



Fairmount Indigo Planning Initiative

Corridor-wide Advisory Group Meeting (CAG)

Executive Summary – Corridor Vision, Brand Strategy and Growth Strategy

Tuesday, September 17th

Prepared by:

The Cecil Group Team

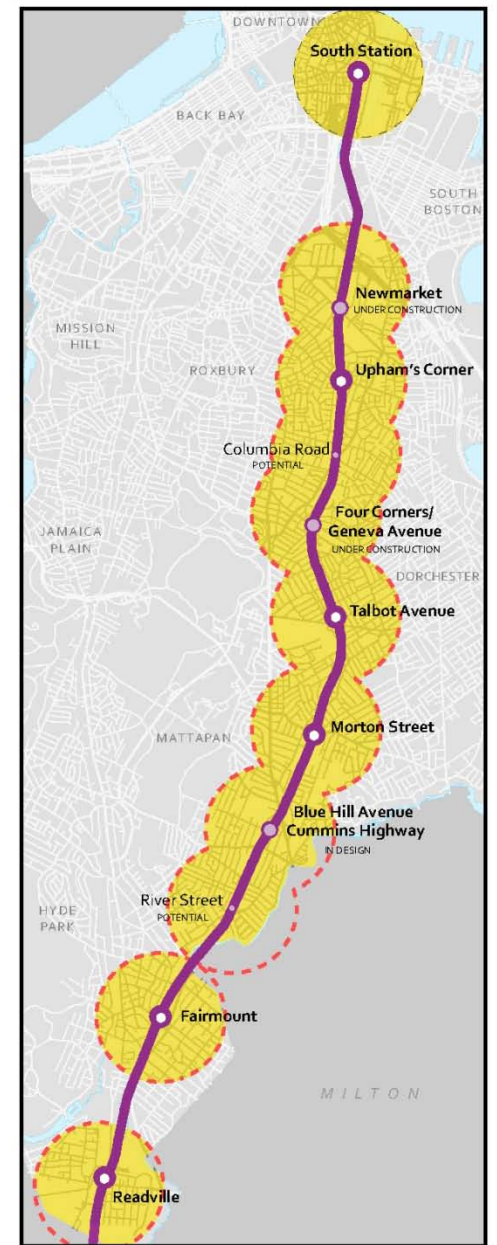
The Cecil Group
HDR Engineering, Inc.
Byrne McKinney & Associates, Inc.
McMahon Associates
Bioengineering
SAS Design, Inc.
Shook Kelley



Agenda

1. Welcome and introductions
2. Status update and looking ahead
3. *DRAFT* Executive Summary
 - 1 Community Vision Summary
 - 2 Brand Strategy Summary
 - 3 Growth Strategy Summary
 - 4 Station Action Plans

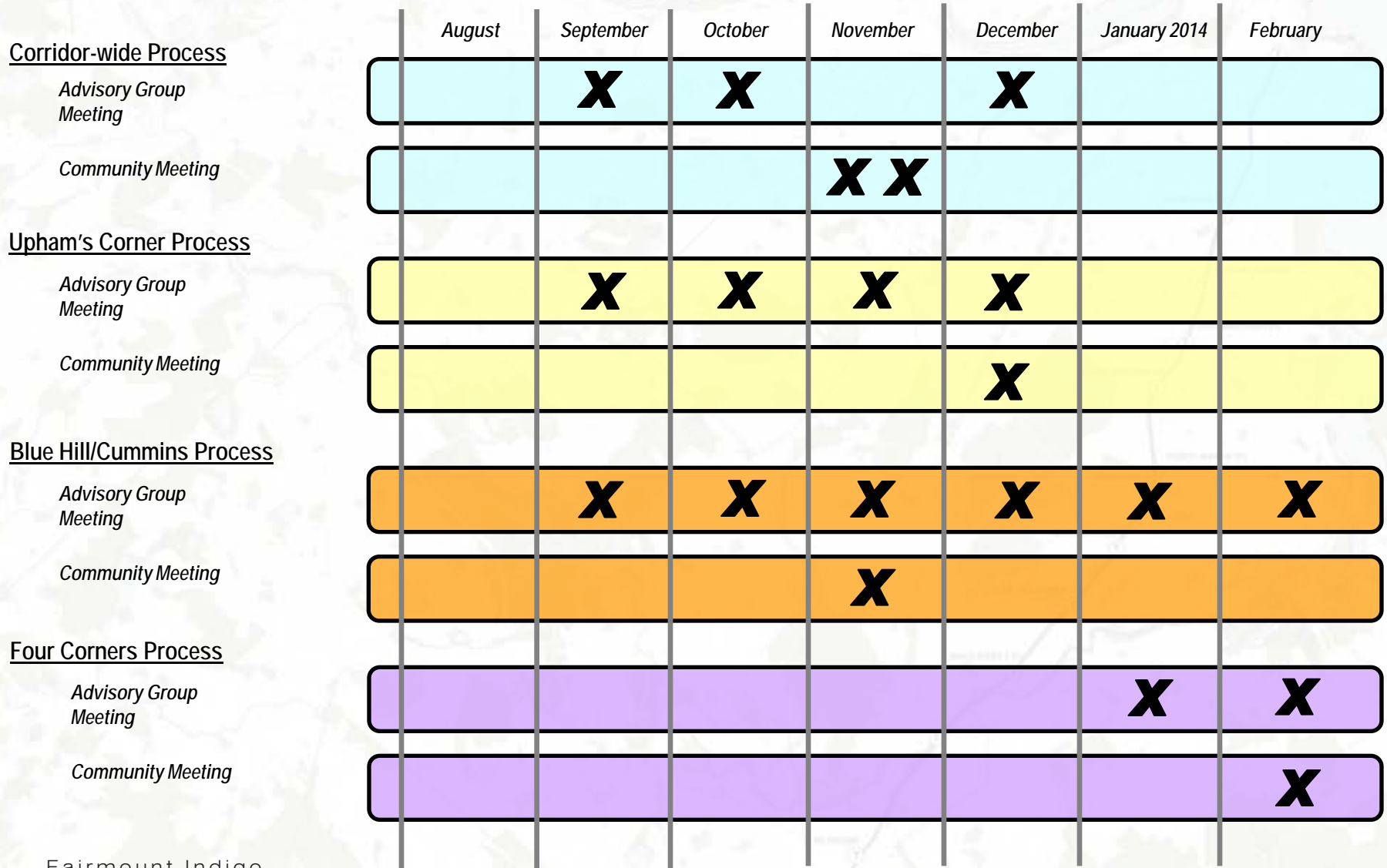
Discussion
4. Community Open House Prep



Welcome and introductions



Status Update and Looking Ahead



Status Update and Looking Ahead

Corridor-wide Advisory Group (CAG)

September

Executive Summary
Growth Strategy/Branding
Community Open House Prep

October

Growth Strategy/Branding
Community Open House Prep
Draft Action Plan

November

*(2) Community Open House/
Draft Plan Release*

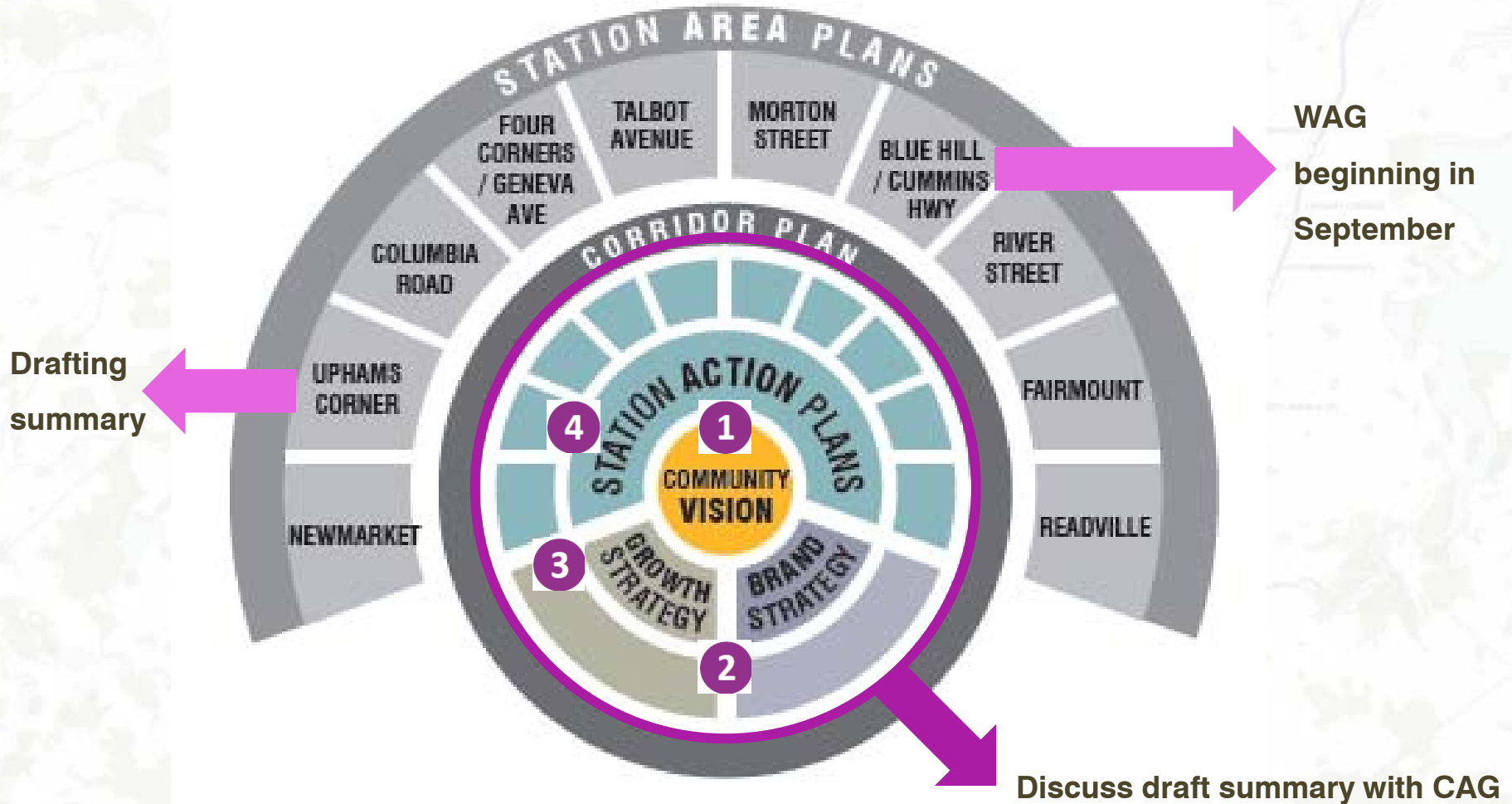
December

Draft Plan
Next Steps



DRAFT Executive Summary

Summary of Report Components



1 Community Corridor Vision

The following six principles are **core components** of the Fairmount Indigo Corridor Strategy:



Corridor of quality neighborhoods



Diversity of the corridor and neighborhoods



Employment center “bookends”



Strength of neighborhood centers



Quality of life core and services at stations



Links to education/institutions

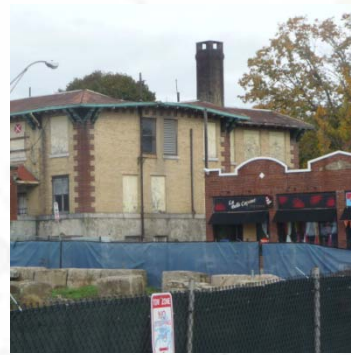
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Community Corridor Vision

The Fairmount Indigo Corridor is a unique collection of neighborhoods and urban centers within Boston that provide new opportunities to link culturally rich residential areas with mixed-use amenities in a setting that is accessible and affordable.

“The entire world is at home here.”

A reorientation of the built environment and the community to the stations must occur to elevate this vision. The corridor vision, identity, brand and growth strategy begin with **strategic investment at station gateways** to form station nodes that are amenity centers with placemaking components.





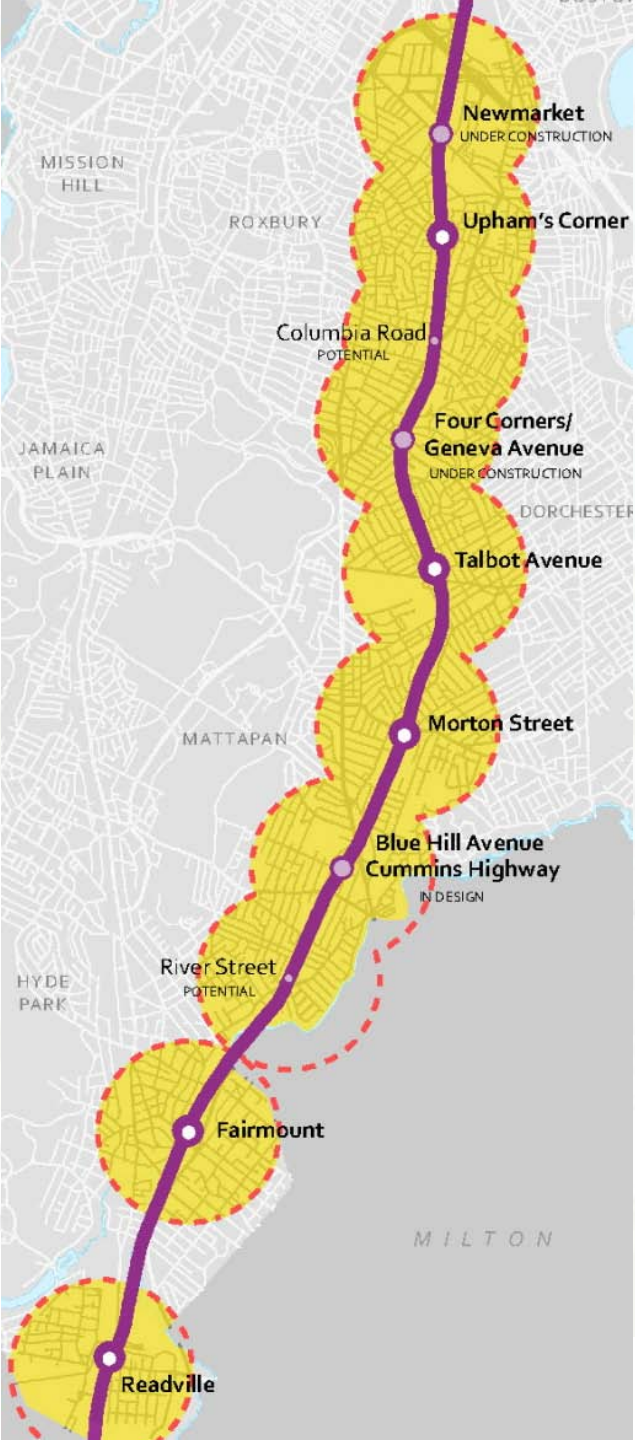
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Station Gateways =
Amenity Centers with Placemaking Components

-  Education/training place and programs
-  Health care facilities and programs
-  Convenient service establishments
-  Mobility hubs
-  Food choice and quality
-  Open space amenities
-  Housing choice



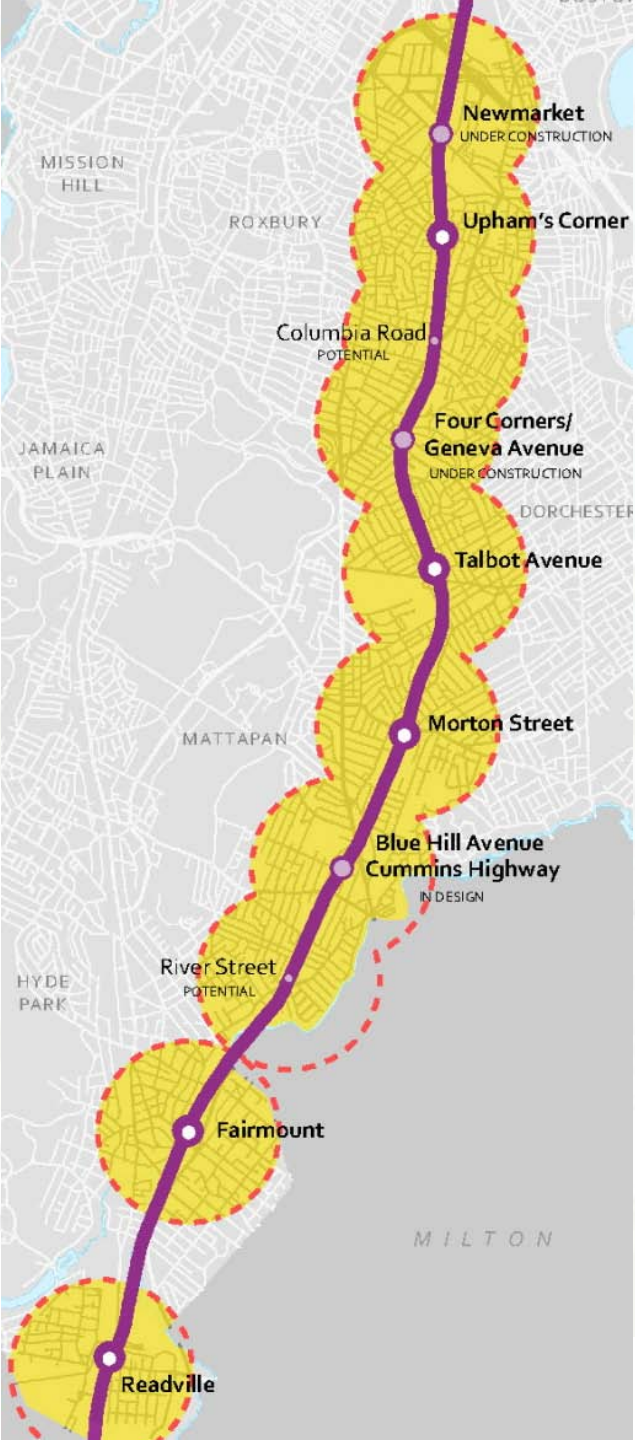
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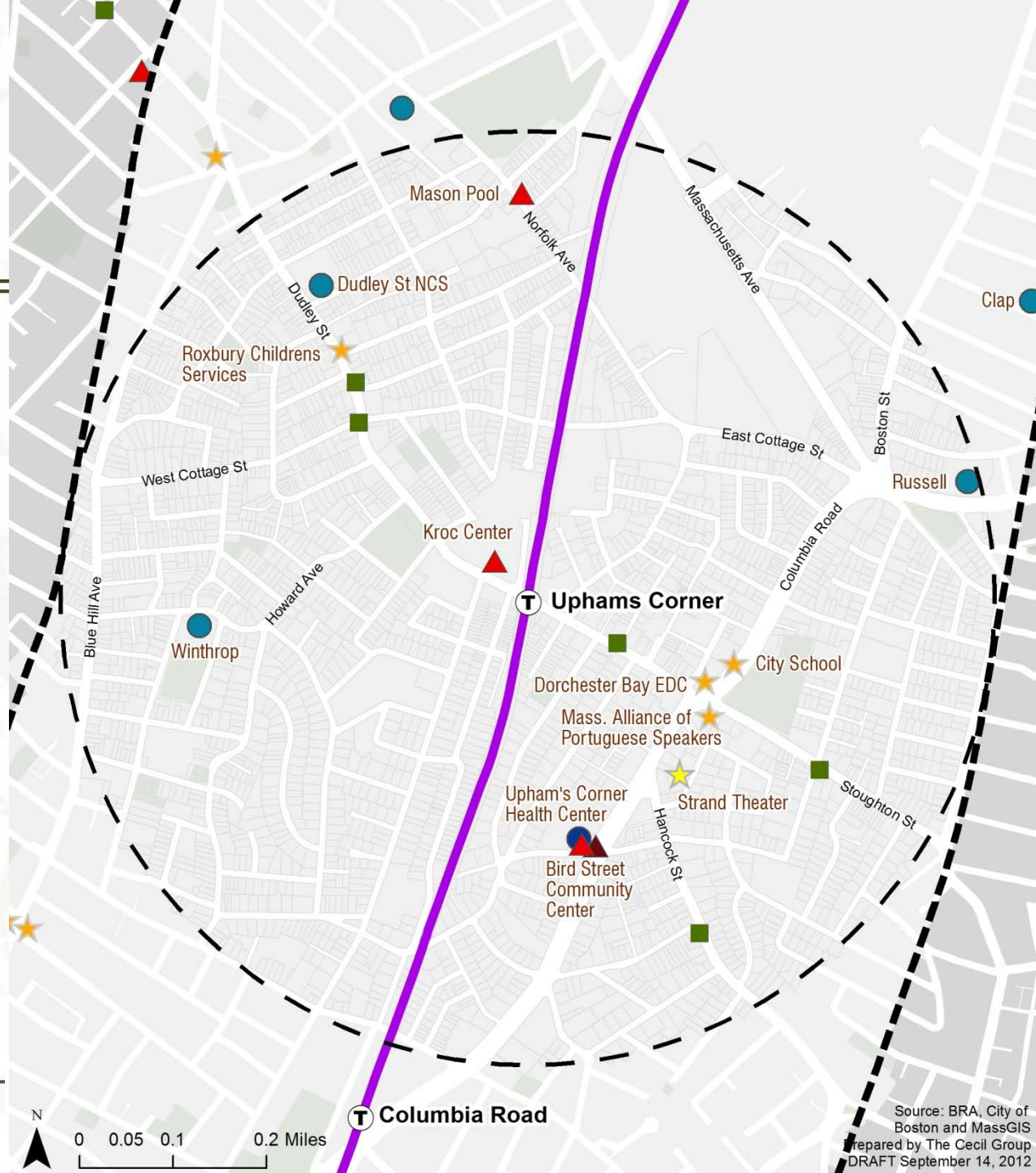
1 Vision

Upham's Corner for example ..

Station Gateways = Amenity Centers with Placemaking Components

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Fairmount Indigo
PLANNING INITIATIVE

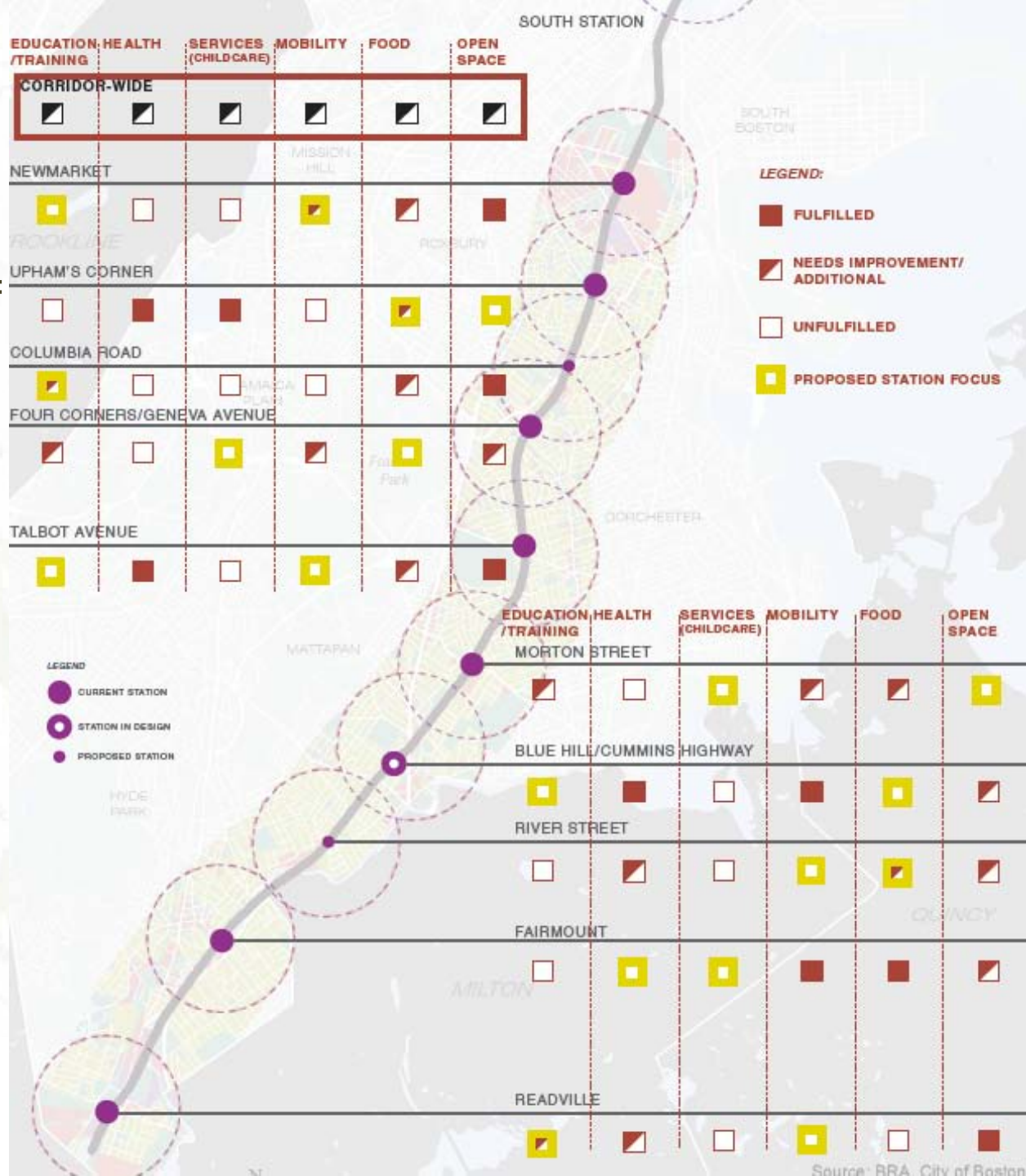


1 Vision

Station Gateways = Amenity Centers with Placemaking Components

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Fairmount Indigo
PLANNING INITIATIVE



2 Brand Strategy Summary

The Fairmount Indigo Corridor is a unique collection of neighborhoods and urban centers within Boston that provide new opportunities to link culturally rich residential areas with mixed-use amenities in a setting that is accessible and affordable.

The **Brand Strategy** is intertwined with the Corridor Vision to create a framework for actions that enhance the perception and pride of place for each station area providing a purposeful approach to direct the evolution of places.

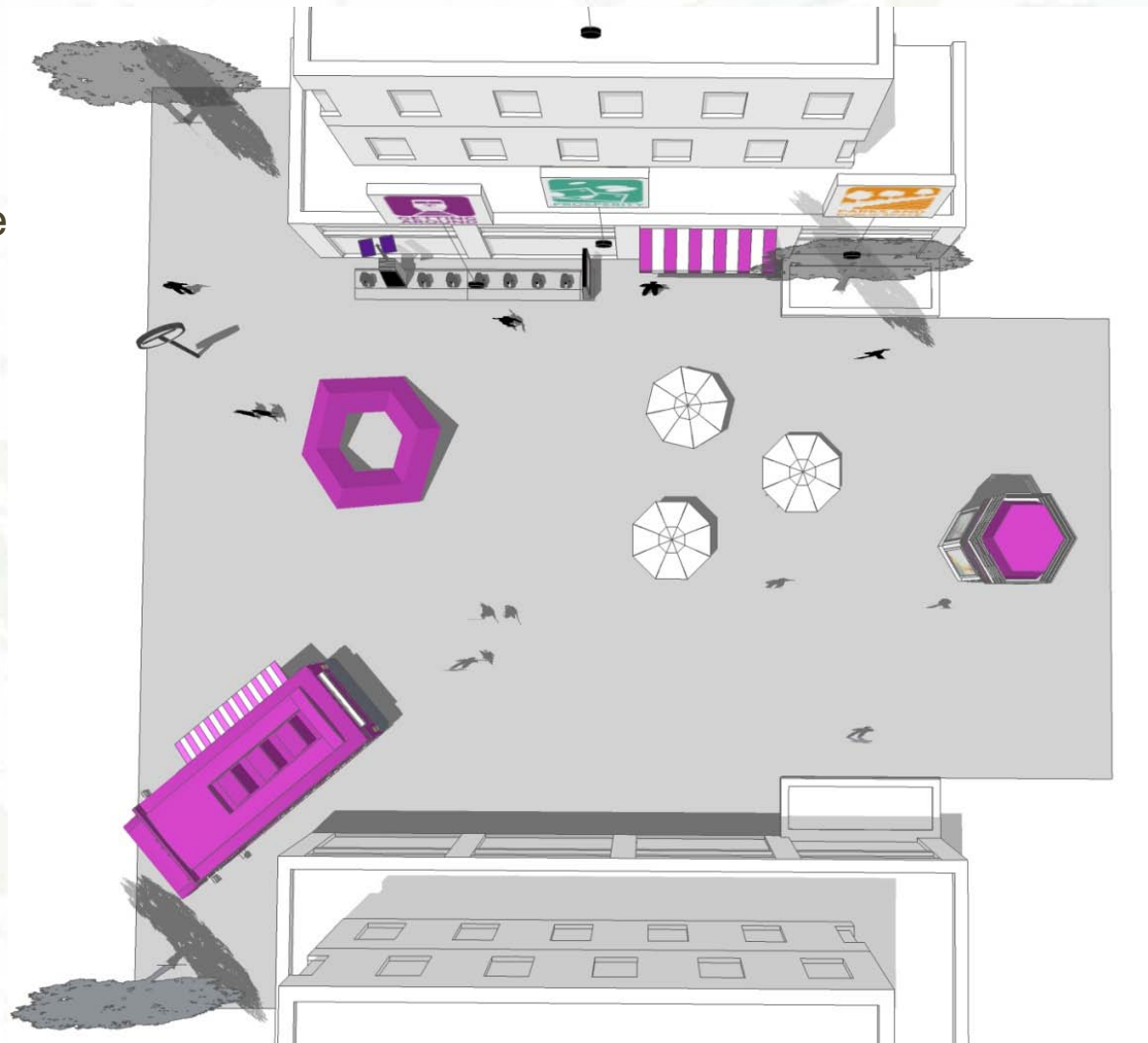
The **Brand Promise** of the corridor is to provide **diverse, healthy** and **prosperous** places for the community that provide direct links to new opportunities and connections.



2 Brand Strategy Summary

Station Gateways =
Brand Beacons that catalyze
transformation and reorient
bringing together:

- Policy
- Planning
- Place
- Programming
- Public engagement



2 Brand Strategy Summary



Engage –

Inform residents of the great assets and opportunities

Invite –

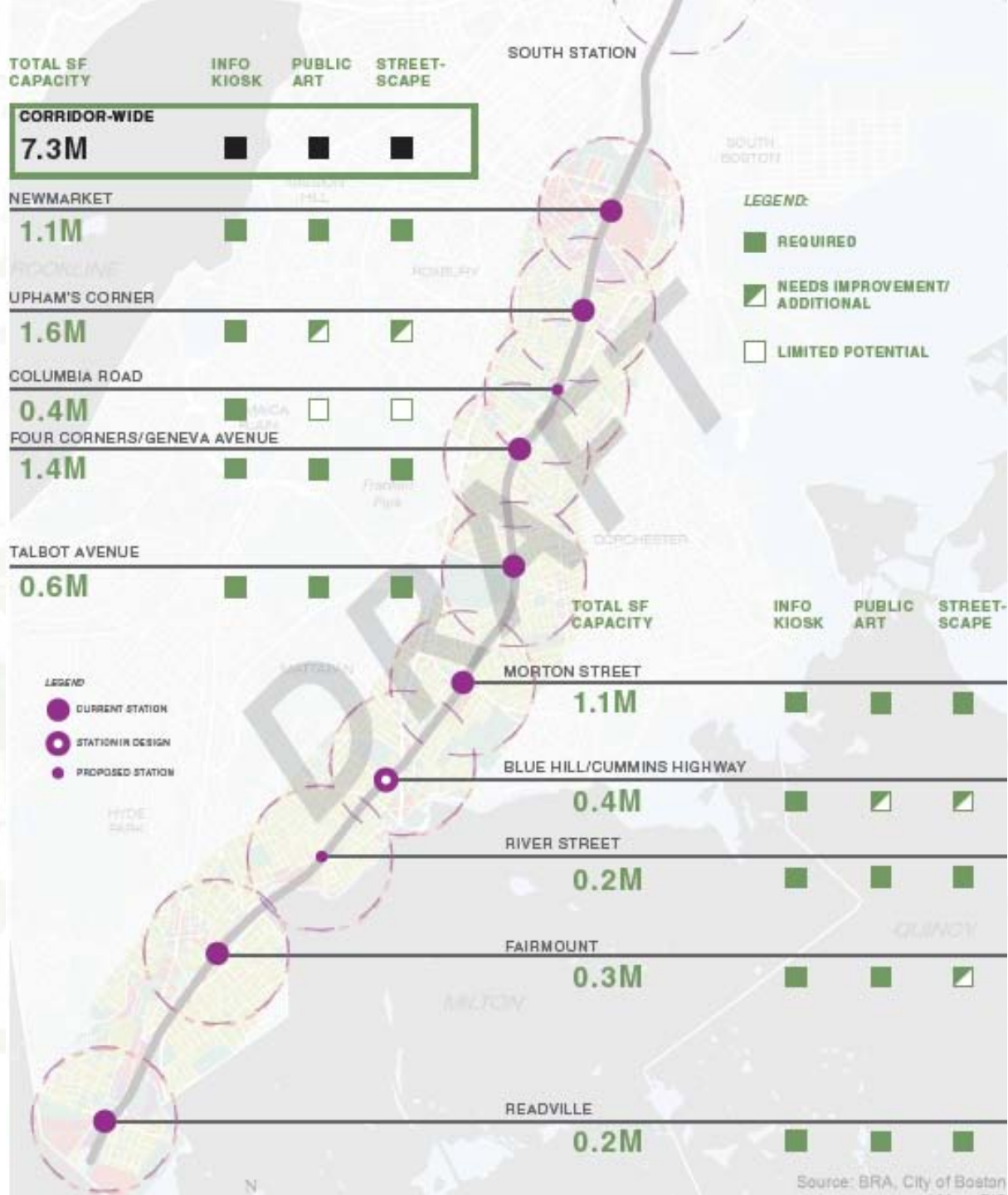
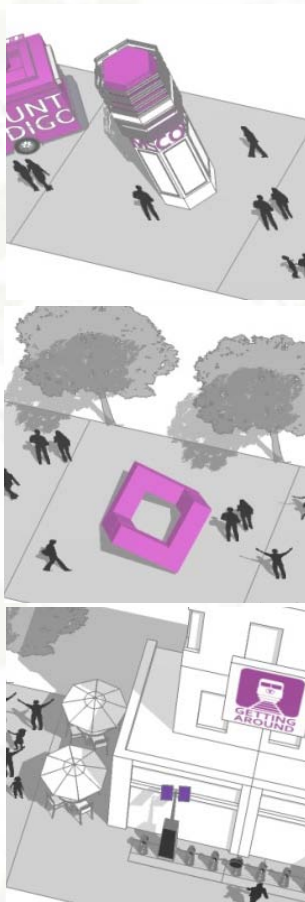
Attract new visitors and a broader population of Greater Boston to explore the corridor

Reinvigorate –

Shape perception and the narrative of the corridor with strategic investments

2 Brand

Diverse – highlight corridor assets and activities



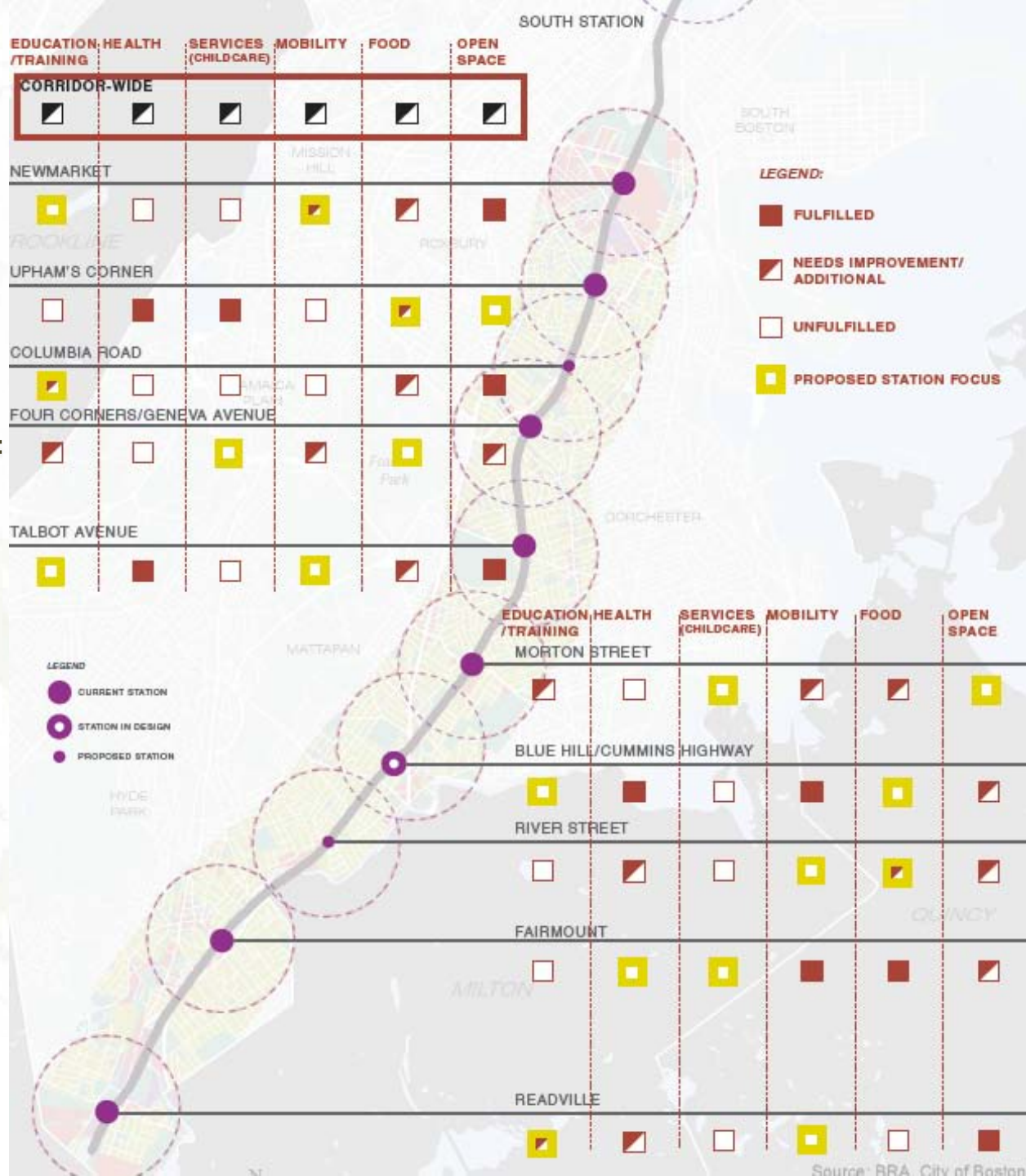
2 Brand

Healthy – cultivate and expand amenity and well-rounded communities

Station Gateways =

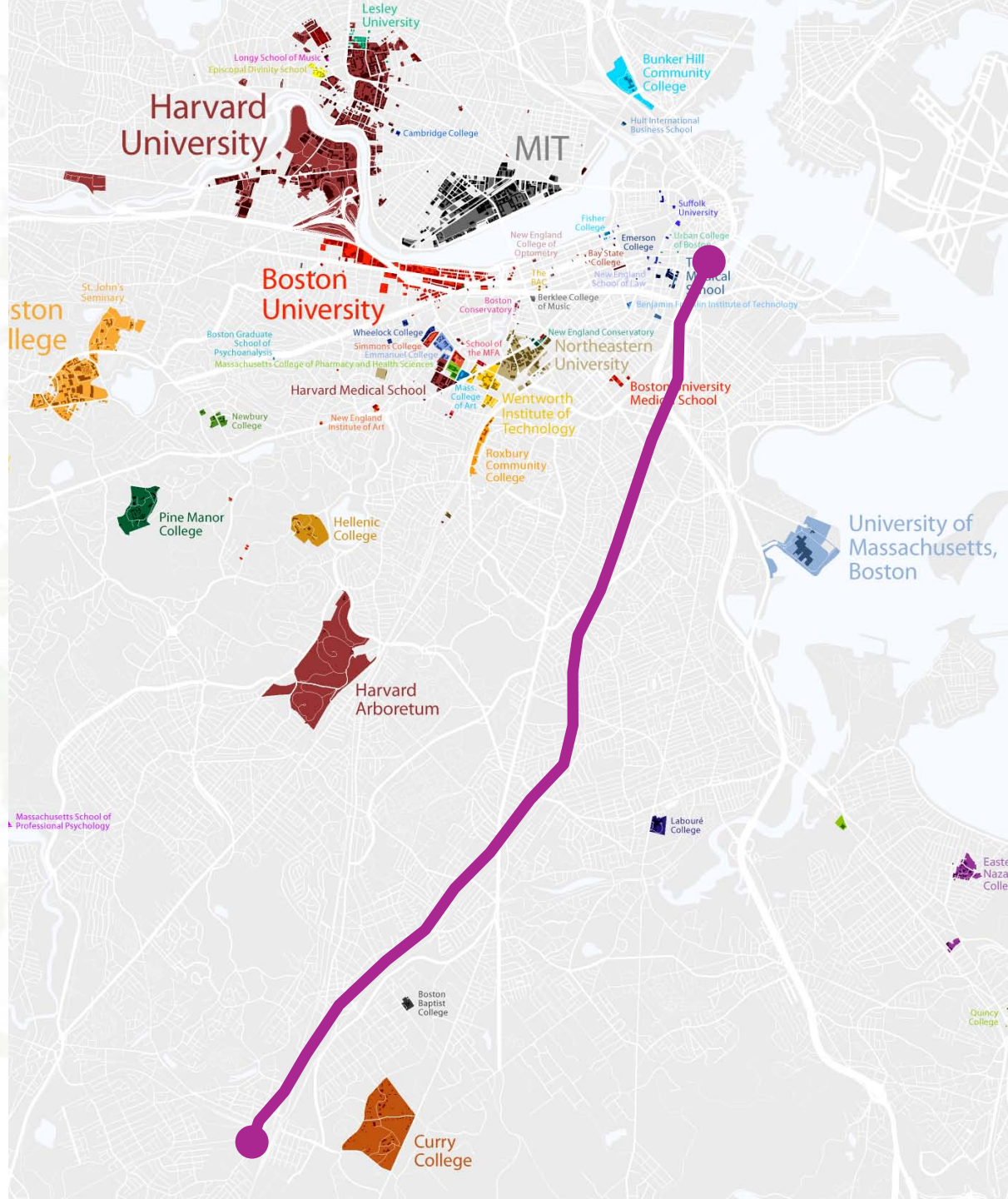
Brand Beacons
fill amenity gaps

- Policy
- Planning
- Place
- Programming
- Public engagement



2 Brand

Prosperous – reinforce direct connections to training, education and employment beginning at station gateways



3 Growth Strategy Summary

The Fairmount Indigo Corridor is a unique collection of neighborhoods and urban centers within Boston that provide new opportunities to link culturally rich residential areas with mixed-use amenities in a setting that is accessible and affordable.

The **Growth Strategy** is broader and more comprehensive than the Brand Strategy, but supports the same vision and themes. It includes actions to invite redevelopment, reinforce the strength of existing neighborhoods, advance corridor-wide economic development and job creation, and reinforce employment of corridor residents.



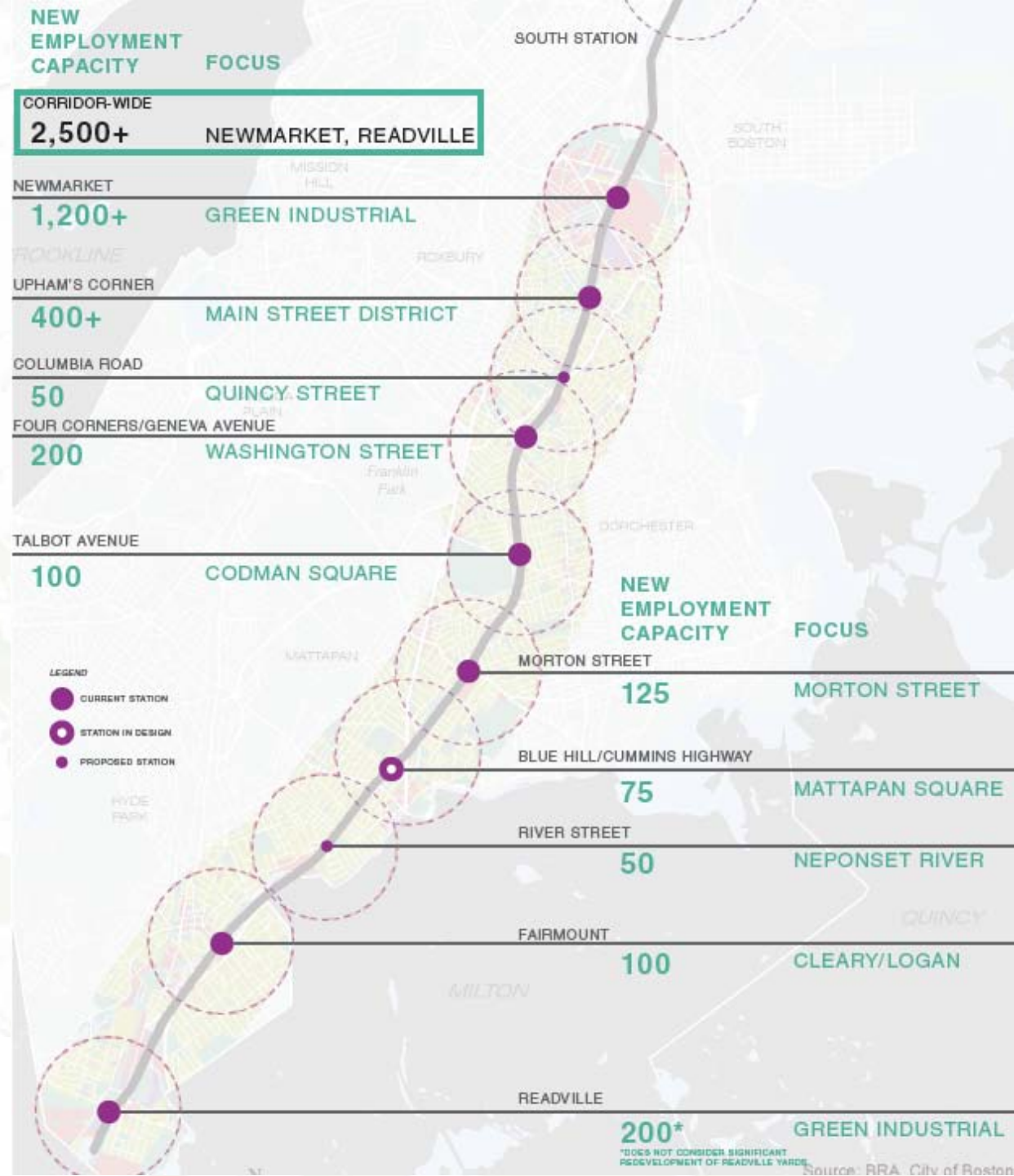
3 Growth



Grow – cultivate and expand advantages and productive activity already occurring



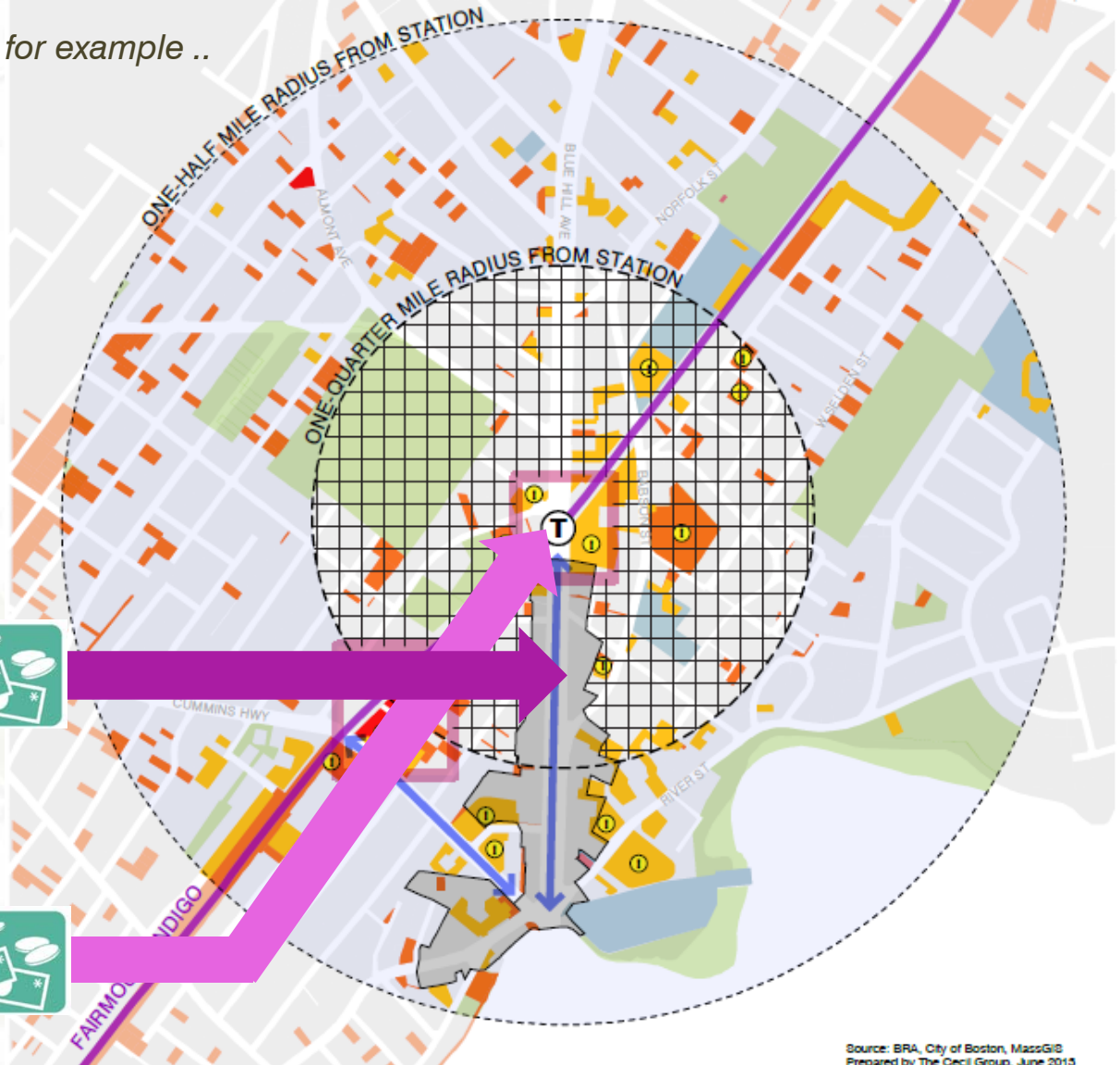
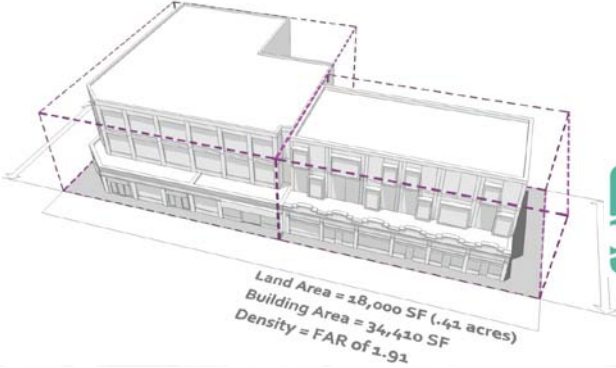
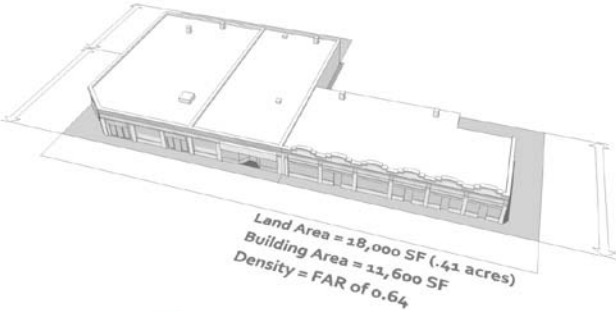
Fairmount Indigo
PLANNING INITIATIVE



3

Blue Hill/Cummins Highway for example ..

Growth



Source: BRA, City of Boston, MassGIS
 Prepared by The Cecil Group, June 2013

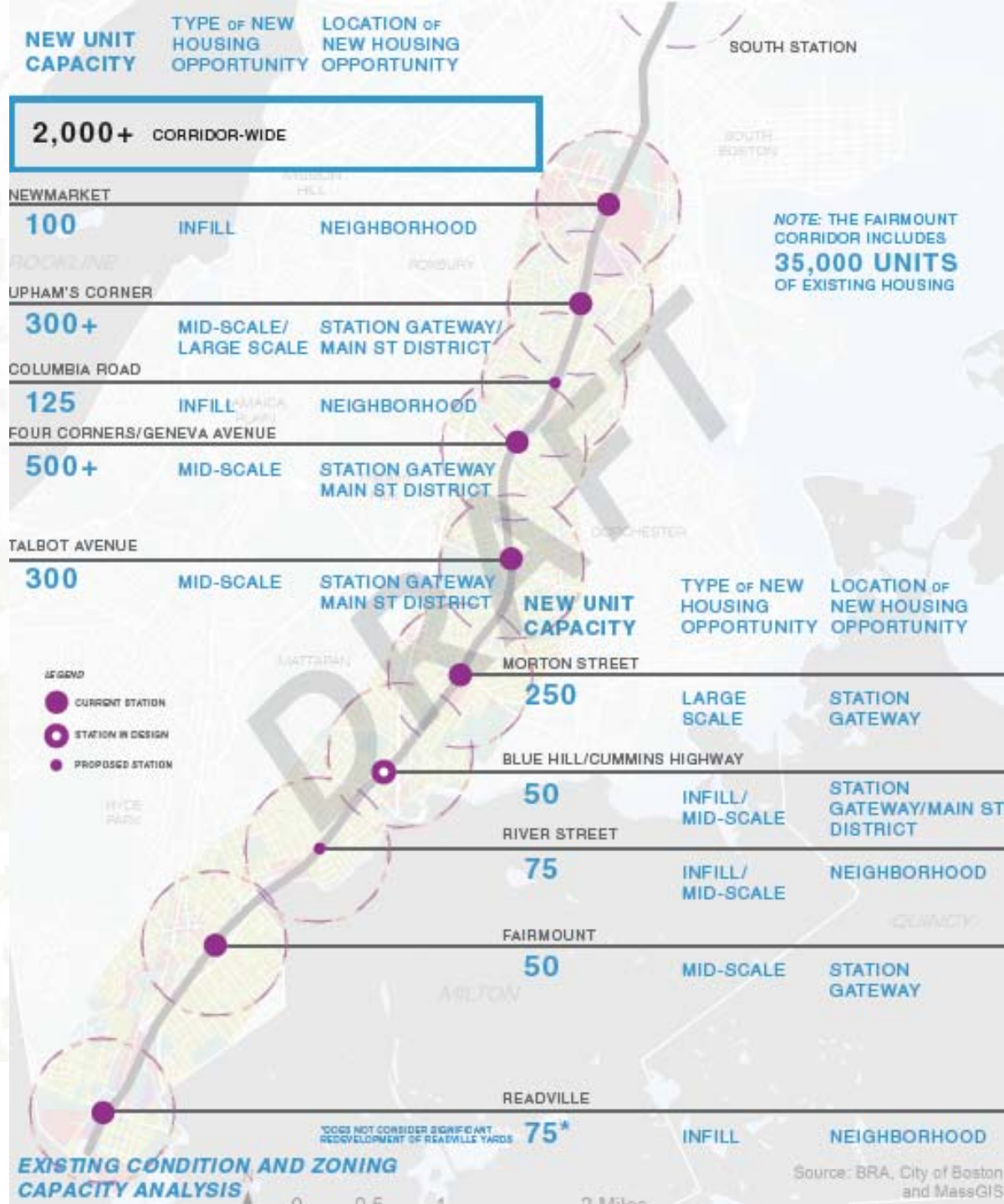
EXISTING ANCHORS	POTENTIAL CHANGES	ACTION PLAN
<ul style="list-style-type: none"> Open Space Parcel Publicly-Owned (City, Boston Public Health, MBTA) Other Amenity / Landmark (Privately-owned) 	<ul style="list-style-type: none"> City-Owned by Foreclosure Vacant Parcel Surface Parking Lot Key Potential Development Sites 	<ul style="list-style-type: none"> Station Gateway / Brand Beacon Site Main Street Enhancement: Mattapan Square Main Streets District Station Focus Area Strengthen Neighborhood Public Realm Focus Area



3 Growth



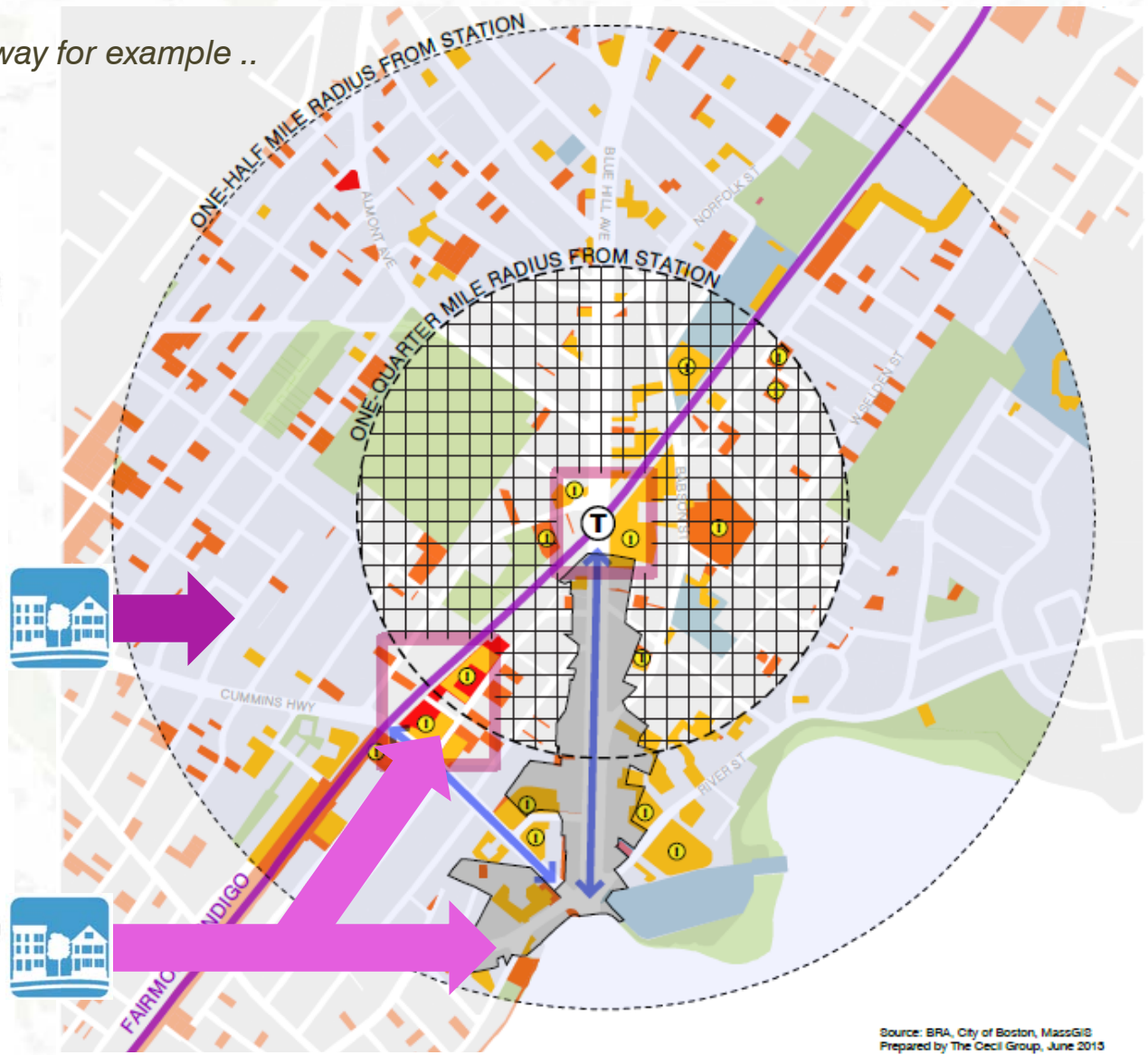
Import — *attract* *new*
opportunities *to* *strategic*
locations



3

Blue Hill/Cummins Highway for example ..

Growth



LEGEND

EXISTING ANCHORS	POTENTIAL CHANGES	ACTION PLAN
Open Space Parcel	City-Owned by Foreclosure	Station Gateway / Brand Beacon Site
Publicly-Owned (City, Boston Public Health, MTA)	Vacant Parcel	Main Street Enhancement: Mattapan Square Main Streets District
Other Amenity / Landmark (Privately-owned)	Surface Parking Lot	Station Focus Area
	Key Potential Development Sites	Strengthen Neighborhood
		Public Realm Focus Area

Source: BRA, City of Boston, MassGIS
 Prepared by The Cecil Group, June 2013

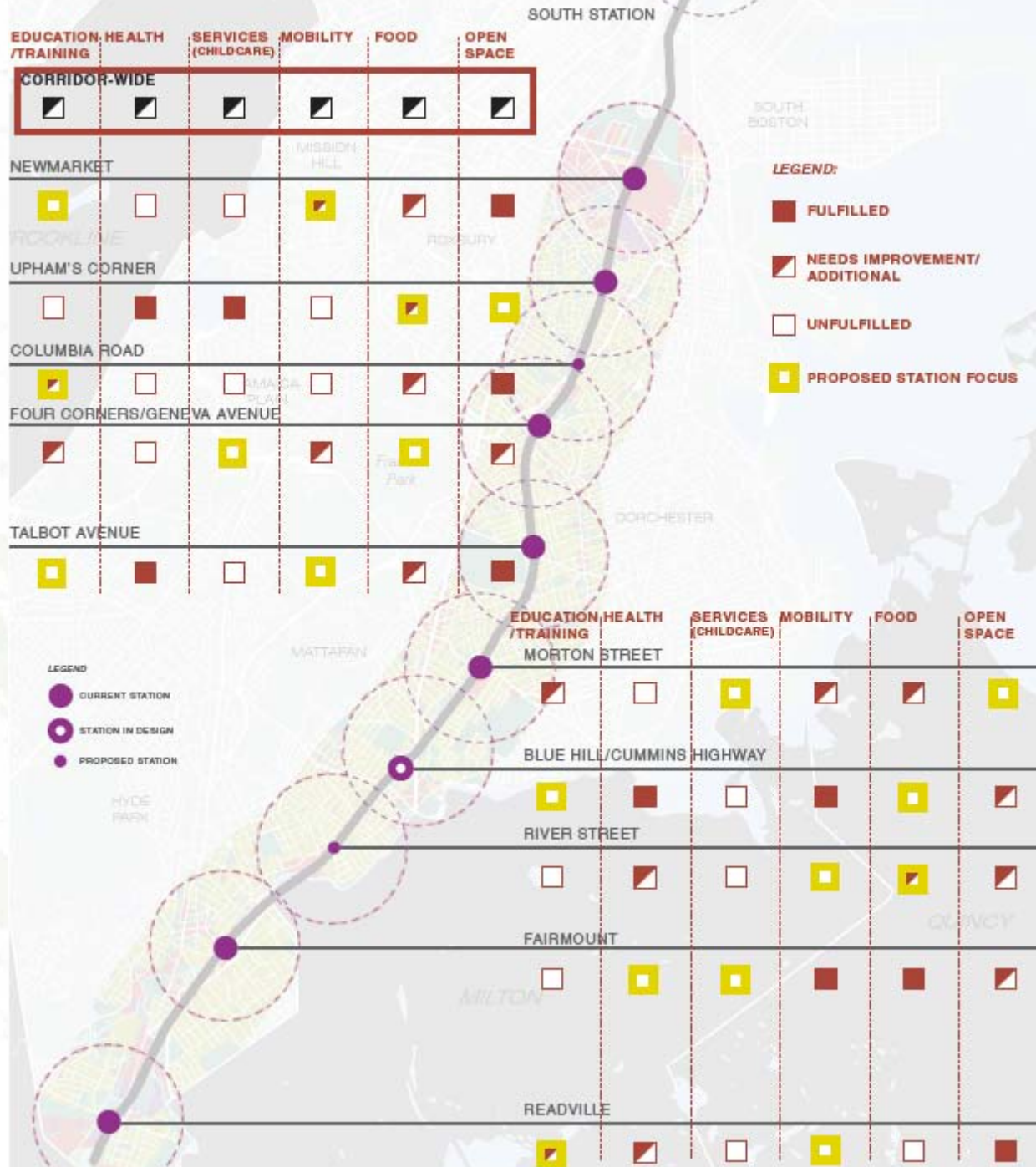


3 Growth



Export – connect well-prepared residents to opportunity

- Provide outstanding talent delivery to businesses
- Provide educational assets to Corridor residents

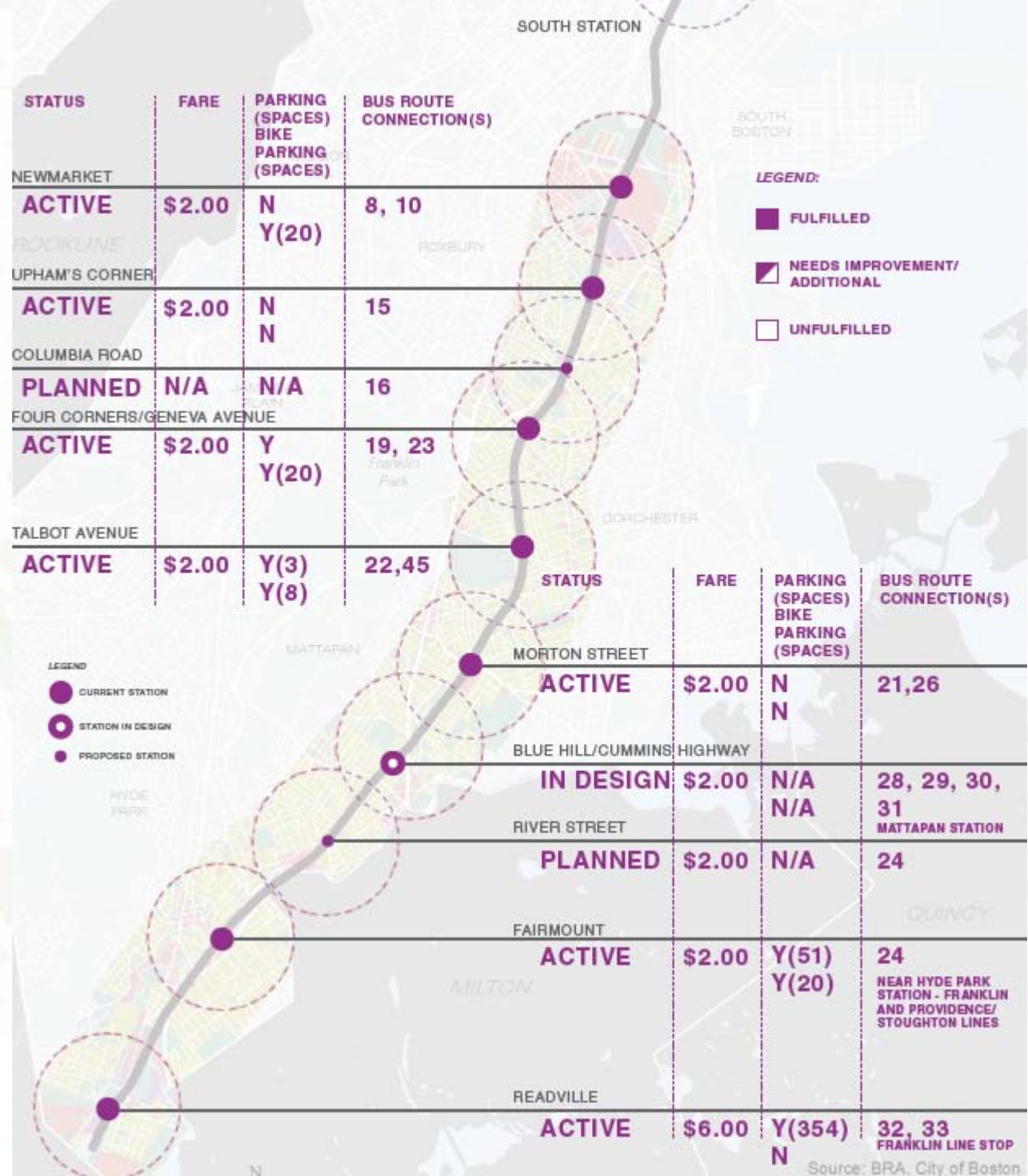


3 Growth



Export — connect well-prepared residents to opportunity

- *Improve mobility options to access new opportunities*



4 Station Action Plan Summary

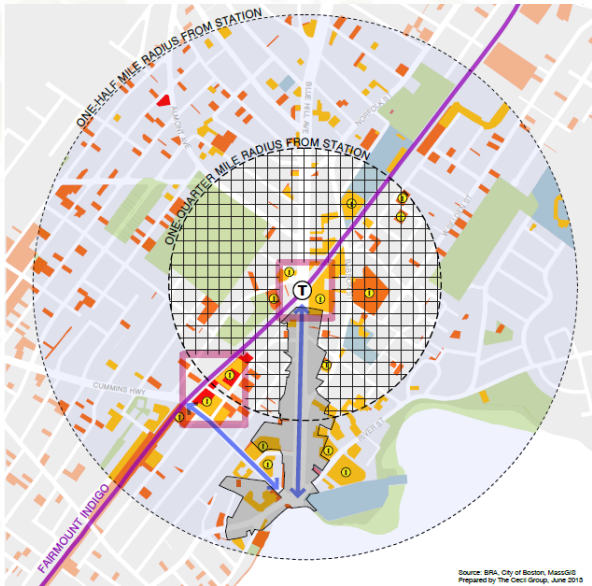
Blue Hill/Cummins Highway



Category	Percent of Total Area
Industrial	0.1%
Tax Exempt	34.2%
Commercial	4.6%
Residential	60.2%
Mixed-Use	0.8%
Other	0.0%
Total	100.0%

EXISTING ANCHORS	POTENTIAL CHANGES	ACTION PLAN
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BLUE HILL / CUMMINS HIGHWAY	
<i>Population</i>	
Capacity	Percent Increase
89	1.6%
<i>Employment</i>	
Capacity	Percent Increase
85	3.2%
<i>Building Area</i>	
Capacity	Percent Increase
424,000	6.8%



Action Plan to Unlock Capacity



Land Use – strategic disposition of the Cote Ford property to develop a station gateway Brand Beacon



Land Use – create new opportunities for residential redevelopment to support Mattapan Square commercial activity (MBTA Parking for example)



Public Realm – consistent streetscape from Main Street to station gateways



Open Space – reinforce direct connections to Neponset River



Community Open House Prep

Next steps – need CAG Participation in the open house sessions

September

Executive Summary
Growth Strategy/Branding
Community Open House(s) Prep

October

Growth Strategy/Branding
Community Open House(s) Prep
Draft Action Plan

November

(2) Community Open House/Draft Plan Release

December

Draft Plan
Next Steps



Community Open House Prep

Targeting week of the 18th, 2 nights from 5:00pm to 8:00pm, Mattapan Library and Kroc Center

NOVEMBER 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																			
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Community Open House Prep

Boards reflecting Corridor Strategy, handout guide, consultant team, City and CAG liaisons

COMMUNITY PROCESS

FAIRMOUNT INDIGO PLANNING INITIATIVE

COMMUNITY VISION

FAIRMOUNT INDIGO PLANNING INITIATIVE

OUR TIME CORRIDOR AND 2030+ CAPACITY SOLUTIONS

HOME

FAIRMOUNT INDIGO PLANNING INITIATIVE

BRAND STRATEGY

FAIRMOUNT INDIGO PLANNING INITIATIVE

QUALITY OF LIFE

FAIRMOUNT INDIGO PLANNING INITIATIVE

STATION ACTION PLANS

FOUR CORNERS / GENEVA AVENUE

FAIRMOUNT INDIGO PLANNING INITIATIVE

STATION ACTION PLANS

RIVER STREET

FAIRMOUNT INDIGO PLANNING INITIATIVE

YOUR COMMENTS . . .

FAIRMOUNT INDIGO PLANNING INITIATIVE





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