

ecoNewBedford

Sustainable Development in a Gateway City



One Approach to Urban Excellence

Smart Growth Development in a Traditional Neighborhood the South End of New Bedford, Massachusetts

- Expresses the high quality of life found in MA's fastest growing Gateway City.
- Deteriorated storefront reinvigorated to commercial standards creates new public space.
- Improved image for neighborhood based small business.
- located on a bus route.
- super tight and highly insulated construction of two Smart Growth townhouses, Energy Star Certified over original taxpayer block of load-bearing masonry construction.
- project supports local economic opportunity and Buy-Local from New Bedford businesses.



2011 RUDY BRUNER AWARD PROJECT DATA



PROJECT DATA

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name ecoNewBedford Location New Bedford, Massachusetts

Owner effortless realty trust

Project Use(s) mixed-use (commercial/residential)

Project Size 6,125 sqft (3 commercial units, 2 residential units) Total Development Cost \$745,000

Annual Operating Budget (if appropriate) _____

Date Initiated 7/2006 Percent Completed by December 1, 2010 90%

Project Completion Date (if appropriate) Spring 2011

Attach, if you wish, a list of relevant project dates _____

Application submitted by:

Name Carol Fisher Title president

Organization effortless design, inc.

Address 7 Monument Street City/State/Zip Charlestown, MA 02129

Telephone (617) 201 0397 Fax () _____

E-mail effortlessdesign@gmail.com Weekend Contact Number (for notification): 617-201-0397

Perspective Sheets:

Organization	Name	Telephone/e-mail
Public Agencies <u>New Bedford Economic Dev. Council</u>	<u>Matt Morrissey</u>	<u>508.991.3122/MMorrissey@nbedc.org</u>

Architect/Designer effortless design, inc. Carol Fisher, EIT 617-201-0397/effortlessdesign@gmail.com

Developer _____

Professional Consultant Building Diagnostics Bruce Torrey 888.503.2233/btorrey@buildingdiagnosticshelp.com

Community Group SE Massachusetts Council on Sustainability Louise Hardiman 508-824-1367/lhardiman@srpedd.org

Other Univ. of MA Dartmouth Office of Campus and Community Sustainability
Susan Jennings 508-910-6484/sjennings@umassd.edu

Please indicate how you learned of the *Rudy Bruner Award for Urban Excellence*. (Check all that apply).

- Direct Mailing
 Magazine Announcement
 Previous Selection Committee member
 Other (please specify)
 Professional Organization
 Previous RBA entrant
 Online Notice
 Bruner/Loeb Forum

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, and to post on the Bruner Foundation web sites, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature Carol Fisher Date 12/13/2010

2011
RUDY BRUNER AWARD
PROJECT
AT-A-GLANCE



PROJECT AT-A-GLANCE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name _____

Address _____

City/State/ZIP _____

1. Give a brief overview of the project.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

2011 RUDY BRUNER AWARD PROJECT DESCRIPTION



PROJECT DESCRIPTION

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project?

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project?

2011 RUDY BRUNER AWARD AWARD USE



AWARD USE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

Please separate this page from the rest of the application. Award Use should be submitted in a sealed envelope along with the application materials. It will not be used in judging entries or be seen by members of the Selection Committee.

Please describe how *Award* monies will be used to benefit the project. (The *Award* check will be made out to the Applicant unless otherwise specified.)

** This statement should be signed by the applicant. Photocopies or facsimile copies of the statement with original signature is acceptable. Award Use statement should be submitted in a sealed envelope along with the application materials.

Name and Title

Date

2011
RUDY BRUNER AWARD
PUBLIC AGENCY
PERSPECTIVE



PUBLIC AGENCY PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a staff representative of a public agency directly involved in the financing, design review, or public approvals that affected this project.

Name **Matthew A. Morrissey** Title **Executive Director**
Organization **New Bedford Economic Development Council** Telephone (**508**) **991-3122**
Address **1213 Purchase Street** City/State/ZIP **New Bedford, MA 02740**
Fax (**508**) **991.7372** E-mail **mmorrissey@nbedc.org**

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature  Date **12.8.10**

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

Leaders in the public and private sectors are determined to see this community prosper and there is a new understanding that small business investment is essential to the overall development of a thriving local economy. The goal of the NBEDC is to turn the ideas and hopes of small start-ups and family owned enterprises into results by offering real services to businesses through loan and incentive programs, technical assistance, and workshops. The NBEDC has also played a central role in city planning and development that focuses on sustainable design and historic preservation as pillars that help businesses take advantage of the growth opportunities the City offers. In 2006, effortlessdesign contacted the local city councilor and began outreach with city departments and agencies with plans to reinvest and maximize the use of the deteriorated commercial building across from prominent Hazelwood Park. Through the NBEDC, many referrals to the local business community including bankers, developers, and professionals were made. In July 2007 a variance was granted based on broad support for the concept. In June 2008 the NBEDC hosted a Developer's Conference providing more opportunity to network about the project. Micro-Enterprise Loan Program, Storefront Program, and Plan Publicity were discussed as possible assistance to the project. "A New Retail Opportunity for the South End" was added to the NBEDC's publication of urban design and development plans. This brochure subtitled "a unique sense of community and place" explains how quality development in this livable community makes the ecoNewBedford project an excellent place to open a neighborhood based business. It has served as a model for other such efforts in the city since.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

- Benefits to New Bedford
- highlight the potential for development in a traditional and walk-able neighborhood.
 - demonstrate sustainable development and construction techniques.
 - support of existing and new development of neighborhood based businesses.

Time and money have been compromised, and the pace of growth is slower than initially planned. Added debt is not desirable in this economy, which added to the time for the project fully realizing all its goals (only one commercial space is presently rented). In this climate the NBEDC especially values the commitment and progress made and this project has been one piece of making New Bedford the fastest growing Gateway City in Massachusetts. More effort has been placed on completing the project "right" rather than "fast" and this commitment to executing at a high level will be of great benefit to the neighborhood and the city as a whole.

3. Describe the project's impact on your city. Please be as specific as possible.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

5. What do you consider to be the most and least successful aspects of this project?

2011
RUDY BRUNER AWARD
ARCHITECT
OR DESIGNER
PERSPECTIVE



ARCHITECT OR DESIGNER PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services.

Name	Carol Fisher	Title	president, EIT
Organization	effortless design, inc.	Telephone (617)	201-0397
Address	7 Monument Street	City/State/ZIP	Charlestown, MA 02129
Fax ()		E-mail	effortlessdesign@gmail.com

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature  Date December 13, 2010

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

The concept of this project was to innovate and combine ecology and economy to enliven a corner commercial block. Instead of being the least prominent building, the scale of the building was brought up to match the surrounding 3 story and 2 1/2 story homes. Emphasis was place on the developing the corner of the building, which previously had no presence and was unable to offer this informal gathering space.

2. Describe the most important social and programmatic functions of the design.

The development of an ecoHive that offers innovative affordable housing and commercial opportunities in an existing traditional neighborhood. The demonstration of Sustainable Development Principles and Building Practices that fit in with the existing community make this project particularly relevant as conservation of resources becomes a pressing concern. Bringing this commercial spot up to present day standards that included ADA Accessibility, completion of a sidewalk and installation of attractive lighting were also key.

Three students from the Boston Architectural College interned with effortlessdesign during the development and completion of this project. They contributed through on-site cleanup and assessment, model making, design details, and marketing materials.

ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

4. Describe the ways in which the design relates to its urban context.

2011
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE



COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name _____ Title _____

Organization _____ Telephone () _____

Address _____ City/State/ZIP _____

Fax () _____ E-mail _____

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature _____ **Date** _____

1. How did you, or the organization you represent, become involved in this project? What role did you play?

2. From the community's point of view, what were the major issues concerning this project?

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

3. Has this project made the community a better place to live or work? If so, how?

4. Would you change anything about this project or the development process you went through?

2011
RUDY BRUNER AWARD
PROFESSIONAL
CONSULTANT
PERSPECTIVE



PROFESSIONAL CONSULTANT PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a professional who worked as a consultant on the project providing services other than physical design or planning (e.g., legal services).

Name	Title
Organization	Telephone ()
Address	City/State/ZIP
Fax ()	E-mail

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature	Date
------------------	------

1. What role did you or your organization play in the development of this project?

2. Describe the project's impact on its community. Please be as specific as possible.

PROFESSIONAL CONSULTANT PERSPECTIVE (CONT'D)

3. How might this project be instructive to others in your profession?

4. What do you consider to be the most and least successful aspects of this project?

2011
RUDY BRUNER AWARD
OTHER
PERSPECTIVE



OTHER PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Name	Title
Organization	Telephone ()
Address	City/State/ZIP
Fax ()	E-mail

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, all materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and to grant these rights and permissions.



Signature	Date
------------------	------

1. What role did you play in the development of this project?

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

4. What do you consider to be the the most and least successful aspects of this project?

Sustainable Development Principles

The Commonwealth of Massachusetts shall care for the built and natural environment by promoting sustainable development through integrated energy and environment, housing and economic development, transportation and other policies, programs, investments, and regulations. The Commonwealth will encourage the coordination and cooperation of all agencies, invest public funds wisely in smart growth and equitable development, give priority to investments that will deliver good jobs and good wages, transit access, housing, and open space, in accordance with the following sustainable development principles. Furthermore, the

Commonwealth shall seek to advance these principles in partnership with regional and municipal governments, non-profit organizations, business, and other stakeholders.



1. Concentrate Development and Mix Uses

Support the revitalization of city and town centers and neighborhoods by promoting development that is compact, conserves land, protects historic resources, and integrates uses. Encourage remediation and reuse of existing sites, structures, and infrastructure rather than new construction in undeveloped areas. Create pedestrian friendly districts and neighborhoods that mix commercial, civic, cultural, educational, and recreational activities with open spaces and homes.

2. Advance Equity

Promote equitable sharing of the benefits and burdens of development. Provide technical and strategic support for inclusive community planning and decision making to ensure social, economic, and environmental justice. Ensure that the interests of future generations are not compromised by today's decisions.



3. Make Efficient Decisions

Make regulatory and permitting processes for development clear, predictable, coordinated, and timely in accordance with smart growth and environmental stewardship.



4. Protect Land and Ecosystems

Protect and restore environmentally sensitive lands, natural resources, agricultural lands, critical habitats, wetlands and water resources, and cultural and historic landscapes. Increase the quantity, quality and accessibility of open spaces and recreational opportunities.



5. Use Natural Resources Wisely

Construct and promote developments, buildings, and infrastructure that conserve natural resources by reducing waste and pollution through efficient use of land, energy, water, and materials.



6. Expand Housing Opportunities

Support the construction and rehabilitation of homes to meet the needs of people of all abilities, income levels, and household types. Build homes near jobs, transit, and where services are available. Foster the development of housing, particularly multifamily and smaller single-family homes, in a way that is compatible with a community's character and vision and with providing new housing choices for people of all means.



7. Provide Transportation Choice

Maintain and expand transportation options that maximize mobility, reduce congestion, conserve fuel and improve air quality. Prioritize rail, bus, boat, rapid and surface transit, shared-vehicle and shared-ride services, bicycling, and walking. Invest strategically in existing and new passenger and freight transportation infrastructure that supports sound economic development consistent with smart growth objectives.



8. Increase Job and Business Opportunities

Attract businesses and jobs to locations near housing, infrastructure, and transportation options. Promote economic development in industry clusters. Expand access to education, training, and entrepreneurial opportunities. Support the growth of local businesses, including sustainable natural resource-based businesses, such as agriculture, forestry, clean energy technology, and fisheries.



9. Promote Clean Energy

Maximize energy efficiency and renewable energy opportunities. Support energy conservation strategies, local clean power generation, distributed generation technologies, and innovative industries. Reduce greenhouse gas emissions and consumption of fossil fuels.

10. Plan Regionally

Support the development and implementation of local and regional, state and interstate plans that have broad public support and are consistent with these principles. Foster development projects, land and water conservation, transportation and housing that have a regional or multi-community benefit. Consider the long-term costs and benefits to the Commonwealth.

