

K. Marketing Materials, Outreach Documents and Press

- a. **Public Meetings Flyer (2011)**
- b. **Public Information Sessions Flyer (2012)**
- c. **Public Hearing Flyer & Poster (2012)**
- d. **Two-page Summary Sheet (English & Spanish)**
- e. **Executive Summary (Spanish)**
- f. **Frequently Asked Questions**
- g. **Letter to PVRTA for City Council tour**
- h. **Press Release for public unveiling of URP (2012)**
- i. **Letters to the Editor from HRA members (2012)**
- j. **Press - 11/3/12 - The Republican/MassLive.com**
- k. **Press - 11/6/12 - The Republican/MassLive.com**
- l. **Press - 12/17/12 - The Republican/MassLive.com**
- m. **Press - 12/14/12 - Holyoke Sun**
- n. **Screenshot of HolyokeRedevelopment.com**
- o. **Connect. Construct. Create. Video/DVD**



Help Create the Future for Downtown Holyoke

Urban Renewal Plan Public Meetings

The City of Holyoke is creating a plan for the revitalization of the Flats, Churchill, South Holyoke, Prospect Heights and Downtown to allow Holyoke's urban core to thrive and prosper.

The first step was the Vision Plan. This has been used as the basis of an Urban Renewal Plan to create vibrant, diverse, safe neighborhoods in downtown Holyoke where all residents can live, work and play.

HAVE YOUR VOICE HEARD!

WE NEED YOUR INPUT!

Your participation will be vital to the success of these meetings as well as the Urban Renewal Plan itself. We hope that you will join us over the next few weeks to help us build upon the Vision Plan that was created by the citizens of Holyoke.

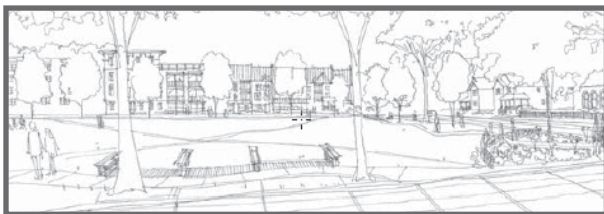
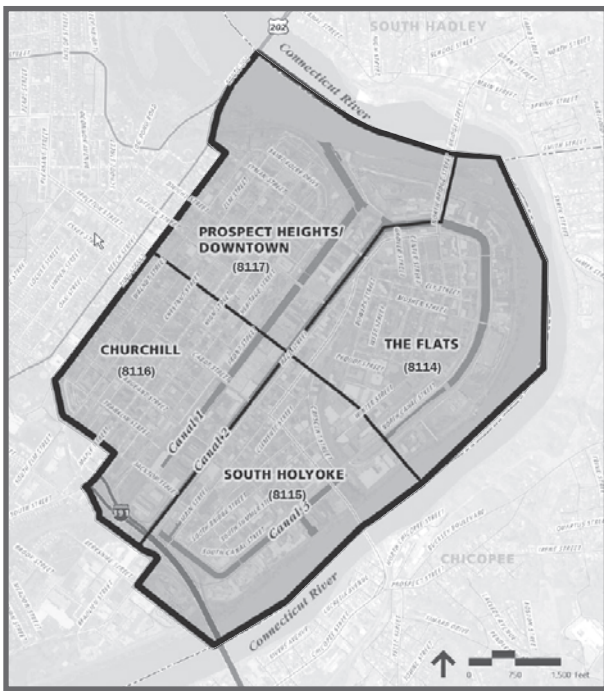
When?

- Feb 2nd** **The Flats** (Kelly School)
- Feb 3rd** **South Holyoke** (Morgan School)
- Feb 16th** **Churchill** (Wistariahurst Museum)
- Feb 17th** **Downtown** (War Memorial Building)

Where?

What Time? 6:00pm-8:30 pm

Questions? Contact the Holyoke Office of Planning & Development at 322-5655



above: a map of the Urban Renewal Plan target area and renderings of a revitalized Downtown Holyoke from the City Center Vision Plan (2009)



Ayúdanos a desarrollar el futuro del Centro de la Ciudad de Holyoke

La Ciudad de Holyoke esta desarrollando un plan de reversion y revitalizacion para las áreas de la Flats, Churchill, South Holyoke, Prospect Heights y el centro de la ciudad (Downtown). Este plan permitira que el Centro Urbano se moderniza y prospere.

La primera etapa fue el Plan Visionario. Este plan fue utilizado como fundamento para el Plan de Renovación del Centro Urbano. Este proyecto ayudara a elevar el nivel de vida y desarrollo económico de nuestra ciudad, al igual ofrecera a nuestros residentes una mejor calidad de vida donde todos pueden vivir, trabajar, y entretenerse.

¡VEN A COMPARTIR TUS IDEAS!

¡TU OPINION ES DE SUMA IMPORTANCIA!

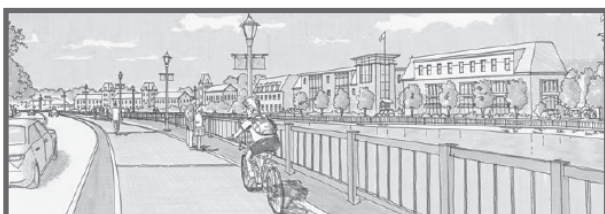
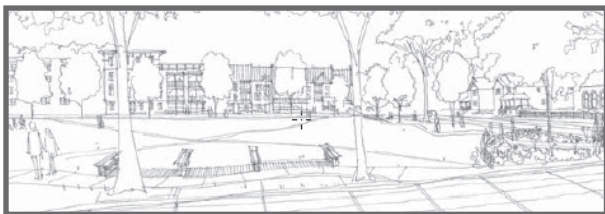
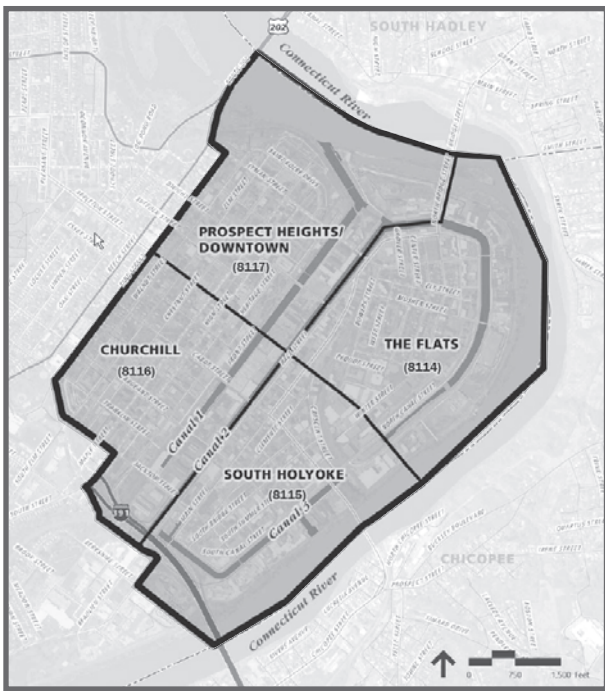
Su participación es vital para el éxito de estas reuniones y para plan final. Esperamos que pueda compartir sus ideas y ayudarnos a desarrollar un plan eficaz.

¿Cuando? ¿Donde?

- 2 de Febrero** La Flats (Escuela Kelly)
- 3 de Febrero** South Holyoke (Escuela Morgan)
- 16 de Febrero** Churchill (Museo Wistariahurst)
- 17 de Febrero** Downtown (Edificio Conmemorativo de Veteranos)

¿Hora? 6:00pm-8:30pm

¿Preguntas? Comuniquese con la Oficina de Planificación y Desarrollo de Holyoke (413)322-5655.



encima: un mapa del Plan de Renovación Urbano y interpretaciones de el Centro de la Cuidad revivificado del Plan de Visión de Centro de la Ciudad (2009)



Public Information Sessions



Connect. Construct. Create. A Plan for the Revitalization of Center City Holyoke



A Presentation of the Holyoke Redevelopment Authority's
Urban Renewal Plan for Feedback

Date:

Thursday, September 27th

Monday, October 1st

Tuesday, October 9th

Time:

7:00 p.m.

7:00 p.m.

7:00 p.m.

Location:

Kelly Elementary School, 216 West St.

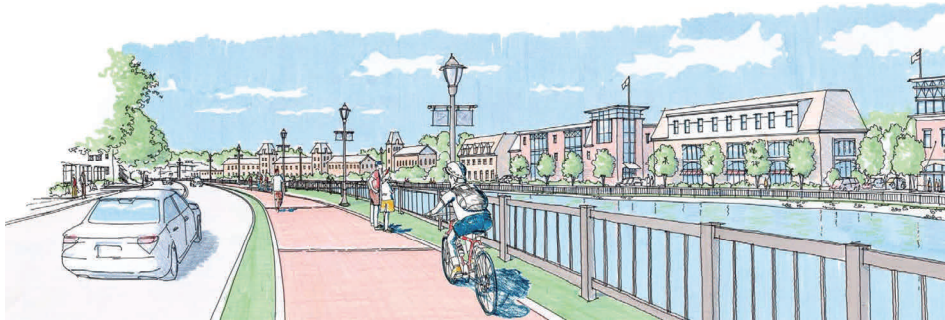
Morgan Elementary School, 596 S. Bridge St.

Wistariahurst Museum, 238 Cabot St.



Conectar. Construir. Crear.

Un plan para la Revitalización del Centro de Holyoke



Una presentación del Plan de Renovación Urbana creado por el Holyoke Redevelopment Authority para comentarios públicos

Fecha:

Jueves, 27 de Septiembre

Lunes, 1 de Octubre

Martes, 9 de Octubre

Hora:

7:00 p.m.

7:00 p.m.

7:00 p.m.

Lugar:

Escuela Elemental Kelly 216 West St.

Escuela Elemental Morgan, 596 S. Bridge St.

Museo Wistariahurst, 238 Cabot St.

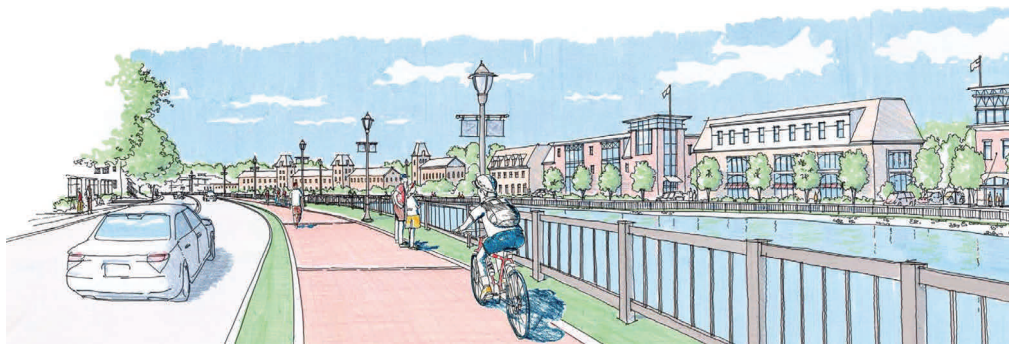


Public Hearing

City Council Redevelopment Committee

Connect. Construct. Create.

A Plan for the Revitalization of Center City Holyoke



A Presentation of the Holyoke Redevelopment Authority's
Urban Renewal Plan to the City Council Redevelopment Committee

Date:

Monday, November 5

Time:

6:30 p.m.

Location:

Holyoke Transportation Center, Room 402-403
206 Maple Street

The Plan can be viewed at www.HolyokeRedevelopment.com, and the Office of Planning & Economic Development, Library, and Mayor's Office. Please contact Marcos Marrero with questions or further information at 413-322-5655 or marreroma@ci.holyoke.ma.us.

Vista Pública

Comité de Redesarrollo de la Legislatura Municipal

Conectar. Construir. Crear.

Un plan para la Revitalización del Centro de Holyoke



Una presentación del Plan de Renovación Urbana creado por el Holyoke Redevelopment Authority hacia el Comité de Redesarrollo Urbano de la Legislatura Municipal

Fecha:

lunes, 5 de noviembre

Hora:

6:30 p.m.

Lugar:

Centro de Transporte de Holyoke, salón 402-403, 206
Maple Street

El Plan puede ser visto en www.HolyokeRedevelopment.com, la Oficina de Planificación y Desarrollo Económico, la Biblioteca municipal o la oficina del Alcalde. Para Mas información o preguntas, favor contactar a Marcos Marrero al (413) 322-5575 o marreroma@ci.holyoke.ma.us.

Public Hearing

Redevelopment Committee of the City Council

Connect. Construct. Create.

A Plan for the Revitalization of Center City Holyoke

A Presentation of the Holyoke Redevelopment Authority's Urban Renewal Plan to the City Council Redevelopment Committee

Date:

Monday, November 5th

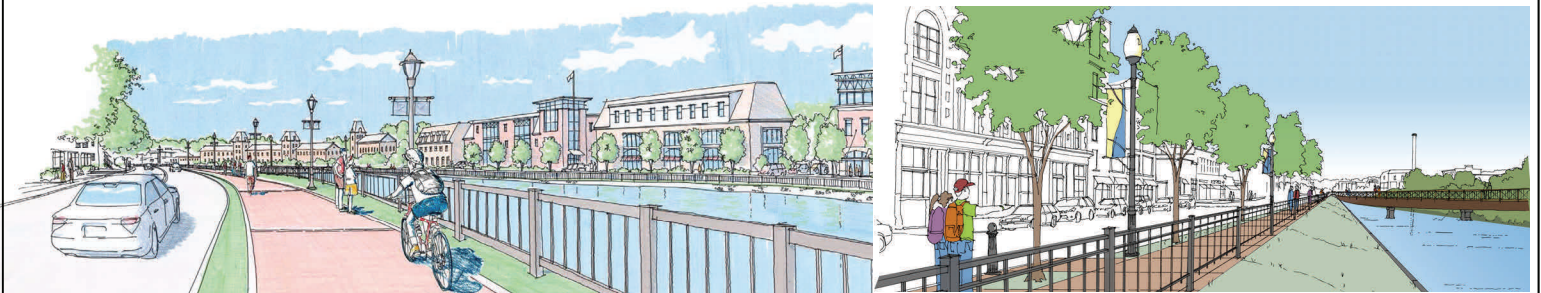
Time:

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Location:

Holyoke Transportation Center,
Room 402-403, 206 Maple Street

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Vista Pública

Comité de Redesarrollo de la Legislatura Municipal

Conectar. Construir. Crear.

Un plan para la Revitalización del Centro de Holyoke

Una presentación del Plan de Renovación Urbana creado por el Holyoke Redevelopment Authority hacia el Comité de Redesarrollo Urbano de la Legislatura Municipal

Fecha:

lunes, 5 de noviembre

Hora:

6:30 p.m.

Lugar:

Centro de Transporte de
Holyoke, salon de salón 402-403
206 Maple Street

El Plan puede ser visto en www.HolyokeRedevelopment.com, la Oficina de Planificación y Desarrollo Económico, la Biblioteca municipal o la oficina del Alcalde. Para Mas información o preguntas, favor contactar a Marcos Marrero al (413) 322-5575 o marreroma@ci.holyoke.ma.us.

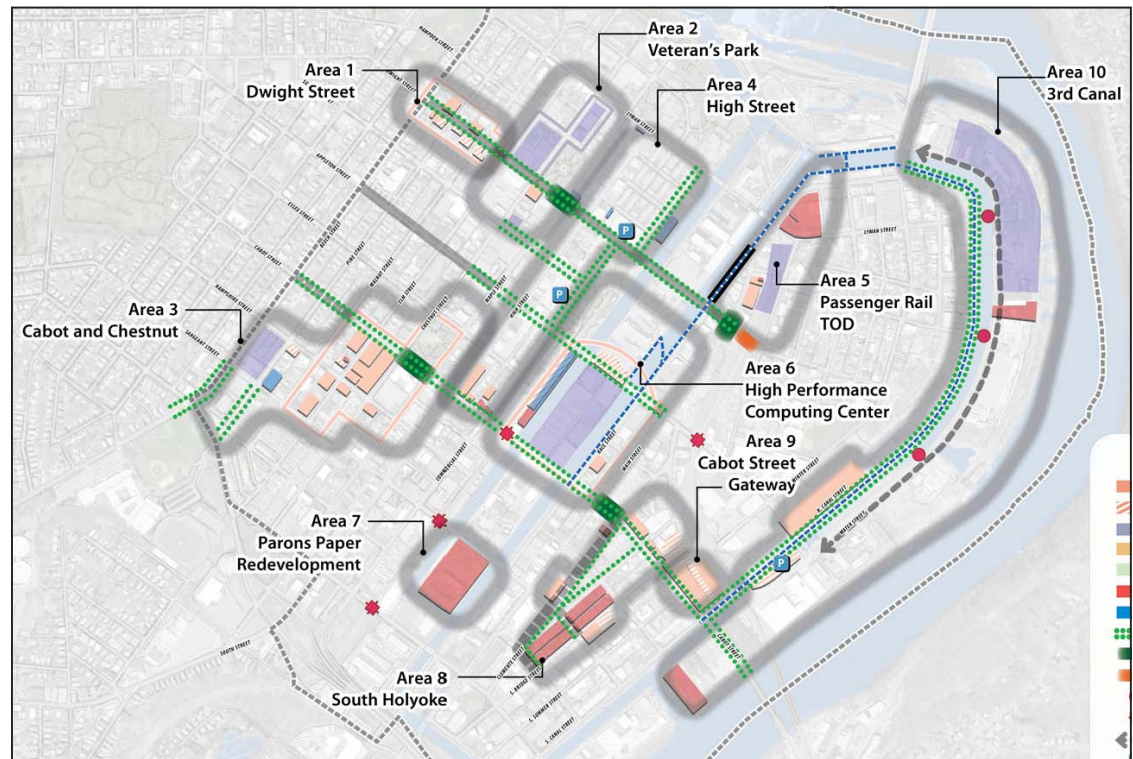
The actions in the URP have been grouped by area to better describe them, their location and the synergy between the various actions.

Project areas:

- Area 1 – Dwight Street Gateway
- Area 2 – Veteran's Park Area
- Area 3 – Cabot and Chestnut Area
- Area 4 – High Street Area
- Area 5 – Passenger Rail/Transit Oriented Development Area (TOD)
- Area 6 – High Performance Computing Center
- Area 7 – Parsons Paper Redevelopment
- Area 8 – South Holyoke
- Area 9 – Cabot Street Gateway
- Area 10 – Riverfront Area along Second and Third Canal



The Holyoke Urban Renewal Plan (URP) establishes the actions that the Redevelopment Authority (HRA) will undertake within the Center City in order to promote a vibrant, diverse and economically sustainable Holyoke. The plan identifies specific actions to develop sub-standard, decadent and blighted properties into a diverse stock of commercial, residential and industrial options. While the Downtown, Churchill, Flats and South Holyoke neighborhoods are targeted in the plan, its benefits will be felt throughout the entire City.



LEGEND

-  Key Parcel Acquisition
-  Key Parcel Acquisition/Partnership
-  Planned Project
-  HRA Redevelopment Initiative
-  Park Improvement
-  Demolish Building
-  Rehabilitate Building
-  Streetscape Improvement
-  Enhanced Streetscape Improvement
-  Pedestrian Bridge
-  Bridge Improvement
-  Underpass Improvement
-  Road Improvement
-  Parking Improvement
-  Road Closure
-  Concrete Base Improvement
-  Sewer Improvement
-  Canal Walk Improvement

Public Participation

During the URP process public workshops were held in each neighborhood of the URP area, which followed up on findings from the Vision Plan (2009) and surveyed residents, business owners and other stakeholders about what actions would create vibrant, diverse, and safe neighborhoods in downtown Holyoke where all residents can live, work, and play. A Citizen Participation Committee was created to help coordinate these workshops and later on in the process, review actions in the plan for their consistency with public sentiment as expressed at the public workshops.

Actions

The actions in the plan come in various forms. There are:

1. key parcel acquisitions that result in rehabilitation, demolition or aggregation to form a larger parcel more marketable for development,
2. infrastructure upgrades,
3. traffic improvements,
4. streetscape enhancements,
5. investments in public/open spaces,
6. partnerships with existing organizations, businesses or others to assist in ongoing or future redevelopment projects.

Background

The Holyoke Center City Vision Plan (2009) was used as the basis for the preparation of the URP and identifies opportunities to capitalize on the unique aspects of Holyoke's industrial heritage and green power generation, while embracing new opportunities for job growth, population growth and place making.

Goals for URP area:

- **Promote private investment and create new jobs**
 - Retain critical business – such as retail, manufacturing, commercial
 - Attract new business –fill vacant buildings and parcels with new jobs
 - Support existing and key planned development projects – such as the Massachusetts Green High Performance Computing Center
- **Improve housing options**
 - Provide more housing choices – market rate and affordable housing, rental and ownership
 - Improve housing stock – better quality, more choices, rehabilitate existing
 - Increase home ownership opportunities –a policy statement for Holyoke Redevelopment Authority supported actions
- **Rehabilitate or remove blighting influences**
 - Address public safety concerns – such as deteriorating structures
 - Preserve valuable resources – rehabilitate/restore historic resources
 - Improve image – by addressing the most distressed property
- **Upgrade Public Infrastructure**
 - Streetscape improvements and street paving
 - Subsurface power, water and sewer improvements
 - Bridge replacements
- **Create a sustainable community**
 - Promote and enhance green energy – HG&E low cost renewable power
 - Promote transportation options – bicycle, pedestrian, rail, mass transit
 - Promote a mix of housing (rental through home ownership) and businesses (retail, manufacturing, office, health care, etc.)
- **Improve quality of life**
 - Enhance open space network – rehabilitate parks, expand Canalwalk, and promote open spaces
 - Enhance cultural offerings – Victory Theater, art events and promoting the City as a destination for creative economy industries
- **Increase the tax base in the Center City area**
 - Redevelop underutilized and vacant property – increases property values
 - Add more density – residential and commercial
- **Modify Regulations and Develop Programs to Support URP Actions**
 - Modify Zoning Bylaw where needed to support URP program
 - Develop Design Guidelines for the Center City Area
 - Create incentive programs to assist private development, property owners and businesses who are proposing actions that support URP goals – such as programs that address hazardous materials and building improvements, amongst others.
 - Promote energy efficiency in buildings

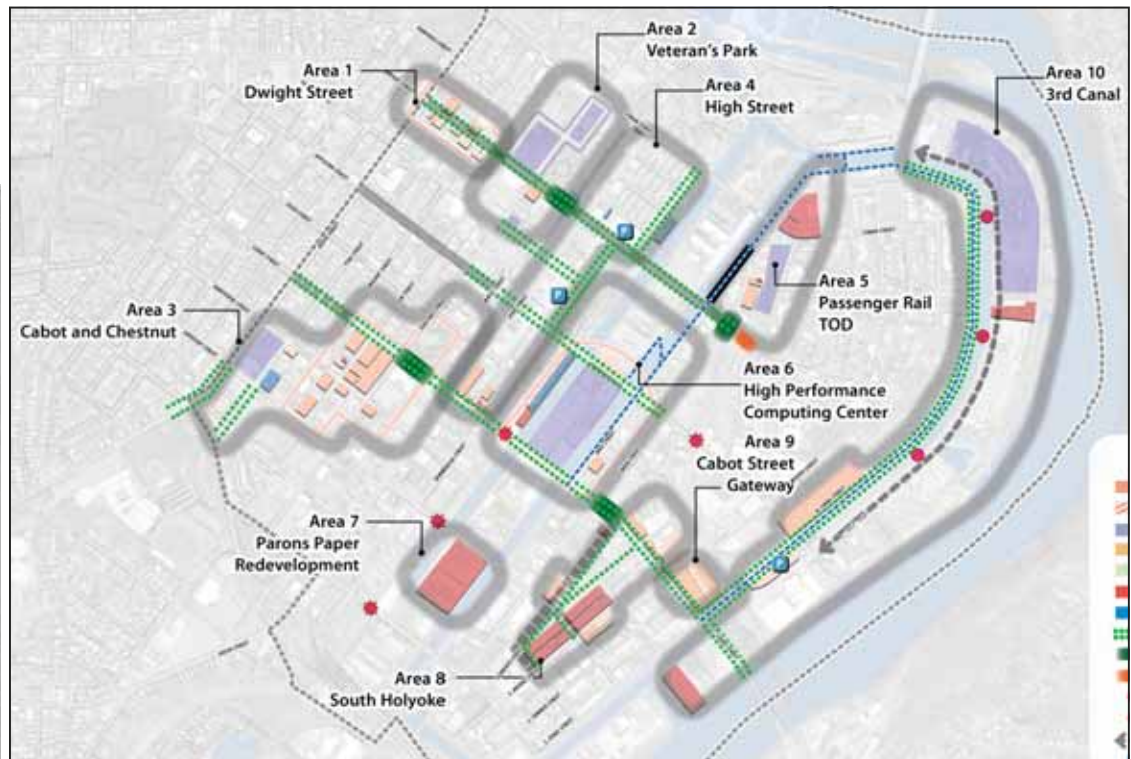
Las acciones recomendadas por el PRU han sido agrupadas por área para describirlas mejor, para indicar dónde quedan y para mostrar la sinergia entre las distintas acciones.

Áreas del proyecto:

- Área 1 – Portal de Dwight Street
- Área 2 – Zona del Veteran's Park
- Área 3 – Zona de las calles Cabot y Chestnut
- Área 4 – Zona de High Street
- Área 5 – Zona de ferrocarril y acceso al transporte público (TOD)
- Área 6 – Centro de Cómputo de Alto Desempeño
- Área 7 – Rehabilitación de la fábrica de Parsons Paper
- Área 8 – South Holyoke
- Área 9 – Portal de Cabot Street
- Área 10 – Zona ribereña a lo largo del Third Level Canal I



El Plan de Renovación Urbana (PRU) de Holyoke establece las acciones que habrá de tomar el Departamento de Rehabilitación Urbana (DRU) de Holyoke con el fin de hacer de Holyoke un lugar más vibrante, diverso y económicamente sostenible. El plan identifica una serie de acciones concretas para desarrollar propiedades deficientes, decaídas y deterioradas y transformarlas en un rico conjunto de opciones para vivienda, comercio e industria. Los vecindarios del Centro (Downtown), Churchill, Flats y South Holyoke serán el objetivo inmediato del plan, pero sus consecuencias se verán a lo largo y ancho de la ciudad.



LEGEND

-  Comprar predio
-  Comprar predio en asocio con el sector privado
-  Proyecto planeado
-  Iniciativa de rehabilitación del DRU
-  Mejorar parque
-  Demoler edificio
-  Rehabilitar edificio
-  Mejorar el paisaje urbano
-  Mejorar y realzar el paisaje urbano
-  Puente peatonal
-  Mejorar puente
-  Mejorar túnel
-  Mejorar calzada
-  Mejorar estacionamiento
-  Cerrar calzada
-  Mejorar la base de concreto
-  Mejorar alcantarillado
-  Mejorar el Canal Walk

Participación ciudadana

Durante el proceso de desarrollo del PRU se llevaron a cabo talleres en cada uno de los vecindarios de la zona, los cuales le hicieron seguimiento a los hallazgos del Plan Futuro (2009) y consultaron a residentes, dueños de negocios y otras partes interesadas acerca de qué podría hacerse para crear en el centro de Holyoke comunidades vibrantes, diversas y seguras donde todos los residentes puedan vivir, trabajar y divertirse. Se creó un Comité de Participación Ciudadana para ayudar a coordinar estos talleres y en una etapa posterior del proceso evaluar las acciones del plan de manera que respondan a las inquietudes expresadas por la ciudadanía en los talleres públicos.

Acciones

El plan recomienda diversas acciones a tomar. Estas son:

1. compra de predios para rehabilitarlos, demolerlos o agregarlos con el fin de formar terrenos más fáciles de comercializar,
2. mejoras en infraestructura,
3. mejoras relativas al tránsito,
4. mejoramiento del paisaje urbano,
5. inversión en espacios abiertos/públicos,
6. alianzas con organizaciones, compañías y afines con el fin de colaborar en proyectos presentes y futuros de rehabilitación urbana.

Antecedentes

El Plan Futuro del Centro de Holyoke (2009) se usó como punto de partida durante la preparación del PRU. Dicho plan identifica maneras de aprovechar aspectos únicos de la herencia industrial de Holyoke y de su capacidad de generación de energía ecológica, y al tiempo acoge nuevas oportunidades para aumentar el empleo, aumentar la población y crear una mejor comunidad.

Objetivos para el área del PRU:

- **Promover la inversión privada y crear nuevos empleos**
 - Retener negocios importantes – comerciales, industriales y profesionales
 - Atraer nuevos negocios – llenar edificios y lotes desocupados y generar nuevos empleos
 - Apoyar proyectos clave de desarrollo ya existentes o en proceso de planeación – como el Centro Ecológico de Cómputo de Alto Desempeño de Massachusetts
- **Mejorar las opciones de vivienda**
 - Brindar más opciones de vivienda – vivienda corriente y de interés social, para comprar o arrendar
 - Mejorar las viviendas existentes – mejor calidad, más opciones, rehabilitación de viviendas ya disponibles
 - Aumentar las oportunidades de compra de vivienda – política tras las acciones que apoya el Departamento de Rehabilitación Urbana de Holyoke
- **Rehabilitar o eliminar propiedades deterioradas**
 - Responder a las inquietudes del público en cuanto a seguridad – arreglar estructuras deterioradas
 - Preservar recursos valiosos – rehabilitar y restaurar recursos históricos
 - Mejorar la imagen – arreglar las propiedades más decaídas
- **Mejorar la infraestructura pública**
 - Mejorar el paisaje urbano y repavimentar calles
 - Mejorar instalaciones subterráneas de energía, acueducto y alcantarillado
 - Reemplazar puentes
- **Crear una comunidad sostenible**
 - Promover y fomentar la energía ecológica – energía renovable y de bajo costo producida por HG&E
 - Promover distintas opciones de transporte – en bicicleta, peatonal, ferrocarril, transporte masivo
 - Promover una mezcla adecuada de vivienda (comprada o arrendada) y negocios (almacenes, fábricas, oficinas, consultorios médicos, etc.)
- **Mejorar la calidad de vida**
 - Mejorar la red de espacios abiertos – rehabilitar parques, expandir el Canal Walk, promover los espacios abiertos
 - Ofrecer mejores actividades culturales – Usar el Teatro Victory, apoyar eventos artísticos y promover a la ciudad como destino para industrias del sector creativo
- **Aumentar la base tributaria en la zona Centro de la Ciudad**
 - Rehabilitar propiedades subutilizadas o desocupadas – aumentar el valor de dichas propiedades
 - Aumentar la densidad – añadir espacios de vivienda, comerciales e industriales
- **Modificar normas y desarrollar programas para apoyar las acciones del PRU**
 - Cambiar las leyes de zonificación donde sea necesario para apoyar el programa del PRU
 - Desarrollar directrices de diseño para la zona Centro de la Ciudad
 - Crear programas de estímulo para apoyar desarrollos privados, propietarios y negocios que propongan acciones en apoyo de los objetivos del PRU – incluyendo programas para tratar con materiales peligrosos y hacer mejoras a edificios
 - Promover el ahorro de energía en edificios others.

Resumen ejecutivo

Introducción

El presente Plan de Renovación Urbana (PRU) para el Centro de la Ciudad de Holyoke contiene abundantes aportes de la ciudadanía y se preparó con el fin de desarrollar una estrategia para revitalizar el corazón de Holyoke. El PRU continúa la labor iniciada por el *Plan Futuro del Centro de Holyoke*, elaborado en 2009, en el que se sintetiza la visión que tiene la comunidad para el desarrollo del centro histórico de su ciudad en los próximos 20 años y hacia el futuro. La comunidad organizó los elementos clave del Plan Futuro por orden de importancia para incluirlos en este PRU. El PRU acoge iniciativas actuales como el Centro Ecológico de Cómputo de Alto Desempeño y la llegada a Holyoke del servicio de ferrocarril de pasajeros, enumera propiedades cuya rehabilitación es de primera prioridad y presenta un proceso sostenible y completamente integrado de revitalización urbana basado en el crecimiento inteligente.

Antecedentes del proyecto

La Ciudad de Holyoke se encuentra hoy en medio de un número de iniciativas públicas y privadas tendientes a rehabilitar varias zonas del centro y sus alrededores. La Ciudad de Holyoke estableció el Departamento de Rehabilitación Urbana (DRU) de Holyoke en febrero de 2008 con el fin de iniciar y coordinar un esfuerzo integral de revitalización de la zona. Fundado según lo estipulado en el Capítulo 121B, el DRU tiene autoridad para planear y ejecutar actividades necesarias para rehabilitar zonas subutilizadas, decaídas o deterioradas, para estimular nuevos proyectos de desarrollo, promover el crecimiento, crear ingresos tributarios y crear nuevos puestos de trabajo en la Ciudad de Holyoke:

“El Departamento de Rehabilitación Urbana tiene la misión de desarrollar y ejecutar uno o más Planes de Rehabilitación Urbana tendientes a eliminar las condiciones de deterioro que inhiben la reinversión de recursos en la comunidad; mejorar la calidad de vida en nuestros vecindarios; fomentar y promover la expansión económica y la creación de empleo; y sostener y atraer fuentes de desarrollo que revitalicen el crecimiento económico y cultural de Holyoke y haga de nuestra comunidad una más atractiva, próspera y autosuficiente.”

– Declaración de Principios del Departamento de Rehabilitación Urbana de Holyoke (2008)

Durante los últimos tres años, el DRU se ha esforzado en desarrollar un plan de renovación urbana que sirva como estrategia de ejecución para acciones tendientes a mejorar la zona del proyecto y a atraer inversión, residentes y empleos al corazón de la Ciudad. Los esfuerzos del DRU han surgido a partir de diversos estudios y recomendaciones, comenzando en el Plan Maestro para Holyoke (1999) y la Estrategia de Revitalización de South Holyoke (2008),

además de diversas iniciativas contempladas por el plan maestro, tales como el Distrito Especial de Artes e Industria (a partir de febrero de 2002), la planeación y construcción del Canal Walk (en progreso), la Zona de Acceso a Transporte Público (en progreso), el Programa Brownfields (en desarrollo), la expansión de la Biblioteca (en construcción), el recién finalizado Centro de Transportes de Holyoke, el Centro para la Tercera Edad (Senior Center, en construcción) y el proyecto para rehabilitar el Teatro Victory (en etapa de planeación).

Durante los dos últimos años la Ciudad de Holyoke ha dado pasos significativos hacia la preparación de una estrategia de revitalización para el Centro de la Ciudad. Estos pasos se han dado con una importante participación de la ciudadanía. En la primavera de 2009, la Ciudad y el DRU desarrollaron un proceso para que la comunidad diera su visión acerca del Centro de la Ciudad de Holyoke. El proceso incluyó tres reuniones públicas de diseño y diversas entrevistas individuales y en grupo con las partes interesadas. El *Plan Futuro del Centro de Holyoke* (fechado en agosto de 2009 e incluido como Anexo A) está a la base del presente PRU.

Área del Proyecto

El “Área del Proyecto” incluye los siguientes vecindarios que antes constituían el centro urbano y núcleo industrial de la Ciudad:

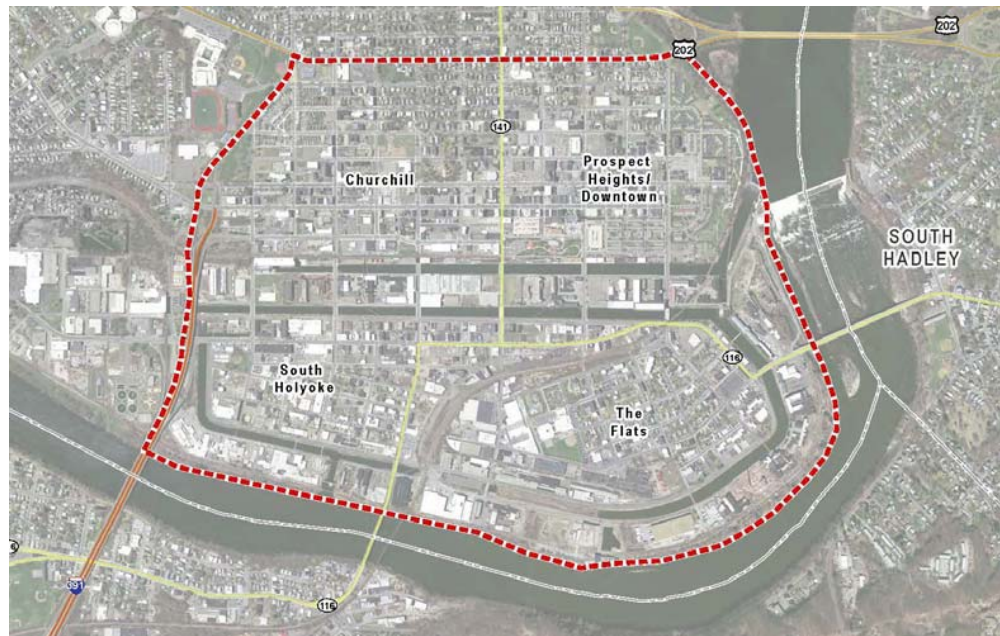
- › South Holyoke;
- › Los Flats;
- › Centro (Downtown)/Prospect Heights; y
- › Churchill.

Estos vecindarios recientemente fueron objeto de un plan integral de planeación comunitaria y ahora se conocen como la zona Centro de la Ciudad.

Históricamente, los vecindarios del Centro de la Ciudad comprendían el núcleo urbano de la Ciudad, incluyendo un distrito comercial a lo largo de las calles High, Maple y Main, una serie de pujantes instalaciones industriales a lo largo de los tres canales con conjuntos de vivienda para empleados, y también una gama de locales y servicios comerciales, profesionales e institucionales que servían a los residentes del centro. Con el paso de los años la zona ha perdido mucha de su actividad a medida que las prósperas industrias del pasado han cerrado o se han ido a otras partes; hoy los distritos industriales y profesionales del centro están plagados de propiedades desocupadas o subutilizadas.

El DRU designó a esta zona como Área del Proyecto para revitalizar bajo este PRU porque tiene las peores condiciones económicas de la Ciudad de Holyoke. Esto es claro para quien ve las condiciones de deterioro de muchas antiguas propiedades industriales y la cantidad de lotes total o parcialmente desocupados que hay en el Área del Proyecto. (Muchos de estos predios llevan desocupados 20 años e incluso más.) Se decidió no diseñar un Plan de Rehabilitación Urbana concentrado en apenas una zona del Centro; al contrario, el deseo es que cada vecindario juegue un papel en la rehabilitación exitosa de todo el corazón de la Ciudad, y por eso se seleccionaron 10 áreas para concentrar la actividad pública con el fin de estimular la inversión privada y ayudar a difundirla por todo el Centro.

En particular, la zona designada para ser rehabilitada bajo el presente PRU (el “Área del Proyecto” que se muestra a continuación) comprende unas 303,2 hectáreas o 3 kilómetros cuadrados (es decir, 749,24 acres o 32,6 millones de pies cuadrados), incluyendo calles y zonas ribereñas, de la zonas central e industrial de la Ciudad (esta última incluye los canales). La zona del PRU cuenta con casi 202 hectáreas (21,7 millones de pies cuadrados) de área construida, de las que unas 111 hectáreas (11,9 millones de pies cuadrados) corresponden a edificios comerciales e industriales gravables, 55 hectáreas (5,9 millones de pies cuadrados) a edificios residenciales gravables y 36 hectáreas (3,9 millones de pies cuadrados) a propiedades exentas de impuestos.¹ El Área del Proyecto colinda con el río Connecticut e incluye el Distrito de los Canales y su sistema de canales artificiales generadores de energía. En general, el Área del Proyecto limita con el río Connecticut al noreste, este y sureste, con la Autopista Interestatal 391 (I-391) y el Resnic Boulevard al sur/suroeste y con la calle Beech (Ruta 202) al oeste. El Área del Proyecto comprende la totalidad de la zona Centro de la Ciudad, que consiste en las secciones censales 8114, 8115, 8116 y 8117.



Objetivos del proyecto

Con el fin de guiar hacia el futuro el desarrollo del centro de Holyoke y el correspondiente PRU, el Departamento de Renovación Urbana (DRU) de Holyoke colaboró con personal de la Ciudad para establecer una serie de metas y objetivos que dirigieran las recomendaciones incluidas en este PRU. Estos objetivos y metas evolucionaron a partir de un proceso de participación pública y se proponen revitalizar el Área del Proyecto de manera proactiva e implementar los principios del Crecimiento Inteligente.

¹ RKG Associates, Inc., *Baseline Economic Conditions & Market Characteristics: The City Center Urban Renewal District, Holyoke, Massachusetts*, (Condiciones económicas y características de mercado del Distrito de Renovación Urbana del Centro de Holyoke, Massachusetts), octubre de 2010.

El objetivo principal del Plan de Rehabilitación Urbana del Centro de la Ciudad de Holyoke es:

Capitalizar las características únicas de Holyoke en cuanto a herencia industrial y generación de energía ecológica y al tiempo contemplar nuevas oportunidades de crecimiento para generar empleo, atraer residentes y construir un mejor lugar.

Durante el proceso comunitario y con la respuesta ciudadana al Plan Futuro se desarrollaron una serie de principios fundamentales para el Centro de la Ciudad que constituyen la base del presente Plan de Rehabilitación Urbana. Dichos principios fundamentales son:

- › Revitalizar el Centro de la Ciudad;
- › Aumentar la densidad y diversidad de agentes de desarrollo (más residentes, más puestos de trabajo);
- › Crear un Centro de la Ciudad activo con una variedad de cosas para hacer a cualquier hora (eventos, comercio, restaurantes, actividades familiares, etc.);
- › Preservar el carácter urbano histórico de Holyoke y también sus valiosos recursos arquitectónicos (manzanas, calles, edificios);
- › Aumentar las opciones de vivienda con edificios de estilos que complementen el carácter de los distintos vecindarios urbanos (multifamiliares, *townhouses*, dúplex, etc.);
- › Mejorar la circulación en el centro con calles y espacios abiertos navegables a pie, seguros y adecuados para peatones; y
- › Promover las empresas locales de servicios públicos, la tecnología ecológica y los sectores innovadores como iniciativas de desarrollo económico (energía hidráulica de HG&E, energía renovable, empleos creativos).

Las recomendaciones de rehabilitación propuestas en el presente PRU se basan en las acciones recomendadas originalmente en el Plan Futuro del Centro de Holyoke y modificadas y ampliadas durante el proceso subsiguiente de participación pública.

- Promover la inversión privada y crear nuevos empleos
 - Retener negocios importantes – comerciales, industriales y profesionales
 - Atraer nuevos negocios – llenar edificios y lotes vacíos y generar nuevos empleos
 - Apoyar proyectos clave de desarrollo ya existentes o en proceso de planeación – como el Centro Ecológico de Cómputo de Alto Desempeño de Massachusetts
- Mejorar las opciones de vivienda
 - Brindar más opciones de vivienda – vivienda corriente y de interés social, para comprar o arrendar

- Mejorar las viviendas existentes – mejor calidad, más opciones, rehabilitación de viviendas ya disponibles
 - Aumentar las oportunidades de compra de vivienda – política tras las acciones que apoya el Departamento de Rehabilitación Urbana de Holyoke
- Rehabilitar o eliminar propiedades deterioradas
 - Responder a las inquietudes del público en cuanto a seguridad – arreglar estructuras deterioradas
 - Preservar recursos valiosos – rehabilitar y restaurar recursos históricos
 - Mejorar la imagen – arreglar las propiedades más decaídas
- Mejorar la infraestructura pública
 - Mejorar el paisaje urbano y repavimentar calles
 - Mejorar instalaciones subterráneas de energía, acueducto y alcantarillado
 - Reemplazar puentes
- Crear una comunidad sostenible
 - Promover y fomentar la energía ecológica – energía renovable y de bajo costo producida por HG&E
 - Promover distintas opciones de transporte – en bicicleta, peatonal, ferrocarril, transporte masivo
 - Promover una mezcla adecuada de vivienda (comprada o arrendada) y negocios (almacenes, fábricas, oficinas, consultorios médicos, etc.)
- Mejorar la calidad de vida
 - Mejorar la red de espacios abiertos – rehabilitar parques, expandir el Canal Walk, promover los espacios abiertos
 - Ofrecer mejores actividades culturales – Usar el Teatro Victory, apoyar eventos artísticos y promover a la ciudad como destino para industrias del sector creativo
- Aumentar la base tributaria en la zona Centro de la Ciudad
 - Rehabilitar propiedades subutilizadas o desocupadas – aumentar el valor de dichas propiedades
 - Aumentar la densidad – añadir espacios de vivienda, comerciales e industriales
- Modificar normas y desarrollar programas para apoyar las acciones del PRU
 - Cambiar las leyes de zonificación donde sea necesario para apoyar el programa del PRU
 - Desarrollar directrices de diseño para la zona Centro de la Ciudad
 - Crear programas de estímulo para apoyar desarrollos privados, propietarios y negocios que propongan acciones en apoyo de los objetivos del PRU – incluyendo programas para tratar con materiales peligrosos y hacer mejoras a edificios
 - Promover el ahorro de energía en edificios

Acciones del proyecto

Las iniciativas arriba descritas fueron objeto de una cuidadosa evaluación por parte del DRU. Durante el proceso se identificaron acciones específicas cuya inclusión en el PRU ayudaría a adelantar elementos de esas iniciativas. Dichas acciones aparecen aquí agrupadas por zona con el fin de describirlas mejor, para entenderlas en su contexto geográfico y para apreciar la sinergia entre las distintas acciones.

Área 1 – Portal de Dwight Street

Esta zona incluye los dos costados de Dwight Street entre las calles Beech y Elm y es un portal de entrada a la zona del Centro desde el oeste. En esta sección de Dwight Street hay varios lotes desocupados y predios de propiedad de la Ciudad. Se recomienda adquirir lotes vacantes, combinar lotes cuando sea necesario para formar predios más grandes y vender los lotes para que en ellos se construyan edificios residenciales y comerciales y de usos accesorios de tamaño y apariencia semejantes a los del vecindario circundante. También se contemplan mejoras al paisaje urbano. Si la rehabilitación urbana no ocurre de inmediato, se recomienda que los espacios se mantengan verdes para disminuir la apariencia de deterioro. Además, debería crearse un “portal” temático mediante la utilización de elementos visuales y artísticos.

Área 2 – Zona del Veteran’s Park

Esta zona incluye una antigua propiedad de la Diócesis de Springfield que un urbanizador planea rehabilitar para uso residencial, además del Veteran’s Park y algunos importantes edificios desocupados. El proyecto de vivienda rehabilitará los edificios vacantes de la diócesis para crear aproximadamente 50 nuevas unidades residenciales. Se contempla hacerle mejoras al Veteran’s Park. También se arreglará el paisaje urbano. Se comprarán edificios desocupados y varios de estos se rehabilitarán para brindar oportunidades de uso mixto. Se recomienda además que cualquier uso de esta propiedad en el futuro sea coherente con el vecindario, y por esa razón es importante preservar en la medida de lo posible el carácter y la arquitectura existentes. Se hará un esfuerzo para conectar mejor al público con el terminal de buses de la PVTa con el fin de hacer más conveniente su utilización.

Área 3 – Zona de las calles Cabot y Chestnut

Esta zona incluye predios alrededor de la Biblioteca Pública de Holyoke, de la antigua Escuela Lawrence y del Centro para la Tercera Edad (Senior Center). Las acciones en esta zona incluyen apoyar estos proyectos con la construcción de edificios residenciales en los lotes vacíos (en asocio con terceros, si es posible) con el fin de incluir una oferta variada de opciones de vivienda y rehabilitación urbana que encaje bien con los edificios residenciales existentes y con los que hay en los alrededores. Algunos miembros de la ciudadanía expresaron el deseo de construir una escuela en la manzana desocupada de las calles Chestnut, Cabot, Elm y Hampshire (propiedad que solía pertenecer a la Parroquia de Nuestra Señora del Perpetuo Socorro). El Departamento de Escuelas ha mostrado interés en expandirse y ocupar el lote; sin embargo, si dichos planes no llegan a término, se apoyará la construcción de edificios residenciales y complementarios para la manzana desocupada.

Los edificios existentes que estén en mal estado deberán ser adquiridos y reparados (p.ej. arreglándoles el techo) para evitar que se sigan derrumbando. Además se propone comprar y rehabilitar el lote antiguamente ocupado por la Armería.

Área 4 – Zona de High Street

Esta área incluye la zona entre High Street y la Nick Cosmos Way/Heritage Street y el complejo de Lyman Terrace. Las recomendaciones incluyen colaborar con el Departamento de Vivienda de Holyoke con el fin de rehabilitar o reacondicionar los edificios de Lyman Terrace. Las acciones de infraestructura pública incluyen la rehabilitación del estacionamiento sobre Dwight Street, la reconstrucción del estacionamiento multinivel a lo largo de Heritage Street, la demolición de la antigua Estación de Policía y su estacionamiento y la construcción en el lugar de un parquecito, mejoras al paisaje urbano y la compra de cuatro edificios desocupados de la zona para su rehabilitación y reutilización.

El DRU también tomará medidas para apoyar la revitalización del Teatro Victory y la rehabilitación de la Holyoke House y el edificio Hadley Falls Trust. Estas remodelaciones deberán hacerse de una manera que garantice la preservación del carácter y los atributos históricos de los edificios y complemente las propiedades vecinas.

Área 5 – Zona de ferrocarril y acceso al transporte público (TOD)

Esta zona incluye el sitio propuesto para una nueva parada de tren de pasajeros al final de Dwight Street con sus correspondientes accesos multimodales y estacionamientos. Otras acciones en la zona incluyen la adquisición y rehabilitación por parte del DRU (así como su apoyo a iniciativas privadas semejantes) de edificios y lotes desocupados, construcción de estacionamientos adicionales, mejoras al paisaje urbano (calles Lyman y Main), extensión del Canal Walk a lo largo de Race Street y mejoras a las conexiones peatonales con los Flats.

Las siguientes son otras acciones que habrán de requerir la colaboración del DRU con otras entidades: rehabilitar y remodelar la antigua estación de tren de manera que se preserve el carácter histórico del edificio; mejorar la conectividad con el sistema de buses de la PVTA para que los sistemas de buses y ferrocarril operen eficientemente y se complementen el uno al otro; construir espacios comerciales (como mercados), restaurantes y estacionamientos en la zona. Se espera que cualquier esfuerzo de rehabilitación contemple la inclusión de zonas verdes y espacios de carácter artístico.

Área 6 – Centro de Cómputo de Alto Desempeño

Esta zona incluye edificios y predios insuficientemente utilizados alrededor del Centro Ecológico de Cómputo de Alto Desempeño de Massachusetts (MGHPCC). Las acciones a tomar en la zona habrán de capitalizar la inversión en el MGHPCC: el DRU adquirirá y rehabilitará (y apoyará esfuerzos privados para rehabilitar) edificios y lotes desocupados, construirá estacionamientos

adicionales, hará mejoras al paisaje urbano (calles Appleton y Cabot) y extenderá el Canal Walk a lo largo de Race Street.

Área 7 – Rehabilitación de la fábrica de Parsons Paper

Esta zona incluye el lote de 1,6 hectáreas (4 acres) donde funcionaba la fábrica de Parsons Paper. Las acciones incluyen comprar el sitio, limpiarlo y remover de él todo material peligroso, acabar de demoler el edificio existente y vender el lote para su reutilización con fines comerciales o industriales. Los planes de rehabilitación deberán incorporar consideraciones históricas y culturales como parte del desarrollo integral de la zona.

Área 8 – South Holyoke

Esta zona incluye la porción central del vecindario de South Holyoke con centro en la Escuela Morgan. Las acciones recomendadas para esta zona están basadas en las recomendaciones hechas con aportes de la ciudadanía como parte de la Estrategia de Revitalización de South Holyoke de 2008. Las acciones incluyen compra y rehabilitación de edificios, nuevos espacios abiertos, nueva vivienda, mejoras a las calzadas y apertura de espacios comerciales en el vecindario. La prioridad para el desarrollo de vivienda será para vivienda de interés social y para espacios de uso mixto (comercial y de vivienda). Además se hará un esfuerzo para mejorar accesos y rutas peatonales con el fin de aumentar la conectividad del vecindario; estos esfuerzos para facilitar la movilización a pie estarán unidos a la instalación de un mejor sistema de iluminación en todo South Holyoke que mejore la visibilidad, aumente la seguridad y disminuya el crimen. Se recomienda asimismo la construcción de una subestación de policía en South Holyoke para aumentar la presencia policial y crear una atmósfera más segura tanto para residentes como para visitantes.

Área 9 – Portal de Cabot Street

Esta zona incluye los dos costados de Cabot Street entre el Third Level Canal y South Bridge Street. Las acciones a tomar en esta zona tienen el propósito de formar una sociedad conjunta pública/privada entre el DRU y propietarios locales con el fin de desarrollar un núcleo comercial con supermercado que sirva a las zonas de South Holyoke y los Flats. La conexión con los Flats podrá mejorarse mediante la implementación de mejoras al paisaje urbano y la extensión del sistema Canal Walk a lo largo de los canales Second Level y Third Level. La compra de ciertos lotes clave creará predios de mayor tamaño y permitirá al DRU colaborar con propietarios y comerciantes de la zona para desarrollar mercados y almacenes que sirvan al vecindario.

Al igual que en South Holyoke, las mejoras a los accesos y rutas peatonales mejorarán la conectividad del vecindario, y un mejor sistema de iluminación aumentará la visibilidad, mejorará las condiciones de seguridad y prevendrá la ocurrencia de crímenes y actividades indeseables. Además, la calle Cabot es un portal de importancia y debe ser tratada como tal.

Área 10 – Zona ribereña a lo largo del Third Level Canal

Esta zona incluye lotes sobre el Third Level Canal y el río Connecticut desde el puente de la Ruta 116 hasta más allá de Cabot Street. Las acciones en esta zona tendrán el propósito de estimular la rehabilitación por parte de particulares de muchos de los edificios y lotes desocupados que hay en la actualidad. Se propone una compra y dos demoliciones para unos edificios que están muy deteriorados y tienen problemas de contaminación. Se recomienda que los lotes rehabilitados se usen ante todo para industria liviana, pero en la medida de lo posible el DRU también apoyará la adecuación de vivienda en la zona norte en cercanías de la Ruta 116.

Se ha propuesto un nuevo estacionamiento sobre North Canal Street a la altura de Appleton Street para apoyar esfuerzos privados de rehabilitación. Otras mejoras de infraestructura incluyen mejoras al paisaje urbano y la extensión del sistema Canal Walk a lo largo de los canales Second Level y Third Level, la conversión de Water Street (hoy privada) en vía pública, la mejora del sistema de acueducto de la zona y la rehabilitación de los viejos puentes que cruzan el canal. Dichas acciones tienen el propósito de apoyar iniciativas de rehabilitación de muchos de los lotes desocupados de la zona y de un edificio industrial existente.

Como mínimo será necesario velar por el cumplimiento de las normas de zonificación industrial (incluyendo niveles de ruido y horas de operación) para proteger la calidad de vida de los vecinos y demás habitantes de la zona.

Ejecución del proyecto

El presente PRU incluye muchas acciones que habrán de realizarse en un lapso de 20 años. Con el fin de fijar prioridades, el Departamento de Rehabilitación analizó los siguientes criterios y les dio una calificación de 1 a 5, donde 5 denota una alta probabilidad de ocurrencia y 1 una baja probabilidad de ocurrencia como resultado de las acciones propuestas por el PRU para el área del proyecto. Los criterios aplicados en cada zona incluyen:

- › Oportunidades para estimular la inversión privada
- › (crear o añadir a oportunidades privadas de inversión)
- › Potencial para la creación de empleo (teniendo en cuenta el número y las clases de empleos)
- › Movilidad urbana (conexiones entre vecindarios y con el sistema de transporte masivo Mass Transit)
- › Disponibilidad de recursos financieros (recursos potenciales y ya existentes)
- › Generación local de ingreso por concepto de impuestos prediales
- › Eliminación del deterioro urbano
- › Embellecimiento del espacio público
- › Oportunidades de mercadeo (para que la Ciudad esté en capacidad de atraer inversionistas)

- › Creación de oportunidades de compra de vivienda y de vivienda de interés social de calidad
- › Oportunidades de colaboración
- › Prevención de crímenes
- › Presencia del sector público para estimular la inversión privada.

Al organizar los anteriores puntos por orden de prioridad, el DRU también consideró las consecuencias de sus acciones en las distintas zonas teniendo en cuenta los siguientes aspectos:

aumento de densidad • inversión en el desarrollo de la mano de obra mediante la adquisición de destrezas • mejora en las condiciones ambientales (calidad del agua y el aire, eficiencia energética, tratamiento de la contaminación) • preservación de recursos culturales e históricos • creación de oportunidades de innovación • costo

Como resultado de este ejercicio, y teniendo en cuenta los niveles de inversión y esfuerzo ya puestos en marcha, las siguientes áreas fueron organizadas en tres niveles cronológicos:

Las áreas del primer nivel (“A completar a corto plazo”) recibieron las más altas calificaciones. Se espera que la mayoría de las actividades relacionadas se lleven a cabo en los próximos 1 a 5 años. Además, los trabajos de reparación de calles y las mejoras a parques, espacios abiertos y el Canal Walk estarán incluidos dentro de las acciones de rehabilitación urbana en estas áreas. Otras áreas recibirán atención cuando haya fondos disponibles o cuando algún urbanizador privado exprese interés en un área donde la acción del DRU sea pertinente.

Las áreas del siguiente nivel (“A completar a mediano plazo”) necesitan un plazo considerable para la realización de las acciones recomendadas. La importancia de satisfacer las necesidades de esas áreas fue expresada por el DRU durante el desarrollo del plan; sin embargo, estas áreas necesitan una cantidad significativa de acción. Se prestará particular atención a las acciones que necesiten largos plazos de manera que estén listas para arrancar dentro de un lapso esperado de 1 a 10 años.

La mayoría de las acciones recomendadas para las áreas del último nivel (“A completar a largo plazo”) se llevarán a cabo en un plazo de unos 20 años. El éxito en muchas de estas áreas dependerá de lo logrado en los dos niveles anteriores. A medida que se sientan los efectos de la inversión en las otras áreas, las áreas de último nivel verán un crecimiento exponencial en su atractivo para el mercado; esto permitirá que el DRU efectúe estas acciones de manera gradual durante el tiempo de ejecución del plan.

A completar a corto plazo (1 a 5 años)

Área 2 – Zona del Veteran’s Park

Área 5 – Zona de ferrocarril y acceso al transporte público (TOD)

Área 6 – Zona del Centro de Cómputo de Alto Rendimiento

Área 7 – Rehabilitación de la fábrica de Parsons Paper

A completar a mediano plazo (1 a 10 años)

Área 8 - Zona de South Holyoke

Área 9 - Zona del Portal de Cabot Street

A completar a largo plazo (1 a 20 años)

Área 1 - Zona del Portal de Dwight Street

Área 3 - Zona de las calles Cabot y Chestnut

Área 4 - Zona de High Street

Área 10 - Zona ribereña a lo largo de los canales Second Level y Third Level

Esta propuesta en tres fases se centra en las mejoras que habrán de hacerse en el Área del Proyecto que requieren la integración de aportes públicos y privados. Los aportes públicos incluirán reconstrucción de calles, arreglos a servicios públicos, mejoras en el paisaje urbano y asuntos relacionados con el tránsito. Los fondos públicos también se usarán para preparar lotes para su rehabilitación e incluirán acciones tales como compra de predios, mudanzas, demolición de edificios, evaluación de terrenos y descontaminación. Los aportes privados incluirán la preparación de predios, la construcción de nuevas edificaciones, estacionamientos y zonas de carga y descarga, sembrado y mantenimiento de jardines y otras mejoras semejantes.

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Connect. Construct. Create.

A Plan for the Revitalization of Center City Holyoke



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1. What is an Urban Renewal Plan?

An Urban Renewal Plan is an application submitted by a municipality through its urban renewal agency (like the Holyoke Redevelopment Authority) to the Massachusetts Department of Housing and Community Development (DHCD) requesting its approval of a redevelopment project. The Urban Renewal Plan must include the following information as specified under Massachusetts Regulations 760 CMR 12.00:

- Maps of the project area;
- Data demonstrating that the area meets the eligibility criteria as a substandard, decadent or blighted open area;
- Project objectives including specifications of all proposed redevelopment and detailed job creation and retention estimates;
- A financial plan including cost estimates and a project budget;
- Local approvals;
- Site preparations including land protections and measures to address environmental or flood problems;
- Public improvements including how the improvements will help achieve the objectives of the plan;
- A relocation plan;
- Redeveloper's obligations (restrictions that are or will be placed on owners of individual parcels);
- Disposition for each parcel including any known redeveloper;
- A report on citizen participation describing meaningful citizen participation in the planning process and expected citizen participation during project execution.

2. What is Holyoke's Urban Renewal Plan?

Holyoke's urban renewal plan is "Connect. Construct. Create. – A Plan for the Revitalization of Center City Holyoke". This plan aims to satisfy the requirements of a Massachusetts DHCD designated Urban Renewal Plan (See Question 1: What is an Urban Renewal Plan), however, it also seeks to address the needs of the community at large by targeting specific areas and properties of the Center City. The overarching goal is to promote a vibrant, diverse and economically sustainable Holyoke.

3. What does this plan do to Connect Holyoke?

A. Connecting Parcels

There are significant amounts of vacant lots and buildings throughout the Center City area, many of which could be connected or aggregated to form larger parcels more marketable for development.

B. Connection of neighborhoods through the “Node” concept

Throughout the public input, it was expressed that the four neighborhoods, especially South Holyoke and the Flats, lack a connection from each other. The four nodes are geographically located where each neighborhood connects to the other. Recommended actions include enhanced infrastructure improvements such as new sidewalks, traffic calming enhancements, benches, street trees, and new lighting. Also recommended is creating or increasing bus stops/pick-ups in the immediate area of nodes. By concentrating certain actions around these nodes each neighborhood will have improved connections to the other.

C. Connection of the Center City to the region through Passenger Rail

A large portion of the plan places emphasis on development of the Depot Square area, which will host the upcoming passenger rail stop. With the return of passenger rail to the Center City, the ability to travel out of and into Holyoke will be enhanced. This includes connections to a broader geographical job market for residents and connection to a broader labor market for businesses.

4. How does this plan Construct?

A. Construction of residential, commercial and industrial uses

This plan identifies parcels and properties that will be acquired to stimulate private investment. Many acquisitions may result in demolition or clean-up of the properties, in order to make the properties site-ready or shovel-ready for redevelopment and construction.

B. Construction of public infrastructure

The plan identifies important public infrastructure construction projects for the Center City area, such as the passenger rail platform, the Canalwalk, streetscape improvements and bridge repairs.

5. How does this plan Create?

A. Creation of a strategy to implement a vision

This plan builds momentum off of other plans such as the Holyoke Master Plan (1999), the South Holyoke Revitalization Plan (2008) and the Center City Vision Plan (2009), which share a vision for a more vibrant and dense Center City. This Plan provides an implementation strategy for the HRA to create that vision by targeting specific buildings, lots and areas to concentrate public investment.

B. Creating more opportunities

Another significant portion of this plan is placed on housing in the Center City. Residents of rental units have limited options within the area as they look to purchase a home or upgrade to other units. The plan recommends filling many of the vacant lots in neighborhoods with housing options for a mix of incomes in both ownership and rental units.

C. Creating a prosperous City

Although the target of this plan is the Center City, its benefits will be felt throughout Holyoke, as the tax base will increase, new businesses will be able to start and expand, more services can be offered and the downtown area becomes a destination to live, work and play.

6. What is a Redevelopment Authority?

Most of the Redevelopment Authorities operating in Massachusetts were originally created to take advantage of the federal Urban Renewal Program, serving as vehicles for carrying out the federal mandate to eliminate blight from inner cities. Although the federal program no longer exists, Redevelopment Authorities continue to play a role in the Commonwealth's revitalization under C.121B.

M.G.L. Chapter 121B allows municipalities, through their Redevelopment Authorities acting as urban renewal agencies, to eliminate and redevelop substandard, decadent or blighted open areas for industrial, commercial, business, residential, recreational, educational, hospital or other purposes. With the goals of revitalizing such land uses and encouraging new growth, Redevelopment Authorities have the power to:

- Establish rehabilitation and design standards;
- Assemble and dispose of land, including the taking of real estate through eminent domain;
- Relocate businesses and residents occupying urban renewal sites;
- Demolish and/or rehabilitate substandard structures;
- Participate in real estate development and commercial revitalization;
- Issue bonds, borrow money and invest funds;

- Receive grants and loans;
- Accept gifts or requests.

Redevelopment Authorities are particularly effective in large scale and complex redevelopment projects and in land assembly. Redevelopment Authorities are exempt from M.G.L. Chapter 30(b), the Uniform Procurement Act, when they are engaged in the development and disposition of real property in accordance with an urban renewal plan.

This exemption, coupled with the ability to use eminent domain powers, makes Redevelopment Authorities powerful tools for commercial revitalization, industrial park development, infrastructure improvements, facilities renovation and brownfield site remediation. The development and approval of an urban renewal plan is necessary for a Redevelopment Authority to undertake specific projects.

A Redevelopment Authority, as an independent body politic and corporate, is not an agency of a municipality and therefore, does not answer directly to the chief executive.

This affords the Redevelopment Authority more autonomy in planning and implementing redevelopment and revitalization projects.

7. Why is parcel acquisition by the HRA necessary?

Parcel acquisition, including eminent domain, is a last resort option. The properties listed for acquisition in the URP have generally not seen a high level of interest from the private sector due to the cost associated with redevelopment. Many of these properties are either in poor condition, contaminated, too small in size for new construction, have limited access or have other characteristics that are cost prohibitive for a private entity to see a return on investment. With these problems seen throughout the Center City, the HRA will step in and incur some of the cost of redevelopment, in turn creating a market for these properties once again.

The properties recommended for acquisition in this Plan are approximately 92% vacant lots or buildings. The active businesses and occupied residential units recommended for acquisition were done so in order to change the type of land use of the parcel and/or as a critical step to do parcel aggregation for a public benefit project. The HRA will attempt to acquire all privately owned properties by negotiated purchase. Eminent domain is a last-resort tool that urban renewal agencies, such as the HRA, have to acquire private property to undertake a

necessary project for public benefit. Private property owners must be compensated at fair market value for their property as well as for relocation expenses associated with any taking. The HRA will make best efforts to reach an out-of-court settlement agreement with private property owners for their properties in return for a financial benefit package.

8. Can the plan be amended?

Yes. Any significant amendments need approval of the City Council and the Massachusetts Department of Housing and Community Development (DHCD). For example, if a property that was not identified in the plan was to be added for acquisition, the plan would need to be amended and approved by the City Council and DHCD.

9. How come not all vacant or blighted buildings/lots are included in the plan?

The URP's purpose is to spur private investment by targeting the areas and properties that can be a catalyst through public assistance. Targeting the properties with the highest need and potential will therefore increase private development in and around those properties.

10. How will the plan be funded?

As a requirement of MGL 121B, the Urban Renewal Plan must identify funding sources for every action. Since the Holyoke Redevelopment Authority does not currently possess funds, seed funding will be sought through grants, City allocation, parcel transfers from City to HRA or a mix or all options. As the Holyoke Redevelopment Authority gains funds from completing projects, any revenue received will be used on future projects in the URP. Click [here](#) to see Section 4, Financial Plan for more details.

11. If I have a property in the Center City Plan area, will it restrict what I can do with it?

If a property is on the acquisition list, the Plan has certain recommendations for the development of the property. If private owners wish to invest those

properties in a manner that is consistent with those recommendations, the HRA would not seek to acquire such property. If a property is in the area but not included in the acquisition list, the HRA will not take such property.

12. When will the actions in the plan take place?

The URP actions will be taken throughout the next 20 years. Goals have been set for short, mid and long-term within that time. Prioritization of actions was based on various exercises and thoughtful analysis performed by the HRA, City Staff and paid consultants. A survey was developed to score each area based on 10 different criteria. Tax analysis was performed and redevelopment scenarios calculated potential increased tax revenue for each area. Although the goals for the plan were set, the timing will depend on many factors including but not limited to, availability of funding, private investment, and area need. As the plan is implemented, goals will constantly be evaluated based on cost of the action and potential revenue leveraged by the action. For example:

A grant may be awarded that would apply to infrastructure costs spanning multiple areas that may have been projected as short-term and long-term goals.

As market conditions improve, a private developer may invest in a redevelopment project in a longer term area and certain actions such as parcel aggregation, or parking improvements, may need to be taken to support that project.

13. What is TOD (Transit Oriented Development)?

Transit Oriented Development is a term that focuses development of an area around modes of mass transit, such as passenger/commuter rail or bus. Types of actions seen in transit oriented development often focus on enhancing the experience of pedestrians and passengers moving into, out of and around the City by public transit.

In the “TOD” Area within the URP, specific actions include the extension of Canalwalk, streetscape, and traffic calming efforts around and in between the future passenger rail platform and the Holyoke Transportation Center.

14. Was there public input taken into consideration when choosing actions in the plan?

The URP was developed based on findings from the Holyoke Master Plan, the Center City Vision Plan and the South Holyoke Revitalization Plan. The Vision Plan included a “visioning process” whereby workshops were held in each of the four neighborhoods in the URP area. At those meetings, the public was asked to provide their desires for their neighborhoods. The Vision Plan was then developed with recommendations and a goal to strive for in the URP. Similar processes took place in the development of the South Holyoke Revitalization Plan.

At the beginning of the URP process there were four neighborhood meetings to review the actions in the Vision Plan and community members were surveyed on specific actions. Residents, business owners and other community stakeholders were asked about the most distressed properties in their neighborhood and what specific desires they had for their area. A Citizen Participation Committee (CPC) was formed and tasked with making sure actions in the plan represented public desires as expressed at the public meetings. The CPC developed recommendations for the HRA for the ten action areas.

Finally, the HRA held regularly scheduled public meetings on a monthly and bi-monthly basis throughout 2011 and 2012 to discuss actions in the plan. During many of these meetings, presentations were made by the project consultants, VHB, as well as other organizations and individuals with on-going or proposed projects within the area.

15. How can I keep up with the implementation of the plan?

The HRA will continue to meet on a regular monthly basis on the 3rd Wednesday of every month. Check the City Calendar for meeting postings. Also, sign up for the Office of Planning & Economic Development newsletter for updates on the URP and other developments within the City at www.HolyokeRedevelopment.com.

16. Is the Urban Renewal Plan the same as a Master Plan?

No. A Master Plan is a comprehensive plan for the City at large and is intended to guide the City’s actions over the next decades. The recommendations in the Master Plan are broader than those of an Urban Renewal Plan and range from increasing student achievement to providing community safety.

An Urban Renewal Plan is a physical plan for a specified area within the community. The Urban Renewal Plan is primarily for the Redevelopment

Authority and guides actions with the goal of creating an attractive environment for private investment resulting in a vibrant community for residents to live, work and play. Those actions include property acquisition, infrastructure and streetscape improvements and opportunities for partnerships with other entities engaging in actions that compliment the plan.

17. What will the URP do for me?

- Target blight across the downtown
- Stabilize areas and neighborhoods of concentrated poverty
- Balance growth across the area
- Provide potential financial assistance for property investment/redevelopment/expansion
- Identify capital improvements needed to spur private investment
- Offer a long term vision that provides value to properties developed in a complimentary way to the Plan

18. What won't the URP do for me?

- Give me money for owning a property within the area
- Displace or remove communities from the downtown
- Demolish buildings that are feasible for redevelopment
- Rehab buildings that are beyond repair and present a public safety hazard

19. Is my property being acquired by the HRA as part of this plan?

A list of properties for acquisition can be found in Section 1 of the urban renewal plan.



Mayor Alex B. Morse

Holyoke Redevelopment Authority

City of Holyoke

November 19, 2012

Mary McInnes, Administrator
Pioneer Valley Transit Authority
2808 Main Street
Springfield, MA 01107

Dear Ms. McInnes:

I would like to take this opportunity to thank you for your donation of transportation for the tour of the Urban Renewal Area for the Holyoke City Council. The Office of Planning & Economic Development staff and Holyoke Redevelopment Authority (HRA) guided Councilors through the actions proposed in the HRA's plan, "Connect. Construct. Create", in preparation for a vote of the Council later this winter.

Please extend our gratitude to the PVRTA staff for their help in making the trip a success, particularly Ellen Grant for assistance setting up the tour and Peter Chege for a flawless navigation through the area.

Thank you again and, as always, it is a pleasure working with the Pioneer Valley Transit Authority. Please don't hesitate to call me if you need any help with City initiatives

Sincerely,

Marcos Marrero
Director, Office of Planning & Economic Development
Executive Director, Holyoke Redevelopment Authority

cc: Mayor Alex B. Morse



Mayor Alex B. Morse

Marcos A. Marrero, Executive Director

City of Holyoke

Holyoke Redevelopment Authority

September 11, 2012

MEDIA ALERT

Holyoke Redevelopment Authority Releases Its Urban Renewal Plan to the Public

HOLYOKE – The Holyoke Redevelopment Authority (HRA) today publicly released its urban renewal plan titled **"Connect. Construct. Create. - A Plan for the Revitalization of Center City Holyoke."**

Based on the Center City Vision Plan, this plan establishes the actions that the HRA will undertake within the Center City to promote a vibrant, diverse and economically sustainable Holyoke. The plan identifies specific actions to stimulate private investment and development of diverse commercial, residential and industrial areas that already exist in the Downtown, the Flats, South Holyoke and Churchill neighborhoods, which are the geographic focus of the plan.

"Several years of public meetings and analysis went into this roadmap, and although ambitious, we think this is a realistic plan. We're very proud of this work so far and look forward to discussing it with the public" said Thomas Creed, chair of the Authority.

Ten project areas are identified within the plan. The actions within each project area come in various forms and include: key parcel acquisitions that result in rehabilitation, demolition or aggregation to form a larger parcel more marketable for development, public infrastructure upgrades, streetscape and traffic enhancements, investments in public/open spaces and partnerships with existing organizations, businesses or others to assist in on-going or future redevelopment projects.

"What's also great is that the plan is founded on the notion that we're on our way towards an economic transformation, thanks in great part to the energy of its residents and businesses. Unlike some prior instances of urban renewal throughout the country, this plan won't displace our communities, on the contrary, about 92% of all parcels identified for acquisition in this plan are vacant or abandoned lots and buildings" added Creed.

"This long awaited plan will provide the template for the redevelopment of Holyoke's historic downtown neighborhoods while building on those projects already underway to attract more residents, businesses and visitors" said Mayor Alex Morse.

In order for the plan to go into effect, it requires Holyoke City Council approval once the Council has held a public hearing. In an effort to increase citizen outreach, the HRA and staff from the City's Office of Planning & Economic Development will also present the plan during several public informational sessions at the following times and locations:

<u>Date:</u>	<u>Time:</u>	<u>Location:</u>
Thursday, September 27 th	7:00 p.m.	Kelly Elementary School, 216 West St.
Monday, October 1 st	7:00 p.m.	Morgan Elementary School, 596 S. Bridge St.
Tuesday, October 9 th	7:00 p.m.	Wistariahurst Museum, 238 Cabot St.

"Connect. Construct. Create. - A Plan for the Revitalization of Center City Holyoke" can be downloaded and up-to-date information about it can be seen at www.HolyokeRedevelopment.com.

For more information, contact Marcos Marrero at (413) 322-5655 or MarreroMA@ci.holyoke.ma.us.



Letters to the Editor: Church addressing abuses, Holyoke poised for revival and more

Published: Tuesday, September 18, 2012, 4:30 AM

R By [Letters to the Editor](#)

Catholic Church addressing abuses

I am writing in reference to the [letter to the editor published Sept. 12](#) that makes it appear that the Catholic Church is dragging its feet dealing with child abuse. Nothing is further from the truth.

In the last three years, an average of seven credible accusations were made against over 40,000 priests in this country. Indeed, 99.98 percent of Catholic priests did not have a credible accusation made against them last year.

Last year, the John Jay College of Criminal Justice issued its causes and context study that found the abuse scandal ran from the mid-1960s to the mid-1980s, peaking in the 1970s.



MassLive.com photo illustration

Submit your letters to The Republican at letters@repub.com. All letters must include the writer's name, address and telephone number or e-mail address, and are subject to editing.

Since the end of the scandal, the church has reformed its policies and curbed the problem thus becoming a model of how to protect children. One instance of abuse is one too many.

However, let's give the church credit for what it is doing and thank and pray for all the good and faithful priests for all they do.

– ROBERT V. DRAPEAU Sr., Holyoke

Holyoke is poised for another revival

I have lived in [Holyoke](#) for over 45 years. I remember the hustle and bustle of thriving businesses on downtown's High Street and Main Streets. Apartment blocks were full, home ownership at its peak. However, like everywhere else, times and technology started to change. Malls emerged, manufacturers moved on and apartment buildings became vacant and/or abandoned.

A lot of changes happened, but Holyoke didn't move with those changes. That was then, this is now. The Holyoke Redevelopment Authority was established in 2008 by then Mayor Michael Sullivan. The HRA has the powers to plan and implement activities needed to redevelop underutilized, deteriorated or blighted areas, to encourage new development, and to promote sound growth for the city of Holyoke.

Since its establishment our main goal was, and still is, to focus on the four lower census tracts of the city and develop an urban renewal plan to be approved this year – 2012. And I am proud to say that we are almost there!

Under the banner of "Connect. Construct. Create," the HRA and city staff will be presenting this month a plan to revitalize center city Holyoke, and serve as a road map for the authority's work.

Countless data was collected and several public meetings were held so that the HRA Board members could receive feedback and valuable input in our work to create a plan that would be acceptable to the City Council, the Department of Housing and Community Development and, most of all, the residents of Holyoke. In addition to Holyoke residents, business owners and community leaders gave us ideas and suggestions at those meetings that gave us the energy we needed to write a plan that will turn Holyoke into a place new businesses will want to invest, build and operate – and encourage families to buy or rent real estate knowing they will have job and educational opportunities, places to go, options for transportation and a safe and secure environment.

We hope to obtain the support of the entire community to help this process become successful. I also hope to again be around for Holyoke's revitalization and get back to the hustle and bustle of thriving businesses, filled apartments and an affordable home buyers market. With all of our commitment, it can and will happen.

– JACQUELINE WATSON, vice chairwoman, Holyoke Redevelopment Committee

U.S. Open winner makes Scot proud

Watching last week's U.S. Open final, I was glued to the TV for the five-hour match between [Andy Murray](#) and Novak Djokovic.

The physical stamina and talent of these two tennis players was amazing. As a Scot, now living here, it was great to see Andy win. The first Scot to do so since 1936.

Well done, Andy. You did Scotland proud.

– JANET DAVIES, Agawam

Automated phones try seniors' patience

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Letters to the Editor: Transfer of wealth hurts middle class; big vision needed to save downtown Holyok more

 (<http://connect.masslive.com/user/masslive-letters/index.html>) By **Letters to the Editor**
 (<http://connect.masslive.com/user/masslive-letters/posts.html>)
 on October 11, 2012 at 11:15 PM, updated October 11, 2012 at 11:18 PM [Email \(\)](#) | [Print](#)

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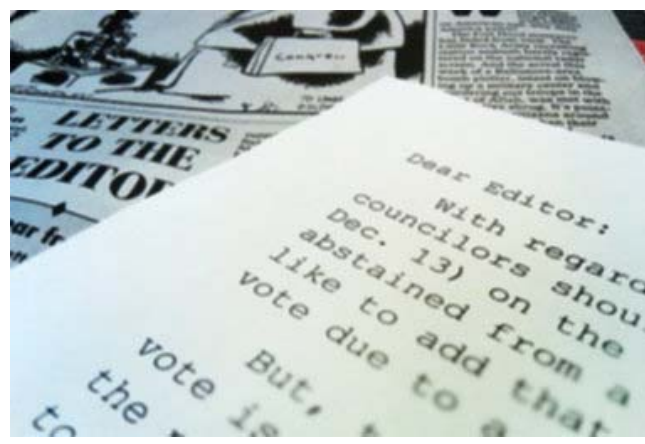


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Transfer of wealth hurts middle class

This election has brought about the usual discussion of taxes, entitlements, health care and the national debt, among other things.



MassLive.com photo illustration

Submit your letters to The Republican at letters@repub.com (<mailto:letters@repub.com>). All letters must include the writer's name, address and telephone number or e-mail address, and are subject to editing.

We are told by the Republicans that the rich and powerful earn their money and are entitled. Any effort to increase their taxes is, in fact, a transfer of wealth. Socialism and class warfare. Big oil will raise the price of gasoline, which is well over \$5 a gallon in some parts of the country, if their corporate welfare is taken away from them. They are not expected to use the hundreds of billions in profits they earn (individually) each quarter, to pay all of their expenses. We are.

At the same time we are told that middle class benefits, such as **Social Security** (<http://topics.masslive.com/tag/social-security/index.html>), Medicaid/Medicare and other such programs are entitlements which are driving us deeper and deeper into debt. They are where the money is and they must be drastically

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reduced. Retirement age must be extended and income cut. Forget about health care

The economic structure of this country points to a massive transfer of wealth from the middle class to the wealthy over the past several decades.

– DAN KURALT, Springfield

Balanced power can be productive

This is in response to the editorial, “**Keeping levers of power out of one party’s hands.**”



File photo | Associated Press

The Massachusetts Statehouse in Boston.

(http://www.masslive.com/opinion/index.ssf/2012/10/editorial_keeping_levers_of_po.html) (The Republican, Oct. 8).

Recall when we Massachusetts voters elected a couple Republicans as governors with a largely Democratic legislature as balance?

I have vague memories that those were reasonably productive years for Massachusetts corporations as well as individuals. With the above in mind, please keep in mind the man (hopefully a woman, sometime sooner than later) who gets elected has to face an onslaught of lobbyists pounding on his door.

Short of getting off our butts and joining campaign reform organizations, our votes for a balanced legislature might be the best we can do to insure checks and balances don’t go away.

– ELBERT J. BOWLER, Holyoke

Big vision needed to save downtown Holyoke

All of us in **Holyoke**



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The Republican file photo | Dave Roback

Holiday lights line a canal in Holyoke with City Hall seen in the background.

(<http://topics.masslive.com/tag/holyoke/index.html>) have noted the problem of too many abandoned buildings in our downtown.

Trying to resolve this issue one building at a time is not going to work. The best way to tackle the problem is with a larger vision. That is one important reason why the Holyoke Redevelopment Authority has introduced “Connect. Construct. Create – A plan for the revitalization of Center City Holyoke,” which will ensure that development occurs along the lines of a larger effort that grew out of community visioning meetings.

As a member of the Authority, I am thrilled that the public now has a chance to see our plans to capitalize on Holyoke’s promise. A specific example of our strategy can be seen in the plans for South Holyoke. This should be a family-oriented neighborhood growing around Morgan School.

You can see the potential when you walk down South Summer Street, tree-lined with beautiful brick brownstone apartment buildings. In order to encourage similar development along the adjacent streets, the Redevelopment Authority will be able to buy blocks of properties that are currently vacant – currently holding the neighborhood back – and package them for private development in a manner consistent with how the Community has expressed South Holyoke should be.

I’m also a board member of Nueva Esperanza, the organization that instigated the original South Holyoke Plan that went on to inspire this Revitalization Plan for the whole of downtown. The opportunity to make this the residential neighborhood it should be will reap benefits all over the city.

The Revitalization Plan for downtown Holyoke is a holistic approach to addressing one of our most serious challenges. I’m enormously proud of the work we’ve done and eager to watch it unfold over the coming years.

– *PATRICIA DUFFY, Member, Holyoke Redevelopment Authority, Holyoke*

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Holyoke hearing set on urban renewal plan for Fla South Holyoke, Churchill, Prospect Heights-Dow



(<http://connect.masslive.com/user/mplaisance/index.html>) By **Mike Plaisance, The Republican**
 (<http://connect.masslive.com/user/mplaisance/posts.html>)
 on November 03, 2012 at 12:00 PM, updated November 04, 2012 at 11:52 PM [Email \(\)](#) | [Print](#)

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HOLYOKE

Marcos A. Marrero, director of Holyoke Office of Planning and Economic Development, discusses urban renewal plan last month.

The Republican file | John Suchocki

(<http://topics.masslive.com/tag/holyoke/index.html>) - A public hearing on a new **urban renewal plan** (<http://www.holyokeredevelopment.com/2012/09/11/connect-construct-create/>) for four downtown neighborhoods will be held Monday at 6:30 p.m. at the Holyoke Transportation Center, 206 Maple St.

The City Council Redevelopment Committee is holding the hearing, in Room 402-403, and eventually the **full council** (http://www.holyoke.org/index.php?option=com_content&view=article&id=14&Itemid=79) will vote on the plan, which is titled "Connect. Construct. Create. – A plan to revitalize Center City Holyoke."

The plan by the Holyoke Redevelopment Authority is to stimulate investment and guide development in the Flats, South Holyoke, Churchill and Prospect Heights-Downtown neighborhoods.

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(http://www.masslive.com/news/index.ssf/2012/11/holyoke_hearing_draws_80_peopl.html)



(http://www.masslive.com/news/index.ssf/2012/10/holyoke_unveils_connect_constr.html)
Holyoke unveils 'Connect Construct Create' renewal plan for Flats, South Holyoke, Churchill, downtown
(http://www.masslive.com/news/index.ssf/2012/10/holyoke_unveils_connect_constr.html)



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Today on MassLive.com



Question 2 poll: Support with dignity' declining
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Constructiongirl1 (<http://connect.masslive.com/user/Constructiongirl1/index.html>)

I love Holyoke and feel it is on the edge of renewal. However, it can never be the city it wants to be with the urban blight and subsidized housing units in total decay.

Mayor Morse voted down the demolishing of Lyman Terrace. Now what? What are you going to do with it? I am a big supporter of the mayor, but what is the alternative? Families/businesses will not move into that area the way it is. Also, there are occupied dwellings in the Cabot St. area that do not look fit for mice, never mind humans. I don't know how those places even pass code.

Some really tough decisions need to be made that will harm a few but offer the whole a better city. Now is the time.

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Follow the money: who owns the slum housing and rents it to people at a premium who would rather just shut up than complain?

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are now almost evenly split on
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Holyoke hearing draws 80 people on urban renewal plan for Flats, South Holyoke, Churchill and Prospect Heights-Downtown neighborhoods



(http://connect.masslive.com/user/mplaisance/index.html) By **Mike Plaisance, The Republican**
 (http://connect.masslive.com/user/mplaisance/posts.html)
 on November 05, 2012 at 9:45 PM, updated November 06, 2012 at 1:59 AM

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HOLYOKE

Part of the Lyman Terrace housing complex in Holyoke.

The Republican file | ave Roback

(http://topics.masslive.com/tag/holyoke/index.html) - Continued public involvement, the future of Lyman Terrace and avoiding delay were among concerns expressed at a public hearing on an **urban renewal plan**

(http://www.holyokeredevelopment.com/the-plan/) Monday.

About 80 people attended the hearing that the City Council Redevelopment Committee held at the **Holyoke Transportation Center** (http://www.facebook.com/pages

/Holyoke-Transportation-Center/157311440979193), 206 Maple St.

Susan Van Pelt, of Walnut Street, said that while the drafting of the plan has included public comments, the plan lacks mention of the need for continued public involvement.

"I would like to see some sort of meaningful, binding commitment," Van Pelt said.

Public involvement will remain part of the process, said Thomas Creed, chairman of the Holyoke Redevelopment Authority. The authority is a development arm of the city and separate from the council's Redevelopment Committee.

The full City Council in the next few weeks is scheduled to vote on the plan, which officials said is intended to spur private investment to help in revitalizing the Flats, South Holyoke, Churchill and Prospect Heights-Downtown neighborhoods.

The Holyoke Redevelopment Authority and staff of the Office of Planning and Economic Development prepared the plan: "Connect. Construct. Create. – A plan to revitalize Center City Holyoke."

"Center City" refers to the four urban neighborhoods officials said were most in need of attention.

The four neighborhoods roughly are within Resnic Boulevard to the west, Beech Street to the north and the Connecticut River to the east and south, said **Marcos A. Marrero** (<http://topics.masslive.com/tag/marcos-marrero/index.html>), director of the Office of Planning and Economic Development.

It was an hour and 20 minutes into the hearing before public comments began. That followed a presentation of the plan on big screens before the audience and questions and comments from city councilors.

The plan designates 10 areas within the four neighborhoods and catalysts for development have been identified in each area. For example, Area 4 is High Street and includes the Lyman Terrace housing complex.

The complex has about 400 tenants. Many are like Yahaira Benitez, who attended the hearing, and are on edge because the year has brought first a plan to demolish the 1930's-era complex and, now, suspension of that plan in favor of a study of the site's future use.

"We need answers and we want to know what's going to happen," Benitez said.

Marrero said the Holyoke Housing Authority, not the Redevelopment Authority, manages Lyman Terrace. But he noted the study that is being done and said a public meeting about Lyman Terrace will be held late this month.

Helene A. Florio, a Holyoke resident most of her life, said the urban renewal plan was a



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Question 2
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good one. Its flexibility allows for change, she said, adding that she hoped the City Council would approve the plan swiftly.

The plan outlines a time frame of 20 years, with three schedules for the various steps -- short-, medium- and long-term -- and an estimated cost to accomplish everything of \$128.3 million.

The money would come from property sales, government grants and other funding, as well as borrowing, tax credits and city funds, the plan said.

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Holyoke to state: Urban renewal plan 'Connect. Construct. Create' unanimously approved and applauded



By [Mike Plaisance, The Republican](#)

on December 17, 2012 at 6:00 AM

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[HOLYOKE](#) -- The City Council vote to adopt a new [urban renewal plan](#) to help four downtown neighborhoods was unanimous on Dec. 4 and the vote was followed by applause from the audience at City Hall.

State officials will notice how strongly the city supports the plan, said [Marcos A. Marrero](#), director of the city Office of Planning and Economic Development.

"They love seeing that. It's not just passage," Marrero said.

A City Council committee's [hearing on the plan](#) drew 80 people Nov. 5.

The next step is for the city to do appraisals of properties targeted for redevelopment in the plan, which will be submitted early next year to the state [Department of Housing and Community Development](#). State approval puts an official stamp on a declared city effort to help the Flats, South Holyoke, Churchill and Prospect Heights-Downtown neighborhoods by stimulating private investment, Marrero said.

The plan is titled "Connect. Construct. Create. – A plan to revitalize Center City Holyoke."

It outlines a 20-year effort with three schedules for the various steps -- short-, medium- and long-term -- and an estimated cost to accomplish everything of \$128.3 million.

The money would come from property sales, government grant and other funding, borrowing, tax credits and city funds, officials said.

In other words, while the plan is ambitious, the city at the moment doesn't have much of the money needed to carry out the steps, Councilor at Large [Joseph M. McGiverin](#) said. His remarks about the urban renewal plan came during

Cover of the Holyoke plan, "á Connect. Construct. Create. á A plan to revitalize Center City Holyoke."

Mike Plaisance, The Republican

the same meeting as the council's adoption but in a discussion about how the city could benefit from the revenue from a casino resort.

That means Marrero's staff has a lot of work ahead to turn the plan's words into deeds that will help the four neighborhoods, he said.

But the events of Dec. 4 were welcome, he said.

"It was nice that it got a unanimous vote, but it was really sweet that they applauded," Marrero said.

Mayor [Alex B. Morse](#) said the council's unanimous vote gives him faith officials can proceed with a plan he called "targeted, ambitious, and visionary."

"The support of this plan comes from diverse groups of people from all across the city, and is a testament to the hardworking staff of the (Holyoke Redevelopment Authority) and the Office of Planning and Development for reaching out and developing a plan that can make us all proud to call Holyoke home," Morse said.

The plan's goals are:

- To promote investment to try to lure new jobs, such as by helping existing businesses and trying to bring in new ones,
- To improve housing options with a mix of rental and ownership properties at different prices,
- To renovate or raze blighted properties,
- To improve streets and other infrastructure,
- To promote use of "green," or environmentally friendly steps like the renewable electricity from the city's hydroelectric dam,
- To improve quality of life such as by supporting renovation of the Victory Theatre,
- To increase the tax base such as by redeveloping under-used or vacant properties,
- To establish steps to support the renewal plan such as by modifying zoning laws and offering incentives to businesses.

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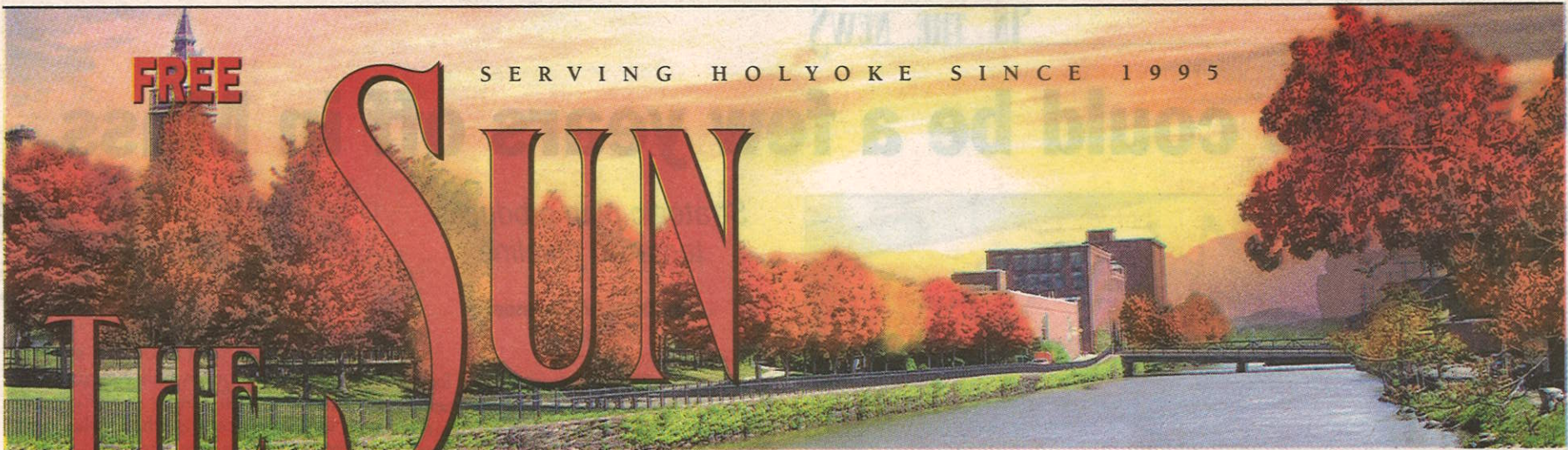
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City Council OKs urban renewal plan

By Dennis P. Hohenberger
Turley Publications Correspondent

HOLYOKE — The City Council has approved the Urban Renewal Plan “Connect. Construct. Create. — A Plan for the Revitalization of Center City Holyoke,” the city’s Downtown residential and business development blueprint for the next two decades.

The state holds final approval on the plan, which could come in January 2013.

The Holyoke Redevelopment Authority (HRA) had previously sanctioned the plan before City Council adoption. The Massachusetts Department of Housing and Economic Development must review and approve the plan before becoming a working document.

Marcos Marrero, Holyoke Office of Planning and Economic Development director, attended last Tuesday’s meeting.

Councilors praised and easily passed the long awaited document. Councilor At-Large Aaron Vega called the plan “ambitious.”

The plan focuses on ten geographic areas in Downtown, the Flats, South Holyoke and Churchill for retail, commercial, industrial and residential development.

The state requires boards like the HRA to have an urban renewal plan in place.

The HRA is a five-member voluntary board that coordinates activities with the Planning Office. Boston, Quincy and Springfield have redevelopment authorities.

The plan was developed over three years and borrows from several citywide initiatives, including the 1999 Holyoke Master Plan, the 2009

See PLAN, page 8

PLAN, from page 1

City Center Vision Plan and public meetings.

Unlike most urban renewal plans, Holyoke’s targets a wide-swath of Downtown.

The four neighborhoods contain 749 acres or 36 million square-feet of streets, waterways, canals and the historic Downtown.

The ten locations have 21.7 million square feet of building area, of which 11.9 million square feet is taxable commercial and industrial buildings.

Another 5.9 million square feet is considered taxable residential and 3.9 million square feet is classified as tax-exempt properties.

Vega said several additional properties on Race and Chestnut Street were added to the list, which could be bought and redeveloped.

He added several “interested parties” made inquiries about the properties. Vega tied the interest to the planned return of Amtrak passenger rail service to Holyoke.

Implementing the plan could cost \$129 million over the next 20 years, with a significant portion used for acquisitions and land transfers. The properties, though, must be

assessed and aggregated before they can be sold.

The recently opened Massachusetts Green High-Performance Computing Center, the planned return of passenger rail service and several public work projects are seen as catalyst for future developments Downtown.

Modifications to the plan are allowed if economic conditions or other factors change. The City Council votes on any modifications.

Councilor Joseph M. McGiverin said the plan was a “long time coming.”

He said the Downtown once hosted vibrant industries, which either folded or headed south. Neighborhoods also crumbled as the quality-of-life deteriorated.

“A lot of things happened that changed the face of Holyoke. But it didn’t change the stamina or the spirit of Holyokers,” he said.

While no money exists to implement the plan’s main components, McGiverin said it will take “outside-the-box” and creative thinking to find revenue sources.

The HRA’s mission is to plan and implement “activities needed to develop under-utilized, deteriorated or blighted areas, and to encourage new development, promote growth, create tax revenue, and create new jobs in the City of Holyoke.”

Connect. Construct. Create.

Through the Holyoke Redevelopment Authority, the City is utilizing the State's Urban Renewal Plan program in an effort to guide revitalization efforts over the next several years.

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Want to stay updated on redevelopment efforts in Holyoke? Sign up for our newsletter!

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What is 'Connect. Construct. Create.' about?



Join Holyoke Senior Planner Karen Mendrala as she describes what the Center City revitalization plan is all about.

Current redevelopment projects



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Upcoming Meetings

- December 19, 2012: Holyoke Redevelopment Authority - Office of Planning & Economic Development, One Court Plaza, Holyoke, MA

[Click here to view calendar details.](#)

Connect

We're connecting Holyokewith the region through passenger rail, connecting parcels to facilitate redevelopment and connecting people through public engagement.



Construct

We're constructing public infrastructure, mixed income and mixed housing types, more commercial venues and more sites ready for occupancy and economic activity.



Create

We're creating a more vibrant Holyoke through innovation, arts, diversity, entrepreneurship and prosperity for a better economy and an improved quality of life.



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Chapters

- Cover and Table of Contents
- Introduction Letter from HRA
- Executive Summary
- Section 1 – Characteristics
- Section 2 – Area Eligibility
- Section 3 – Project Objectives
- Section 4 – Cost Estimates and Financing Plan
- Section 5 – Local Approvals
- Section 6 – Site Preparation
- Section 7 – Public Improvements
- Section 8 – Relocation
- Section 9 – Redeveloper's Obligation and Financing Plan
- Section 10 – Property Disposition
- Section 11 – Citizen Participation
- Section 12 – Implementation

Property Lists per Area

- Area 1 – Dwight Street Gateway
- Area 2 – Veteran's Park Area
- Area 3 – Cabot and Chestnut Area
- Area 4 – High Street Area
- Area 5 – Passenger Rail/Transit Oriented Development Area (TOO)
- Area 6 – High Performance Computing Center
- Area 7 – Parsons Paper Redevelopment
- Area 8 – South Holyoke
- Area 9 – Cabot Street Gateway
- Area 10 – Riverfront Area along Second and Third Canal

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- A-2. Urban Renewal Plan Area Context
- A-3. Project Boundary and Topography
- A-4. FEMA Floodplain Delineation Map
- B-1. Boundary of Proposed Clearance and Rehabilitation Areas
- C-1. Existing Property Lines, Building Footprints and Parking Areas
- C-2. Proposed Property Lines, Building Footprints and Parking Areas
- D-1. Existing Land Use As Per City of Holyoke Land Use Codes
- D-2. Existing Zoning
- D-3. Existing Special Overlay Districts
- E-1. Proposed Land Use
- F-1. Existing Thoroughfare, Public Right-of-Ways and Easements
- G-1. Parcels to be Acquired
- H-1. Lots to be Created for Disposition
- I-1. Buildings to be Demolished
- J-1. Buildings to be Rehabilitated
- K-1. Lots for Buildings to be Constructed
- L-2. Holyoke Center City Vision Plan Map

Attachments

- ☞ Holyoke Master Plan Executive Summary
- ☞ The Center City Vision Plan
- ☞ RKG Center City Market Analysis
- ☞ South Holyoke Revitalization Strategy
- ☞ CPC Report
- ☞ CPC Meeting Records
- ☞ Tax Income Estimates

Additional Documents

- Center City Plan presentation
- Two-page plan summary
- Info Session Flyer
- Public Hearing Flyer (inglés y español)
- Sesión Pública de Información
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