



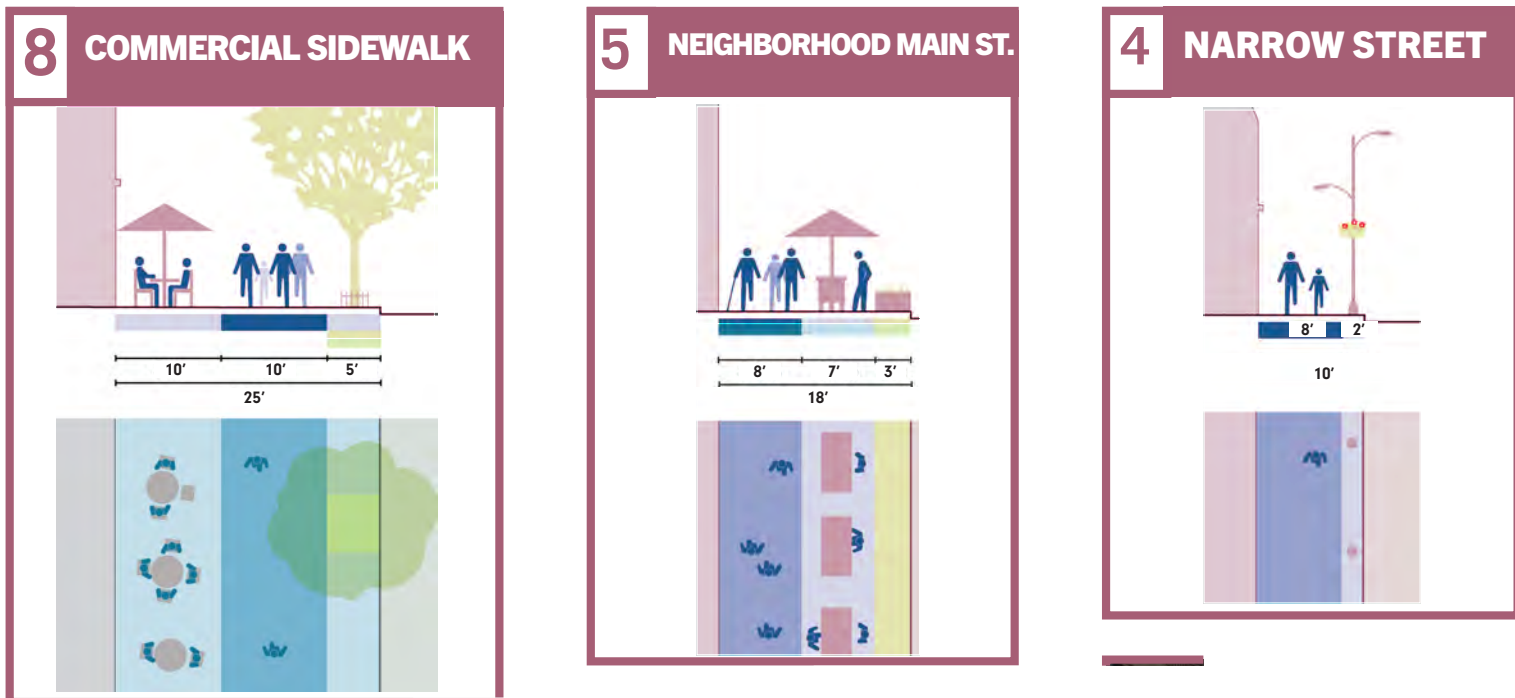
This is the third public workshop for the Campello Complete Neighborhood Planning Initiative. Today we will build on what we heard and saw at the first two workshops.

WHAT HAVE WE LEARNED?

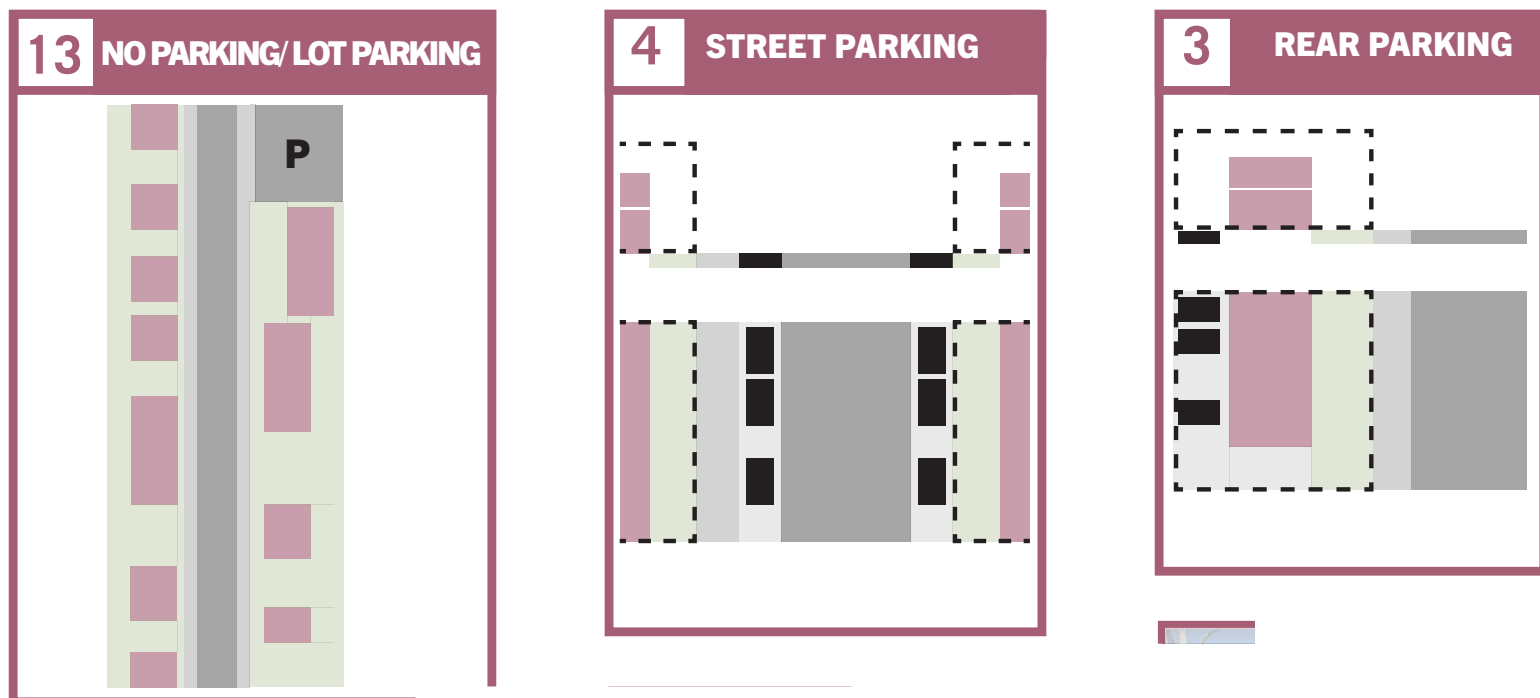
Experience

Public Workshop #1: April 27, 2023

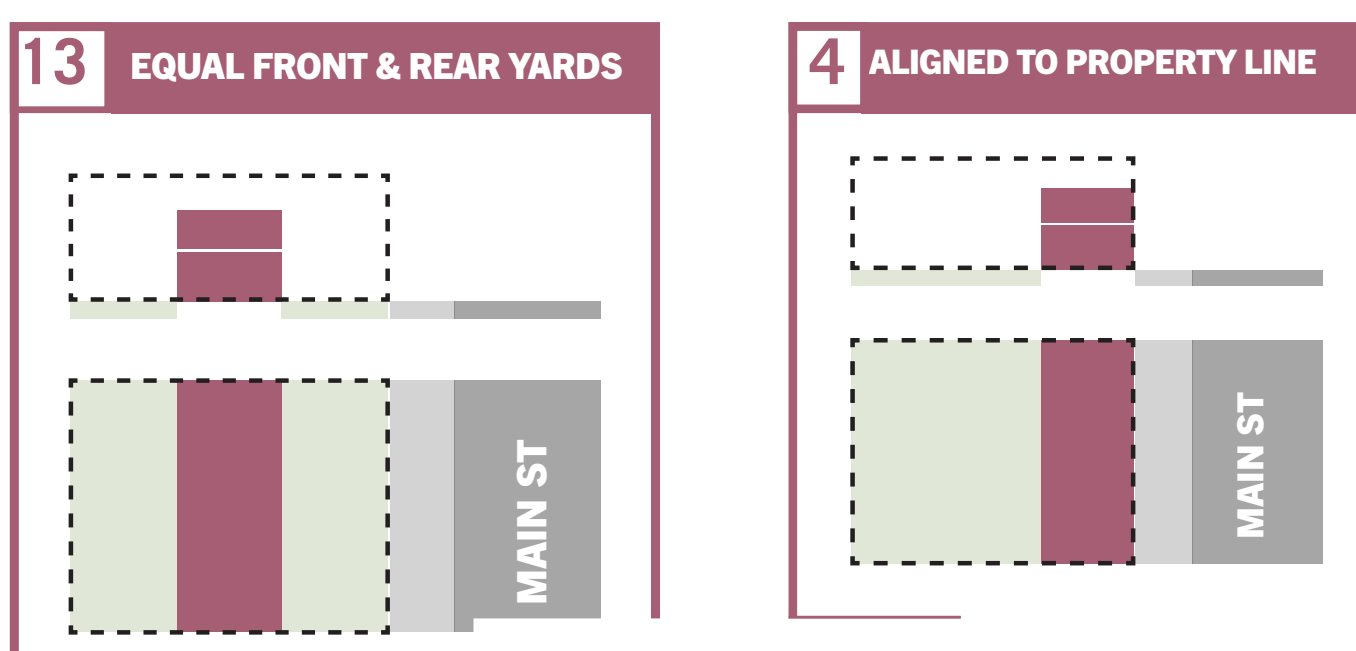
What sidewalk experience do you want to have?



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?

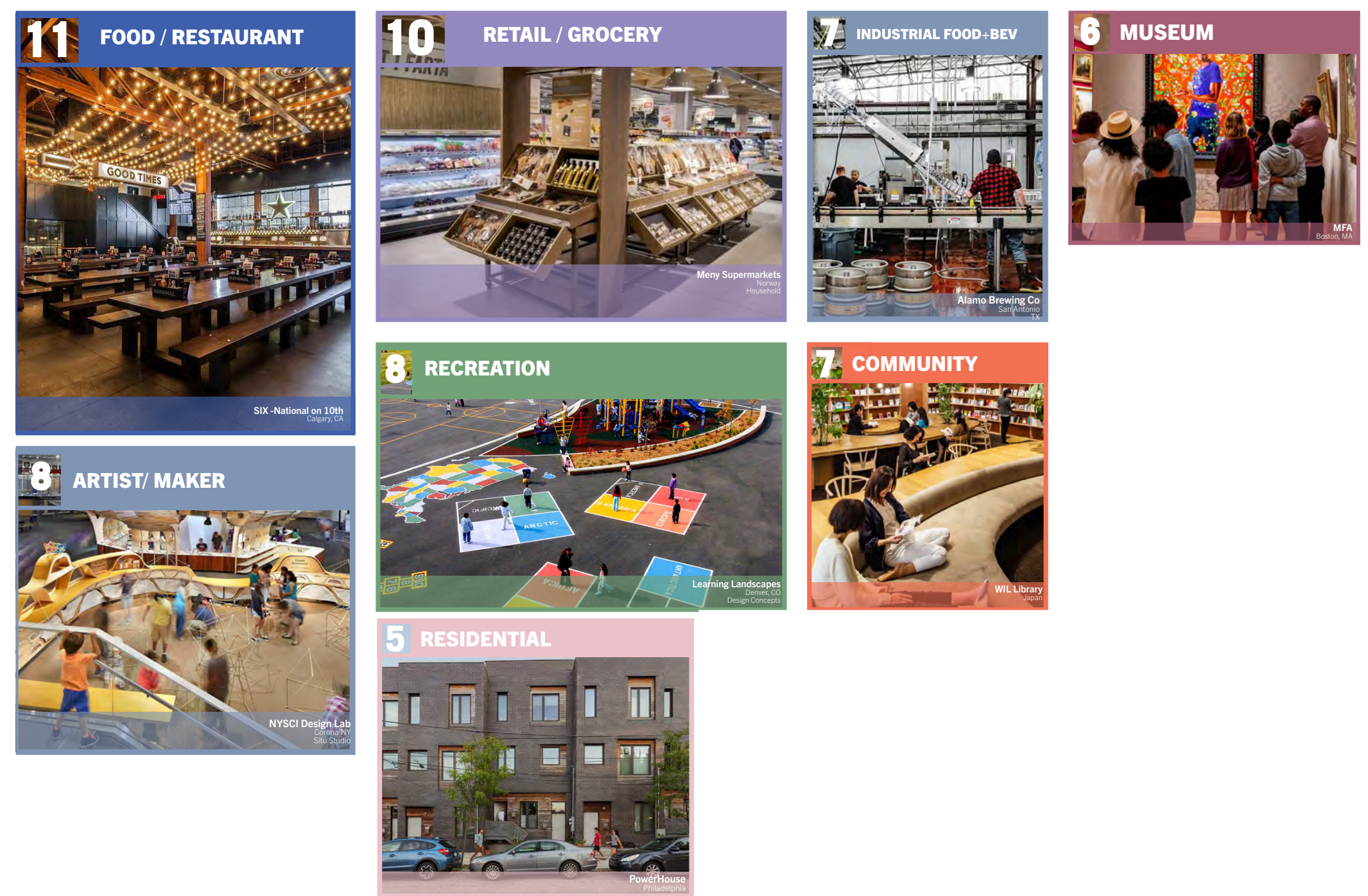


Uses

Public Workshop #1: April 27, 2023

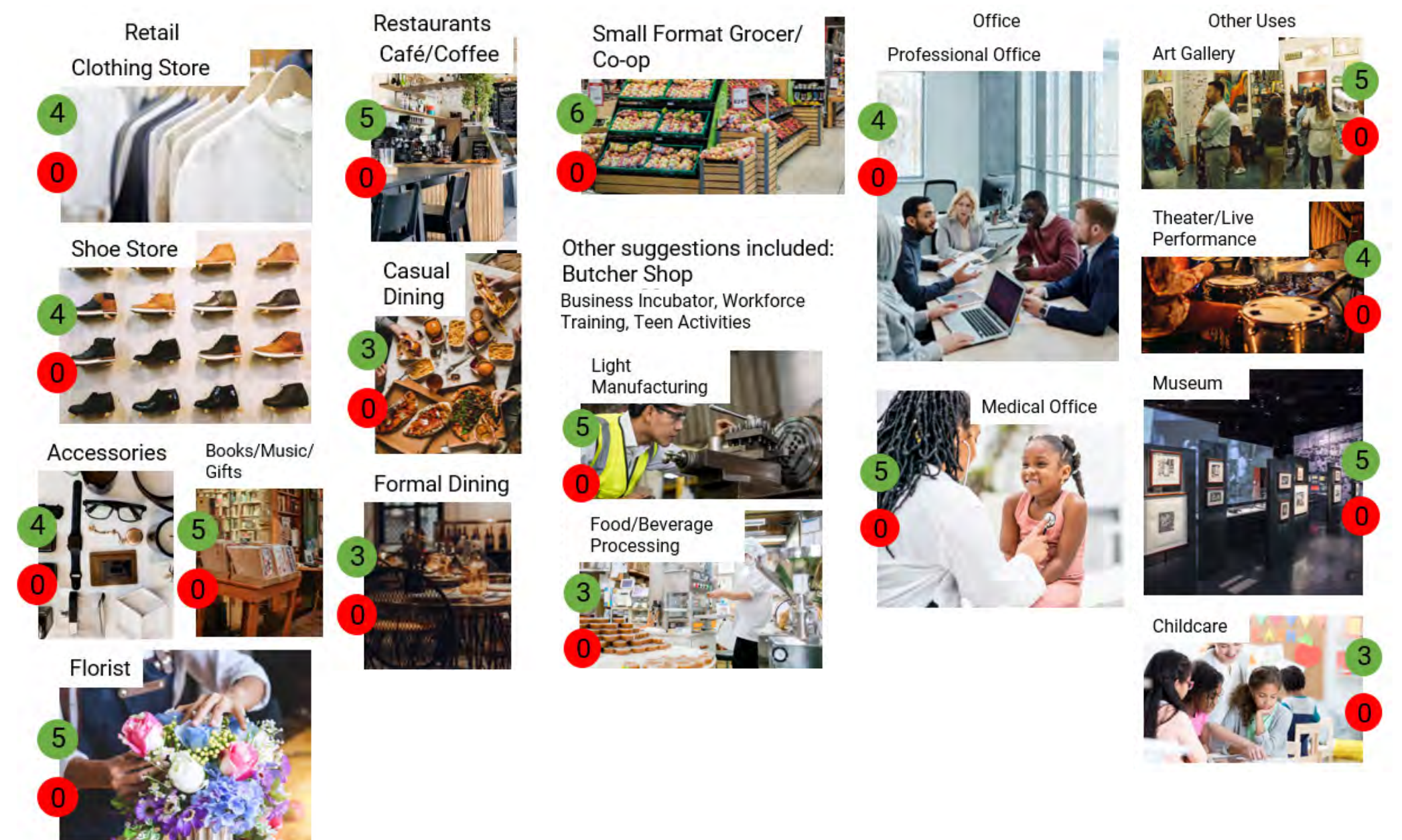
What land uses would you like to see here?

OUT OF 28 PARTICIPANTS THAT ATTENDED THE IN-PERSON COMMUNITY WORKSHOP

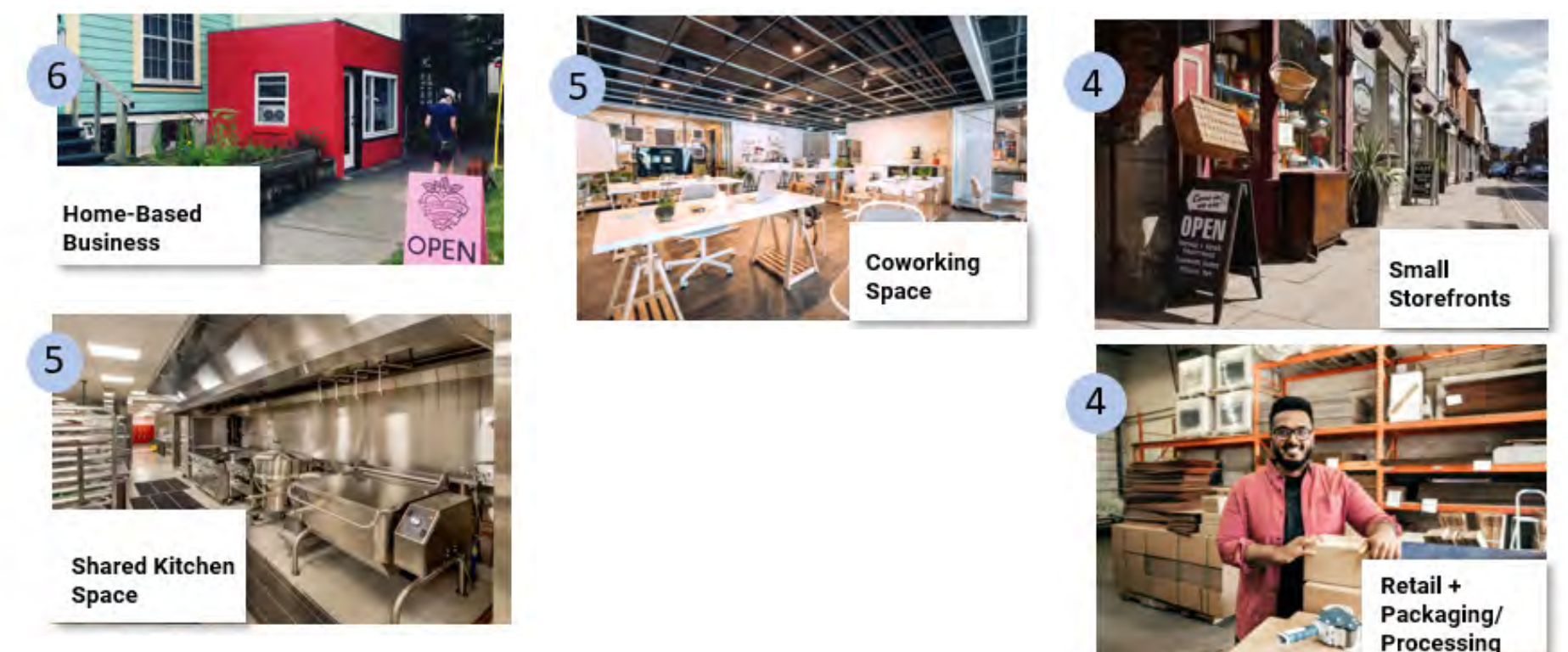


Public Workshop #2: May 24, 2023

What commercial uses are missing or desired?



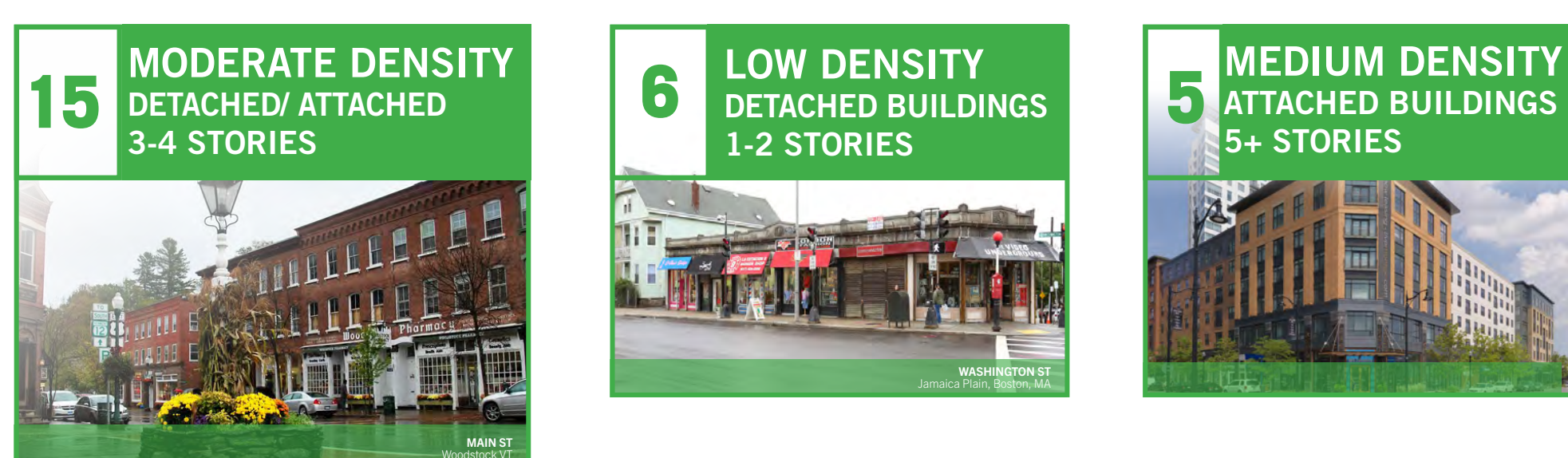
What types of spaces do you think would be effective in supporting and growing economic activity in Campello?



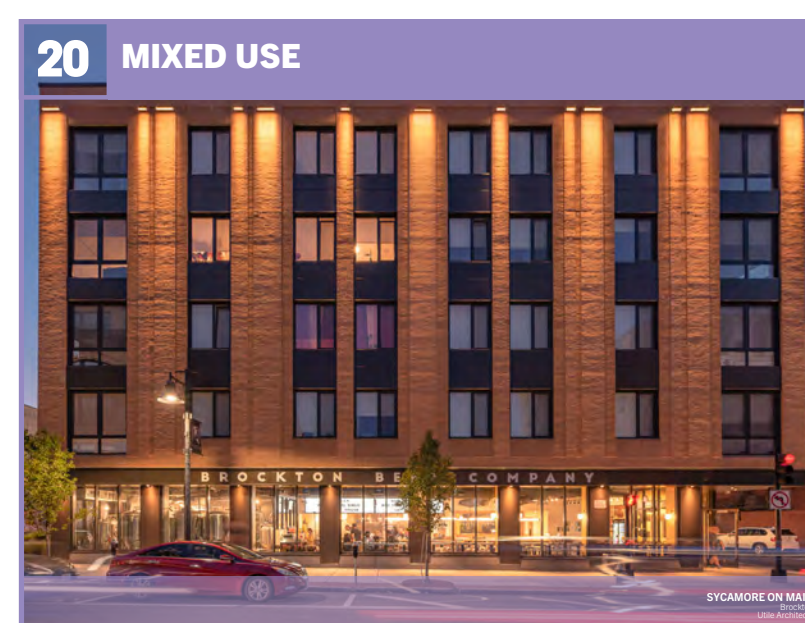
How much, how tall, how wide?

Public Workshop #1: April 27, 2023

What density would you like to see here?



What character should Campello have?



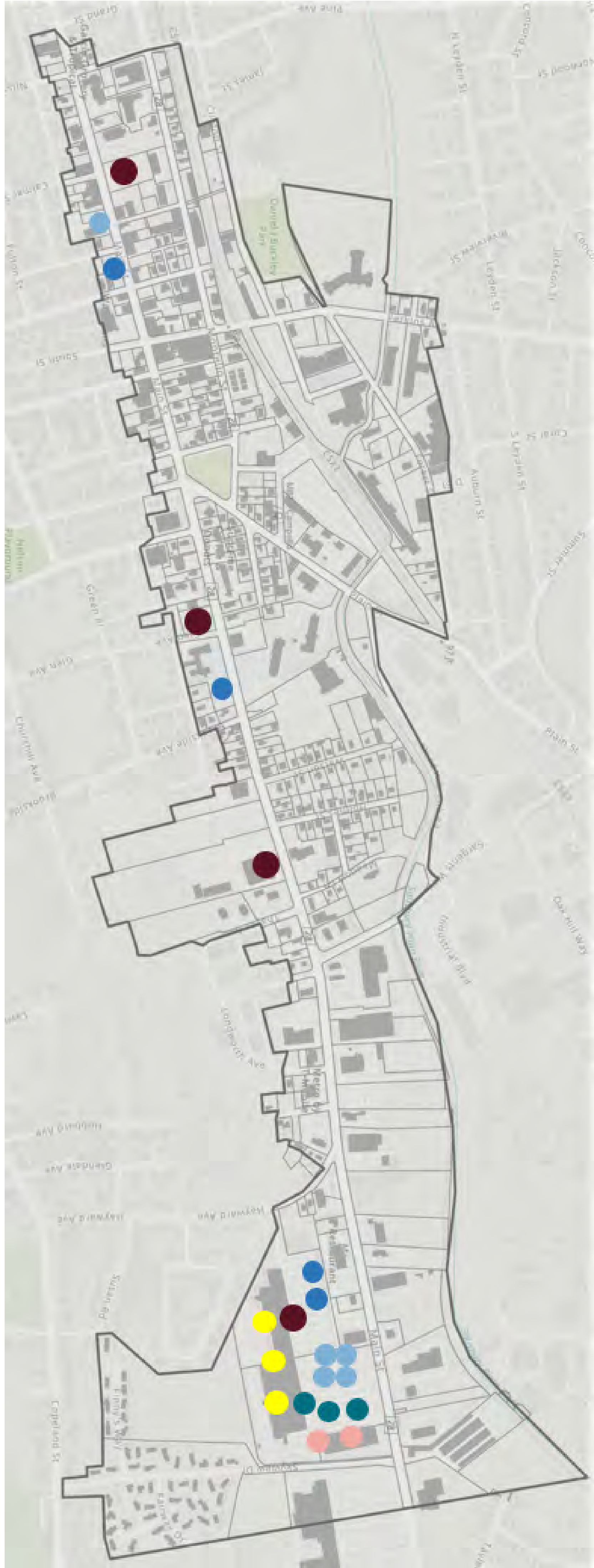


Here are two ways to think about the geography of the area, based on what we learned. On the right is the result of the original visioning study. On the left is the map from the second workshop.

GEOGRAPHY

Public Workshop #2: May 24, 2023

Where would you like to see different commercial uses?

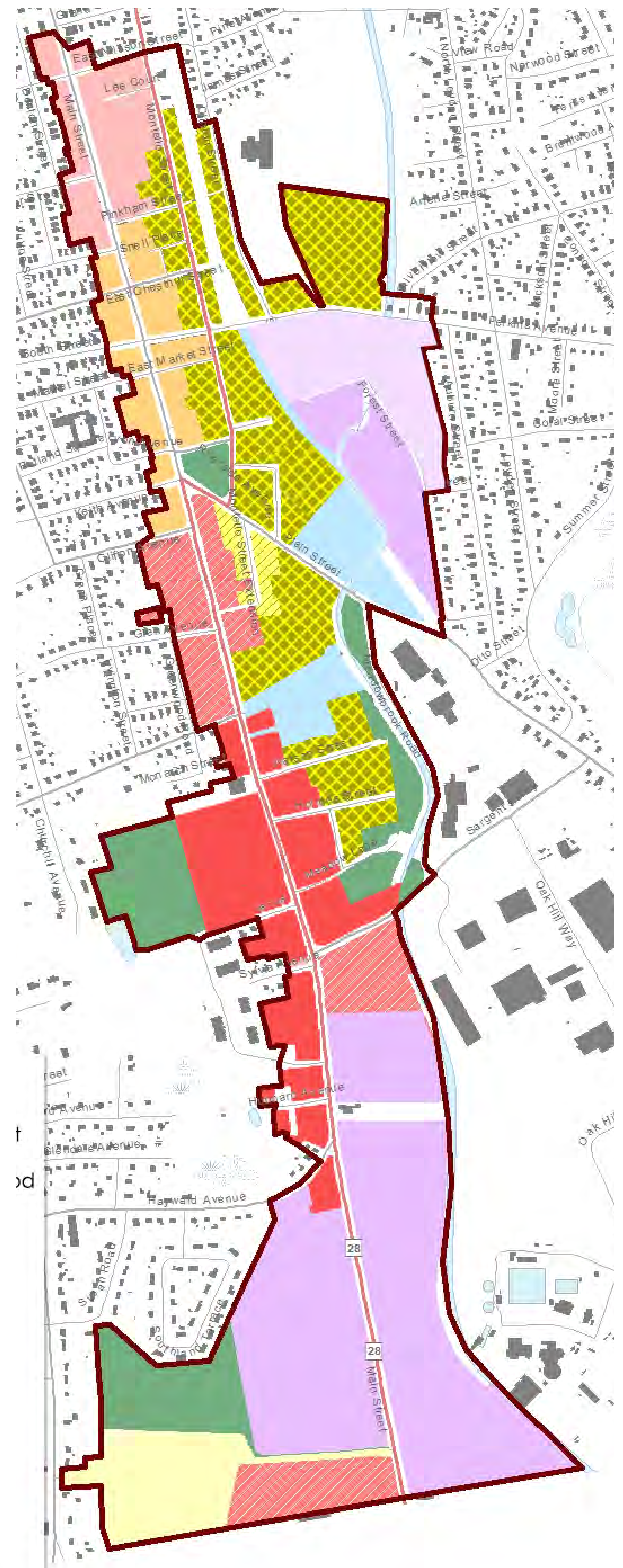


Store Types:

- Grocery Options
- Personal/Health
- Food & Beverage
- Cultural/Civic
- Auto-Related
- Retail

Campello Visioning Report (2018)

City of Brockton | Tensen-Kilduff design lab | Old Colony Planning Council



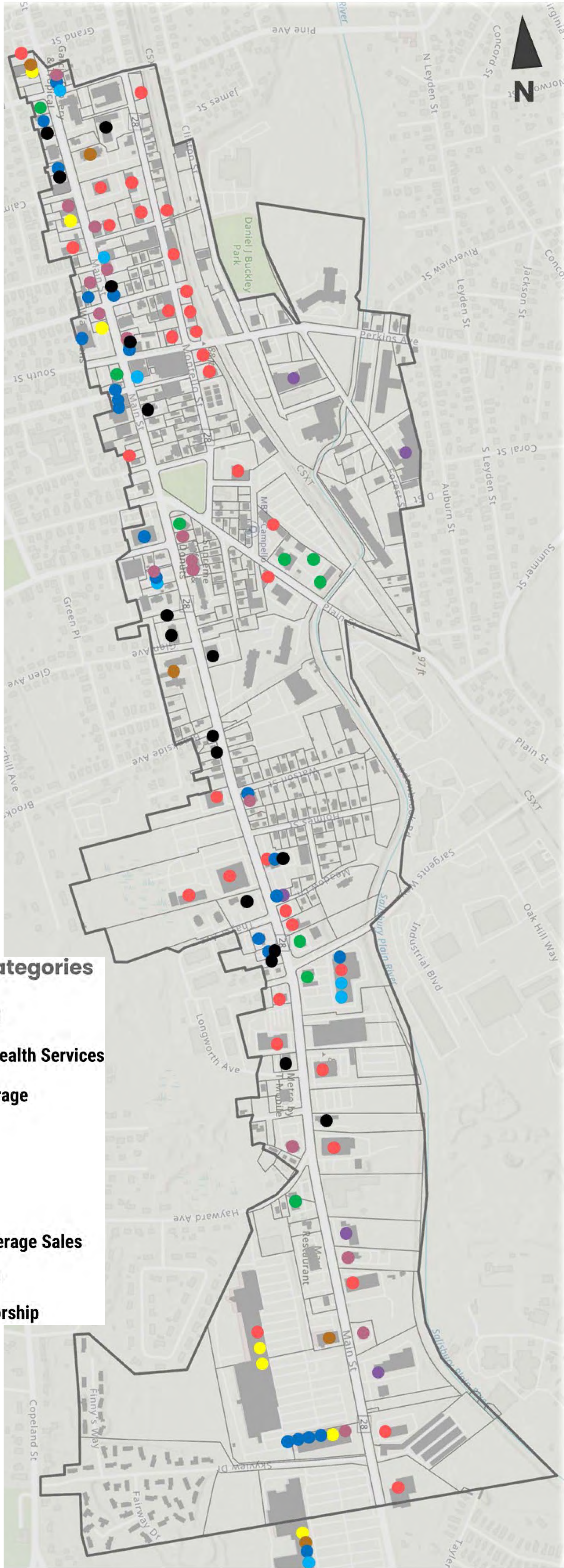
- Study Area
- Commercial Corridor - Single Tenant
- Commercial Corridor - Neighborhood
- Commercial Corridor - Plaza
- Industrial - Light
- Industrial - General
- Transit Village Mixed Use
- Transit Village Multifamily
- Single Family Residential
- Two-family Residential
- Transportation
- Open Space/Restoration
- Structures



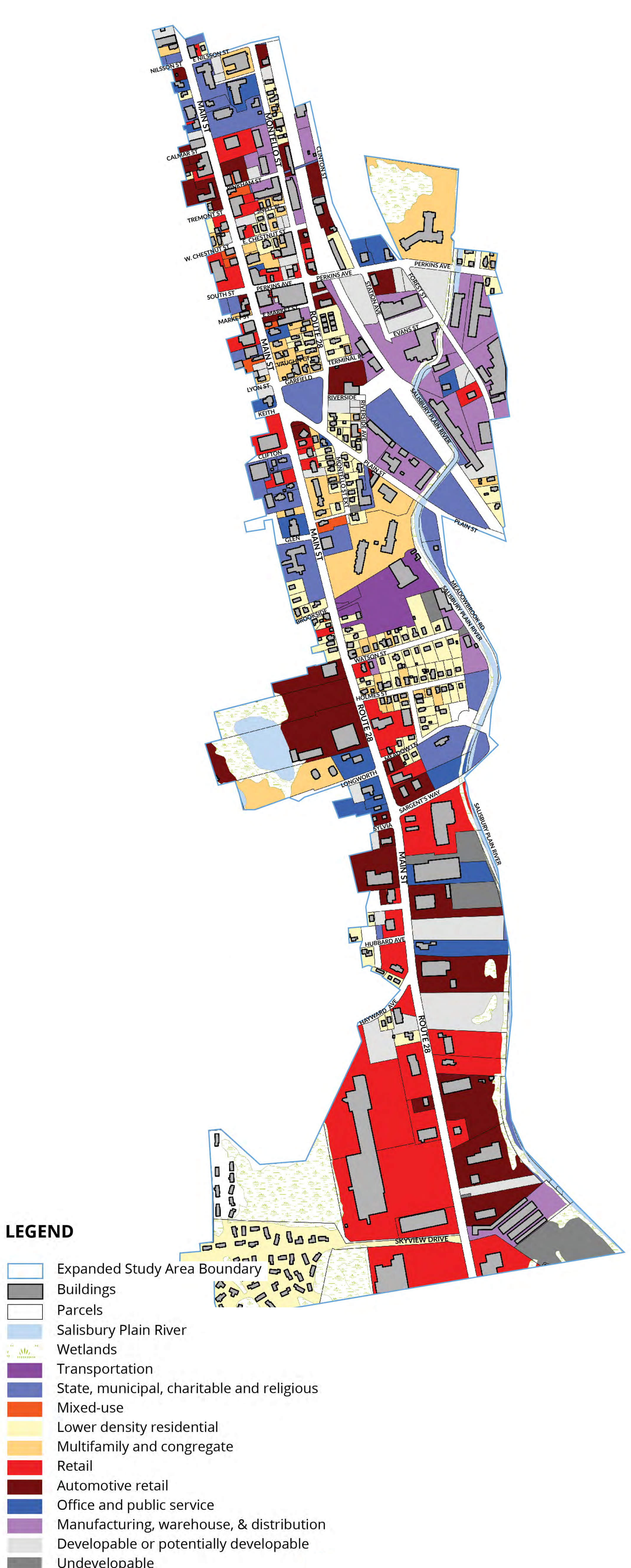
Understanding existing land use is important. RKG Associates counted commercial uses on a site walk earlier this year (left). Compare that to the information from the City's Assessors' Office (right).

LAND USES

RKG Site Walk



Land Use Map (Assessors' Data)

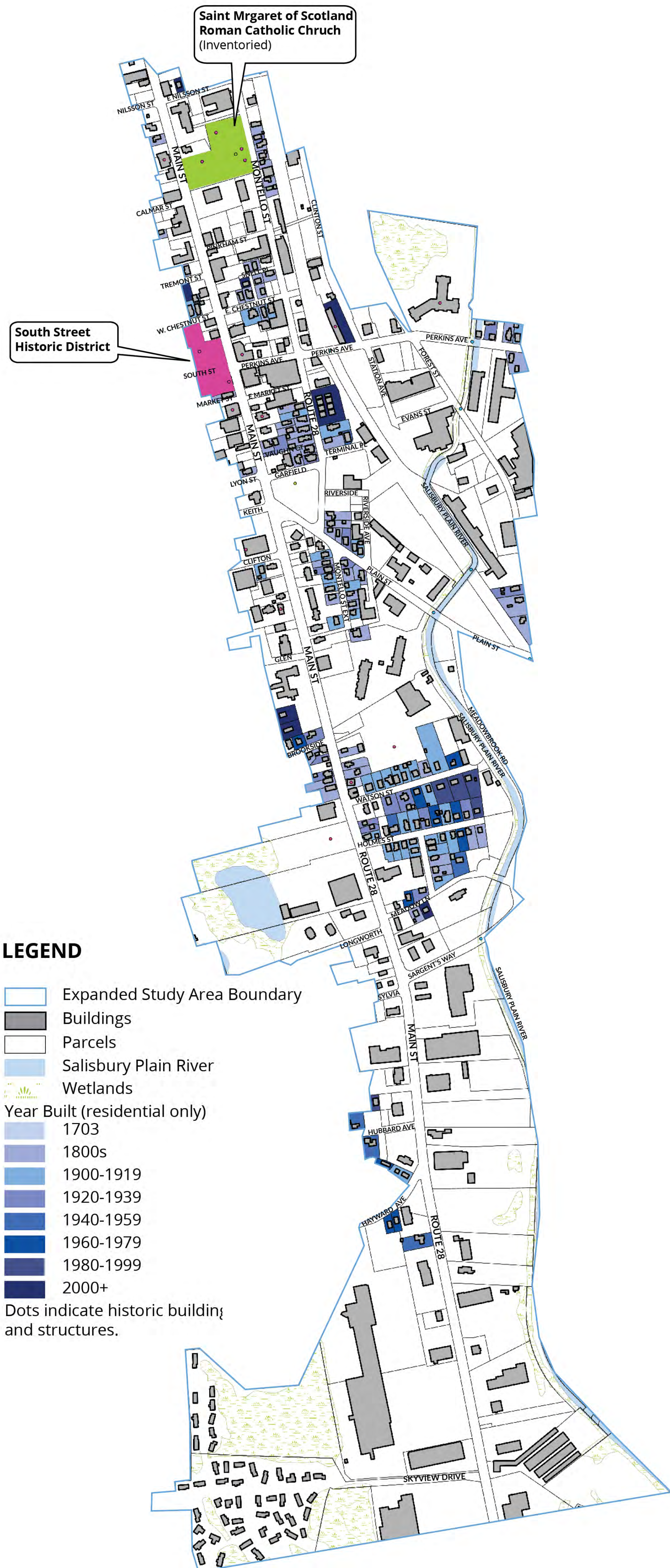




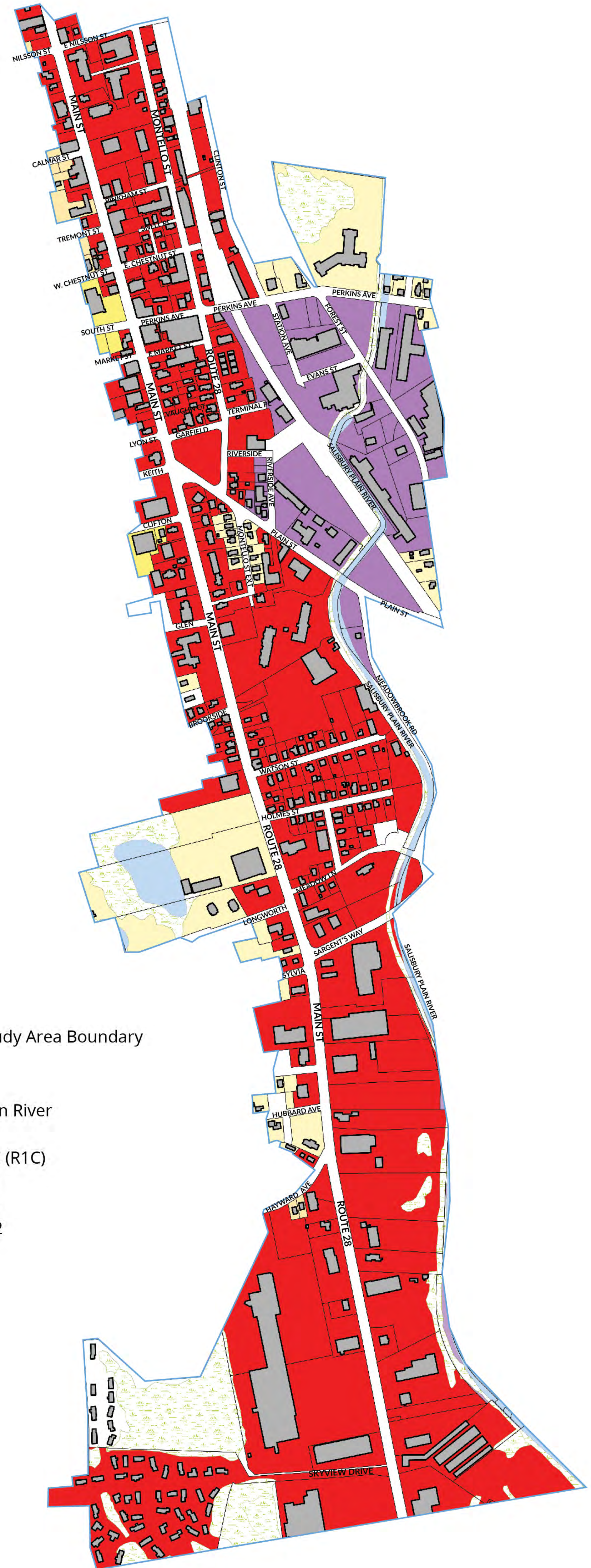
How an area develops over time can depend on the historic development patterns (left) and current zoning (right). This process will make recommendations for new zoning based on the input from these workshops.

DEVELOPMENT PATTERNS

Historic Assets (MHC/MACRIS)



Current Zoning (Assessors' Data)



I6

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)



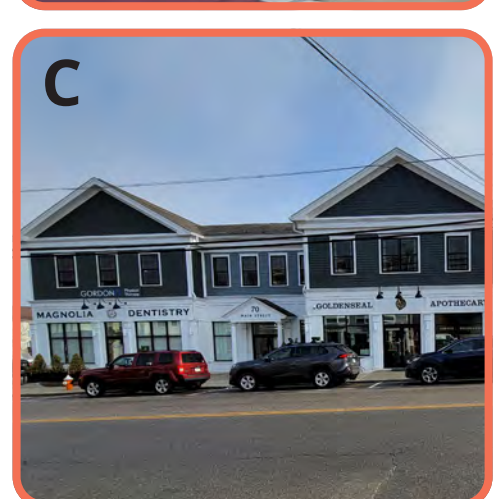
BUILDING TYPES



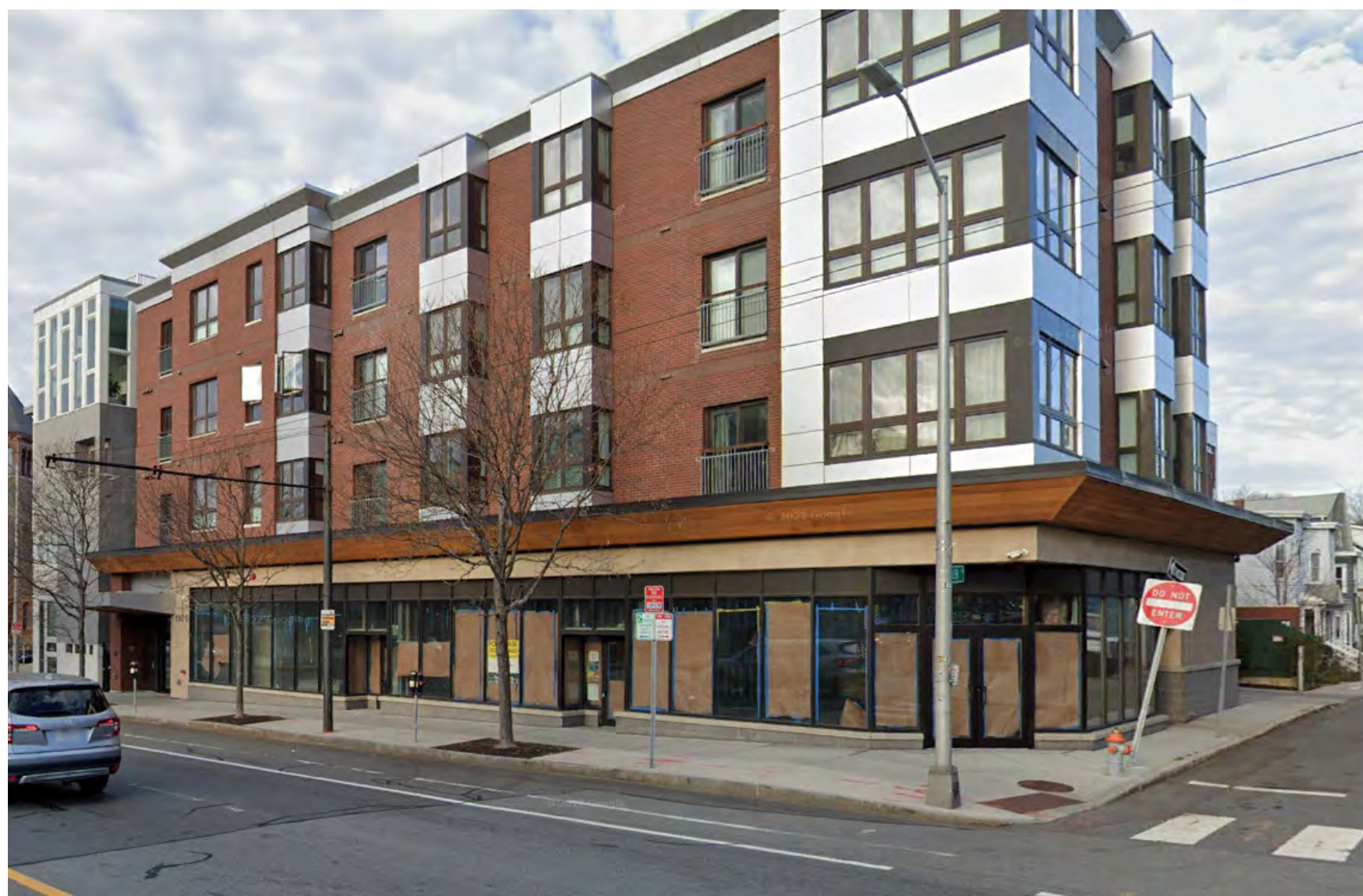
MIXED-USE BLOCK: LOWER-SCALE (1.5 TO 2.5 STORIES)



MIXED-USE BLOCK: MEDIUM-SCALE (2-4 STORIES)



MIXED-USE BLOCKS: HIGHER-SCALE (3-4 STORIES)



Related images are part of the **Station 1 stickers**.
Use them at Boards 1^A, 1^B, and 1^C.

I5

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

Public Realm: City Responsibilities



- City: Street lights
- City: Banner
- City: Street Signage
- City: Clock
- City: Street Tree
- City: Street Parking
- City: Benches
- City: Trash/recycling barrel
- City: Sidewalk materials
- City: Accessible ramp
- City: Crosswalk



Private property owners also have a role in the attractiveness of a neighborhood. What should the City allow/encourage in private setbacks? Should the City establish specific design standards for the ground floor?

Public Realm: Private Responsibilities



- Building height (City-regulated)
- Building setback (City-regulated)
- Appearance of the façade
- Safety access (City-regulated)
- Signage (City-regulated)
- Building lighting (City-regulated)
- Outdoor retail display (City-regulated?)
- Storefront display
- Building distance from lot line (City-regulated)



Related images are part of the **Station 2 stickers**.
Use them at Boards 2^A, 2^B, and 2^C.

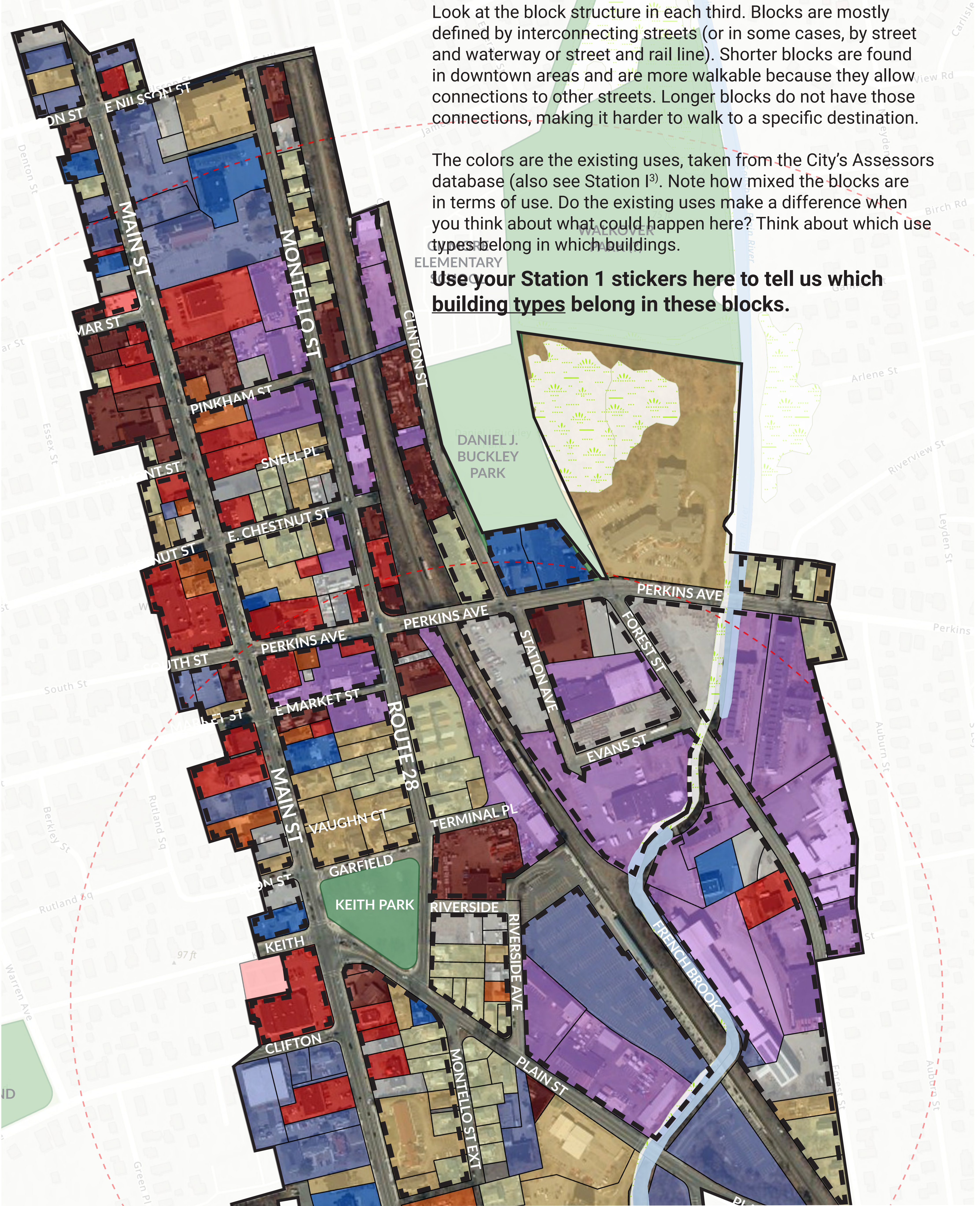
1A

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 I³). 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.

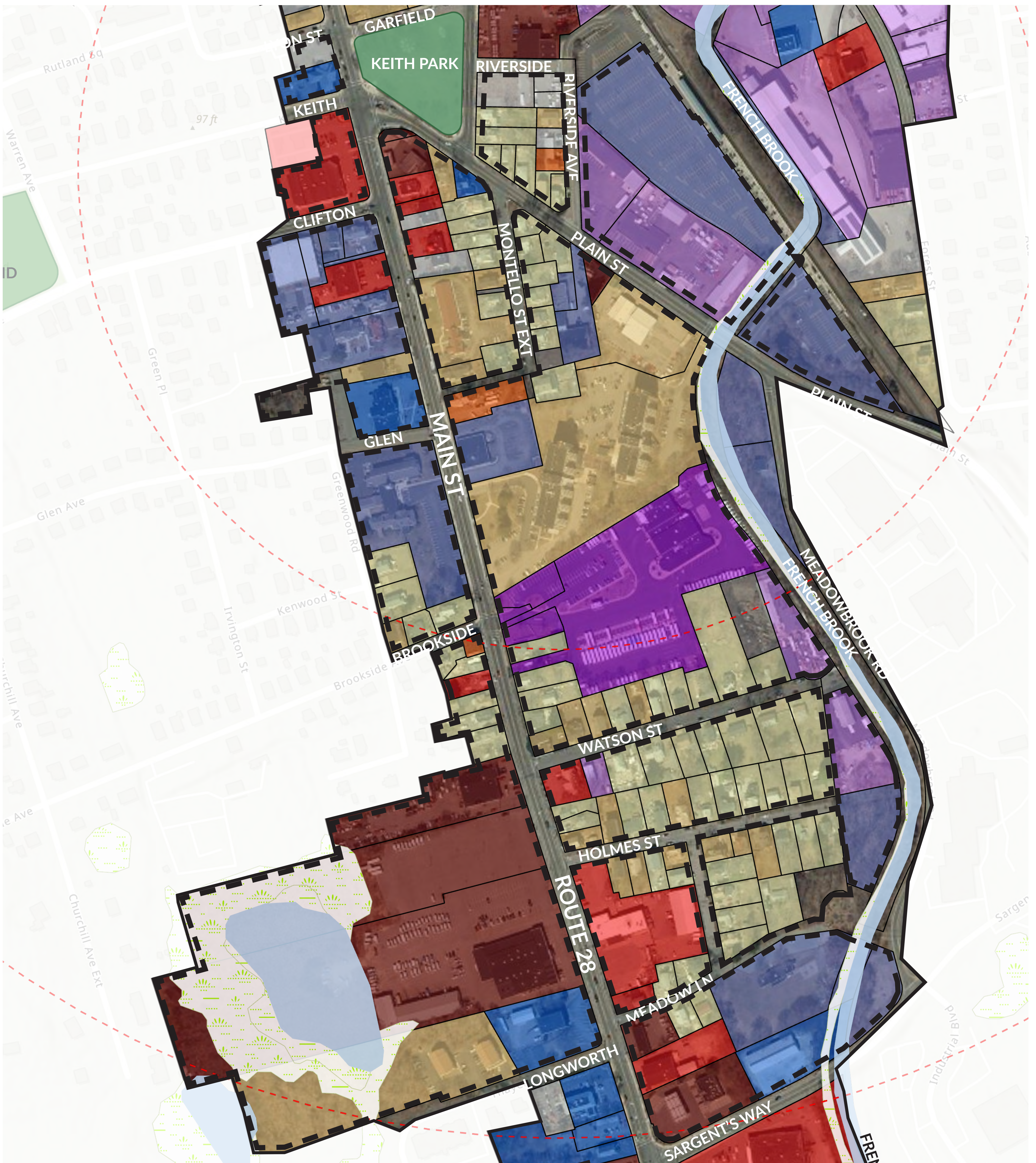


1B

This “middle section” includes some overlap with Station 1A. Is Keith Park is 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 1^c and 2^c, 1-mile.

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



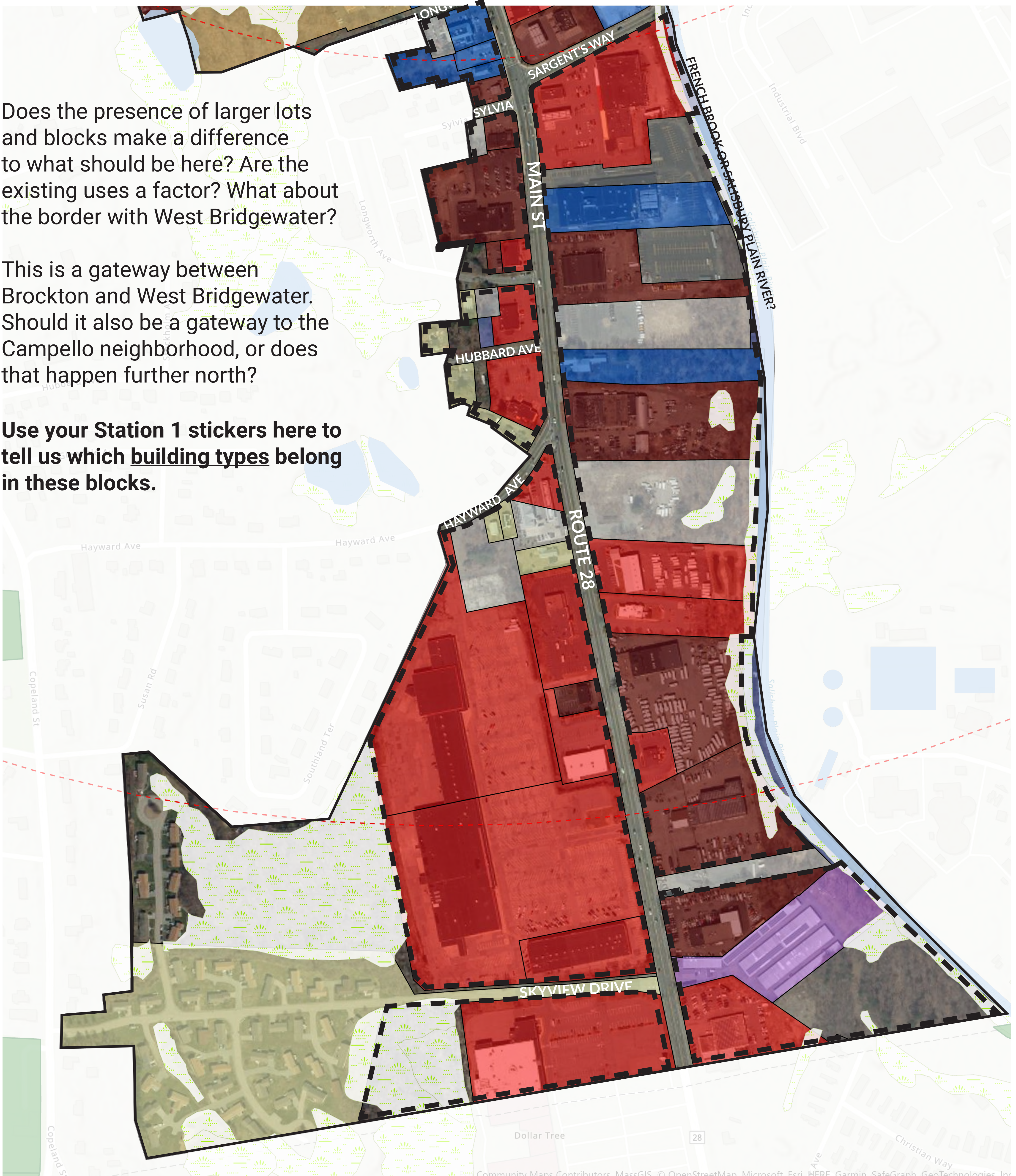
1C

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.

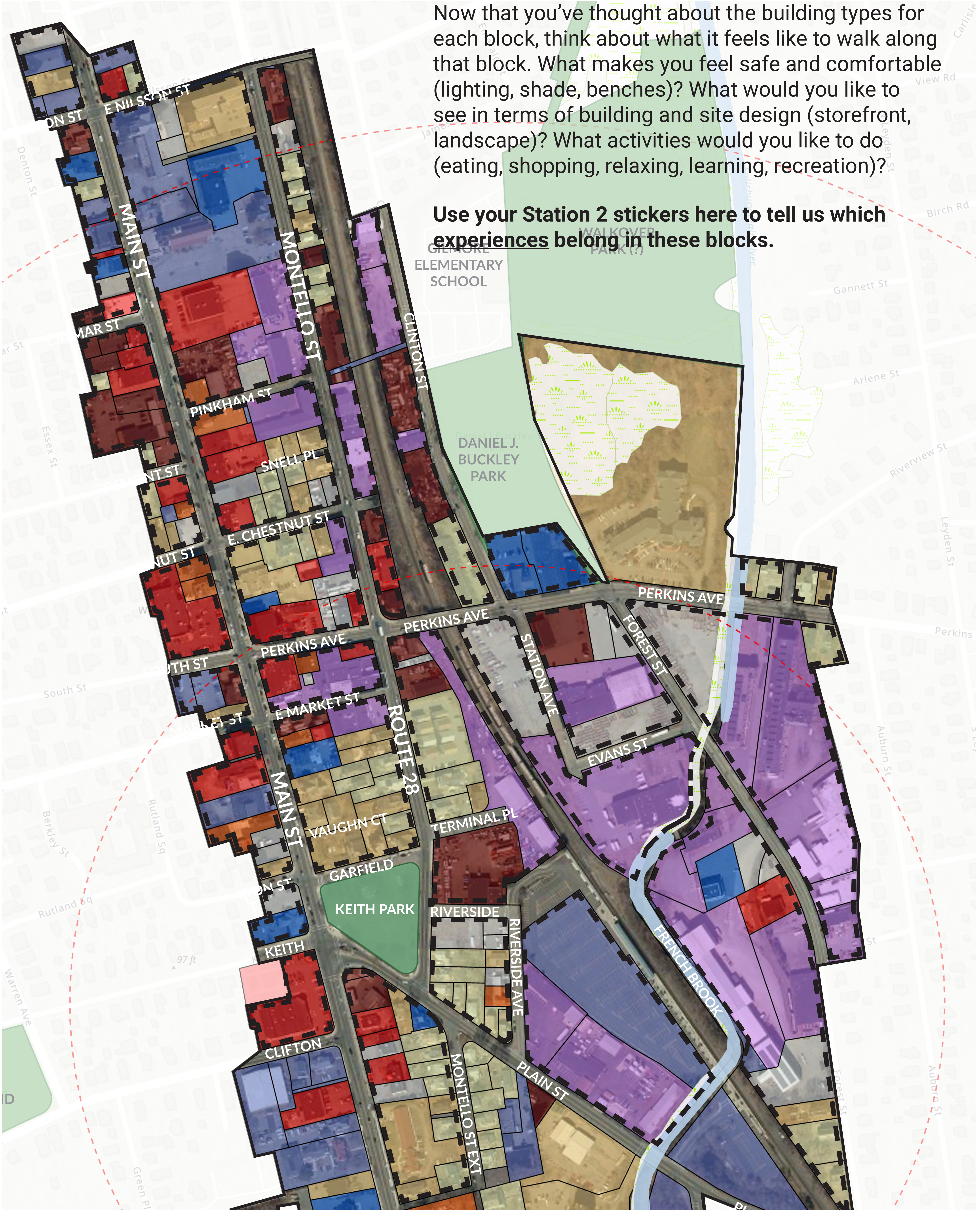


2A

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.

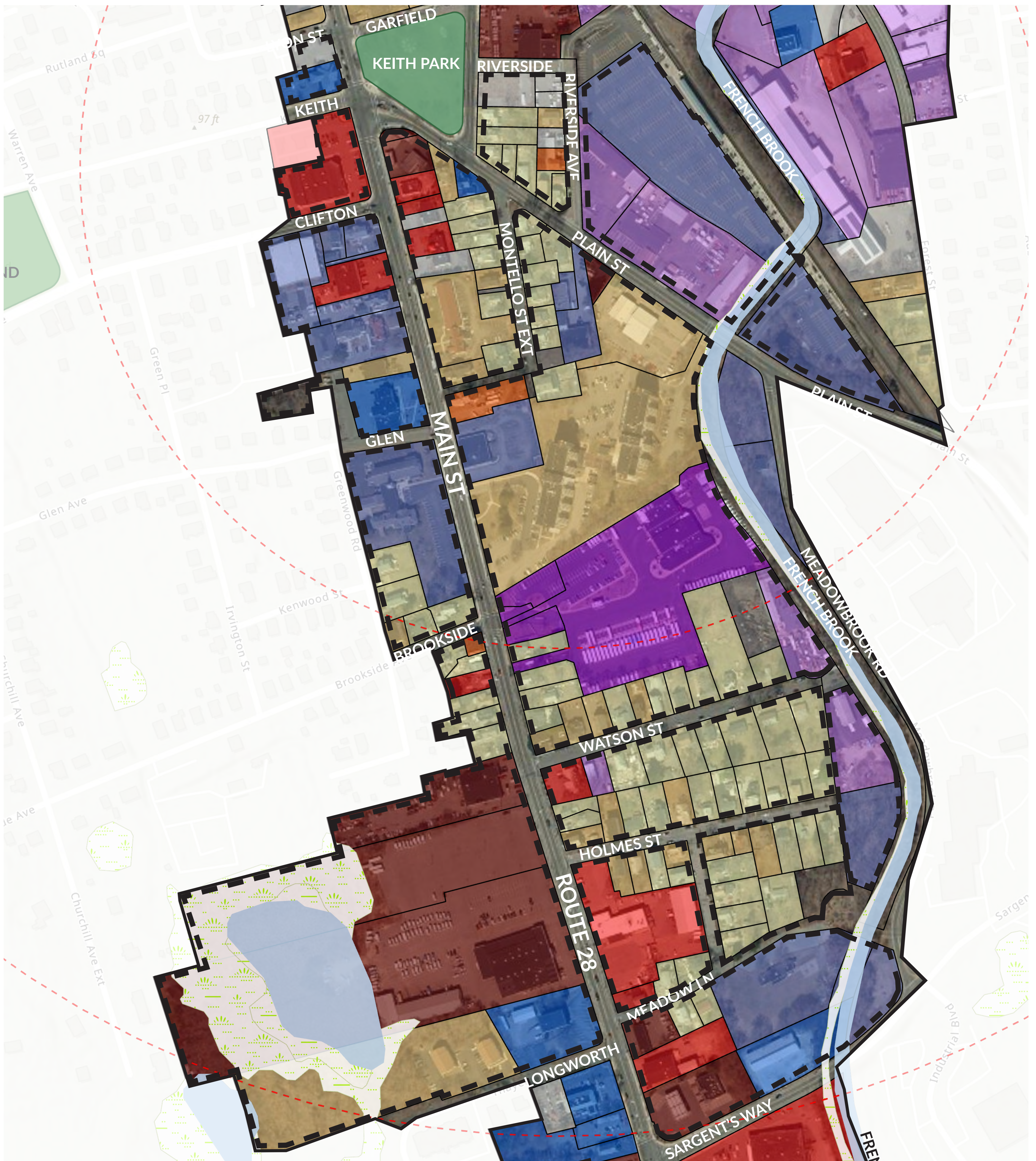


2B

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.





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.

