencies
- c. Update and revise zoning to allow for a more flexible design solutions that are not in conflict with intended development principals
- d. Establish an easy to navigate web-based site that offers all programs, requirements, and regulations in a single location

9. Enhance and further develop current efforts of the City to communicate a positive message for economic growth opportunities that will continue to build on our momentum and tell our story—*New Bedford is a good place in which to invest, do business, visit, and raise a family*

- a. Continue to cultivate the use of traditional free media combined with social networking to communicate positive news about New Bedford to a broad audience
- b. Expand the existing New Bedford IS platform for targeted marketing of priority development sites and key job growth sectors
- c. Build the brand of New Bedford as the creative center of the southcoast
- d. Focus marketing efforts to a regional audience by reintroducing New Bedford with new attractions and programs
- e. Continue and enhance ongoing collaborative efforts to broadcast a unified message across targeted audiences at venues of high exposure
- f. Encourage cross-marketing of attractions and museums

10. Develop greater management capacity to more rapidly advance projects and economic development initiatives

- a. Conduct a review of the current management structure and best practices of other communities to determine potential options for a more efficient and productive operational model
- b. Establish a platform for consistent communication and project management for strategic projects
- c. Continue to seek new partnerships and non-traditional funding sources to expand the capacity of economic development operations

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<sup>1</sup> This objective is consistent with the NBPS Strategic Plan actions for workforce development, as stated in Chapter 10, *Education*, page 10-2 of this plan.



# 6

## Neighborhoods and Housing

### Overview

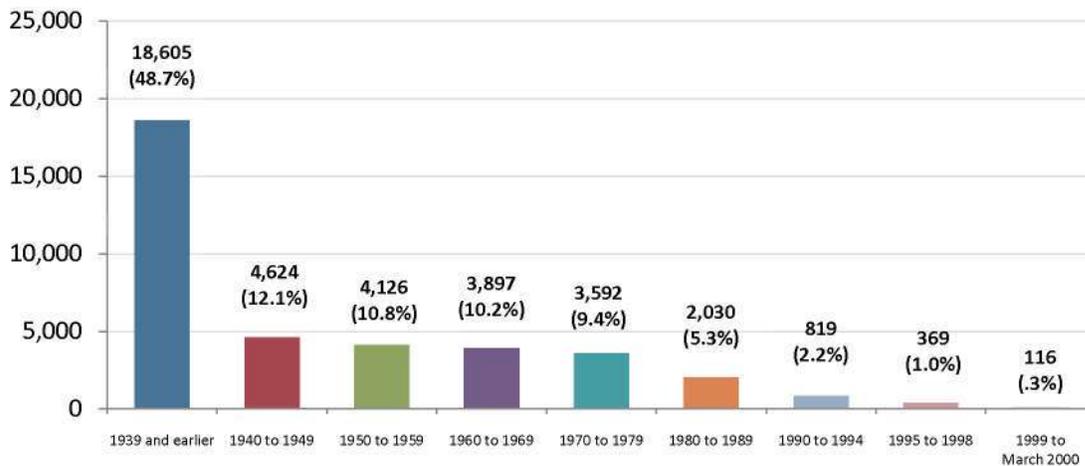
By the middle of the 18<sup>th</sup> century, a series of large farms with water frontage trended up the hillside on the western bank of the Acushnet River—presently in the area of Downtown. Joseph Russell, who lived at the head of William Street, owned one of these widespread tracts. He conceived the idea of subdividing the land into house lots and establishing a village. In 1872, the horse-drawn street railway opened. Horse-drawn cars were replaced with electric cars in 1890 and new streets were laid out to keep up with the demand for housing. The north and south ends of the city became densely populated almost overnight as mill owners built villages of mill-owned tenements for its workers surrounding their mills.



Credit: Spinner Publications

Today, housing is the most prevalent land use in New Bedford, and its cost and availability are critical components defining the character of the city. Additionally, the age and condition of a significant portion of the housing stock is of concern (as shown in Figure 6.1), especially in light of the national foreclosure crisis. The long-term housing needs of the community and the affordability of quality housing must be addressed to sustain New Bedford’s viability.

Figure 6.1: Housing by Year Structure was Built



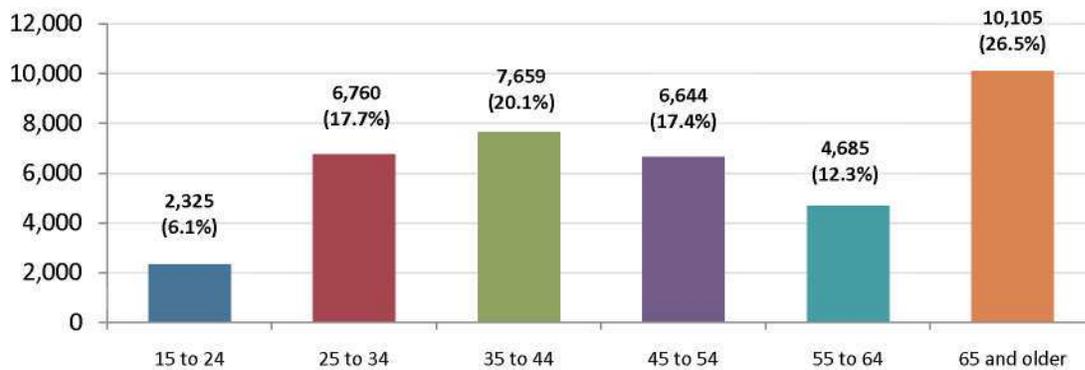
Source: Census.gov

Moving forward, New Bedford must strive to provide safe, vibrant, sustainable neighborhoods that offer a multitude of uses including: affordable, quality housing choices; good schools; walkable streets; proximity to open space, parks and playgrounds; and small, local businesses that provide the opportunity to shop for goods, such as groceries, baked goods, and newsstands as well as provide services, such as hair salons, tailors, and dry cleaners. Our vision is a city comprised of small village-like settings, each with their own distinct historic and cultural fabric that create dynamic neighborhoods where people meet on the street, buy local goods, and enjoy the experiences of their community.

Throughout the civic engagement process, there was a narrow yet significant range of comments regarding neighborhoods and housing. The following issues below were continuously raised throughout the process:

- > Increase code enforcement activities with a focus on removing blighting influences;
- > Increase neighborhood stabilization through first-time homebuyer programs and the preservation of historically significant structures and community buildings;
- > Encourage a balance of housing choices for owners and renters of all ages at various levels of affordability, style, and location (See Figure 6.2);
- > Keep residential neighborhoods intact while allowing for industrial and commercial growth in strategically located areas;
- > Develop and support artist live/work space throughout the city with appropriate zoning; and
- > Address the issue of absentee landlords.

Figure 6.2: Occupied Housing by Age of Householder



Source: 2000 U.S. Census

## Existing Conditions and Current Initiatives

### Neighborhood Revitalization

New Bedford is a mix of residential, commercial, and mixed-use neighborhoods and a number of factors influence the character and condition of each of these areas. The recent foreclosure crisis and the resultant global economic downturn have stressed neighborhoods around the country. Abandoned houses, vacant lots, empty storefronts, and a lack of funding—both public and private—to maintain properties and infrastructure, have combined to impact neighborhoods in a number of ways.

However, through strong public/private partnerships and a resilient entrepreneurial base, New Bedford has fared better than most cities during this difficult time. New housing, retail and commercial opportunities have been developed with potential for more through mixed-use development and the redevelopment of underutilized buildings. Strategic planning initiatives have targeted areas where the reuse of mill buildings has transformed underutilized properties into new centers of residential and commercial activity.

Further revitalization will depend on local, state and federal efforts to develop and implement plans for neighborhood improvements, the allocation of investment dollars to address infrastructure, targeting economic development, and addressing housing issues to create a sustainable community. To date, a number of planning studies and initiatives have been completed to further these goals. For more information on these plans and their recommendations, refer to Chapter 4, *Shaping the City*.

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New Bedford has 15 organized neighborhood groups that are active and engaged in activities designed to make their neighborhoods healthy and safe for residents and visitors. Neighborhoods United is an umbrella organization that provides assistance, oversight and coordination to these groups. The City's Neighborhood and Community Outreach Unit assists residents by attending neighborhood meetings and special events in an effort to understand key neighborhood issues and provide information to residents.

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### Targeted Neighborhoods

Over the past decade, a number of initiatives have been undertaken including infrastructure improvements to streets, sidewalks, and parks as well as improvements to commercial facades. Additional efforts are underway to rehabilitate the current aging housing stock, increase homeownership opportunities, and encourage economic development. In an effort to address the neighborhoods with the most critical need for improvements, the City's Office of Housing and Community Development (OHCD) has targeted five neighborhoods: North End; Acushnet Heights; South Central; South End; and Cove Street. These neighborhoods are home to mostly low- and moderate-income residents, with a diverse cultural and ethnic makeup. The goal is to significantly improve the quality of life in these neighborhoods by removing blight, improving infrastructure, and offering a variety of assistance programs.

#### > North End

- Includes a portion of the Acushnet Avenue commercial district made up of a variety of mixed-use properties (small storefront businesses with residential above).
- 25 blocks of housing consisting mainly of multi-family tenements that are largely renter-occupied.
- Many institutional properties, including elementary schools and churches.
- Diverse multi-ethnic/multi-cultural population, though the majority of the population is white.



Credit: OHCD

#### > Acushnet Heights

- Mostly residential, with several large industrial sites along the eastern edge.
- Housing stock is historic and approximately 17% was vacant in 2000.
- Population in this neighborhood is predominantly white.
- Clasky Common, the city's first public park, is a 7-acre green space located near the center of this neighborhood.

> **South Central**

- Situated south of Downtown, this is a quiet, residential neighborhood with a historic housing stock, and includes the Washington Square neighborhood.
- Dwellings include a mix of housing types from the 19<sup>th</sup> century consisting of private and subsidized units.
- Located in this area is the former Morse Twist Drill site, a 3.6-acre brownfield, a portion of which is clean and utilized as a community garden.
- Over recent years, the neighborhood’s racially diverse population has declined significantly.

> **South End**

- Located south of Potomska Street, this area offers a mix of uses, including the Ben Rose housing projects, Dennison Memorial Community Center, and the Orpheum Theatre.
- Housing consists of an aging stock that is a mix of owner and renter-occupied.
- Similar to South Central, it is racially diverse and has lost a significant portion of its population since 1990.

> **Cove Street**

- Located north of Mott Street and south to Cove Street, this area covers the northern portion of the peninsula.
- A densely-populated residential neighborhood with a few large industrial sites on the eastern side and an aging housing stock that is largely renter-occupied.
- A number of distressed and/or vacant properties are located in the area.
- Population is a diverse mix of cultures and ethnicities, though the majority is white.

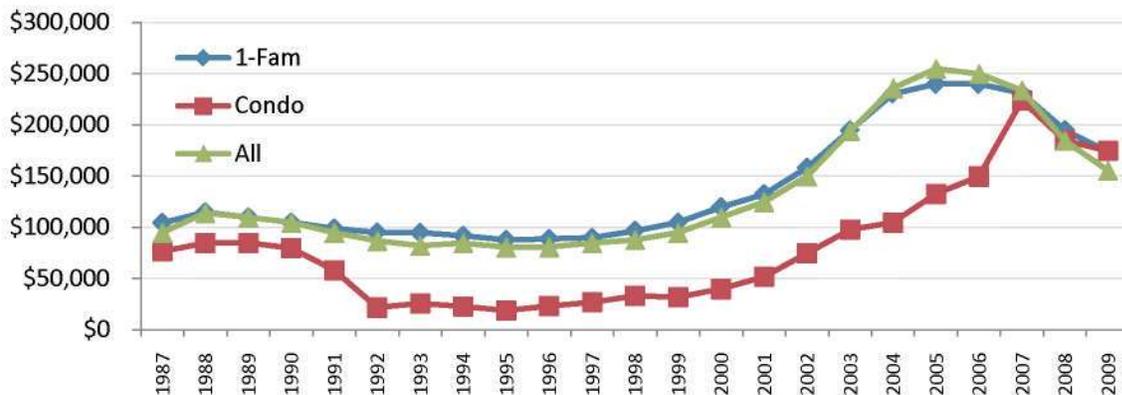
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**Median Sale Price** is the selling price of a unit that falls in the middle between the most expensive and least expensive sale price in the area. It is different than assessed property value.

Median sale price is an indicator of property value and demand for houses in an area. This is a standard indicator used nationwide to understand property value, and the willingness and ability to pay (See Figure 6.3).

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Figure 6.3: New Bedford Median Sale Price (1987–2009)



Source: The Warren Group

The OHCD has established a program for foreclosure prevention and redevelopment, which is coordinated with local banks, legal assistance agencies, non-profit housing counseling agencies, and MassHousing to assist homeowners facing foreclosure on their residences. Additionally, OHCD is working with the U.S. Department of Housing and Urban Development and the Commonwealth's Department of Housing and Community Development (DHCD) to implement the federal Neighborhood Stabilization Program. The City has applied for funding, which will target the Acushnet Heights, North End, and Cove Street neighborhoods. These funds would be utilized to:

- > Acquire and rehabilitate residential properties that will be offered to first time homebuyers through a lottery process;
- > Acquire and rehabilitate abandoned/foreclosed properties for rental housing to assist low and very low income residents;
- > Acquire and rehabilitate abandoned/foreclosed properties to create affordable rental housing for formerly homeless individuals and families; and
- > Create a pilot program to develop a community land trust.

Other existing programs available through all levels of government that rely on public/private partnerships with local banks, which are designed to provide counseling and loans to prevent the foreclosure of residences, include: the Fall River/New Bedford Housing Awareness Partnership; MassHousing "HomeSaver Foreclosure Prevention Program"; and the Mortgage Relief Fund.

### Housing Needs

Restoring and improving the local housing stock can simultaneously preserve our history and architecture, protect neighborhoods, reduce high energy costs, and create jobs. Previous housing studies, including the [2010-2014 Consolidated Housing Plan](#)<sup>1</sup>, identified priority housing issues faced by low-to-moderate income citizens and the homeless; and the condition of the city's housing stock.

The New Bedford Housing Authority (NBHA) controls a total of 4,348 units of housing that includes units of various sizes throughout the city, and dwellings constructed over 60 years ago. The NBHA also has 1,075 units of Section 8 leased, tenant-based assisted housing. Still, the demand for housing for families at the lowest income levels remains a critical issue with a waiting list of 598 families seeking placement and 871 families on the Section 8 waiting list.

According to the Subsidized Housing Inventory (SHI) maintained by the DHCD, 12.5% of the city's housing stock is considered to be affordable to low- and moderate-income households within the parameters of M.G.L. Chapter 40B.<sup>2</sup> This means that the selling price for residences or the monthly rent for an apartment is

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#### Defining Income Limits

The following are the definitions for the commonly used income levels when discussing issues around affordable housing.

##### Very Low-Income

Earning 60% or less of Area Median Income, or AMI

##### Low-Income

Earning 80% or less of AMI

##### Moderate-Income

Earning between 81% and 120% of AMI

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Credit: Anne Louro

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<sup>1</sup> <http://www.mass.gov/Ehed/docs/dhcd/cd/planpolicy/consolidated/2010conplan.pdf>

<sup>2</sup> SHI as of September 2010.

established for a household of one or more persons whose maximum income does not exceed 80% of the area median income, adjusted for household size, and that there are restrictions in place to ensure that the selling price or rent remains affordable. The goal is to ensure that no more than 30% of household income is dedicated to a mortgage or rent payment.

While New Bedford currently exceeds the 40B threshold of 10%, there are two significant issues that the City must consider as housing policy is developed to meet future needs. First, there may be projects in the SHI that have units that may soon lose the restricted pricing due to an expiring use. The City must monitor those projects where affordable units may resort to market prices at the end of its original restriction, which is typically 30 years (the statutory minimum). Identification of relevant projects and renegotiation of those restrictions could extend the restrictions, which are now typically a minimum of 99 years and frequently in perpetuity. Secondly, with the new data expected after the 2010 Census, the number of total housing units upon which the percentage of affordable housing units is based is likely to increase. This may reduce the percentage of affordable housing units from the current 12.5%.

### **Housing Stock and Code Enforcement**

Recent demographic changes, coupled with a downturn in the economy, have left New Bedford and many communities across the country in a difficult situation when it comes to property maintenance and quality of life issues. As a city, we face some of the highest foreclosure and unemployment rates in the state. These factors have combined to create a stark picture for code enforcement officers: a higher number of properties that are currently in-between owners due to foreclosure, business owners who do not have the capital to perform regular maintenance and upkeep on their properties, and citizens who have no sense of ownership or connection to the area. This was evident throughout the civic engagement process in which numerous comments were raised regarding the need to address neighborhood appearances degraded by litter, nuisances, blight, and vacant lots.

Effective code enforcement fosters improved living conditions, quality of life, and helps to establish and maintain the desired character of New Bedford's neighborhoods. During times of high vacancy and deferred maintenance to properties, it is up to the municipality to make the switch from a complaint-driven, reactive code enforcement program to a program that places an emphasis on proactive approaches to identify and abate code violations more efficiently. In order to carry out this new approach, code enforcement must become more aggressive to ensure the community understands what constitutes a violation. The municipality must take a stronger stance with enforcement and follow through on all violations, even to the dissatisfaction of affected property owners, in order to ensure quality for residents and well-maintained neighborhoods.

With 3,300 dwellings considered vacant (8% vacancy rate)<sup>3</sup>, the City has increased its effort to become more proactive and has codified two important tools that may be used in code enforcement. First, the Commissioner of Inspectional Services is explicitly empowered to act upon and investigate complaints. The City may require that corrective actions be taken if needed and may also file a complaint in court for failure to comply. Moreover, if there is a failure to address the violation, the City has the right to undertake the necessary repairs and recover the cost for doing so. Second, the City has adopted the non-criminal disposition provisions under MGL, which allows police officers and other designated City officials to issue tickets and levy fines for violations as an alternative to instituting criminal proceedings. Additionally, the City has instituted a comprehensive *Abandoned Property and Foreclosure Strategy*, which focuses on legal action, enforcement and inspection, foreclosure prevention, and redevelopment efforts; and a Property Review Team to discuss problematic properties and take immediate corrective action, as necessary.

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<sup>3</sup> Source: 2000 US Census (census.gov).

## Goals and Objectives

As a community, we desire safe, vibrant, sustainable neighborhoods that offer a multitude of uses, quality housing choices, good schools, walkable streets, proximity to parks and playgrounds, and the opportunity to shop for our family needs. The following goals and objectives provide a pathway to strengthen the distinct historic and cultural fabric that create dynamic neighborhoods where people enjoy each other and the positive experiences that close knit neighborhoods offer.

The following Goals and Objectives were developed to address the issues of housing choice, affordability, a safe housing stock, and neighborhood revitalization.

**1. Encourage and maintain a wide range of housing types throughout the city that reflect the historic and cultural character of each area by supporting development that provides for households of all income levels**

- a. Encourage appropriate treatment of historic properties, and create and implement in-fill design guidelines to ensure that neighborhood character is enhanced and maintained
- b. Revise zoning to ensure that a mix of housing choices are allowed by-right in appropriate districts
- c. Conduct an assessment identifying specific locations where additional affordable housing is deemed appropriate, such as adaptive reuse of vacant or underutilized mill buildings
- d. Revise the uniform 8,000 square foot minimum lot size standard for three of the four residential zoning districts—RA<sup>4</sup>, RB, and RC
- e. Provide incentives that encourage housing developments to include affordable housing units that are integrated throughout the community

**2. Make certain that New Bedford can meet the need for affordable housing for its current and future residents**

- a. Continue to meet the 10% affordable housing goal established by M.G.L. c. 40B
  - i. Identify projects where the affordability deed restrictions may potentially expire
  - ii. Renegotiate with the property owners to keep such units restricted for affordable housing for at least 99 years or in perpetuity
- b. Ensure that all future affordable units remain affordable in perpetuity
- c. Address the needs of the significant number of New Bedford households that are potentially at risk in their ability to find affordable quality housing in the city
- d. Encourage affordable housing development near the proposed train stations by acquiring station area land through the use of public funds before the station is constructed; and partnering with developers to pursue housing grant funds, Chapter 40R zoning, and other tools for ensuring mixed-income housing over the long-term

**3. Promote a mixed-use environment in Downtown New Bedford, and in other commercial centers and corridors to ensure a vibrant community during the day, evening and weekends, that creates walkable village-like neighborhoods throughout the city**

- a. Revise the zoning ordinance to allow mixed-use zoning in the downtown area and other neighborhood centers encompassing both residential and commercial components
- b. Provide a variety of housing choices in residential portions of mixed-use buildings

<sup>4</sup> The RA zoning district is the most prevalent residential zoning district and is located predominantly in the northeast and southwest quadrants of the city. Given the diversity of neighborhoods, land uses, and location, the 8,000 square foot minimum lot size may not be appropriate.

- c. Keep residential neighborhoods intact while allowing for industrial and commercial growth in strategic areas. Consider allowing some limited conversion of large houses to small office-oriented businesses (i.e., medical; law; accounting) in residential and commercial locales if compatible with the neighborhood character
- d. Explore zoning that supports the concept of neighborhood commercial uses appropriate to secondary or even tertiary "urban villages" that reflect the history and culture of each neighborhood (i.e., Kempton Street; Rivet Street; Ashley Boulevard)

4. Monitor and enforce compliance with applicable building and health codes to ensure a safe housing stock

- a. Provide necessary resources to support code enforcement
- b. Enforce existing ordinances that require the registration of blighted and vacant buildings; and increase penalties for failure to address violations
- c. Continue to utilize the ordinance that allows the City to make necessary repairs and recover costs
- d. Conduct selective demolition of targeted properties in conformance with the Property Review Team
- e. Identify vacant lots in neighborhoods that are blighted and uncared for and work with neighborhood residents to rehabilitate the lots for useful purposes, such as community gardens, parking, and purchase by abutters

5. Establish standards for the use of sustainable practices in housing rehabilitation and new construction

- a. Update building codes to require the use of energy efficient insulation, windows, and appliances (i.e., MA Stretch Energy Code requirements)
- b. Encourage green building standards for all types of housing
- c. Provide housing rehabilitation loans and grants to low- and moderate-income households to assist in bringing their property up to regulatory codes, abating asbestos and lead-based paint exposure, and for energy efficiency improvements, such as insulation, installation of high-efficiency boilers and hot water heaters, and door and window replacement
- d. Ensure zoning provides for the use of alternative energies (i.e., solar) where appropriate

# 7

## Transportation

### Overview

New Bedford's transportation network has come a long way from the cart paths and stony roads of County and King Streets (presently lower Union Street) that connected the scattered farmsteads to the schooners sailing off on short whaling voyages in the Atlantic. Today, New Bedford has a number of transportation assets that contribute to its accessibility by land, sea, and air. The transportation infrastructure in New Bedford includes an interstate highway, airport, water ferry service, freight rail, and regional and interstate bus service. Furthermore, the South Coast Rail (SCR) project outlines the return of commuter rail service to our region by 2016.



Credit: Spinner Publications

During the master plan civic engagement process, residents, business owners, elected, and appointed officials touted New Bedford's transportation assets as opportunities in the city and offered recommendations to enhance the existing system. Linkages within the city as well as to abutting communities were a challenge that needs to be addressed. These physical connections and transit improvements were seen as key elements to the future growth potential for economic development, tourism, and quality of life.

Based on the civic engagement received from the community, a summary of transportation initiatives was developed that focuses on the southcoast region, including:

- > Promote and link existing and planned transportation resources—interstate highway, airport, water ferry, proposed commuter rail, greenway/bike trail, and both inter- and intra-city bus service;
- > Improve public transit access for all residents of New Bedford, specifically the elderly and students;
- > Seek funding opportunities to provide extended services, such as evenings, Sundays, and special events;
- > Implement Route 18 improvements;
- > Continue to promote and support the SCR project;
- > Improve airport access while minimizing neighborhood impacts;
- > Improve and possibly expand the airport runway;
- > Improve regional transit connectivity between abutting communities as well as Taunton and Fall River;
- > Improve connectivity to the proposed Whale's Tooth multi-modal station through the boulevardization of Route 18 north to Wamsutta Street;

- > Investigate street car service to link the Belleville Avenue area to the Wamsutta Street area via the proposed Whale’s Tooth multi-modal station, State Pier, and Union Street/downtown area;
- > Improve mass transit services to local colleges (UMass Dartmouth and Bristol Community College) as well as business parks within the community; and
- > Improve infrastructure, especially sidewalks and bikeways, to promote a healthier lifestyle.

For our city to grow responsibly and meet the needs of residents and business alike, it is imperative that our transportation system is aligned to meet our shared objectives for targeted areas of commercial and residential growth as well as those areas of natural and cultural significance that we wish to protect. We must carefully forecast growth trends in New Bedford and the region (and the impacts of those trends) that are projected for the city’s transportation infrastructure and facilities. Finally, we must employ a comprehensive strategy that fully addresses the existing deficiencies and planned growth opportunities that will impact the overall transportation networks that link together the assets of this vibrant seaport.

## Existing Conditions

### Roadway Network

Vehicular traffic in New Bedford is carried on several major roadways. The major east–west roadways in New Bedford are Interstate 195 (I-195) and Route 6 (known as Kempton Street, Mill Street and Army of the Republic Highway in different sections of the city). I-195 provides access between I-495 in Wareham, Massachusetts and Providence, Rhode Island. As illustrated in Figure 7.1, provided at the end of this chapter, there are five access points on/off I-195 within New Bedford at:

- > Exit 13 : Route 140
- > Exit 14 : Penniman Street/County Street
- > Exit 15 : Route 18
- > Exit 16 : Washburn Street
- > Exit 17 : Coggeshall Street

Route 6 parallels I-195 to the south and provides localized east–west access to the communities of Dartmouth to the west and Fairhaven to the east.

The major north–south roadways in New Bedford are Route 140 located on the westerly side of the city and Route 18 located on the easterly side of the city. Route 140 is a divided arterial roadway for its entire length within the city limits. It provides access to Freetown to the north, the New Bedford Regional Airport to the west, and Dartmouth to the southwest.

Route 18, which is a local arterial roadway, provides access to the residential portion of New Bedford to the north of I-195. South of I-195 it becomes a divided high-speed roadway that provides access to the North and South Terminals, and other commercial facilities located along Buzzards Bay.

The Route 6 Bridge is an important element and challenge within New Bedford’s transportation system. This antiquated swing-bridge is a navigational constraint for water-borne vessels trying to reach the North Terminal (and Hicks-Logan-Sawyer District) and the north side of Pope’s Island, where a salt storage pile was formerly located. The bridge frequently becomes stuck in either the open position, impacting vehicular traffic movement, or in the closed position, restricting water-borne vessel movement in the harbor. The fiscal 2010–2014 Transportation Improvement Program for southeastern Massachusetts includes funding in 2012 for a feasibility study on the replacement of the Route 6 bridge.

## **Vehicular Traffic**

To gain an understanding of existing travel patterns and to provide a basis for areas of focus and potential recommendations, historical traffic data were reviewed. In this region, the Southeastern Regional Planning and Economic Development District (SRPEDD) gathers information for the City both from in-house data collection efforts combined with data provided by third parties. SRPEDD then publishes this information in a summary format on an annual basis. Not surprisingly, the busiest roadways from a volume perspective are:

- > Route 140—ranging between 35,000 to 53,000 daily vehicles in 2006;
- > Interstate-195—ranging between 42,000 and 73,000 daily vehicles in 2005/2006; and
- > Route 18 (JFK Highway)—ranging between 28,000 and 48,000 daily vehicles in 2005/2006.

## **Other Modes of Transportation**

### **Airport**

New Bedford Regional Airport is located near the junction of I-195 and Route 140, and is conveniently located to the business and industrial centers of the city. In addition to local fixed route services, the Airport serves as an aerial gateway to the islands of Nantucket and Martha's Vineyard via service provided by Cape Air.<sup>1</sup> During the summer season, Cape Air provides more than a dozen daily scheduled flights to the Islands and during the winter months approximately six scheduled flights a day. The Airport also hosts corporate jet service facilities, including maintenance and flight instructional classes.

The Airport, which opened in 1942, consists of two 5,000-foot runways. The Airport expects to prepare a master plan update in 2011 that will evaluate the future needs and expansion requirements to meet Federal Aviation Administration (FAA) safety requirements, anticipated growth, and plan for their implementation. An environmental review will ultimately be conducted for the master plan update.

### **Public Transit**

The Southeastern Regional Transit Authority (SRTA) has been in existence since 1974 and provides fixed route bus service to its member communities, which include: New Bedford, Acushnet, Fairhaven, Dartmouth, and Freetown. SRTA operates more than 28 fixed routes throughout its service area and has a Demand Response Service to meet the needs of the disabled who require transportation that is not adequately being met by regular bus service.

### **Pedestrians and Bicycles**

Given the city's network of streets and sidewalks, a number of opportunities exist to expand upon pedestrian linkages between key sections of the city, such as the waterfront, Downtown, historic and recreational resources, businesses, and residential areas.

### **Ferry**

New Bedford has ferry service to Martha's Vineyard and Cuttyhunk Island leaving from the Ferry Terminal located on the north side of State Pier. Ferry passenger vehicle parking is provided at the Whale's Tooth Parking Lot (located near Routes 6 and 18), which includes a free passenger ferry shuttle service between the Whale's Tooth Parking Lot and State Pier.

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<sup>1</sup> Refer to the Cape Air website at: [www.capeair.com](http://www.capeair.com)

## Freight Service

New Bedford is uniquely positioned to address regional intermodal freight transportation due to its linkages to the seaport, rail, highway, and airport. The U.S. Department of Transportation estimates that freight transportation demand will rise 92% from 2002 levels by 2035. The development of a strategic freight transportation network that integrates and maximizes the effectiveness of the city's multi-modal transportation system and infrastructure is critical.

The intent of intermodal transportation is to decrease the traffic congestion on the major roadways by utilizing rail and shipping freight mechanisms, coupled with strategic roadway transport, to create the most efficient system for moving goods. Re-establishing multi-modal connections and improving roadway infrastructure will significantly increase both the volume of goods transported, and the throughput of goods through the city and through the region.

## The Port

The Port of New Bedford is a critical component of the multi-modal network. The Port is a deepwater commercial port with easy access to the maritime corridor from the Massachusetts coast, and is located on the northwestern side of Buzzards Bay approximately nine nautical miles from the Cape Cod shipping canal, 83 miles south of Boston and 166 miles north of New York. The Port serves as the city's greatest natural resource and most critical asset to stimulate investment, attract new industry, create jobs, and develop a healthy economy. New Bedford is the number one value fishing port in the nation generating economic activity in excess of \$1 billion annually.

The Port also serves as an important land/sea intermodal center for ferry, cruise, excursion, water taxi, and other passenger operations bringing over 100,000 people through the Port annually.

## Key Transportation Projects

### South Coast Rail

Of all the transportation projects currently being planned for New Bedford, the one that will have the most significant impact on transportation in and around the New Bedford region will be the SCR project. Essentially, the SCR project will restore passenger rail transportation from South Station in Boston to the cities of Fall River and New Bedford along an existing freight rail corridor running south from Taunton to Fall River and New Bedford. The project will include the construction of several passenger stations and two terminal layover facilities. For more details, visit the [SCR Project website](#).<sup>2</sup>



Credit: Grea Guimond

The proposed Whale's Tooth Station will be the southeastern terminus for the SCR branch and will be the hub for New Bedford bus services, including SRTA local and regional buses, as well as private inter-city carriers. Whale's Tooth Station will spur redevelopment of the waterfront area, focusing on parcels adjacent to Whale's Tooth Station designated for mixed-use development with city center densities.

The proposed King's Highway Station will include the redevelopment of an existing shopping center and provide an opportunity to create a mixed-use neighborhood center that combines retail, office, entertainment, and other uses close to new multi-family units.

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<sup>2</sup> For more details, visit this website: [www.southcoastrail.com](http://www.southcoastrail.com)

The replacement work for three of the four bridges related to this project has been funded through the Transportation Investment Generating Economic Recovery (TIGER) I Discretionary Grant Program. The TIGER I proposal submitted by the Massachusetts Department of Transportation (MassDOT) called for the replacement of four rail bridges (the three noted below and the Wamsutta Street Bridge), construction of the proposed Whale's Tooth Station—a multi-modal transportation facility located at the Whale's Tooth Parking Lot—and construction of a bicycle/pedestrian bridge over Route 18 to access the new multi-modal station. Similar to almost every TIGER I project, this project was not fully funded. Currently, through TIGER I grant funding, the following three bridges are being replaced providing improved access to the waterfront area and the proposed Whale's Tooth Station to the south:

- > Dean Street Bridge
- > Sawyer Street Bridge
- > Coggeshall Street Bridge

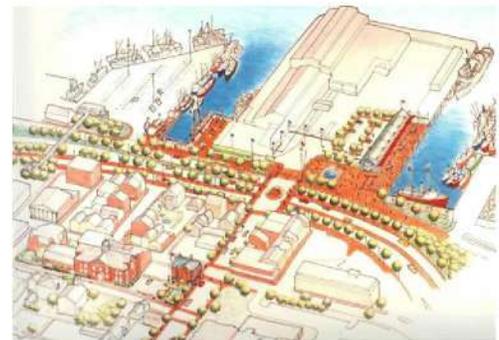
These deteriorated railroad bridges, built in 1907 and not well maintained, are in need of replacement. They limit the loads of trains serving industries in the waterfront area and constrain access from the west on the roadways passing beneath them to redevelopment sites east of the rail alignment. Currently, the freight rail bridges can only allow freight trains to travel a maximum of five miles per hour. Rebuilding the bridges will allow freight to continue to be hauled by rail, a more environmentally-friendly way to transport goods at faster speeds and will also accommodate commuter rail trains when the SCR project is completed. Intersection and retaining wall improvements are also included as part of the bridge replacement project.

### Route 18 Access Improvement Project

Planning efforts are ongoing for the southern and northern sections of Route 18. Specifically, the Route 18/JFK Highway Access Improvement Project will recreate the historic link between the downtown area and the New Bedford waterfront and improve truck access to waterfront industries. The project also improves pedestrian access to the waterfront and the New Bedford Whaling National Historical Park. The three principal objectives of the project are to:

- > Improve roadway vehicular and pedestrian safety;
- > Improve the visual quality of the roadway within the national park; and
- > Improve significantly the safety and visual attractiveness of the pedestrian crossing function between Downtown and the waterfront.

This project went out to bid in the fall of 2010. Construction is scheduled to begin in spring of 2011 and be completed in the summer of 2012.



Credit: Goody Clancy

### Airport Runway Safety Project

The Airport is reconstructing the existing primary Runway 5-23 to meet FAA safety standards to retain 5,000 feet of usable runway length in both directions, and constructing a 1,000-foot long, 400-foot wide Runway Safety Area at each end. Additional safety improvements include:

- > Extend taxiways;
- > Clear vegetation in accordance with a new vegetation management plan;
- > Construct a drainage system at each runway to control and treat stormwater runoff in accordance with the Massachusetts Department of Environmental Protection stormwater policy standards; and

- > Construct compensatory wetland and flood storage areas in accordance with the requirements of the Massachusetts Wetlands Protection Act regulations.

Other projects evaluated in previous environmental documents, including safety improvements to Runway 14-32, access changes, a new Airport Rescue and Firefighting facility, and new General Aviation facilities, are unlikely to be funded within the next five years, but are likely to be undertaken in the future when funding becomes available.

## Goals and Objectives

Our strategy is to achieve the parallel purposes of meeting our modern transportation needs while at the same time returning our focus to creating walkable commercial centers and neighborhoods. While we forge ahead in our efforts to re-establish our links outside of New Bedford by rail, sea, and air we know that sound policy decisions and local investments will also have a significant impact on our daily lives.

The following goals and objectives outline an approach to improving our transportation network for the next decade.

1. Improve, enhance, and integrate the city's public transit services, including shuttles and inter-city buses as well as regional passenger rail service, and the Fast Ferry service to Nantucket and Martha's Vineyard
  - a. Construct the proposed Whale's Tooth Station—an energy efficient, multi-modal transportation hub that integrates planned inter-city rail with existing shuttles, buses, and ferries in a facility that will serve as a model for sustainability
  - b. Advocate for responsible funding levels to support development and enhancement of public transportation facilities and services
  - c. Seek funding opportunities and partnerships to provide effective public transit to schools, businesses, parks, cultural and historical sites, and recreational areas
  - d. Strive for recognition as a "leader in the field" of public transportation administration
  - e. Support the SCR project and implement zoning to allow for TOD at the Whale's Tooth and King's Highway Station areas
  - f. Investigate the possibility of a street car or light rail service to the city
  - g. Investigate improving transit services to Taunton, Fall River, and UMass Dartmouth by railcars north to Taunton and light rail to UMass Dartmouth and Fall River
  - h. Explore flexible route or jitney services for extended uses (i.e., community events; Sunday service)
2. Maintain or enhance vehicular mobility in the city while striking a balance between roadway safety improvements, gateway treatments, pedestrian comfort, and roadway character
  - a. Conduct annual reviews of the condition of the city's transportation infrastructure and allocate available funding towards priority and gateway projects
  - b. Complete the planned linkage between Downtown and the waterfront, including the construction planned as part of the Route 18 improvements
  - c. Conduct an evaluation of the entrance experience to the airport that explores options to maintain a separate service roadway
  - d. Establish design guidelines for new streets and roadways that encourage stormwater management and draught resistant plantings
  - e. Conduct detailed evaluation of parking strategies and management in Downtown and other traditional commercial areas

3. Control or regulate the amount of new traffic added to the city roads by clustering heavy traffic generators where they can be served by existing major roadways, such as Interstate 195, Route 18, Route 140, and Route 6

- a. Consider the development of zoning overlay districts near major transportation corridors that promote the placement of heavy traffic generators in these areas
- b. Examine and prioritize undeveloped and under-developed properties adjacent to these corridors

4. Enhance non-vehicular transportation opportunities and increase opportunities for residents to walk and bicycle safely around New Bedford

- a. Develop a clear set of development guidelines identifying how (re)development opportunities can create more walkable commercial corridors and districts throughout the city
- b. Identify sections of the city where vehicular and pedestrian/bicycle traffic interact to take advantage of the nexus of users and create transitional links for users
- c. Seek funding sources that target pedestrian/bicycle enhancements for the city
- d. Develop a detailed citywide pedestrian/bicycle plan identifying new trails, bicycle routes, lanes and paths, and identify where corridors are in need of upgrade/repair
- e. Develop roadway design guidelines that address safety and aesthetic issues while promoting the creation of greenway corridors and safely accommodating pedestrians and bicyclists

5. Develop access management and traffic impact study guidelines

- a. Prepare and incorporate into the site plan approval process a set of traffic impact and access study guidelines that will require developers to identify a project's transportation impacts and how the project will promote non-vehicular options for arriving/departing from the site
- b. Incorporate access management techniques into the current site plan process that promotes shared driveway and parking opportunities
- c. Prepare and incorporate guidelines for the site plan approval process that set maximum parking needs and enhanced green space, and stormwater management requirements
- d. Explore programs where developers participate in addressing traffic, congestion, and safety issues

6. Consider traffic calming elements where appropriate to regulate high rates of speed

- a. Identify high speed/collision corridors and intersections that might benefit from traffic calming applications that meet the character of the area
- b. Develop fair and equitable traffic calming guidelines for the City to implement, including: a means of temporary implementation, observance, and objective testing of potential traffic calming options prior to implementation

7. Continue to pursue and advance major roadway infrastructure projects

- a. Advance plans for the replacement or significant upgrade to the Route 6 New Bedford/Fairhaven Bridge
- b. Pursue federal and state funding for improvements to the northern and southern sections of the Route 18 corridor

- c. Implement Kings Highway Study recommendations, including adding a turning lane in the section from Route 140 to the railroad tracks

8. Continue to enhance the city's freight service—highway, rail, and ship

- a. Identify clear truck routes through the city to/from the waterfront as well as other freight destinations within the city
  - b. Review and consider the existing rail infrastructure to better utilize local and port shipments of freight goods to new markets
-



Source(s): MassGIS

### A CITY MASTER PLAN NEW BEDFORD 2020

Figure 7.1  
Access Points to New Bedford



# 8

## Open Space, Recreation and Natural Resources

### Overview

In the 1860s, New Bedford began to transition from a thriving whaling port to a national leader of textile manufacturing. As a result our working population grew dramatically and dense workforce triple decker housing was developed throughout the city to meet the need. During this time, the City recognized the need for open space and the first City Common (today referred to as Clasky Common) was created. At the turn of century, New Bedford's city planners participated in the City Beautiful national movement and, in 1892, strived to create a municipal park system beginning with the purchase of land for Buttonwood Park.

Today, New Bedford boasts an abundance of recreational opportunities including: six major parks; 15 neighborhood parks; more than 12 miles of trails and bikeways; 26 acres of beaches; as well as numerous public and private baseball, football, and soccer fields. The City is also a member of Tree City USA. Included in our system of open space and recreational assets are the Whaling City Golf Course (originally designed by world-renowned golf course designer, Donald J. Ross) and the Buttonwood Park Zoo, which has been called "one of the finest small zoos in the United States" by the Association of Zoos and Aquariums. Additionally, in 2009, the City partnered with Community Rowing Inc. to make rowing available to public school children and adults in New Bedford.

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*Birth of the City Beautiful Movement.* Tired of city sprawl and decay, the urban middle and upper classes began to organize towards civic activism in the 1890s. Greatly motivated by their own desires to protect their property values, these affluent men and their wives desired to elevate the living conditions of those unable to do so themselves. By promoting "urban beauty" and city improvements, such as treated water, and clean streets and parks, these reformers felt they could positively influence the minds and souls of city dwellers, making them contributors to the greater good.<sup>1</sup>

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Similar to the public input findings that were part of the City's [2008–2013 Open Space and Recreation Plan \(OSRP\)](#),<sup>2</sup> the civic engagement process for *New Bedford 2020* focused on the need to:

- > Harness the city's open space, culture, and architecture for tourism (both residents and visitors);
- > Improve and enhance our community's access to the water;
- > Capitalize on our beaches for residents and visitors;
- > Create and/or update park plans, including maintenance and budgeting;
- > Plan and construct a citywide multi-use greenway/riverwalk;
- > Develop a program/schedule for the greening of our neighbors (i.e., community gardens; street trees);

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<sup>1</sup> Wilson, William H. *The City Beautiful Movement*. Baltimore: Johns Hopkins University Press, 1989. (The City Beautiful Movement and Harrisburg's Old 8th Ward website: <http://www.old8thward.com/citybeautiful.htm> taken on 09/17/10.)

<sup>2</sup> The Commonwealth recognizes this importance and encourages each community in the State to have a current Open Space and Recreation Plan (OSRP), which is to be updated every five years. New Bedford's OSRP was completed in 2008.

- > Create “green guides” for open space, parks, pocket parks, and community gardens in the city;
- > Adopt and promote a “buy local” program to support local agriculture and community gardens;
- > Address water quality issues and combined sewerage overflows (CSOs);
- > Enhance opportunities for renewable energy; and
- > Develop a plan for rising sea levels.

New Bedford’s location along the southcoast of Massachusetts combined with our history and architecture creates a unique landscape that makes our port city rich in diverse open space and recreational opportunities. We must capitalize on our location and assets to enhance the quality of life in our neighborhoods and attract people and commerce to our city. We must continue to improve the management of our parks and recreational systems to achieve our goals of greening our neighborhoods as well as providing recreational and cultural opportunities for all of our residents. We must strive to become a sustainable community through a variety of methods from community gardens and buying local programs to retrofitting municipal buildings and vehicle fleets to establishing New Bedford as the center for manufacturing renewable resources, such as wind, solar, and biomass.

An extensive, well-located, and diverse open space and recreational system is essential to our success and sustainability. A well-planned parks and trails system ensures quality of life for residents, provides relief from “urban heat island” effect, improves community health, increases property values, and makes our city appealing to visitors and businesses.



Credit: Raymond Khalife

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**Urban Heat Island** is a term that refers to the tendency for urban, inner-city areas to have warmer air temperatures than the surrounding rural landscape due to the low albedo, or limited ability to reflect light, of streets, pavements, vehicle parking lots, and buildings. These surfaces absorb solar radiation during the day and release it at night resulting in higher night temperatures.

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## Existing Open Space and Natural Resource Conditions

The information provided below focuses on open space resources, both passive and active recreation, and natural resources, such as water, wetlands, and wildlife. Much of the information presented below is summarized from the *2008 OSRP* and the *New Bedford/Fairhaven Municipal Harbor Plan 2010*.<sup>3</sup>

### Water Resources

New Bedford has six major bodies of water, which include the New Bedford Harbor, Acushnet River, Paskamansett River, and three ponds—Sassaquin, Turners and Buttonwood. For the majority of its length, the Paskamansett River is an acidic, low gradient swamp stream, beginning as an outlet to Turners Pond, a man-made pond that is fed by the Acushnet Cedar Swamp. The Paskamansett mainly supports warm water fish communities and also acts as a run for river herring during their annual migration. Turners Pond is an impoundment at the head of the Paskamansett River.

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<sup>3</sup> <http://www.newbedford-ma.gov/planning/NewBedfordFairhavenHarborPlan.PDF>

The pond is used by people for recreational boating and fish-and-release. Sassaquin Pond is a 34-acre, warm water, kettle pond that is moderately deep (about seven feet on average) and clear, located within the Taunton River Watershed. Residents heavily utilize it, with many cottages along its shores.

The Acushnet River watershed encompasses approximately 11,497 acres and covers six principal municipalities, including New Bedford, Fairhaven, Acushnet, Rochester, Freetown, and Lakeville. According to the 2003 *Coalition for Buzzards Bay State of the Bay Report*, 24.5% of the watershed is developed, 7.3% is protected open space, and 68.2% is undeveloped unprotected open space. The watershed also contains the New Bedford Reservoir, which is located in the Town of Acushnet, but owned by the City.<sup>4</sup> It is not currently used for water supply, but remains as an emergency reserve.

### Wetlands

Although much of New Bedford's land area has been developed, large forested wetland areas remain in the northwestern section of the city, including the 1,800-acre Acushnet Cedar Swamp, one of Massachusetts' largest, most wild and most impenetrable swamps. It abuts the New Bedford Regional Airport to the north, and another large swamp, the Apponagansett, surrounds the southern portion. The Acushnet Cedar Swamp is an outstanding example of a Coastal Atlantic Cedar Swamp and was acquired by the Commonwealth of Massachusetts in 1971 for the preservation, enjoyment, and education of the public. Managed by the Massachusetts Department of Conservation and Recreation (DCR), it was designated a Natural National Landmark in 1972 and is recommended as a Priority Protection Area in the *South Coast Rail Economic Development and Land Use Corridor Plan*.<sup>5</sup> Figure 8.1, provided at the end of this chapter, shows the region's Priority Protection Areas.

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According to the Department of Conservation Services, land within a community is **protected in perpetuity** if it is owned by the local Conservation Commission, by the Commonwealth's Executive Office of Energy and Environmental Affairs agencies, or by a non-profit land trust, or if the City received state or federal monies for the improvement or purchase of the land.

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### Fisheries

For years shellfish beds in Buzzards Bay, Clarks Cove, and New Bedford Harbor were closed due to contamination. It was not until 1996 when the City's wastewater treatment plant was opened, that the water quality of Buzzards Bay was improved, resulting in opening approximately 575 acres of shell fishing area in the Bay and 300 acres in the Outer Harbor. Today, a seasonal recreational fin fishery exists along New Bedford's shores, with residents and visitors from as far away as New York and Canada, coming to fish for scup, flounder, bluefish, and striped bass.

### Open Space and Recreation Lands

The 2008 *OSRP* provides a detailed inventory of all publicly and privately held open space and recreational resources, including City parks and playgrounds, conservation land held by the Commonwealth, Bristol County, or the City, land owned by non-profit entities, and undeveloped privately-owned land, some of which may be preserved under a conservation restriction or some similar instrument. Figure 8.2, provided at the end of this chapter, depicts the inventory of protected open space/recreation parcels. Typically, land owned by City agencies and the local school system should not be presumed to be permanently protected. Figure 8.3, provided at the end of this chapter, depicts the inventory of these unprotected parcels, which includes recreational areas, such as parks, cemeteries (often used for walking), and other lands that are under the jurisdiction of the Park Department, School Department, and private recreational areas.

<sup>4</sup> For more information refer to Water Division under Department of Public Infrastructure in Chapter 11, City Services and Resources

<sup>5</sup> Executive Office of Transportation, Executive Office of Housing and Economic Development, *South Coast Rail Economic Development and Land Use Corridor Plan*, June 2009. (website: <http://www.southcoastrail.com/downloads/3%20-%20South%20Coast%20Rail%20Corridor%20Plan%20-%20Low%20Resolution.pdf>)

## Environmental Challenges

The New Bedford Harbor has survived many abuses and pressures that have historically accompanied residential and industrial growth—loss of open space and natural areas, filling of wetlands and salt marshes, and contamination of land and water. New Bedford contains two Superfund sites on the U.S. Environmental Protection Agency’s National Priorities List, one of which is New Bedford Harbor. Nonetheless, the City is maximizing recreational opportunities that are compatible with water and sediment quality in the harbor. Recent examples include the completion of the Riverside Park, and the City’s partnership with Community Rowing Inc. to introduce competitive rowing on the Acushnet River and in the harbor.



Credit: Joyce Goodman

The other major environmental challenge for New Bedford is that part of the City’s sewer system remains a combined system, the function of which is to collect sewage and stormwater runoff and convey them to an interceptor system. During and following a precipitation event, combined flow in excess of the interceptor capacity is discharged directly into the harbor and Buzzards Bay through CSO outlets. Recent sewer separation projects undertaken by the Waste Water Division have resulted in reducing the number of CSOs from 41 to 26. Shell fishing areas are particularly sensitive to the adverse impacts of CSO discharges and the reopening of the beds is indicative of the fact that these impacts are being mitigated.

## Goals and Objectives

New Bedford strives for a diverse, well-maintained open space and recreational environment and values our rich history, cultures and architecture as tools to improve the quality of life for our residents. The following goals and objectives, which complement the *2008 OSRP*, the *New Bedford/Fairhaven Municipal Harbor Plan 2010*, and the Mass in Motion statewide program<sup>6</sup>, outline an approach that embraces community participation, sustainability, and shared responsibility as we look toward the next decade.

### 1. Expand outdoor recreational and open space opportunities for all New Bedford residents, regardless of age or ability

- a. Develop or revise master plans for all major parks and recreation facilities addressing priorities for improvements, maintenance, management, and programming
- b. Develop a bicycle master plan that provides safe bicycling for recreation, commuting, and other travel that connects with surrounding communities and the region
- c. Construct a citywide multi-use trail system, including a multi-use, accessible path connecting neighborhoods, businesses, the waterfront, and Palmer's Island as well as existing and potential open space
- d. Develop a harbor promenade/riverwalk along the entire western boundary of New Bedford Harbor, linking existing and proposed visitor attractions in an effort to reclaim the waterfront for public use by the residents of and visitors to New Bedford while maintaining a balance with the working waterfront

### 2. Protect natural resources and create new greenways throughout New Bedford

- a. Collaborate with the Coalition for Buzzards Bay to develop and implement a regional greenway through New Bedford that is integrated into harbor planning and waterfront walkway efforts
- b. Maintain and enhance a trail system in the northern forested areas of the city that connect to the upper Acushnet River and the Acushnet Cedar Swamp
- c. Prioritize parcels for acquisition by the City based on the natural value (i.e., water resource protection; wildlife corridor; sensitive resources) and recreational potential of the land
- d. Remediate and restore threatened and degraded natural resources (i.e., Buttonwood Park Pond)
- e. Support efforts to obtain funding to remediate CSO's and implement EPA and Department of Environmental Protection stormwater regulations

### 3. Enhance the quality and appeal of New Bedford's streetscapes

- a. Expand, implement, and fund street tree plantings on city streets
- b. Replace degraded sidewalks and develop design standards
- c. Incorporate green space and environmental concerns in commercial and utility development
- d. Work with existing organizations to "green" New Bedford neighborhoods (i.e., New Bedford Preservation Society's Re-Leaf program; and the Tree City USA program)

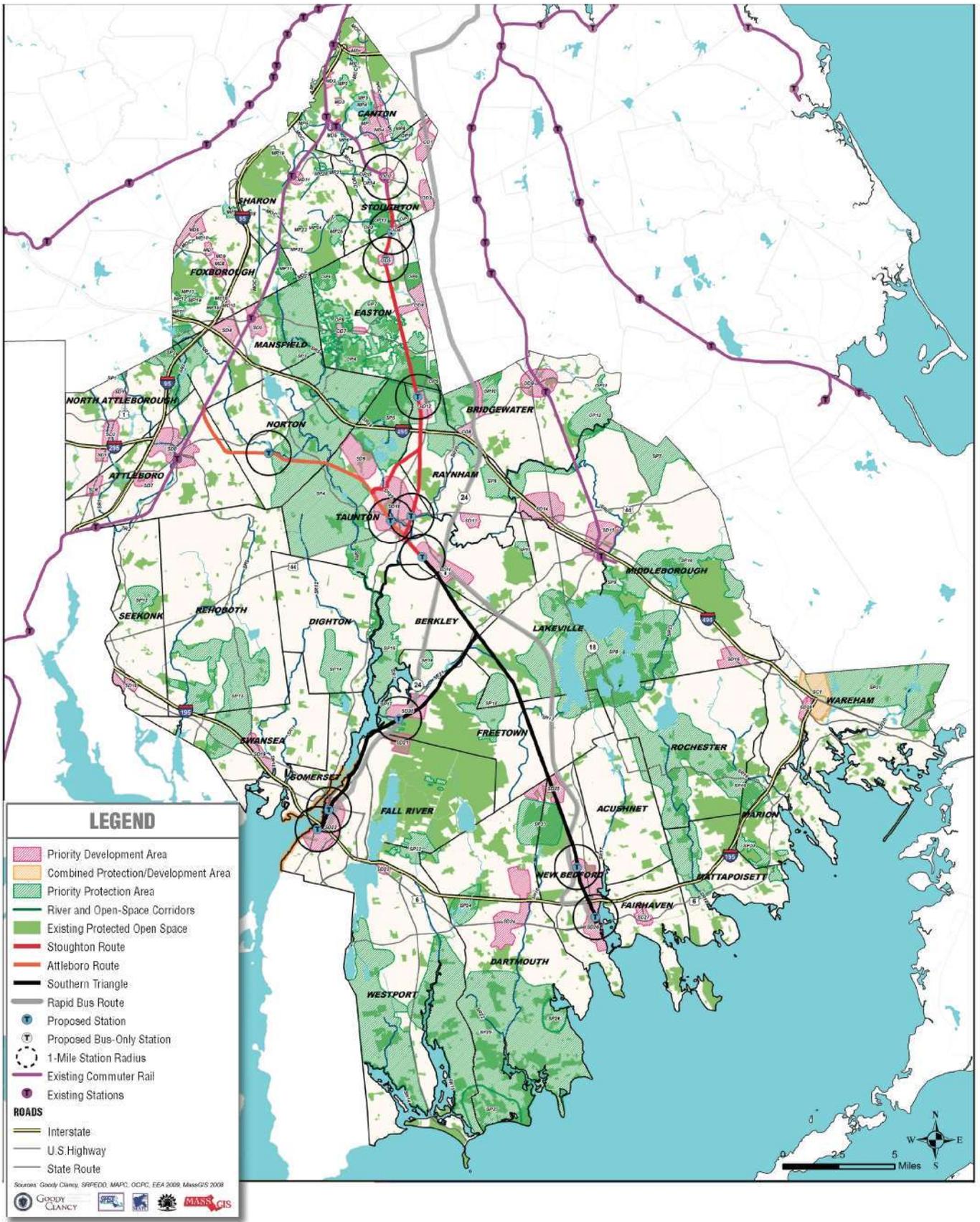
<sup>6</sup> Refer to page 11-7 of Chapter 11, City Services and Resources, for a description of the Mass In Motion program.

4. Restore and enhance New Bedford's park system's historical and cultural characteristics

- a. Develop an identification and preservation process for historic landscapes and view corridors
- b. Work with the New Bedford Whaling National Historical Park to enhance the physical environment and program offerings
- c. Develop a historic trail system highlighting the city's important cultural and historic assets
- d. Work with local arts and culture groups to further support and manage community-based events

5. Initiate implementation and funding mechanisms to support open space and recreation needs

- a. Create a permanent Open Space Committee to oversee implementation and funding of the 2008 OSRP
- b. Explore alternative means for funding park maintenance and improvements (i.e., endowment fund; grant opportunities; public/private partnerships; enterprise funding)
- c. Secure additional sources of funding, staffing, and other support for park facility maintenance and enhancement
- d. Explore the potential of combining the Parks & Recreation and Cemetery Departments into one department to streamline operations, facility maintenance, coordination between event/programs planning, preparation, and development
- e. Work with adjacent communities to leverage funds for additional open space and recreational acquisitions

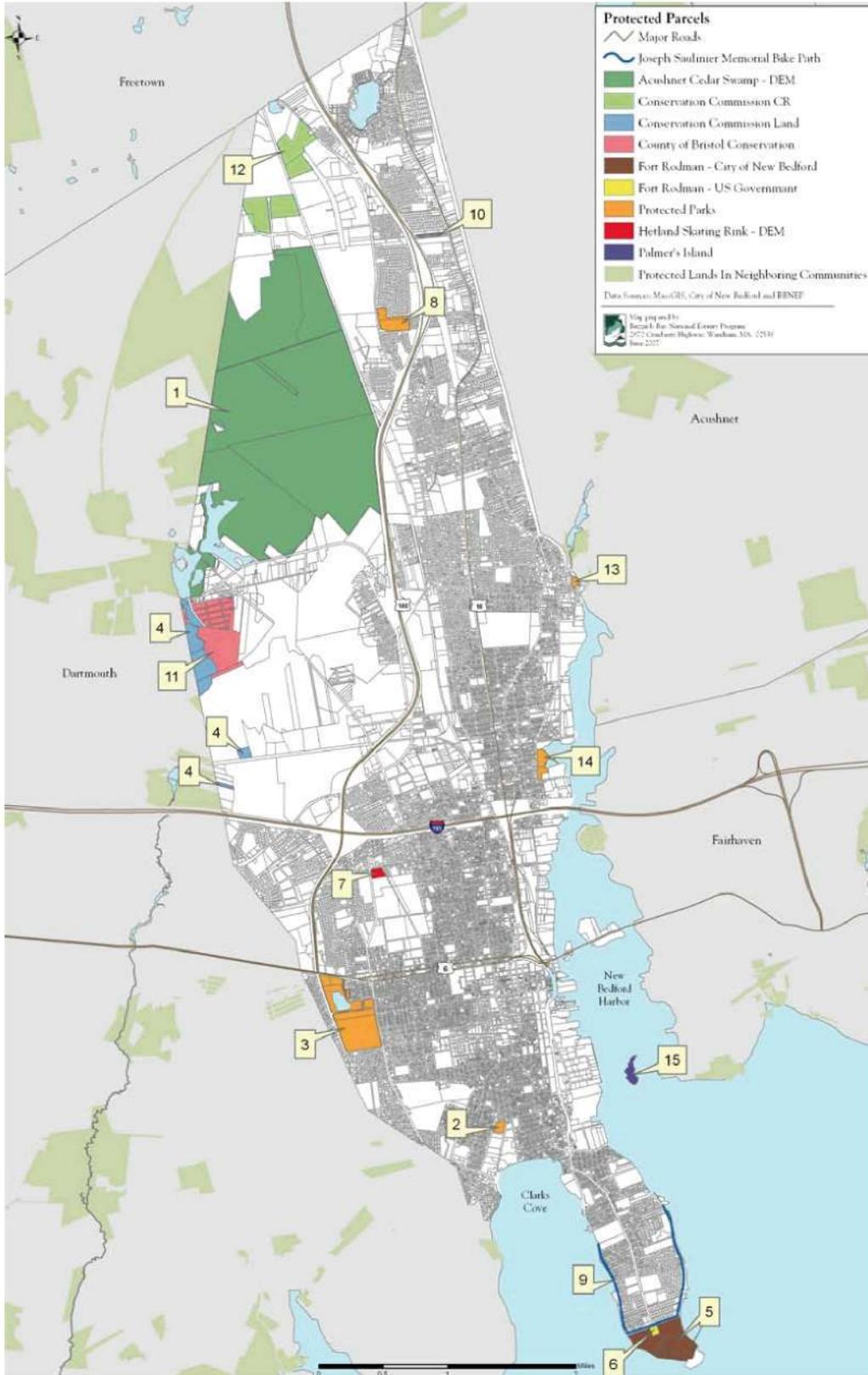


Source: SouthCoast Rail Corridor Plan, Southeastern Regional Planning & Economic Development District

### A CITY MASTER PLAN NEW BEDFORD 2020

Figure 8.1  
Priority Preservation Areas





### Inventory Table

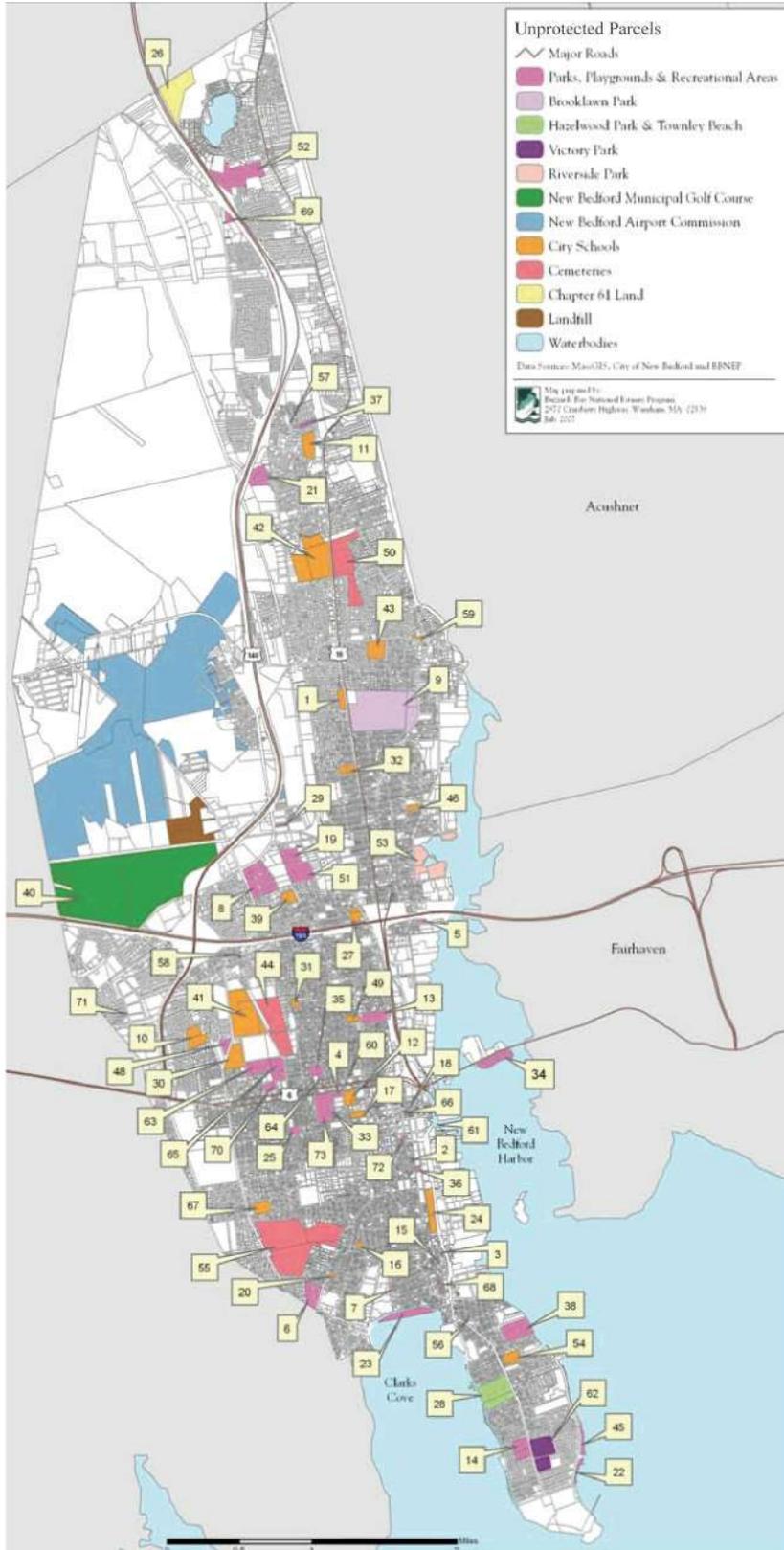
#	Name
1	Acushnet Cedar Swamp
2	Ashley Park
3	Buttonwood Park
4	Flora B. Peirce Nature Trail
5	Fort Rodman/Fort Taber
6	Fort Rodman/Fort Taber
7	Hetland Skating Rink
8	Pine Hill Park
9	Joseph Saulnier Memorial Bike Path
10	Conservation Land
11	County of Bristol Conservation Land
12	Industrial Park CRs
13	(Former) Reliable Truss Property
14	Riverside Park
15	Palmer's Island

Source: [City of New Bedford] 2008–2013 *Open Space and Recreation Plan*

### A CITY MASTER PLAN NEW BEDFORD 2020

Figure 8.2  
Protected Parcel Inventory





### Inventory Table

#	Name	#	Name
1	Ashley School	40	Municipal Golf Course
2	Baby Kenny's Tot Lot	41	New Bedford High School
3	Beauregard/Pina Park and Playground	42	Greater NB Regional Voc-Tech High School
4	Bedford Village	43	Normandin Jr High School
5	Belleville Ave Playground	44	Oak Grove Cemetery
6	Blue Meadow Housing Project	45	Dr. John O'Toole Memorial Playground
7	Bonney Street Tot Lot	46	Ottiwell School
8	Brickwood Housing Project	47	-
9	Brooklawn Park	48	Parkdale Housing Project
10	Carter Brooks School	49	Parker Street School
11	Campbell School	50	Pine Grove Cemetery
12	Carney Academy School	51	Presidential Heights Housing Project
13	Clasky-Common Park	52	Pulaski Park
14	Clegg Field/Lot 13	53	Riverside Park
15	Roberto Clemente Park	54	Roosevelt Junior High School
16	Congdon School	55	Rural Cemetery
17	County Street School	56	Ruth Street Neighborhood Common
18	Custom House Square	57	Satellite Village Housing Development
19	Dias Field	58	Shawmut Village Housing Development
20	Dunbar School	59	Swift School
21	Duncan Dottin Place	60	Mother Teresa
22	East Beach	61	Rasmus Tonnesson Park
23	Francis Playground/Field	62	Victory Park
24	Alfred Gomes School	63	Walsh Athletic Field
25	Harrington Playground (Hathaway School)	64	West End Playground
26	Hawes's Chapter 61 Land	65	Westlawn Housing Project
27	Hayden-McFadden School	66	Wing's Court
28	Hazelwood Park/Townley Beach	67	Winslow School
29	Edward James Playground	68	Dennison Memorial
30	Keith Middle High School	69	Lord Phillip's Apartments
31	Kempton School	70	New Bedford Boy's and Girl's Club
32	Lincoln School	71	Rockdale West
33	Magnett Park	72	Salvation Army Play Area
34	Marine Park/Prince Henry the Navigator Park	73	United Front Homes
35	McCoy/Bernard Gym		
36	Monte Playground		
37	Morton Ave Soccer Field		
38	-		
39	Mt Pleasant School		

Source: [City of New Bedford] 2008-2013 *Open Space and Recreation Plan*

### A CITY MASTER PLAN NEW BEDFORD 2020

Figure 8.3  
Unprotected Parcel Inventory



# 9

## Culture and Creativity

### Overview

Throughout our history, New Bedford has always maintained a vibrant creative community. During the 19<sup>th</sup> century, when the whaling industry fueled New Bedford’s economy, acclaimed artists, such as William Bradford, Albert Pinkham Ryder, Clifford Ashley, and Albert Bierstadt lived and worked in this cosmopolitan seaport.

Today, New Bedford is emerging as the arts and cultural center of southeastern Massachusetts, boasting a wide array of attractions and diverse venues that showcase the history, art, and cultural fabric, and is home to hundreds of artists and performers who contribute to our distinctive identity.

The critical mass of artists, performers, galleries, and cultural institutions that flourish in New Bedford have created the ambience of a vibrant coastal cultural center. Understanding the future potential of this sector—how we can include the people and businesses as an essential component of the future development, how we can help promote this sector’s growth, and how we can measure its impact—is vital to our strategy for economic development as well as to the quality of life of everyone living in and visiting our city.



Credit: John Robson

Throughout the civic engagement process, creative sector stakeholders voiced their views about the role of art, culture, and tourism in the City’s economic development strategies and planning processes. The participants recognized that New Bedford has a thriving arts community, a high level of social and historical capital, award-winning cultural institutions and tourist destinations, and strong post-secondary arts education resources. Specific recommendations to bolster the growth of cultural offerings include:

- > Streamline municipal services for creative enterprises, including permits and zoning;
- > Improve linkages and communication tools among the City and artists;
- > Create cultural districts in the city;
- > Engage artists in the design of public space;
- > Increase arts education at the K–12 levels; and
- > Form a City Arts and Culture Council.

Recent planning, research, and our own experience leads us to the fact that the creative economy is the leading factor that enables us to communicate that term so difficult to measure—*vibrancy*.

We view the creative economy not as a separate arts and culture initiative, but a leading-edge growth sector that represents significant potential for job creation and revitalization, and is also the most effective way for us to tell the stories of our past, present, and future through art, culture, and emerging creative enterprises. This comprehensive approach is an evolutionary step into coordinating a broadly defined creative economy into our future growth and development.

## Existing Cultural Organizations and Programs

New Bedford is home to numerous cultural venues and festivals, museums, performing art centers, and one of the finest small zoos in America. The relocation of the UMass Dartmouth College for Visual and Performing Arts to Downtown New Bedford, the establishment of New Bedford Whaling National Historical Park, monthly AHA! nights (Art, History and Architecture), the reinvigorated Zeiterion Performing Arts Center and hundreds of artists occupying historic mill spaces through the city are but a few examples that provide testimony to the continued cultural revitalization of New Bedford.

While too exhaustive to include here, Appendix C provides a complete listing of the dozens of cultural organizations and the hundreds of events that take place in New Bedford throughout the year. In addition to the individual organizations and events, two examples of collaborative efforts that have been undertaken in the past five years with the purpose of growing this sector within a new operational structure are the Creative Economy Task Force and the Tourism 2.0 Task Force.



Credit: Anne Louro

### Creative Economy Task Force

In 2007, the New Bedford Economic Development Council (NBEDC) established the Creative Economy Task Force consisting of 62 members drawn from a wide spectrum of business, education and arts organizations. The role of the Task Force was to focus the efforts of the growing creative economy sector. The Task Force set the following goals:

- > Define the economic impact of all the creative economy sectors within the city;
- > Explore and define the ways in which peer cities have utilized the creative economy; and
- > Make policy recommendations to the Mayor on how to best leverage, build and sustain the creative economy in New Bedford within the context of other economic development initiatives.

As a result of the Task Force final report (dated February 2008), the NBEDC established the Creative Economy Development Office to realize the goals of the Creative Economy Task Force to develop and sustain the creative economy within broader economic initiatives. To view the full plan, please utilize the following link: [Creative Economy Task Force Report](#).<sup>1</sup>

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<sup>1</sup> *Creative Economy Task Force Report*, New Bedford Economic Development Council, February 2008. (website: <http://nbedc.org/wp-content/uploads/creative-economy.pdf>)

## Tourism 2.0 Task Force

Similar to the Creative Economy Task Force, the NBEDC invited key partners, organizations, and stakeholders to join the Tourism 2.0 Task Force in early 2009. The Tourism Task Force works together to ensure that the essential operational functions for tourism and marketing the city are being fulfilled, and that new initiatives being developed harness innovative communication technologies and create dynamic visitor experiences through a collaborative partnership model.

## The Economic Impact of Arts and Culture

The creative economy means real jobs and real investment for New Bedford and its citizens. This is not an area of activity that only provides benefit to tourists or our suburban neighbors. In 2008, a market and economic analysis was undertaken to provide the City with a fact base from which to build a strategic plan for economic development. The findings indicate that we have an opportunity to build upon substantial and successful investment in the core historic downtown area. Key findings relating to building a sustainable creative economy include:

- > New Bedford's burgeoning creative economy represents both strength and opportunity. The creative economy represents approximately 3% of employment in the city with an annual payroll of \$26.75 million. This high proportion of workers in the creative economy exceeds the national (1.62%) and statewide (2.58%) percentages.
- > Nearly 1,400 workers in New Bedford were Creative Economy employees with annual compensation of \$48 million.
- > The mean salary for Creative Economy workers was \$38,000 compared to \$26,032 for seafood processors and \$30,350 for textile workers.<sup>2</sup>

An illustration of the economic impact of art and culture in the city may also be demonstrated through AHA! nights (Art, History and Architecture)—an award-winning, free downtown cultural night—and collaborative cultural organization composed of over 60 partners including museums, galleries, retail stores, and restaurants. The economic impact of the AHA! programs has been tracked periodically over the past 10 years.

The most recent study by the UMass Dartmouth Center for Policy Analysis (dated 2009) states the total economic impact of AHA! in the downtown area for the 2009 program year was \$734,719. AHA! programming also resulted in the creation of an additional 8.0 full-time equivalent positions in 2009. The employment impacts occur primarily in the areas of miscellaneous store retailers, food and drinking establishments, and museums and historical sites. To view the full plan, please utilize the following link: [\*The Economic Impact of the Vibrant Marketplace in Downtown New Bedford: 4 Projects in the Cultural Economy.\*](#)<sup>3</sup>

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<sup>2</sup> *New Bedford, Massachusetts Market & Economic Analysis*, prepared for MassDevelopment and the City of New Bedford, prepared by HR&A Advisors, Inc., March 2008.

<sup>3</sup> *The Economic Impact of the Vibrant Marketplace in Downtown New Bedford: 4 Projects in the Cultural Economy*, prepared by UMass Center for Policy Analysis, September 2009. (website: [http://www.umassd.edu/media/umassdartmouth/seppce/centerforpolicyanalysis/aha\\_10.pdf](http://www.umassd.edu/media/umassdartmouth/seppce/centerforpolicyanalysis/aha_10.pdf))

## Goals and Objectives

In order to ensure the continued health and growth of cultural life and the creative economy of New Bedford, it is critical to acknowledge and promote our cultural assets, cultivate the next generation of creative thinkers, and encourage community building through the arts. Being mindful of these factors, the following goals and objectives are suggested to shepherd the next ten years of cultural prosperity in our city.

1. Strengthen our community and enhance neighborhood vitality by recognizing the city's cultural diversity and increasing public participation in arts and culture
  - a. Create strong partnerships among all entities, including City government, non-profits, cultural venues, the school system, and higher education establishments
  - b. Encourage the development of creative programs in neighborhoods and increase access to cultural programs by investing in the city's infrastructure
  - c. Invest in a citywide public art program to coincide with the redevelopment of neighborhoods and fund these by public/private sector collaboration partners, percent-for-art ordinances, and solicit participation from developers
2. Establish an economic strategy for the creative economy and tourism functions that is aligned with overall city development activities
  - a. Establish a City-funded umbrella entity in concert with the vested partners to coordinate and advance the creative economy and tourism related functions
  - b. Provide a central point of contact for citywide cultural programs and events through planning and logistic liaison services between local organizations and the City
  - c. Create a Culture and Tourism Advisory Council that is comprised of stakeholders and serves as the central agent to advise and engage in strategic planning related to the creative economy and tourism sectors
  - d. Attract creative individuals to the city by aggressively promoting the city's abundant and affordable mill space, and inspiring setting for artists and creative enterprises
  - e. Provide artist and creative enterprises with the resources and tools they need to grow and prosper
3. Foster sustainable cultural organizations
  - a. Encourage collaborations and restructure for programs, marketing, and development among cultural intuitions to allow them to share resources and joint marketing opportunities
  - b. Create a New Bedford Arts and Culture Council that will spark creative initiatives, undertake arts advocacy, and provide funding and cultural facilitation
4. Promote and market the cultural and historical assets of New Bedford to transform the city's image for both tourists and residents
  - a. Use the creative economy as the leading edge of marketing for New Bedford's resurgence internally and to a regional tourism market
  - b. Brand and promote the Downtown overlay district as an "arts overlay district"
  - c. Educate city residents, city leaders and departments, and the general public on the economic, environmental, cultural, and social benefits of the creative economy, tourism, and historic preservation as well as the city's existing historic, cultural, and creative assets

d. Increase marketing funds to promote New Bedford as a destination city with rich cultural attractions

5. Educate and inspire the next generation of creative thinkers through advocating for arts education in the K–12 school system, and acknowledge and support the after-school providers and cultural institutions

a. Establish and sustain a greater emphasis on arts and creative skills in schools as an avenue to keep children in school and fight the drop-out rate

b. Capitalize on the potential relationship that can be created between linking “creative skills” and schoolchildren with their families and creative businesses

c. Partner with higher education institutions to keep graduates in the region as a means of addressing the need to create a pipeline of future leadership for the creative economy

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# 10

## Education

### Overview

Through the 19<sup>th</sup> and mid-20<sup>th</sup> centuries, New Bedford's educational system evolved in support of our community's need for a workforce in maritime, textile, and industrial enterprises. As a result, higher education was not necessary to provide a good living for New Bedford families, and not emphasized as a vital tool for individual, family, or citywide success. As we plan for our future, we understand the urgency to develop a quality educational vision that will impact our community's character and economic potential. A comprehensive sustainable vision for New Bedford must include the strengthening and expanding of our educational system.

This section describes the existing educational resources within New Bedford and the surrounding region, including higher education, the public school system, specialty programs, and private schools. These regional resources present opportunities for continued coordinated efforts to develop a comprehensive community of resources and activities for the benefit of all our residents. Expanding our educational system into our region supports the development of lifelong learning opportunities for residents and provides for the development of sustainable competencies in our students, with increased exposure to local and regional issues and resources. For more information, please refer to the [New Bedford Public Schools](#) website.<sup>1</sup>



Credit: Spinner Publications

During the public input process the educational attainment of New Bedford citizens, both youth and adult, was a major topic of discussion. The following provides a summary of comments regarding education:

- > Support and initiate programs that promote the value of education to all generations and ethnic groups;
- > Instill the value of education as part of the local culture by developing initiatives and programs intended to better engage parents and families in the City's educational system;
- > Continue to expand cooperation and integration among City agencies, city schools, local colleges, non-governmental organizations, and local businesses;
- > Link educational and training programs to the needs of existing and potential employers to support sustainable economic development; and
- > Develop programs and tools that support, celebrate and assist immigrant populations in New Bedford's educational system.

<sup>1</sup> New Bedford School Department website: <http://www.newbedford.k12.ma.us/>

Currently, the [\*New Bedford Public Schools Strategic Plan for 2008–2011\*](#) (NBPS Strategic Plan) lays out specific elements that are appropriate to incorporate into *New Bedford 2020*, as presented below.<sup>2</sup>

**Mission Statement**      *We are committed to developing a community of learners who are academically proficient, demonstrate strong character and exhibit self-confidence.*

**Vision**                      *“As whalers’ oil provided light to the world, so shall New Bedford students shine with academic excellence.”*

**Guiding Principle**      *Children and youth are the highest priority in all decision making.*

- > All students have the right to achieve to their highest potential.
- > School culture and climate must be responsive to the diverse needs of our students.
- > All of our students can succeed academically.

**Goal with Objectives**      *Set high academic standards for all students and believe they can achieve them.*

- > Create a positive school culture that builds character and self confidence.
- > Engage parents and community in the learning process.
- > Establish a professional staff that demonstrates quality, diversity and a strong background in content knowledge and pedagogy.

The *NBPS Strategic Plan* goes into depth on how to accomplish specific goals by assigning objectives associated with each goal, as demonstrated by the example above. The objectives are further developed into the specific categories, including activities, responsible parties, schedules, and expected outcomes during the Plan’s timeframe.

Many of the *NBPS Strategic Plan* actions support other recommendations of *New Bedford 2020*, such as workforce development for marine science and technology, renewable energy, and healthcare. Furthermore, safer communities, more public engagement, and expansion of community spirit are benefits of increased community involvement in the school system.

## Existing Educational Resources

New Bedford and the surrounding region have a variety of educational resources that provide many educational opportunities for all segments of the population. These resources consist of the following schools and programs. Figure 10.1, provided at the end of this chapter, shows the location of the existing educational resources.

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<sup>2</sup> *New Bedford Public Schools Strategic Plan 2008-2011*, New Bedford School Department, October 2008. (website: [http://www.newbedfordschools.org/STRATEGIC\\_PLAN\\_2008\\_2011.pdf](http://www.newbedfordschools.org/STRATEGIC_PLAN_2008_2011.pdf))

## Higher Education

**University of Massachusetts (UMass) Dartmouth**—The city is the site of two UMass Dartmouth graduate and post-graduate programs: the School for Marine Science and Technology (SMAST) campus located on 2.6 acres at Fort Rodman on the shore of Clark’s Cove of Buzzards Bay; and a satellite visual arts campus, the College of Visual and Performing Arts (CVPA), located in the former Star Store building in downtown New Bedford. In addition, many students travel to the main campus of UMass Dartmouth located in the neighboring town of Dartmouth.



Credit: John Robson

**Bristol Community College (BCC)**—The BCC has a campus in downtown New Bedford serving over 1,500 students, offering both day and evening courses, plus a weekend ‘fast track’ program. The New Bedford campus provides the same services available at BCC’s Fall River campus. Through workforce development, community partnerships, and various grant projects, the campus has successfully established itself as a leading contributor in the revitalization of the greater New Bedford region. Furthermore, in response to the community’s need for English for Speakers of Other Languages (ESOL), Adult Basic Education (ABE), and General Equivalency Diploma (GED) instruction, the campus also offers the Pathway to a Career project, an innovative project that offers ESOL/ABE/GED classes free of charge to the greater New Bedford community.

**Fisher College**—New Bedford is home to one of Fisher College’s neighborhood campuses, offering a variety of Associate, Bachelor, and Certificate programs from their Church Street location.

## Public Schools

**Greater New Bedford Regional Vocational Technical High School (GNBVT)**—The GNBVT, a large vocational high school—administered by the state—that serves New Bedford, Dartmouth and Fairhaven. GNBVT’s core student body is comprised of grades of 9 through 12, and the school also offers affordable adult education through evening classes. GNBVT’s curriculum mixes academic instruction with career and technical education. The blend develops students that are capable of pursuing higher education and/or entering the workforce with a competitive advantage.

## New Bedford Public Schools

The New Bedford Public School’s administrative functions are headquartered in the former high school building on County Street. The System consists of 20 elementary schools, three middle schools, and one high school that provide a variety of programs. In 2009, New Bedford Public Schools had a total enrollment of approximately 13,000 students. The school system is in the process of improving its facilities through major school upgrades and consolidations, having rebuilt several of its schools in recent years. Table 10-1 (on the following page) provides a list of the New Bedford public schools.

Table 10-1: New Bedford Public Schools

High Schools		
New Bedford High School	serving the entire city	
Middle Schools		
Keith Middle School	serving the central part of the city	
Normandin Middle School	serving the North End	
Roosevelt Middle School	serving the South End	
Public Elementary Schools		
Abraham Lincoln Elementary	Elwyn G. Campbell Elementary	John B. DeValles Elementary
Betsey B. Winslow Elementary	George H. Dunbar Elementary	John Hannigan Elementary (Sea Lab building)
Carlos Pacheco Elementary	Hayden-McFadden Elementary	Jireh Swift Elementary
Charles S. Ashley Elementary	Horatio A. Kempton Elementary	Thomas R. Rodman Elementary
Elizabeth Carter Brooks Elementary	James B. Congdon Elementary	William H. Taylor Elementary
Ellen R. Hathaway Elementary	John Avery Parker Elementary	
Magnet Schools		
Sgt. William H. Carney Academy, <i>Serving the center of the city</i>	Alfred J. Gomes Elementary, <i>Serving the south of the city</i>	Casimir Pulaski Elementary, <i>Serving the north of the city</i>

*Note:* Refer to Figure 10.1 for the location of the New Bedford public schools.

### New Bedford Alternative Schools and Alternative Education Programs

Through the following programs, the New Bedford Public Schools provide a number of innovative alternative educational programs, intended to be safe and positive learning options in which all students, parents, staff and the community take an active role to ensure that the goals and aspirations of our students become realities.

**Whaling City Jr./Sr. High School** is for students who have been removed from their in-district public school for specific infractions. The academic program and graduation requirements are consistent with New Bedford High School’s and supportive services focus on the “whole child.”

**Trinity Day Academy (TDA)** is a special education day school for grades 6–12, which provides a nurturing environment fostering the academic and social growth of each child. TDA seeks to recognize and nurture the talents and strengths of each student while providing therapeutic services to meet each student’s specialized needs.

**FACTS (Families And Community Together with Schools) Program** works to look at student needs in a more comprehensive way to ensure every student gets exactly what he or she needs to be successful, specifically the Whaling City Jr./Sr. High School, the Carlos Pacheco Schools, and the Trinity Day Academy.

**Citizens Schools After School Program** is a leading national out-of-school time (OST) education model operated locally by PAACA (Positive Action Against Chemical Addiction, Inc.). Citizens Schools serves approximately 180 students annually, and has been operating at the Keith and Normandin Middle Schools

from 2004 to 2010. Citizen Schools also teaches 21st Century skills through a volunteer-taught Apprenticeship Program in which individuals and organizations from the community come to campus to teach students their passion in such things as cooking, web design, robotics, multi-cultural dance, and astronomy. To find out more visit the PAACA website.<sup>3</sup>

**New Bedford Youth Court** serves as an alternative to traditional prosecution for young people who seem to be headed in the wrong direction. The goal of Youth Court is to hold a young person accountable, help them to make amends, and then to help reconnect them in a more positive way with their community. Youth Courts are based on the principles of restorative justice and act as an alternative to the traditional juvenile justice system. For more information, please visit the [Youth Court](#) website.<sup>4</sup>

**Twilight School Program** is an alternative educational program within New Bedford High School designed to provide students with the opportunity to earn their diploma in a smaller, less traditional environment. Students enrolled in Twilight also work or participate in community service endeavors as part of the program.

**Upward Bound Program** is a year-round, multi-year program designed for high school students who have the potential to succeed in college and could benefit from tutoring, academic enrichment, pre-college skills development, career counseling, college visits, and cultural enrichment as well as year-round academic and social support. Established in 1968 at UMass Dartmouth, Upward Bound serves 80 students from New Bedford, Greater New Bedford Vocational, Wareham and Westport High Schools.

The **Division of Adult/Continuing Education** provides the following educational opportunities for area residents:

- > ABE
- > ESOL
- > The GED Test Center
- > Summer School Programs
- > New Bedford High School Evening Extension Program
- > Adult Diploma Program

**Parenting Teens Program** offers educational and supportive care services to pregnant and/or parenting teens between the ages of 14–21 and their young children. The program allows pregnant and parenting teens to continue their studies at NBPS Parenting Teens Program in High School/Middle School credit component, while the GED and Alternative Diploma Education Program (ADEP) offer re-entry to teen parents who have dropped out. The program provides onsite day-care service and transportation services through the Tremblay’s Bus Company and Southeastern Regional Transit Authority (SRTA).

**SMILES Mentoring Program** is a school based one-to-one mentoring program serving New Bedford and Fall River that strives to help students achieve their personal and educational potential by pairing them with positive adult mentors.



Credit: SMILES Mentoring Program

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<sup>3</sup> PAACA website: [www.paaca.org](http://www.paaca.org)

<sup>4</sup> Youth Court website: <http://www.nb-fryouthcourts.org>

**Workforce Investment Board Education Program** promotes Adult Basic Education Services through its Lifelong Learning Workgroup, which is a network of health, human service, employment and educational support service providers dedicated to broadcasting the importance of Adult Basic Education, as a key to improved earnings and quality of life. The Lifelong Learning Workgroup includes programs provided by the following groups and institutions:

- > Bristol Community College
- > Community Economic Development Center (CEDC)
- > The Family Center
- > New Bedford Public Schools—Division of Adult/Continuing Education
- > MY TURN, Inc. (New Bedford and Wareham)
- > P.A.C.E. YouthBuild
- > Training Resources of America
- > UMass Dartmouth Workers' Education Program
- > Wareham Free Library

### **New Bedford Specialty Schools**

**Sea Lab Marine Science Education Center** is a six-week marine science studies summer enrichment program, and year-round fifth grade program funded, in part, through the New Bedford Public Schools for the perpetuation of real science activities. The program serves students interested in studying principles of oceanography, limnology, meteorology, physics, chemistry, geology, and biology as related to the marine and aquatic environments. Practical outdoor skills, such as swimming, sailing, and snorkeling are also an integral part of the summer Sea Lab experience.

**Global Learning Charter School** opened in 2002 as a Horace Mann Charter School, and currently operated as a Commonwealth Charter School, the Global Learning Charter School enrolls approximately 400 students, as a tuition free alternative to middle and high school. The school emphasizes collaboration among students and provides a community experience, whereby administrators work to build curriculum with organizations throughout New Bedford and the southcoast region.

### **Independent Elementary Schools**

**Nativity Preparatory School** is an independent, tuition-free middle school for boys of all faiths, races and cultures from low-income families in the New Bedford area. The school provides a challenging and supportive learning environment, where motivated students of all faiths are offered an intellectual, cultural, physical, and moral education.

**Our Sisters' School** provides an independent tuition-free middle school for girls of all faiths, races, and cultures in grades 5–8 from the New Bedford area. The mission of the school is to inspire and educate middle-school girls from the Greater New Bedford area to reach their full potential in a safe, supportive, and challenging environment.

### **Faith Based Schools**

There are seven Catholic schools within the city. Many of the students who attend these schools go on to attend Bishop Stang High School in neighboring Dartmouth. There are also two pre-schools and the Nazarene Christian Academy, a school operated by the Church of the Nazarene.

## Goals and Objectives

The following goals and objectives supplement the NBPS Strategic Plan and address educational needs as they relate to the larger vision for our seaport community—a sustainable workforce, strengthening community involvement, and promoting achievements and cultural heritage.

### 1. Continue to improve the performance of students in the New Bedford school system and participants in other school system programs

- a. Strengthen traditional learning programs
- b. Extend the classroom opportunities into the community through partnerships with regional universities, agencies, and other community non-profit organizations
- c. Expand curriculum programs to include skills and training for 21<sup>st</sup> century jobs for both students and adults
- d. Expand successful programs to other grades or segments of the population
- e. Increase cultural responsiveness when making decisions about curriculum and inspiring student performance

### 2. Engage the community's participation in school programs, policy discussions, and events

- a. Use a variety of mechanisms and meeting schedules to reach out to families and encourage their participation in school events
- b. Provide transportation options to get families to school meetings and events or to allow families to watch and contribute to programs from residences via media and internet connections
- c. Strengthen cultural responsiveness when considering actions to encourage more family participation, including bi-lingual notification through various media sources

### 3. Continue to provide innovative educational opportunities to students, families, and adults

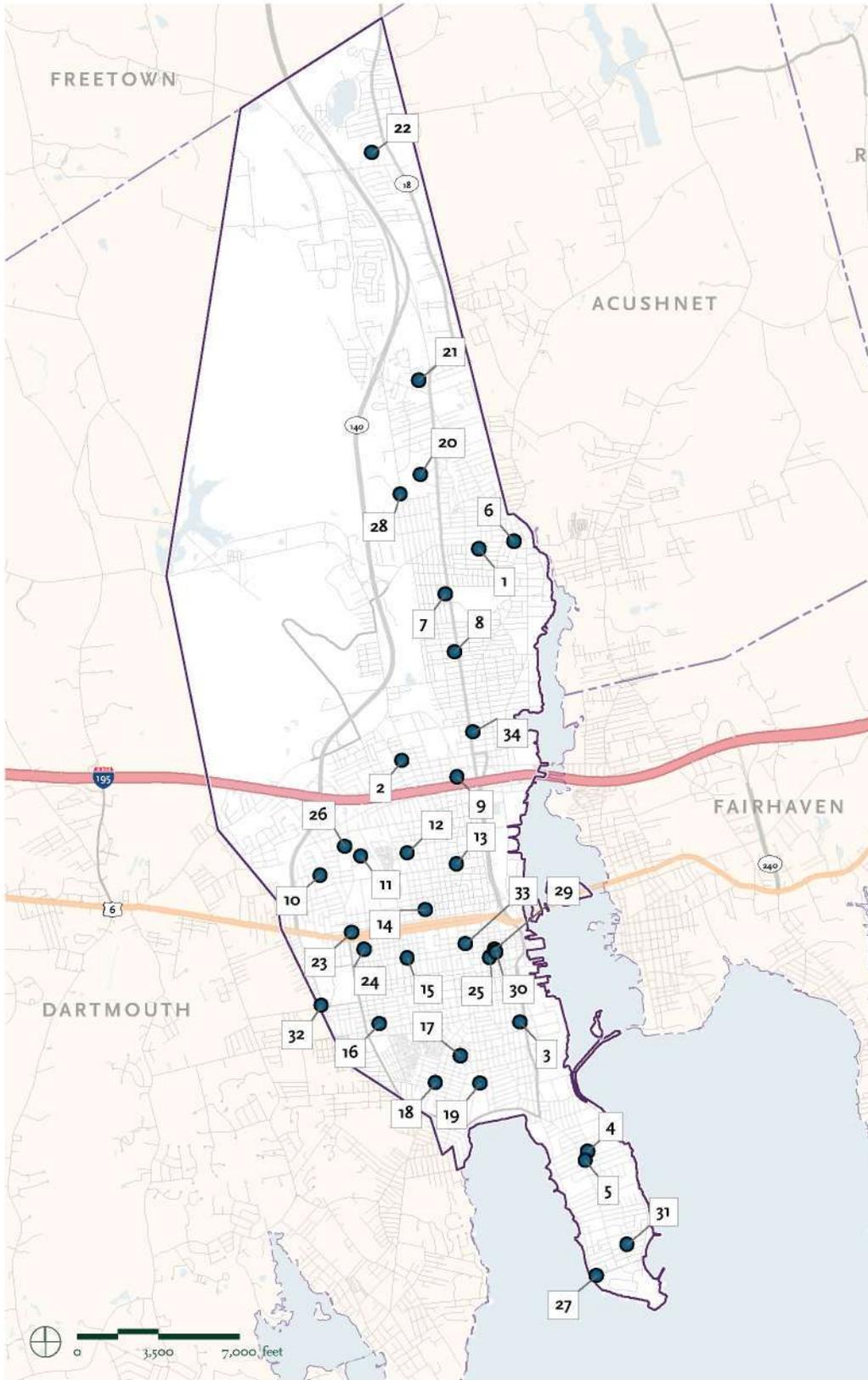
- a. Expand linkages with local colleges to provide alternative learning programs and expand early college awareness programs
- b. Expand the continuing educational options (i.e., schedule; location) for adults
- c. Continue the ESOL and GED opportunities, and explore collaboration opportunities between the two programs and other support organizations
- d. Provide job training for those seeking to enter or re-enter the labor force or to enhance their job skills
- e. Provide learning options for the Green Economy and workforce development for local green industries and greening organizations
- f. Invest in options for virtual instruction to allow for learning outside the classroom setting
- g. Partner with cultural organizations to integrate an understanding of local history (and the civic pride this engenders) into school curricula and other programs

4. Ensure maximum use of educational system resources and programs

- a. Expand the use of public school buildings and grounds outside of regular school hours and for additional learning programs, including summer learning programs
- b. Implement planned improvements to the school system physical plant and continue to plan for future improvements
- c. Provide more educational programs for the entire community, including all age groups
- d. Allow non-governmental organizations access to school facilities to provide training to educate residents and improve local workforce skills

5. Promote the school system, highlight achievements and accomplishments, and disseminate good news to the community

- a. Develop various communication opportunities to inform the community of the good things happening in the New Bedford Public Schools, promoting staff, students and families
- b. Promote school system accomplishments and graduate success stories through press releases and regular special features in the local media as a means to encourage students to stay in school, and to attract new residents and businesses into the community
- c. Identify and establish a network of successful graduates of New Bedford's public school system who can be featured in advertising, posters, and area media venues
- d. Arrange speaking and mentoring opportunities for members of the graduate network, perhaps through sponsorship from the city's service clubs, such as Rotary, Lions, and Kiwanis



### Inventory Table

#	Name
1	Normandin Middle School
2	Carlos Pacheco
3	Alfred J Gomes
4	Roosevelt Middle School
5	William H Taylor
6	Jireh Swift
7	Charles S Ashley
8	Abraham Lincoln
9	Hayden/McFadden
10	Elizabeth Carter Brooks
11	New Bedford High
12	Horatio A Kempton
13	John Avery Parker
14	Trinity Day Academy
15	Ellen R Hathaway
16	Betsy B Winslow
17	James B Congdon
18	George H Dunbar
19	John B Devalles
20	Greater New Bedford Regional Vocational Technical
21	Elwyn G Campbell
22	Casmir Pulaski
23	Thomas R Rodman
24	Sgt. William H. Carney Academy
25	Nativity Preparatory School
26	Keith Middle School
27	UMass Dartmouth--SMAST
28	Fisher College
29	Bristol Community College
30	UMass Dartmouth--CVPA
31	Sea Lab/John Hannigan
32	Our Sisters' School
33	Whaling City Jr./Sr. High School
34	Global Learning Charter School

Source: City of New Bedford, MassGIS

### A CITY MASTER PLAN NEW BEDFORD 2020

Figure 10.1  
Locational Map of Schools



# 11

## City Services and Resources

### Overview

As a leader in the whaling and textile industries through the 19th and early-20th century, New Bedford was a vibrant city that drew people to her, increasing the population. As a result, city leaders understood the importance of adequate public services, infrastructure, and water quality. As an example, the Municipal Water Works opened in 1869, ensuring a safe supply of water that made expansion of the textile industry possible while supporting population increase. More than a century later, the opening of our state-of-the-art water pollution control facility has significantly improved water quality in Buzzards Bay and for the first time in decades, there is unrestricted public access to the southernmost peninsula.

Today, New Bedford has 117 municipally-owned buildings accommodating governmental, educational, public safety, community, and cultural uses. Many of these buildings are historic in nature, including the present-day City Hall, eight active fire stations, a former fire station restored as a fire museum, a civil defense building, a professional grade fire fighting training tower, the 1,400-seat Zeiterion Theatre, and numerous neighborhood elementary schools still in use today.



Credit: James Ricci

Redevelopment and rehabilitation of older municipal buildings and construction of new facilities, including the water treatment plant and several middle schools, reflect a growing vibrancy in New Bedford. The sufficiency of municipal and school facilities and the recommendations for investment and direction are functions of three important factors:

- > Structure, size, and capabilities of the community's local government and departments, which affect decision-making and implementation;
- > A community's population and demographics, land use pattern, environmental conditions, and infrastructure all of which determine the types of public investments that are most needed; and
- > Expectations of residents and businesses for types and levels of services, and the relative ability of the City to raise revenues to meet these expectations.

New Bedford, like all cities, must deliver services to its citizens regardless of the strength of the economy. Public safety, well maintained streets, and essential services, such as public health, are the foundation of the well being of the community. The core concepts embodied in the municipal services and facilities goals can be applied across departments and programs, support broader community policies of efficient and effective municipal services, and are compatible with a thriving economy that improves our quality of life.

## Existing Conditions and Current Initiatives

Appendix F includes a complete listing of all City departments. This section highlights those departments that are responsible for providing public services, maintaining and improving the city's infrastructure, and meeting the city's public safety needs.

### Department of Public Facilities

#### Building Maintenance Division

The Building Maintenance Division of the Department of Public Facilities (DPF) is responsible for the daily maintenance of 68 municipally-owned buildings, including City Hall, the public libraries, police and fire stations, community centers, and park buildings. Work performed by this Division includes custodial services, daily maintenance issues, and interior and exterior renovations as well as new construction. The staff includes custodians, carpenters, electricians, masons, and plumbers. This Division of DPF does not maintain buildings that are under the control of the School Department, which has its own Building Maintenance Department.

Most of these facilities are historic—many of which were built more than 100 years ago—and continue to serve a vital role in the community, and many are in need of renovation. Recent funding has been appropriated for the purpose of remodeling, reconstruction and making of extraordinary repairs to City-owned buildings, and the Department is in the process of assessing specific needs and prioritizing projects that will be funded through this bond authorization.<sup>1</sup>

#### Public Works Division

The DPF Public Works Division has numerous areas of responsibility related to the maintenance and operation of municipally-owned property and equipment, which impact the city's visual qualities, including the maintenance and enhancement of city shade and street trees, municipally-owned streetlights and lighting for parks and public parking areas, and the maintenance of traffic signals.

Litter and debris, which is discarded on municipally-owned property, is removed daily by Community Pride crews that operate out of this Division. These crews are also responsible for the preparation, set up, and removal of equipment associated with the numerous citywide events throughout the year. This Division is also responsible for the sanding/salting of city streets during the winter months.

#### CEMETERY DEPARTMENT

The Cemetery Department is responsible for providing human services, such as burying the dead, making foundations for cemetery memorials and markers, keeping accurate records of all burials and their exact burial site, and maintaining the cemetery grounds. This Department is also responsible for the proper care and management of the perpetual care trust funds under its jurisdiction as well as the special revenue funds. City owned cemeteries include:

- > Oak Grove Cemetery
- > Peckham West Cemetery
- > Pine Grove Cemetery
- > Rural Cemetery

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<sup>1</sup> Funding provided from a \$3 million bond borrowed under MGL Chapter 44A per vote of the City Council on July 23, 2009.

In addition, the Cemetery Department is responsible for maintaining the following burial grounds:

- > Congregational Church Cemetery
- > Griffin Street Cemetery
- > Point Road Cemetery
- > Reynolds Cemetery
- > Tobey Family Burial Ground

#### PARK MAINTENANCE DIVISION

The Park Maintenance Division of the DPF is responsible for the maintenance of all 25 municipally-owned beaches, parks and playgrounds as well as areas of open space. The six major parks maintained by this Division include: Buttonwood Park; Hazelwood Park; Brooklawn Park; Clasky Common; Fort Taber Park; and Riverside Park. In addition, smaller parks and fields are maintained as well as the neighborhood playgrounds. All of these parks are important neighborhood resources and many are locations for special events. This Division also maintains the Downtown Business District, which includes the New Bedford Whaling National Historical Park.

#### SOLID WASTE/RECYCLING

Solid waste is disposed of in the Crapo Hill Landfill in Dartmouth, which is owned and operated by the Greater New Bedford Regional Refuse Management District. The collection of residential trash, bulky items, and brush and yard waste is contracted through ABC Disposal and trucked to the Landfill. The contract was initiated in 2003 for five years and was extended for an additional five years in 2008. Additionally, the City provides commercial trash collection for the downtown area and the Historic District five days a week.

## Department of Public Infrastructure

### Engineering

The Department of Public Infrastructure (DPI) Engineering Division provides technical support for all City departments as needed. Services provided include construction design, field survey, permitting, record keeping, drafting, construction inspection, and project coordination.

### Highway

The DPI Highway Division provides numerous services for the city, including street and sidewalk maintenance, curbing installation and repairs; sewer and storm drain repairs, snow and ice removal, line painting, and tree installations.

### Waste Water Division

The Waste Water Division serves a number of functions relating to the biological wastewater treatment facility located on Rodney French Boulevard within Fort Taber Park. The City built a 29.6 million gallons per day facility (peak hourly flow is 75 million gallons per day), which began operation in August 1996. This facility provides primary and secondary treatment of wastewater resulting in removal of 85–90% of the influent biochemical oxygen demand and suspended solids.

The city's wastewater collection system currently serves about 98% of New Bedford's population. In addition, the system accepts a minor volume of flow from the towns of Dartmouth and Acushnet. The wastewater collection system is comprised of 360 miles of sewer system, 190 miles of surface drain, 31 pump stations, and 5,000 catch basins. Wastewater is conveyed by a main interceptor to the water pollution control facility at the Fort Taber Park location. Since the plant's opening 13 years ago, the Division has spent nearly \$230 million on

improvements to its wastewater facility, buildings, pump stations and collection systems, and over \$42 million in distribution system betterments.

The city's facilities possess ample capacity in both its distribution systems. Presently, the Quittacas Water Treatment Facility, designed to treat 45 million gallons per day, discharges only 14 million gallons daily, and New Bedford's Water Pollution Control Facility, designed to treat 30 million gallons per day, currently receives 22 million gallons daily.

### Water Division

Water for the city comes from a surface supply comprised of five ponds located in local communities. The principal storage area is Little Quittacas Pond, located in the Town of Rochester, where the City owns 80% of the watershed. The other ponds are Great Quittacas, Pocksha, Assawompsett, and Long Pond situated in the towns of Freetown, Lakeville, and Middleboro. Water treatment takes place at the Quittacas Water Treatment Plant and consists of conventional filtration, disinfection, corrosion control, and fluoridation. The City also supplies water to parts of Freetown and Acushnet along with Dartmouth on a seasonal basis and Fairhaven on an emergency basis, serving a total of 160,000 customers.<sup>2</sup> The City of Taunton also withdraws drinking water from this series of reservoirs, through their terminal reservoir, Elders Pond.<sup>3</sup> There are 12,352 acres of watershed owned by the City around the ponds.

### Library

The New Bedford library system consists of the New Bedford Free Public Library (referred to as the Main Library) located on Pleasant Street directly across from City Hall, and four branch libraries located throughout the city. The first New Bedford public library was originally constructed in 1857 on the site City Hall now stands. After a devastating fire gutted City Hall in 1906, Mayor Charles Ashley, in an effort to preserve and restore the building, choose to switch the buildings uses. Thus, the New Bedford Free Public Library stands on the former site of the original City Hall and the current City Hall stands on the former site of the first public library.

Today, the Main Library boasts the world's largest collection of American Whaling materials as well as early 19th century Quaker materials, and an extensive genealogy collection. All together, the New Bedford library system has over 450,000 items in its collection, including approximately 355,000 books. Portuguese language materials are available at the Casa da Saudade branch and Spanish language materials are available at the Howland-Green branch.

### Fire Department

The main fire station is located on Pleasant Street and there are six other stations located around the city. The city is divided into two districts, each one under the command of a District Chief. As of 2010, the department has eight fire companies to cover the city and 189 personnel, which includes a Fire Prevention Bureau. In 2009, the department responded to 8,537 calls for assistance.

### Police Department

The New Bedford Police Department operates from its main headquarters, located at 871 Rockdale Avenue with three sub-stations: Station 1 located in Downtown at 572 Pleasant Street; Station 2 located in the South End at 168 Cove Street; and Station 3 located in the North End at 781 Ashley Boulevard. The existing sub-stations are strategically located throughout the city and there are plans to expand on this concept. The Port

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<sup>2</sup> <http://www.newbedford-ma.gov/dpi/water/WATERQUALITY.pdf>

<sup>3</sup> Massachusetts Department of Environmental Protection, *Source Water Assessment and Protection (SWAP) Report for New Bedford Water Department*, April 2003.

Security Team consists of a K-9 Unit with airport responsibility, and a Marine Unit addressing seaport concerns, and each has a sub-station at its target location.

The main headquarters facility recently received a facelift that included a new roof, painting, new floors, façade repairs, and a repaved parking lot. There is little dedicated jail space and overnight prisoners are taken to the Ash Street Jail. As the main headquarters building has no room for expansion, growth issues within the department will need to be addressed in the future. Station 2 on Cove Street is not ADA accessible and lacks civilian parking and there is no consolidated parking for the cruisers. Station 3 on Ashley Boulevard is the only building of the three that originally served as a police station. Thus, the existing facilities, in particular the headquarters building, do not function well for public safety facilities and upgrades are needed.

As of 2010, there are 260 sworn personnel in the Department, including those of rank. Of the approximately 200 officers (sworn members not of rank), approximately 150 are in the Patrol Division and the rest are distributed among the administrative and investigative functions, which are based at the main headquarters and district stations. The patrol function is spread out among the main headquarters and the two district stations.

### Public Health

Key programs of the Public Health Department include childhood lead prevention, tobacco control, alcohol prevention, wellness, and public health emergency preparedness operations. The Department also maintains a Massachusetts Department of Environmental Protection Certified Municipal Laboratory that functions as a regional facility at 1000 West Rodney French Boulevard.

The Department works in collaboration with the community to assess strengths and weaknesses and determine the health status of individuals that may impact the community. The Department also develops health policy and recommends initiatives to carry out policies as well as works in collaboration with local healthcare providers, schools, day care providers, and numerous at risk populations within the community to assure that necessary, high quality and effective services are available.

In August 2010, the Board of Health demonstrated the relationship between health and the environment in which we live; and the link between public health, planning and the built environment, by adopting a resolution entitled “Planning for a Healthier Future through the Built Environment and Community Design” (provided herein as Appendix G).

Of the many projects undertaken by the Department, the effort to develop New Bedford into a leader in the statewide Mass in Motion (MIM)<sup>4</sup> initiative is significant for the long-term health of the community. This is a multi-faceted public health effort to address the national obesity epidemic in our community with a particular focus on the importance of healthy eating and physical activity.

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Over half of Massachusetts adults, and one third of middle and high school students are overweight or obese. **Mass in Motion** features a multi-faceted approach that includes regulations to promote healthy eating and physical activity, and grants to cities and towns to make wellness initiatives a priority.

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<sup>4</sup> <http://www.mass.gov/massinmotion/>

Strategies being undertaken include public policy advocacy for the adoption and implementation of School Health Wellness policies and regulations at New Bedford Schools, Day Care Programs, and After-School Programs that support healthy nutritional guidelines for school lunches and snacks as well as:

- > Encourage workplace wellness programs;
- > Increase opportunities for physical activity; and
- > Establish Safe Routes to School programs that emphasize walking and biking to school.



Credit: Mass in Motion

MIM partners provide outreach to various boards, commissions, and community groups to raise awareness and build broad based support for policy and infrastructure/environmental strategies to further foster a built environment that makes healthier choices, the easier choices. These types of changes will help reduce healthcare costs and the serious toll of chronic diseases, such as asthma, heart disease, and diabetes for families and businesses in our community.

## Goals and Objectives

New Bedford strives for a modern, well-maintained infrastructure that values our historic character and architecture as tools to improve the quality of life for our residents. The following goals and objectives, which complement the 2009 *Sustaining New Bedford* report, outline an approach that embraces maintenance and care of municipally-owned structures and land, efficient delivery of municipal services, and effective partnerships to support sustainable practices as we look towards the next decade.

1. Establish measurable methods for delivery of public services that improve efficiency, cost-effectiveness, and sustainability
  - a. Conduct an audit of all services provided that creates measurable standards for effectiveness, and recommends methods to improve public service and facility management based on industry best practices
  - b. Create a comprehensive capital improvements plan that focuses on improving energy efficiency and sustainable building operations
  - c. Expand recycling operations to include all municipal buildings and schools—consider the use of single stream recycling in which all recyclable material can be co-mingled at the point of collection
  - d. Reduce energy consumption per square foot in municipal buildings with corresponding emissions reduction, such as the installation of roof top solar panels where appropriate
  - e. Reduce the annual total gallons of gasoline and diesel fuel used by the municipal fleet and incorporate hybrid-electric vehicles
  - f. Replace all oil heat within municipal buildings with either natural gas or clean technologies; utilize clean technologies for other energy requirements (i.e., electricity)
2. Create and maintain a long-term vision for each City department in its planning, budgeting, and operations with strong collaboration across departments
  - a. Develop a strategic plan for service delivery that establishes a minimum, standard, and enhanced level of service based on established and projected needs
  - b. Develop best practices for each department to ensure optimal performance
  - c. Explore the possibility of adopting a zero-based budgeting program for all departments
  - d. Conduct an audit of all public safety buildings to ensure that the current facilities will meet existing and future needs that conform to applicable public safety standards
  - e. Assess inter-departmental alignment of resources and responsibilities, and, where needed, redistribute those based on maximizing efficiency, effectiveness, and quality
3. Generate a positive, practical, consistent message of sustainability through education, empowerment, and example set by the City as outlined in the 2009 *Sustaining New Bedford* report
  - a. Review service delivery and maintenance operations to identify where sustainability and energy efficiency can be enhanced
  - b. Lead by example in municipal operations and facility management by fostering partnerships, communication, and sustainability principles through City investments and initiatives (i.e., future capital projects can serve as models for making cost-effective, sustainable planning methods and building practices part of project design, planning, construction, and operations)

- c. Work with the Sustainability Task Force to make sustainability initiatives and practices part of standard procedures through actions, such as including renewable energy or materials usage goal and efficiency standards in Requests for Proposals, bid invitations, and contract specifications
  - d. Strengthen and support local job creation through City-led activities, such as green jobs training and green economy initiatives
  - e. Assess inter-departmental alignment of resources and responsibilities, and, where needed, redistribute those based on maximizing efficiency, effectiveness, and quality
4. Build an effective communication strategy across departments to enhance public participation, availability of information, quality of public services, and efficiency
- a. Utilize the City website to communicate to the public about important facilities and services issues
  - b. Provide useful information in multi-lingual format, including on the City website, to reach out to non-English speaking populations
  - c. Explore opportunities to improve daily communication and customer service for all departments
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# 12

## Governance

### Overview

In 1787, a section of Old Dartmouth near the west bank of the Acushnet River, originally called Bedford Village, was officially incorporated as the town of New Bedford. In 1847, the town of New Bedford officially became a city with a Mayor and separate legislative council and alderman form of government.

Today, New Bedford operates with a Mayor as chief executive, a City Council, School Committee, Board of Assessors, and various boards and commissions. Currently, 26 City departments and six quasi governmental agencies support the day-to-day operations of the city.

Throughout the master plan civic engagement process comments relating to improving our local governance focused on desires to:

- > Increase the effectiveness and efficiency of traditional municipal services;
- > Create measurable performance standards for the delivery of City services;
- > Explore the possibility of increasing and staggering terms for Mayor and City Council;
- > Incorporate greater opportunities for cost savings and creating new non-tax based revenue;
- > Establish policies for locally preferred and green purchasing;
- > Provide greater opportunities for individual engagement and voter participation; and
- > Create leadership opportunities for City personnel, and volunteer board and commission members.



Credit: Anne Louro

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The term "**governance**" can describe many things about a community, including how it sets policy, manages its affairs, develops consensus, and resolves conflicts. Furthermore, governance consists of tangible and intangible components. The tangible components include elected bodies, boards, commissions, and departments that conduct the work of local government as well as the policies, public services, taxation, and regulations enforced by a community. Intangible components include a community's political culture, values, and principles that shape local policy and decision making. In all cases, the governance of a community can be rated by means of its effectiveness and efficiency.

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Having an effective, responsive, and efficient government is critical to providing a sound foundation towards our vision as a vibrant seaport community—one that will be achieved through a strategy that requires strong partnerships and shared responsibility. We must continue to be vigorous advocates with our federal and state delegations for the resources needed to achieve our goals by demonstrating clear benefits and measurable results. We must seek out greater stability and efficiency in the construct of our governmental form as well as greater sustainable practices in the delivery of our day-to-day services and operations. Finally, we must expand our roster of partnerships throughout the state and nation as we find ways to become more proactively involved and engaged in the workings of our government.

## Existing Governmental Structure

### Federal and State Government

The city is represented at the federal government level by one Congressman from the Massachusetts Fourth Congressional District and two U.S. Senators. In 2010, these elected officials include:

- > Congressman Barney Frank
- > Senator Scott Brown
- > Senator John Kerry

Within the Commonwealth of Massachusetts, New Bedford is represented by one state senator and four state representatives. The state senator is elected from the Second Bristol and Plymouth Districts, which include the towns of Acushnet, Dartmouth, Fairhaven, and Mattapoisett as well as New Bedford. The state representatives are elected from the Ninth, Eleventh, Twelfth and Thirteenth Districts. The Ninth District includes Dartmouth as well as portions of New Bedford, Freetown, and Lakeville. The Thirteenth District includes portions of New Bedford, Freetown, Lakeville, and Middleborough. The Eleventh and Twelfth Districts are entirely within New Bedford. Figure 12.1, provided at the end of this chapter, presents a visual representation of federal and state representative boundaries. In 2010, the city's federal and state representation includes:

- > Senator Mark C. Montigny, *Second Bristol and Plymouth*
- > Representative Antonio F. D. Cabral, *Thirteenth Bristol*
- > Representative Stephen R. Canessa, *Twelfth Bristol*
- > Representative Robert M. Koczera, *Eleventh Bristol*
- > Representative Christopher Markey, *Ninth Bristol*

### Local Government

Within the Commonwealth of Massachusetts, “local government” includes incorporated cities and towns. Since 1966, the Commonwealth has operated as a “home rule” state, meaning municipalities have a constitutional right of self-governance and the authority to designate their own form of government. New Bedford operates under a form of government known as [Plan B](#)<sup>1</sup>, which consists of a Mayor as the chief executive officer and a City Council as the legislative body. City departments undertake the day-to-day operations of the city, while boards and commissions set policy and provide approval for various activities within the city. Under a Plan B form of government, the Mayor is elected by and from the qualified voters of the city. The Mayor holds office for the term of two years starting the first Monday in January following the election of the Mayor. In 2010, the Mayor of New Bedford is Scott W. Lang.

The legislative powers of the City are vested in the City Council. One Council member is elected by the Council annually as its president. The City Council is composed of 11 members, of whom one is elected from each of the six wards by the qualified voters of that ward, and the remaining five members are elected by the qualified

<sup>1</sup> [http://en.wikipedia.org/wiki/Government\\_of\\_Massachusetts#Local\\_government](http://en.wikipedia.org/wiki/Government_of_Massachusetts#Local_government)

voters of the city. All the councilors are elected to serve for two years, starting the first day of January following their election. The current City Council members and their respective roles are presented in Table 12-1 below. Figure 12.2, provided at the end of this chapter, depicts the city’s wards and precincts.

Table 12-1: City Council Members

At Large		Role
David Alves		Second Vice President
Debora Coelho		
Brian K. Gomes		
Denis Lawrence, Jr.		
John T. Saunders		President
Ward		
One	Linda M. Morad	
Two	Steven Martins	
Three	Kathy M. Dehner	
Four	Bruce Duarte, Jr.	
Five	Jane L. Gonsalves	First Vice President
Six	Joseph P. Lopes	

Note: Refer to Figure 12.2, provided at the end of this chapter, for the location of the city’s wards and precincts.

The Council is responsible for approving the city budget, appropriating all funds to run the city, adopting all ordinances to govern the city, and confirming all mayoral appointments. Table 12-2 identifies Standing and Special Committees, which have been established by the Council. These Committees meet as needed and report back to the full Council.

Table 12-2: Standing and Special Committees

Standing Committees	
Appointment and Briefings	City Property
Finance	Internal Affairs
Veterans Affairs, Elderly, Health, Housing, and Disability Issues	Labor and Industry
Ordinances	Public Safety and Neighborhoods
Special Committees	
The Airport	Sign Design and Review Board
Environmental Affairs	Energy Resource Commission
Memorials and Dedications	Condominium Review Board
Gaming/Casinos	School Traffic Committee
Dog Park (Feasibility)	Exhibition Hall Committee
Soccer Fields	

### School Committee

According to M.G.L. Chapter 71 Section 37—Powers and Duties, it is the responsibility of the school committee in each city or town, and regional school district to select and terminate a superintendent. Along with that, the school committee reviews and approves budgets for public education in the district, and establishes goals and policies in concert with statewide requirements and standards established by the Board of Education.

The New Bedford School Committee meets monthly throughout the year to discuss the above matters. The 2010 Committee members are listed in Table 12-3.

Table 12-3: New Bedford School Committee Members

Name	Role
Mayor Scott W. Lang	Chairman Ex-Officio
Thomas Clark	
Dr. Lawrence Finnerty	Vice Chairman
Dr. John Fletcher	
Mr. Joaquim Nobrega	
Marlene Pollock	
Jill Ussach	

### Board of Assessors

The Assessors, as mandated by the Massachusetts legislature via the Department of Revenue, must [determine the value<sup>2</sup>](#) of all real and personal property located within the city for taxation purposes. By law, all property must be assessed at its full and fair cash value as of the first of each year. The values must be submitted every three years to the Department of Revenue for certification. In the years between certification, Assessors must also maintain the values. They must review sales and the market every year, and thereby reassess values each year. While most communities hire professional appraisal firms to perform this task, New Bedford maintains a full-time in-house staff to conduct this ongoing effort. The 2010 staff and Board members are presented in Table 12-4.

Table 12-4: New Bedford Board of Assessors Staff and Members

Staff	Board Members
Peter S. Barney, Administrative Assistant	Peter E. Berthiaume, Chairman
	Marty Treadup, Clerk
	Kimberly M. Saunders

In addition, the City has a number of boards and commissions that provide advice to various City departments or that review and approve various actions related to state or city ordinances and bylaws. Unless noted otherwise, board and commission members are appointed by the Mayor and confirmed by City Council. The boards and commissions are listed in Table 12-5.

<sup>2</sup> [http://www.newbedford-ma.gov/Assessors/Determination\\_of\\_Values.pdf](http://www.newbedford-ma.gov/Assessors/Determination_of_Values.pdf)

Table 12-5: Boards and Commissions

Boards and Commissions		
Airport Commission	Exhibition Hall Commission	Planning Board
Animal Inspector	Fence Viewers	Recreation Commission
Assessors Board	Fish Weighers	Redevelopment Authority
Bequests, Gifts and Trust Funds	Harbor Development Commission	Greater New Bedford Regional Refuse Management District <sup>*1</sup>
Cemetery Board	Health Board	Greater New Bedford Regional Vocational Technical High School District Committee <sup>*1</sup>
Commission for Citizens with Disabilities	Historical Commission	Retirement Board <sup>*2</sup>
Condominium Board	Housing Authority	School Committee
Conservation Commission	Human Relations	School Traffic Committee
Council on Aging	Industrial Development Finance Authority	Sign Design Review Board
Dog Attack Prevention Commission in the City	Library Trustees	Zoning Board of Appeals
Election Commission	Licensing Board	
Energy Resource Commission	Park Commissioners	
Other		
Steamship Authority Board <sup>*2</sup>	Steamship Authority Port Council <sup>*2</sup>	

\* Mayor appoints...  
 1 Only the New Bedford residents  
 2 One member.

### Municipal Finances

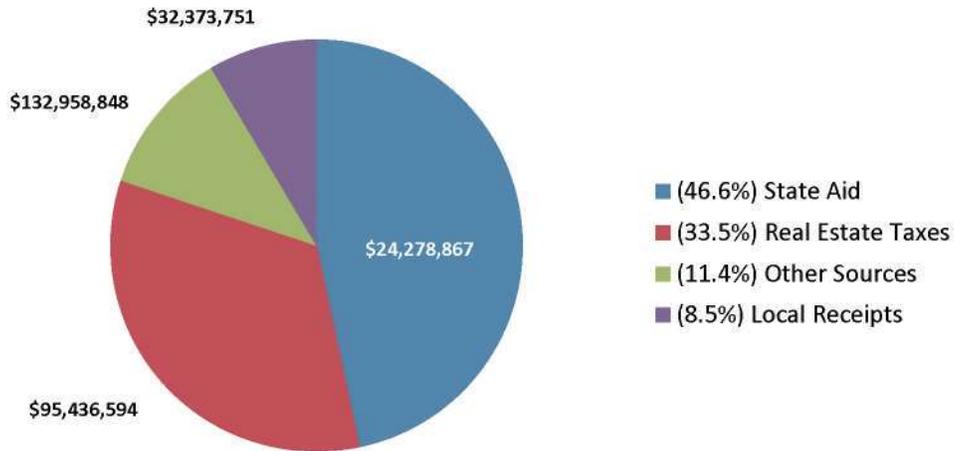
The current Fiscal Year 2011 City budget totals \$285,048,060 and comes from the sources shown in the first pie chart presented in Figure 12.3. Similar to other cities in the Commonwealth, New Bedford depends upon the State for approximately 50% of the local budget, but state aid has been decreasing and unstable in recent years.

The second pie chart in Figure 12.3 shows how the budget is distributed with expenditures totaling \$276,400,384. The largest portion of the budget goes to the School Department, with the second largest amount going to insurance and pensions.

While new growth in recent years has been strong and efficiencies in departmental operations can be realized, with such larger percentages of the City’s annual revenue and expenses outside of the City’s ability to have direct control, changes are required at the state level to bring greater stability and sustainability to the City’s financial model.

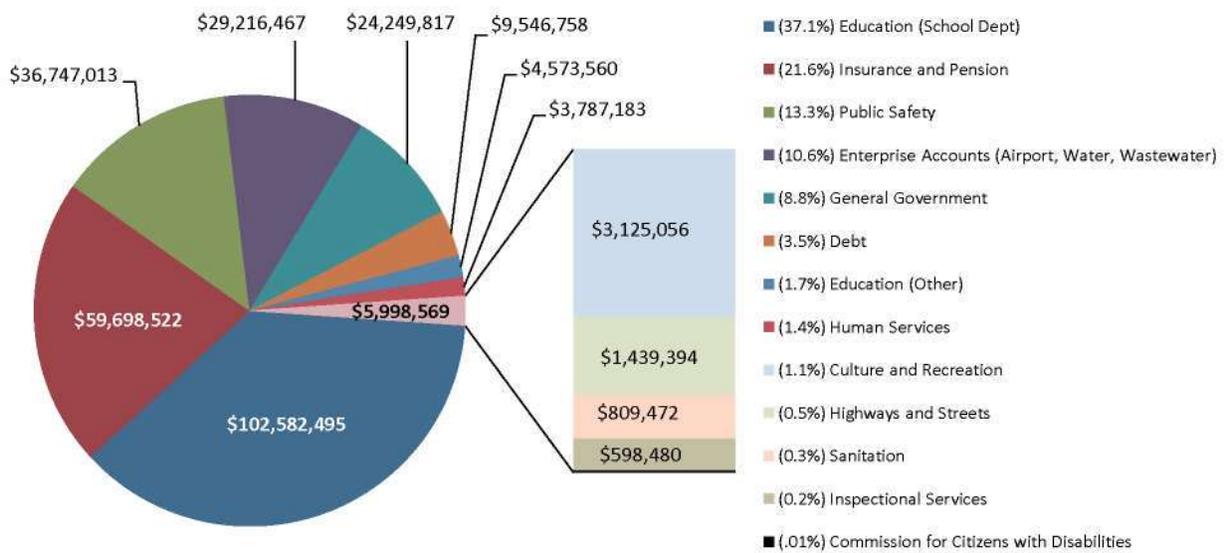
Figure 12.3: City of New Bedford Fiscal Year 2011 Budget

Budget Sources



Total Resources: \$285,048,060

Budget Expenditures



Total Expenditures: \$276,400,384

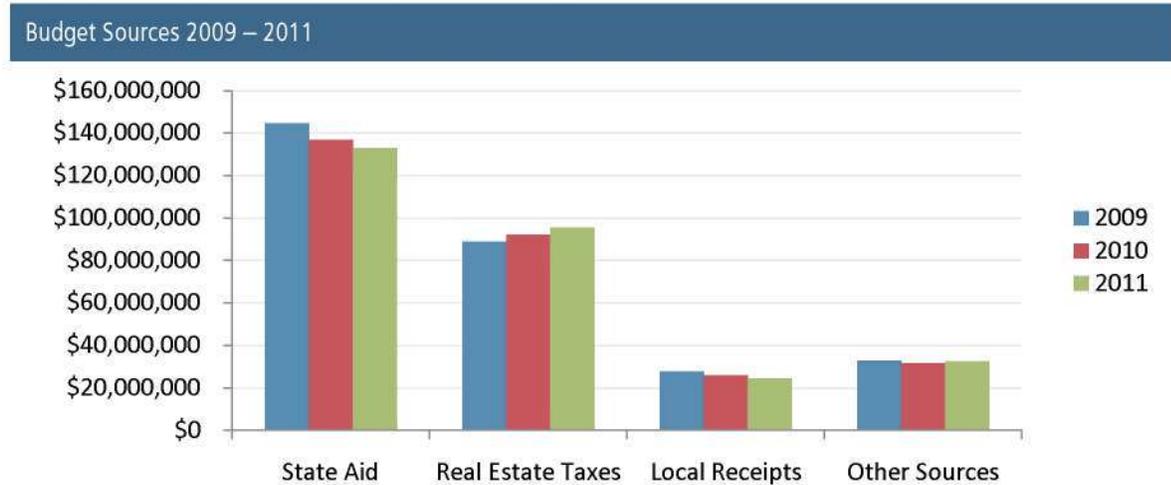
Source: City of New Bedford Fiscal Year 2011 Budget

The complete City budget is available online via <http://www.newbedford-ma.gov/Mayor/Budget2011.pdf>

Note: Resources do *not* include Community Development Block Grant or Harbor Development Commission funds.

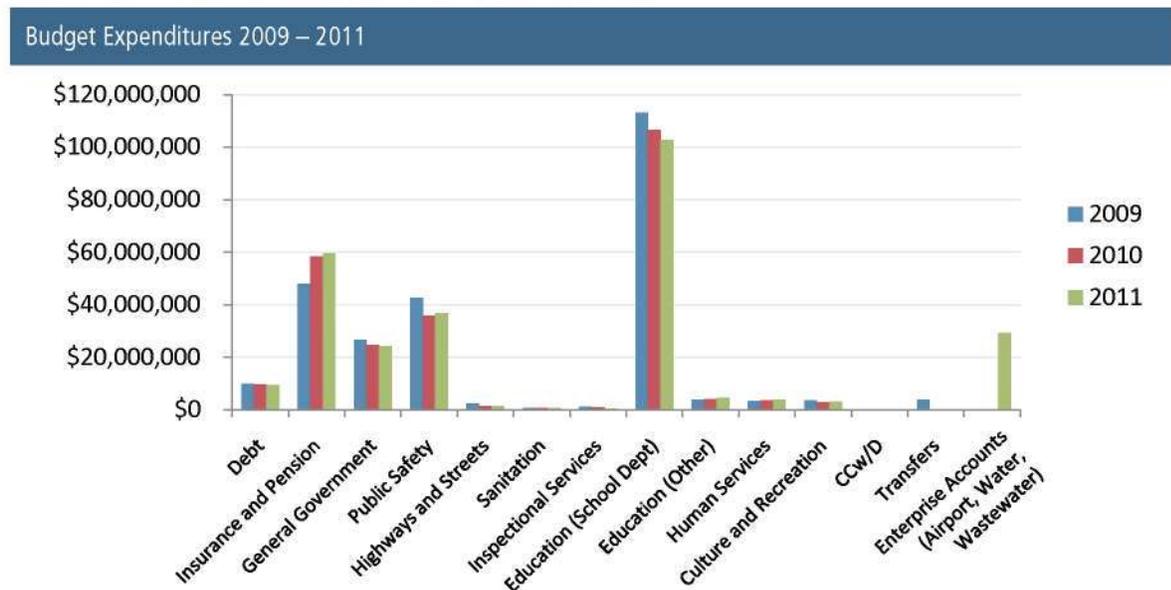
The first bar graph shows trends over the last three years in where the City’s budget comes from and how it is spent. Figure 12.4 illustrates the trend in decreasing local aid from the state, with some of this difference being made up in local property taxes due to new growth from recent development activity. Figure 12.5 shows how the budgets for most City functions have decreased, while the portion of the budget for insurance and pensions has been consistently increasing.

Figure 12.4: City of New Bedford Budget Source Trends



Source: City of New Bedford

Figure 12.5: City of New Bedford Budget Expenditures Trends



Source: City of New Bedford

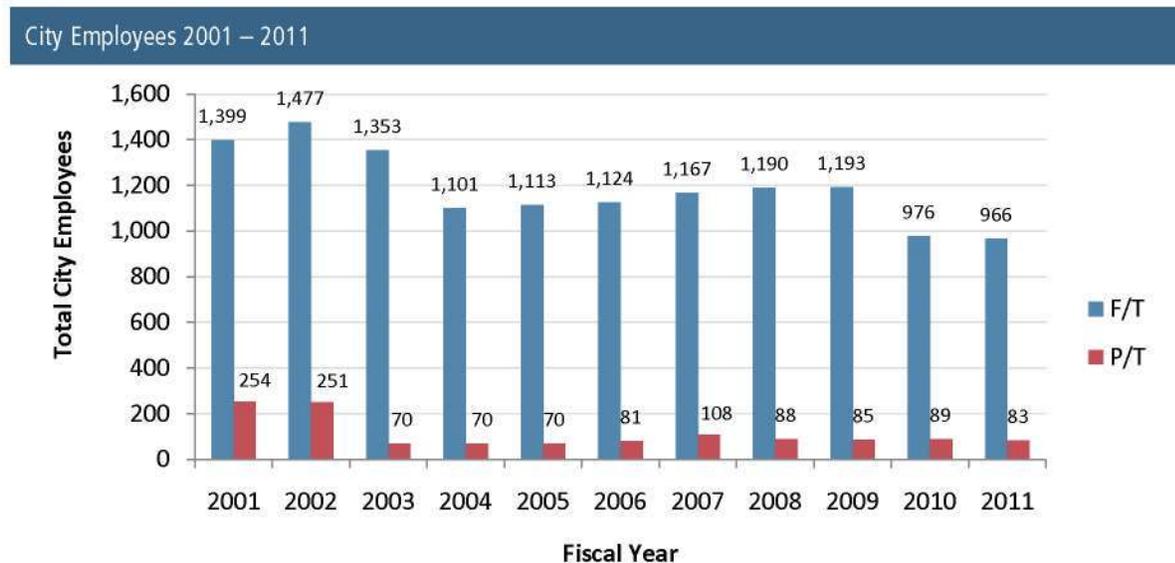
### City Departments

New Bedford has 26 departments and six quasi governmental agencies that support the daily operations of the city. These departments are summarized in Table 12-6. Figure 12.6 illustrates staff reductions over the last 10 years due to budget cuts. The fiscal year 2011 staff has decreased approximately 35% since 2002 and 20% over the last three years largely due to reductions in state aid.

Table 12-6: City of New Bedford Departments and Quasi Public/Private Organizations

City Departments		
Assessors	Health	Police
Auditor	Housing and Community Development	Public Facilities
Cable Access	Inspectional Services Traffic	Public Infrastructure
City Clerk	Library	Purchasing
Community Services	Licensing Board	Solicitors
Election Commission	Management Information Systems	Treasurer
Emergency Medical Services	New Bedford Regional Airport	Veterans Benefits and Services
Environmental Stewardship Planning	Personnel/Labor Relations	Zoological Services
Fire	Planning	
Quasi Public Agencies/Private Organizations		
Harbor Development Commission	New Bedford Housing Authority	Southern Regional Transit Authority
New Bedford Economic Development Council	New Bedford Redevelopment Authority	Greater New Bedford Workforce Investment Board

Figure 12.6: City of New Bedford Staff Reductions



Source: City of New Bedford  
 Note: Count taken on July 1 of each year.  
 F/T = Full-time employees  
 P/T = Part-time employees

## Goals and Objectives

All communities strive for a high performing and cost-effective local government that serves the common good, provides everyday yet essential services, and safeguards our well-being and property. While New Bedford's form of government has been in place since becoming a city in 1847, there is a shared desire to focus on how we can adapt and provide renewed focus for the 21<sup>st</sup> century.

The following goals and objectives outline an approach to governance that embraces partnerships, sustainability, efficiency, and shared responsibility as we look towards the next decade.

### 1. Fully embrace national, statewide, and regional inter-governmental collaborations

- a. Seek out opportunities with public policy institutes and foundations to test new approaches and operational models for mid-size American cities and urban centers
- b. Create legislative and policy partnerships with other communities that will have positive impacts for New Bedford (i.e., Gateway Cities legislation)
- c. Join knowledge sharing networks to gather best practices and policies being established throughout the nation for implementation in New Bedford

### 2. Foster strong partnerships with Federal and State delegations and agencies that offer resources to meet the City's strategic needs

- a. Maintain regular communications with the federal and statewide delegations to provide an understanding of the City's agenda as it relates to the legislative process
- b. Survey the goals and requirements of all available programs for new opportunities that may support strategic initiatives and projects
- c. Establish legislative and funding priorities that most effectively meet strategic needs

### 3. Improve efficiency, sustainability, and enhance the delivery of day-to-day municipal operations and services

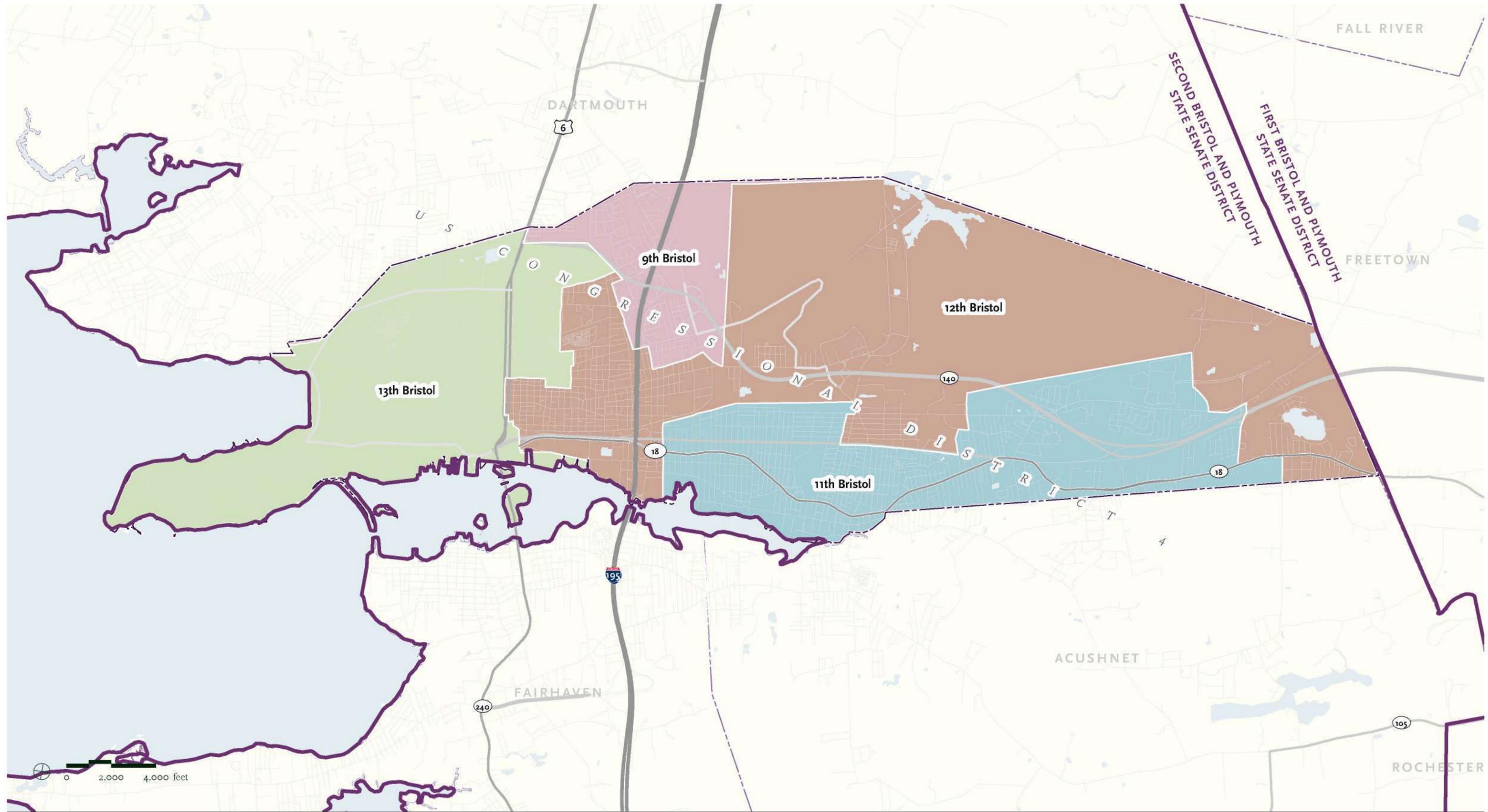
- a. Evaluate existing structure of municipal departments to determine ways to improve efficiency, streamline operations, and realize cost savings (i.e., potential to combine departments)
- b. Evaluate cost-effective operational changes to the City's financial management system (i.e., bi-weekly pay periods)
- c. Establish a sustainable purchasing protocol with a focus on locally preferred service providers, and green and high recycle content products (refer to Chapter 5, *Jobs and Businesses*)
- d. Strengthen and formalize partnerships with other governmental agencies, non-profits, and community groups to provide enhanced services for the care of public spaces and support of public events
- e. Create and maintain a web-based statistical data system that is Geographic Information Systems-based and user-friendly to track and map City services, activities, and response times
- f. Explore, through an independent body, the potential benefits of increasing and staggering terms for Mayor and City Council

4. Establish a system of measurable performance and cost-effective delivery standards

- a. Explore the benefits of performance-based or zero-based budgeting
- b. Utilize strategic budgeting and financing metrics to identify the revenues required to achieve measurable departmental goals
- c. Create clear and current job descriptions for all personnel with specific performance criteria that serve to objectively measure effectiveness
- d. Support leadership and training opportunities for all staff levels
- e. Establish annual department or service area goals for upcoming fiscal year with regular evaluation to measure outcomes
- f. Explore current municipal services that may be more cost-effective if provided through private sector contract

5. Create greater opportunities for community engagement and volunteer involvement

- a. Explore best practices to increase and support active citizen participation
- b. Enhance and promote a central outlet to communicate opportunities for volunteerism throughout the community through all available media
- c. Increase regular training opportunities for board and commission members to create higher performing boards and commissions, and incentivize membership



Source: City of New Bedford, MassGIS

**Legend**

Massachusetts House Legislative Districts

- 9th Bristol
- 11th Bristol
- 12th Bristol
- 13th Bristol

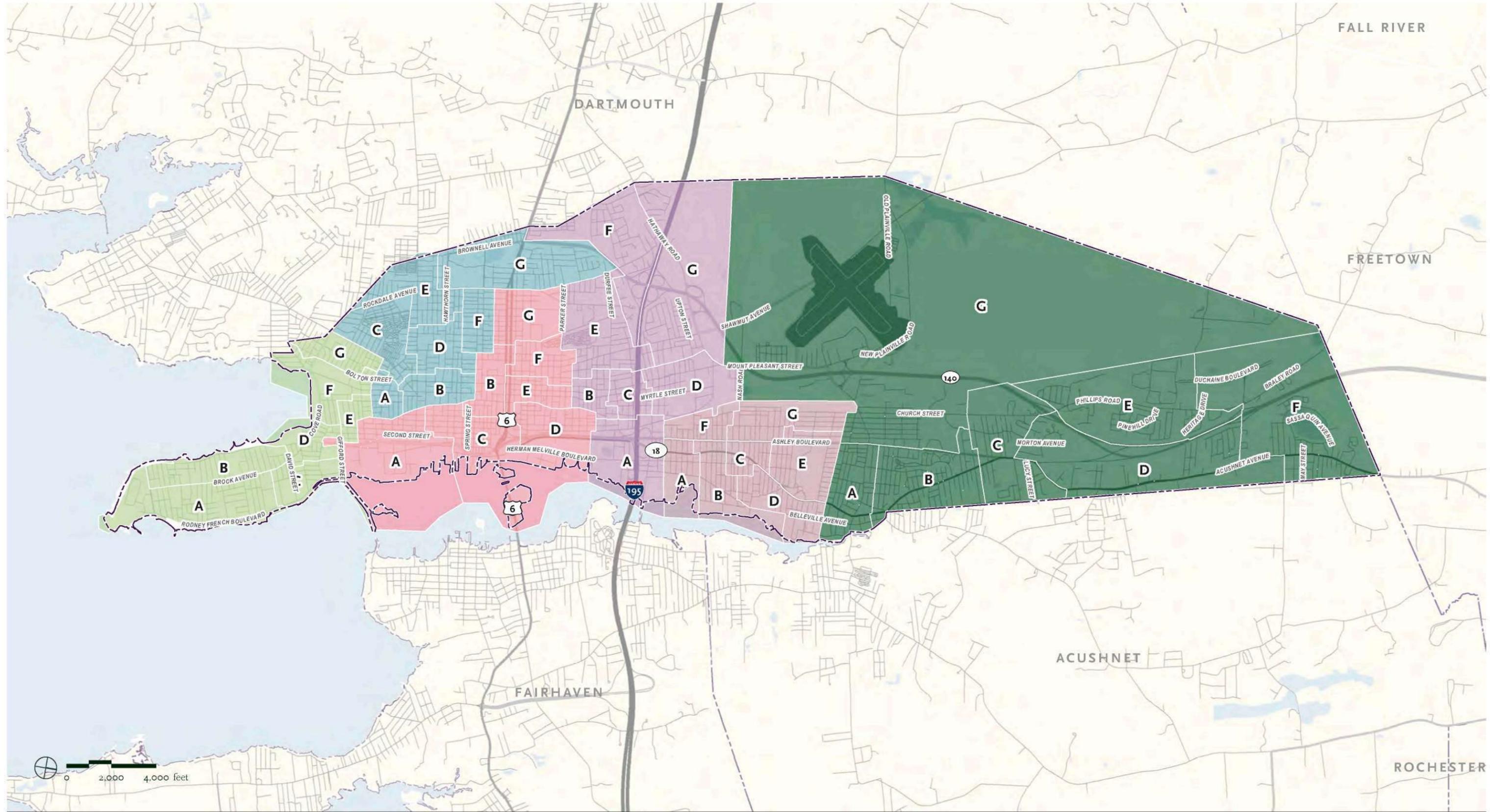
Massachusetts Senate Legislative Districts

- District

**A CITY MASTER PLAN  
NEW BEDFORD 2020**

**Figure 12.1**  
Representative Districts





**Legend**

Ward

	1		4
	2		5
	3		6

Precinct

A,B,C,  
D,E,F,G



**A CITY MASTER PLAN  
NEW BEDFORD 2020**

Figure 12.2  
Wards and Precincts

# 13

## Work Plan

### Overview

To assist in the implementation of *New Bedford 2020*, a work plan has been created. The following work plan presents the specific goals and objectives identified in each of the planning elements of *New Bedford 2020* (chapters 4 through 12) to be completed over the next 10 years according to the following ranking.

- > **Ongoing**  
Actions that are currently underway and will continue over the next 10 years.
- > **Short-term**  
Items of immediate concern, or items that need to be completed in advance of other actions. These short-term items are to be addressed in one to three years after adoption of *New Bedford 2020*.
- > **Mid-term**  
Items of importance, or items that need to wait for a short-term action before they can be addressed. These mid-term items are to be addressed four to six years after adoption of *New Bedford 2020*.
- > **Long-term**  
Items that need to be addressed but may require funding availability, organizational changes or staff availability before they can be addressed. These long-term items are to be addressed in seven to 10 years after adoption of *New Bedford 2020*.



Credit: John Robson

Also identified in the work plan is the responsible party (City department/organization) as well as supplemental information (identified as “Notes”). The comprehensive work plan has been developed as an implementation tool for the Planning Office to use to track the progress of the implementation of *New Bedford 2020*.

The following abbreviations are used in the work plan, and their definitions are provided below for reference.

<b>CBB</b>	Coalition for Buzzards Bay
<b>ConCom</b>	Conservation Commission
<b>DCR</b>	Massachusetts Department of Conservation and Recreation
<b>DIS</b>	Department of Inspectional Services
<b>DPF</b>	New Bedford Department of Public Facilities
<b>DPI</b>	New Bedford Department of Public Infrastructure
<b>FHA</b>	Federal Highway Administration
<b>HDC</b>	Harbor Development Commission
<b>MassDOT</b>	Massachusetts Department of Transportation
<b>MBTA</b>	Massachusetts Bay Transportation Authority
<b>MIS</b>	Management Information Systems
<b>NBEDC</b>	New Bedford Economic Development Council
<b>NBPC</b>	New Bedford Preservation Coalition
<b>NBPS</b>	New Bedford Preservation Society
<b>NPS</b>	National Park Service
<b>OHCD</b>	New Bedford Office of Housing and Community Development
<b>SRPEDD</b>	Southeastern Regional Planning and Economic Development District
<b>SRTA</b>	Southeastern Regional Transit Authority
<b>WIB</b>	Greater New Bedford Workforce Investment Board

Shaping the City			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>1. Implement a new Zoning Code that will promote and guide development that meets the city's vision</b>			
a. Draft new zoning regulations that are aligned with vision, make the ordinance more "user-friendly," and implement recommendations of the zoning diagnostic, such as:	Planning Office, Planning Board	Short-term	Refer to recommendations of the zoning diagnostic. City Council approval required.
i. Adopt a comprehensive mill form-based mill overlay district for all mill development districts throughout the city			
ii. Adopt transit-oriented development zoning for the proposed Whale's Tooth and Kings Highway commuter rail stations			
iii. Adopt modifications to residential zones that allow for lot size requirements that fit the character of the area, design review for in-fill construction, and subdivision regulation that promote sustainable development			
iv. Revise and streamline the City's special permit granting authorities			
v. Update definitions and use table			
vi. Revise parking standards to meet current best practices			
vii. Incorporate/update design, streetscape, and landscaping standards			
b. Encourage sustainable development techniques	Planning Office, Planning Board, NBEDC	Short-term	
c. Promote new zoning as a business and neighborhood development tool	Planning Office, Planning Board, NBEDC	Short-term	
<b>2. Relocate uses that impair the achievement of future development goals to appropriate areas of the city that can best support them</b>			
a. Identify sites and business types that create conflict with future development goals of targeted districts throughout the city	NBEDC, Planning Office	Short-term	Refer to district development plans.
b. Identify appropriate locations for such uses to continue operations and allow for potential expansion	NBEDC, Planning Office	Short-term	
c. Enact pro-active policies and public/private partnerships to enable relocation	NBEDC	Mid-term	
<b>3. Implement internal policy and regulations that will guide development towards the vision and create greater efficiency throughout the permitting process</b>			
a. Revise site plan review and sub-division regulations to be aligned with new zoning code	Planning Office, Planning Board	Short-term	Coordinate w/ relevant boards, commissions, and departments/agencies
b. Create sustainable development guidelines for commercial and residential development to aid the public and private sectors	NBEDC	Short-term	Coordinate w/ relevant boards, commissions, and departments/agencies
c. Improve access to information through web-based approach while maintaining and enhancing actions of the Permitting Task Force	Planning Office, MIS, NBEDC	Ongoing	

Shaping the City			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>4. Undertake new strategic planning for citywide initiatives in targeted areas as identified in <i>New Bedford 2020</i></b>			
a. To partner with preservation-minded organizations to complete a community preservation plan that strives to establish a vision, mission, and priorities for preservation of historic properties for the City and associated organizations	Planning Office, NBPC	Short-term	Public forum or facilitated planning session should be considered.
b. Create neighborhood design guidelines to revive New Bedford's traditional commercial corridors and create vibrant and close knit communities	Planning Office, OHCD	Short-term	Public forum or facilitated planning session(s) should be considered.
c. Promote grass roots initiated neighborhood development plans for strategic neighborhoods and corridors across New Bedford that incorporate principles, such as targeting blighted structures and lots for adaptive reuse, allow for meaningful public involvement and community consensus, and provide opportunities for green space	Planning Office, NBEDC	Short-term	Public forum or facilitated planning session(s) should be considered.
d. Implement gateway improvements aimed at enhancing pedestrian safety and overall environment, "greening" of paved areas, providing space for public art and other public amenities, and enhancing way-finding	Planning Office, DPI, NBEDC, OHCD	Short-term	Engage SRPEDD and other state agencies such as MassDevelopment and MassDOT.

Jobs and Business			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>1. Expand and secure recent success in developing emerging technology sectors, such as marine science and technology, alternative energy, medical devices, biotech manufacturing, and creative enterprises</b>			
a. Target off-shore wind as an anchor use for a maritime terminal facility	NBEDC	Short-Term	Continue current efforts to begin construction for south terminal site.
b. Continue to vigorously pursue target sectors that are a good fit for New Bedford by building relationships with industry leaders and policy makers	NBEDC	Ongoing	
c. Support and encourage the shift of traditional businesses toward green product installation, manufacturing, and service	NBEDC	Ongoing	
d. Strengthen partnerships with state and federal agencies that have a direct impact on supporting emerging businesses in emerging sectors	Mayor, NBEDC	Ongoing	
e. Target public infrastructure investment and business incentives toward emerging sectors	DPI, NBEDC	Ongoing	Close coordination w/ state agencies required.
<b>2. Enact a comprehensive development strategy that links underperforming and potential development sites, such as brownfields, business park sites, and historic mills throughout the city with opportunities for emerging sector development to increase and stabilize the commercial tax base and create jobs</b>			
a. Conduct a space needs/site requirement analysis for emerging sector manufacturing	NBEDC, Planning Office, MIS	Short-Term	
b. Identify brownfield sites throughout the city and prioritize those with the highest economic development potential or those that are a threat to public health and the environment for assessment and remediation	NBEDC, Environmental Stewardship	Short-Term	
c. Develop a business model that targets development opportunities at the New Bedford Regional Airport	NBEDC, Airport	Short-Term	
d. Identify former textile mill structures and other underperforming industrial sites throughout the city with the highest economic development potential	NBEDC	Short-Term	Engage the support of MassDevelopment
e. Develop an implementation strategy to market, remediate, and incentivize the development of targeted priority sites	NBEDC	Short-term	
<b>3. Continue to foster sustainable development projects that have the ability to catalyze economic growth within targeted neighborhood, commercial, and development districts through both jobs created during construction and the creation of permanent jobs for New Bedford citizens</b>			
a. Provide sound planning, analysis, and critical data for targeted development districts and land use types and proactively market such districts and development sites	NBEDC, Planning Office	Ongoing	
b. Target public infrastructure investment and business incentives toward sustainable and catalytic development projects within targeted districts, such as brownfields and sites identified in completed strategic planning efforts	NBEDC, DPI, Environmental Stewardship, Planning Office	Ongoing	
c. Advocate for state legislation that will bring competitive advantage to the development of brownfield sites, historic buildings, and targeted development districts	Mayor, NBEDC	Short- term	Explore partnerships w/ other gateway cities

Jobs and Business			
Goal and Objectives	Responsible Party	Timeframe	Notes
d. Develop comprehensive sustainable development guidelines that will clearly articulate the development principals and standards for all future economic development and job creation projects	NBEDC	Short-term	Consider use of "task force" model to engage all relevant departments, boards, and private stakeholders.
<b>4. Increase support and services to existing and small businesses that strengthen pedestrian-friendly neighborhood commercial districts throughout the city and create new job opportunities for New Bedford families</b>			
a. Ensure that business development assistance programs (i.e., lending; business planning; permitting assistance) are easily accessible and meet the needs of the small business community	NBEDC	Ongoing	
b. Establish a comprehensive marketing program for the Downtown, North End, and South End commercial districts	NBEDC	Mid-term	Coordinate efforts w/ business associations.
c. Improve the public realm to create more pedestrian-friendly, accessible, and attractive spaces	NBEDC, Planning Office DPI, DPF	Long-term	
d. Implement recommendations outlined in completed planning and development studies for the Downtown, North End, and South End gateway areas	NBEDC	Mid-term Long-term	Develop priorities for mid and long-term action items.
e. Seek grant opportunities and funding assistance to businesses and building owners to make appropriate improvements to storefronts and facades that enhance the streetscape and overall customer experience	NBEDC, OHCD	Short-term	
<b>5. Support traditional harbor industries, including fishing and seafood processing, while capturing new opportunities to diversify the Port's economy in sectors, such as short sea shipping, alternative energy, tourism, and recreational boating</b>			
a. Add needed waterfront infrastructure that will more efficiently and safely support existing and potential future port activities, including but not limited to commercial fishing vessel berthing, navigational dredging, rehabilitation of existing and creation of new marine terminal facilities	HDC, NBEDC	Mid-term	
b. Provide amenities and services that promote the public's enjoyment of and access to the waterfront and watershed, including adding cultural-, recreational-, and tourism-based space and facilities, preserving key elements of the Harbor's heritage, and providing opportunities for waterfront retail that supports marine industries	HDC, NBEDC	Long-term	Consider use of "task force" model to engage all relevant departments, boards, and private stakeholders.
c. Effectively promote the Port by attracting new maritime industries that will add to the economic vitality of the region, complement the Port's existing identity and not conflict with the mix of uses envisioned for the waterfront	HDC, NBEDC	Short-term	
d. Develop a comprehensive "Green Port" strategy to support/complement ongoing efforts to clean up the Harbor, incorporate energy efficiencies, operational improvements, recycling initiatives, and encourage the use of sustainable and cost-beneficial "green technology" throughout the Port	HDC, NBEDC, Environmental Stewardship	Short-term	
e. Encourage and support appropriate new private waterfront development	NBEDC	Ongoing	

Jobs and Business			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>6. Develop the creative economy and cultural tourism as a leading edge growth sector</b>			
a. Establish a sustainable operational and staffing structure to manage creative development and cultural tourism within the context of other job creation sectors and leverage existing resources across functions, agencies, and stakeholders	NBEDC	Mid-term	
b. Build the brand of New Bedford as the creative center of the southcoast	NBEDC	Short-term	
c. Develop the art market place to private and corporate collectors of all tier levels	NBEDC	Mid-term	
d. Explore the creation of arts districts throughout the city	NBEDC, Planning Office	Mid-term	
e. Expand and assist in sustainable programming capacity for arts and culture institutions and organizations to ensure successful events	NBEDC	Long-term	
<b>7. Provide workforce development and training that aligns with emerging growth sectors</b>			
a. Complete a comprehensive analysis of economic, business, and labor force conditions in New Bedford and its region to enhance current workforce development programs	NBEDC, WIB	Short-term	Consider use of "task force" model to engage all relevant departments, boards, and private stakeholders.
b. Conduct an assessment of existing programs offered to determine any gaps in training provided and potential collaborations and efficiencies in delivery	NBEDC, WIB	Short-term	
c. Evaluate statewide employment by industry projections prepared by the Massachusetts Executive Office of Labor and Workforce Development and estimate a range that could potentially be captured in New Bedford over the next 10 years	NBEDC	Short-term	
d. Ensure that workforce training programs are easily accessible and meet the needs of the community	NBEDC, WIB	Short-term	Consider use of "task force" model to engage all relevant departments, boards, and private stakeholders.
e. Develop private sector partnerships with emerging sector businesses and organized labor, such as marine science and technology, renewable energy, and healthcare to increase placement opportunities for newly trained individuals	NBEDC, WIB	Short-term	Consider use of "task force" model to engage all relevant departments, boards, and private stakeholders.
<b>8. Continue to foster a transparent and efficient business-friendly environment</b>			
a. Continue and enhance the work of the Permitting Task Force	Mayor, NBEDC, Planning Office	Ongoing	
b. Establish web-based permitting and scheduling for all permit granting municipal departments and agencies	MIS, Planning Office	Mid-term	
c. Update and revise zoning to allow for a more flexible design solutions that are not in conflict with intended development principals	Planning Office, Planning Board, NBEDC	Short-term	
d. Establish an easy to navigate web-based site that offers all programs, requirements, and regulations in a single location	MIS, Planning Office, NBEDC	Mid-term	Coordinate w/ all permitting departments, boards, and commissions.

Jobs and Business			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>9. Enhance and further develop current efforts of the City to communicate a positive message for economic growth opportunities that will continue to build on our momentum and tell our story—<i>New Bedford is a good place in which to invest, do business, visit, and raise a family</i></b>			
a. Continue to cultivate the use of traditional free media combined with social networking to communicate positive news about New Bedford to a broad audience	NBEDC	Ongoing	
b. Expand the existing New Bedford IS platform for targeted marketing of priority development sites and key job growth sectors	NBEDC	Short-term	
c. Build the brand of New Bedford as the creative center of the southcoast	NBEDC	Mid-term	Engage all stakeholders through task force model.
d. Focus marketing efforts to a regional audience by reintroducing New Bedford with new attractions and programs	NBEDC	Short-term	
e. Continue and enhance ongoing collaborative efforts to broadcast a unified message across targeted audiences at venues of high exposure	NBEDC	Short-term	Engage all stakeholders through task force model.
f. Encourage cross-marketing of attractions and museums	NBEDC	Ongoing	Engage all stakeholders through task force model.
<b>10. Develop greater management capacity to more rapidly advance projects and economic development initiatives</b>			
a. Conduct a review of the current management structure and best practices of other communities to determine potential options for a more efficient and productive operational model	Mayor, NBEDC	Mid-term	Short-term
b. Establish a platform for consistent communication and project management for strategic projects	Mayor, NBEDC	Long-term	Short-term
c. Continue to seek new partnerships and non-traditional funding sources to expand the capacity of economic development operations	Mayor, NBEDC	Short-term	Ongoing

Neighborhoods and Housing			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>1. Encourage and maintain a wide range of housing types throughout the city that reflect the historic and cultural character of each area by supporting development that provides for households of all income levels</b>			
a. Encourage appropriate treatment of historic properties and, create and implement in-fill design guidelines to ensure that neighborhood character is enhanced and maintained	Planning Office, OHCD, NBHC	Short-term	
b. Revise zoning to ensure that a mix of housing choices are allowed by-right in appropriate districts	Planning Office, Planning Board	Short-term	Such as adaptive reuse of vacant or underutilized mill buildings located around the City
c. Conduct an assessment identifying specific locations where additional affordable housing is deemed appropriate, such as adaptive reuse of vacant or underutilized mill buildings	Planning Office, OHCD, NBEDC	Short-term	Coordinate w/ district planning for mixed-use development
d. Revise the uniform 8,000 square foot minimum lot size standard for three of the four residential zoning districts—RA, RB, and RC	Planning Office, Planning Board	Short-term	Requires approval of City Council.
e. Provide incentives that encourage housing developments to include affordable housing units that are integrated throughout the community	Planning Office, OHCD, NBEDC	Long-term	
<b>2. Make certain that New Bedford can meet the need for affordable housing for its current and future residents</b>			
a. Continue to meet the 10% affordable housing goal established by M.G.L. c. 40B	OHCD	Ongoing	
i. Identify projects where the affordability deed restrictions may potentially expire			
ii. Renegotiate with the property owners to keep such units restricted for affordable housing for at least 99 years or in perpetuity			
b. Ensure that all future affordable units remain affordable in perpetuity	OHCD	Ongoing	
c. Address the needs of the significant number of New Bedford households that are potentially at risk in their ability to find affordable quality housing in the city	DIS, OHCD, Planning Office	Short-term	
d. Encourage affordable housing development near the proposed train stations by acquiring station area land through the use of public funds before the station is constructed; and partnering with developers to pursue housing grant funds, Chapter 40R zoning, and other tools for ensuring mixed-income housing over the long-term	Planning Office, OHCD, NBEDC	Mid-term	
<b>3. Promote a mixed-use environment in Downtown New Bedford, and in other commercial centers and corridors to ensure a vibrant community during the day, evening and weekends, that creates walkable village-like neighborhoods throughout the city</b>			
a. Revise the zoning ordinance to allow mixed-use zoning in the downtown area and other neighborhood centers encompassing both residential and commercial components	Planning Office, Planning Board, NBEDC	Short-term	Refer to recommendations of the zoning diagnostic. City Council approval required.
b. Provide a variety of housing choices in residential portions of mixed-use buildings	Planning Office, OHCD, NBEDC	Short-term	

Neighborhoods and Housing			
Goal and Objectives	Responsible Party	Timeframe	Notes
c. Keep residential neighborhoods intact while allowing for industrial and commercial growth in strategic areas. Consider allowing some limited conversion of large houses to small office-oriented businesses (i.e., medical; law; accounting) in residential and commercial locales if compatible with the neighborhood character	Planning Office, Planning Board, NBEDC	Ongoing	Public forum or facilitated planning session(s) should be considered.
d. Explore zoning that supports the concept of neighborhood commercial uses appropriate to secondary or even tertiary "urban villages" that reflect the history and culture of each neighborhood (i.e., Kempton Street; Rivet Street; Ashley Boulevard)	Planning Office, Planning Board,	Short-term	
<b>4. Monitor and enforce compliance with applicable building and health codes to ensure a safe housing stock</b>			
a. Provide necessary resources to support code enforcement	Mayor, City Council, DIS	Mid-term	
b. Enforce existing ordinances that require the registration of blighted and vacant buildings; and increase penalties for failure to address violations	DIS	Short-term	
c. Continue to utilize the ordinance that allows the City to make necessary repairs and recover costs	DIS	Short-term	
d. Conduct selective demolition of targeted properties in conformance with the Property Review Team	DIS	Short-term	
e. Identify vacant lots in neighborhoods that are blighted and uncared for and work with neighborhood residents to rehabilitate the lots for useful purposes, such as community gardens, parking, and purchase by abutters	Planning Office, NBEDC, DIS, OHCD	Mid-term	Public forum or facilitated planning session(s) should be considered.
<b>5. Establish standards for the use of sustainable practices in housing rehabilitation and new construction</b>			
a. Update building codes to require the use of energy efficient insulation, windows, and appliances (i.e., MA Stretch Energy Code requirements)	Mayor, City Council, DIS, Planning Office, NBEDC	Long-term	
b. Encourage green building standards for all types of housing	Mayor, City Council, DIS, Planning Office, OHCD	Long-term	
c. Provide housing rehabilitation loans and grants to low- and moderate-income households to assist in bringing their property up to regulatory codes, abating asbestos and lead-based paint exposure, and for energy efficiency improvements, such as insulation, installation of high-efficiency boilers and hot water heaters, and door and window replacement	OHCD	Ongoing	
d. Ensure zoning provides for the use of alternative energies (i.e., solar) where appropriate	Planning Office, Planning Board,	Short-term	

Transportation			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>1. Improve, enhance, and integrate the city's public transit services, including shuttles and inter-city buses as well as regional passenger rail and the Fast Ferry service to Nantucket and Martha's Vineyard</b>			
a. Construct the proposed Whale's Tooth Station—an energy efficient, multi-modal transportation hub that integrates planned inter-city rail with existing shuttles, buses, and ferries in a facility that will serve as a model for sustainability	MBTA, City	Long-term	
b. Advocate for responsible funding levels to support development and enhancement of public transportation facilities and services	Mayor, Planning Office, SRTA/SRPEDD	Mid-term	
c. Seek funding opportunities and partnerships to provide effective public transit to schools, businesses, parks, cultural and historical sites, and recreational areas	Planning Office, NBEDC, School Dept, SRTA	Mid-term	Coordinate with current efforts such as the NPS shuttle program
d. Strive for recognition as a "leader in the field" of public transportation administration	SRTA	Mid-term	
e. Support the SCR project and implement zoning to allow for TOD at the Whale's Tooth and Kings Highway Station areas	Mayor, Planning Office, NBEDC	Ongoing	
f. Investigate the possibility of a street car or light rail service to the city	SRTA	Long-term	
g. Investigate improving transit services to Taunton, Fall River, and UMass Dartmouth by railcars north to Taunton and light rail to UMass Dartmouth and Fall River	SRTA, MBTA	Long-term	
h. Explore flexible route or jitney services for extended uses (i.e., community events; Sunday service)	SRTA	Long-term	
<b>2. Maintain or enhance vehicular mobility in the city while striking a balance between roadway safety improvements, gateway treatments, pedestrian comfort, and roadway character</b>			
a. Conduct annual reviews of the condition of the city's transportation infrastructure and allocate available funding towards priority and gateway projects	Mayor, City Council, DPI, NBEDC	Ongoing	
b. Complete the planned linkage between Downtown and the waterfront, including the construction planned as part of the Route 18 improvements	DPI, MassDOT, NBEDC, HDC, Planning Office	Short-term	
c. Conduct an evaluation of the entrance experience to the airport that explores options to maintain a separate service roadway	Airport, NBEDC, Planning Office, DPI	Mid-term	
d. Establish design guidelines for new streets and roadways that encourage stormwater management and draught resistant plantings	DPI, Planning Office, Environmental Stewardship	Mid-term	
e. Conduct detailed evaluation of parking strategies and management in Downtown and other traditional commercial areas	Planning Office, Traffic Comm., NBEDC	Short-term	Public forum or facilitated planning session(s) should be considered.
<b>3. Control or regulate the amount of new traffic added to the city roads by clustering heavy traffic generators where they can be served by existing major roadways, such as Interstate 195, Route 18, Route 140, and Route 6</b>			
a. Consider the development of zoning overlay districts near major transportation corridors that promote the placement of heavy traffic generators in these areas	Planning Office, NBEDC, Planning Board	Short-term	

Transportation			
Goal and Objectives	Responsible Party	Timeframe	Notes
b. Examine and prioritize undeveloped and under-developed properties adjacent to these corridors	NBEDC, Planning Office	Mid-term	Engage MassDevelopment and SERPEDD
<b>4. Enhance non-vehicular transportation opportunities and increase opportunities for residents to walk and bicycle safely around New Bedford</b>			
a. Develop a clear set of development guidelines identifying how (re)development opportunities can create more walkable commercial corridors and districts throughout the city	Planning Office, NBEDC, OHCD, Parks/Rec.	Mid-term	
b. Identify sections of the city where vehicular and pedestrian/bicycle traffic interact to take advantage of the nexus of users and create transitional links for users	Planning Office, DPI	Mid-term	Public forum or facilitated planning session(s) should be considered.
c. Seek funding sources that target pedestrian/bicycle enhancements for the city	Planning Office, DPI, Parks/Rec.	Short-term	
d. Develop a detailed citywide pedestrian/bicycle plan identifying new trails, bicycle routes, lanes and paths, and identify where corridors are in need of upgrade/repair	Planning Office, DPI, Park Comm.	Long-term	
e. Develop roadway design guidelines that address safety and aesthetic issues while promoting the creation of greenway corridors and safely accommodating pedestrians and bicyclists	Planning Office, DPI	Long-term	Public forum or facilitated planning session(s) should be considered.
<b>5. Develop access management and traffic impact study guidelines</b>			
a. Prepare and incorporate into the site plan approval process a set of traffic impact and access study guidelines that will require developers to identify a project's transportation impacts and how the project will promote non-vehicular options for arriving/departing from the site	Planning Office, DPI, Planning Board	Mid-term	Engage SRPEDD
b. Incorporate access management techniques into the current site plan process that promotes shared driveway and parking opportunities	Planning Office, Planning Board, Traffic Comm.	Mid-term	
c. Prepare and incorporate guidelines for the site plan approval process that set maximum parking needs and enhanced green space and stormwater management requirements	Planning Office, Planning Board, Traffic Comm., ConCom	Short-term	
d. Explore programs where developers participate in addressing traffic, congestion, and safety issues	Planning Office, Planning Board, Traffic Comm., NBEDC	Mid-term	
<b>6. Consider traffic calming elements where appropriate to regulate high rates of speed</b>			
a. Identify high speed/collision corridors and intersections that might benefit from traffic calming applications that meet the character of the area	Traffic Comm., DPI, Police	Long-term	

Transportation			
Goal and Objectives	Responsible Party	Timeframe	Notes
b. Develop fair and equitable traffic calming guidelines for the City to implement, including: a means of temporary implementation, observance, and objective testing of potential traffic calming options prior to implementation	Planning Office, DPI, Traffic Comm.	Long-term	
<b>7. Continue to pursue and advance major roadway infrastructure projects</b>			
a. Advance plans for the replacement or significant upgrade to the Route 6 New Bedford/Fairhaven Bridge	Mayor, Planning Office, DPI, NBEDC, MassDOT, FHWA	Long-term	
b. Pursue federal and state funding for the southern and northern area improvements as well as upgrades to the Route 18 corridor	Mayor, SRPEDD	Short-term	Coordinate with SCR planning
c. Implement Kings Highway Study recommendations, including adding a turning lane in the section from Route 140 to the railroad tracks	DPI	Mid-term	
<b>8. Continue to enhance the city's freight service—highway, rail, and ship</b>			
a. Identify clear truck routes through the city to/from the waterfront as well as other freight destinations within the city	Planning Office, NBEDC, DPI, SRPEDD	Mid-term	
b. Review and consider the existing rail infrastructure to better utilize local and port shipments of freight goods to new markets	HDC, MassDOT, NBEDC	Mid-term	

Open Space, Recreation and Natural Resources			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>1. Expand outdoor recreational and open space opportunities for all New Bedford residents, regardless of age or ability</b>			
a. Develop or revise master plans for all major parks and recreation facilities addressing priorities for improvements, maintenance, management, and programming	Parks Comm., Planning Office	Long-term	Public forum or facilitated planning session(s) should be considered.
b. Develop a bicycle master plan that provides safe bicycling for recreation, commuting, and other travel that connects with surrounding communities and the region	Planning Office, SRPEDD	Mid-term	
c. Construct a citywide multi-use trail system, including a multi-use, accessible path connecting neighborhoods, businesses, the waterfront and Palmer's Island as well as existing and potential open space	Planning Office, HDC, Parks Comm., NBEDC	Mid-term	Public forum or facilitated planning session(s) should be considered.
d. Develop a harbor promenade/riverwalk along the entire western boundary of New Bedford Harbor, linking existing and proposed visitor attractions in an effort to reclaim the waterfront for public use by the residents of and visitors to New Bedford while maintaining a balance with the working waterfront	HDC, Planning Office, Parks Comm.	Mid-term	Engage tourism related partners such as the National Park Service
<b>2. Protect natural resources and create new greenways throughout New Bedford</b>			
a. Collaborate with the Coalition for Buzzards Bay to develop and implement a regional greenway through New Bedford that is integrated into harbor planning and waterfront walkway efforts	CBB, SRPEDD, HDC, Parks Comm.	Mid-term	
b. Maintain and enhance a trail system in the northern forested areas of the city that connect to the upper Acushnet River and the Acushnet Cedar Swamp	Planning Office, Parks Comm., DCR	Long-term	
c. Prioritize parcels for acquisition by the City based on the natural value (i.e., water resource protection; wildlife corridor; sensitive resources) and recreational potential of the land	Parks Comm., Planning Office, ConCom	Mid-term	
d. Remediate and restore threatened and degraded natural resources (i.e., Buttonwood Park Pond)	Parks Comm., DPF, Environmental Stewardship	Long-term	
e. Support efforts to obtain funding to remediate CSO's and implement EPA and Department of Environmental Protection stormwater regulations	DPI, Environmental Stewardship	Ongoing	
<b>3. Enhance the quality and appeal of New Bedford's streetscapes</b>			
a. Expand, implement, and fund street tree plantings on city streets	DPI, Forestry, Planning Office	Mid-term	
b. Replace degraded sidewalks and develop design standards	Planning Office, DPI	Short-term	
c. Incorporate green space and environmental concerns in commercial and utility development	Planning Office, Planning Board	Mid-term	
d. Work with existing organizations to "green" New Bedford neighborhoods (i.e., New Bedford Preservation Society's Re-Leaf program; and the Tree City USA program)	Planning Office, OHCD, DPI, Forestry, NBPS	Short-term	Public forum or facilitated planning session(s) should be considered.

Open Space, Recreation and Natural Resources			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>4. Restore and enhance New Bedford's park system's historical and cultural characteristics</b>			
a. Develop an identification and preservation process for historic landscapes and view corridors	Planning Office, NBHC	Mid-term	Engage the National Park Service and other NBPC partners
b. Work with the New Bedford Whaling National Historical Park to enhance the physical environment and program offerings	Planning Office, NBEDC, NPS	Mid-term	
c. Develop a historic trail system highlighting the city's important cultural and historic assets	Planning Office, NBHC, NBEDC	Long-term	
d. Work with local arts and culture groups to further support and manage community-based events	NBEDC	Mid-term	Engage Creative Economy partner organizations and MCC
<b>5. Initiate implementation and funding mechanisms to support open space and recreation needs</b>			
a. Create a permanent Open Space Committee to oversee implementation and funding of the 2008 OSRP	Mayor, Parks Comm., Planning Office, Environmental Stewardship	Mid-term	
b. Explore alternative means for funding park maintenance and improvements (i.e., endowment fund, grant opportunities; public/private partnerships; enterprise funding)	Mayor, Planning Office, DPF, Parks Comm.	Short-term	Explore best practices of other communities
c. Secure additional sources of funding, staffing, and other support for park facility maintenance and enhancement	DPF, Parks Comm.	Mid-term	
d. Explore the potential of combining the Parks & Recreation and Cemetery Departments into one department to streamline operations, facility maintenance, coordination between event/programs planning, preparation, and development	Mayor, City Council, Community Services, DPF, Parks Comm., Cemetery Board	Short-term	
e. Work with adjacent communities to leverage funds for additional open space and recreational acquisitions	Parks Comm., Planning Office, SRPEDD	Long-term	

Culture and Creativity			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>1. Strengthen our community and enhance neighborhood vitality by recognizing the city's cultural diversity and increasing public participation in arts and culture</b>			
a. Create strong partnerships among all entities, including City government, non-profits, cultural venues, the school system, and higher education establishments	NBEDC	Short-term	
b. Encourage the development of creative programs in neighborhoods and increase access to cultural programs by investing in the city's infrastructure	NBEDC, OHCD	Mid-term	
c. Invest in a citywide public art program to coincide with the redevelopment of neighborhoods and fund these by public/private sector collaboration partners, percent-for-art ordinances, and solicit participation from developers	NBEDC, Planning Office, OHCD	Mid-term	
<b>2. Establish an economic strategy for the creative economy and tourism functions that is aligned with overall city development activities</b>			
a. Establish a City-funded umbrella entity in concert with the vested partners to coordinate and advance the creative economy and tourism related functions	Mayor, NBEDC	Long-term	
b. Provide a central point of contact for citywide cultural programs and events through planning and logistic liaison services between local organizations and the City	NBEDC	Short-term	
c. Create a Culture and Tourism Advisory Council that is comprised of stakeholders and serves as the central agent to advise and engage in strategic planning related to the creative economy and tourism sectors	Mayor, City Council	Short-term	
d. Attract creative individuals to the city by aggressively promoting the city's abundant and affordable mill space, and inspiring setting for artists and creative enterprises	NBEDC	Ongoing	
e. Provide artist and creative enterprises with the resources and tools they need to grow and prosper	NBEDC	Ongoing	
<b>3. Foster sustainable cultural organizations</b>			
a. Encourage collaborations and restructure for programs, marketing, and development among cultural intuitions to allow them to share resources and joint marketing opportunities	NBEDC	Short-term	
b. Create a New Bedford Arts and Culture Council that will spark creative initiatives, undertake arts advocacy, and provide funding and cultural facilitation	Mayor, NBEDC	Mid-term	Engage all partners at the local and state level.
<b>4. Promote and market the cultural and historical assets of New Bedford to transform the city's image for both tourists and residents</b>			
a. Use the creative economy as the leading edge of marketing for New Bedford's resurgence internally and to a regional tourism market	NBEDC	Ongoing	
b. Brand and promote the Downtown overlay district as an "arts overlay district"	NBEDC, Planning Office	Mid-term	Explore home rule petitions for enhanced tax incentives
c. Educate city residents, city leaders and departments and the general public on the economic, environmental, cultural, and social benefits of the creative economy, tourism, and historic preservation as well as the city's existing historic, cultural, and creative assets	Mayor, NBEDC, Planning Office	Mid-term	Engage all partner organizations

Culture and Creativity			
Goal and Objectives	Responsible Party	Timeframe	Notes
d. Increase marketing funds to promote New Bedford as a destination city with rich cultural attractions	Mayor, City Council, NBEDC	Long-term	
<b>5. Educate and inspire the next generation of creative thinkers through advocating for arts education in the K-12 school system, and acknowledge and support the after-school providers and cultural institutions</b>			
a. Establish and sustain a greater emphasis on arts and creative skills in schools as an avenue to keep children in school and fight the drop-out rate	School Dept.	Mid-term	Engage all partner organizations
b. Capitalize on the potential relationship that can be created between linking "creative skills" and schoolchildren with their families and creative businesses	School Dept.	Mid-term	Engage all partner organizations
c. Partner with higher education institutions to keep graduates in the region as a means of addressing the need to create a pipeline of future leadership for the creative economy	Mayor, NBEDC	Mid-term	

Education			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>1. Continue to improve the performance of students in the New Bedford school system and participants in other school system programs</b>			
a. Strengthen traditional learning programs	School Dept.	Short-term	
b. Extend the classroom opportunities into the community through partnerships with regional universities, agencies, and other community non-profits	School Dept., City, Higher Ed Institutions	Mid-term	
c. Expand curriculum programs to include skills and training for 21st Century jobs for both students and adults	School Dept., NBEDC, WIB	Long-term	
d. Expand successful programs to other grades or segments of the population	School Dept.	Long-term	
e. Increase cultural responsiveness when making decisions about curriculum and inspiring student performance	School Dept.	Short-term	
<b>2. Engage the community's participation in school programs, policy discussions, and events</b>			
a. Use a variety of mechanisms and meeting schedules to reach out to families and encourage their participation in school events	School Dept.	Short-term	
b. Provide transportation options to get families to school meetings and events or to allow families to watch and contribute to programs from residences via media and internet connections	School Dept., SRTA	Mid-term	
c. Strengthen cultural responsiveness when considering actions to encourage more family participation, including bi-lingual notification through various media sources	School Dept.	Short-term	
<b>3. Continue to provide innovative educational opportunities to students, families, and adults</b>			
a. Expand linkages with local colleges to provide alternative learning programs and expand early college awareness programs	School Dept., Higher Ed Institutions	Mid-term	
b. Expand the continuing educational options (i.e., schedule; location) for adults	School Dept.	Mid-term	
c. Continue the ESOL and GED opportunities, and explore collaboration opportunities between the two programs and other support organizations	School Dept.	Short-term	
d. Provide job training for those seeking to enter or re-enter the labor force or to enhance their job skills	School Dept., NBEDC, WIB	Short-term	
e. Provide learning options for the Green Economy and workforce development for local green industries and greening organizations	School Dept., NBEDC, WIB	Mid-term	
f. Invest in options for virtual instruction to allow for learning outside the classroom setting	School Dept.	Long-term	
g. Partner with cultural organizations to integrate an understanding of local history (and the civic pride this engenders) into school curricula and other programs	School Dept., NBEDC	Mid-term	

<b>Education</b>			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>4. Ensure maximum use of educational system resources and programs</b>			
a. Expand the use of public school buildings and grounds outside of regular school hours and for additional learning programs, including summer learning programs	School Dept.	Mid-term	
b. Implement planned improvements to the school system physical plant and continue to plan for future improvements	School Dept.	Long-term	
c. Provide more educational programs for the entire community, including all age groups	School Dept.	Mid-term	
d. Allow non-governmental organizations access to school facilities to provide training to educate residents and improve local workforce skills	School Dept.	Short-Term	
<b>5. Promote the school system, highlight achievements and accomplishments, and disseminate good news to the community</b>			
a. Develop various communication opportunities to inform the community of the good things happening in the New Bedford Public Schools, promoting staff, students and families	School Dept., MIS	Short-term	
b. Promote school system accomplishments and graduate success stories through press releases and regular special features in the local media as a means to encourage students to stay in school, and to attract new residents and businesses into the community	School Dept., Mayor	Short-term	
c. Identify and establish a network of successful graduates of New Bedford's public school system who can be featured in advertising, posters, and area media venues	School Dept., Mayor	Mid-term	
d. Arrange speaking and mentoring opportunities for members of the graduate network, perhaps through sponsorship from the city's service clubs, such as Rotary, Lions, and Kiwanis	School Dept.	Mid-term	

City Services and Resources			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>1. Establish measurable methods for delivery of public services that improve efficiency, cost-effectiveness, and sustainability</b>			
a. Conduct an audit of all services provided that create measurable standards for effectiveness, and recommends methods to improve public service and facility care based on industry best practices	Mayor, City Council	Short-term	Study should be conducted by a consultancy w/ experience of such work for similar sized cities
b. Create a comprehensive capital improvements plan that focuses on improving energy efficiency and sustainable building operations	Mayor, DPF, Planning Office	Mid-term	
c. Expand recycling operations to include all municipal buildings and schools—consider the use of single stream recycling in which all recyclable material can be co-mingled at the point of collection	DPF	Short-term	
d. Reduce energy consumption per square foot in municipal buildings with corresponding emissions reduction, such as the installation of roof top solar panels where appropriate	DPF	Ongoing	
e. Reduce the annual total gallons of gasoline and diesel fuel used by the municipal fleet and incorporate hybrid-electric vehicles	DPF	Ongoing	
f. Replace all oil heat within municipal buildings with either natural gas or clean technologies; utilize clean technologies for other energy requirements (i.e., electricity)	DPF	Long-term	
<b>2. Create and maintain a long-term vision for each City department in its planning, budgeting, and operations with strong collaboration across departments</b>			
a. Develop a strategic plan for service delivery that establishes a minimum, standard, and enhanced level of service based on established and projected needs	Mayor	Short-term	Plan should be developed by a consultancy w/ experience of such work for similar sized cities
b. Develop best practices for each department to ensure optimal performance	Mayor	Short-term	
c. Explore the possibility of adopting a zero-based budgeting program for all departments	Mayor, City Council, Auditor, Treasurer	Mid-term	Seek out best practice models both in and out of state
d. Conduct an audit of all public safety buildings to ensure that the current facilities will meet existing and future needs that conform to applicable public safety standards	DPF, Planning Office, Police, Fire, EMS	Mid-term	
e. Assess inter-departmental alignment of resources and responsibilities, and, where needed, redistribute those based on maximizing efficiency, effectiveness, and quality	Mayor	Ongoing	
<b>3. Generate a positive, practical, consistent message of sustainability through education, empowerment, and example set by the City as outlined in the 2009 <i>Sustaining New Bedford</i> report</b>			
a. Review service delivery and maintenance operations to identify where sustainability and energy efficiency can be enhanced	DPF, Planning Office	Mid-term	

City Services and Resources			
Goal and Objectives	Responsible Party	Timeframe	Notes
b. Lead by example in municipal facilities and operations by fostering partnerships, communication, and sustainability principles through its investments and initiatives. (i.e., future capital projects can serve as models for making cost-effective, sustainable planning and building practices part of project design, planning, construction, and operations)	Mayor, All City departments	Ongoing	
c. Work with the Sustainability Task Force to make sustainability initiatives and practices part of standard procedures through actions, such as including renewable energy or materials usage goal and efficiency standards in Requests for Proposals, bid invitations, and contract specifications	Mayor, Purchasing Dept.	Short-term	
d. Strengthen and support local job creation through City led activities, such as green jobs training and green economy initiatives	NBEDC	Short-term	
e. Assess inter-departmental alignment of resources and responsibilities, and, where needed, redistribute those based on maximizing efficiency, effectiveness, and quality	Mayor	Ongoing	
<b>4. Build an effective communication strategy across departments to enhance public participation, availability of information, quality of public services, and efficiency</b>			
a. Utilize the City website to communicate to the public about important facilities and services issues	Mayor, MIS	Mid-term	
b. Provide useful information in multi-lingual format, including on the City website, to reach out to non-English speaking populations	MIS	Mid-term	
c. Explore opportunities to improve daily communication and customer service for all departments	Mayor, MIS, Planning Office	Ongoing	

Governance			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>1. Fully embrace national, statewide, and regional inter-governmental collaborations</b>			
a. Seek out opportunities with public policy institutes and foundations to test new approaches and operational models for mid-size American cities and urban centers	Mayor	Short-term	
b. Create legislative and policy partnerships with other communities that will have positive impacts for New Bedford (i.e., Gateway Cities legislation)	Mayor	Ongoing	
c. Join knowledge sharing networks to gather best practices and policies being established throughout the nation for implementation in New Bedford	Mayor, NBEDC, Planning Office	Mid-term	
<b>2. Foster strong partnerships with Federal and State delegations and agencies that offer resources to meet the City's strategic needs</b>			
a. Maintain regular communications with the federal and statewide delegations to provide an understanding of the City's agenda as it relates to the legislative process	Mayor	Ongoing	
b. Survey the goals and requirements of all available programs for new opportunities that may support strategic initiatives and projects	Mayor, NBEDC	Ongoing	
c. Establish legislative and funding priorities that most effectively meet strategic needs	Mayor	Ongoing	
<b>3. Improve efficiency, sustainability, and enhance the delivery of day-to-day municipal operations and services</b>			
a. Evaluate existing structure of municipal departments to determine ways to improve efficiency, streamline operations, and realize cost savings (i.e., potential to combine departments)	Mayor	Short-term	Study should be conducted by a consultancy w/ experience of such work for similar sized cities
b. Evaluate cost-effective operational changes to the City's financial management system (i.e., bi-weekly pay periods)	Mayor, Auditor	Short-term	
c. Establish a sustainable purchasing protocol with a focus on locally preferred service providers, and green and high recycle content products (refer to Chapter 5, <i>Jobs and Business</i> )	Mayor, Purchasing	Short-term	
d. Strengthen and formalize partnerships with other governmental agencies, non-profits, and community groups to provide enhanced services for the care of public spaces and support of public events	Mayor	Mid-term	
e. Create and maintain a web-based statistical data system that is Geographic Information Systems-based and "user-friendly" to track and map City services, activities, and response times	Mayor, MIS, Planning Office, DPF, DPI	Mid-term	Explore communities currently undertaking systems such as "city stat"
f. Explore, through an independent body, the potential benefits of increasing and staggering terms for Mayor and City Council	Mayor, City Council	Long-term	

Governance			
Goal and Objectives	Responsible Party	Timeframe	Notes
<b>4. Establish a system of measurable performance and cost-effective delivery standards</b>			
a. Explore the benefits of performance-based or zero-based budgeting	Mayor, City Council, Treasurer, Auditor	Mid-term	
b. Utilize strategic budgeting and financing metrics to identify the revenues required to achieve measurable departmental goals	Mayor, Auditor	Mid-term	
c. Create clear and current job descriptions for all personnel with specific performance criteria that serve to objectively measure effectiveness	Mayor, Personnel/Labor Relations	Mid-term	
d. Support leadership and training opportunities for all staff levels	Mayor, Personnel/Labor Relations	Ongoing	
e. Establish annual department or service area goals for upcoming fiscal year with regular evaluation to measure outcomes	Mayor, All City Departments	Short-term	Explore possibility of publishing goals for public review and feedback
f. Explore current municipal services that may be more cost-effective if provided through private sector contract	Mayor, City Council	Long-term	
<b>5. Create greater opportunities for community engagement and volunteer involvement</b>			
a. Explore best practices to increase and support active citizen participation	Mayor	Short-term	
b. Enhance and promote a central outlet to communicate opportunities for volunteerism throughout the community through all available media	Mayor, MIS	Short-term	
c. Increase regular training opportunities for board and commission members to create higher performing boards and commissions, and incentivize membership	Mayor, Personnel/Labor Relations	Short-term	

# A

## Civic Engagement

# A

## Civic Engagement

The City, its Planning Office, and the *New Bedford 2020* Steering Committee have conducted the master planning process as an inclusive community planning effort, believing that a community's greatest resources are its local residents, where every citizen is viewed as a stakeholder and encouraged to participate.

The civic engagement process employed for *New Bedford 2020* has generated a creative energy and a cooperative environment in the city that not only helped to create a better-informed and enlightened community, but better realized goals and objectives. The civic engagement received during the public process indicates a valued, active, and involved citizenry that will help sustain the vitality and successful future of New Bedford.

### ***New Bedford 2020 Steering Committee***

The Steering Committee was appointed by Mayor Scott W. Lang during the beginning of 2009 when the master planning effort was established. The Committee is a dynamic, well-balanced, informed group tasked with guiding the visioning process and overall direction of the *New Bedford 2020* effort. The following individuals served on the Steering Committee:

- > George Smith, *Co-Chair*
- > Jennifer White Smith, *Co-Chair*
- > Kathy Dehner, *City Councilor Ward 3*
- > Brian Gomes, *City Councilor At-Large*
- > Dagny Ashley
- > Glenn Bachman
- > Jan Baptist
- > Yolanda Dennis
- > Yvonne Drayton
- > Kathryn Duff
- > Ines Goncalves-Drolet
- > Dr. Guillermo Gonzalez
- > Roger Hart
- > Paul Leger
- > Lisa Lemieux
- > Matthew Morrissey
- > Boyd Rourke
- > Ronald Teachman
- > John Vasconcellos
- > Reverend Richard Wilson

The *New Bedford 2020* Steering Committee members were chosen based upon their expertise and knowledge of various aspects of city life including education, economic development, youth, immigration, environment, public safety, historic preservation, and the creative sector.

Since the Steering Committee's inception, they have worked closely with City officials and the Office of the Mayor. The Planning Office has managed the *New Bedford 2020* process, coordinated with the consultants drafting the plan, and facilitated the civic engagement effort, of which the Steering Committee has also assisted. A brief description of the Project Team is provided hereafter.

## Project Team

To help prepare *New Bedford 2020*, the City hired a project team comprised of the following firms:

- > Vanasse Hangen Brustlin, Inc. led the team, provided overall master planning services as well as relevant infrastructure and environmental support services;
- > Chan Krieger Sieniewicz, Inc., an urban architecture and design firm, provided visioning and waterfront planning expertise; and
- > RKG Associates, Inc., a leading economic consulting firm, provided real estate, market, and fiscal insight.

## Focus Groups

Early on in the *New Bedford 2020* planning process, the Office of the Mayor, Planning Office, and project consultants agreed to implement the use of focus groups to aid in visioning and the master plan civic engagement process.

In this setting, a focus group is described as an ensemble of people who are gathered and asked specific questions to gather information regarding their opinions about an identified topic. Focus group meetings were held in an interactive forum setting where participants were free to speak openly with fellow focus group members. The discussion topics and data gathered provided information that was used to further evaluate and inform a wide variety of master plan topics. Topics included in the focus group sessions directly pertained to elements of the master plan. The focus group discussion topics for *New Bedford 2020* are listed in Table A-1.

Table A-1: Focus Group Discussion Topics

Economic Development	Environmental/Sustainability/Open Space
City Staff	Social/Health Services
Education	Housing/Neighborhoods/Religious Organizations
Tourism/Historic Preservation/Culture	Students
Transportation	City Boards/Commissions
Elected Officials	

Each focus group listed above met with the Planning Office staff and project consultants on April 13th and 16th during individual sessions. The following is a representative sampling of questions and topics which were offered and discussed by the *New Bedford 2020* focus groups.

- > What are the greatest challenges New Bedford is currently facing? What can we expect to face in the future?
- > What are some of the present opportunities in New Bedford? What can we hope to see in the future, both short- and long-term?
- > What do you consider to be the greatest improvements about New Bedford in the last five to 10 years?
- > What is your preferred vision for New Bedford in 10–20 years?
- > What is your long-term vision for New Bedford?
- > What topics would you like *New Bedford 2020* to address?
- > What are the city’s biggest threats or challenges?
- > What are some strengths and opportunities?

Upon completion of the meetings with the above mentioned focus groups, a substantial amount of information was gained. A summary of community input is provided in subsequent sections.

## Public Outreach

Multiple forms of public outreach techniques were utilized to engage the residents, business owners, visitors, and community supporters of New Bedford to participate in the master planning and visioning public process. Public outreach methods used during the past year have included: focus groups; public, community, and neighborhood group meetings; special civic and cultural events; social networking memberships (e.g., Facebook; Twitter); a website campaign; and email correspondence. As of August 2009, over 1,100 participants voiced their ideas regarding the future of the city and offered their suggestions for *New Bedford 2020*.

## Web Site

The *New Bedford 2020* website campaign provides continuous availability for up-to-date master plan information, accessible from any internet location. It offers information regarding the civic engagement process, the master plan elements to expect in *New Bedford 2020*, a project timeline, upcoming meetings and events, the project team, and related studies and plans. The *New Bedford 2020* website also provides a simple, easy, and direct way to communicate with the City using the online submittal/questionnaire form. To find out more information simply log onto [New Bedford 2020](#)<sup>1</sup> and “Be Seen, Be Heard!”.

## Public and Neighborhood Group Meetings

Public and neighborhood group meetings have been highly attended since the visioning process began. A total of four public meetings and 10 neighborhood group meetings were held to promote civic engagement and participation in the development of *New Bedford 2020*. Approximately 263 individuals attended the public and neighborhood group meetings in total.

The following tables, A-2 and A-3, provide the date, location, and number of attendees at each public and neighborhood group meeting, respectively. Aside from one public gathering, the meetings were held in the early evening on weekdays from April through July 2009.

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<sup>1</sup> [www.vhb.com/newbedfordmasterplan](http://www.vhb.com/newbedfordmasterplan)

Table A-2: Public Meetings

Date	Location	No. of Attendees
April 28, 2009	NPS Corson Maritime Learning Center	23
June 30, 2009	Buttonwood Park Zoo	32
July 11, 2009	NPS Corson	38
July 22, 2009	Greater New Bedford Vocational High School	14

Table A-3: Neighborhood Group Meetings

Date	Neighborhood	Meeting Location	No. of Attendees
May 27, 2009	Mount Pleasant	Holy Family Holy Name Parish Center	14
June 1, 2009	Cove Street	New England Demo and Salvage	15
June 2, 2009	Brooklawn	Brooklawn Senior/Community Center	3
June 9, 2009	Far North End	Pulaski School	12
June 10, 2009	Hope Street VI Safety Watch	Caroline Street Community Center	9
June 17, 2009	Clark's Point	Clark's Point	24
June 18, 2009	Bullard Street	St. Anthony's Church	14
June 29, 2009	South Central South First	Gomes School	10
July 7, 2009	Rockdale Avenue	Buttonwood Park Warming House	15
July 29, 2009	Mount Pleasant	Holy Family Holy Name Parish Center	40

Public and neighborhood group meeting information including date, time, and location of the event was available via email notifications, the *New Bedford 2020* website, and Neighborhoods United newsletters.

### Special Events

In addition to organizing public and neighborhood group meetings, the Planning Office worked closely with various organizations in New Bedford to host or participate in special civic events throughout the city. The special events listed in subsequent Table A-4 occurred from May thru July 2009 on weekend and weekdays beginning anytime from the morning to early evening hours. A dozen events were held and over 500 people in total attended.

Table A-4: Special Event Meetings

Date	Event	Location	No. of Attendees
May 14, 2009	AHA! NB SEEN	Rose Alley Ale House	150+
June 13, 2009	Day of Portugal	Acushnet Avenue	60
June 24, 2009	Environmental Coffee	City Hall	6
June 26, 2009		Fort Taber Community Center (teenage camp counselors)	51
June 27, 2009	SouthCoast Equality Pride	Downtown New Bedford	27
July 4, 2009	Summerfest	Downtown New Bedford	60+
July 8, 2009		UMass Dartmouth (4 out of 7 UMD Deans attended)	12
July 9, 2009	AHA! Kids Rule!	Downtown New Bedford	52
July 15, 2009	Creative Economy	Gallery X	38
July 18, 2009	3rd Eye Open	Buttonwood Park	37
July 19, 2009	Our Lady of Guadalupe	St. James Church	26
July 29, 2009	Summer Youth Workers	Magnet Park	68

## Summary of Community Input

As a result of the public outreach process, which included focus group meetings and input from the Master Plan Steering Committee, many pages of notes and suggestions were collected and assembled regarding residents recommendations for *New Bedford 2020*. As a result, it became clear that there were reoccurring themes and suggestions voiced by the community. The following is a summary of these consistent themes and recommendations, which have been incorporated into the relevant sections of this document.

### Image and People

- > Improve the internal and external perception of New Bedford
- > Celebrate New Bedford’s multi-culturalism and multi-ethnicity
- > Build upon the work ethic of local residents—city is made up of hard working people
- > Celebrate diverse population as an asset, leads to diverse restaurants, bakeries, festivals
- > Acknowledge that the city has been resilient and able to adapt to economic and environmental changes—even today, people are still able to adapt
- > Improve visual image of the city from I-195
- > Recognize the social and institutional capital that makes New Bedford unique

### Economic Development

- > Enhance fishing industry, find ways to capture value, and revenue within the city
- > Build upon the waterfront and maritime heritage as an asset for economic development

- > Promote and link tourism, as a growing part of the local economy, to walking Downtown, the waterfront, history, growing artists community, and downtown revitalization
- > Support existing businesses, some may require relocation for expansion or to create business clusters
- > Promote emerging business sections in:
  - Renewable energy and green industry
  - Medical device manufacturing
  - Biotech and like sciences
  - Creative enterprises
- > Endorse the initiative of the New Bedford Economic Development Council
- > Work with schools and local colleges on targeted workforce development
- > Plan for Transit Oriented Development around the proposed passenger rail stops
- > Improve appearance and maintenance of the downtown area

### **Housing, Neighborhoods, and Code Enforcement**

- > Increase code enforcement activities, remove blighting influences
- > Promote neighborhood stabilization, preservation of historically significant structures and community buildings
- > Encourage a balance of housing choices, all levels of affordability, style and location
- > Keep residential neighborhoods intact while allowing for industrial and commercial growth in strategic areas
- > Develop live/work space

### **Land Use and Zoning**

- > Maintain *New Bedford 2020* as a vision and policy guide for use in decision-making affecting future growth and development in New Bedford
- > Update and modernize the zoning ordinance and other land use regulations
- > Encourage architectural quality in residential and commercial development, especially in the historic downtown and waterfront areas
- > Promote growth that is environmentally sustainable and capable of withstanding economic downturns

### **Education**

- > Support and initiate programs that encourage the value of education
- > Instill education attainment as part of the local culture
- > Improve the quality of K–12 education in order to attract new residents and retain existing ones
- > Continue cooperation and integration between the City, city schools, and local colleges

- > Link educational programs and training to the needs of existing and potential businesses and employees
- > Expand arts programs in schools

### **Transportation**

- > Promote and link many existing and planned transportation resources—interstate highway, airport, water ferry, proposed commuter rail, greenway/bike trails, and both local and regional bus service
- > Implement Route 18 improvements
- > Continue to promote and support the South Coast Rail project
- > Improve mass transit services to local colleges and universities, and the business park
- > Improve airport access while minimizing neighborhood impacts
- > Extend airport runway

### **Open Space, Recreation and Natural Resources**

- > Improve access to the waterfront for recreational purposes
- > Combine Parks and Recreation into one Department to streamline operations and coordination between event/programs planning and facility maintenance/preparation/development
- > Obtain support from City staff, commissions, and boards ensuring open space and recreation is a central and lasting priority for New Bedford
- > Secure additional sources of funding, staffing, and other support for park facility maintenance and enhancement
- > Expand outdoor recreational and open space opportunities for all New Bedford residents, regardless of age or ability
- > Protect natural resources and create new greenways throughout New Bedford
- > Enhance the quality and appeal of New Bedford's streetscapes
- > Restore and enhance New Bedford's park system's historical and cultural characteristics
- > Initiate implementation and funding mechanisms to support open space and recreation needs

### **Historic/Cultural Resources**

- > Continue to promote and support the Zeiterion Theatre and the Orpheum Theatre
- > Promote and link to the city's many historical resources, buildings, museums, and cultural events
- > Prepare a community preservation plan
- > Promote other entertainment options, such as a movie theater
- > Develop a public arts program and encourage participation for people of all ages
- > Create incentives to grow the arts community, such as reduced rates for gallery space
- > Actively promote cultural and arts events through enhanced publicity
- > Create a City staff position to promote public arts and culture

### **Governance**

- > Evaluate the existing structure of municipal government and departments to determine ways to improve work flow efficiency, streamline operations and enact cost saving measures
- > Combine Parks and Recreation into one Department to improve coordination between event planning and site preparation/maintenance/development and achieve cost savings
- > Combine Public Facilities and Public Infrastructure into one Department to improve efficiency, realize cost savings, and improve public service by providing one point of contact for public facility and infrastructure issues
- > Explore the benefits of integrating the Planning Office, the Office of Community Development and Housing, and economic development efforts

### **Facilities, Services and Public Safety**

- > Improve the Police Department's operations by constructing a new police station sited in a prominent location
- > Continue to encourage communication and collaboration between the extensive network of social service providers in the city
- > Dispel the image that New Bedford is a high crime community and publicize public safety initiatives
- > Expand recycling initiatives and Operation Clean Sweep to enhance the city's identity as a 'green' community

# B

## Zoning Diagnostic

# B

## Zoning Diagnostic

### Introduction

Vanasse Hangen Brustlin, Inc. (VHB, Inc.) reviewed the New Bedford Zoning Ordinance and a number of strategic plans prepared by the City. As a result of a number of interviews and focus group meetings, VHB, Inc. also considered comments provided by various staff members of the City and local developers and real estate professionals. In this memorandum, VHB, Inc. outlines observations regarding the current ordinance and make a number of recommendations, which are outlined by topics. While a number of recommendations are presented, this is not meant to be a complete list of everything that should be changed. Specific information on the various sections of the ordinance will be presented in written materials and work sessions in the following months.

As is the case with most zoning recodification and revision efforts, there are a number of choices to be made along the way. Frequently it is not a matter of whether a particular option is right or wrong, but rather it is a preference or policy decision. Thus, while a number of recommendations are presented herein, the Master Plan Steering Committee may choose not to implement some of them, or even try yet another alternative. VHB, Inc. will work with the Master Plan Steering Committee to understand the various options and decide on the best course of action for the City. To that end, VHB, Inc. will provide explanatory memoranda on specific issues as needed so that the options can be outlined, the relative benefits and detriments weighed, and assist the Master Plan Steering Committee in deciding what course of action it wishes to pursue.

Please note that a number of specific suggestions may not be included herein if they simply involve minor wording changes or corrections of errors, such as addressing internal inconsistencies in the ordinance. It is assumed that simple changes, such as those will be made as the City proceeds with the recodification effort.

### Project Goals and Objectives

Generally, this project has several goals and objectives, based upon discussions with staff at the Office of Planning and a review of the planning documents described above.

- > Recodify and update the ordinance to make it easier to use and administer;
- > Remove internal inconsistencies and ensure that the ordinance meets applicable statutory and case law;
- > Ensure that the ordinance is in conformance with the recommendations that arise from numerous strategic plans, *New Bedford 2020*, and related planning reports;
- > Address issues related to using the ordinance as a tool to promote economic development in certain areas of the City;
- > Revise the use classifications, particularly with respect to business, commercial and industrial uses,

- > Promote effective permit streamlining while minimizing neighborhood impacts from development projects; and
- > Encourage the use of new tools and techniques not currently found in the ordinance, such as sustainable development and smart growth provisions promoted by the Commonwealth and use successfully in other communities in Massachusetts and around the country.

## Format

The format of the ordinance is an important consideration when undergoing a zoning update and recodification process. The goal of this effort is to ensure that the ordinance is easy to use and understand by:

- > Those entities charged with administering and enforcing the zoning code;
- > Developers and project applicants that need to determine which sections are applicable to their project; and
- > Members of the general public that wish to understand what they can do on property they own or to review projects proposed near them.

The numbering system in the ordinance is generally easy to follow, although it appears as if a number of sections were just appended to the ordinance. After Section 4900 Wireless Communications Facilities, there are several sections numbered 4100A, 4200A, 4300A, and 4400A, which relate to the four Mill Overlay Districts. The Table of Contents is not always consistent with the ordinance itself.

It is recommended that the order of the sections should be reorganized to have all use related sections together (including overlay districts), as well as the site design standards (parking, signs, landscaping, site plan review), followed by all the administrative sections (Board of Appeals, enforcement, amendments), which are already at the end of the ordinance. The tables in the Appendix of the ordinance (Table of Principal Use Regulations, Table of Dimensional Regulations, and the Table of Parking and Loading Requirements) should be incorporated into the appropriate section of the ordinance. Specific regulations regarding adult uses, body art, asphalt plants, motor vehicle repair, and assisted and independent living facilities can be combined into a revised Special Regulations section, but do not need to be separate sections unto themselves. Ultimately, this may entail creating some new sections and combining others.

Another option to consider would be to combine all of the special or overlay districts (Flood Hazard, Downtown Business, the mill overlays) into a single section.

The uses listed in the Table of Principal Use Regulations would be easier to follow if they were listed alphabetically.

Finally, it will be very useful to include graphics throughout the ordinance that help to illustrate some of the definitions and development concepts or standards. Examples include illustrations that show the various types of signs that are allowed (or not permitted), dimensional regulations on a lot, design standards if adopted as part of this zoning revision, parking, and landscaping requirements.

In making some of these suggestions, it is understood that many users of the ordinance may be used to seeing it in its current format and how each section fits into the overall framework of the ordinance. However, numerous comments were made regarding how difficult it is to use the ordinance in its current state.

## Definitions

Section 1200 of the New Bedford Zoning Ordinance contains definitions of words and terms used throughout the Code. This section of the ordinance highlights words that are defined for clarity and use throughout the document. The current list of definitions in the zoning ordinance is fairly comprehensive although additional terms need to be defined, and as new sections and uses are added, new definitions may be needed. One of the first items to be examined in more detail will be the definition section and certain definitions may be revised and updated.

This section could be improved with tables, pictures, and diagrams to illustrate certain terms and concepts important to the ordinance. For example, words, such as lot, yard, signs, and gross floor area, would be helpful to express in an illustration. The current list of definitions is very comprehensive, but several terms defined do not appear in the text of the ordinance and should be removed. Other terms should be redefined to keep pace with changing land use conditions.

All the terms related to wireless communications facilities could be grouped together rather than be scattered throughout the definitions, just as was done for lot, signs, and yard. There are a few terms that are defined in other sections, such as for the Flood Hazard, Downtown Business, and Mill Overlay Districts, which should be moved to the definition section so that all definitions can be found in one place.

There are a few definitions that include standards within the definition itself. Such standards, such as a dimensional regulation, are not appropriate to include as part of the definition—rather it should be addressed in a separate section of the ordinance, such as a special regulation pertaining to a particular use. Private garage and storage shed are examples of this.

Certain definitions should be eliminated because either they appear only in the definition section itself, or relevant sections of the ordinance need to include provisions to address those terms more specifically. Other definitions need to be reworked or further specified. New terms should be added to this section because clarification in the definitions can preclude confusion and legal questions in the long term. Examples include, but are not limited to at least the following:

- > Abandonment—A definition may be important because of the legal issues associated with establishing that a use or structure is determined to be abandoned.
- > Aquarium and oceanarium—Both these words are defined, yet they are very similar from a land use perspective. Oceanarium is an example of a word that only appears in the definition section.
- > Assisted living community—The definition can be simplified and should not include provisions that do not have a land use implication, such as how the residents pay for the services. It also may conflict with the definition in Section 4720.
- > Awning—An awning does not have to be rolled up or retracted; it could be fixed.
- > Bed and breakfast—Why does the definition limit such establishments to three rooms.
- > Cemetery—A place where the remains of a “deceased person or other living being are buried”?
- > Convenience store—A definition should be added to distinguish a store from gas/service stations and the combination thereof. Adding a separate definition for a gas station minimart would help clarify the differences between the two.
- > Drive-through establishment—A definition should be added to encompass all facilities that wish to have a drive-up window, restaurants, banks, pharmacies, dry cleaners
- > Height—A standard definition should be added.

- > Mixed-Use Development—A definition should be added for mixed-use, that would be the development of a lot of land or building or structure with two or more different uses, such as, but not limited to residential, office, retail, industrial, or public, in a compact urban form. This will be discussed in more detail later in this memorandum.
- > Retail—A more comprehensive definition is recommended to avoid and ambiguity.
- > Stormwater runoff—The ordinance does not have a definition, but should if it will place a greater emphasis on stormwater management, floodplain management.
- > Warehousing—This definition mixes too many different uses, such as wholesale, sales, and terminal facilities.

Other definitions should be added as well based upon changes to the Table of Principal Use Regulations and may include big box retail, façade, gas station and related uses, health club, office building, and research and development, among others. This will be discussed in more detail as the proposed zoning revisions are presented to the City

In some cases, the definitions should be checked for consistency in how they are used in the ordinance. For example, there are terms used in the Table of Principal Use Regulations that are different from those used in the Table of Parking and Loading Requirements. This can lead to confusion because in these cases the particular defined phrases are not used or are not used consistently throughout the ordinance.

## Section 2200—Use Regulations

Section 2200 of the zoning ordinance contains the Use Regulations and Appendix A is where the Table of Principal Use Regulations is located. Although not a major issue, it may be more user-friendly to move the Table into this section rather than have it as an appendix (Same is true for the Table of Dimensional Regulations and the Table of Parking and Loading Requirements). The use table can be better organized with respect to how the uses are listed and organized. There are several ways in which it could be streamlined.

The ordinance should include a purpose section for each zoning district that describes and differentiates the various districts. This will be particularly important for the non-residential and overlay districts as they are likely to be substantially amended as part of this rezoning effort. Although some of the overlays have a short purpose statement, they may need to be changed if this rezoning effort results in significant changes to the function of the district.

Some municipalities include a statement that any uses not specifically listed in the Table of Principal Use Regulations are prohibited, as is done in Section 2210. This, in conjunction with clear definitions, would minimize the number of instances where the City is challenged on a developer's interpretation of whether a use is allowed by right or special permit. On the other hand, some may suggest that this is too limiting and does not allow the flexibility needed to consider new land use types that may not have been contemplated at the time of this revision. The definition for manufacturing lists specifically prohibited uses, although a number of them seem somewhat archaic.

The following initial set of questions and recommendations is made for the listing of the uses in the Table of Principal Use Regulations. It is not meant to be all-inclusive—more specific details will be discussed at upcoming zoning meetings. Note that this is the opportunity for the City to revisit this section and recommend any changes to the designations as to where a use is allowed by right, requires a special permit, or is prohibited. Recommendations on that issue are not provided unless specified below.

> Under Institutional Uses:

- Child care facility in and not in an existing building have the same designations and should be combined.
- The designation for hospitals needs to be expanded and updated because today's society relies on a number of different healthcare facilities. These uses have different land use impacts and it may not be appropriate for each to have the same designation across the zoning districts. This comment does not include smaller medical or dental offices, which are covered in the commercial section of the Table.
- Museums and other civic related uses should be added to the Table.

> Under Commercial Uses:

- Adult and family day care should be moved to institutional uses and combine with large family day care since the designations for all three are the same.
- There is no designation for gas station, which is different from motor vehicle repairs and body repairs.
- The City may want to consider separating motel, hotel and inn because the way in which they are designed and meant to function are different. Hotels tend to include ancillary services, such as meeting rooms and restaurants, which increase the level of activity.
- Business and professional office or building needs to be reconsidered for a couple of reasons. Conversion of single-family residences to an office is not addressed, yet there are a number of such structures that either were converted (presumably they are pre-existing nonconforming uses) and there are additional opportunities to allow conversion that the City may want to facilitate. It may be an attractive option to provide the option for property owners to convert to an office use, including for home-based businesses, in or adjacent to the downtown area (this is an option by special permit in the Downtown Business Overlay District). This can attract "low impact" businesses to the downtown area—ones that would minimize potential impacts to the adjacent neighborhoods.
- The way in which retail stores are addressed in the Table should be revisited to include a better description of retail and personal service types of stores. Some typical types of stores are not listed, such as grocery stores and big box retail outlets.
- Given the variety of restaurant and bar types, the listing for those uses should be expanded.
- Uses that typically have drive-through options should be covered in the use table.
- Mixed-use developments should be specifically listed in the Table.
- In general, greater specificity is needed in listing uses under this category (industrial as well) in order to reduce ambiguity.

> Under Industrial Uses:

- If earth removal, low-level radioactive waste, junkyard, and tire recycling are prohibited activities, they should be removed from the use table and addressed elsewhere in the ordinance (low-level radioactive waste is addressed in Section 2600).
- There are several listings for manufacturing-related uses. They should be reworded to reflect current terminology and combined or separated as necessary in the Table of Principal Use Regulations.
- The list of industrial uses in the table needs to be expanded to include life sciences, biotechnology, medical devices, research and development, incubator space and other similar new uses that may be part of the broader economic development strategy for the City.
- Although there are some use designation differences between the Industrial A, B, and C districts, much of them are the same. The dimensional regulations are the same for all three districts. They tend

to be located adjacent to one another on the zoning map. It may be worth considering whether there can be some consolidation from the three districts to one or two. Without a purpose section for each of the zoning districts, it is hard to discern the difference between them.

- Note that the overlay districts are not included in the Table.

Additionally, it is necessary to “modernize” the list of uses so the table can include use designations that are likely to be proposed in New Bedford. Thus the City has little flexibility when someone comes before it to seek a building permit for a use that would seem to be appropriate for a given location simply because the right words were not on the Table of Principal Use Regulations. Examples, which probably should be added to the definition section as well, may include:

- > Grocery stores
- > Big box retail
- > Biotechnology facilities
- > Mixed-use developments
- > Health clubs
- > Live/work
- > Medical devices manufacturing
- > Pet care

Thus, it is recommended that the listing and description of uses be reexamined so that related land uses can be listed together and to eliminate redundancy. Furthermore, the City should take some time to go over the designations within each zoning district to reaffirm whether the current designations are still applicable and appropriate.

Related to that would be the consideration of map changes, which can be discussed in concert with the use regulations. There are numerous small pockets of different zoning districts around the downtown area and elsewhere, so it would be important to consider whether those designations are still relevant. A combination of new use regulations in the affected districts, map changes that revise the district designations, or the creation of a new cohesive zoning district are options to be discussed.

## **Section 3100—Off-Street Parking and Loading**

It is important to note that parking standards have changed over the years. Given the amount of time that has passed since the last review the ordinance, it is recommended that the parking standards be thoroughly reviewed and updated. The purpose is three-fold. First it may be that either too little or too much parking is currently required. Second, there are a number of new uses commonly found that are not contemplated in the current ordinance that should be added as mentioned earlier. Moreover, there is an inconsistency between how uses are listed in the Table of Principal Use Regulations and the Table of Parking and Loading Requirements. Third, parking lot design standards that reflect landscaping, buffering, stormwater management, impervious surfaces, and disabled access could be made part of the update.

Many of the uses listed in the Table of Principal Use Regulations do not have parking regulations associated with them. Moreover, many of the existing standards should be updated to better reflect historical use in New Bedford as well as what is reflected in national standards as revised by methodologies or indices, such as the Institute of Traffic Engineers, the American Planning Association, or Urban Land Institute. There are other alternative ways to regulate parking, such as the number of employees or residents rather than just floor area.

Moreover, it is important to consider establishing maximum parking standards as well as minimum standards. This is especially a potential problem with respect to larger commercial structures with large impervious parking lots that are frequently not close to reaching capacity on most days of the year.

Thus, the City should consider:

- > Review and update parking standards for uses listed in the Section 3100, as well as new ones added during this review, and establish new regulations for both maximum and minimum parking requirements.
- > Section 3150 requires that a parking space be 9' by 20' in size. The standard size now is 9' by 18'.
- > If New Bedford has the potential for the construction of new parking garages, standards for enclosed parking should be added.
- > Design standards for access and egress could be included to ensure proper traffic flow in and out of a particular development project.

Shared parking arrangements can be used to provide greater parking capacity, especially in the downtown area. It can create incentives for businesses to locate if the parking requirements have some flexibility to them. There may be situations where two or more uses have different business and parking needs based upon their hours of operation. For instance, a restaurant that draws a predominantly dinner clientele can share parking with an adjacent dental office that expects patient visits from 9 a.m. to 5 p.m. Thus, shared parking should be accommodated with a demonstration that the hours, days, or peak parking demand for the uses are so different that a lower total number of spaces could be provided. One tactic would be to require a special permit in order to allow shared parking. Although it adds an additional layer of review, the developer(s) have much to gain if they decide to pursue this option.

Potential ideas to consider for further specifying shared parking use include:

- > Implement shared parking when a piece of land or a building is used for two or more purposes (mixed-use for example) and make the determination based upon hours of peak usage. Parking space allocation would be determined on a prorated basis.
- > Another option for determining how to calculate the number of parking spaces for a shared use might be to multiply the minimum parking requirements for each use by an appropriate percentage for each use.
  - Percentages could be determined by creating a Table of Shared Parking Credits that has five timeframes, 12AM-7AM, 7AM-5PM, 5PM-12AM, 6AM-6PM and 6PM-6AM. The level of uses for each timeframe would then be determined. This is a more complicated approach to the issue. More information is available if needed on this.

There are other options that could be considered that could, under certain circumstances, allow a developer to reduce the required number of parking spaces, such as contributing to a fund for the establishment of public parking and the use of valet parking.

Lastly, bicycle parking should be encouraged with the provision of secure bicycle parking, separate from vehicle parking. A standard bicycle rack should consist of a fixed structure that supports the bicycle frame at two points in a stable position and allows the frame and both wheels to be locked to the rack by the cyclist's own locking device.

## Section 3200—Signs

There were numerous comments about the need to improve the sign regulations, especially within the commercial and industrial zones. The regulations governing the color, total number of signs permitted, and the maximum square footage of each sign should be reviewed. Issues to consider revising include:

- > The need to upgrade signs that fall into disrepair.
- > The size of signs in certain districts should be reviewed, especially signs in the industrial zones.
- > Better regulation is required for off-site signs.
- > Regulation of portable signs should be revised to eliminate loopholes (i.e. removing wheels on portable signs).
- > Billboards using LED lighting and other off-premises sign regulations should be updated.

Overall, this section of the ordinance seems to offer little flexibility that would take into account the specific locational features of a building site. Additionally, this section needs to be updated to properly account for newer types of signs currently in use (i.e. LED signs).

## Section 5300—Special Permit Granting Authority (SPGA)

Currently, there are several entities charged with special permit granting—the City Council, the Planning Board, and the Board of Appeals. Each one is an SPGA for different uses as laid out in the Table of Principal Use Regulations. It can be confusing to potential developers and new businesses when it is unclear as to who the proper authority might be. It is unclear why the Board of Appeals is the SPGA for certain uses while the Planning Board is for others. Ideally, only the Planning Board should be the SPGA, but at a minimum, it is recommended that the City Council no longer be one of the SPGA's.

### Mixed-Use

Currently, there is a zoning district called Mixed-Use Business District, but there is no description of what it is and how it is differentiated from other non-residential zoning.

When most planners and developers think of mixed-use, they assume a building that would typically contain a combination of retail or office on the ground floor with residential above, or perhaps a mix of office and retail uses. These buildings are most often found in a downtown area, but are not necessarily limited to such a location. As is discussed below, it is recommended that the ordinance specifically allow for this type of mixed-use, at least in Downtown New Bedford.

To that end, the zoning regulations could seek to define some of the themes that have emerged in smart growth principles in recent years, particularly for the downtown area. In general, this should include encouragement of a mix of residential, retail, and office use and some increase in residential density. These themes have centered on the need to:

- > Maintain a vibrant center, teeming with commercial activity;
- > Provide greater access to those areas that are more pedestrian-friendly and less dependent on the automobile;
- > Allow for a mix of uses, typically with retail or offices on the ground floor and housing or commercial/office above, preferably allowed by right;
- > Permit higher density development, perhaps as an incentive for achieving other goals (affordable housing, landscaping, design), but find the level appropriate for the area;

- > Keep a mix of uses that are smaller in scale, but can compete against the changing retail economy;
- > Allow for some flexibility in the mix of uses; and
- > Establish minimum design standards for buildings and signs.

The new generation of downtown and village business zoning districts accomplishes this with a focus on scale, aesthetics and a compatible mix of uses. Such districts are designed to encourage pedestrian-oriented commercial enterprises and consumer services that do not rely on automobile traffic to bring consumers into the area. Encouraging mixed uses, including a variety of residential housing types to attract more pedestrian traffic, promotes the pedestrian activity. Reducing the scale of the buildings, as well as the minimum lot size and setback requirements improves the aesthetics of these areas. The buildings are brought closer to the street on smaller lots with reduced off-street parking requirements. This, in turn, directs necessary parking to the rear of the buildings. The aesthetic character is further enhanced with design guidelines and landscaping requirements.

## Specific Comments on Other Sections

Section 2340—Accessory Dwelling Units. Accessory dwelling units can provide a viable affordable housing option to people, and should not necessarily be limited to two-year renewals on the special permit. The City might consider allowing them by right as a means to encourage greater housing choice, and if the rental of such a unit is deed restricted for meeting the City's affordable housing goal pursuant to M. G. L. c. 40B, the units could be added to the subsidized housing inventory for the City. The two-year renewal requirement on the special permit serves as a disincentive.

Section 2400—Non-conforming uses and structures. If a single- or two-family house is to be altered in a minor way, such as adding a deck, the Inspector of Buildings should be allowed to grant such approval without Board of Appeals review. In other words, the inspector should be given some discretion to allow such alterations by right rather than having the homeowner make an appearance before the board of Appeals. Also, in the case of a catastrophe, reconstruction must be completed in a year. This is unrealistic given the nature of insurance, financing, and permitting requirements. This should be extended to two years.

Section 2500—Home Occupations. Home occupations and home-based businesses are likely to be a fact of life at this point in time. It is uncertain as to why there are some that allowed by right while others require a special permit. The criteria can be revised somewhat to allow neighborhood impacts to be minimized while allowing such endeavors to be allowed by right.

Section 2700—Dimensional Regulations. Section 2755 indicates that residential side yards should be 12' on one side and 8' on the other, which could yield 16' buffers between buildings on one side and 24' on the other. The rationale for this regulation is unclear. Also, the definition for height (Section 2780) includes chimneys, flagpoles. Usually these additions to the roof are excluded from the height requirement but the height limitations are reduced. There should be some standard established for how height is measured, especially if there are grade changes on the lot on which a building is being constructed.

Section 3300—Screening and Landscaping. It is recommended that the landscaping requirements apply to all nonresidential and multi-family development. Additional standards should be incorporated into this section for preparation of a landscape plan and for the landscaping of parking lots.

Section 4500—Downtown Business Overlay District. This overlay district could be revised to more specifically encourage certain types of uses that include allowing by right, if not with the additional encouragement through developer incentives (beyond those currently provided by special permit), to build mixed-use projects. These are currently allowed by special permit pursuant to this section. Given the nature of the downtown area,

the City should consider incorporating some design standards into the zoning to provide parameters for redevelopment projects that address basic architectural and streetscape issues.

Sections 4100A, 4200A, 4300A, 4400A and 4500A—Mill Overlay Districts. The language for each of these overlay districts is very similar if not exactly the same and could be combined. Are there other similar adaptive reuse areas that should be considered for this type of zoning? Again, design standards could be considered for these types of projects. Currently these projects go to the Board of Appeals for a special permit and Planning Board for site plan review, which should be consolidated into a single review by the Planning Board.

Stormwater Management. The City has established a committee that is examining the options for incorporating stormwater management standards into the City of New Bedford Code of Ordinances. This would implement the Environmental Protection Agency (EPA) Stormwater Phase II requirements and those of the Massachusetts Department of Environmental Protection (DEP). Once the committee has completed its work, there can be a determination as to whether and how much of those standards should be incorporated into the zoning ordinance, particularly relating to best management practices that should be part of the site plan review process.

Section 5400—Site Plan Review. Under the applicability section of site plan review, it appears as if any subdivision requires site plan review. This is duplicative of the definitive plan review conducted by the Planning Board. In Section 5432, an application for a special permit or variance requires a site plan approval. In order to streamline the permitting process the Planning Board should conduct both processes concurrently, including the hearing. Variances should logically remain the purview of the Board of Appeals, but if the review processes could be performed in tandem, it would benefit the applicant as well as the Boards.

Section 5700—Planning Moratorium. This section should be repealed.

## **Additional Provisions to Consider**

Sustainability. There has been some interest in encouraging green development and alternative energy in New Bedford. A number of municipalities have incorporated specific standards for buildings that meet Leadership in Energy and Environment Design (LEED) standards into the zoning code. Such standards would result in greater resource protection and preservation, better energy efficiency, reduced waste production, and more efficient transportation options. As will be addressed in the *New Bedford 2020*, the City should adopt policies to encourage green development practices and LEED certifiable technologies by the City and private developers, including cooperatively incorporating energy efficiency design and criteria in site plan, special permit and subdivision permit applications. Including provision allowing for the use of small wind energy generating turbines should be considered as well.

Open Space Conservation Design. The City does not have any provisions in the zoning code for open space conservation subdivision design or cluster development. This is an approach to residential development that promotes open space preservation based on environmental and social priorities. It features partnership in development design between municipal officials and developers that provides innovative flexible incentives for highest marketability, mixed housing types and land uses, and minimal disturbance to the natural terrain.<sup>1</sup> The most significant aspect of this type of residential development is that dwelling units can be clustered in a manner that encourages preservation of contiguous open space without necessarily increasing the overall allowed density. Many municipalities have adopted this type of option, either by right or through special permit.

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<sup>1</sup> [http://www.mass.gov/envir/smart\\_growth\\_toolkit/pages/mod-osrd.html](http://www.mass.gov/envir/smart_growth_toolkit/pages/mod-osrd.html)

## Focus Group Comments

As mentioned above, a zoning focus group was convened specifically to discuss zoning issues. Although some of the points are addresses elsewhere in this diagnostic, the following is a summary of other issues that were raised, some of which can be addressed in the zoning review, while others may go beyond solely the zoning ordinance.

- > The Chapter 91 Designated Port Area is too rigid and should be reviewed to see how flexibility can be provided. However, this may be an issue to address with DEP.
- > There was some discussion about rezoning the Acushnet Ave. corridor to better reflect the ongoing development pattern along this important thoroughfare. Although there is a mix of residential and commercial uses on the street, it is zoned commercial.
- > The special permit review process needs to be more sensitive to neighborhood impacts.
- > The Hicks-Logan-Sawyer Interim Planning Overlay District should be reviewed to see how certain types of uses could be encouraged while incorporating design guidelines.
- > North End residential zoning should be reviewed to address lot size and the consolidation of lots.
- > Land currently zoned for industrial uses needs to be preserved for such uses rather than have it developed as mixed-use/commercial.
- > The City should consider incentive zoning for the waterfront whereby a developer could receive an increase in floor area ratio if there was an increase in the number of slips provided, for example.
- > The 2003 zoning changes resulted in a change to 8,000 square foot minimum lot size across the city, but there are areas that should have different minimum lot sizes to better reflect existing conditions within the neighborhood.
- > Wellness issues should be addressed in the zoning (special permit or site plan review) by incorporating sidewalks and pedestrian safety into development projects.
- > More information should be required for wireless communication facilities and more surety should be required from developers.
- > The format of the zoning map should be changed to make it easier to read.
- > Can the application forms used by the City be improved?
- > Many people store boats and recreational vehicles in their yards.
- > Should use variances be considered to address businesses that are currently non-conforming but want to expand or change the use?
- > Create an open space zoning district.

# C

## City of New Bedford 2010 Events Calendar May–December



# City of New Bedford 2010 Events Calendar May–December

## Events at a glance

### 2010 MAJOR FEASTS, FESTIVALS AND EVENTS

**AHA!** (art history and architecture) NIGHTS  
every second Thursday throughout the year, and  
every Thursday between July 15th and August 26th

**JUNE 3 – 6**  
Hazelwood Park Summer Fair

**JUNE 10 – 13**  
13th Annual “Days of Portugal” Weekend Festival

**JULY 2 – 4**  
15th Greater New Bedford Summerfest

**JULY 3**  
38th Annual Cape Verdean Recognition Parade

**JULY 9 – 11**  
41st Annual Whaling City Festival

**JULY 17**  
11th Annual 3rd Eye Unlimited Open Festival

**JULY 17**  
SouthCoast Gospel Festival

**JULY 29 – AUGUST 1**  
96th Annual Feast of the Blessed Sacrament

**AUGUST 6 – 8**  
Buzzards Bay Regatta

**AUGUST 13 – 15**  
Feast of Senhor Da Pedra

**AUGUST 28 – 29**  
Revolutionary War Encampment

**SEPTEMBER 7 – 14**  
5th Annual Azorean Whaleboat Regatta

**SEPTEMBER 12**  
5th Annual New Bedford Seaport Chowder Festival

**SEPTEMBER 25 – 26**  
7th Annual Working Waterfront Festival

**MAY 1, 2010**

**BUTTONWOOD PARK ZOO "SPRING ON THE FARM"**  
Plant seeds, visit the animals and learn about life on the farm with craft activities. 425 Hawthorn Street, New Bedford, MA 02740 1-4pm Zoo fee plus \$5 per family Wheelchair Access 508-991-6178 bpzoo.org

**COMMUNITY CARE SERVICES 5th ANNUAL  
"A NIGHT FOR CARING GALA"**

Wine and beer tasting with delicious food and dancing to DJ Garrett Olson. Silent auction and a presentation by U.S. Congressman Barney Frank of the "Heart of the Community" Award. The Skyroom, 651 Orchard Street, New Bedford, MA 02744 6-10pm \$100 Wheelchair Access 508-291-8082

**UMASS DARTMOUTH COLLEGE OF VISUAL AND  
PERFORMING ARTS "LARGE BAND SPRING CONCERT"**  
CVPA Room #153, 715 Purchase Street, New Bedford, MA 02740 7:30-8:30pm Free Wheelchair Access 508-999-8555

**MAY 2, 2010**

**ZEITERION PERFORMING ARTS CENTER "AFRICAN  
CHILDREN'S CHOIR 2010"**

The African Children's Choir has astounded audiences everywhere with not only their joyful African melodies and moving stories, but with the power and energy that accompanies each song. 684 Purchase Street, New Bedford, MA 02740 7pm \$25, \$35 Wheelchair Access 508-994-2900 zeiterion.org

**GREATER NEW BEDFORD VOC-TECH ROAD RACE**

This 5K (walk/run) road race is a fundraiser to help send GNB Voc-Tech students to state and national skills competitions. The race starts and ends at GNB Voc-Tech, 1121 Ashley Boulevard, New Bedford, MA 02745 9am \$20 Wheelchair Access 508-998-3321 Register at jbrace.com

**ST. ANTHONY OF PADUA CHURCH "MUSIC AT ST.  
ANTHONY'S CHURCH"**

Concert and Tea. David Touchette, Music Director with the Spirit of St. Anthony Choir. 1359 Acushnet Avenue, New Bedford, MA 02746 3pm Free-will donation 508-995-5563 stanthonypipeorg.org

**MAY 4, 2010**

**UMASS DARTMOUTH COLLEGE OF VISUAL AND  
PERFORMING ARTS "FOR THE LOVE OF IT"**  
Directed by Marcelle Gauvin. CVPA Room #153, 715 Purchase Street, New Bedford, MA 02740 7:30-8:30pm Free Wheelchair Access 508-999-8555

**MAY 5, 2010**

**UMASS DARTMOUTH COLLEGE OF VISUAL AND  
PERFORMING ARTS "UMD JAVANESE GAMELAN CONCERT"**  
Directed by I.M. Harjito CVPA room #104, 715 Purchase Street, New Bedford, MA 02740 7:30-8:30pm Wheelchair Access Free 508-999-8555

**MAY 6, 2010**

**NEW BEDFORD WHALING MUSEUM SPECIAL PREVIEW:  
"INTO THE DEEP: AMERICA, WHALING AND THE WORLD"**  
This free public preview of the newest documentary in the PBS Series, The American Experience: "Into the Deep: America, Whaling and the World," directed by Ric Burns, airs nationally May 10 on PBS. 18 Johnny Cake Hill, New Bedford, MA 02740 7pm Free Wheelchair Access 508-997-0046 whalingmuseum.org

**UMASS DARTMOUTH COLLEGE OF VISUAL AND  
PERFORMING ARTS "SPRING CHORAL CONCERT"**  
Spring Choral Concert featuring Chorus, Chamber Chorus, Chamber Choir, Gospel Choir and "Mental Note." CVPA Room #153, 715 Purchase Street, New Bedford, MA 02740 7:30-8:30pm Free Wheelchair Access 508-999-8555

**UMASS DARTMOUTH COLLEGE OF VISUAL AND  
PERFORMING ARTS "COMPOSERS COLLOQUIUM:  
COMPOSER CHRIS THEOFANIDIS (YA LE)"**  
CVPA Room #104/221, 715 Purchase Street, New Bedford, MA 02740 12:30-1:30pm Free Wheelchair Access 508-999-8555

**MAY 7, 2010**

UMASS DARTMOUTH COLLEGE OF VISUAL AND PERFORMING ARTS "SMALL JAZZ ENSEMBLES CONCERT BEBOP I & IMPROVISATION"

CVPA Room #153, 715 Purchase Street, New Bedford, MA 02740 7:30-8:30pm Free Wheelchair Access 508-999-8555

UMASS DARTMOUTH COLLEGE OF VISUAL AND PERFORMING ARTS "COMPOSERS COLLOQUIUM: COMPOSER JOSEPH"

CVPA Room #104, 715 Purchase Street, New Bedford, MA 02740 11am-12pm Free Wheelchair Access 508-999-8555

**MAY 8, 2010**

NEW BEDFORD SYMPHONY ORCHESTRA "SEASON FINALE: GERSHWIN AND DVORAK"

Features acclaimed pianist Norman Krieger performing George Gershwin's jazzy and sultry "Concerto in F". The NBSO performs Christopher Theofanidis' mysterious and sensual "Rainbow Body" and Dvorak's captivating Symphony No. 9, "New World". Zeiterion Performing Arts Center, 684 Purchase Street, New Bedford, MA 02740 8pm Adults \$20-\$50/Children \$10 Wheelchair Access 508-994-2900 zeiterion.org

**A NIGHT OF FASHION**

Celia's Boutique and Harbor House co-sponsor a fashion show fundraiser to benefit the Harbor House. Local celebrities participate. Fashions by Celia's Boutique Allendale Country Club, 1047 Allen Street, North Dartmouth, MA 02747 7-11pm \$25 508-994-3833

**MAY 9, 2010**

UMASS DARTMOUTH COLLEGE OF VISUAL AND PERFORMING ARTS "STUDENT SOLO AND CHAMBER CLASSICAL MUSIC CONCERT (RIEKO TANAKA)"

CVPA Room #104, 715 Purchase Street, New Bedford, MA 02740 1-2pm Free Wheelchair Access 508-999-8555

**MAY 9, 2010**

BUTTONWOOD PARK ZOO "MOTHER'S DAY AT THE ZOO"

Enjoy a wonderful Sunday at the zoo with Mom. Brush up on your "maternal" vocabulary and play "What Would Your Mother Say," a zoo-wide search for names of mothers in the animal world. 425 Hawthorn Street, New Bedford, MA 02740 All day. Moms are free with paying child. Wheelchair Access 508-991-6178 bpzoo.org

**MAY 10, 2010**

COMMUNITY BOATING CENTER ADULT SAILING LESSONS BEGIN

Live your childhood dream and take sailing lessons this summer. Classes are offered on weekday evenings or weekends in two-week sessions aboard new Sonar keelboats. Community Boating, 1641 Padanaram Avenue, New Bedford, MA 508-992-6219 communityboating.org

**MAY 11, 2010**

NEW BEDFORD WHALING MUSEUM A SAMUEL D. RUSITZKY LECTURE

"Medusa," a marine mystery-thriller, by Clive Cussler and Paul Kemprecos. Kemprecos will speak about his collaboration with Cussler, and how they used the Whaling Museum for research. The lecture will be followed by a reception and book signing. 18 Johnny Cake Hill, New Bedford, MA 02740 7pm Free Wheelchair Access 508-997-0046 whalingmuseum.org

**MAY 13, 2010**

AHA! NIGHT: COMMUNITY PLACES & SACRED PLACES

*Whale Trolley Tour*

Time: 6pm-8pm, Where: Leaves from Custom House Square, Admission: Free Web Address: www.ahanebedford.org

PRESERVATION COALITION WINDOW RESTORATION WORKSHOP

Time: 6pm-8pm, Where: New Bedford Whaling National Historical Park visitor center, Admission: Free Web Address: www.ahanebedford.org

**MAY 13, 2010**

**CALLIGRAPHY AND THE ART OF PENMANSHIP**

*Ruth and Abby, the 1850s ladies, demonstrate 19th century calligraphy.*

Time: 6pm–8pm, Where: New Bedford Whaling National Historical Park visitor center, Admission: Free  
Web Address: [www.ahanewbedford.org](http://www.ahanewbedford.org)

**May 14 – 16, 2010**

**NEW BEDFORD WHALING MUSEUM 21st SCRIMSHAW WEEKEND**

Scrimshaw experts, collectors and fans come together at the New Bedford Whaling Museum for the 21<sup>st</sup> Annual Scrimshaw Weekend. 18 Johnny Cake Hill, New Bedford, MA 02740 Wheelchair Access 508-997-0046 [whalingmuseum.org](http://whalingmuseum.org)

**UMASS DARTMOUTH COLLEGE OF VISUAL AND PERFORMING ARTS "ANTON BELOV'S OPERA WORKSHOP"**

CVPA Room #104, 715 Purchase Street, New Bedford, MA 02740 5-6pm Free Wheelchair Access 508-999-8555

**ZEITERION PERFORMING ARTS CENTER "THE HOBBIT"**

The award-winning Tolkien fantasy will have a new, larger-than-life look with Theatre Sans Fil's highly successful adaptation. 684 Purchase Street, New Bedford, MA 02740 7pm \$25 Wheelchair Access 508-994-2900 [zeiterion.org](http://zeiterion.org)

**MAY 15, 2010**

**COMMUNITY BOATING CENTER 4th ANNUAL OPENING OF THE BAY CELEBRATION**

An evening of dinner and dancing to open the season and to help support sailing instruction programs for area youth regardless of ability to pay. Fort Taber 6-11pm \$65 Wheelchair Access 508-992-6219

**MAY 16, 2010**

**GREATER NEW BEDFORD TRACK CLUB 31st HAZELWOOD WOMEN'S 5K RUN/WALK**

This 5K run/walk benefits the New Bedford Women's Center. 10am Hazelwood Park, Brock Avenue, New Bedford, MA 02744 Cost varies. For more information: [rungenbtc.com](http://rungenbtc.com)

**DOWNTOWN NEW BEDFORD, INC 4th ANNUAL TASTE OF SOUTHCOAST**

Approximately 30 southcoast area restaurants, caterers, and bakeries serve portions of their best signature dishes. Beverages provided by Travessia Winery. Free children's activities plus musical entertainment by "Joshua Tree" and "McCarthy, Richards and Legge." Custom House Square, Downtown New Bedford, MA 12-4pm Adults \$15; Seniors \$12; Ages 6-12 \$5; Under 5 free Wheelchair Access [downtownnb.org](http://downtownnb.org)

**ZEITERION PERFORMING ARTS CENTER "HARRY THE DIRTY DOG"**

ArtsPower's new musical, based on the classic book by Gene Zion, captures both the whimsical humor and touching dedication to family found in Harry's story. 684 Purchase Street, New Bedford, MA 02740 3pm \$10 Wheelchair Access 508-994-2900 [zeiterion.org](http://zeiterion.org)

**GREATER NEW BEDFORD CHORAL SOCIETY SPRING CONCERT**

The Greater New Bedford Choral Society, under the direction of Gerald P. Dyke, presents "Songs of Love and Spring," featuring works by Mendelssohn, Wetzler, Eleanor Daley, Emma Lou Diemer, Donald Paquin and others. First Unitarian Church, County and Union streets, New Bedford, MA 02740 7pm Adults \$15/Children 12 and under \$5 Wheelchair Access 508-644-2419

**MAY 16, 2010**

**11th ANNUAL PET FEST AND WALK FOR ANIMALS**

Fun for the whole family, and the dog, too. Music, food, vendors, doggie fashion show, and demonstrations including the New Bedford Police K-9 Unit and canine agility training. Buttonwood Park 11am-3pm \$10 registration fee or walk to raise money for much needed animal services and programs in the southcoast area. Call New Bedford Animal Control for more info 508-991-6366 or visit [coalitionforanimals.com](http://coalitionforanimals.com)

**MAY 18, 2010**

**ROTCH-JONES-DUFF HOUSE AND GARDEN MUSEUM "JAZZ FEST IN THE GARDEN"**

Annual "Jazz in the Garden" program features four of the area's premier high school ensembles: Dartmouth, New Bedford, and Old Rochester Regional High School bands and the New Bedford jazz choir. 396 County Street, New Bedford, MA 02740 7pm Free Wheelchair Access 508-997-6846 [rjdmuseum.org](http://rjdmuseum.org)

**WATERFRONT HISTORIC LEAGUE (WHALE) ANNUAL MEETING**

Election of officers and directors and a review of the past year with presentation of annual preservation awards. Public is invited. New Bedford Whaling Museum, 18 Johnny Cake Hill, New Bedford, MA 02740 6pm [waterfrontleague.org](http://waterfrontleague.org)

**BUTTONWOOD PARK ZOO "SENIOR SAFARI DAY "**

Celebrate the zoo's first Senior Day! Information tables as well as activities including zoo keeper talks scheduled between 11am and 3pm. Seniors (ages 60 plus) receive free admission to the zoo from 10am-3pm. 425 Hawthorn Street, New Bedford, MA 02740 Wheelchair Access 508-991-6178 [bpzoo.org](http://bpzoo.org)

**MAY 19, 2010**

**NEW BEDFORD WHALING MUSEUM MAN AND WHALES LECTURE SERIES: "A CASE FOR OIL"**

Two speakers address the transition from natural to synthetic oils: George Mock, Treasurer and Chairman of the Board, and former President of Nye Lubricants, Inc. and Peter Tyack, Senior Scientist, Biology Department and Director of the Marine Mammal Center at the Woods Hole Oceanographic Institution. Jacobs Family Gallery, 18 Johnny Cake Hill, New Bedford, MA 02740 Reception 6:30pm, lecture 7:30pm Free Wheelchair Access 508-997-0046 [whalingmuseum.org](http://whalingmuseum.org)

**GALLERY X: "AUDIBLE THINK"**

The Audible Think improvised music series presents improvised jazz, avant-garde and original compositions by musicians from around the region. 169 William Street, New Bedford, MA 02740 7:30pm \$5 suggested donation Wheelchair Access 508-992-2675 [galleryx.org](http://galleryx.org)

**MAY 20, 2010**

**ZEITERION PERFORMING ARTS CENTER "MAGICAL MEMENTOS AUCTION"**

A fundraiser to support the Zeiterion Performing Arts Center. Silent/Live Auction and Tag Sale on stage at the Z. VIP Champagne Preview Reception begins at 5:30pm \$40 and General Admission starting at 6:30pm \$20. 684 Purchase Street, New Bedford, MA 02740 Wheelchair Access 508-994-2900 [zeiterion.org](http://zeiterion.org)

**MAY 20 – 23, 2010**

**GREATER NEW BEDFORD REGIONAL VOC-TECH "FIDDLER ON THE ROOF"**

The ever popular high school drama club takes on another major production with the Broadway hit "Fiddler on the Roof." 1121 Ashley Boulevard, New Bedford, MA 02745 Thurs-Sat. 7pm Sun 2pm Adult \$12/Seniors \$10/Students \$6 508-998-3321

**MAY 20 – JUNE 12, 2010**

CROWELL'S FINE ART AND FINE FRAMING ART EXHIBIT:  
DIANE COURNOYER AND DONALD BEAL  
382 Acushnet Avenue, New Bedford, MA 02740  
508-992-5231 crowellsfineart.com

**MAY 21, 2010**

BUTTONWOOD PARK ZOO "ENDANGERED SPECIES DAY"  
A self-led stroll around the zoo to find out more about endangered and threatened species.  
425 Hawthorn Street, New Bedford, MA 02740  
11am-3pm Free with zoo admission Wheelchair Access 508-991-6178 bpzoo.org

**MAY 22, 2010**

NEW BEDFORD REGIONAL MUNICIPAL AIRPORT 4th ANNUAL AVIATION FUN DAY  
This annual event offers something for everyone: New Bedford Police K-9 Unit demonstrations, New Bedford Fire Department crash truck demos, flight demonstrations, antique and classic cars on display, Buttonwood Park Zoo train, airplane rides, and exhibits. 1569 Airport Road, New Bedford, MA 02745 10am-4pm Free (donations accepted) Wheelchair Access 508-995-8869

BUTTONWOOD PARK ZOO "BEAR AWARENESS DAY"  
Bears, bears everywhere! Learn about our black bears and their relatives during Bear Awareness Day. Create a bear craft to take home. 425 Hawthorn Street, New Bedford, MA 02740 1-4pm Free with zoo admission Wheelchair Access 508-991-6178 bpzoo.org

**NEW BEDFORD IDOL 2010**

New Bedford's best talent compete on the stage of the Zeiterion Performing Arts Center, 684 Purchase Street, New Bedford, MA 02740 6pm \$10 Wheelchair Access 508-994-2900 zeiterion.org

**MAY 22, 2010**

NEW BEDFORD FESTIVAL THEATRE 20th ANNIVERSARY GALA  
"Everything's Coming Up Roses," is the theme of this fundraiser celebrating the 20th year of the award winning Festival Theatre. The Country Club of New Bedford, 585 Slocum Road, Dartmouth, MA 02747; 6pm cocktails; 7pm dinner and dancing \$75 508-991-5212 nbfestivaltheatre.com

**MAY 22 – JULY 10, 2010**

ARTWORKS! EXHIBIT: "TO TELL A STORY"  
384 Acushnet Avenue, New Bedford, MA 02740  
7-9pm 508-984-1588 artworksforyou.org

**MAY 25, 2010**

NEW BEDFORD WHALING MUSEUM SAILOR SERIES LECTURE: "FOLLOWING THE WATERS: VOICES FROM THE FINAL NORWEGIAN EMIGRATION"  
Born in New Bedford, the daughter of a Norwegian fishing captain, author Astrid Tollefsen chronicles in her first book the lives of courageous 20th Century Norwegian emigrant fishermen and their families whose maritime skills help found the scallop industry and improve commercial fishing. 18 Johnny Cake Hill, New Bedford, MA 02740 Reception at 6:30pm; lecture at 7:30pm Free Wheelchair Access 508-997-0046 whalingmuseum.org

**MAY 26 – JUNE 19, 2010**

GALLERY X: "Q@X3"  
The third installment in Gallery X's exploration of art that expresses the visions and experiences of lesbian, gay, bisexual and transgender artists. 169 William Street, New Bedford, MA 02740 Wed-Fri 11am-5pm, Sat & Sun 11am-3pm Wheelchair Access 508-992-2675 galleryx.org

### **MAY 28, 2010**

#### **NEW BEDFORD WHALING MUSEUM EXHIBIT OPENING "A HUNT FOR KNOWLEDGE"**

This exhibit contains artifacts and information on a wide variety of topics including satellite tracking equipment, a photograph of Fargo the whale-scatsniffing dog, and fishing equipment used to reduce the likelihood of whale entanglement. 18 Johnny Cake Hill, New Bedford, MA 02740  
Wheelchair Access 508-997-0046  
whalingmuseum.org

#### **GALLERY X: "THE LORE LOUNGE"**

Welcome to the "Soul Movement," An alcohol-free lounge with live jazz and soul hosted by Phillip Aaron, Mwakim and The Bass Mint Bros. with featured spoken-word artists, singers and open-mic. 169 William Street, New Bedford, MA 02740 8:30pm \$5  
Wheelchair Access 508-992-2675 galleryx.org

#### **NEW BEDFORD WHALING MUSEUM "AFTER HOURS"**

Experience a unique blend of live music, sensational cocktails, and captivating exhibitions in a fabulous museum setting. Enjoy music by the New Bedford Symphony Trio. 18 Johnny Cake Hill New Bedford, MA 02740 6-8pm Members \$5 /Non-members \$10.  
Wheelchair Access 508-997-0046 nbsymphony.org  
whalingmuseum.org

### **MAY 29 – 31, 2010**

#### **BUTTONWOOD PARK ZOO "MILITARY SERVICE APPRECIATION WEEKEND"**

All active duty, retired and reserve military personnel, who show proof of service, and their dependents will be honored with free admission to the zoo.  
425 Hawthorn Street, New Bedford, MA 02740  
10am-5pm Free Wheelchair Access 508-991-6178  
bpzoo.org

### **MAY 31, 2010**

#### **ANNUAL FISHERMEN'S MEMORIAL SERVICE**

Annual walk from the Seamen's Bethel on Johnny Cake Hill along Union Street to Pier 3 on the New Bedford waterfront for a service honoring the many fishermen who have lost their lives going to sea from the time of whaling to today. Fisherman's Wharf/Pier  
3 10am Free Wheelchair Access

#### **ANNUAL MEMORIAL DAY PARADE**

Parade route: from New Bedford High School, east on Parker Street to the entrance of Clasky Common Park on County Street. Parade steps off at 11:15am  
Free Wheelchair Access

## **June**

### **Weekly**

#### **BUTTONWOOD PARK ZOO**

425 Hawthorn Street, New Bedford, MA 02740  
Wheelchair Access 508-991-6178 bpzoo.org

### **JUNE 3, 10, 17, 24, 2010**

#### **"TODDLER TALES"**

Enjoy a zooper fun story time at the zoo every Thursday! Toddler Tales includes a snack as well as a craft or activity. Recommended for ages 3-5 years.  
10:30am Free with Zoo admission

### **JUNE 4, 11, 18, 25, 2010**

#### **"MONKEY BUSINESS"**

Join us for our open play Fridays. This is a great way to wrap up the school week with a quick visit with the animals and an afternoon of games, toys and puzzles. We'll provide the toys, you provide the monkeys! 1-4pm Zoo fee plus \$5 per family

#### **ARTWORKS!**

384 Acushnet Avenue, New Bedford, MA 02740  
508-984-1588 artworksforyou.org

**JUNE 2, 9, 16, 23, 30, 2010**

**ACRYLIC & OIL PAINTING**

Drop-in classes with Ryan Santos. Wednesday evenings 5:30-7:30pm Members \$22/Non-members \$25 ryandraws2@yahoo.com 774-202-4479

**JUNE 1, 2010**

**NAVIO ARTISANS COLLECTIVE ART EXHIBIT: "BILL AND BEN SHATTUCK 2D EXHIBITION"**

65 William Street, New Bedford, MA, 02740  
508-558-1922

**JUNE 3 – 6, 2010**

**SOUTH END BUSINESS ASSOCIATION HAZELWOOD PARK SUMMER FAIR**

Arts and crafts, a flea market, food, entertainment, antique car show, carnival, fireworks, face painting and much more. Hazelwood Park, Brock Avenue, New Bedford, MA 02744 Thurs & Fri 5pm-dusk Sat & Sun noon-dusk Free (tickets for rides)  
Wheelchair Access 508-999-5245

**JUNE 3 – 13, 2010**

**YOUR THEATRE, INC. "ROLE PLAY"**

A meticulously planned evening evolves into havoc but the brilliantly orchestrated mayhem is tempered by subtle insights into family relationships and class distinctions. 136 Rivet Street New Bedford, MA 02744 Thurs-Sat 8pm, Sun 3pm \$14-\$15  
Wheelchair Access 508-994-2900

**JUNE 4 – SEPTEMBER 11, 2010**

**NEW BEDFORD ART MUSEUM "TAKING FLIGHT: THE BIRDS OF JOHN JAMES AUDUBON"**

In partnership with the Audubon Preservation Partnership, the NBAM presents 60 Audubon engravings from the collection of the New Bedford Free Public Library.

**"BIRDS OF ENLIGHTENMENT"**

An exhibit from the collection of over 75 wood cuts, hand-colored engravings and lithographs from the middle of the 16th Century to the end of the 18th Century. These are from the early years of scientific inquiry, a period called "The Enlightenment."

**"VAULT SERIES: PORTRAITS"**

Paintings, prints, video and drawings of 16 artists in the US and abroad. 608 Pleasant Street, New Bedford, MA 02740 Noon-5pm. Adults \$3; Children & Seniors \$2; AHA! Nights 5-9pm Free Wheelchair Access 508-961-3076 newbedfordartmuseum.org

**JUNE 5, 2010**

**23rd ANNUAL FREEDOM FUND BREAKFAST**

The Reverend Curtis Dias is keynote speaker at this event sponsored by the Greater New Bedford NAACP. GNB Voc-Tech, 1121 Ashley Blvd., New Bedford, MA 02745 9-11:30am 508-994-1068

**JUNE 5 – 30, 2010**

**JUDITH KLEIN ART GALLERY: NAROWS CENTER ARTISTS (cooperative)**

752 Purchase Street, New Bedford, MA  
508-965-7397 judithkleinart.com

**JUNE 6, 2010**

**NEW BEDFORD BAY SOX, OPENING DAY NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Newport Gulls. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:00pm General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available. nbbaysox.com

**JUNE 7, 14, 21, 28, 2010**

**HAND BUILT AND WHEEL THROWN CERAMICS**

Drop-in classes with Julie Gold. Monday evenings 6:30-7:30pm Members \$35/Non-members \$40 Includes all supplies, clay, glaze and firings. Large pieces subject to additional fees.

**JUNE 8, 2010**

**NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the North Shore Navigators. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm. General admission \$5; Seniors & Children 7-16 \$3; Children 6 and under free. Group rates available. nbbaysox.com

**JUNE 9, 2010**

**NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Wareham Gatemen (Cape Cod Baseball League). Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available. nbbaysox.com

**JUNE 9 – 10, 2010**

**COMMERCIAL MARINE EXPO 2010**

Major commercial marine trade show features commercial fishing-related business and services and includes tug and barge operations, fire, police and harbor security, military, ferry, freight and port operations. State Pier, New Bedford, MA 02740 Sat 10am-6pm Sun 10am-5pm Wheelchair Access 207-799-1356

**JUNE 10 – SEPTEMBER 12, 2010**

**UMASS DARTMOUTH COLLEGE OF VISUAL AND PERFORMING ARTS: "GOING FORWARD, LOOKING BACK: PRACTICING HISTORIC PHOTOGRAPHIC PROCESSES IN THE 21ST CENTURY"**  
Organized by the Art Gallery at the University of New England. University Art Gallery, 715 Purchase Street, New Bedford, MA 02740 Daily 9-6pm, Sun noon-5pm Free Wheelchair Access 508-999-8555

**JUNE 10, 2010**

**ROTCH-JONES-DUFF HOUSE AND GARDEN MUSEUM "AHA! NIGHT WALKING TOURS"**

Bruce Barnes of the New Bedford Preservation Society guides a tour through the neighborhood west of County Street departing from RJD. The public is welcome to tour the RJD gardens, and learn about a recently completed Cultural Landscape Report that documents the history, use and design of this historic landscape. 396 County Street, New Bedford, MA 02740 6:30pm Free Wheelchair Access 508-997-1401 rjdmuseum.org ahanewbedford.org

**JUNE 10 – SEPTEMBER 25, 2010**

**NEW BEDFORD FRE PUBLIC LIBRARY "ESSENCE OF NEW BEDFORD"**

"Essence of New Bedford - Photographs by Members of the Whaling City Camera Club" highlights the city's rich history and culture as seen through the lenses of these creative members of the local community. Main Library, Third floor, 613 Pleasant Street, New Bedford, MA 02740 Wheelchair Access 508-979-1787

**JUNE 10, 2010**

**AHA! WALKING TOURS**

Walk the cobblestone streets and learn the fascinating stories of downtown New Bedford. Downtown New Bedford, MA 02740 5-9pm Free Wheelchair Access 508-996-8253 ahanewbedford.org

**JUNE 10, 11, 2010**

**NEW BEDFORD HISTORICAL SOCIETY UNDERGROUND RAILROAD WALKING TOUR**

Walking tour of downtown sites connected to New Bedford Underground Railroad. Tour steps off from the Whaling Museum Plaza and is limited to 30 participants. Whaling Museum Plaza, 18 Johnny Cake Hill, New Bedford, MA 02740 6:30pm Free Wheelchair Access 508-979-8828 nbhistoricalsociety.org

### **JUNE 10 – 13, 2010**

#### **13th ANNUAL DAY 5 OF PORTUGAL WEEKEND FESTIVAL**

Traditional festa commemorates New Bedford's vast cultural ties with Portugal. Features delectable ethnic foods, refreshments, 3 stages of Portuguese music, folkloric groups, 5K road race, a multitude of Azorean, Madeiran and Ilhavo artisans' exhibits. Flag raising ceremony on the steps of New Bedford City Hall at 6:00pm on June 10 to kick off the celebration. Acushnet Avenue from Beetle Street, to Bullard Street, New Bedford, MA 02746 Fri 5pm-12am, Sat 12pm-12am, Sun 12pm-10pm Free Wheelchair Access 508-322-7025

### **JUNE 10, 2010**

#### **NEW BEDFORD WHALING MUSEUM DAY OF PORTUGAL**

The museum celebrates "Dia de Portugal" with Azorean Artisans in the Jacobs Family Gallery, 18 Johnny Cake Hill, New Bedford, MA 02740 4-8:30pm Wheelchair Access 508-997-0046 whalingmuseum.org

#### **NEW BEDFORD WHALING MUSEUM DAY OF PORTUGAL LECTURE: "SO ENDS THIS DAY: THE PORTUGUESE IN AMERICAN WHALING, 1765-1927"**

Professor Don Warrin will speak about the contributions to the American whaling industry by Portuguese and Cape Verdean immigrants. 18 Johnny Cake Hill, New Bedford, MA 02740 7:30pm Free Wheelchair Access 508-997-0046 whalingmuseum.org

#### **WATERFRONT HISTORIC LEAGUE (WHALE) WALKING TOUR**

Walk through the cobblestone streets of the New Bedford Whaling National Historical Park and Downtown to learn more about the establishment of WHALE's preservation efforts and the more than 27 distinct projects and initiatives that WHALE has spearheaded in the heart of New Bedford. Co-Sponsored by WHALE and the New Bedford Whaling National Historical Park. Steps off from the National Park Visitors Center, 33 William Street, New Bedford, MA 02740 6pm Free waterfrontleague.org

### **JUNE 11, 2010**

#### **16th ANNUAL UNITED WAY CLAMBAKE**

Annual fundraiser to benefit the United Way of Greater New Bedford features a traditional New England clam bake. Fisherman's Wharf/Pier 3, New Bedford, MA 02740 Social Hour 5-6pm, Clambake 7pm, Music until 11pm \$75 each or \$650 for a table of 10 Wheelchair Access 508-994-9625

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Laconia Muskrats. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors & Children 7-16 \$3; Children 6 and under free. Group rates available. nbbaysox.com

### **JUNE 12, 2010**

#### **NEW BEDFORD SYMPHONY ORCHESTRA 10th ANNUAL SYMPHONY SEASIDE SWING**

A sparkling summer fundraiser, this elaborately catered event includes cocktails, dinner, dancing, silent auction and the music of the New Bedford Symphony Orchestra under the baton of Dr. David MacKenzie with guest vocalist, Sherry Williams. Kittansett Club, Marion, MA 02738 5:30-10pm \$175 Wheelchair Access 508-999-6276

#### **SCHOOL OF THE NEW BEDFORD BALLET "CINDERELLA"**

This full length ballet is a variation of the original fairytale showcased as the gift of classical ballet wrapped in humor with the promise of a "happy ever after ending." Zeiterion Performing Arts Center, 684 Purchase Street, New Bedford, MA 02740 2 & 8pm Adults \$15/Seniors and Students \$10/Children \$8 508-993-1387 zeiterion.org newbedfordballet.org

### **JUNE 13, 2010**

#### **AHA! NIGHT, WALKING TOURS—BARROULLIE WHALERS**

Time: 7pm-8pm, Where: New Bedford Whaling National Historical Park visitor center, Admission: Free Web Address: www.ahanewbedford.org

**JUNE 13, 2010**

**READING DOUGLASS IN THE AGE OF OBAMA WITH NBHS**

Time: 6pm–7pm, Where: New Bedford Whaling National Historical Park visitor center, Admission: Free  
Web Address: [www.ahanewbedford.org](http://www.ahanewbedford.org)

**THE LANGUAGE OF FLOWERS**

*Ruth and Abby, the 1850s ladies, present the meaning of flowers. Make a dried flower bookmark to take home.*

Time: 6pm–8pm, Where: New Bedford Whaling National Historical Park visitor center, Admission: Free  
Web Address: [www.ahanewbedford.org](http://www.ahanewbedford.org)

**JUNE 15, 2010**

**NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Laconia Muskrats. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

**JUNE 17, 2010**

**NEW BEDFORD WHALING MUSEUM NEW EXHIBIT OPENING: PHOTOGRAPHY FROM THE NEW BEDFORD STANDARD, 1895-1920**

An exhibit of a collection of dry-plate glass negatives made between the years 1895-1925 to illustrate stories in the New Bedford Standard, forerunner to the Standard-Times, will examine newsworthy people, events, and places in the New Bedford region. 18 Johnny Cake Hill, New Bedford, MA 02740 1pm Wheelchair Access 508-997-0046 [whalingmuseum.org](http://whalingmuseum.org)

**JUNE 17 – JULY 10, 2010**

**CROWELL'S FINE ART AND FINE FRAMING ART EXHIBIT: PETER DICKISON**

382 Acushnet Avenue, New Bedford, MA 02740 508-992-5231 [crowellsfineart.com](http://crowellsfineart.com)

**JUNE 19 – 20, 2010**

**OUR LADY OF PERPETUAL HELP POLISH FESTIVAL**

Live entertainment, Polish kitchen, booths and games. Lenny Gomulka and Chicago Push perform Sat. with Eddie Forman from Hadley performing on Sun. Polka Mass at 11am on Sun. 235 North Front Street, New Bedford, MA 02740 Sat. 11am-8pm, Sun 12noon to 5pm Free 508-993-6523

**JUNE 19, 2010**

**ROTCH-JONES-DUFF HOUSE & GARDEN MUSEUM "LA SOIRE AU JARDIN"**

RJD Annual Spring Event to support educational programming. Cocktail reception, silent auction, dinner and dancing. Mattarest Lane, South Nonquitt 6-11pm \$165 Wheelchair Access Call for details 508-997-1401 [rjdmuseum.org](http://rjdmuseum.org)

**JUNE 20, 2010**

**BUTTONWOOD PARK ZOO "FATHER'S DAY AT THE ZOO"**

Enjoy a wonderful Sunday at the zoo with Dad. Brush up on your "paternal" vocabulary and play "Who's Your Daddy" a word-based game about animal dads. 425 Hawthorn Street, New Bedford, MA 02740 All day. Dads are free with paying child. Wheelchair Access 508-991-6178 [bpzoo.org](http://bpzoo.org)

**JUNE 20 – 21, 2010**

**ST. JOHN THE BAPTIST FEAST**

Dinner Saturday Adults \$20 Sunday procession begins at 2:30pm. Ethnic foods, entertainment, game booths at 4pm 508-992-7727

**JUNE 22, 2010**

**ZEITERION PERFORMING ARTS CENTER "WEIRD AL 2010"**

America's foremost song parodist and Grammy Award winner "Weird Al" presents a multimedia extravaganza. 684 Purchase Street, New Bedford, MA, 8pm \$48 Wheelchair Access, 508-994-2900

### **JUNE 22, 2010**

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Bristol Collegiate Baseball Club. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors & children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

### **JUNE 23 – AUGUST 1, 2010**

#### **GALLERY X: "SUMMER MEMBERS' SHOW"**

Reception June 26, 2010, 7-10pm 169 William Street, New Bedford, MA 02740 11am-5pm, 11am-3pm Wheelchair Access 508-992-2675 [galleryx.org](http://galleryx.org)

### **JUNE 24, 2010**

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Danbury Westerners. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm. General admission \$5; Seniors & children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

### **JUNE 25, 2010**

#### **NEW BEDFORD WHALING MUSEUM "AFTER HOURS"**

A unique blend of live music, sensational cocktails and captivating exhibitions in our fabulous museum setting. Music by indie rock band Columbia Fields. New Bedford Whaling Museum, Jacobs Family Gallery, 18 Johnny Cake Hill, New Bedford, MA 02740 6-8pm Members \$5; Non-Members \$10 Wheelchair Access 508-997-0046

### **JUNE 25 – 26, 2010**

#### **RELAY FOR LIFE OF GREATER NEW BEDFORD**

American Cancer Society's signature fundraising event. Teams camp out around the clock and take turns walking the track. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 Fri 6pm through Sat 3pm 508-965-2901 [relayforlife.org](http://relayforlife.org)

### **JUNE 26, 2010**

#### **NEW BEDFORD WHALING MUSEUM GALA RIBBON-CUTTING CEREMONY**

The public is cordially invited to join the Board of Trustees, Mayor Scott W. Lang, and elected officials to a Gala Ribbon-Cutting Ceremony to re-open the 103 year old Water Street Entrance of the Old Dartmouth Historical Society's original museum space, now restored as the Old Dartmouth Historical Society Wattles Family Gallery. 18 Johnny Cake Hill, New Bedford, MA 02740 3pm Wheelchair Access 508-997-0046 [whalingmuseum.org](http://whalingmuseum.org)

#### **BUTTONWOOD PARK ZOO "WILD NIGHT AT THE ZOO"**

The Buttonwood Park Zoological Society's Annual Fundraiser and party helps sustain the zoo's educational and conservation programs. The event includes an open bar, buffet dinner and silent auction. 425 Hawthorn Street, New Bedford, MA 02740 7-11pm \$100 Wheelchair Access 508-991-6178 [bpzoo.org](http://bpzoo.org)

#### **STORY CAFÉ AT ARTWORKS! ESHU**

#### **BUMPUS PLUS MOTOKO**

384 Acushnet Avenue, New Bedford, MA 7-9pm 508-984-1588 [artworksforyou.org](http://artworksforyou.org)

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the North Shore Navigators. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm

General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available.

### **JUNE 27, 2010**

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Lowell All-Americans. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:00pm General admission \$5; Seniors & children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

### **JUNE 28, 2010**

#### **COMMUNITY BOATING CENTER SUMMER YOUTH SAILING PROGRAM: SESSION 1**

One and two-week all-day programs, Monday through Friday, for seven to eighteen year olds. Small class sizes and great instructors make these programs a great opportunity for kids to learn and have fun on Clark's Cove. 1641 Padanaram Avenue, New Bedford, MA 508-992-6219 [communityboating.org](http://communityboating.org)

### **JUNE 29, 2010**

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Sanford Mariners. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors & children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

### **JUNE 30, 2010**

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Holyoke Sox . Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors & children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

## **July**

### **Weekly**

#### **BUTTONWOOD PARK ZOO**

425 Hawthorn Street, New Bedford, MA 02740  
Wheelchair Access 508-991-6178 [bpzoo.org](http://bpzoo.org)

### **JULY 1, 8, 15, 22, 29, 2010**

#### **"TODDLER TALES"**

Enjoy a zooper fun story time at the zoo every Thursday! Toddler Tales includes a snack as well as a craft or activity. Recommended for ages 3-5 years. 10:30am Free with Zoo admission.

### **JULY 2, 9, 16, 23, 30, 2010**

#### **"MONKEY BUSINESS"**

Join us for our open play Fridays. This is a great way to wrap up the school week with a quick visit with the animals and an afternoon of games, toys and puzzles. We'll provide the toys, you provide the monkeys! 1-4pm Zoo fee plus \$5 per family

#### **NEW BEDFORD WHALING MUSEUM**

18 Johnny Cake Hill, New Bedford, MA 02740  
Wheelchair Access 508-997-0046  
[whalingmuseum.org](http://whalingmuseum.org)

### **JULY 5, 12, 19, 26, 2010**

#### **ALL HANDS ON**

Docents will be available to answer questions, read stories about whales and whaling, and encourage children to investigate the contents of Discovery Sea Chests. Drop in Mondays between 10am & 2pm

#### **HAND BUILT AND WHEEL THROWN CERAMICS**

Drop-in classes with Julie Gold. Monday evenings 6:30-7:30pm Members \$35/Non-members \$40  
Includes all supplies, clay, glaze and firings. Large pieces subject to additional fees.

#### **"TOE JAM PUPPET BAND"**

Sing, dance and play the hour away with New Bedford's coolest kids' band every Monday! 10:30am & 12:30pm Zoo fee plus \$5 per family

**JULY 6, 13, 20, 27, 2010**

**MUSEUM HIGHLIGHTS TOUR**

Join a docent for a 45-minute tour that focuses on the highlights of the Museum's collection. The tour will leave from the front desk. Tuesdays 2pm

**JULY 7, 14, 21, 28, 2010**

**ACRYLIC & OIL PAINTING**

Drop-in classes with Ryan Santos. Wednesday evenings 5:30-7:30pm Members \$22/Non-members \$25 ryandraws2@yahoo.com 774-202-4479

**SUMMER VACATION CLASSES**

Cool Arts Kids summer vacation art classes for ages 6-17. To register call ArtWorks! or register online at artworksforyou.org

**SIGNAL FLAGS**

Learn how maritime signal flags are used as a way of representing individual letters of the alphabet in signals to or from ships. Wednesdays 10am-12 pm

**JULY 8, 15, 22, 29, 2010**

**SAILORS' VALENTINES**

Children will learn how to make Sailor's Valentines, traditional gifts whalemens gave their wives and sweethearts upon returning from a voyage. Take your valentine home as a keepsake. Thursdays 10am-12pm

**JULY 9, 16, 23, 30, 2010**

**MUSEUM HIGHLIGHTS TOUR**

Join a docent for a 45-minute tour that focuses on the highlights of the Museum's collection. Tour will leave from the front desk. Fridays 11am

**FAMILY FUN FRIDAYS**

Family Fun Fridays will feature a different family program each week. All family programs are free for children with a paid adult admission. Fridays 1-3pm

**ARTWORKS!**

384 Acushnet Avenue, New Bedford, MA 02740  
508-984-1588 artworksforyou.org

**JULY 13, 27, 2010**

**SCIENCE TUESDAYS**

Join our teen apprentices in the Jacobs Family Gallery as they examine and explain a variety of marine and whale science topics. These programs feature hands-on learning and keepsakes from the activities. 10:30am-12:30pm

**JULY 1, 2010**

**NAVIO ARTISANS COLLECTIVE ART EXHIBIT: "EMI TIME"**

Seth Rainville, Craig Grab, Joyce Utting Schutter, Matt Harman, Ryan Santos. 65 William Street, New Bedford, MA 02740 508-558-1922

**NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Keene Swampbats. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors & children 7-16 \$3; Children 6 and under free. Group rates available. nbbaysox.com

**JULY 2 - 4, 2010**

**NEW BEDFORD SUMMERFEST**

*An international folk music and arts festival held throughout the park.*

Time: Fri. 6:45pm, Sat & Sun. 11am-9pm,  
Where: New Bedford Whaling National Historical Park, Admission: Free  
Web Address: www.newbedfordsummerfest.com

**JULY 4, 2010**

**CAPE VERDEAN RECOGNITION DAY PARADE**

*As part of Cape Verdean Recognition Week, the park will celebrate by marching in the 36th annual Cape Verdean Recognition Day Parade.*

Time: 11am, Where: Buttonwood Park, ends at the Cape Verdean Veterans Hall (561 Purchase Street) Park, Admission: Free

### **JULY 4, 2010**

#### **4<sup>th</sup> OF JULY GARDEN FAIR**

*Sponsored by the Ladies Branch of the Port Society to help raise money for the restoration of the Bethel.*

Time: 1–4pm, Where: The Seamen’s Bethel (15 Johnny Cake Hill), Admission: Free

### **JULY 5, 2010**

#### **COMMUNITY BOATING CENTER SUMMER YOUTH SAILING PROGRAM: SESSION 2**

One and two-week all-day programs, Monday through Friday, for seven to eighteen year olds. Small class sizes and great instructors make these programs a great opportunity for kids to learn and have fun on Clark’s Cove. 1641 Padanaram Avenue, New Bedford, MA 508-992-6219 [communityboating.org](http://communityboating.org)

### **JULY 6, 2010**

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the North Shore Navigators. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm. General admission \$5; Seniors & children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

### **JULY 7 – AUGUST 7, 2010**

#### **JUDITH KLIEN ART GALLERY “WOMEN OF SUMMER”**

752 Purchase Street, New Bedford, MA 02740 508-965-7397 [judithkleinart.com](http://judithkleinart.com)

### **JULY 8, 2010**

#### **AHA! “KIDS RULE”**

AHA! Spotlights local youth talent with creative participatory activities. Downtown New Bedford 5-9pm Free Wheelchair Access 508-996-8253 [ahanewbedford.org](http://ahanewbedford.org)

#### **THURSDAY EVENINGS IN THE PARK**

*Odaiko New England performs Japanese drumming. Limited seating is available and the public is invited to bring lawn chairs.*

Time: 6:30pm–7:15 pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

### **JULY 8, 2010**

#### **AHA! NIGHT: KIDS RULE—BUILD A HISTORIC HOUSE**

Conducted by WHALE, this is a fun, hands-on learning activity for children of all ages. Children get to choose and put together a particular architectural style seen in New Bedford.

Time: 5–7pm, Where: The Corson Maritime Learning Center, 2nd floor, Admission: Free

#### **TOYS AND GAMES**

*Ruth and Abby, the 1850 s ladies, introduce children of all ages to the toys and games popular in the 19th century.* Time: 6–8pm, Where: Seamen’s Bethel garden, Admission: Free

#### **YAP VIDEO PREMIERE FOR “EVERYWHERE WE GO”**

*Youth Ambassador Program premieres their the video they composed and created that highlights New Bedford.*

Time: 6–7pm, Where: Seamen’s Bethel garden, Admission: Free

### **JULY 8 – August 29, 2010**

#### **LIVING HISTORY PROGRAM**

*Listen in on a conversation between two New Bedford women from the 1850s as they discuss the issues of the day and life in the bustling whaling port.*

Time: Sun. 2–4pm; Thurs. 5–6:30pm; Sat. 10–11:30am, Where: Various locations throughout the park, Admission: Free

### **JULY 9 – 11, 2010**

#### **41st ANNUAL WHALING CITY FESTIVAL**

New Bedford’s largest outdoor festival of the summer showcases Mark Fanelli’s Traveling Amusement Park, dozens of international food vendors, 200 diverse craft and flea market dealers, 6 stages of great entertainment and a giant motorcycle, custom car and truck exhibition on Sunday.

Buttonwood Park 9am-8pm Free Wheelchair Access 508-996-3348 [whalingcityfestival.com](http://whalingcityfestival.com)

**JULY 10, 2010**

**NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Newport Gulls. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 6:30pm General admission \$5; Seniors & children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

**MARITIME HERITAGE DAYS**

*Ron Raiseles demonstrates barrel making (cooperage).*  
Time: 12–2pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

**JULY 11, 2010**

**NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the North Adams Steeplecats. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:00pm General admission \$5; Seniors & children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

**JULY 12, 2010**

**COMMUNITY BOATING CENTER SUMMER YOUTH SAILING PROGRAM: SESSION 3**

One and two-week all-day programs, Monday through Friday, for seven to eighteen year olds. Small class sizes and great instructors make these programs a great opportunity for kids to learn and have fun on Clark's Cove. 1641 Padanaram Avenue, New Bedford, MA 508-992-6219

**JULY 13, 2010**

**NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Newport Gulls. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

**JULY 14, 2010**

**NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Canadian National Team. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

**JULY 15, 2010**

**NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Sanford Mariners. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

**THURSDAY EVENINGS IN THE PARK**

*Crabgrass performs maritime music. Limited seating is available and the public is invited to bring lawn chairs.*  
Time: 6:30pm–7:15 pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

**JULY 15 – AUGUST 14, 2010**

**CROWELL'S FINE ART AND FINE FRAMING ART EXHIBIT: SEVERIN HAINES**

382 Acushnet Avenue, New Bedford, MA 508-992-5231 [crowellsfineart.com](http://crowellsfineart.com)

**JULY 16 – 25, 2010**

**NEW BEDFORD FESTIVAL THEATRE: "GYPSY"**

"Gypsy" is based on the memoirs of entertainer Gypsy Rose Lee. Produced with gorgeous sets and costumes and full orchestra, "Gypsy" will be a fitting tribute to musical theatre and the perfect celebration of Festival Theatre's 20th anniversary. Zeiterion Performing Arts Center, 684 Purchase

Street New Bedford, MA 02740 7:30pm, 2pm \$25 - \$40 Wheelchair Access 508-994-2900 [nbfestivaltheatre.com](http://nbfestivaltheatre.com) [zeiterion.org](http://zeiterion.org)

**JULY 17 – SEPTEMBER 4, 2010**

**ARTWORKS! EXHIBIT: "THE EDGE"**

384 Acushnet Avenue, New Bedford, MA 02740  
7–9pm 508-984-1588 [artworksforyou.org](http://artworksforyou.org)

**JULY 17, 2010**

**11th ANNUAL 3RD EYE UNLIMITED OPEN FESTIVAL**

Youth oriented, multi-cultural festival featuring art displays, break dancing, basketball tournaments, slam-dunk contest, creative crafts for kids, live performances, food and refreshments. Vendor tables feature important community group information. Buttonwood Park 9am-9pm Free Wheelchair Access 508-910-2260 [3rdyeunlimited.com](http://3rdyeunlimited.com)

**NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Vermont Mountaineers. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

**WHALING CITY CLIPPERS NEW ENGLAND FOOTBALL LEAGUE (SEMI-PROFESSIONAL)**

Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets - entrance to the football field is on Maxfield St.) New Bedford, MA 6:30pm Confirm date and time at [whalingcityclippers.com](http://whalingcityclippers.com)

**INTER-CHURCH COUNCIL SOUTHCOAST GOSPEL FESTIVAL**

An afternoon of superb gospel music features twelve highly acclaimed gospel singers performing a range of incredible spiritual music. Food and refreshments. Fort Taber Park, South Rodney French Blvd., New Bedford, MA 02744 12noon-6pm \$10.00 Wheelchair Access 508-979-1464

**MARITIME HERITAGE DAYS**

*Barbara Merry demonstrates marlinspike artistry.*  
Time: Noon–2 pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

**JULY 20, 2010**

**NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Laconia Muskrats. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

**JULY 22, 2010**

**NEW BEDFORD WHALING MUSEUM TRITON BRASS: "MUSIC FOR A SUMMER EVE"**

An old-fashioned town band concert! Re-live a New England tradition as the Triton Brass present a program of crowd-pleasing favorites for your summer-eve enjoyment. Four of the five members are also members of the New Bedford Symphony Orchestra. 18 Johnny Cake Hill, New Bedford, MA 02740 7:30pm Wheelchair Access 508-997-0046 [whalingmuseum.org](http://whalingmuseum.org)

**THURSDAY EVENINGS IN THE PARK**

*Sparky and Rhonda Rucker perform African American songs and stories. Limited seating is available and the public is invited to bring lawn chairs.*

Time: 6:30pm–7:15 pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

**JULY 23, 2010**

**GALLERY X: "THE LORE LOUNGE"**

Welcome to the "Soul Movement," an alcohol-free lounge with live jazz and soul hosted by Phillip Aaron, Mwakim and The Bass Mint Bros. with featured spoken-word artists, singers and open-mic. 169 William Street, New Bedford, MA 02740 8:30pm \$5; Wheelchair Access 508-992-2675 [galleryx.org](http://galleryx.org)

### **JULY 23, 2010**

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Lowell All-Americans. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

### **JULY 24, 2010**

#### **BUTTONWOOD PARK ZOO "BUG-A-RAMA"**

Visit the zoo for buggy crafts and activities, including catch and release insect hunts. 425 Hawthorn Street, New Bedford, MA 02740 1-4pm Free with Zoo admission Wheelchair Access 508-991-6178 [bpzoo.org](http://bpzoo.org)

#### **STORY CAFÉ AT ARTWORKS! KATIE GREN**

384 Acushnet Avenue, New Bedford, MA 7-9pm 508-984-1588 [artworksforyou.org](http://artworksforyou.org)

#### **MARITIME HERITAGE DAYS**

*Phil Szenher demonstrates the making of traditional sea chests.*

Time: noon-2pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

### **JULY 26, 2010**

#### **COMMUNITY BOATING CENTER SUMMER YOUTH SAILING PROGRAM: SESSION 5**

One and two-week all-day programs, Monday through Friday, for seven to eighteen year olds. Small class sizes and great instructors make these programs a great opportunity for kids to learn and have fun on Clark's Cove. 1641 Padanaram Avenue, New Bedford, MA 508-992-6219 [communityboating.org](http://communityboating.org)

### **JULY 26, 2010**

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Sanford Mariners. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available. [nbbaysox.com](http://nbbaysox.com)

### **JULY 27, 2010**

#### **ZEITERION PERFORMING ARTS CENTER "CYNDI LAUPER"**

This performance is a rare "Evening With" show, featuring Cyndi Lauper and her stellar band! 684 Purchase Street, New Bedford, MA 02740 8pm \$68, \$58, \$48 Wheelchair Access 508-994-2900 [zeiterion.org](http://zeiterion.org)

### **JULY 29, 2010**

#### **THURSDAY EVENINGS IN THE PARK**

*Joao Cerilu and Pilon Batuku perform Cape Verdean music and dance. Limited seating is available and the public is invited to bring lawn chairs.*

Time: 6:30pm-7:15 pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

### **JULY 29 – AUGUST 1, 2010**

#### **96th ANNUAL FEAST OF THE BLESSED SACRAMENT**

Founded in 1915, this traditional event is the largest Portuguese Feast in the world and the largest ethnic festival in New England. Located in the heart of New Bedford's North End, the Feast is a celebration of Portuguese/American culture featuring international food and refreshments, live entertainment, carnival rides and the city's largest parade. Free admission including admission to the Museum of Madeiran Heritage. Celebrity performances include multi-platinum artists Berlin featuring Terri Nunn, Portuguese singer Ramana Vieira and popular Portuguese band Starlight. Special events on Saturday include a 5K road race and an afternoon of children's entertainment. Parade on Sunday. 50 Madeira Avenue, New Bedford, MA 02746 508-992-6911 [portuguesefeast.com](http://portuguesefeast.com)

### **JULY 30, 2010**

#### **NEW BEDFORD SYMPHONY ORCHESTRA WINDS "DOWN TO THE SEA IN SHIPS"**

A musical celebration of all things nautical in honor of Herman Melville's birthday on August 1. Features the outstanding wind and brass players from the NBSO in a concert of unique pieces, some arranged especially for this performance, with a focus on sailing, fishing, and the sea. New Bedford Whaling Museum, 18 Johnny Cake Hill, New Bedford, MA 02740 3pm Wheelchair Access 508-997-0046 whalingmuseum.org

#### **NEW BEDFORD WHALING MUSEUM "AFTER HOURS"**

Nate Mott Band performs. 18 Johnny Cake Hill, New Bedford, MA 02740 6:00-8:00pm \$5 for Museum members and Cardoza's Rewards cardholders. \$10 for general public, 21 and older only Wheelchair Access 508-997-0046 whalingmuseum.org

### **JULY 31, 2010**

#### **NEW BEDFORD WHALING MUSEUM HERMAN MELVILLE FAMILY DAY**

A fun-filled day celebrating Herman Melville's birthday. Activities include a reading of a children's version of "Moby-Dick," a science activity and an art project. 18 Johnny Cake Hill, New Bedford, MA 02740 11:00am-2:00pm 508-997-0046

#### **THE COALITION FOR BUZZARDS BAY 17th ANNUAL SWIM BUZZARDS BAY**

A 1.2 mile open-water swim through the warm, clean waters of Buzzards Bay - from Davy's Locker in New Bedford to Fort Phoenix in Fairhaven. 7:15am-1pm Registration fee \$10, \$15 after June 15. Wheelchair Access 508-999-6363 savebuzzardsbay.org

#### **NEW BEDFORD BAY SOX NEW ENGLAND COLLEGIATE BASEBALL LEAGUE**

The Bay Sox play the Lowell All-Americans. Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets) New Bedford, MA 02740 6:30pm General admission \$5; Seniors and children 7-16 \$3; Children 6 and under free. Group rates available. nbbaysox.com

### **JULY 31, 2010**

#### **MARITIME HERITAGE DAYS**

*Liz LeValley demonstrates scrimshaw.*

Time: noon-2pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

## **August**

### **Weekly**

#### **BUTTONWOOD PARK ZOO**

425 Hawthorn Street, New Bedford, MA 02740 Wheelchair Access 508-991-6178 bpzoo.org

### **AUGUST 2, 9, 16, 23, 30, 2010**

#### **"TOE JAM PUPPET BAND"**

Sing, dance and play the hour away with New Bedford's coolest kids' band every Monday! 10:30am & 12:30pm Zoo fee plus \$5 per family

#### **ALL HANDS ON**

Docents will be available to answer questions, read stories about whales and whaling, and encourage children to investigate the contents of Discovery Sea Chests. Drop in Mondays between 10am & 2pm

#### **HAND BUILT AND WHEEL THROWN CERAMICS**

Drop-in classes with Julie Gold. Monday evenings 6:30-7:30pm Members \$35/Non-members \$40. Includes all supplies, clay, glaze and firings. Large pieces subject to additional fees.

### **AUGUST 5, 12, 19, 26, 2010**

#### **"TODDLER TALES"**

Enjoy a zooper fun story time at the zoo every Thursday! Toddler Tales includes a snack as well as a craft or activity. Recommended for ages 3-5 years. 10:30am Free with Zoo admission

**AUGUST 3, 10, 17, 2010**

**SCIENCE TUESDAYS**

Join our teen apprentices in the Jacobs Family Gallery as they examine and explain a variety of marine and whale science topics. These programs feature hands-on learning and keepsakes from the activities. 10:30am-12:30pm

**AUGUST 3, 10, 17, 24, 31, 2010**

**MUSEUM HIGHLIGHTS TOUR**

Join a docent for a 45-minute tour that focuses on the highlights of the Museum's collection. The tour will leave from the front desk. Tuesdays 2pm

**AUGUST 4, 11, 18, 25, 2010**

**SIGNAL FLAGS**

Learn how maritime signal flags are used as a way of representing individual letters of the alphabet in signals to or from ships. Wednesdays 10am-12 pm

**ACRYLIC & OIL PAINTING**

Drop-in classes with Ryan Santos. Wednesday evenings 5:30-7:30pm Members \$22/Non-members \$25 ryandraws2@yahoo.com 774-202-4479

**SUMMER VACATION CLASSES**

Cool Arts Kids summer vacation art classes for ages 6-17. To register call ArtWorks! or register online at [artworksforyou.org](http://artworksforyou.org)

**AUGUST 5, 12, 19, 26, 2010**

**SAILORS' VALENTINES**

Children will learn how to make Sailor's Valentines, traditional gifts whalemens gave their wives and sweethearts upon returning from a voyage. Take your valentine home as a keepsake. Thursdays 10am-12pm

**AUGUST 6, 13, 20, 27, 2010**

**MUSEUM HIGHLIGHTS TOUR**

Join a docent for a 45-minute tour that focuses on the highlights of the Museum's collection. Tour will leave from the front desk. Fridays 11am

**"MONKEY BUSINESS"**

Join us for our open play Fridays. This is a great way to wrap up the school week with a quick visit with the animals and an afternoon of games, toys and puzzles. We'll provide the toys, you provide the monkeys! 1-4pm Zoo fee plus \$5 per family

**NEW BEDFORD WHALING MUSEUM:**

18 Johnny Cake Hill, New Bedford, MA 02740  
Wheelchair Access 508-997-0046  
[whalingmuseum.org](http://whalingmuseum.org)

**FAMILY FUN FRIDAYS**

Family Fun Fridays will feature a different family program each week. All family programs are free for children with a paid adult admission. Fridays 1-3pm

**ARTWORKS!**

384 Acushnet Avenue, New Bedford, MA 02740  
508-984-1588 [artworksforyou.org](http://artworksforyou.org)

**AUGUST 1, 2010**

**NAVIO ARTISANS COLLECTIVE ART EXHIBITS: "WORKS ON PAPER" and "TEA HOUSE"**

65 William Street, New Bedford, MA, 02740  
508-558-1922

**AUGUST 2, 2010**

**COMMUNITY BOATING CENTER SUMMER YOUTH SAILING PROGRAM: SESSION 6**

One and two-week all-day programs, Monday through Friday, for seven to eighteen year olds. Small class sizes and great instructors make these programs a great opportunity for kids to learn and have fun on Clark's Cove. 1641 Padanaram Avenue, New Bedford, MA 508-992-6219  
[communityboating.org](http://communityboating.org)

### **AUGUST 4 – SEPTEMBER 11, 2010**

#### **GALLERY X: "PUBLIC HANGING XXI"**

Non-juried community art show open to all artists. Opening reception Aug 7 7-10pm 169 William St., New Bedford, MA 02740 Wed-Fri 11am-5pm Sat & Sun 11am-3pm Free Wheelchair Access 508-992-2675 galleryx.org

### **AUGUST 5, 2010**

#### **NEW BEDFORD WHALING MUSEUM JOHN MOCK PERFORMANCE, MUSEUM PLAZA**

"From the Shoreline" concert/presentation by John Mock— a show that combines maritime-themed folk/classical music, performed on guitar, concertina and whistle, and fine art photography of coastal scenes from New England, Ireland and Scotland. 18 Johnny Cake Hill, New Bedford, MA 02740 7:30pm Free Wheelchair Access 508-997-0046 whalingmuseum.org

#### **THURSDAY EVENINGS IN THE PARK**

*Debra Cowan sings maritime ballads. Limited seating is available and the public is invited to bring lawn chairs.* Time: 6:30pm–7:15 pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

### **AUGUST 6 – 8, 2010**

#### **38th BUZZARDS BAY REGATTA**

The BBR is one of the largest multi-class regattas in the US with approximately 450 boats and 1200 sailors within a variety of different classes and from all across the Northeast and the country as they look to enjoy the renowned sailing conditions, competition and race management. Hosted by and located at Beverly Yacht Club in Marion, MA with Community Boating Center in New Bedford, MA as the location for the C420 fleet.

### **AUGUST 7, 2010**

#### **WHALING CITY CLIPPERS NEW ENGLAND FOOTBALL LEAGUE (SEMI-PROFESSIONAL)**

Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets - entrance to the football field is on Maxfield Street) New Bedford, MA. 6:30pm Confirm date and time at whalingcityclippers.com

### **AUGUST 7, 2010**

#### **NEW BEDFORD WHALING MUSEUM OVER THE TOP – AROUND THE WORLD! A GALA SUMMER FUNDRAISER**

This gala summer celebration benefits the New Bedford Whaling Museum. "Over the Top" is a casually elegant, fun-filled evening featuring a variety of delectable food, fabulous entertainment, and a live and silent auction. 18 Johnny Cake Hill, New Bedford, MA 02740 1-3pm Wheelchair Access For reservations, call 508-997-0046 ext. 115 whalingmuseum.org

### **AUGUST 7, 2010**

#### **MARITIME HERITAGE DAYS**

*Dean Rantz demonstrates maritime blacksmithing.* Time: noon–2pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

### **AUGUST 9, 2010**

#### **ZEITERION PERFORMING ARTS CENTER "THE SILK ROAD ENSEMBLE WITH YO-YO MA"**

Founded by cellist Yo-Yo Ma, the Silk Road Project is a not-for-profit artistic, cultural and educational organization with a vision of connecting the world's neighborhoods by bringing together artists and audiences around the globe. 684 Purchase Street, New Bedford, MA 02740 8pm \$125, \$95, \$85, \$50 Wheelchair Access 508-994-2900 zeiterion.org

#### **COMMUNITY BOATING CENTER SUMMER YOUTH SAILING PROGRAM: SESSION 7**

One and two-week all-day programs, Monday through Friday, for seven to eighteen year olds. Small class sizes and great instructors make these programs a great opportunity for kids to learn and have fun on Clark's Cove. 1641 Padanaram Avenue, New Bedford, MA 508-992-6219 communityboating.org

### **AUGUST 12, 2010**

#### **AHA! NIGHT "SUMMER SOUNDS"**

*Ruth and Abby, the 1850s ladies, lead the public in singing songs from the 19th century and discuss the meanings behind some of them.* Time: 6pm–8pm, Where: Seamen's Bethel, Admission: Free; www.ahanewbedford.org

### **AUGUST 12, 2010**

#### **NEW BEDFORD WHALING MUSEUM "THE AZORES: FROM WHALER'S REFUGE TO SAILOR'S DESTINATION"**

Victor Pinheiro, President of the Azorean Maritime Heritage Society and avid sailor, will trace the historical relationship between New Bedford and the Azores and highlight the cultural ties that still bind the two locations. 18 Johnny Cake Hill, New Bedford, MA 02740 7:30pm Wheelchair Access 508-997-0046 whalingmuseum.org

#### **THURSDAY EVENINGS IN THE PARK**

*The West Indian steel drum ensemble Pan loco performs. Limited seating is available and the public is invited to bring lawn chairs.*

Time: 6:30pm–7:15 pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

### **AUGUST 13 – 15, 2010**

#### **FEAST OF SENHOR DA PEDRA**

Annual Portuguese festival features ethnic foods, games, raffles, auctions and a variety of musical performances. Madeira Field, 50 Madeira Avenue, New Bedford, MA 02746 Free Wheelchair Access 508-996-4373

### **AUGUST 14, 2010**

#### **MARITIME HERITAGE DAYS**

*Ken Bizarro demonstrates model ship building.*

Time: noon–2pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

### **AUGUST 14 – SEPTEMBER 18, 2010**

#### **JUDITH KLEIN ART GALLERY: FINE ART PAINTING**

752 Purchase Street, New Bedford, MA 508-965-7397 judithkleinart.com

### **AUGUST 16, 2010**

#### **COMMUNITY BOATING CENTER SUMMER YOUTH SAILING PROGRAM: SESSION 8**

One and two-week all-day programs, Monday through Friday, for seven to eighteen year olds. Small class sizes and great instructors make these programs a great opportunity for kids to learn and have fun on Clark's Cove. 1641 Padanaram Avenue, New Bedford, MA 508-992-6219 communityboating.org

### **AUGUST 19, 2010**

#### **NEW BEDFORD WHALING MUSEUM NEW BEDFORD SYMPHONY ORCHESTRA STRING QUARTET: "ELEGANT EVENINGS"**

The NBSO String Quartet is comprised of some of the finest performers in the NBSO, and will present a program of diverse works written as elegant and entertaining music for an "evening in the parlor." 18 Johnny Cake Hill, New Bedford, MA 02740 7:30pm Wheelchair Access 508-997-0046 whalingmuseum.org

#### **THURSDAY EVENINGS IN THE PARK**

*Iron river Singers perform Native American song and dance. Limited seating is available and the public is invited to bring lawn chairs.*

Time: 6:30pm–7:15 pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

### **AUGUST 19 – SEPTEMBER 11, 2010**

#### **CROWELL'S FINE ART AND FINE FRAMING ART EXHIBIT: DAVID LOEFFLER SMITH**

382 Acushnet Avenue, New Bedford, MA 508-992-5231 crowellsfineart.com

### **AUGUST 20 – 22, 2010**

#### **COMMUNITY BOATING CENTER US O'PEN CUP**

The US O'Pen Cup 'Un-Regatta' is a fun regatta for kids from across North America. In past years, kids have called it "the funnest event I've ever done." Kids compete in events like "round the buoys," tandem freestyle, and a GPS Speed Test. 1641 Padanaram Avenue, New Bedford, MA 508-992-6219 communityboating.org

### **AUGUST 21, 2010**

#### **WHALING CITY CLIPPERS NEW ENGLAND FOOTBALL LEAGUE (SEMI-PROFESSIONAL)**

Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets - entrance to the football field is on Maxfield Street) New Bedford, MA 6:30pm. Confirm date and time at whalingcityclippers.com

### **AUGUST 21, 2010**

#### **WHALING CITY CLIPPERS NEW ENGLAND FOOTBALL LEAGUE (SEMI-PROFESSIONAL)**

Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets - entrance to the football field is on Maxfield Street) New Bedford, MA 6:30pm. Confirm date and time at [whalingcityclippers.com](http://whalingcityclippers.com)

#### **MARITIME HERITAGE DAYS**

*Tor Bendiksen demonstrates fishing net design and construction.*

Time: noon–2pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

### **AUGUST 26, 2010**

#### **THURSDAY EVENINGS IN THE PARK**

*GeraSons perform Portuguese music. Limited seating is available and the public is invited to bring lawn chairs.*

Time: 6:30pm–7:15 pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

### **AUGUST 27, 2010**

#### **NEW BEDFORD WHALING MUSEUM NEW BEDFORD SYMPHONY ORCHESTRA WINDS: "WINDS OF CHANGE: A PROGRAM OF MUSIC FOR WINDS FROM FOUR CENTURIES"**

Explore the glories of wind repertoire from the 18th Century to the present with the outstanding wind and brass players from the NBSO. 18 Johnny Cake Hill, New Bedford, MA 02740 3pm Wheelchair Access 508-997-0046 [whalingmuseum.org](http://whalingmuseum.org)

#### **GALLERY X: "THE LORE LOUNGE"**

Welcome to the "Soul Movement," an alcohol-free lounge with live jazz and soul hosted by Phillip Aaron, Mwakim and The Bass Mint Bros. with featured spoken-word artists, singers and open-mic. 169 William Street, New Bedford, MA 02740 8:30pm \$5 Wheelchair Access 508-992-2675 [galleryx.org](http://galleryx.org)

### **AUGUST 27 – 29, 2010**

#### **FORT TABER/FORT RODMAN HISTORICAL ASSOCIATION GRAND ENCAMPMENT/ REVOLUTIONARY WAR**

Uniformed historians recreate British and American camps with military music, colonial dance, canon, wagons, food, etc. South Rodney French Blvd. New Bedford, MA 02744 Sat 9am-9pm, Sun 9am-3pm Free Wheelchair Access 508-994-3938

### **AUGUST 28, 2010**

#### **WHALING CITY CLIPPERS NEW ENGLAND FOOTBALL LEAGUE (SEMI-PROFESSIONAL)**

Paul Walsh Field, 230 Hathaway Blvd, (corner of Parker and Hunter streets - entrance to the football field is on Maxfield St.) New Bedford, MA 6:30pm Confirm date and time at [whalingcityclippers.com](http://whalingcityclippers.com)

### **AUGUST 28, 2010**

#### **STORY CAFÉ AT ARTWORKS! BOB REISER**

384 Acushnet Avenue, New Bedford, MA 7–9pm 508-984-1588 [artworksforyou.org](http://artworksforyou.org)

#### **MARITIME HERITAGE DAYS**

*Jonathan Perry demonstrates traditional Wampanoag maritime skills.*

Time: noon–2pm, Where: Visitor Center Garden, 33 William Street, Admission: Free

## September

### Weekly

#### BUTTONWOOD PARK ZOO

425 Hawthorn Street, New Bedford, MA 02740  
Wheelchair Access 508-991-6178 bpzoo.org

#### SEPTEMBER 6, 13, 20, 27, 2010

##### "TOE JAM PUPPET BAND"

Sing, dance and play the hour away with New Bedford's coolest kids' band every Monday! 10:30am & 12:30pm Zoo fee plus \$5 per family

#### SEPTEMBER 2, 9, 16, 23, 30, 2010

##### "TODDLER TALES"

Enjoy a zooper fun story time at the zoo every Thursday! Toddler Tales includes a snack as well as a craft or activity. Recommended for ages 3-5 years. 10:30am Free with Zoo admission

#### SEPTEMBER 3, 10, 17, 24, 2010

##### "MONKEY BUSINESS"

Join us for our open play Fridays. This is a great way to wrap up the school week with a quick visit with the animals and an afternoon of games, toys and puzzles. We'll provide the toys, you provide the monkeys! 1-4pm Zoo fee plus \$5 per family

#### ARTWORKS!

384 Acushnet Avenue, New Bedford, MA 02740  
508-984-1588 artworksforyou.org

#### SEPTEMBER 13, 20, 27, 2010

##### HAND BUILT AND WHEEL THROWN CERAMICS

Drop-in classes with Julie Gold. Monday evenings 6:30-7:30pm Members \$35/Non-members \$40 Includes all supplies, clay, glaze and firings. Large pieces subject to additional fees.

#### SEPTEMBER 1, 8, 15, 22, 29, 2010

##### ACRYLIC & OIL PAINTING

Drop-in classes with Ryan Santos. Wednesday evenings 5:30-7:30pm Members \$22/Non-members \$25 ryandraws2@yahoo.com 774-202-4479

#### SEPTEMBER 7, 2010

##### NEW BEDFORD AREA CHAMBER OF COMMERCE ANNUAL INVITATIONAL GOLF TOURNAMENT

2010 Chamber Invitational Golf Tournament at LeBaron Hills Country Club, 183 Rhode Island Road (Off Rt. 79), Lakeville, MA 02347 Noon shotgun start. \$150 per person 508-999-5231

#### SEPTEMBER 7 – 14, 2010

##### BIENNIAL AZOREAN WHALEBOAT REGATTA

Witness these beautiful, historic whaleboats compete off the shores of New Bedford's South End. During this week-long event, there will be rowing and sailing competitions, cultural and educational events as well as the dedication of the Azorean Whalemens' gallery. Off East and West Rodney French boulevards. New Bedford, MA 02744 Daily Free Wheelchair Access

#### SEPTEMBER 9, 2010

##### AHA! NIGHT "NB CULTURES"

AHA! Celebrates the cultures and traditions of New Bedford. Downtown New Bedford, MA 02740 5-9pm Free Wheelchair Access 508-996-8253 ahanewbedford.org

##### AHA! NIGHT-TASTE OF NEW BEDFORD'S CULTURES

*Ruth and Abby, the 1850s ladies, present a sampling of food from various cultures living in New Bedford in the 19th century. Along with the food, they will tell stories of their friends and neighbors from these cultures.*

Time: 6pm-8pm, Where: New Bedford Whaling National Historical Park visitor center, Admission: Free; www.ahanewbedford.org

**SEPTEMBER 9, 2010**

**MOBY DICK BOOK CLUB**

Time : 6pm–8pm, Where: New Bedford Whaling National Historical Park visitor center, Admission: Free; [www.ahanewbedford.org](http://www.ahanewbedford.org)

**SEPTEMBER 9 – OCTOBER 9, 2010**

**CROWELL'S FINE ART AND FINE FRAMING ART EXHIBIT:**

**KATHRYN LEE SMITH AND ALYN CARLSON**  
382 Acushnet Avenue, New Bedford, MA  
508-992-5231 [crowellsfineart.com](http://crowellsfineart.com)

**SEPTEMBER 10 – OCTOBER 9, 2010**

**ARTWORKS! EXHIBIT: "FROM HEART TO HEARTH"**

384 Acushnet Avenue, New Bedford, MA 02740  
7–9pm 508-984-1588 [artworksforyou.org](http://artworksforyou.org)

**SEPTEMBER 11, 2010**

**NEW BEDFORD SYMPHONY ORCHESTRA "CLASSICAL I  
"PASSION AND TRIUMPH"**

Verdi: Overture to "La Forza Del Destino," Beethoven:  
Violin Concerto in D, Prokofiev: Symphony No. 5.  
Violinist, Dmitri Berlinsky. Zeiterion Performing Arts  
Center, 684 Purchase Street, New Bedford, MA  
02740 8pm Adults \$20-\$50; Children \$10  
Wheelchair Access 508-994-2900 [nbsymphony.org](http://nbsymphony.org)

**SEPTEMBER 12, 2010**

**DOWNTOWN NB INC 5th ANNUAL NEW BEDFORD  
SEAPORT CHOWDER FESTIVAL**

Enjoy "taste-testing" an array of chowders and kale  
soups freshly made from approximately 30 of the  
finest southcoast area restaurants. Locally produced  
beverages complement the great food. Also features  
great children's activities, artistic creations and  
distinctive entertainment. Custom House Square,  
Downtown New Bedford, MA 12-4pm Adults in  
advance \$10/\$12 day of; Children \$5 Wheelchair  
Access 508-990-2777 [downtownnb.org](http://downtownnb.org)

**SEPTEMBER 15 – 25, 2010**

**UMASS DARTMOUTH WOMEN'S RESOURCE CENTER:  
"40th ANNIVERSARY EXHIBIT"**

Reception Sept. 18 Gallery X, 169 William Street  
New Bedford, MA 02740 7-10pm 508-992-2675

**SEPTEMBER 18, 2010**

**WHALING CITY CLIPPERS NEW ENGLAND FOOTBALL  
LEAGUE (SEMI-PROFESSIONAL)**

Paul Walsh Field, 230 Hathaway Blvd, (corner of  
Parker and Hunter streets - entrance to the football  
field is on Maxfield St.) New Bedford, MA 6:30pm.  
Confirm date and time at [whalingcityclippers.com](http://whalingcityclippers.com)

**STORY CAFÉ AT ARTWORKS! DALE JARVIS**

384 Acushnet Avenue, New Bedford, MA 7–9pm  
508-984-1588 [artworksforyou.org](http://artworksforyou.org)

**SEPTEMBER 24, 2010**

**BUTTONWOOD PARK ZOO "FAMILY FALL FUN CAMPFIRE"**

Relax around the campfire and share an activity,  
a story and a snack with a different topic for each  
campfire. Participants must pre-register. 425  
Hawthorn Street, New Bedford, MA 02740 6:30pm  
Members \$25 per family/Non-Members \$35 per  
family Wheelchair Access 508-991-4556 [bpzoo.org](http://bpzoo.org)

**NEW BEDFORD WHALING MUSEUM "AFTER HOURS"**

Shawn Monteiro and the New Bedford Jazz quartet  
with John Harrison and Jim Robataille. 18 Johnny  
Cake Hill, New Bedford, MA 02740 6-8pm \$5  
for Museum members and Cardoza's Rewards  
cardholders. \$10 for general public, 21 and older only.

**GALLERY X: "THE LORE LOUNGE"**

Welcome to the "Soul Movement." an alcohol free  
lounge with live jazz and soul hosted by Phillip  
Aaron, Mwakim and The Bass Mint Bros. with featured  
spoken-word artists, singers and open-mic. 169  
William Street,, New Bedford, MA 02740 8:30pm \$5  
Wheelchair Access 508-992-2675 [galleryx.org](http://galleryx.org)

**SEPTEMBER 24 – 26, 2010**

**WORKING WATERFRONT FESTIVAL**

*This free festival is a fun, family-friendly event celebrating the history and culture of New England's commercial fishing industry. The festival features live ethnic and maritime music, children's activities, cooking Gallery provides the only permanent exhibition space in the United States that demonstrates, vessel and harbor tours, fisherman's contests, author chronicles the Azorean/American cultural exchange of the 19th century. The exhibit readings, film screenings, local seafood, festival bookstore, maritime focuses on a geographic and cultural overview of the Azorean Archipelago, the artisans marketplace & more.*

Where: New Bedford's working piers and waterfront parks, Admission: Free

**SEPTEMBER 25 – OCTOBER 23, 2010**

**JUDITH KLEIN ART GALLERY FABRICATIONS OF AUTUMN (GROUP SHOW)**

752 Purchase Street, New Bedford, MA  
508-965-7397 judithkleinart.com

**SEPTEMBER 28, 2010 – JANUARY 21, 2011**

**NEW BEDFORD ART MUSEUM "IN THE LANDSCAPE: FOUR PAINTERS – FOUR SEASONS" "2010 ARTMOBILE"**

608 Pleasant Street New Bedford, MA 02740  
508-961-3076 newbedfordartmuseum.com

**SEPTEMBER 29 – OCTOBER 23, 2010**

**GALLERY X: "WHAT ARE YOU AFRAID OF?"**

A show where artists get to confront their deepest fear. Open to all artists. Reception Oct 9, 7-10pm  
169 William Street, New Bedford, MA 02740  
Wed-Fri 11am-5pm, Sat & Sun 11am-3pm \$10 per piece Wheelchair Access 508-992-2675 galleryx.org

**October**

**Weekly**

**BUTTONWOOD PARK ZOO**

425 Hawthorn Street, New Bedford, MA 02740  
Wheelchair Access 508-991-6178 bpzoo.org

**OCTOBER 1, 8, 15, 22, 30, 2010**

**"MONKEY BUSINESS"**

Join us for our open play Fridays. This is a great way to wrap up the school week with a quick visit with the animals and an afternoon of games, toys and puzzles. We'll provide the toys, you provide the monkeys! 1-4pm Zoo fee plus \$5 per family

**OCTOBER 4, 11, 18, 25, 2010**

**"TOE JAM PUPPET BAND"**

Sing, dance and play the hour away with New Bedford's coolest kids' band every Monday! 10:30am & 12:30pm Zoo fee plus \$5 per family

**HAND BUILT AND WHEEL THROWN CERAMICS**

Drop-in classes with Julie Gold. Monday evenings 6:30-7:30pm Members \$35/Non-members \$40  
Includes all supplies, clay, glaze and firings. Large pieces subject to additional fees.

**OCTOBER 7, 14, 21, 28, 2010**

**"TODDLER TALES"**

Enjoy a zooper fun story time at the zoo every Thursday! Toddler Tales includes a snack as well as a craft or activity. Recommended for ages 3-5 years.  
10:30am Free with Zoo admission

**ARTWORKS!**

384 Acushnet Avenue, New Bedford, MA 02740  
508-984-1588 artworksforyou.org

**OCTOBER 6, 13, 20, 27, 2010**

**ACRYLIC & OIL PAINTING**

Drop-in classes with Ryan Santos. Wednesday evenings 5:30-7:30pm Members \$22/Non-members \$25 ryandraws2@yahoo.com 774-202-4479

### OCTOBER 1, 2010

#### WATERFRONT HISTORIC LEAGUE (WHALE) 20th ANNUAL INTERNATIONAL WINE FESTIVAL AND AUCTION

Proceeds benefit WHALE's preservation, education, and neighborhood restoration activities. Includes wines from all over the world, beers, cognacs, fine cuisine from area restaurants and live music. Presented by Cardoza's Wine & Spirits. Custom House Square, Downtown New Bedford, MA 02740 Members \$50 /Non-members \$75 5:30-9pm 508-997-1776 or [waterfrontleague.org/donations.htm](http://waterfrontleague.org/donations.htm)

#### BUTTONWOOD PARK ZOO "FAMILY FALL FUN CAMPFIRES"

Relax around the campfire and share an activity, a story and a snack with a different topic for each campfire. Participants must pre-register. 425 Hawthorn Street, New Bedford, MA 02740 6:30pm Members \$25/family, Non-Members \$35/family Wheelchair Access 508-991-4556 [bpzoo.org](http://bpzoo.org)

### OCTOBER 2 – 3, 2010

#### 6th ANNUAL NEW BEDFORD OPEN STUDIOS

Explore the fine artist community of New Bedford, featuring over 90 artists exhibiting work in ten historical mills and vintage buildings throughout the city. Meet the artists, see how and where the art is being created, and purchase a great original. Sat 10am-5pm; Sun 11am-5pm Free Wheelchair Access 508-996-1707 [newbedfordopenstudios.org](http://newbedfordopenstudios.org)

### OCTOBER 14, 2010

#### AHA! "THE BOUNTY OF THE SOUTHCOAST"

Featuring local produce, specialties and arts and crafts distinctive to our region. Downtown New Bedford, MA 02740 5-9pm Free Wheelchair Access 508-996-8253 [ahanewbedford.org](http://ahanewbedford.org)

#### AHA! "THE BOUNTY OF THE SOUTHCOAST"—AUTUMN CHORES AND AMUSEMENTS

*Ruth and Abby, the 1850s ladies, display kitchen equipment and discuss the need to preserve food while keeping children entertained with pumpkin rolling and other games.*

Time: 6pm-8pm, Where: New Bedford Whaling National Historical Park visitor center, Admission: Free; [www.ahanewbedford.org](http://www.ahanewbedford.org)

### OCTOBER 15 –17, 22 – 24, 28 – 30

#### BUTTONWOOD PARK ZOO: "BOO AT THE ZOO!"

Get in a ghostly mood with a spooky wagon ride, creepy haunted house, hay-bale maze and much more...if you dare! 425 Hawthorn Street, New Bedford, MA 02740 6-9pm Members: Adults \$5/Children \$3 Non-members: Adults \$10/Children \$8 Wheelchair Access 508-991-6178 [bpzoo.org](http://bpzoo.org)

### OCTOBER 16, 2010

#### STORY CAFÉ AT ARTWORKS! RICHARD MARTIN

384 Acushnet Avenue, New Bedford, MA 7-9pm 508-984-1588 [artworksforyou.org](http://artworksforyou.org)

### OCTOBER 17, 2010

#### NEW BEDFORD SYMPHONY ORCHESTRA "CLASSICAL II "FROM THE DEPTHS OF THE HEART"

The Providence Singers, with Andrew Clark, Music Director, is a one-hundred-voice symphony chorus. St. Anthony's Church, 1359 Acushnet Avenue, New Bedford, MA 02745 3pm Adults \$20-\$50/Children \$10 Wheelchair Access 508-994-2900 [nbsymphony.org](http://nbsymphony.org)

### OCTOBER 18, 2010 - JANUARY 1, 2011

#### NEW BEDFORD FREE PUBLIC LIBRARY EXHIBIT: "THE LIBRARY OF THE PEOPLE—A HISTORY OF THE NEW BEDFORD FREE PUBLIC LIBRARY"

One of the oldest public libraries in Massachusetts, the New Bedford Free Public Library marks the 100th anniversary of relocation from William Street to 613 Pleasant Street. Main Library, Third floor, 613 Pleasant Street, New Bedford, MA 02740 Wheelchair Access 508-979-1787

### OCTOBER 21 – 24, 2010

#### MARION INSTITUTE 6th BIONEERS BY THE BAY CONNECTING FOR CHANGE CONFERENCE

Greg Mortenson, bestselling author of "Three Cups of Tea" and "Stones Into Schools," is a keynote speaker at this year's conference which is held in venues throughout Downtown New Bedford, MA 02740 For a full schedule of events, lectures, demonstrations, farmers' market go to [connectingforchange.org](http://connectingforchange.org) or [marioninstitute.org](http://marioninstitute.org)

**OCTOBER 23, 2010 – JANUARY 1, 2011**

**ARTWORKS!**

**ANNUAL HOLIDAY SHOW AND SALE**  
384 Acushnet Avenue, New Bedford, MA 02740  
7–9pm 508-984-1588 artworksforyou.org

**OCTOBER 27 – NOVEMBER 27, 2010**

**GALLERY X: "FOUND OBJECTS SHOW"**

Theme show, juried exhibition open to all artists.  
Reception Oct 30 7-10pm. 169 William Street, New  
Bedford, MA 02740 Wed–Fri 11am–5pm, Sat & Sun  
11am–3pm \$10 per piece Wheelchair Access  
508-992-2675 galleryx.org

**OCTOBER 29, 2010**

**NEW BEDFORD WHALING MUSEUM "AFTER HOURS":  
PUMPKIN HEAD TED**

18 Johnny Cake Hill, New Bedford, MA 02740  
Museum members and Cardoza's Rewards  
cardholders \$5/general public \$10 (21 and older  
only) 6-8pm Wheelchair Access 508-997-0046  
whalingmuseum.org

**GALLERY X: "THE LORE LOUNGE"**

Welcome to the "Soul Movement," an alcohol-free  
lounge with live jazz and soul hosted by Phillip Aaron,  
Mwakim and The Bass Mint Bros. with featured  
spoken-word artists, singers and open-mic. 169  
William Street, New Bedford, MA 02740 8:30pm \$5  
Wheelchair Access 508-992-2675 galleryx.org

**OCTOBER 30 – NOVEMBER 20, 2010**

**JUDITH KLEIN ART GALLERY INK, PENCIL & CHARCOAL  
(invited artists)**

752 Purchase Street, New Bedford, MA 02740  
508-965-7397 judithkleinart.com

**November**

**Weekly**

**BUTTONWOOD PARK ZOO**

425 Hawthorn Street, New Bedford, MA 02740  
Wheelchair Access 508-991-6178 bpzoo.org

**NOVEMBER 1, 8, 15, 22, 29, 2010**

**"TOE JAM PUPPET BAND"**

Sing, dance and play the hour away with New  
Bedford's coolest kids' band every Monday! 10:30am  
& 12:30pm Zoo fee plus \$5 per family

**HAND BUILT AND WHEEL THROWN CERAMICS**

Drop-in classes with Julie Gold. Monday evenings  
6:30-7:30pm Members \$35/Non-members \$40  
Includes all supplies, clay, glaze and firings. Large  
pieces subject to additional fees.

**NOVEMBER 3, 10, 17, 24, 2010**

**ACRYLIC & OIL PAINTING**

Drop-in classes with Ryan Santos. Wednesday  
evenings 5:30-7:30pm Members \$22/Non-members

**NOVEMBER 4, 11, 18, 25, 2010**

**"TODDLER TALES"**

Enjoy a zooper fun story time at the zoo every  
Thursday! Toddler Tales includes a snack as well as  
a craft or activity. Recommended for ages 3-5 years.  
10:30am Free with Zoo admission

**NOVEMBER 5, 12, 19, 26, 2010**

**"MONKEY BUSINESS"**

Join us for our open play Fridays. This is a great way  
to wrap up the school week with a quick visit with  
the animals and an afternoon of games, toys and  
puzzles. We'll provide the toys, you provide the  
monkeys! 1-4pm Zoo fee plus \$5 per family

**ARTWORKS!**

384 Acushnet Avenue, New Bedford, MA 02740  
508-984-1588 artworksforyou.org

### NOVEMBER 6, 2010

ARTWORKS! ANNUAL FUNDRAISER "OFF THE WALL"  
384 Acushnet Avenue, New Bedford, MA 02740  
7-9pm 508-984-1588 artworksforyou.org

### NOVEMBER 11, 2010

AHA! "PLEASE BE SEATED"  
Highlights local performing arts groups, theatres and the art of furniture making. Also, marks Veterans' Day and the contributions of veterans to the arts and culture of the area. Downtown New Bedford 5-9pm  
Free Wheelchair Access  
508-996-8253 ahanewbedford.org

AHA! "PLEASE BE SEATED"—WOMEN'S RIGHTS AND THE SUFFRAGE MOVEMENT  
*Ruth and Abby, the 1850s ladies, debate women's rights and suffrage.*  
Time: 6pm-8pm, Where: New Bedford Whaling National Historical Park visitor center, Admission: Free; www.ahanewbedford.org

### NOVEMBER 26, 2010

NEW BEDFORD WHALING MUSEUM  
"AFTER HOURS": BLUES TRAIN  
18 Johnny Cake Hill, New Bedford, MA 02740  
Museum members and Cardoza's Rewards cardholders \$5/general public \$10 (21 and older only) 6-8pm Wheelchair Access 508-997-0046 whalingmuseum.org

GALLERY X: "THE LORE LOUNGE"  
Welcome to the "Soul Movement," an alcohol-free lounge with live jazz and soul hosted by Phillip Aaron, Mwakim and The Bass Mint Bros. with featured spoken-word artists, singers and open-mic. 169 William Street, New Bedford, MA 02740 8:30pm \$5 Wheelchair Access 508-992-2675 galleryx.org

### NOVEMBER 27, 2010 – JANUARY 3, 2011

JUDITH KLEIN GALLERY 2nd ANNIVERSARY EXHIBIT (SPECIAL EXHIBIT)  
752 Purchase Street, New Bedford, MA 02740  
508-965-7397 judithkleinart.com

### NOVEMBER 28, 2010

NEW BEDFORD SYMPHONY ORCHESTRA "CLASSICAL III HANDEL'S MESSIAH, PART I"  
An afternoon of music features Master Singers by the Sea, University of Massachusetts Dartmouth University Chorus and selected singers from regional choruses. St. Anthony's Church, 1359 Acushnet Avenue, New Bedford, MA 02746 3pm  
Adults \$20- \$50/Children \$10 Wheelchair Access  
508-994-2900 nbsymphony.org

## December

### Weekly

BUTTONWOOD PARK ZOO  
425 Hawthorn Street, New Bedford, MA 02740  
Wheelchair Access 508-991-6178 bpzoo.org

### DECEMBER 6, 13, 20, 27, 2010

"TOE JAM PUPPET BAND"  
Sing, dance and play the hour away with New Bedford's coolest kids' band every Monday! 10:30am & 12:30pm Zoo fee plus \$5 per family

### DECEMBER 2, 9, 16, 23, 30, 2010

"TODDLER TALES"  
Enjoy a zooper fun story time at the zoo every Thursday! Toddler Tales includes a snack as well as a craft or activity. Recommended for ages 3-5 years. 10:30am Free with Zoo admission

### DECEMBER 3, 10, 17, 24, 31, 2010

"MONKEY BUSINESS"  
Join us for our open play Fridays. This is a great way to wrap up the school week with a quick visit with the animals and an afternoon of games, toys and puzzles. We'll provide the toys, you provide the monkeys! 1-4pm Zoo fee plus \$5 per family

### ARTWORKS!

384 Acushnet Avenue, New Bedford, MA 02740  
508-984-1588 artworksforyou.org

### **DECEMBER 6, 13, 20, 27, 2010**

#### **HAND BUILT AND WHEEL THROWN CERAMICS**

Drop-in classes with Julie Gold. Monday evenings 6:30-7:30pm Members \$35/Non-members \$40 Includes all supplies, clay, glaze and firings. Large pieces subject to additional fees.

### **DECEMBER 1, 8, 15, 22, 29, 2010**

#### **ACRYLIC & OIL PAINTING**

Drop-in classes with Ryan Santos. Wednesday evenings 5:30-7:30pm Members \$22/Non-members

### **DECEMBER 1 – 26, 2010**

#### **GALLERY X: "GALLERY CHRISTMAS SHOW"**

Annual holiday show with lots of unique art and crafts. Opening reception Sat Dec 4 6-9pm. 169 William Street, New Bedford, MA 02740 Wed - Fri 11am-5pm, Sat & Sun 11am-3pm Free Wheelchair Access 508-992-2675 galleryx.org

### **DECEMBER 4 – 5, 2010**

#### **DOWNTOWN NEW BEDFORD INC. "HOLIDAY STROLL"**

Santa and Mrs. Claus arrive at noon on Saturday and set up shop on Centre Street ready to meet their young admirers. A parade and tree lighting ceremony top off the day on Saturday. More than 30 shops, galleries, museums and restaurants will provide special sales, unique gifts, goodies, and entertainment. Sat 12 noon-7pm, Sun 12 noon - 4pm Free Wheelchair Access 508-990-2777

### **DECEMBER 9, 2010**

#### **AHA! "STARRY NIGHT"**

Looking forward to the winter solstice, the season of lights and local performing celebrities. Downtown New Bedford, MA 02740 5-9pm Free Wheelchair Access 508-996-8253 ahanewbedford.org

#### **AHA! "STARRY NIGHT"—VICTORIAN HOLIDAY DECORATIONS**

*Ruth and Abby, the 1850s ladies, demonstrate how to make holiday decorations that adorned the homes of the Victorian Era. Make, and take one home.*

Time: 6pm–8pm, Where: New Bedford Whaling National Historical Park visitor center, Admission: Free; [www.ahanewbedford.org](http://www.ahanewbedford.org)

### **DECEMBER 9, 2010**

#### **YAP VIDEO PREMIERE OF "GET OUTSIDE AND MOVE"**

*A red carpet event to premiere the Youth Ambassador Program's newest video encouraging young people to go outside and be active.*

Time: 6pm–8pm, Where: New Bedford Whaling National Historical Park visitor center, Admission: Free; [www.ahanewbedford.org](http://www.ahanewbedford.org)

### **DECEMBER 18, 2010**

#### **NEW BEDFORD SYMPHONY ORCHESTRA "FAMILY HOLIDAY POPS CONCERT"**

Traditional Holiday favorite songs and carols plus an audience sing-a-long. Stunning decorations, enchanting stories and an appearance by Santa Claus will delight everyone. Special guest, Jodi Benson, the voice of Ariel from Disney's "The Little Mermaid." Zeiterion Performing Arts Center 684 Purchase Street, New Bedford, MA 02740 3:30 and 7 pm Adults \$15-\$38, Children \$10 Wheelchair Access NBSO: 508-994-6276; Z box office: 508-994-2900 [nbsymphony.org](http://nbsymphony.org) [zeiterion.org](http://zeiterion.org)

### **DECEMBER 31, 2010**

#### **AHA! NEW BEDFORD "CITY CELEBRATES NEW YEAR'S EVE"**

Spectacular annual New Year's Eve celebration with a wide variety of events presented at multiple sites throughout downtown and the National Park. Delight in the arts, children's activities, delectable foods and warm beverages, fabulous local entertainment and lots of guaranteed fun. New Bedford Whaling National Historical Park, Downtown New Bedford, MA 02740 4-9pm Wheelchair Access 508-996-8253 [ahanewbedford.org](http://ahanewbedford.org)

# D

## Economic Development and Workforce Training Agencies and Organizations

# D

## Economic Development and Workforce Training Agencies and Organizations

### **New Bedford Economic Development Council**

The New Bedford Economic Development Council (NBEDC) works collaboratively with local organizations and dozens of agencies at the city, state, and federal levels to undertake economic development activities in New Bedford. The NBEDC is a non-profit organization comprised of a 250-member Council of successful leaders in business, education and government led by a nine member Board of Directors. The NBEDC considers its advisory role seriously and in conjunction with the Mayor's office sets the agenda for the City's key strategic economic development areas. The executive director of the NBEDC, along with a staff of seven, is responsible for the implementation of the organization's programs and initiatives. The mission of the NBEDC is to:

- > Provide leadership by building consensus on the city's economic future;
- > Coordinate economic development initiatives;
- > Serve as a business liaison to City Hall; and
- > Provide financing, and educational opportunities in order to create and strengthen economic development opportunities in New Bedford.

### **Greater New Bedford Industrial Foundation**

The Greater New Bedford Industrial Foundation (GNBIF) was founded in 1955 with the mission to increase jobs in the Greater New Bedford area. The GNBIF is a non-profit organization with principal activities focused on the acquisition, development, maintenance, and marketing of the New Bedford Business Park. The park is approximately 1,000 acres with 75% of the park in New Bedford and 25% in Dartmouth.

The New Bedford Business Park is one of the most cost-effective parks in New England with 30 sales and 15 expansions since the park was modernized and beautified in 1999. Based on the recent construction of three new roads, 200 acres are available for sale in lots ranging from five to 45 acres. The GNBIF sells land at a fixed price \$85,000 per acre. The park is one of only two parks in the state, which has Massachusetts Environmental Policy Act (MEPA) Master Plan approval, which means that state and local permits can be obtained in 90 days.

### **Harbor Development Commission**

The Massachusetts General Court created the New Bedford Harbor Development Commission (HDC) in 1957. The chairman of the HDC is the Mayor of New Bedford, *ex officio*. The HDC has jurisdiction over all the waters in New Bedford, including the entire coastline of the peninsula, the harbor, and north along the Acushnet River to the city's boundaries. The HDC manages city property on the waterfront, including Homer's, Leonard's, Steamship, Coal Pocket and Fisherman's Wharves and a 198-slip recreational marina at Pope's Island. The HDC also assigns moorings and enforces rules regarding use of piers, wharves, and adjacent parking areas under its jurisdiction. The Harbor Master acts as an agent of the HDC.

The HDC represents a wide array of harbor interests and one of its primary roles is to support economic development along the waterfront. The HDC has planning, developing, and financing authority for City-owned properties within the Port. For over 40 years, the HDC has overseen private development on the waterfront and has actively developed locations for marine industrial use, including North Terminal, South Terminal, and the New Bedford Ferry Terminal at State Pier.

The HDC assesses user charges and fees for vessels that use its facilities. The HDC also leases properties, usually involving long-term arrangements. Revenues are used to operate and maintain the City-owned waterfront property. With City Council's approval, the HDC may borrow and issue municipal bonds for capital improvements. Through its close relationship with the New Bedford Redevelopment Authority (NBRA), the HDC also has access to other financial means for redeveloping harbor property.

### **Greater New Bedford Workforce Investment Board**

The Greater New Bedford Workforce Investment Board (WIB) is a business-led, policy-setting board that oversees workforce development initiatives in the 10-community region stretching from Dartmouth to Wareham. Appointed by the mayor of New Bedford, the WIB is composed of business, civic, education, labor, and community leaders. Established under federal law, the WIB's Chairman is a member of the private sector. The WIB employs a staff of full-time professionals and maintains offices in New Bedford. The WIB itself consists entirely of volunteers.

The WIB oversees workforce development efforts in Acushnet, Dartmouth, Fairhaven, Freetown, Lakeville, Marion, Mattapoisett, New Bedford, Rochester, and Wareham. Included are the Greater New Bedford Career Center and the Wareham Career Center, both operated jointly by New Directions Southcoast, Inc. and the Massachusetts Division of Career Services.

The WIB is one of 16 similar boards in Massachusetts. WIB's direct federal, state and private funding for educational and occupational skills programs. In addition to responsibilities mandated under the federal Workforce Investment Act, boards have been called upon to play a major role in a variety of key state initiatives, and to define their vision, mission, and goals based on local community needs.

### **New Bedford Redevelopment Authority**

The New Bedford Redevelopment Authority (NBRA) was created in 1960 with the purpose of engaging in redevelopment projects under the Urban Renewal Program. This is a five member board with four members appointed by the mayor subject to confirmation by City Council and one member is appointed by the Governor.

The Urban Renewal Program is a state program that allows New Bedford to take a lead role in the redevelopment of substandard and blighted areas by completing formal Urban Renewal Plans as New Bedford did in the 1960s creating the North and South Terminal projects that supported the growth of the fish processing industry in New Bedford. By completing this state required plan the NBRA is empowered to develop and implement redevelopment projects, establish design and rehabilitation standards, acquire land for development, relocate businesses and residential occupants, demolish or rehabilitate structures, improve infrastructure, and serve as the responsible party to receive grants and loans that support this activity.

The NBRA is a strategic partner with the NBEDC and has a memorandum of agreement with the NBEDC to provide general management and project management services to support the work of the NBRA. The executive director of the NBEDC also serves as the executive director of the NBRA by vote of the members as provided by the by-laws.

# E

## Supplemental Strategic Plans

# E

## Supplemental Strategic Plans

### Acushnet Avenue Corridor Report (2008)

The 2008 *Acushnet Avenue Corridor Report* is an effort undertaken by the City of New Bedford's Office of Planning, Office of Housing and Community Development (OHCD), and the New Bedford Economic Development Council (NBEDC) to create a blueprint for the revitalization of the Avenue, the city's north end commercial district.<sup>1</sup> Where commercial development is appropriate, it is important that certain design and streetscape standards be put in place to protect the integrity of the residential neighborhoods. In addition, the 2008 *Upper Harbor Community Vision & Action Plan* includes some recommendations regarding the commercial aspects of Acushnet Avenue, including:

- > Improve storefronts and façades, particularly the historic buildings from Eugenia Street to Davis Street, using community development funds;
- > Require parking to be located at the side or rear of new buildings to promote a higher quality pedestrian-oriented environment; and
- > Identify a location for a public parking lot to help support business activity along the corridor

### Upper Harbor Community Visioning Report (2008)

The New Bedford Upper Harbor and Acushnet River estuary neighborhoods, which was the focus of the 2008 *Upper Harbor Community Visioning Report*, is bounded at the south by I-195, at the west by Acushnet Avenue, at the north by Wood Street, and at the east by the waterfront.<sup>2</sup> The Upper Harbor planning efforts were executed as a two-phase process: phase one focused on the development of a community vision, gathered through a public planning process; and phase II developed a comprehensive district plan that reflects the visioning process towards the goal of implementation. The report out documents the public input process for the Upper Harbor planning efforts to date. Input gathered focused primarily on the following:

- > Develop the Acushnet Avenue Corridor as an international market with a greatly enhanced physical presence and character that emphasizes local and independent shop owners and encourages an increase in pedestrian activity
- > Targeted and increased marketing of existing strengths (i.e. restaurants, parks) to both New Bedford residents and visitors
- > Accelerated development of the river-walk and other access points to the water's edge such as the boathouse and former Reliable Truss site
- > Market and promote development and public access along the river and a revitalized Acushnet Avenue as new sources of pride for the city, turning long perceived negatives into new strengths for the city

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1 City of New Bedford, *Acushnet Avenue Corridor Vision Plan Community Meeting*, October 14, 2008.  
(website: <http://www.newbedford-ma.gov/Planning/Acushnet%20Ave%20Community%20Report.pdf>)

2 New Bedford Economic Development Council, *Upper Harbor Community Vision Plan Community Meetings*, 2008.  
(website: <http://www.newbedford-ma.gov/Planning/UH%20Community%20Visioning%20Report.pdf>)

### Rehabbing Urban Redevelopment (2007)

The 2007 [\*Rehabbing Urban Redevelopment\*](#) report by Pioneer Institute surveys 14 Massachusetts cities outside the immediate Boston metropolitan market, which other studies have identified as “weak market” or “gateway” cities.<sup>3</sup> Specifically, the major recommendations are:

- > Attract private capital to downtown areas through a sustained focus on improving management and quality of life services, business climate and fiscal management, by:
  - Undertaking a benchmarking initiative, seeking to identify progress on key education, public order, business development and community redevelopment, and fiscal management measures.
  - Paying for performance on the basis of a municipal scorecard covering the benchmark categories. The scale of incentives should be meaningful but not such as to threaten the municipalities with insolvency.
- > Create a single point of contact within the Governor’s office for Middle Cities, so as to improve coordination of state resources and provide support to these important cities. The team within the Governor’s office would be tasked with:
  - Coordinating technical assistance for each city and developing a plan in partnership for reinvestment in target city neighborhoods with regional and local leaders.
  - Working with city leaders to ensure that commitments to improve performance in the areas of education, public safety, business climate and fiscal management are fulfilled.
  - To ensure focus on achievable and measurable outcomes, delivering in a focused, planned and timely manner grant money and program resources from across the state agencies at a level equivalent to the average expended by state agencies in recent years.

### Restoring Prosperity: The State Role in revitalizing America’s Older Cities (2007)

The May 2007 Brookings Institution report, [\*Restoring Prosperity: The State Role in Revitalizing America’s Older Cities\*](#)<sup>4</sup>, concludes that America’s central cities are coming back. Data shows that employment is up, populations are growing, and many urban real estate markets are hotter than ever, with increasing numbers of young people, empty-nesters, and others choosing city life over the suburbs.

### Reconnecting Massachusetts Gateway Cities: Lessons Learned and an Agenda for Renewal (2007)

The 2007 report [\*Reconnecting Massachusetts Gateway Cities: Lessons Learned and An Agenda for Renewal\*](#)—prepared in partnership with MassINC, a non-partisan Boston-based think tank—contends that the future of one of the nation’s most advanced state economies depends in part on revitalizing its “Gateway Cities,” the Commonwealth’s once-humming mill and manufacturing towns.<sup>5</sup> The report aims to lay out a sober assessment of the Gateway Cities’ current status, while providing a vision for economic value and an agenda for renewal, taking advantage of the enormous physical, human, and economic potential latent in these historic communities. Above all, the 11-city study suggests that although the Massachusetts mill cities continue to lose ground on measures of basic economic performance they nevertheless hold out potential answers to some of the Commonwealth’s thorniest housing, sprawl, and workforce problems. Along the way, the study provides a fresh look at a state economy that is at once spatially uneven and increasingly in need of a new state-local partnership to respond to those divides. The key recommendations of this study include:

- > Stabilize local finances and basic services
- > Turn deal-breakers into “deal makers” to expand private sector investment

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3 Stergios, Jim. *Rehabbing Urban Redevelopment: Center for Economic Opportunity Working Paper*. Pioneer Institute. February 2007. (website: [http://www.pioneerinstitute.org/pdf/07\\_urban\\_development.pdf](http://www.pioneerinstitute.org/pdf/07_urban_development.pdf))

4 *Restoring Prosperity: The State Role in revitalizing America’s Older Cities*, Brookings Institution, May 2007. (website: [http://www.brookings.edu/reports/2007/05/metropolitanpolicy\\_vey.aspx](http://www.brookings.edu/reports/2007/05/metropolitanpolicy_vey.aspx))

5 Muro, Mark, et al. *Reconnecting Massachusetts Gateway Cities: Lessons Learned and An Agenda for Renewal*. The Brookings Institution and Massinc. 2007. (website: [http://www.brookings.edu/~media/Files/rc/reports/2007/02/regionsandstates\\_muro/massgateways.pdf](http://www.brookings.edu/~media/Files/rc/reports/2007/02/regionsandstates_muro/massgateways.pdf))

- > Redouble efforts at urban school reform
- > Boost the education and language skills of the adult workforce
- > Bolster family assets to generate wealth
- > Leverage Gateway City colleges to spark economic development
- > Grow the regional economy through “hard” and “soft” connections
- > Develop broadband and wireless infrastructure to prepare for the future
- > Industry analysis of industries of interest

### **Voices from Forgotten Cities: Innovative Revitalization Coalitions in America's Older Cities (2007)**

The 2007 *Voices from Forgotten Cities: Innovative Revitalization Coalitions in America's Older Cities* report provides a thematic summary of MIT's Forgotten Cities seminars, and a framework and analysis that arose from them.<sup>6</sup> It will take the reader through the arc experienced by forgotten cities as alluded to in its many facets by the seminar participants and in the urban literature.

### **Fairhaven Mills Site Public Charrette Final Report (2006)**

The 2006 *Fairhaven Mills Site Public Charrette Final Report* documents the planning, participation and outcomes of the public charrette process for the Fairhaven Mills site.<sup>7</sup> The purpose of the charrette was to allow meaningful public involvement to inform the future redevelopment of site by having participant's articulate concepts that would be incorporated in the Request for Proposals for the comprehensive development of the site.

### **Shared Prosperity, Stronger Regions, An Agenda for Rebuilding America's Core Cities (2005)**

The 2005 *Shared Prosperity, Stronger Regions, An Agenda for Rebuilding America's Core Cities* report by PolicyLink examines older core cities, primarily located in the Northeast and Midwest, and often referred to as the Rust Belt.<sup>8</sup> They face significant obstacles to a sustainable future and are struggling to reposition themselves in the face of a changing economy and the movement of people and resources out of urban centers to other parts of the region, the country, or overseas. This report explores the opportunities and challenges confronting older core cities by looking closely at five of them: Baltimore, Cleveland, Detroit, Philadelphia, and Pittsburgh and answers questions about how older core cities can become economically competitive and socially inclusive places where all residents can participate and prosper.

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6 Hoyt, Lorlene and Leroux, André. *Voices from Forgotten Cities: Innovative Revitalization Coalitions in America's Older Cities*. Policy Link. 2007. (website: [http://www.chapa.org/pdf/forgottencities\\_final.pdf](http://www.chapa.org/pdf/forgottencities_final.pdf))

7 City of New Bedford Planning Office, *Fairhaven Mills Site: Public Charrette Final Report*, November 15, 2006. (website: <http://www.newbedford-ma.gov/Planning/Fairhaven%20Mills%20Charette%20Report.pdf>)

8 Fox, K. Radhika; Treuhaft, Sarah. *Shared Prosperity, Stronger Regions, An Agenda for Rebuilding America's Core Cities*. Policy Link. 2005. (website: <http://www.policylink.org/att/ctf/%7B97c6d565-bb43-406d-a6d5-eca3bbf35af0%7D/SHAREDPROSPERITY-CORECITIES-FINAL.PDF>)

# F

## City Departments and Quasi Public/Private Organizations

# F

## City Departments and Quasi Public/Private Organizations

**Assessors**—The Assessors, as mandated by the Massachusetts legislature via the Department of Revenue, must determine the value of all real and personal property located within the City for taxation purposes.

**Auditor**— The Auditor's Office acts as the General Accounting Office for the City. Its main responsibilities are monitoring the City's expenses and revenues, preparing City records for the annual City audit, assisting the Mayor's Office in preparing the annual budget and processing City Payroll and life insurance.

**Cable Access** —Cable Access operates three television channels in the City: 17 the Educational Access Channel; 18 the Governmental Access Channel; and 95 the Public Access Channel. Cable Access is funded through a grant from Comcast Cable.

**City Clerk**—The City Clerk's primary role is the keeper of the records. The office is responsible for recording All Birth, Marriages and Death Records in the City. The City Clerk's office also issues various types of licenses like: Dog, Livery, Shellfish, Hunting, Fishing, Special Police, Constable, Second Hand Dealer, Pawnbrokers, Petroleum, Raffle & Bazaar, and Taxi's. Business can also register their DBA name with the city.

**Community Services**—The Department of Community Services is comprised of three offices: the Council on Aging, Human Services and Recreation. The Council on Aging is dedicated to the concerns and well being of the older individuals, to enable them to maintain independence in their own lifestyle and provide the support needed so that they may remain contributing members of the community as long as possible. Human Services implements innovative programs to improve the "human infrastructure" and quality of life for New Bedford's residents; discuss human service needs and related issues with community-based organizations, educational institutions, neighborhood associations and area agencies to assist the City in developing policy and programs; and provide information & referral services to constituents, linking them with appropriate agencies and services. The Recreation department is dedicated to planning, implementing and supervising recreational activities year round for residents of the city.

**Election Commission**—The Board of Election Commissioners is responsible for the conduct of all elections in the City. These responsibilities include voter registration, polling place arrangements, appointment & training of election officials, printing of ballots, preparation of election supplies, purchase, storage & maintenance of voting machines, certification of election results, campaign finance reports, voter activity, certification of nomination papers, and state & local petitions. In addition, this office also plans and supervises an annual Street List Census. The Elections Office is responsible for verifying the address of New Bedford residents so that they may obtain various permits, school enrollment, shellfish & constable licenses, and residency certificates.

**Emergency Medical Services (EMS)**—EMS provides the highest quality pre-hospital care available today. The department is consistently growing and changing to meet the needs of not only today, but also for the future.

**Environmental Stewardship**—Environmental Stewardship is responsible for maintaining the City's compliance with environmental laws and regulations, and administering the Wetlands Protection Act and wetlands regulations.

**Fire**—The Fire Department is responsible for fire protection services that include the New Bedford Harbor, the Regional Airport, Industrial Park, Downtown, and high rise apartments in addition to residential properties. The Fire Department responds with eight Fire Companies made up of five Engines and three Ladder trucks. The Fire Department also maintain a fireboat, a rescue boat, a foam trailer, an air unit and a crash fire rescue vehicle at the New Bedford Municipal Airport.

**Health**—The Public Health Division is responsible for promoting general good health practices in the City. Services to the citizens are coordinated through the Public Health Nurses, the City's Laboratory, the Lead Paint Inspector, the Immunization Clinic and the Tobacco Control Program.

**Inspectional Services**—The Department of Inspectional Services enforces all provisions of M.S.B.C. Plumbing Regulations, Local Zoning and City Regulations and Ordinances, and acts on any questions, complaints, and issue Permits relative to the construction, reconstruction, alteration, repair, demolition, use and occupancy and maintenance of all buildings and structures. Inspectional Services does annual or bi-annual inspections of places of assembly and multi-family dwellings to ensure public safety.

**Library**—The library's mission is to provide materials and services to help people obtain information to meet their personal, educational and professional needs placing particular emphasis on youth and reference service, and to serve as a repository for local history and art.

**Licensing**—The License Board operates in accordance with Massachusetts General Laws chapter 138 and 140 as well as with the Regulations of the Alcoholic Beverages Control commission (204 CMR) and applicable City Ordinances and License Board Regulations.

**Management Information Systems (MIS)**—MIS is the information technology and data processing center for the City. Responsible for all aspects of computer operation within the City's municipal government, MIS coordinates the procurement, installation, training, maintenance and operation of all computer-related equipment. MIS also designs, manages and maintains all local and wide area network infrastructure in use by the City.

**New Bedford Regional Airport**—The NB Regional Airport provides frequently scheduled passenger service to Nantucket and Martha's Vineyard by Cape Air which includes cargo service. In addition, the airport provides an extensive range of general aviation and corporate jet services including aircraft maintenance facilities and flight instruction.

**Office of Housing and Community Development (OHCD)**—OHCD engages residents, non-profit organizations, developers and the general public in articulating the City's needs and priorities for expanding the stock of safe, decent and affordable housing, stimulating economic development, supporting programs and services for community development and revitalizing neighborhoods; in so doing it administers strategies that effectively utilize federal funding resources helping low and moderate income residents achieve their vision of a healthy and viable community.

**Personnel/Labor Relations**—The Personnel Office is to recommend for hire and retain employees who will provide and support services to the public in the most productive, economical and user-friendly manner. The mission incorporates the fostering of an inclusive, respectful and diverse workforce reflective of the community at large, providing a safe workplace, fair wages, competitive benefits and training opportunities and the compliance with applicable laws, regulations and collective bargaining agreements.

**Planning**—The Planning Office is responsible for providing sound, unbiased planning practices, resulting in the implementation of short and long-term plans and policies for the City. The Planning Office administers the local and state regulations regarding land use and land reuse, oversees the site plan review process for construction projects and reviews proposed signage for compliance with the City's sign ordinance. The Planning Office also provides staff support to the Historical Commission, Zoning Board of Appeals, and the City Council.

**Police**—The mission of the New Bedford Police Department is to work in partnership with the community to enhance our quality of life through crime prevention; guaranteeing the constitutional rights of all, preserving the peace, reducing fear, and providing a safe environment.

**Public Facilities (DPF)**—DPF is responsible for providing general public services, and the maintenance of City-owned properties, buildings, and equipment. In general, the Department consists of six divisions that have various areas of responsibility: public works, building maintenance, park maintenance, solid waste/recycling, fleet maintenance and administration.

**Public Infrastructure (DPI)**—DPI, established in 2003, was the formation of a single construction element for all underground utilities within the City-owned properties and street layouts. DPI consists of four divisions: water, wastewater, highways and engineering. The water and wastewater divisions are both enterprise funds and are successfully self supported through sewer and water fees.

**Purchasing**—The purpose of the Purchasing Department is primarily to assist all City departments with all goods and services required by that department, utilizing the guidelines and General Laws of the state of Massachusetts. Purchasing is also responsible for the processing of all purchase orders, working with the MIS and Auditing departments, to monitor the on-line budgets and to eliminate overspending by departments. Purchasing oversees communications for City departments as well as contract compliance.

**Solicitors**—It is the duty of the City Solicitor to commence and prosecute all actions and other legal proceedings and suits begun by the City, and to defend all actions and suits brought against the City in any court or other tribunal of the Commonwealth, or of the United States; also to appear as counsel in any other action, suit or prosecution which may involve the rights and interests of the City, and to defend any of the officers of the City in suits and prosecutions against them for any official action, or the performance of any official duty, when any right, privilege, ordinance, act or direction of City Council may be brought in question. The Solicitor's Office provides general legal advice and counsel to the Mayor and all City Departments, Boards, and Commissions.

**Traffic**—Responsible for the installation and maintenance of parking signs, stop signs, as ordered by vote of the Traffic commission; to erect street signs as required; painting of center pavement lines on city streets and meter parking spacing; installation, maintenance, repair and collection of parking meters; selling of parking stickers, collection of parking fees for the Elm Street Garage and Kerwin Parking Facility; and the depositing of monies collected. The Parking Ticket Department is responsible for the collection of parking fines and deposits of fine money; conducting hearings to ascertain the payment/non-payment of parking ticket fines; issuing

"certified" releases for parking fines when tickets have been placed in a "marked" status at the Registry of Motor Vehicles.

**Treasurer**—The Treasurer/Collector Office sends and collects Real Estate, Personal Property, Motor Vehicle and Boat Bills. The Treasurer's Office also collects all incoming monies from all departments in the City. The Tax Title Office places all outstanding taxes on agreements to be paid in a timely manner, if payments are not made or no agreement can be reached, a foreclosure process is done. The Tax Title Office will also be doing Abutter Lot properties in the near future. The Treasurer's Office also handles all short term and long term investments and borrowings for the City, as well as, all the daily banking activity.

**Veterans Benefits and Services**—The mission of the Department of Veterans' Services is to advocate on behalf of all the Commonwealth's veterans and provide them with quality support services and to direct an emergency financial assistance program for those veterans and their dependents who are in need.

**Zoological Services**—The Buttonwood Park Zoological Society's (BPZS) mission is to support the Buttonwood Park Zoo so that the Zoo will be a significant contributor to the conservation of nature both at home and throughout the world. The BPZS supports the Zoo by managing the membership program, running the concessions, producing family events and coordinating fundraising activities. The Society is managed by Executive Director Sarah O'Connell and supported by a Board of Directors. The BPZS is a private, tax-exempt, 501(c)(3), non-profit corporation founded in 1969. The City covers one-third of the Zoo's operational costs and the remainder is covered by earned income and contributions from the Zoo Society.

### Quasi Public/Private Organizations

**Greater New Bedford Workforce Investment Board (WIB)**—The WIB is a business-led, policy-setting board that oversees workforce development initiatives in the 10-community region stretching from Dartmouth to Wareham. Appointed by the mayor of New Bedford, the WIB is composed of business, civic, education, labor, and community leaders. Established under federal law, the WIB's Chairman is a member of the private sector. The WIB employs a staff of full-time professionals and maintains offices in New Bedford. The WIB itself consists entirely of volunteers.

**Harbor Development Commission (HDC)**—The Massachusetts General Court created the New Bedford HDC in 1957. The chairman of the HDC is the Mayor of New Bedford, *ex officio*. The HDC has jurisdiction over all the waters in New Bedford, including the entire coastline of the peninsula, the harbor, and north along the Acushnet River to the city's boundaries. The HDC manages City-owned property on the waterfront, including Homer's, Leonard's, Steamship, Coal Pocket and Fisherman's Wharves and a 198-slip recreational marina at Pope's Island. The HDC also assigns moorings and enforces rules regarding use of piers, wharves, and adjacent parking areas under its jurisdiction. The Harbor Master acts as an agent of the HDC.

**New Bedford Economic Development Council (NBEDC)**—The NBEDC works collaboratively with local organizations and dozens of agencies at the city, state, and federal levels to undertake economic development activities in New Bedford. The NBEDC is a non-profit organization comprised of a 250 member Council of successful leaders in business, education and government led by a nine member Board of Directors. The council considers its advisory role seriously and in conjunction with the Mayor's office sets the agenda for the city's key strategic economic development areas. The executive director of the NBEDC, along with a staff of seven, is responsible for the implementation of the organization's programs and initiatives.

**New Bedford Housing Authority (NBHA)**—The NBHA is a public housing authority, an agency operated with public funds and rents paid by residents. The NBHA is dedicated to providing quality public housing to eligible

clients, and owns and manages 2,551 apartments of public housing located within the city. In addition, the Authority manages approximately 1,800 housing subsidy vouchers. These vouchers provide financial assistance to qualified households for renting privately owned apartments in the Greater New Bedford Area.

**New Bedford Redevelopment Authority (NBRA)**—The NBRA was created in 1960 with the purpose of engaging in redevelopment projects under the Urban Renewal Program. This is a five member board with four members appointed by the mayor subject to confirmation by City Council and one member is appointed by the Governor.

**Southeastern Regional Transit Authority (SRTA)**—SRTA was established in 1974 in response to Massachusetts' legislation which authorized the establishment of regional transit authorities. The Authority has grown in size and scope to 63 fixed route buses, and has 23 Demand Response vehicles with the same hours of operation that provides service from Mattapoisett to Swansea.

# G

## Board of Health Resolution



CITY OF NEW BEDFORD  
SCOTT W. LANG, MAYOR

HEALTH DEPARTMENT

BOARD OF HEALTH  
DR. ATHENA XIFARAS, M.D., CHAIRPERSON  
PATRICIA L. ANDRADE, M.D.  
JAMES SCHWEIDENBACK, D.M.D.

DIRECTOR OF HEALTH  
MARIANNE B. DE SOUZA, R.D.H., B.A., M.S.

**Resolution of the City of New Bedford Board of Health**

**PLANNING FOR A HEALTHIER FUTURE THROUGH  
THE BUILT ENVIRONMENT AND COMMUNITY DESIGN**

Decades of evidence indicate that there is a relationship between land use planning decisions and public health outcomes. Healthy People 2010 selected the "Leading Health Indicators" that illuminate individual behaviors, physical and social environmental factors that greatly affect the health of individuals and communities.<sup>i</sup> The Health Department and Planning Department welcome all municipal departments and community partners to work towards the common goal of building a healthier community by design through the development and implementation of public policies that foster a healthier environment for all residents of the City of New Bedford.

WHEREAS, the environmental quality of life is both a global and local concern. Environmental issues include housing, transportation, land development, air and water quality, and public safety;

WHEREAS, the City of New Bedford recognizes that creating a sustainable community is necessary to ensure the long-term health and welfare of our citizenry as well as our continued economic development;<sup>ii</sup>

WHEREAS, conclusive evidence exists that a sustainable approach to physical activity and access to healthier food choices are important public health issues. Active living and healthy eating can reduce the occurrence of obesity, many chronic diseases, and enhance psychological well-being, and that:

**PHYSICAL ACTIVITY**

"To a large degree, the major chronic disease killers are an extension of what people do, or not do, as they go about the business of daily living. Health-damaging behaviors, in particular, tobacco use, lack of physical activity, and poor nutrition, are major contributors to heart disease and cancer, our nation's leading killers."<sup>iii</sup>

In the United States, physical inactivity is responsible for an estimated 200,000 deaths per year, costing at least \$117 billion each year in health care expenditures.<sup>iv</sup>

The U.S. Centers for Disease Control recommends 30 minutes of moderate physical activity on most days per week for adults and 60 minutes of moderate physical activity on most days per week for children and adolescents.<sup>v</sup>

Alarming, only 10% of public school students walk to school compared to a majority of public school students one generation ago.<sup>vi</sup>

Here in Massachusetts, only 25% of youth engage in moderate physical activity<sup>vii</sup>, while among Adults, nearly 60% **do not** meet moderate physical activity recommendation.<sup>viii</sup>

### OVERWEIGHT/OBESITY PREVENTION

Nationally, in the last 20 years, obesity rates have increased by more than 60% in adults resulting in today's obesity epidemic.<sup>ix</sup> Additionally, obesity and its complications have cost the nation \$117 billion annually.<sup>x</sup>

In Massachusetts, from 1999 to 2005, the number of overweight teens rose by 53%,<sup>xi</sup> while more than half (56%) of Massachusetts adults are above a healthy weight.<sup>xii</sup> The risk for diabetes increases as a person's weight increases. In Massachusetts, overweight adults have diabetes more than twice as often as adults at a healthy weight.<sup>xiii</sup>

### CHRONIC DISEASE

Nationally, 20.8 million children and adults, or 7% of the population, have diabetes. One in three children born today in the United States will develop diabetes, while one in two minority children will develop diabetes.<sup>xiv</sup>

Diabetes is the leading cause of kidney failure<sup>xv</sup> and new cases of adult blindness. Additionally, people with diabetes have more than twice the rate of heart disease and triple the rate of stroke than do people without diabetes.<sup>xvi</sup>

In 2005, roughly 9% of Massachusetts adults reported they have heart disease and 3% reported that have had a stroke.<sup>xvii</sup> Heart disease is the number one killer in Massachusetts, while stroke is the third.<sup>xviii</sup>

Air pollution has been suggested as an important factor in the increased incidence of asthma. Children with asthma were statistically significantly more likely to live in close proximity to a higher volume of traffic than children without asthma. This finding stresses the importance of programs to reduce gaseous pollutants and particulates from vehicles.<sup>xix</sup>

Among people 65 years of age and older, falls are the leading cause of injury deaths and the most common cause of nonfatal injuries and hospital admissions for trauma. In the United States, each year nearly one third of older adults experience a fall. Exercise is one of the most important ways to lower your chances of falling by making you stronger, improving balance and coordination.<sup>xx</sup>

Basal cell and squamous cell carcinomas, which are highly curable, are the most common forms of skin cancer cancers in the United States. However, melanoma, the 3<sup>rd</sup> most common skin cancer, is more dangerous. Overwhelmingly, 65-90% of melanomas are caused by exposure to sunlight.<sup>xxi</sup> In Massachusetts, for every 100,000 men and women, on average, approximately 22 were diagnosed with melanoma, higher than the national average of 17 for every 100,000 men and women.<sup>xxii</sup>

### TRANSPORTATION

Per one million Massachusetts residents in 2005, for one pedal cyclist death there were 12 pedestrian fatalities, 49 motor vehicle occupant fatalities and 69 unintentional motor vehicle traffic fatalities. For one pedestrian injury, there were 2 pedal cyclist injuries, 17 motor vehicle occupant injuries and 19 unintentional motor vehicle traffic injuries.<sup>xxiii</sup>

The probability of pedestrian death from a vehicle collision is 5% at 20 mph, 40% at 30 mph, 80% at 40 mph and nearly 100% at 50 mph.<sup>xxiv</sup>

The older adult population (65+ years) is expected to double by 2030 with those 85 years of age and older being the most rapidly growing group.<sup>xxv</sup> This population will want to age in their community, requiring considerations for those that cannot or should not drive.

About 25% of all trips in the United States are less than one mile in length and 75% of those are made by auto.<sup>xxvi</sup>

Americans spend an average of 25 minutes to commute to work each way (27% in the Northeast census region). The number of workers walking to work has declined by 50% since 1980.<sup>xxvii</sup>

Increasing evidence continues to show that easy access to recreational spaces promotes its usage.

People who report having sidewalk access are 28% more likely to be physically active.<sup>xxviii</sup>

## DEVELOPMENT

Dispersed, lower density development results in greater travel distances to jobs, schools, shopping and entertainment. The resulting increase in driving leads to worse air quality and higher rates of vehicle collisions and injuries.

Clustering residential areas, schools, retail, recreation and other destinations together promotes a sense of community, fosters walking and social connectedness and provides more “eyes on the street” for improved neighborhood surveillance and safety.<sup>xxix</sup> Infrastructure costs are lower when growth is centrally focused.

Traditional neighborhoods that have higher residential density, a mix of residential and commercial land uses and grid-like streets with good connectivity and short block lengths result in more walking and cycling trips for transport as compared to sprawling neighborhoods.<sup>xxx</sup>

Today’s zoning laws historically share both police powers and public nuisance concerns with public health laws by regulating land use through laws that prohibit activities that harm the public’s health.<sup>xxxi</sup>

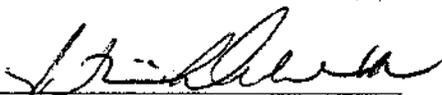
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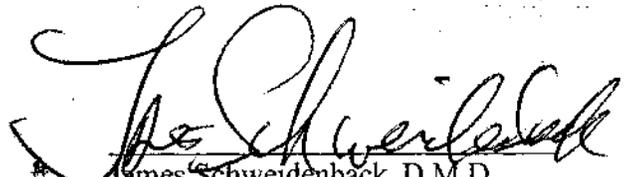
NOW, THEREFORE, it is the intention of the City of New Bedford Board of Health to encourage increased physical activity, injury prevention and improved nutrition through local efforts; to promote the most appropriate use of land throughout New Bedford, in accordance with a comprehensive master plan; to preserve and increase city amenities; to promote safety in the streets by lessening congestion and automobile dependence for casual and non-essential trips, by recommending the following:

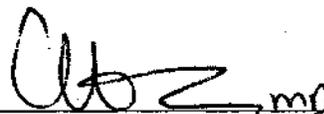
1. Minimize land disturbance and the removal of existing trees during new construction;
2. Preserve open green space, as far as practical;
3. Promote safe and efficient routes and trails for walking and cycling, ensuring that they connect with the same amenities in adjacent communities;
4. Encourage the construction and adequate maintenance of parks, playfields and playgrounds;
5. Encourage the use of pervious pavement materials in buffer zones used for ancillary parking;

6. Require that all drainage detention areas for new construction be placed underground to eliminate standing water and breeding areas for mosquitoes;
7. Engineer traffic calming measures to reduce vehicle speed and improve pedestrian crossing in residential areas, through such measures as raised intersections and traffic signal modifications, such as audible signals and countdowns for pedestrians; Maximize sidewalk use with adequate, pedestrian scale lighting and curb cuts meeting ADA standards;
8. Maximize safe access from residential areas to commercial areas to encourage walking trips, reducing traffic congestion and automobile dependency;
9. Minimize cul-de-sac developments and promote grid layouts for streets. Where cul-de-sacs are necessary, limit their length to 400'. Encourage connectivity with other neighborhood collector streets to improve fire and emergency access;
10. Create safer routes for children to bike and walk to school;
11. Reduce vehicle idling near schools, playgrounds and other venues where the public congregates;
12. Develop transportation strategies that enable older adults and people with disabilities to remain socially engaged and independent;
13. Discourage the construction of drive thru windows for retailers and fast-food outlets, near schools; and
14. Incorporate public health data and goals into the New Bedford Comprehensive Master Plan.

Authorized by the City of New Bedford Board of Health.

  
Patricia L. Andrade, M.D.

  
James Schweidenback, D.M.D.

  
Dr. Athena Xifaras, M.D.

DATED: 8/24/2010

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