

JUNE 29 - DESIGN PRINCIPLES WORKSHOP SUMMARY



What does the future of Campello look like?

I1: Background Information

[Note: The function of the first four boards was to bring participants who had not attended earlier meetings up to speed. The last two boards introduced the concepts that would be used in Stations 1 and 2.]



This is the third public workshop for the Campello Complete Neighborhood Planning Initiative. Today we will build on what we heard and saw at the first two workshops.

WHAT HAVE WE LEARNED?

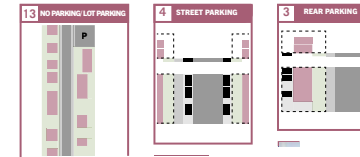
Experience

Public Workshop #1: April 27, 2023

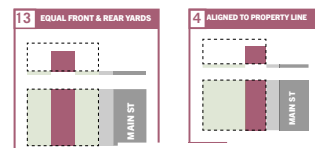
What sidewalk experience do you want to have?



What parking would you like to see here?



What public realm would you like to see here?



Public Workshop #2: May 24, 2023

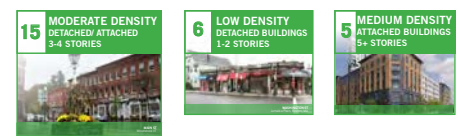
What physical changes would you like to see in Campello?



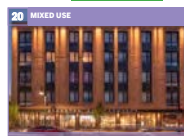
How much, how tall, how wide?

Public Workshop #1: April 27, 2023

What density would you like to see here?



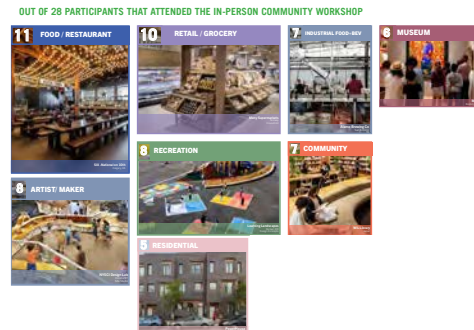
What character should Campello have?



Uses

Public Workshop #1: April 27, 2023

What land uses would you like to see here?



Public Workshop #2: May 24, 2023

What commercial uses are missing or desired?



What types of spaces do you think would be effective in supporting and growing economic activity in Campello?



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WHAT HAVE WE LEARNED?

Experience

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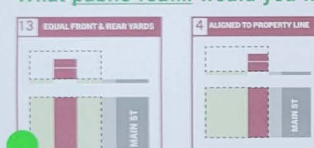
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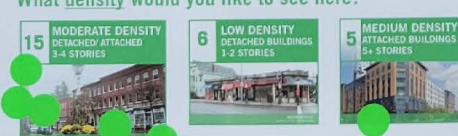
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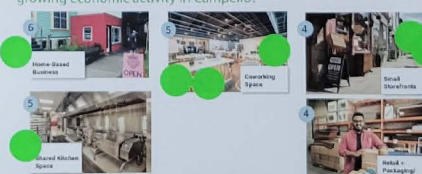


Public Workshop #2: May 24, 2023

What commercial uses are missing or desired?

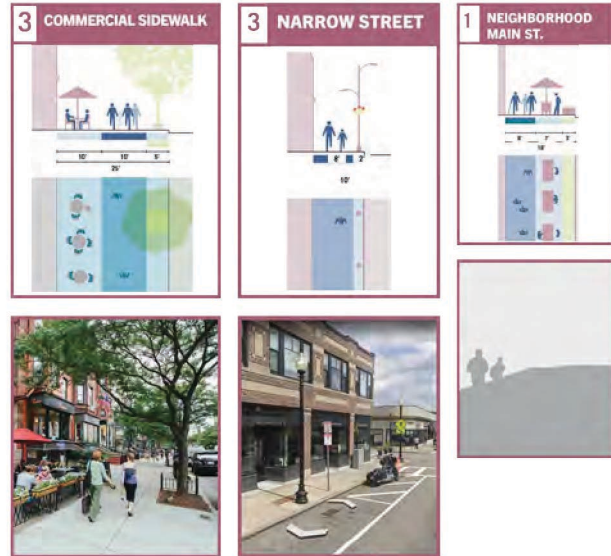


What types of spaces do you think would be effective in supporting and growing economic activity in Campello?



I1: Experience Responses

What sidewalk experience do you want to have?

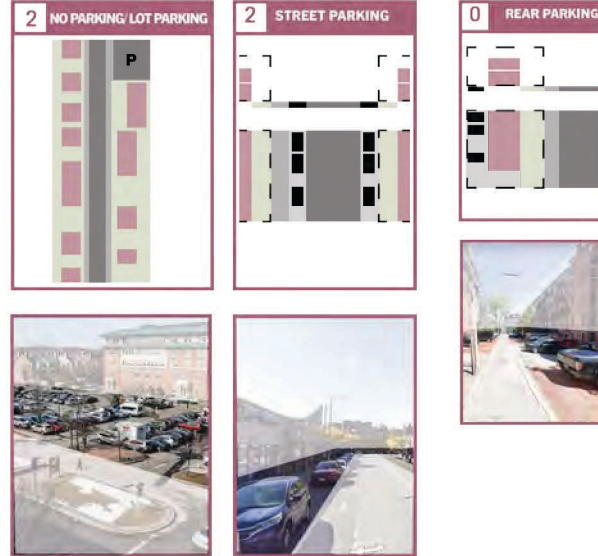


Commercial sidewalk: 3 dots
 Neighborhood Main Street: 1 dot
 Narrow Street: 3 dots

Comment: Carl Ave needs sidewalk + Plain St. needs sidewalk

While these responses varied slightly from the hierarchy heard in the first workshops, most respondents would still like to have wider sidewalks along Main Street that integrate tree plantings, street furniture, and outdoor dining experiences.

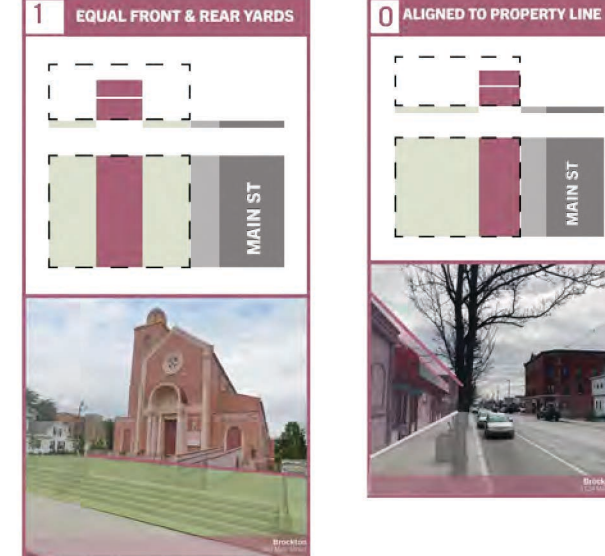
What parking would you like to see here?



No parking/lot parking: 2 dots
 Street parking: 2 dots
 Rear parking: 0 dots

Similarly to previous workshops most respondents indicated they would like to encourage parking to be located within dedicated off- street parking lots or structures. This would reduce parking on the street or having large parking lots up and down the corridor where buildings might otherwise go.

What public realm would you like to see here?



Equal front and rear yards: 1 dot
 Aligned to property line: 0 dots

Similarly to previous workshops the additional respondent preferred public realm that included green/ open space at the front of this buildings. This would provide a feeling of broader open space along the corridor as opposed to concerns expressed about Main St. feeling cavernous if density increases.

What physical changes would you like to see in Campello?



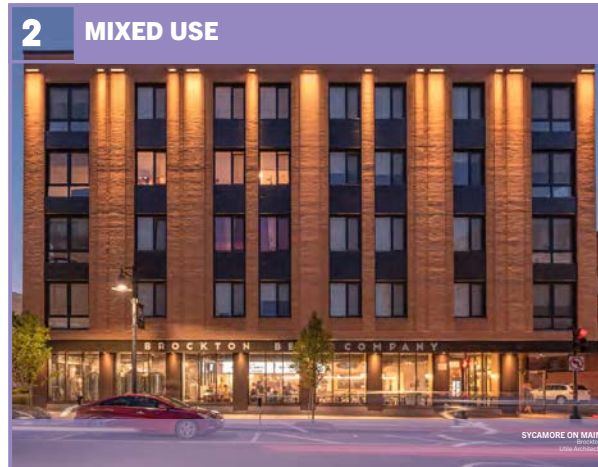
Street trees: 4 dots
 Trash receptacles: 4 dots
 Building/storefront improvement: 2 dots
 Decorative streetlights: 2 dots
 Outdoor dining: 2 dots
 Benches/seating: 0 dots

Preferences for physical improvements in the corridor focused on integrating greenscaping throughout the corridor as well as improvements for cleanliness and visibility to support all hours of activity in Campello.

I1: How much, how tall, how wide?

What density would you like to see here?

What character should Campello have?



Moderate Density:
Medium density:
Low Density:

5 dots
1 dot
0 dots

Mixed Use:

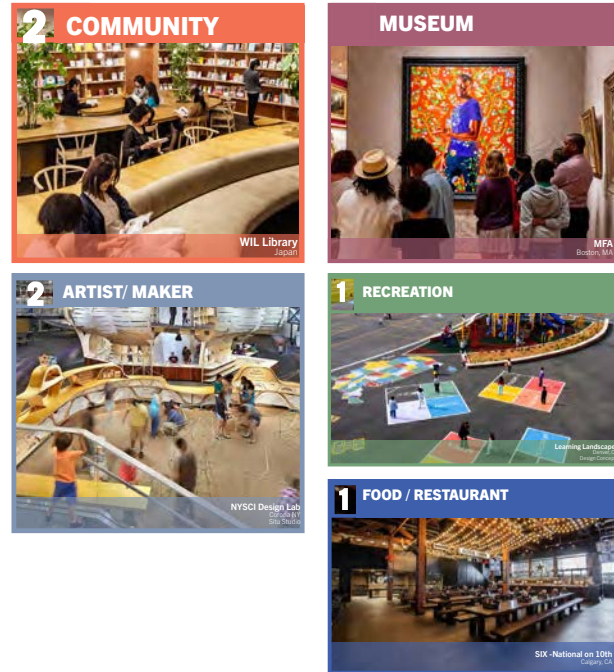
2 dots

In line with what was heard in the initial workshops most respondents indicated they would like to encourage moderate density along the corridor with 3-4 stories feeling comfortable. There was also some support for medium density development.

Most respondents would like to see mixed use buildings that integrate multiple uses within a single structure.

I1: Uses

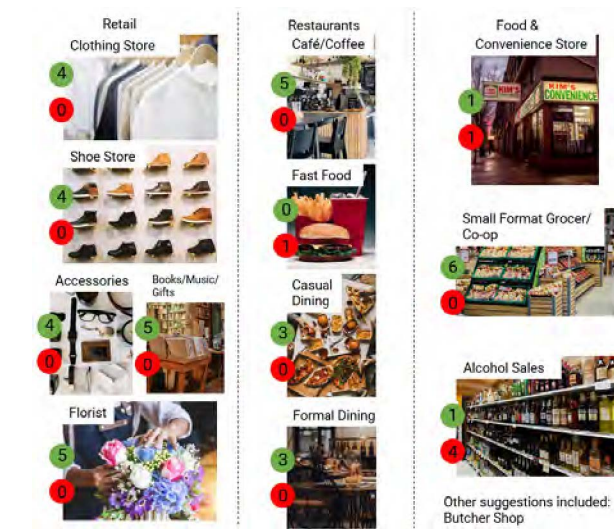
What land uses would you like to see here?



Community: 2 dots
 Museum: 2 dots
 Artist/maker: 2 dots
 Recreation: 1 dot
 Food/restaurant: 1 dot
 Retail/grocery: 0 dots
 Industrial food-bev: 0 dots
 Residential: 0 dots

Most respondents would like to see more more community space and cultural attractions. There was a desire for more food options, retail options, and recreation spaces.

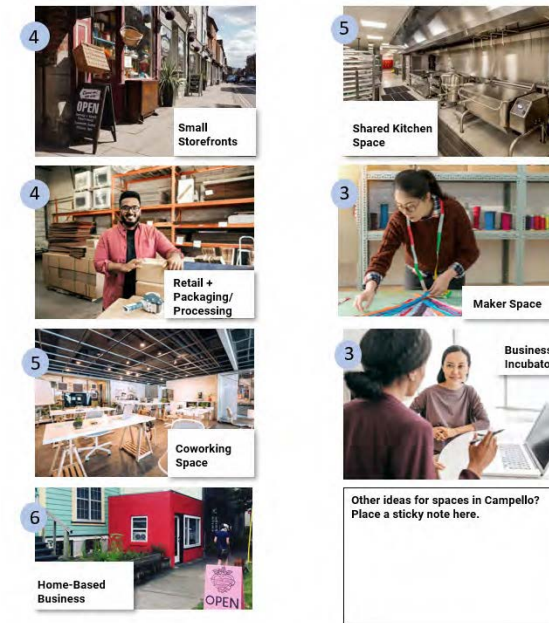
What commercial uses are missing or desired?



Restaurant/café/coffee: 2 dots
 Small format grocer/co-op: 2 dots
 Art gallery: 2 dots
 Museum: 1 dot
 Professional office: 1 dot
 Casual dining: 1 dot
 Florist: 1 dot
 Light manufacturing: 1 dot + 1 "no" dot
 Childcare: 1 "no" dot
 Retail/clothing store: 0 dots
 Medical office: 0 dots
 Shoe store: 0 dots
 Accessories: 0 dots
 Books/music/gifts: 0 dots
 Formal dining: 0 dots
 Food/beverage processing: 0 dots

Similarly to previous workshops most respondents indicated they would like more commercial activity focused on food, dining, and cultural experiences. There was also interest in some professional services.

What types of spaces do you think would support and grow economic activity in Campello?



Home-based business: 1 dot
 Coworking space: 3 dots
 Small storefronts: 2 dots
 Shared kitchen space: 1 dot
 Retail and packaging. Processing: 0 dots

Comment: Would love to have a dept. store and a grocery store.

Responses focused on coworking spaces, small storefronts as well as home based businesses and shared kitchens for food based business growth.

I2: Geography

Where would you like to see different commercial uses?

Here are two ways to think about the geography of the area, based on what we learned. On the right is the result of the original visioning study. On the left is the map from the second workshop.



Develop [Triangle pointing south at Riverside Ave and rail track]
 Garage [triangle pointing south at Plain St and the rail track]
 Move BAT to Kmart

Comments:
 Bad intersections [Plain St and Main St.; arrow indicating extension of Montello St to Main St]
 New Road [arrow indicating connection from Oak Hill Way to Main Street]
 Reconfigure Montello and Plain St. intersection – straighter. Possible second road to Rt 28 near water treatment plant.

I3: Land Uses

Understanding existing land use is important

RKG Associates counted commercial uses on a site walk earlier this year (left). Compare that to the information from the City's Assessors' Office (right).



2 "no" dots next to Auto-Related

14: Development Patterns 15: Blocks, Buildings, Uses

This process will make recommendations for new zoning based on the input from these workshops.

How an area develops over time can depend on the historic development patterns (left) and current zoning (right).



Comments:

Consider a walking trail at the Pine Ave Woods area. Salisbury River could start at Gilmore School.

Beautiful spot for a walking path from Grove St. to Gilmore School near river. 1 green dot.

We should have a river walk study done and bring in Olmstead imagined/real places.

In the first two meetings, we tested preferences for specific types of uses.

The images below show the relationship between blocks, buildings, and uses.



Commercial block: Very low scale (1 story)

1 dot

Mixed-use block: Lower-scale (1.5 to 2.5 stories)

1 dot

Mixed-use block: Medium-scale (2-4 stories)

5 dots

“Depends upon specific block and area of course”

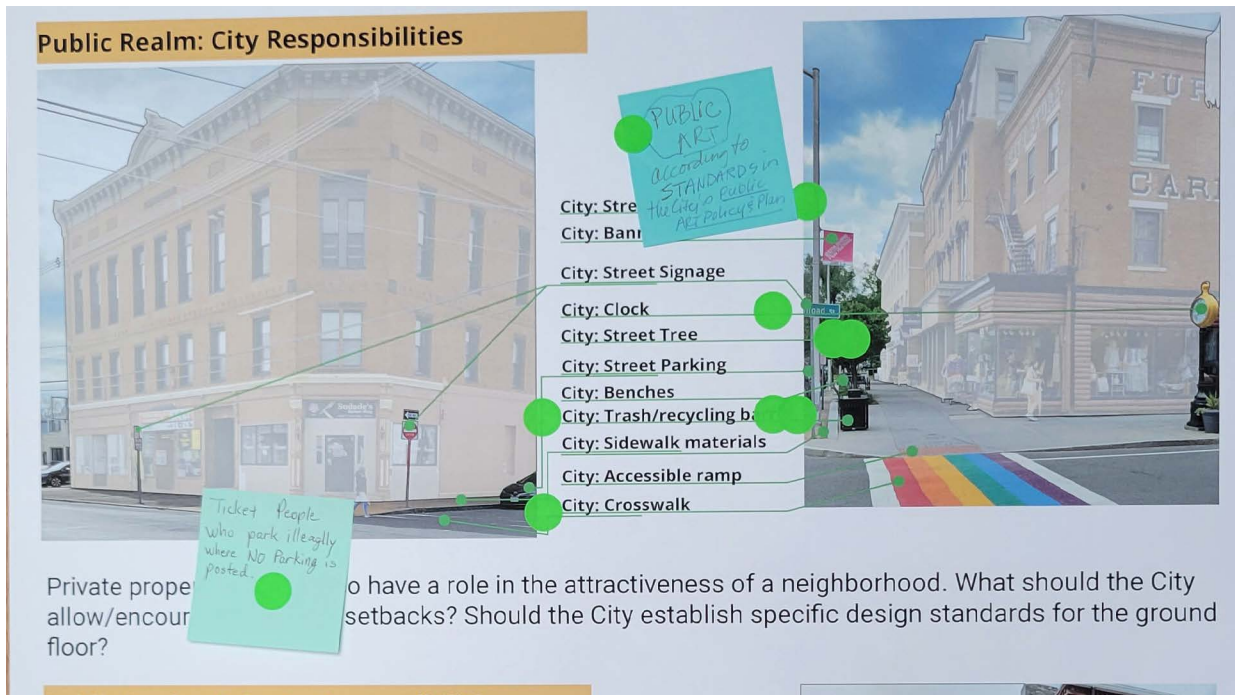
Mixed-use blocks: Higher-scale (3-4 stories)

1 “no” dot

I6: Public Realm

The City has a role in the overall appearance of a neighborhood. Which standards should the City adopt in Campello?

Public Realm: City Responsibilities

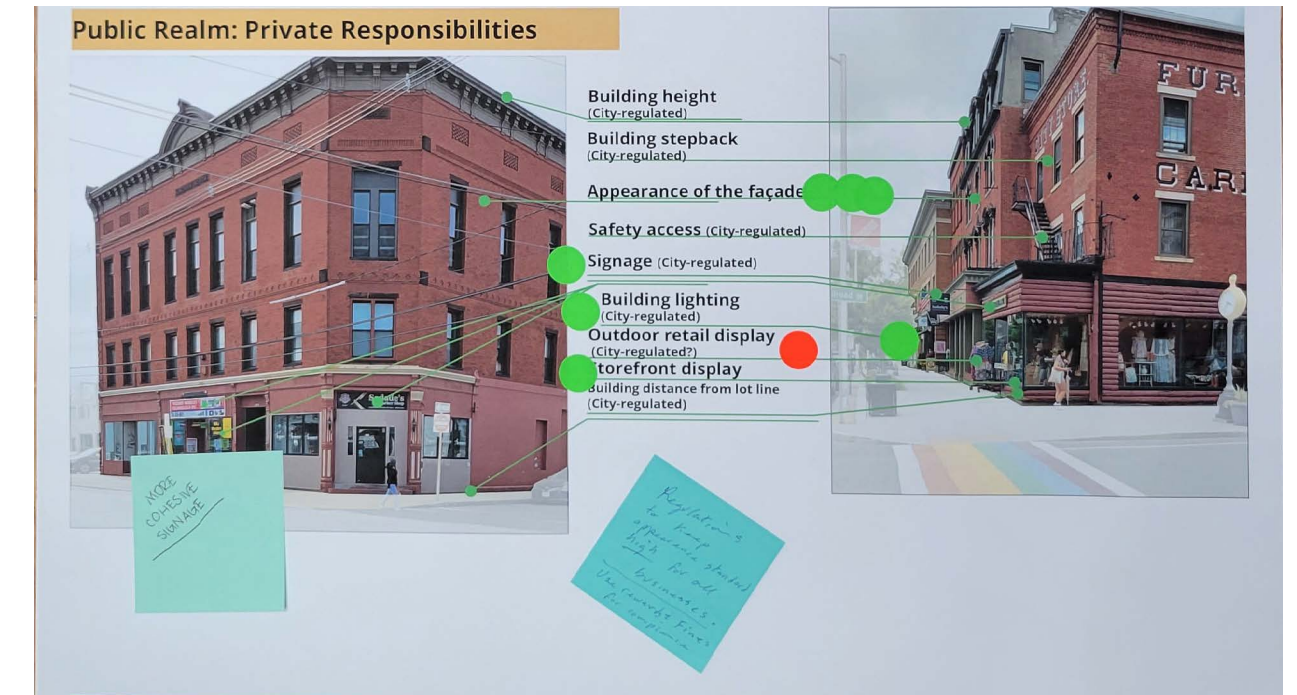


Street Tree	2 dots	Signage	0 dots
Trash/recycling barrels	2 dots	Benches	0 dots
Streetlight	1 dot	Sidewalk materials	0 dots
Clock	1 dot	Accessible ramp	0 dots
Banner	0 dots	Crosswalk	0 dots

Comments:

PUBLIC ART: according to standards in the City's Public art Policy & Plan [2 dots]
 Ticket people who park illegally where No Parking is posted. [1 dot]

Public Realm: Private Responsibilities



Appearance of the façade:	3 dots	Building height:	0 dots
Building lighting:	2 dots	Building setback:	0 dots
Signage:	1 dot	Outdoor retail display:	1 "no" dot
Storefront display:	1 dot		

Comments:

Regulations to keep appearances high for all businesses. Use rewards and fines for compliance.
 More cohesive signage.

1A: Nilsson Street to Garfield Street [Keith Park]

1-A Station 1 is an exploration of block structure and asks you to consider how to group buildings and uses. The study area is divided into thirds.

1A Station 1 is an exploration of block structure and asks you to consider how to group buildings and uses. The study area is divided into thirds.

Look at the block structure in each third. Blocks are mostly defined by interconnecting streets (or in some cases, by street and waterway or street and rail line). Shorter blocks are found in downtown areas and are more walkable because they allow connections to other streets. Longer blocks do not have those connections, making it harder to walk to a specific destination.

The colors are the existing uses, taken from the City's Assessors database (also see Station P). Note how mixed the blocks are in terms of use. Do the existing uses make a difference when you think about what could happen here? Think about which use types belong in which buildings.

Use your Station 1 stickers here to tell us which building types belong in these blocks.

RAW SPACE for ARTISTS STUDIOS SHOULD BE AVAILABLE.

Red-Retain down rd - art gallery
Blue - office
Purple - industrial
Pink - residential

A restaurant/cafe near park that would be nice.

More public greenspace along the road (places rest breaks up hardscape).

Just use road.

Garage: Build for MBTA and Brockton Community.

Because the school Davis School.

Campello Complete Neighborhood Planning Initiative

Most respondents would like to see a primarily Medium-scale Mixed Use fabric along Main Street with a transition towards in Higher-scale Mixed Use and Higher scale residential along Montello in proximity to the rail line.

Stickers:

- M-U: Higher-scale [Montello, E. Nilsson, rail line]
- R: Lower-scale [Between Montello, rail line]
- M-U: Higher-scale [Montello, Pinkham, rail line]
- M-U: Medium-scale [Main, E. Chestnut, Montello]
- C: Lower-scale [Main, Perkins, Montello (north)]
- M-U: Medium-scale [Montello, Perkins, rail line]
- M-U: Medium-scale [Along Perkins [out-of-area]
- M-U: Medium-scale [Main, Perkins, Montello (south)]

- M-U: Higher-scale [Main, E. Market, Montello (south)]
- C: Lower-scale [Main Street west]
- M-U: Medium scale [Main, Vaughn, Montello]
- R: Higher-scale [Montello, Terminal, rail line] 1 dot
- R: Higher-scale [Riverside, Plain, rail line] 4 dots
- Comment: Because the school Davis School

Comments

- Just not auto.
- What % of auto shops are owner operated?
- More public greenspace along the road (places rest breaks up hardscape).
- Publicize this park? Buckley
- Along Montello St: Perkins Ave thru E. Nilsson St. should be multi-use
- Raw Space for artists' studios should be available.
- A restaurant/café near Keith Park would be nice. [agree] 3 dots
- Keith Park useless, no parking. Green space – not really a park. 1 dot.
- Comment: Garage: Build for MBTA and Brockton Community (2 dots)

1B: Garfield Street [Keith Park] to Sargents Way

This “middle section” includes some overlap with Station 1A. Is Keith Park a linking factor to both areas? Or does something else define this area?

1B This “middle section” includes some overlap with Station 1A. Is Keith Park a linking factor to both areas? Or does something else define this area?

Parcel sizes vary widely here, with neighborhood clusters of small buildings (often residential) and parcels tucked in between larger parcels and uses that may be commercial or industrial. However, the block structure begins to change, with much larger blocks and fewer connecting streets. The rings represent the distance from the train station 1/4-mile, 1/2-mile, and on 1st and 2nd, 1-mile.

Use your Station 1 stickers here to tell us which building types belong in these blocks.

Red - Retail
Blue - Office
Green - Industrial
Yellow - Residential

Big usable park here

Riverwalk

Keith doesn't have parking or anything near it to encourage use.
This [Keith] doesn't work as a park. Too busy/intersection.
Parking is a concern? Ideally at rear of lot (1 dot) [Refers to Brockton Housing Authority site]
Riverwalk [south of Plain St]
Flooding? No housing here [refers to wetlands west of Brewster Ambulance]
Big usable park here [Refers to Brewster Ambulance site]
Office space [Written in along frontage of Brewster Ambulance site]

Campello Complete Neighborhood Planning Initiative

Most respondents would like to see a primarily Medium-Scale Mixed Use fabric along Main Street, south of Keith Park. The comments also highlight the current underutilization of Keith Park and the water front as opportunities for investment in open space + public green space.

Stickers:

M-U: Higher-scale [Riverside and Plain]
M-U: Higher-scale [Main (east side, northeast of Glen) and Montello Ext]
M-U: Medium-scale [Main, east side]
M-U: Medium-scale [Main, west side]
M-U: Medium-scale [Main, east side]
C: Lower-scale [Main, east side, across from

Brookside]
R: Higher-scale [Main west side, across from Watson and Holmes]
R: Lower-scale [Watson and Holmes]
C/I: Very Low Scale [Main and Thayer]
C: Lower-scale [Sargent's Way]

Comments

Keith doesn't have parking or anything near it to encourage use.
This [Keith] doesn't work as a park. Too busy/intersection.
Parking is a concern? Ideally at rear of lot (1 dot) [Refers to Brockton Housing Authority site]
Riverwalk [south of Plain St]
Flooding? No housing here [refers to wetlands west of Brewster Ambulance]
Big usable park here [Refers to Brewster Ambulance site]
Office space [Written in along frontage of Brewster Ambulance site]

1C: Sargents Way to Skyview Drive

Here is the final major transition. The uses are still mixed, but the parcels and blocks are much larger. This area contains the K-Mart plaza (lower left). French Brook/ the Salisbury River is the eastern border (on the right) and West Bridgewater is the southern border.

1C Here is the final major transition. The uses are still mixed, but the parcels and blocks are much larger. This area contains the K-Mart plaza (lower left). French Brook/ the Salisbury River is the eastern border (on the right) and West Bridgewater is the southern border.

Does the presence of larger lots and blocks make a difference to what should be here? Are the existing uses a factor? What about the border with West Bridgewater?

This is a gateway between Brockton and West Bridgewater. Should it also be a gateway to the Campello neighborhood, or does that happen further north?

Use your Station 1 stickers here to tell us which building types belong in these blocks.

Red-retail due to auto oriented
Blue-office
Purple-individual
Yellow-Residential

High School

Public Art + Park

Professional designed by landscape architect - Green space or park

Walking path (Riverwalk?) from Gilmore School

Stroller friendly

Needs a supermarket here

Mostly retail, dining, outdoor mall re: Legacy Place

Needs a public art park

NO STRIP MALLS DISSEMINATE THE TRAFFIC

ca RKG STU PLU

Campello Complete Neighborhood Planning Initiative

Most respondents view this area as an area for lower scale commercial, concentrated in the KMART plaza. Discussion focused on the untapped opportunities of that site, both as a commercial center but also to relocate possible auto uses within the district.

Stickers:

Kmart site

- C: Lower-scale
- R: Lower-scale
- M-U: Higher-scale
- C: Lower-scale
- C: Lower-scale

C: Lower-scale [out-of-area, east of the river; may have been meant for riverwalk]

Comments

- Entry threshold [Sargent's Way]
- Culmination of waling path ("Riverwalk"?) from Gilmore School [Sargent's Way]
- Something class with retail, landscape parks, restaurant, public art [Main and Hubbard Ave]
- Professionally designed by landscape architect – green space or park [Kmart site]
- High school [out-of-area]
- Stroller friendly; activity for families w/ small children, restaurants (1 dot) [Not location specific]
- Public art and park [Kmart site]
- Mostly retail, dining, outdoor mall re: Legacy Place [Kmart site]
- Needs a supermarket here [Kmart site]
- No strip malls. Disseminate the traffic. [Not location specific]

2A: Nilsson Street to Garfield Street [Keith Park]

2-A Station 2 still explores the block structure but the focus now is the pedestrian environment. The study area is still divided into thirds.

2A Station 2 still explores the block structure but the focus now is the pedestrian environment. The study area is still divided into thirds.

Now that you've thought about the building types for each block, think about what it feels like to walk along that block. What makes you feel safe and comfortable (lighting, shade, benches)? What would you like to see in terms of building and site design (storefront, landscape)? What activities would you like to do (eating, shopping, relaxing, learning, recreation)?

Use your Station 2 stickers here to tell us which experiences belong in these blocks.

Logos at the bottom: MHP, RKG, STU, DLUZ, Campello Complete Neighborhood Planning Initiative

In connection with the section 1A feedback for a Mixed Use District, respondents primarily indicated City Responsibilities such as Wayfinding Signage and opportunities for green space along the corridor which could take the form of landscaping, pocket parks, or programmed space such as a dog park. They also indicated opportunities for outdoor dining and green spaces in side setbacks.

Stickers:

- City: Wayfinding signage [Main, west, between Nilsson and Calmar]
- City: Wayfinding signage [Main, west, between Calmar and Tremont]
- Sign: Sign band and projecting [Montello, between Pinkham and Snell]
- Front: Landscaped front setback [Main between E. Chestnut and Perkins]
- Front/Side: Landscape parking separation [Main between E. Market and Vaughn]
- City: Wayfinding signage [Montello between Perkins and Terminal]
- Side: Outdoor dining [Between Riverside and French Brook]
- Front/Side: Landscape parking separation [Between Plain St and the rail line]

Comments

- Awnings
- Walking path: green space: Grove St. to Gilmore School
- Ice cream stand? Prime redevelopment adaptive reuse and infill. Lots of people walk on Perkins Ave. [Perkins Ave/Forest Street]
- "Riverwalk" [Along French Brook, south of Evans St]
- Make this a residential area again. Move the Automotive businesses to another area. [Circled lot on Riverside Ave]
- Buildings in New England should not have flat roofs.
- Love the road walkway. Would like fun painted crosswalk
- Dog park behind So. Middle School 5-7pm only
- Perkins does not have stroller friendly sidewalks. Young and growing families need this.
- There are not enough open spaces for parks.
- Trash receptacles
- No strip malls. Disseminate the traffic. [Not location specific]

2B: Garfield Street [Keith Park] to Sargents Way

How does Keith Park work as a transition point between the upper area and this middle area? Should the blocks around the park be treated differently?

2B How does Keith Park work as a transition point between the upper area and this middle area? Should the blocks around the park be treated differently?

The block structure changes here; does that also change the experience? Are you still comfortable walking to this area, or does it start to become a destination reached by bus, bike, or car? If so, where does that transition happen? What is needed to make this area enjoyable as a walking area?

Use your Station 2 stickers here to tell us which experiences belong in these blocks.

Keith Park has so much potential. Farmer's market, movies in the park, music and art in the park (1 dot)
Child's playground in Keith Park
More trees are needed
Yes – treat area around Keith Park differently
There must be restaurants/bars for families to gather, and more recreation spaces [near French Brook]
Walkway with benches [near French Brook]
Great redevelopment area for housing and small retail (?) (more inviting to people walking from east on Plain St towards Main and Keith Park)

Logos: KMP, RKG, BTU, CUS, Campello Complete Neighborhood Planning Initiative

Responses highlight the opportunity of Keith Park for more programming as well as a need to encourage commercial activity such as outdoor dining.

Stickers:

- Private/City: Streetscape enhancements [Keith Ave and Main St]
- Rear: Outdoor dining and games [Keith Park]
- Private/City: Streetscape enhancements (1 dot) [Clifton and Main St]
- City: Raised beds: trees and plantings (2 dots) [Main St east, northeast from Brookside]
- Front: Landscaped front setback [Meadowbrook Rd]
- Private/City: Streetscape enhancements (2 dots) [Brewster Ambulance sit]
- Side: Outdoor dining [Holmes St]
- Side: Outdoor dining [Parcels near river at end of Holmes St]
- Sign: Storefront window and A-frame [Meadow Lane, near river]

Comments:

- Keith Park has so much potential. Farmer's market, movies in the park, music and art in the park (1 dot)
- Child's playground in Keith Park
- More trees are needed
- Yes – treat area around Keith Park differently
- There must be restaurants/bars for families to gather, and more recreation spaces [near French Brook]
- Walkway with benches [near French Brook]
- Great redevelopment area for housing and small retail (?) (more inviting to people walking from east on Plain St towards Main and Keith Park)

2C: Sargents Way to Skyview Drive

The presence of French Brook/ the Salisbury River could make a difference to future uses. Is there a strategy for front setback and rear setback here? Does it make sense to allow multiple buildings on the site and promote frontage or activity along the water?

2C The presence of French Brook/ the Salisbury River could make a difference to future uses. Is there a strategy for front setback and rear setback here? Does it make sense to allow multiple buildings on the site and promote frontage or activity along the water?

These long, deep lots offer options from those available in the other two thirds of the area. The rail tracks no longer follow the waterway, so direct access to the water is possible. However, this area has no public access to the water. Should regulations promote the division of these larger blocks to allow such access?

Use your Station 2 stickers here to tell us which experiences belong in these blocks.

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Yes! allow Public access to water

Yes! Public access to water!

Need better walkable areas, ideally pretty :)

Public access to water!

Public park and green space [Kmart site]

Small village with housing and amenities [Kmart site]

Public way to water

Historic placards throughout

Yes – have public access to Sals River – perhaps walking path

Walking path “Riverwalk”? Well-designed and MAINTAINED

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Historic placards throughout

Public way to water

Public park and green space [Kmart site]

Small village with housing and amenities [Kmart site]

Public access to water!

Need better walkable areas, ideally pretty :)

Yes! Public access to water!

Yes! Allow public access to water.

Stickers:

Rear: Outdoor dining and games [next to river]
Front: Landscaped front setback (2 dots) [out-of-area, along river]
Rear: Outdoor dining and games (2 dots) [out-of-area, along river]
Rear: Outdoor dining and games (1 dot) [out-of-area, along river]
City: Wayfinding signage [Kmart site]

Comments:

Yes! Allow public access to water.
Yes! Public access to water!
Need better walkable areas, ideally pretty :)
Public access to water!
Public park and green space [Kmart site]
Small village with housing and amenities [Kmart site]
Public way to water
Historic placards throughout
Yes – have public access to Sals River – perhaps walking path
Walking path “Riverwalk”? Well-designed and MAINTAINED

Campello Complete Neighborhood Planning Initiative

Responses highlight desires for public access to the French Brook/ Salisbury River possibly through the creation of a Riverwalk that connects to other parks and pedestrians paths throughout the corridor.

Stickers:

- Rear: Outdoor dining and games [next to river]
- Front: Landscaped front setback (2 dots) [out-of-area, along river]
- Rear: Outdoor dining and games (2 dots) [out-of-area, along river]
- Rear: Outdoor dining and games (1 dot) [out-of-area, along river]
- City: Wayfinding signage [Kmart site]

Comments:

- Yes! Allow public access to water.
- Yes! Public access to water!
- Need better walkable areas, ideally pretty :)
- Public access to water!
- Public park and green space [Kmart site]
- Small village with housing and amenities [Kmart site]
- Public way to water
- Historic placards throughout
- Yes – have public access to Sals River – perhaps walking path
- Walking path “Riverwalk”? Well-designed and MAINTAINED