

# WORKSHOP

# APRIL 26



# What does the future of Campello look like?

Brockton MA



# AGENDA

**Project & Team Introduction** (15 minutes)

---

**Personal Voice** (35 minutes)

**Design Activity** (35 minutes)

Design your block  
Design your lot

---

**Open Discussion Q&A**

---

# CAMPELLO COMPLETE NEIGHBORHOOD

## PARTNERS

### Campello Partnership- Steering Committee

Mark D'Agostino, Councilor Ward 3  
Susan Nicastro, Councilor Ward 4  
Karla Rogers, Cape Cod Café  
Jonathan Jamoulis, Cape Cod Café  
George Brickhouse, D2BG/Campello resident  
Patricia Jackson, BRA  
Mike Lambert, BAT  
Tom Thibeault, Brockton Housing Authority  
Cynthia Pendergast, NeighborWorks  
Mary Waldron, OCPC  
David Vincent, MassHIRE/Developer  
Rob May, City of Brockton  
Evan Sears, City of Brockton  
Shareefah Mapp, Resident  
Paul Umano, City of Brockton  
Iolando Spinola, Resident  
Ruth Moore, Resident  
Marvens Francois, Resident

### City of Brockton

Rob May, Director of Planning and Economic Development  
Evan Sears, Planner

### Massachusetts Housing Partnership

Christine Madore, Senior Development Manager

### Studio Luz Architects

Hansy Better Barraza, Principal  
Sophie Nahrman, Project Manager + Community Engagement Liaison  
Joshua Ssebuwufu, Designer

### Innes Associates

Emily Innes, Principal

### RKG Associates

Eric Halvorsen, Principal

# MISSION





The goal is to develop consensus of what the **future of Campello looks like** to be incorporated in the Neighborhood Plan and inform strategies for Zoning.

# EXISTING CONDITIONS - ENVIRONMENTAL JUSTICE POPULATIONS

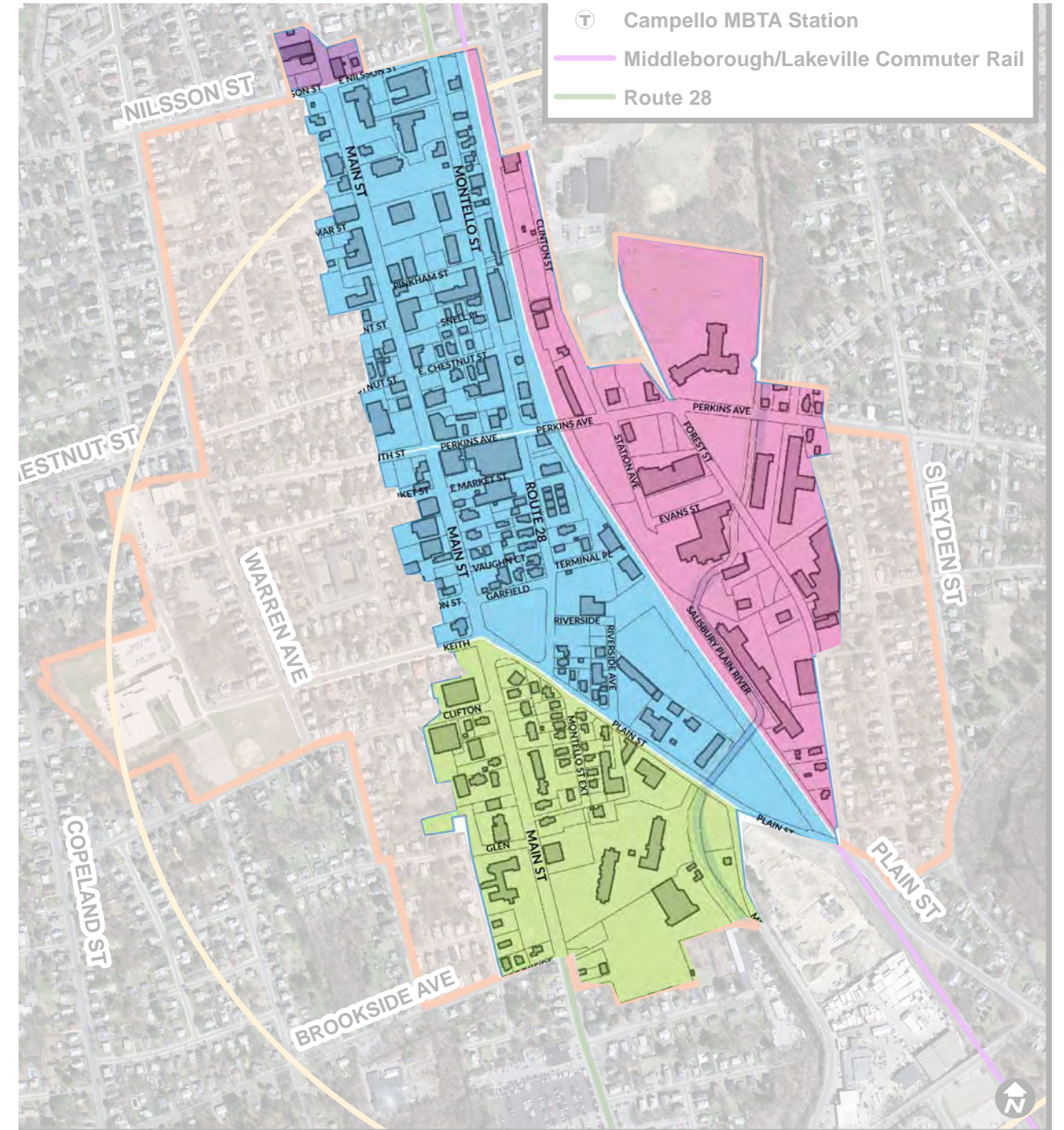
What this map shows is that there are four federally defined categories of Environment Justice populations in the upper Campello Study area.

The four different populations in Campello are Minority in blue, Minority and Limited English in green, Minority and Income in Pink, and all three - Minority, Income and Limited English in purple.

Understanding the needs of who lives in this area helps us plan community outreach and create recommendations that have a positive impact on the varying needs of this community.

-  M (Minority)
-  ME (Minority and Limited English)
-  MI (Minority and Income)
-  MIE (Minority, Income, and Limited English)

## UPPER STUDY AREA



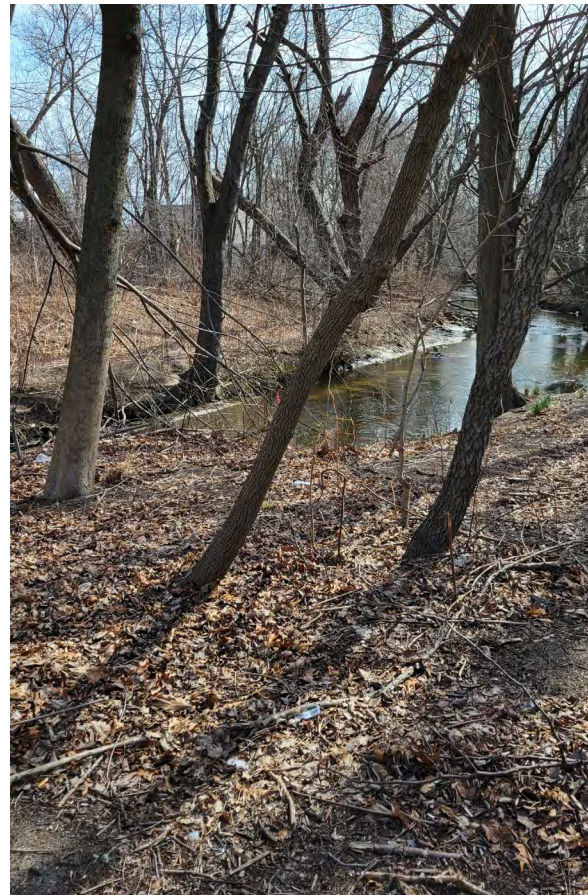
## EXISTING CONDITIONS- EXPANDED STUDY AREA - LAND USES

South Main Street presents various opportunities for **recreation and outdoor space**.

Natural resources include the Salisbury Plain River and various wetlands. The river is underutilized and somewhat hidden. Keith Park is a potential organizing feature in the study area. Buckley Playground and Nelson Playground are on the edges of the study area.



Keith Park, with programming and upgrades could act as a central draw. Buckley Playground and Nelson Playground are on the edges of the study area.



The Salisbury Plain River is underutilized and somewhat hidden.



Empty spaces at the MBTA parking lot provide an opportunity for reuse as transit oriented housing or mixed use development, but the fares should match those for the other two stations to promote transit-equity for Campello residents.

# EXISTING CONDITIONS- EXPANDED STUDY AREA - LAND USES

The Campello Study Area has a significant range of uses from low-scale residential to heavy industrial uses. Uses tend to occur in clusters based on the original mills, mill housing, and supportive commercial development pattern of the area.



Original development pattern of Campello Area

“Bird’s eye view of the village of Campello.” Map. Madison, Wis: J.J. Stoner, 1880. Digital Commonwealth, <https://ark.digitalcommonwealth.org/ark:/50959/wd376148d> (accessed March 28, 2023).



Some historic buildings remain along Main Street. The oldest building in the area (not shown) is from 1703. Although a local Historic District exists, most of the areas historic buildings are unprotected.

# EXISTING CONDITIONS- EXPANDED STUDY AREA - LAND USES

There is a great diversity of land uses that exists currently in Campello which range from lower density residential to manufacturing warehouse & distribution.

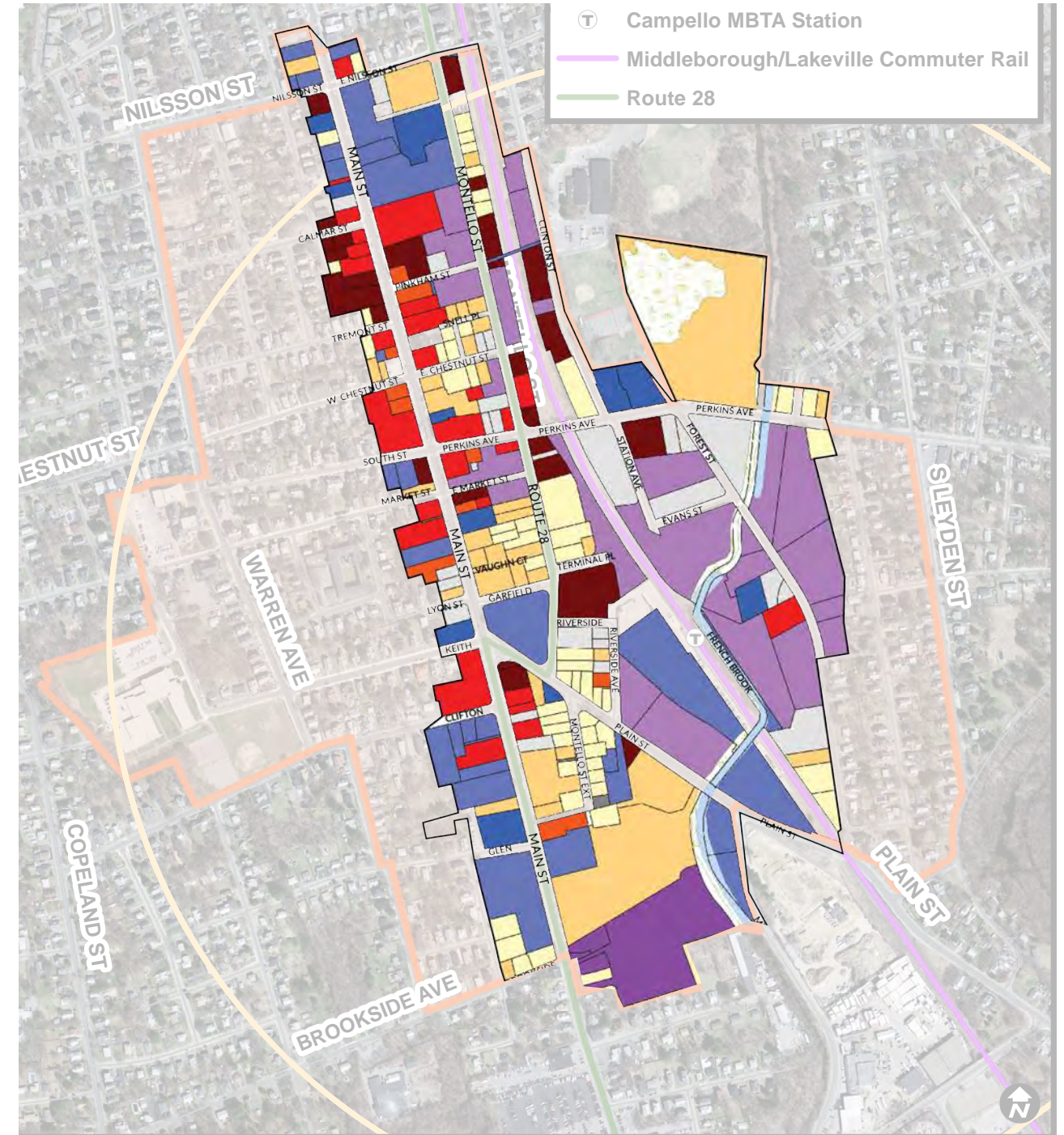
However this diversity of uses in Campello does not match its zoning; for example, some residential parcels are zoned commercial or even industrial.

Current zoning may not match the uses needed or desired by the community; today's workshop will help us determine appropriate options for zoning to discuss at a later workshop.

## LEGEND

-  Expanded Study Area Boundary
-  Buildings
-  Parcels
-  Salisbury Plain River
-  Wetlands
-  Transportation
-  State, municipal, charitable and religious
-  Mixed-use
-  Lower density residential
-  Multifamily and congregate
-  Retail
-  Automotive retail
-  Office and public service
-  Manufacturing, warehouse, & distribution
-  Developable or potentially developable
-  Undevelopable

## UPPER STUDY AREA



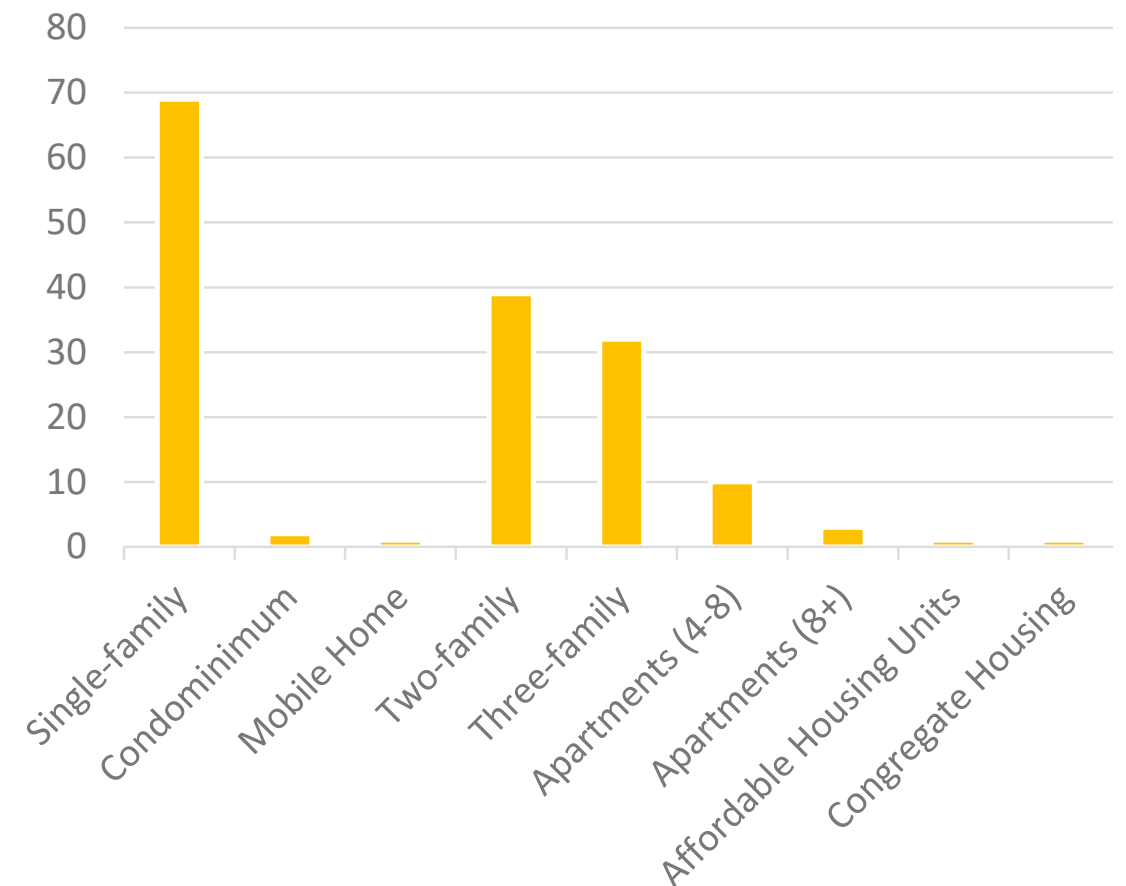


**39%**  
parcels).

of parcels within the  
Expanded Study area are  
residential (159 / 400

Most of the residential parcels are single family homes  
(69 of the 400 parcels in the study area). 159 parcels are  
residential; another 11 are mixed-use (not shown in the

Residential Parcels



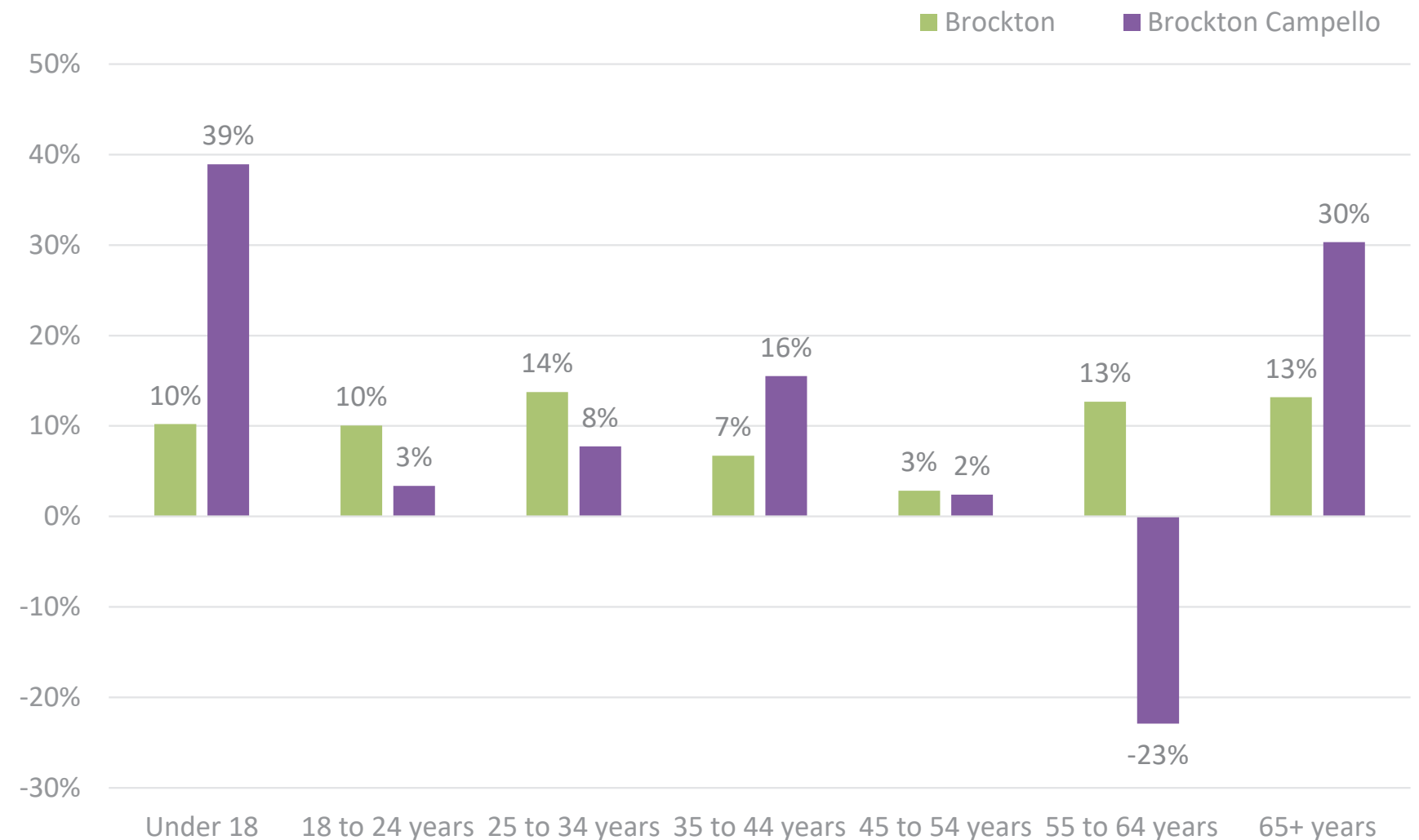
# DEMOGRAPHICS: POPULATION BY AGE

The Campello Neighborhood population had grown by 14% from 9,729 to 11,097 residents in the last five years. Brockton's population increased by just under 10% over this time period.

The Campello Neighborhood's 65+ population had the highest proportional growth (336 residents), while the under 18 population increased the most in number (934 residents).

### Change in Population by Age, Neighborhood vs City

Source: ACS 5-Year Estimates, 2016- 2021



# HOUSEHOLD COMPOSITION: TOTAL HOUSEHOLDS

**The total number of households grew by 13.5%, driven mainly by family households.**

The neighborhood experienced an increase of over 400 family households, and 29 non-family households.

## Household Composition Change

Source: ACS 5-Year Estimates, 2016-2021

	2016		2021		Change 2016-2021	
	Households	Percent	Count	Percent	# Change	% Change
<b>Brockton Campello</b>						
Total Households	3,435	100%	3,898	100.0%	463	13.5%
Family households	2,137	62.2%	2,571	66.0%	434	20.3%
Married-couple family	1,044	30.4%	1,298	33.3%	254	24.3%
Nonfamily households	1,298	37.8%	1,327	34%	29	2.2%
Householder living alone	1,160	33.8%	1,200	30.8%	40	3.4%
Householder not living alone	138	4.0%	127	3.3%	-11	-8.0%

# HOUSEHOLD COMPOSITION: INCOME

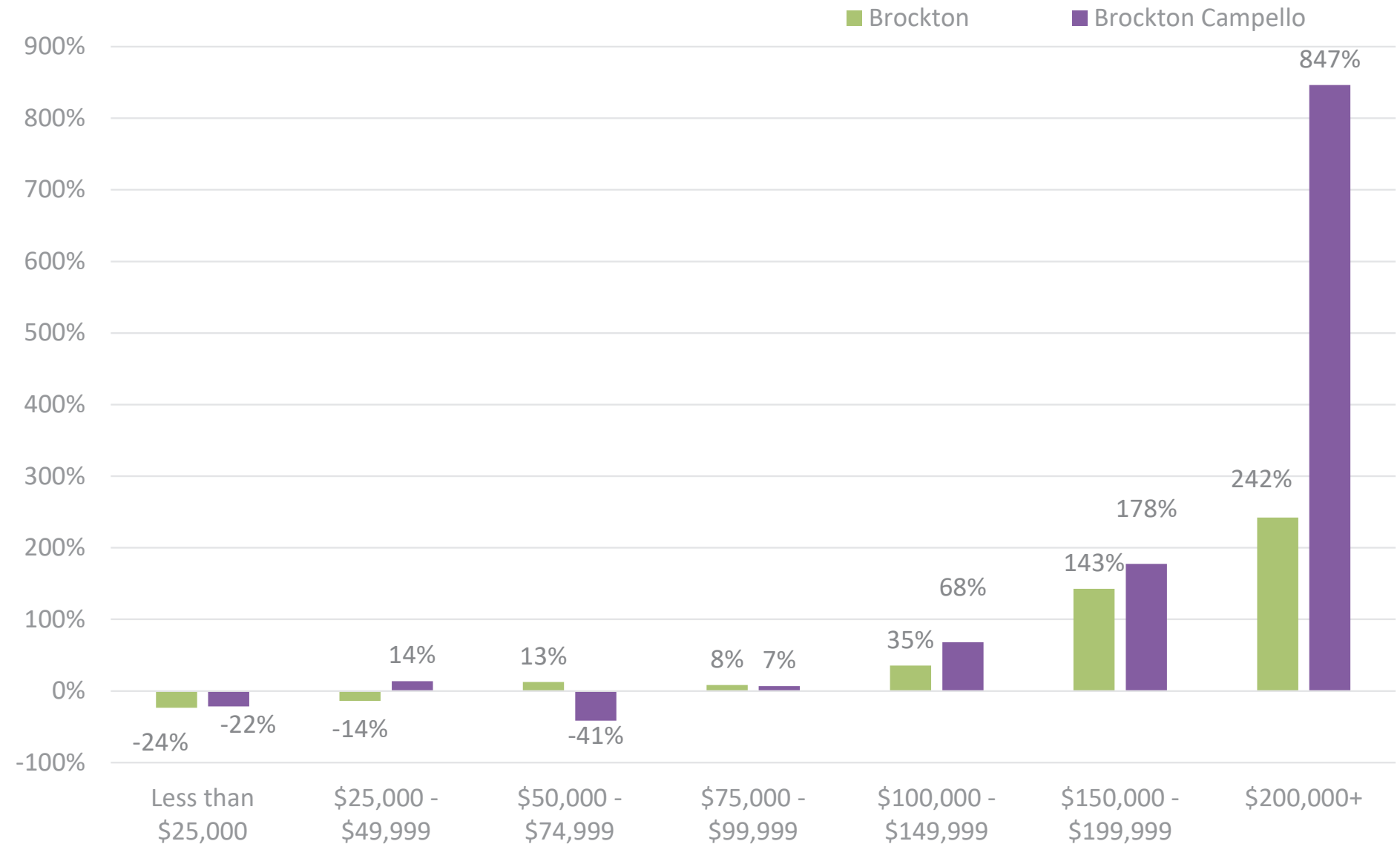
## Household incomes are increasing in Campello.

Households earning over \$100,000 grew substantially.

Previously, households earning \$150,000+ made up 5% of the neighborhood, but now makes up 20% of the total neighborhood.

### Change in Household Income, Neighborhood vs City

Source: ACS 5-Year Estimates, 2016-2021



# HOUSING: HOUSING TENURE

## Housing Tenure

Source: ACS 5-Year Estimate, 2021

**51.9%** Owner Occupied

**48.1%** Renter Occupied

**Over the past five years, owner occupied units increased.**

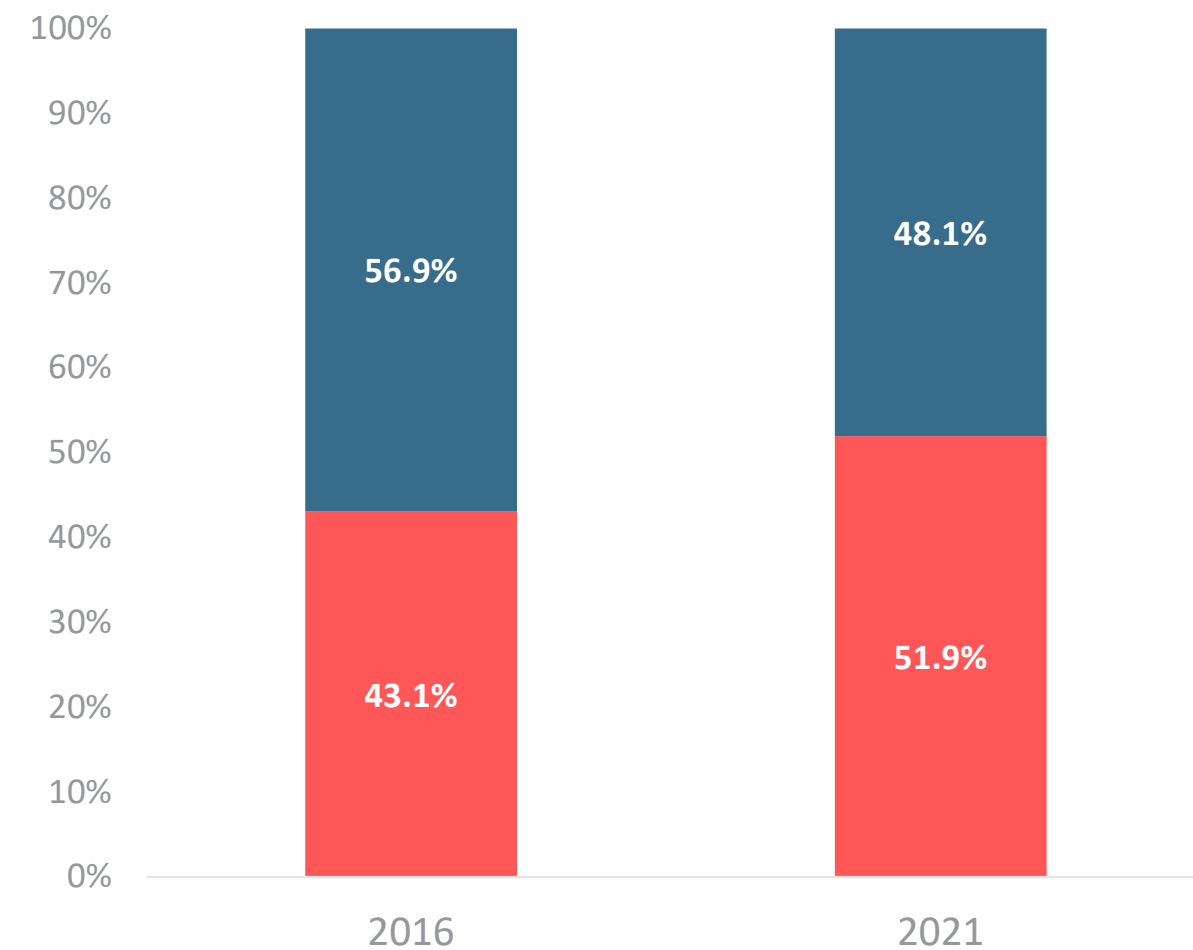
Renter occupied units decreased by 80 units, while owner-occupied units increased by 543 units. Owner occupied units are driving growth in the neighborhood.

Brockton also became more proportionally owner-occupied, from 54.1% owner-occupied to 56.8% owner occupied, increasing by 2,628 units. Renter occupied units increased by 473 units but decreased in proportion to the total units in Brockton from 45.9% to 43.2%.

## Housing Tenure

Source: ACS 5-Year Estimates, 2016-2021

■ Owner-Occupied ■ Renter-Occupied



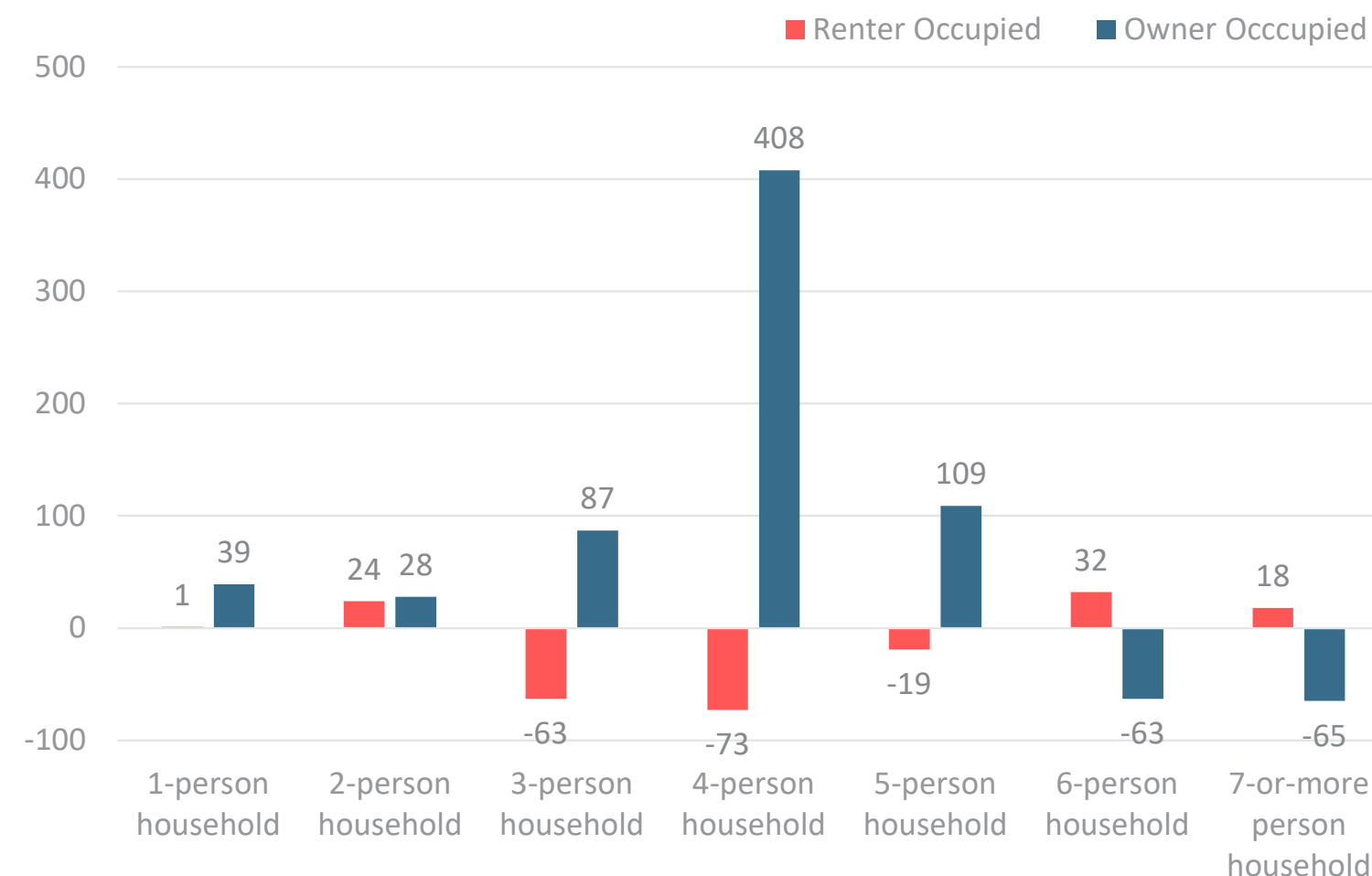
## Increases in owned units are driven by 4 person households.

The Campello Neighborhood saw a 408-household net increase in four-person owner-occupied households. Four-person owner occupied households make up the largest proportion of owner-occupied households (26%), followed by 2-person households (22%).

For 6-person and above households, there were only net increases for renter occupied households. The biggest proportion of renter households are 1-person households (42%) followed by 2-person households (21%).

### Net Change in Households by Tenure and Size

Source: ACS 5-Year Estimates, 2016 - 2021



# HOUSING: HOME VALUES

## Housing units in Campello increased with growing household demand.

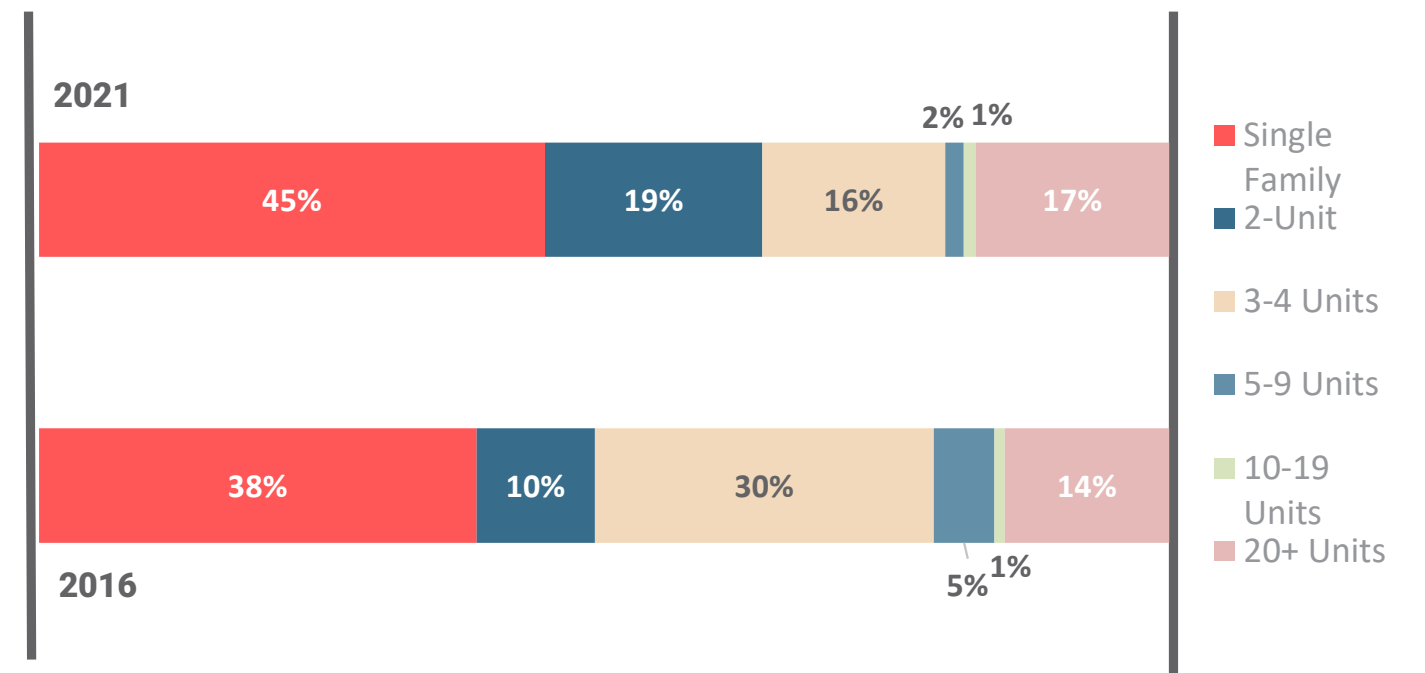
The increases in single family and two-family units are driving changes in housing types within the neighborhood. This matches the increases in family households and household sizes as well.



Examples of housing types in the Campello Neighborhood

### Units in Structure

Source: ACS 5-Year Estimates, 2016 - 2021



# EXISTING CONDITIONS - EXPANDED STUDY AREA

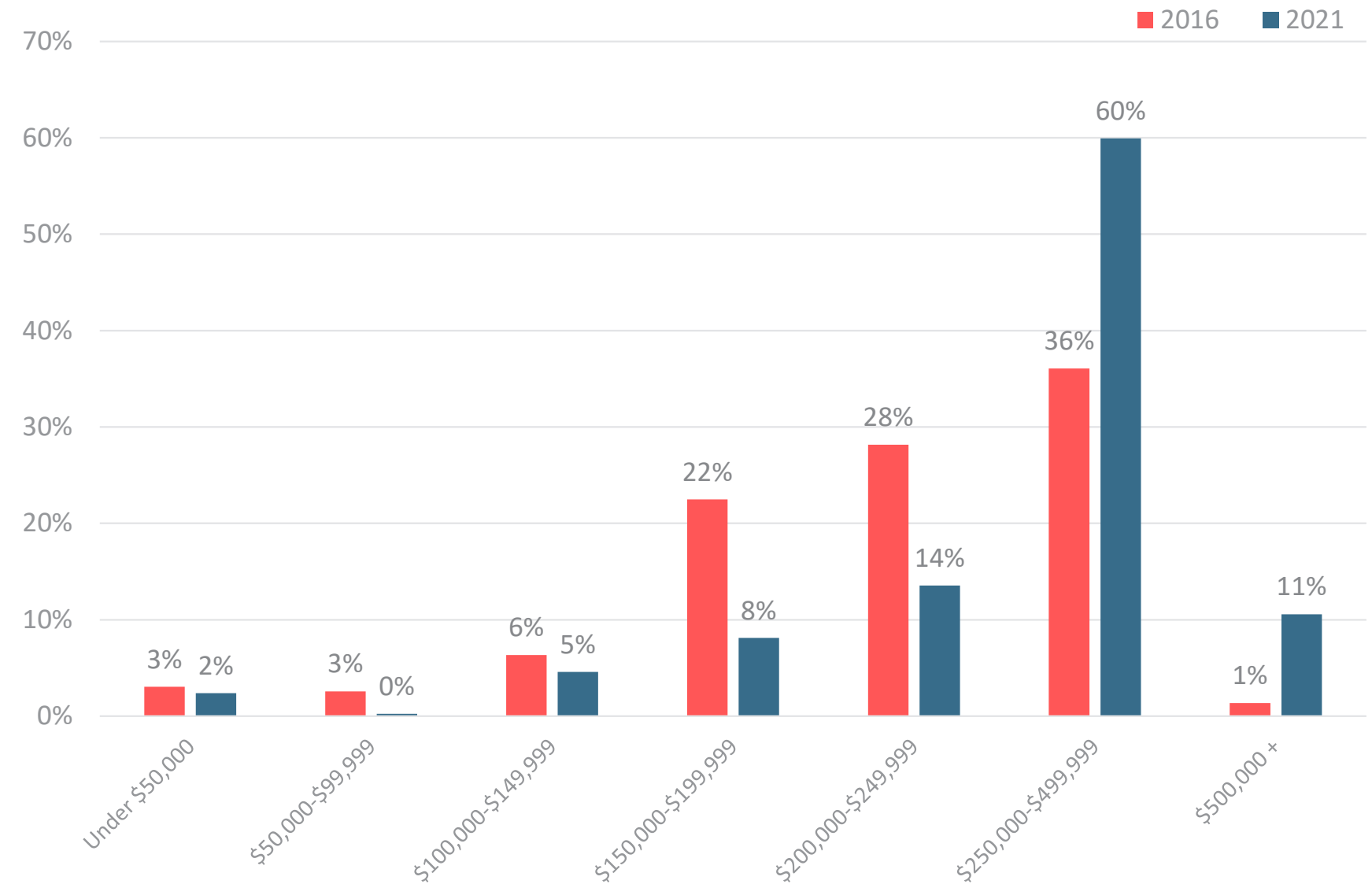
## The home value distribution in the Campello Neighborhood skews higher.

Over the past five years, the share of housing units valued at or above \$250,000 increased from 37% of the total housing stock to 71%.

This is similar to Brockton, with housing units valued at or above \$250,000 increasing from 38% of the total housing stock to 72%.

## Change in Home Value Distribution

Source: ACS 5-Year Estimates, 2016 - 2021





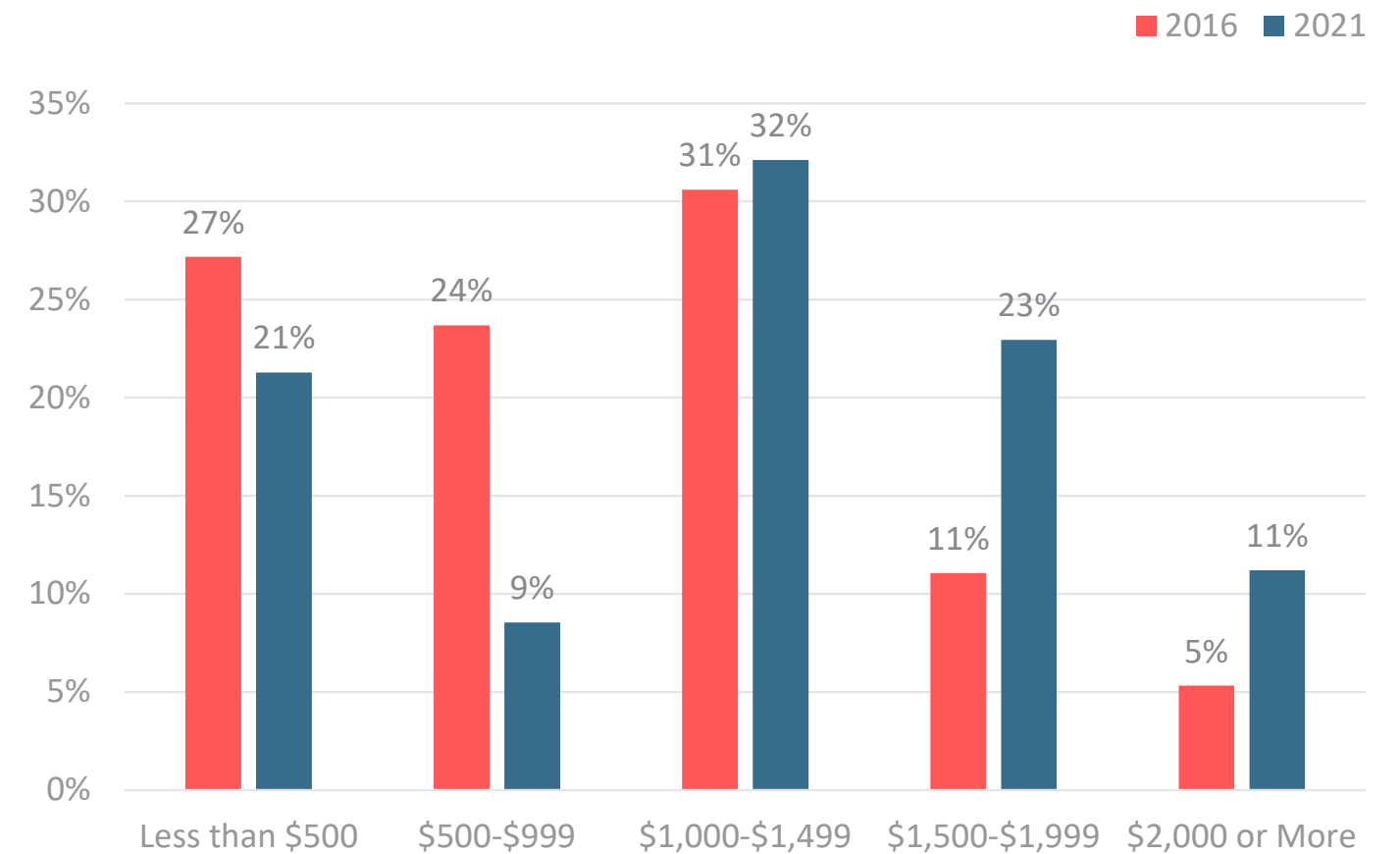
## Rents are increasing in Campello.

34% of the Campello Neighborhood rental units are priced at or above \$1,500 per month.

There were large decreases in the number of affordably priced rental units priced below \$1,000 with a loss of 435 units.

### Change in Gross Rent Distribution, Campello Neighborhood

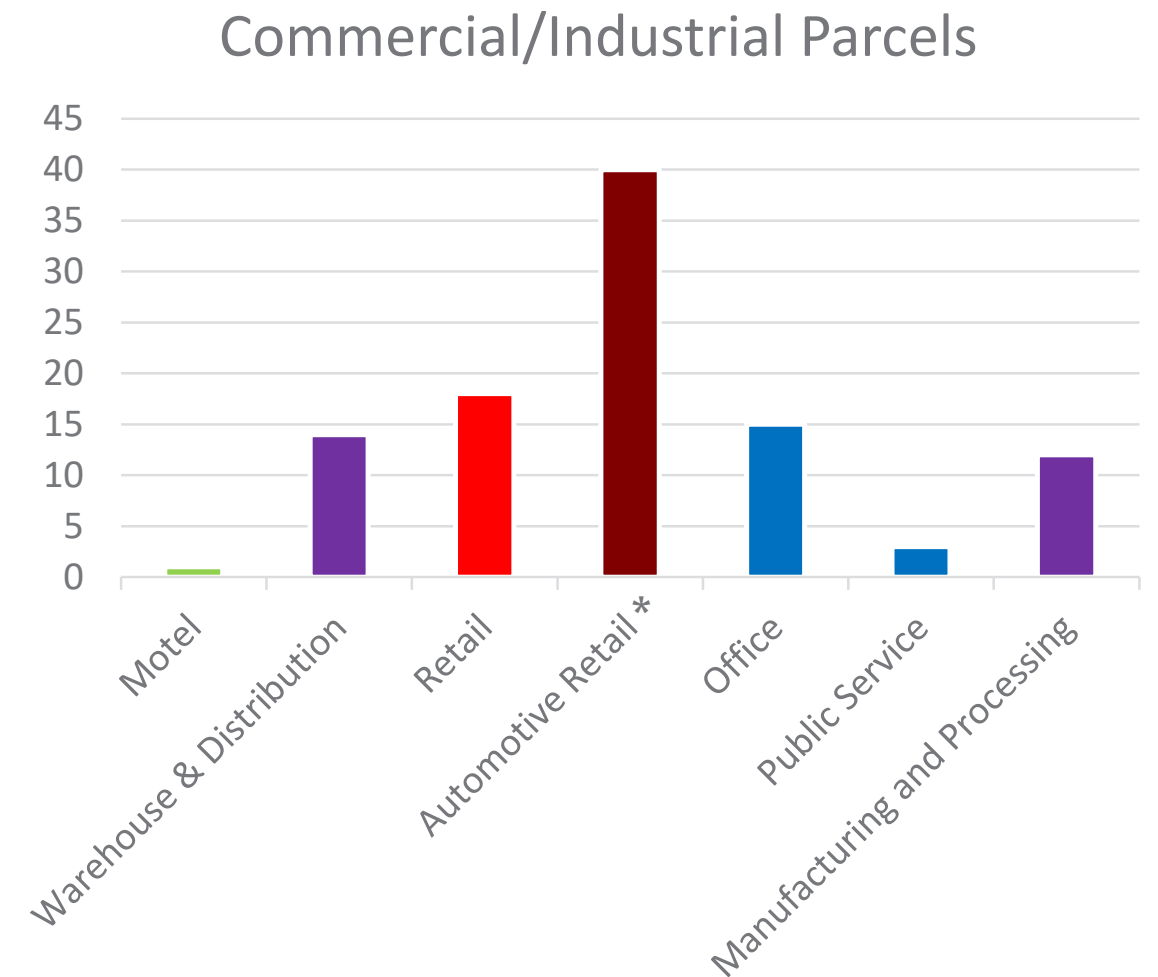
Source: ACS 5-Year Estimates, 2016 - 2021



**44%** of parcels with commercial uses are dedicated to automotive uses.

Out of the 91 parcels with commercial uses, forty of those parcels are dedicated to automotive uses. Industrial uses (shown in purple) are present on 26 parcels. Retail is the primary use on 18 parcels and office on 15 parcels.

\* Automotive retail includes car repair and sales



## The combination of residential and automotive uses is not a recipe for a walkable area.

Access to automotive service and repair is important as the commuter rail does not serve all residents. However, wide driveways, outdoor storage, and similar conditions set up **potential conflicts between pedestrians and drivers.**

Other elements that contribute to **poor walking conditions** include sidewalks in poor condition, a lack of ADA-accessible crosswalks, and a lack of street trees.



Is this a sidewalk or a parking lot? This creates an unsafe condition for both pedestrians and drivers.



This crosswalk does not lead to a ramp, creating a hazard for those in wheelchairs or with mobility issues.



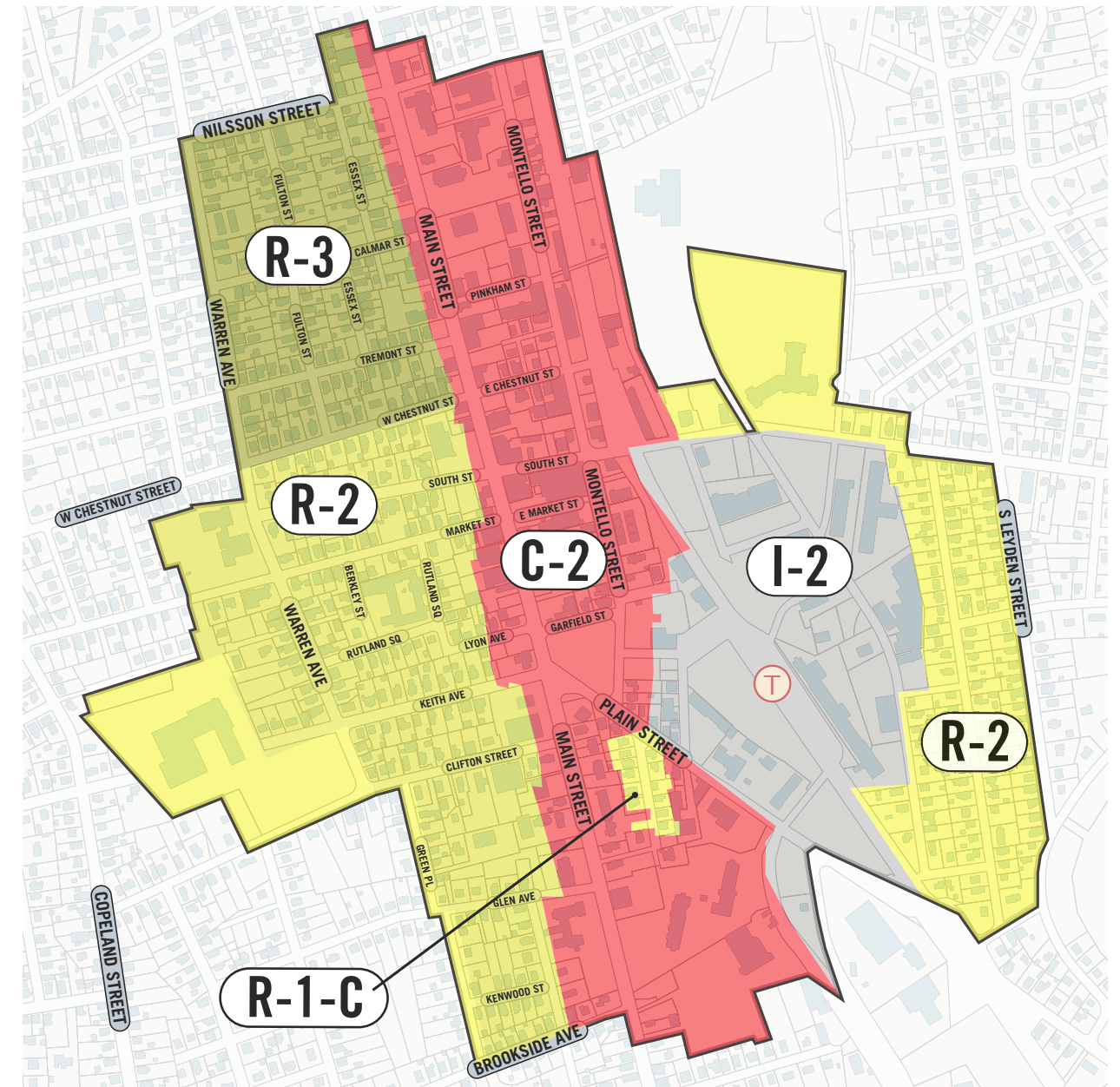
Wide driveways and poor sidewalks lead to unsafe conditions. The lack of street trees make walking unpleasant, especially in the summer.

# EXISTING CONDITIONS - USE + ZONING

## UPPER STUDY AREA

The Campello Neighborhood Study Area has **four primary zoning districts:**

- R-2 Multi-Family Residential Zone
- R-3 Multi-Family Residential Zone
- C-2 General Commercial Zone
- I-2 General Industrial Zone



Changes to zoning can help support local businesses (left) and create incentives for rehabilitation (right) or new development.

# EXISTING CONDITIONS - USE + ZONING

## UPPER STUDY AREA

Parcels bordering Main Street all fall under the **C-2 General Commercial Zoning**

### Selected Not Permitted Uses

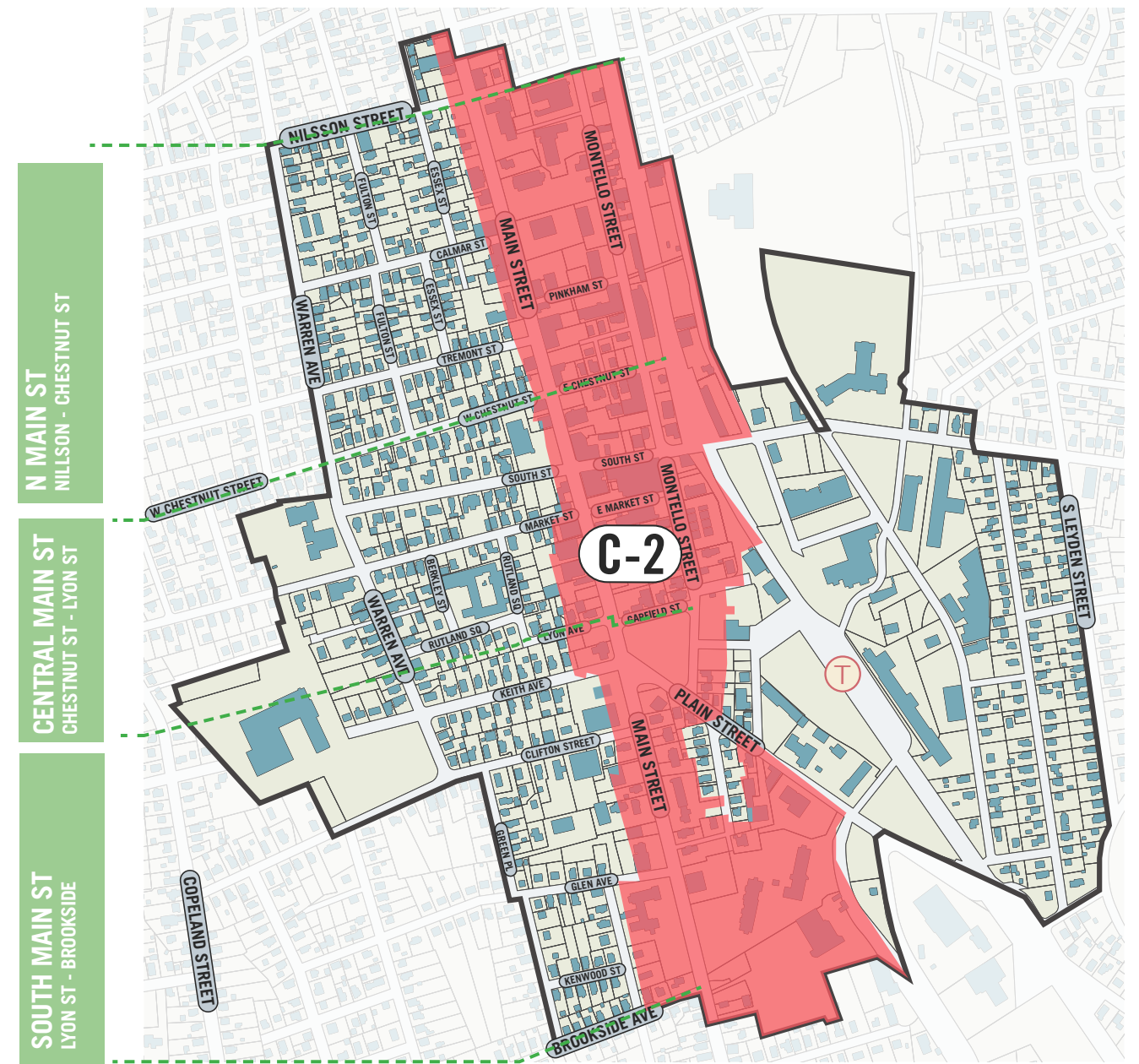
- Single family homes
- 2-3 family homes
- Multi-family
- Community Health Center/ Clinic
- Hospitals/ Medical
- Nursing Homes
- Mixed-Use
- Research/ Development
- Labs
- Brewery Distillery
- Boutique Manufacturing

### Selected Permitted Uses

- Retail /Professional Services
- Offices/ Banks
- Childcare
- Churches
- Schools/ Education
- Dancing / Music schools
- Eating + Drinking establishments
- Bakery + Catering
- Frozen food lockers
- Automobile sales, repair or Servicing
- Carpentry/ Repair Shops
- Hardware / building materials sales
- Amusement/ Recreation
- Theatre/ Bowling
- Radio / TV Station

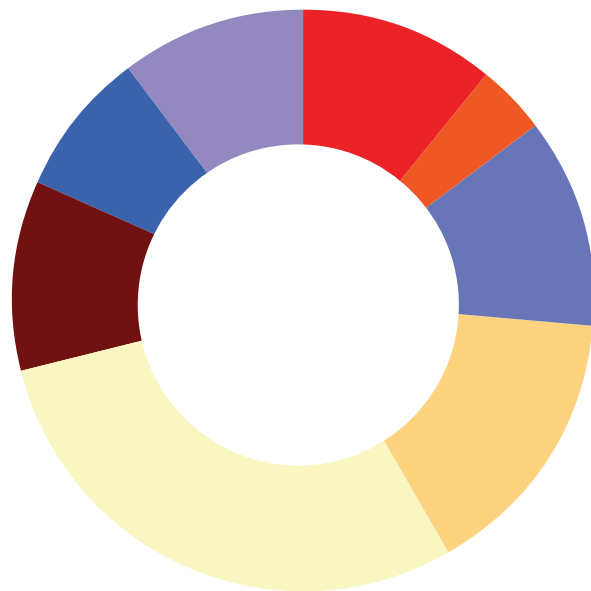
### By Special Permit

- Adult day-care facilities
- Gas stations
- Car wash
- Drive - Thru Eating & Drinking
- Hotel/ Motel
- Pet Store, Animal Hospital, Vet, Etc.
- Open air or drive in theatres



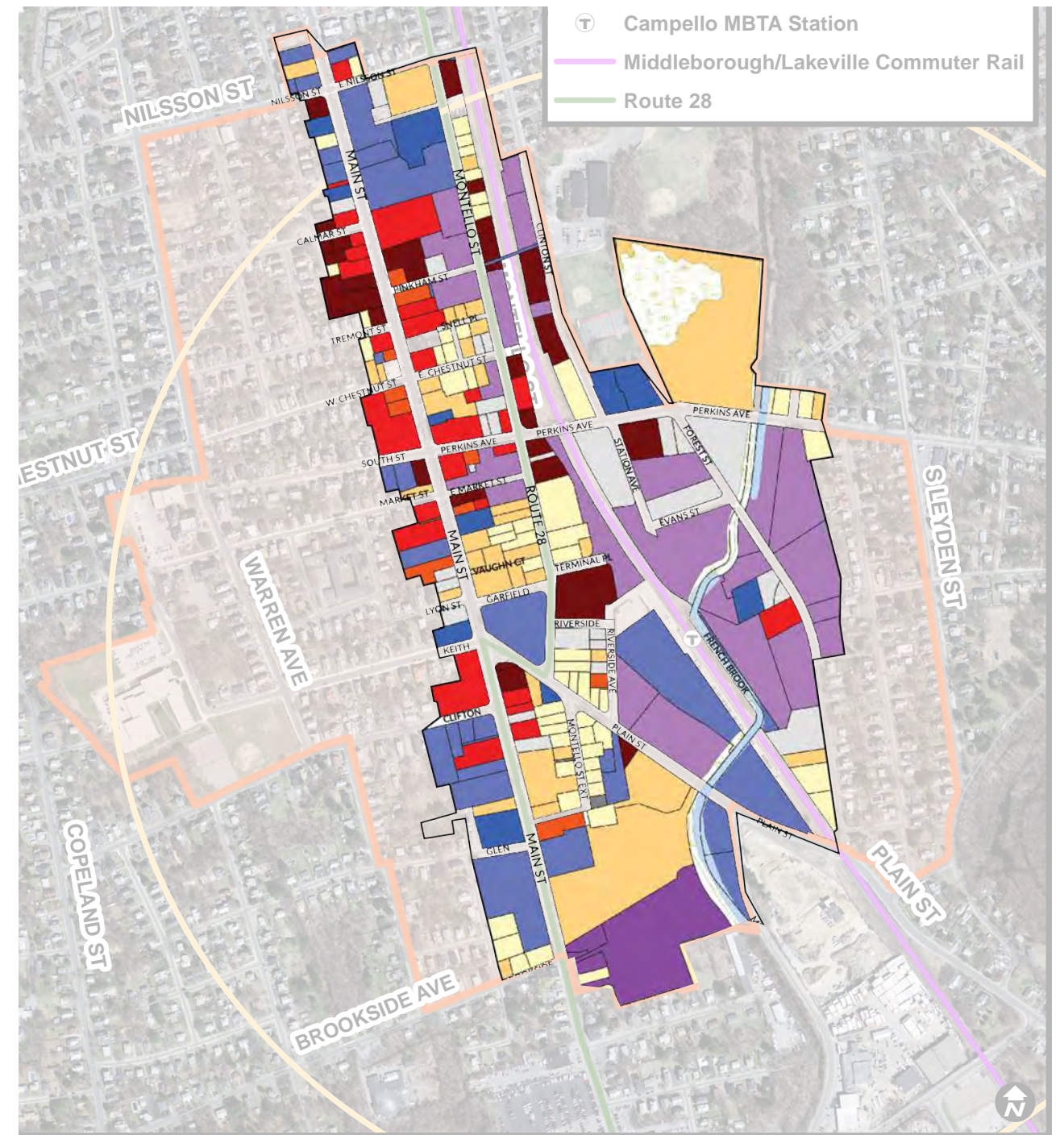
# EXISTING CONDITIONS - UPPER STUDY AREA - LAND USE

The upper study area is mostly residential use with retail, commercial, and mixed use concentrated along the Main Street Corridor. There is also a high concentration of automotive retail along Montello St.

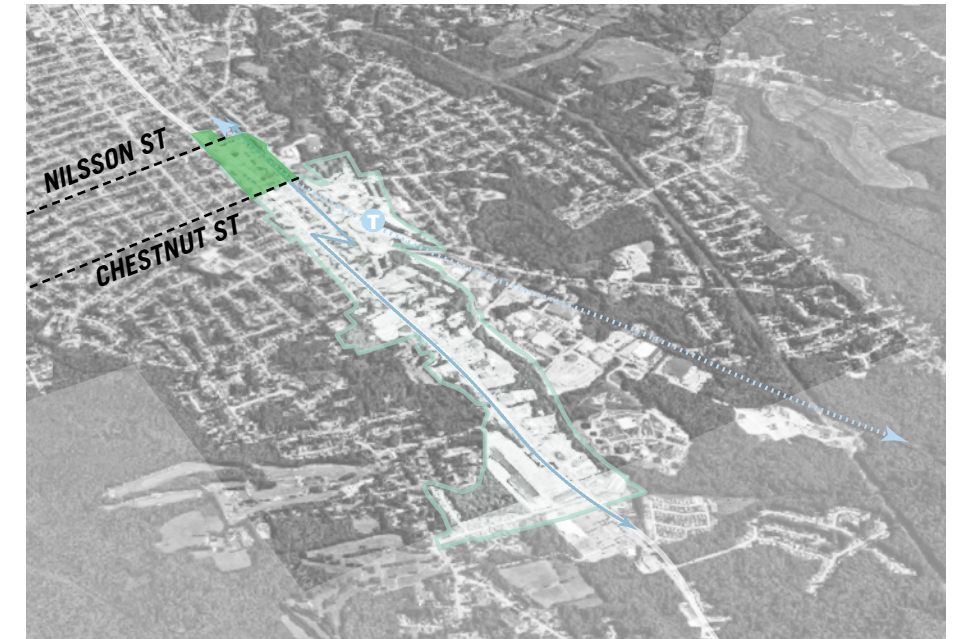
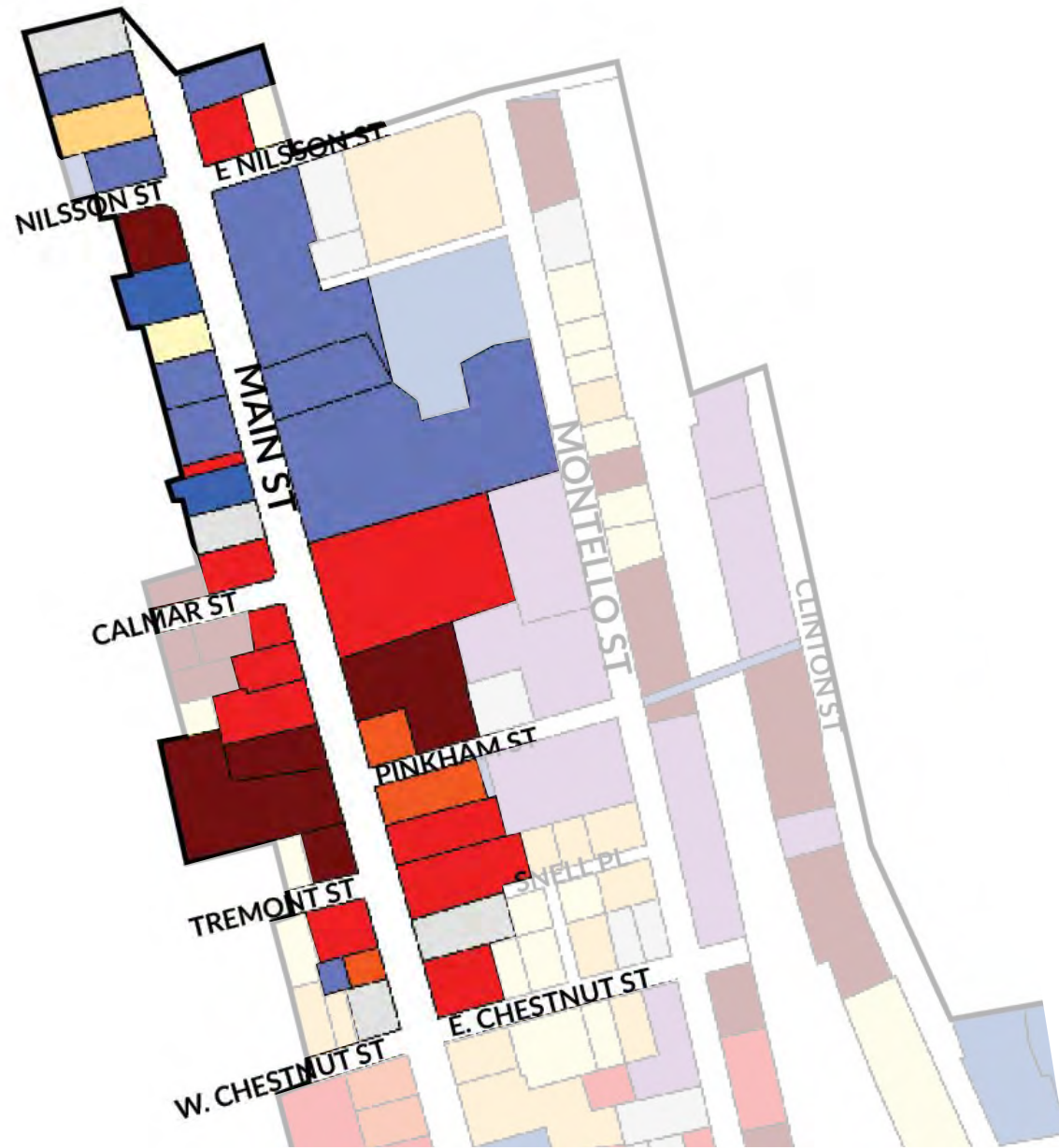


29% Lower Density Residential  
 15% MultiFamily, Congregate  
 12% State, Charitable, Religious  
 12% Retail  
 10% Automotive Retail  
 10% Manufacturing  
 8% Office  
 4% Mixed Use

## UPPER STUDY AREA



# NORTH MAIN ST CORRIDOR - NILSSON ST - CHESTNUT ST

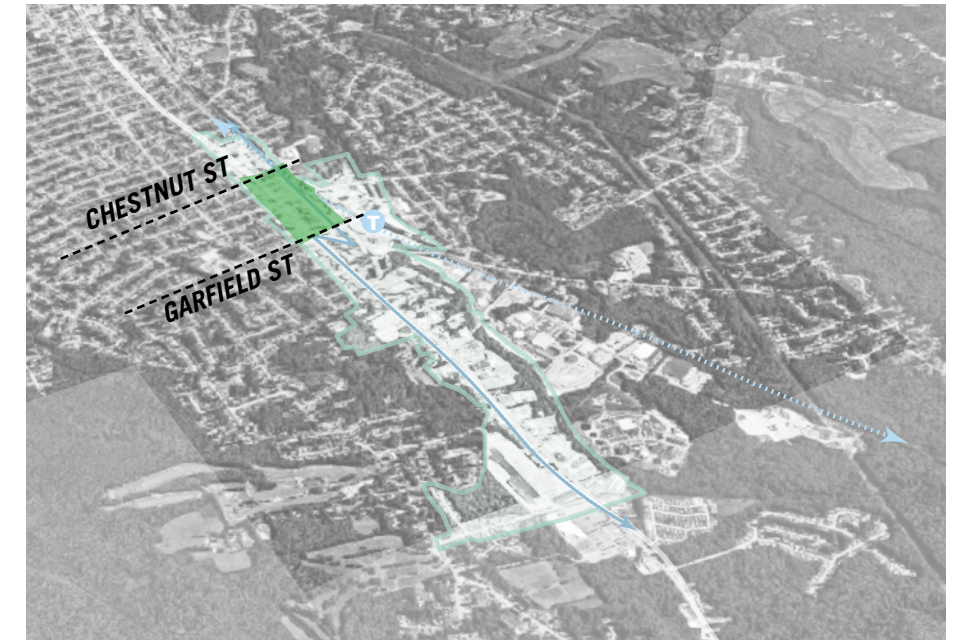


- 34%** Commercial (11 parcels)
- 28%** Municipal Community + Religious (9 parcels)
- 17%** Auto retail (5 parcels)
- 9%** Mixed Use (3 parcels)
- 6%** Office (2 parcels)
- 3%** Residential (1 parcel)
- 3%** Lower Density Residential (1 parcel)

COMMERCIAL
MIXED USE
MUNICIPAL COMMUNITY + RELIGIOUS
OFFICE
RESIDENTIAL
LOWER DENSITY RESIDENTIAL
MANUFACTURING / WAREHOUSE
AUTO RETAIL



# CENTRAL MAIN ST CORRIDOR - CHESTNUT ST - LYON ST



- 35% Residential (8 parcels)
- 22% Commercial (5 parcels)
- 17% Mixed Use (4 parcels)
- 9% Auto retail (2 parcels)
- 9% Municipal Community + Religious (2 parcels)
- 4% Office (1 parcel)
- 4% Manufacturing / Warehouse (1 parcel)

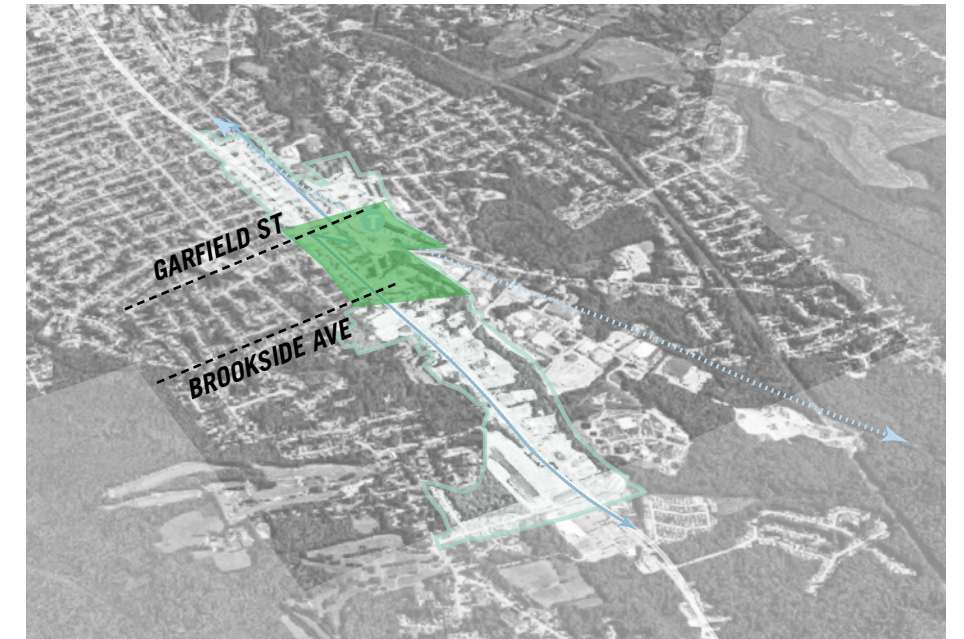
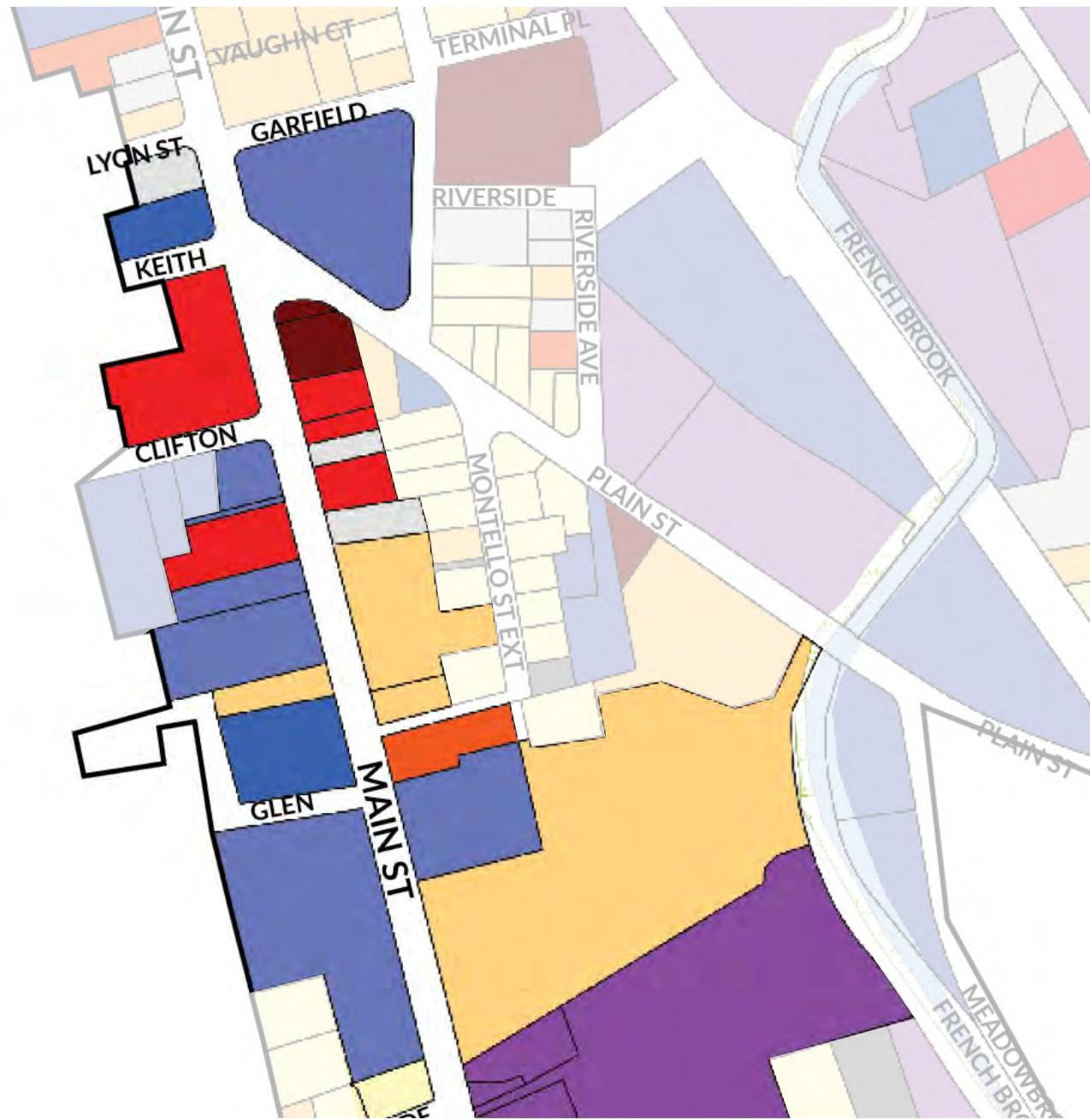


COMMERCIAL
MIXED USE
MUNICIPAL COMMUNITY + RELIGIOUS
OFFICE
RESIDENTIAL
LOWER DENSITY RESIDENTIAL
MANUFACTURING / WAREHOUSE
AUTO RETAIL





# SOUTH MAIN ST CORRIDOR - LYON ST - BROOKFIELD AVE



- 26% **Municipal, Community + Religious (6 parcels)**
- 23% **Commercial (5 parcels)**
- 18% **Residential (4 parcels)**
- 9% **Office (2 parcels)**
- 9% **Auto retail (2 parcels)**
- 5% **Mixed Use (1 parcel)**
- 5% **Low Density Residential (1 parcel)**
- 5% **Transit (1 parcel)**

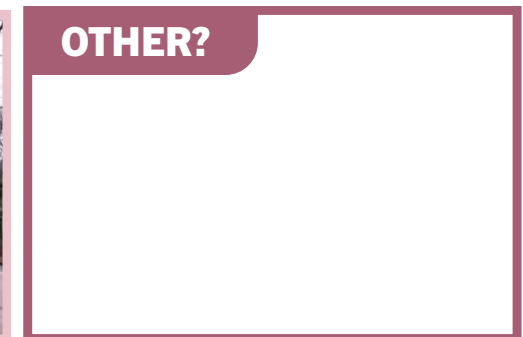
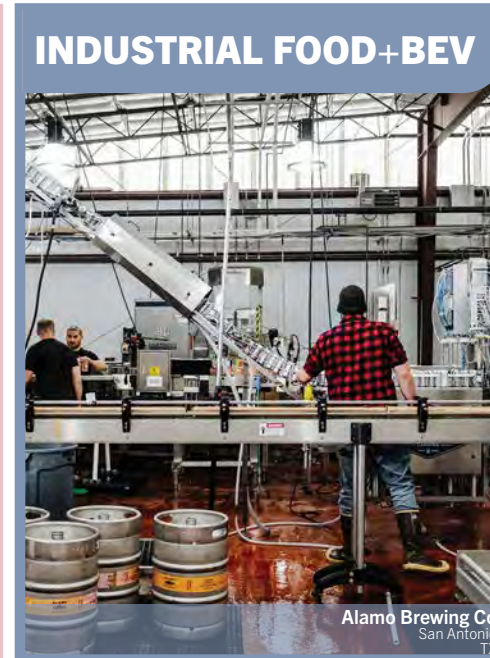
COMMERCIAL
MIXED USE
MUNICIPAL COMMUNITY + RELIGIOUS
OFFICE
RESIDENTIAL
LOWER DENSITY RESIDENTIAL
TRANSIT
AUTO RETAIL



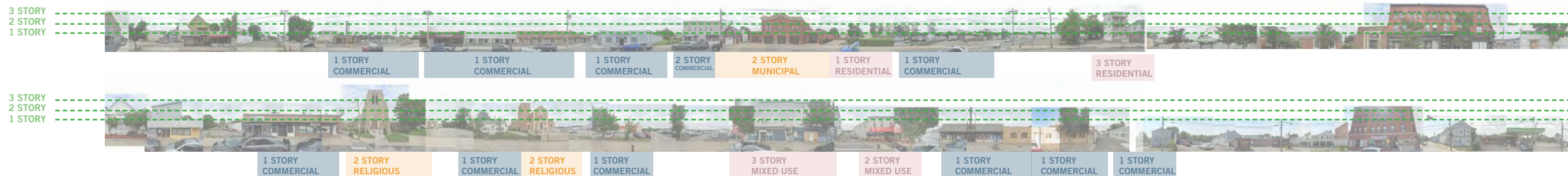
# Personal Voice

Please tell us your thoughts.

## What land uses would you like to see here?



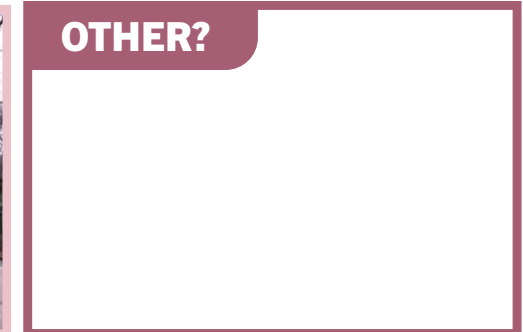
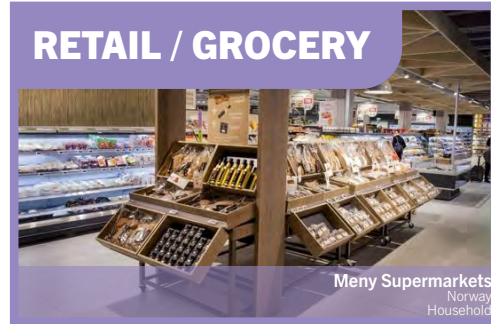
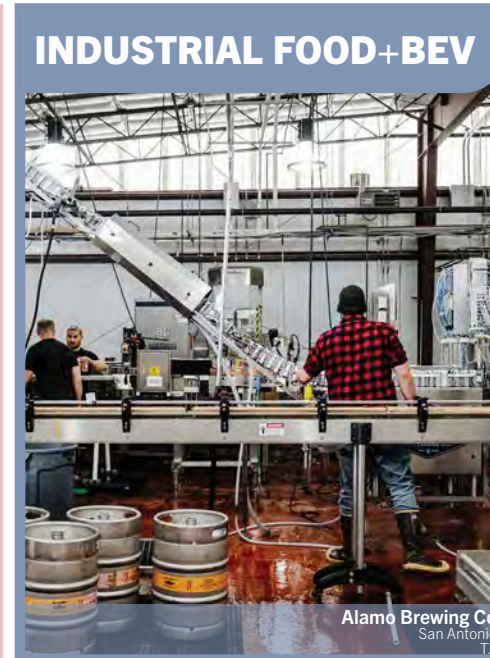
### MAIN ST CORRIDOR -



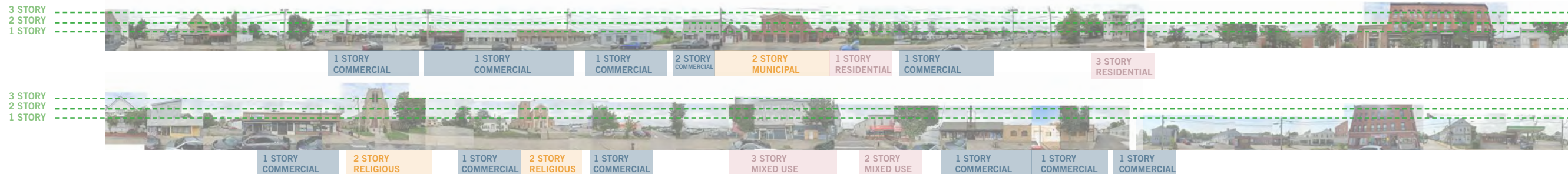
# Personal Voice

Please tell us your thoughts.

## What land uses would you NOT like to see here?

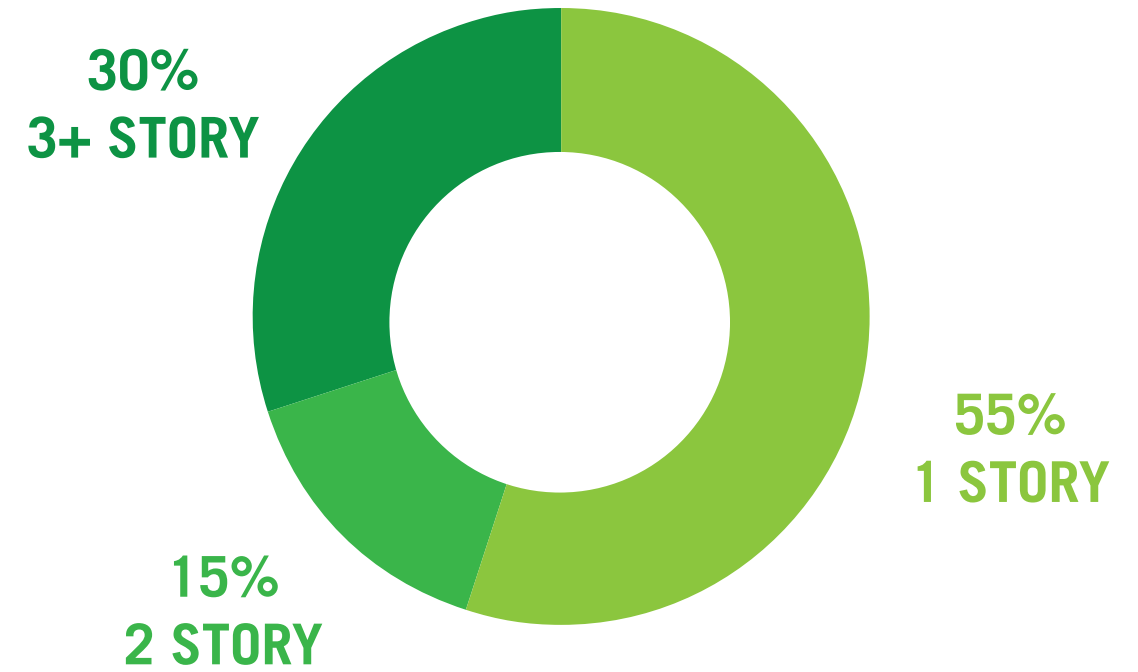


### MAIN ST CORRIDOR -

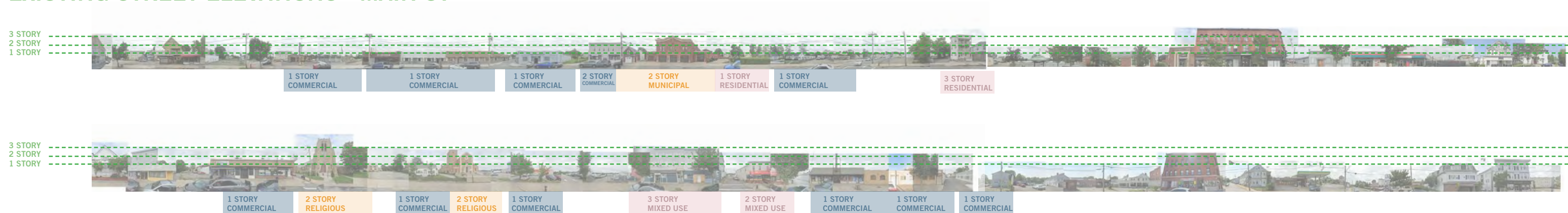


# EXISTING CONDITIONS - DENSITY + CHARACTER

The Campello Neighborhood has a majority of low density single story buildings with very few buildings exceeding 3 stories.



## EXISTING STREET ELEVATIONS - MAIN ST

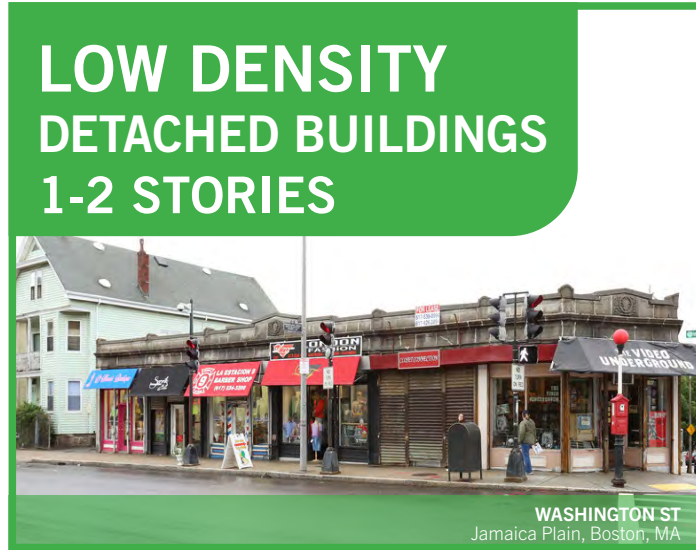


# Personal Voice

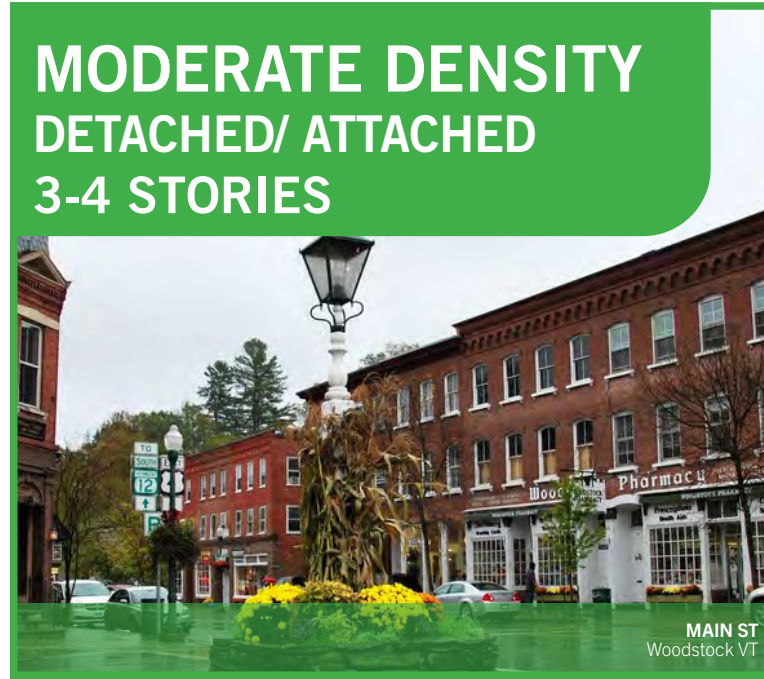
Please tell us your thoughts.

## PERSONAL VOICE - DENSITY + CHARACTER

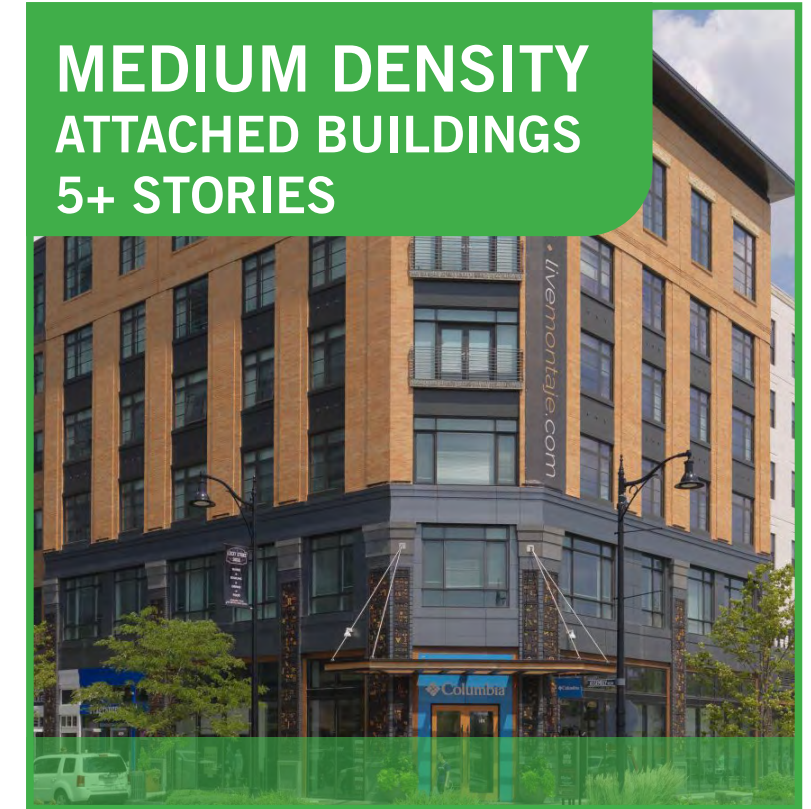
# What density would you like to see here?



- Creates more housing, more affordable housing.
- ✓ Opportunities for first floor commercial along Main St.
- ✓ Incentivise redevelopment of challenged properties.
- ✓ Increased property taxes to the City.
- ✓ Opportunity to support job growth.
- ✓ More opportunity to negotiate public benefits.
- ✓ Retaining Existing Character of the Area



- ✓ Creates more housing, more affordable housing.
- ✓ Opportunities for first floor commercial along Main St.
- ✓ Incentivise redevelopment of challenged properties.
- ✓ Increased property taxes to the City.
- ✓ Opportunity to support job growth.
- ✓ More opportunity to negotiate public benefits.
- ✓ Retaining Existing Character of the Area



- ✓ Creates more housing, more affordable housing.
- ✓ Opportunities for first floor commercial along Main St.
- ✓ Incentivise redevelopment of challenged properties.
- ✓ Increased property taxes to the City.
- ✓ Opportunity to support job growth.
- ✓ More opportunity to negotiate public benefits.
- Retaining Existing Character of the Area

Personal Voice  
Please tell us your thoughts.

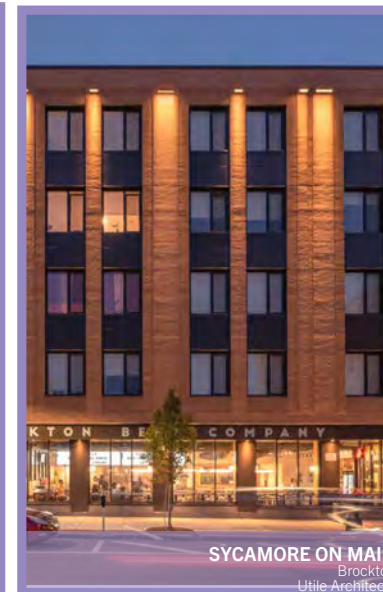
PERSONAL VOICE - DENSITY + CHARACTER

# What character should Campello have?

## COMMERCIAL

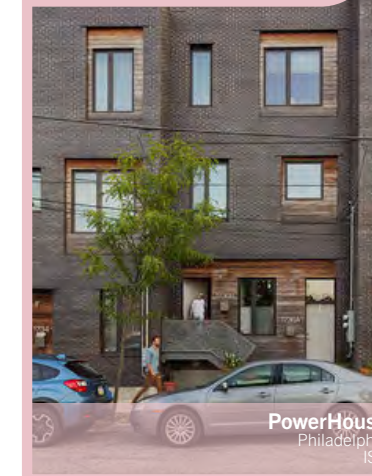


## MIXED USE



## RESIDENTIAL

### TOWNHOUSE/ INFILL



### MULTI FAMILY



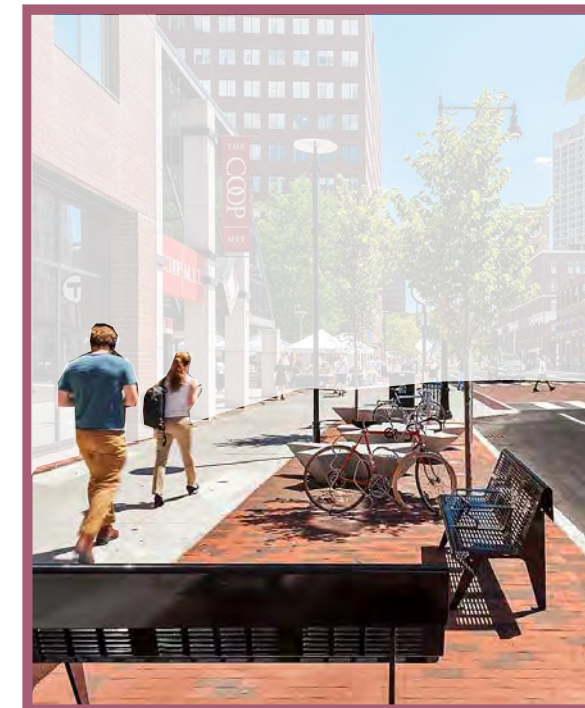
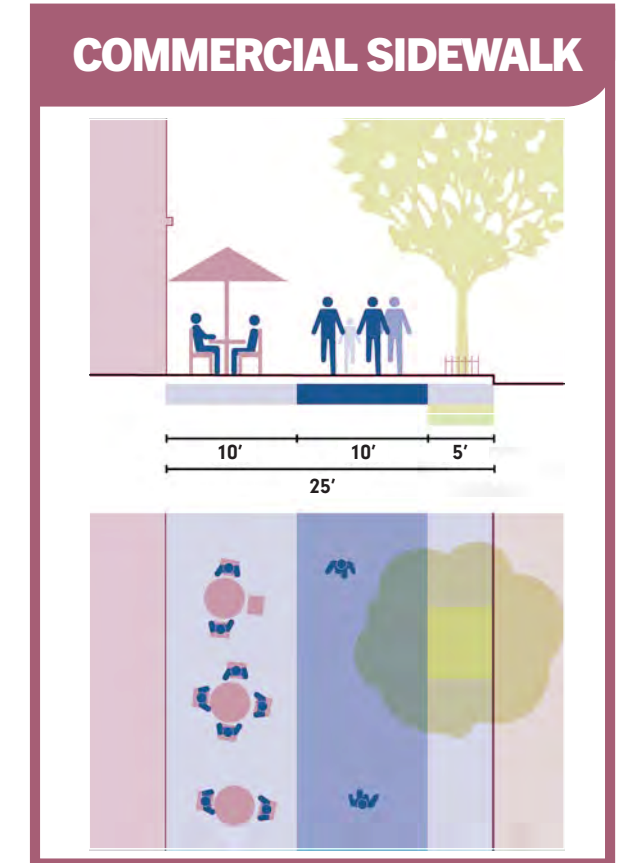
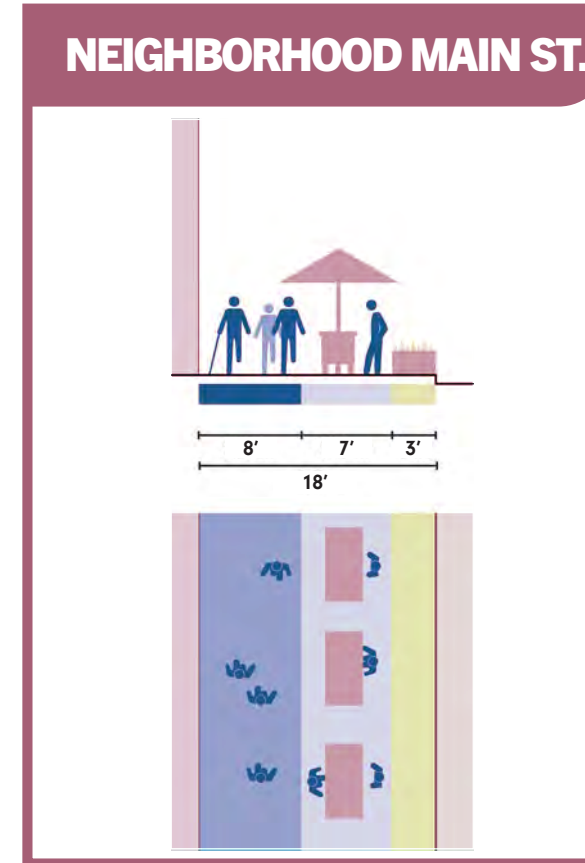
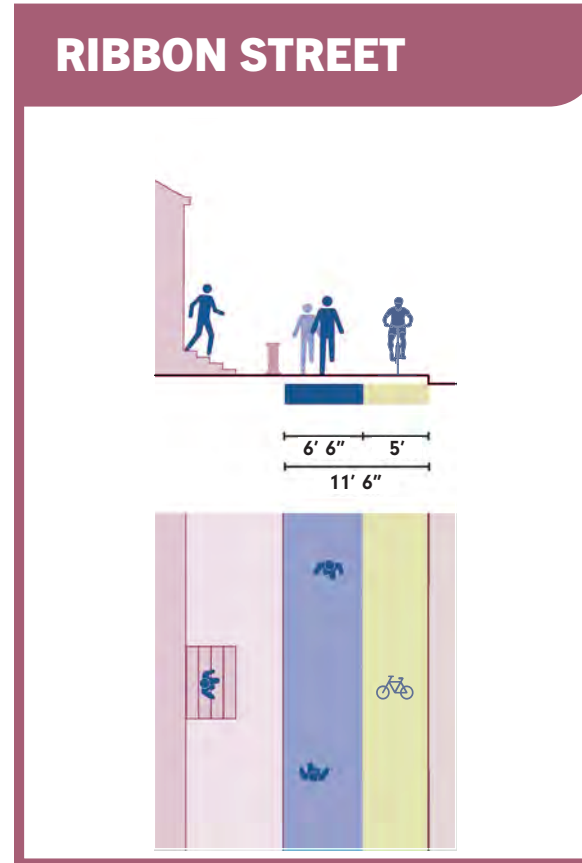
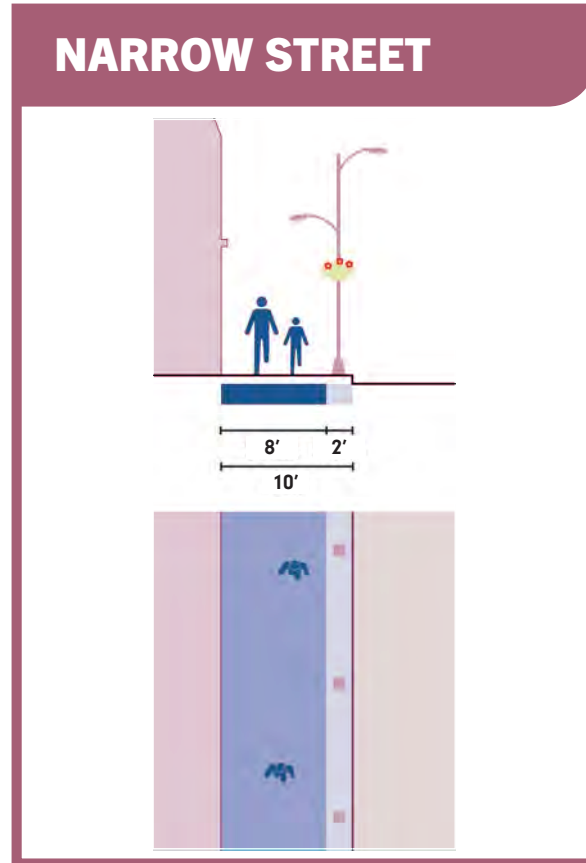
### SINGLE FAMILY DETACHED



Personal Voice  
Please tell us your thoughts.

Personal Voice - Public Realm

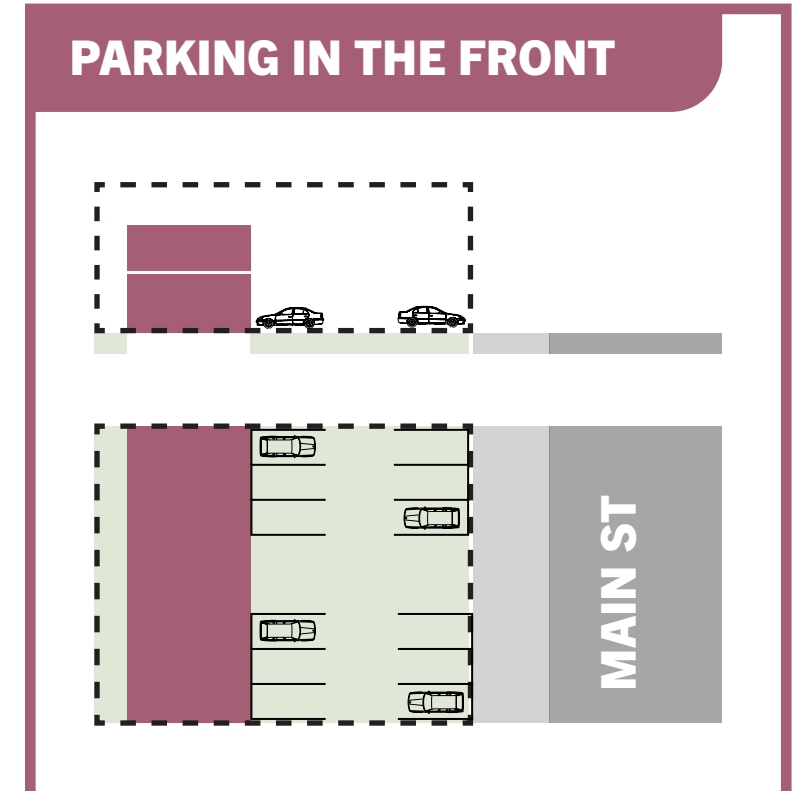
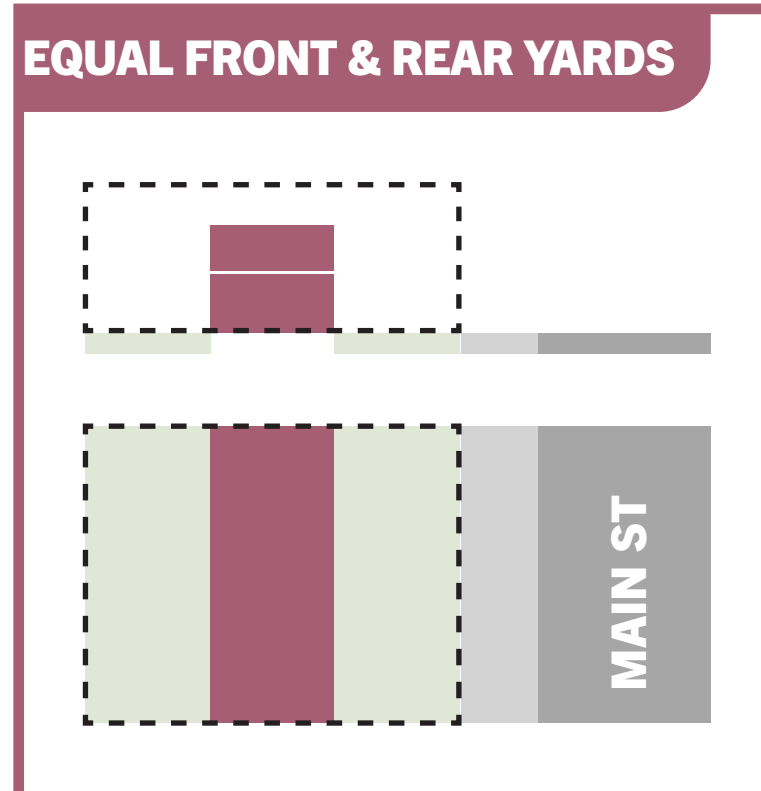
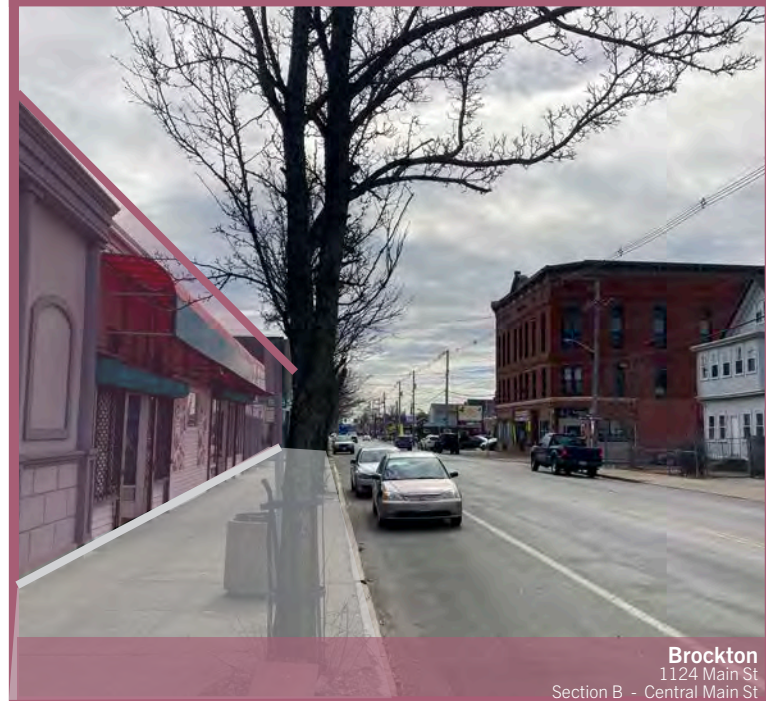
# What sidewalk experience do you want to have?



# Personal Voice Please tell us your thoughts.

Personal Voice- Public Realm

## What public realm would you like to see here?



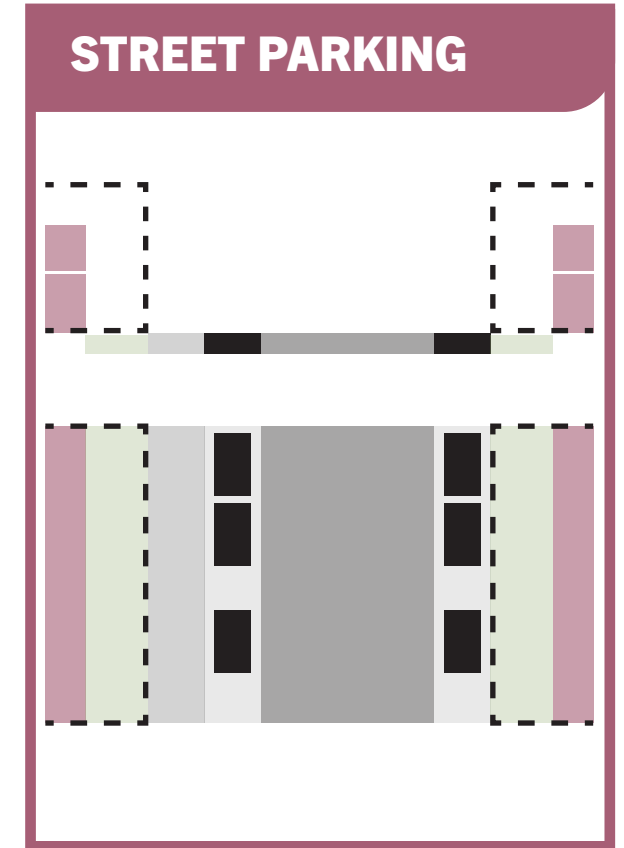
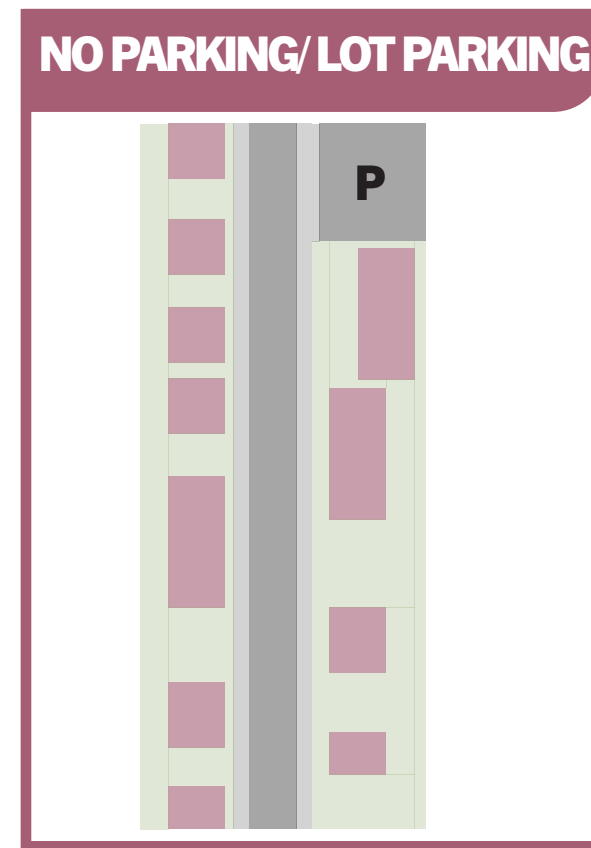
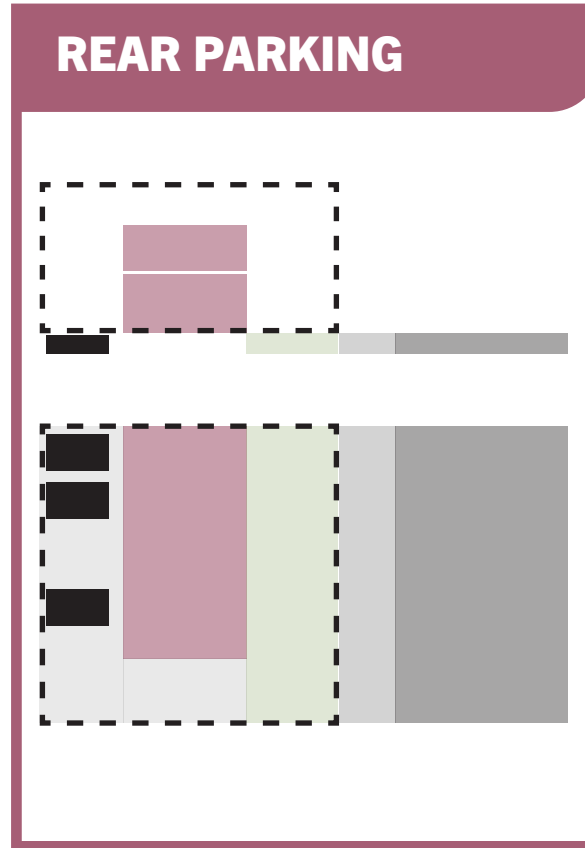
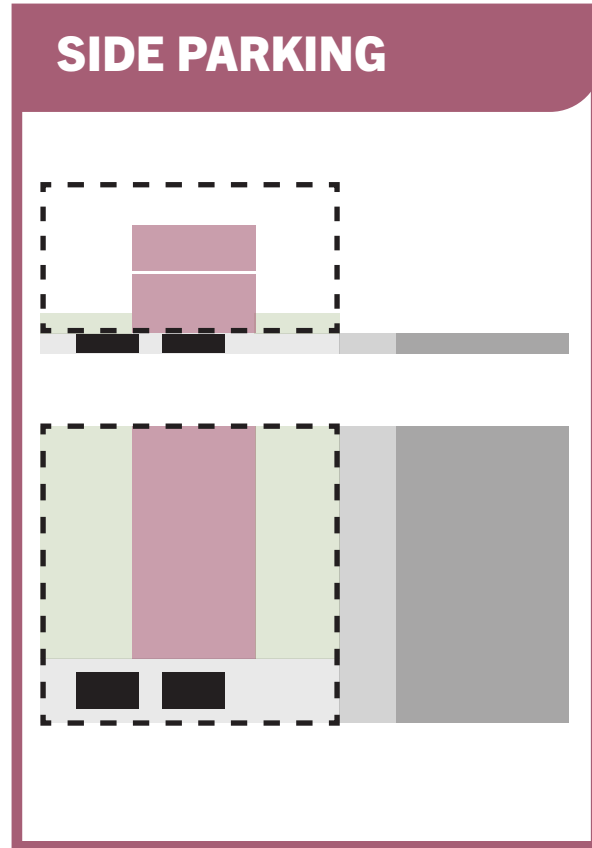


# Personal Voice

Please tell us your thoughts.

Personal Voice- Public Realm

## What parking would you like to see here?



# DESIGN ACTIVITY

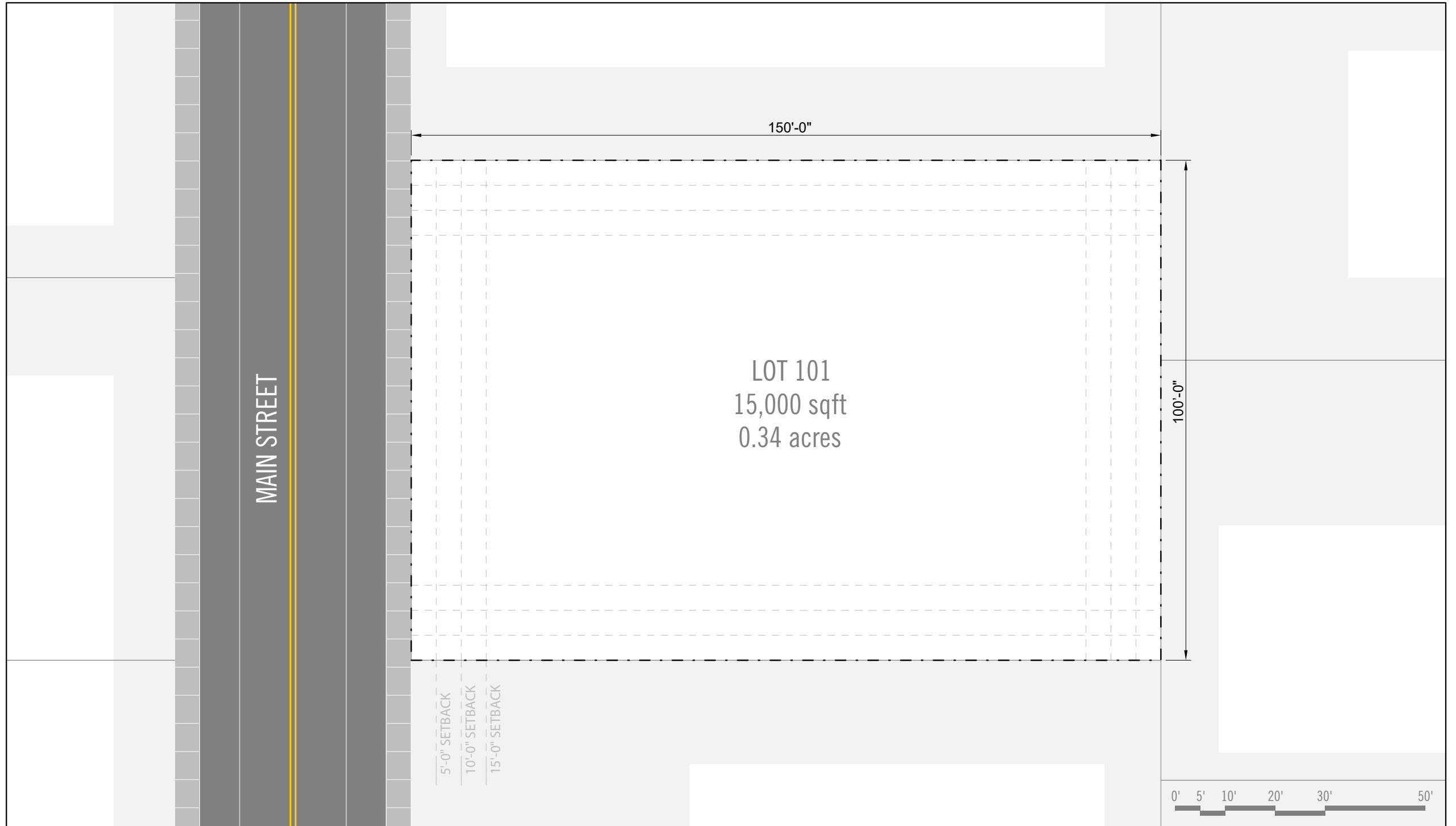
---

Brockton MA



# DESIGN YOUR OWN BLOCK

We want to hear from you!

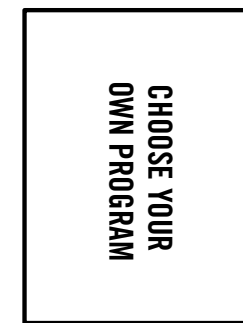
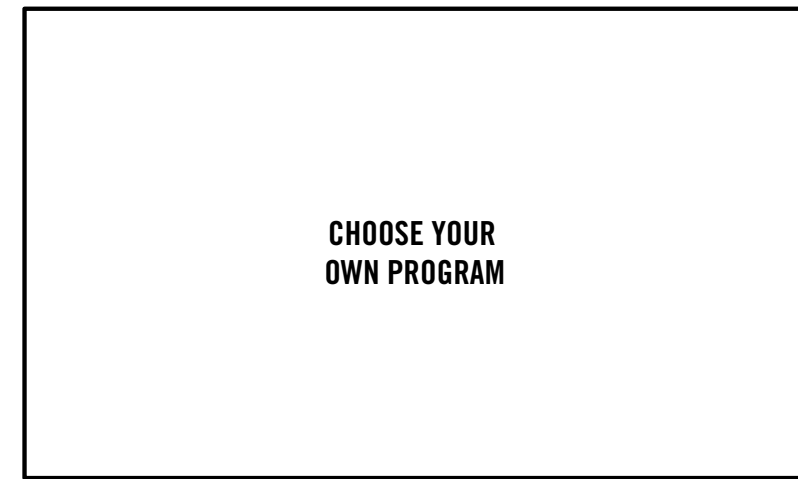
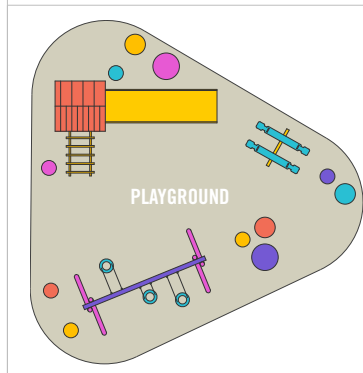
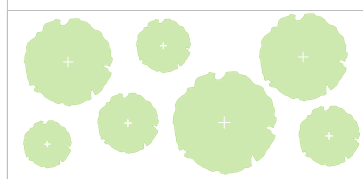
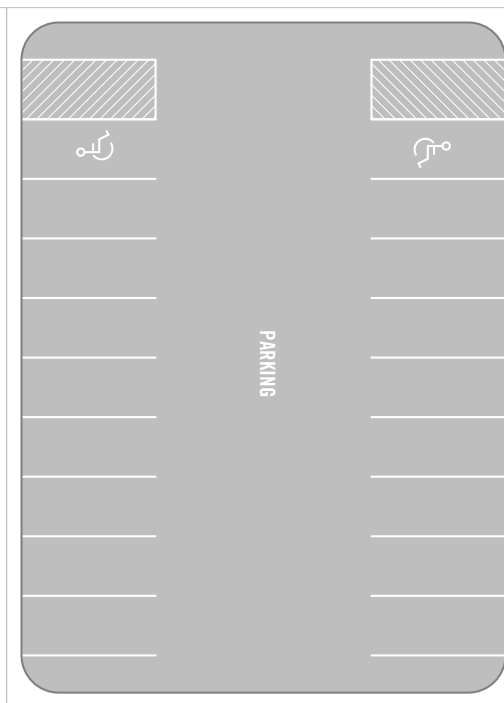
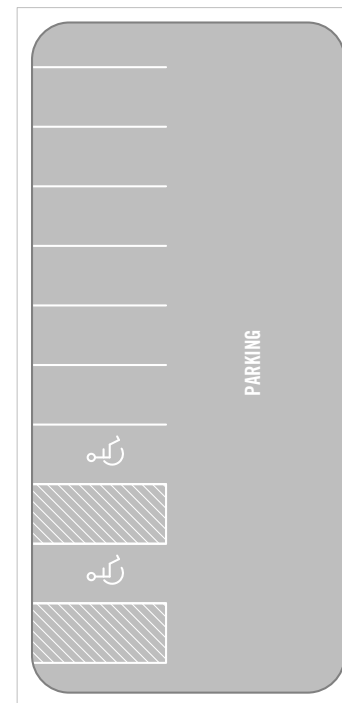
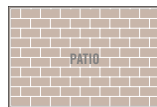
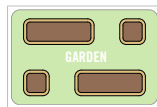
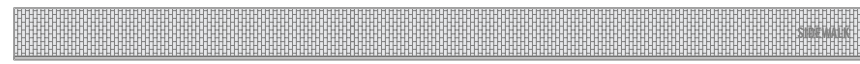
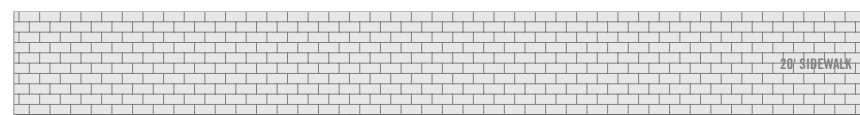
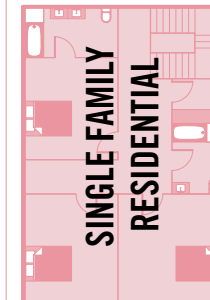
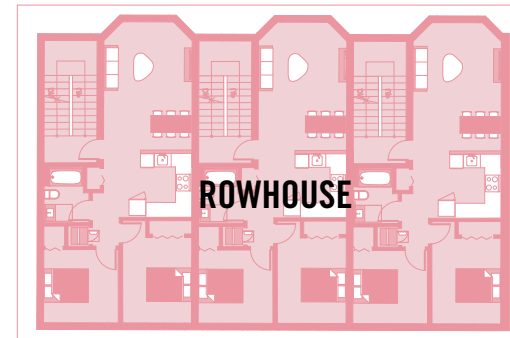
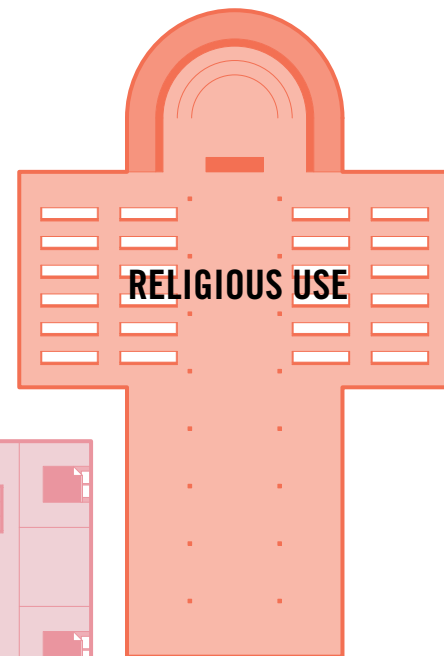
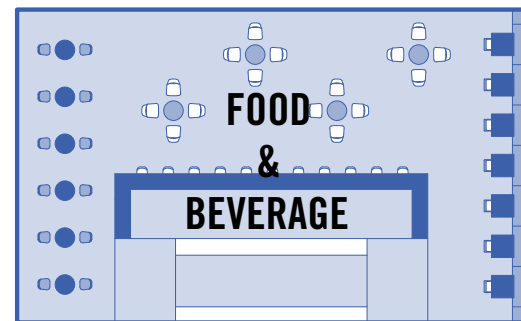
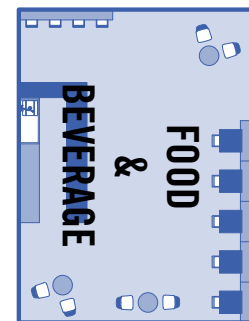
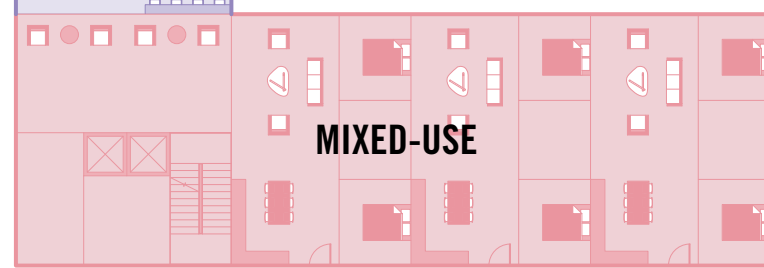
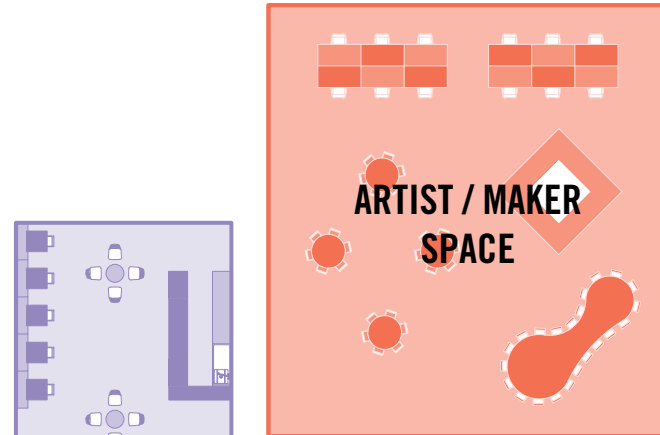
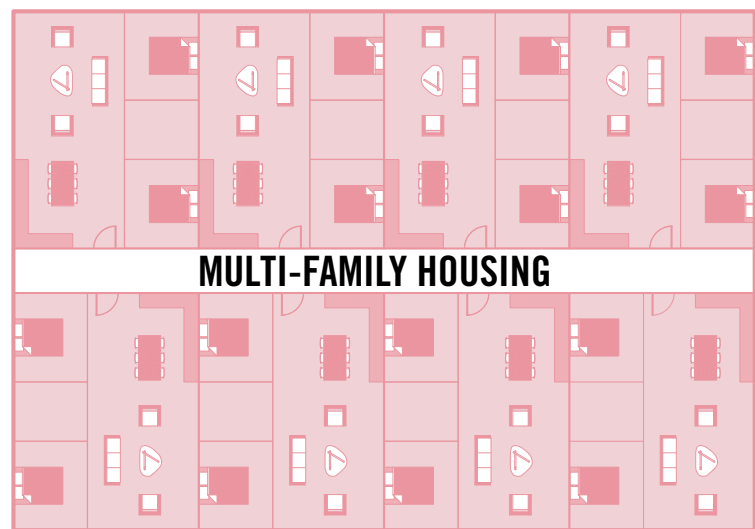
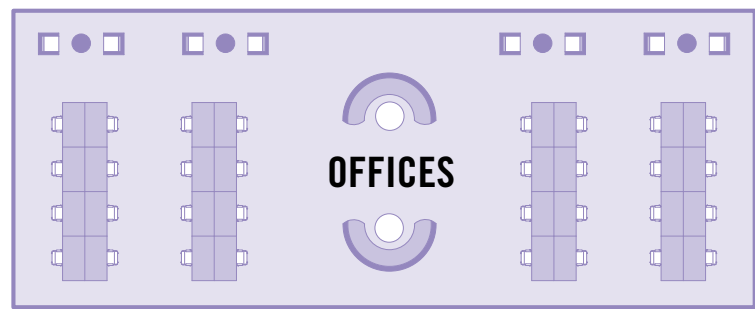
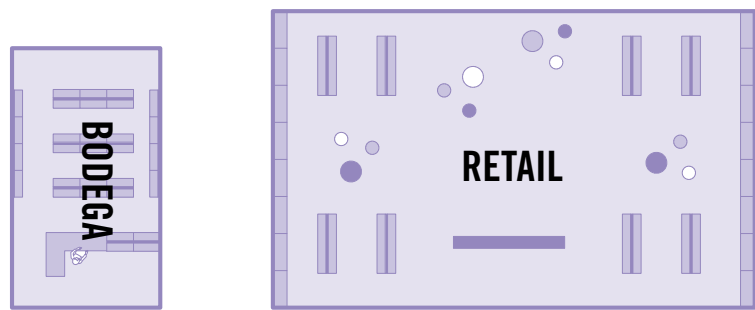


## 1. In your group, you should start to think about:

- What is Brockton missing?
- What type of programming would you like to see happen here?
- What would you want this street to look like?

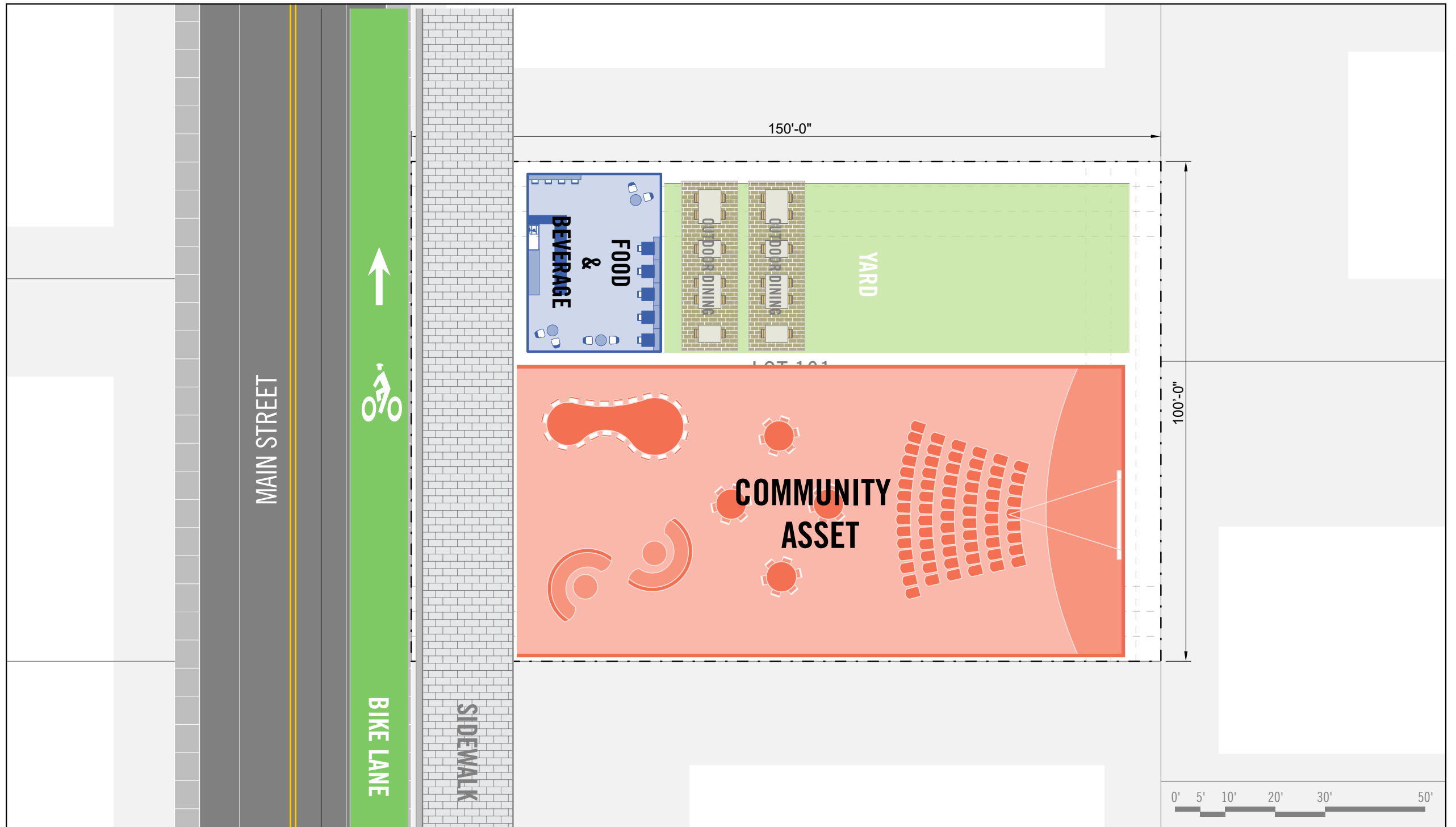
## 2. Working with your group, find images of uses that you like the most based on your answers to questions in #1 above.

- Using the glue sticks or tape provided place the images and stick them on this sheet.
- Once you finish placing your images, write notes on this sheet to explain some of your decisions.



# DESIGN YOUR OWN BLOCK

We want to hear from you!



## 1. In your group, you should start to think about:

- What is Brockton missing?
- What type of programming would you like to see happen here?
- What would you want this street to look like?

## 2. Working with your group, find images of uses that you like the most based on your answers to questions in #1 above.

- Using the glue sticks or tape provided place the images and stick them on this sheet.
- Once you finish placing your images, write notes on this sheet to explain some of your decisions.

# DESIGN YOUR OWN BLOCK

We want to hear from you!



## 1. In your group, you should start to think about:

- What is Brockton missing?
- What type of programming would you like to see happen here?
- What would you want this street to look like?

## 2. Working with your group, find images that you like the most based on your answers to questions in #1 above.

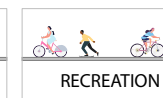
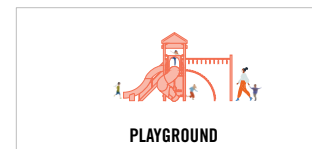
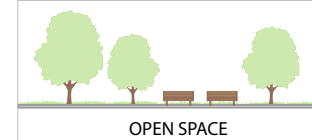
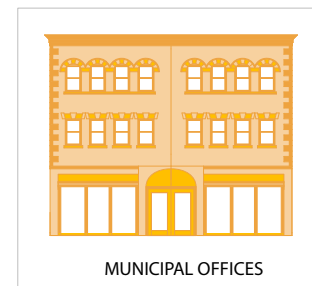
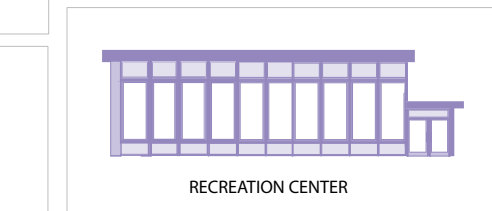
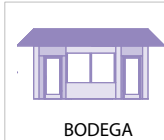
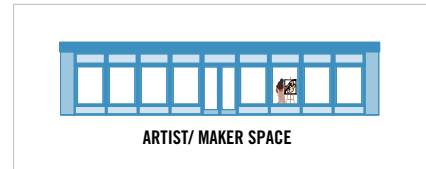
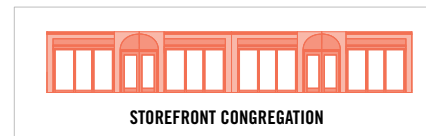
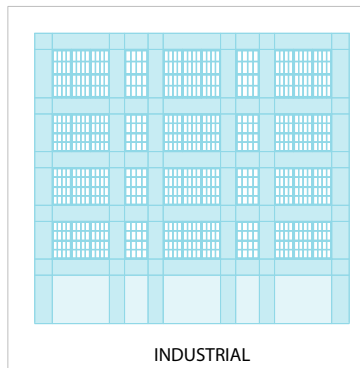
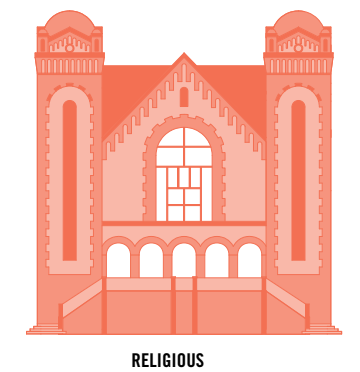
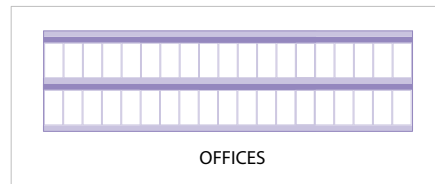
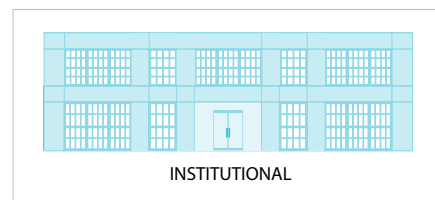
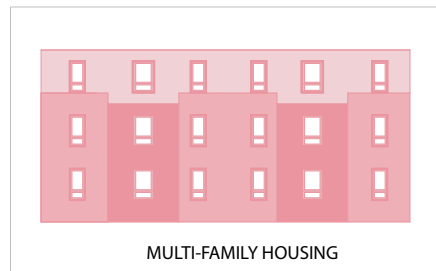
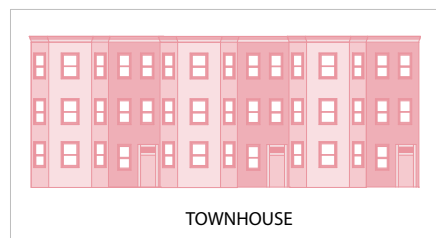
- Using the glue sticks or tape provided place the images and stick them on this sheet to configure a streetscape you would like to see in Campello
- Once you finish placing your images, write notes on this sheet to explain some of your decisions.

DESIGN YOUR OWN

DESIGN YOUR OWN

DESIGN YOUR OWN

DESIGN YOUR OWN



# DESIGN YOUR OWN BLOCK

We want to hear from you!



**1. In your group, you should start to think about:**

- What is Brockton missing?
- What type of programming would you like to see happen here?
- What would you want this street to look like?

**2. Working with your group, find images that you like the most based on your answers to questions in #1 above.**

- Using the glue sticks or tape provided place the images and stick them on this sheet to configure a streetscape you would like to see in Campello
- Once you finish placing your images, write notes on this sheet to explain some of your decisions.

TOWNHOUSE

INSTITUTIONAL

RELIGIOUS

STOREFRONT CONGREGATION

ARTIST/ MAKER SPACE

RECREATION CENTER

ART/CULTURE

COMMERCIAL STOREFRONT

OFFICES

BODEGA

SINGLE FAMILY

MUNICIPAL OFFICES

COMMUNITY/CHILDCARE

MULTI-FAMILY HOUSING

MIXED-USE

INDUSTRIAL

BODEGA

STREET TREES

OPEN SPACE

PLAYGROUND

STREET PARKING

WALKABLE

RECREATION

DESIGN YOUR OWN

DESIGN YOUR OWN

DESIGN YOUR OWN

DESIGN YOUR OWN

DESIGN YOUR OWN

# THANK YOU!



The demographic analysis from RKG presents a clear picture of who is in the area based on several factors, including age, income, and education.

We take these factors into account as we evaluate the land uses, building types, and commercial needs in the study area.

The Environmental Justice map on the following page helps us also understand who lives here in terms of the potential for language isolation and diversity and, by extension, cultural diversity.

## Definitions:

**Minority:** The block group minority population is greater than or equal to 40% or the block group minority population is greater than or equal to 25% and the median household income of the municipality the block group is in is less than 150% of MA median household income.

**Income:** at least 25% of households have a median household income 56% or less than the state median household income.

**Language Isolation:** 25% or more of households do not include anyone older than 14 who speaks English very well.