

Public Meeting #3



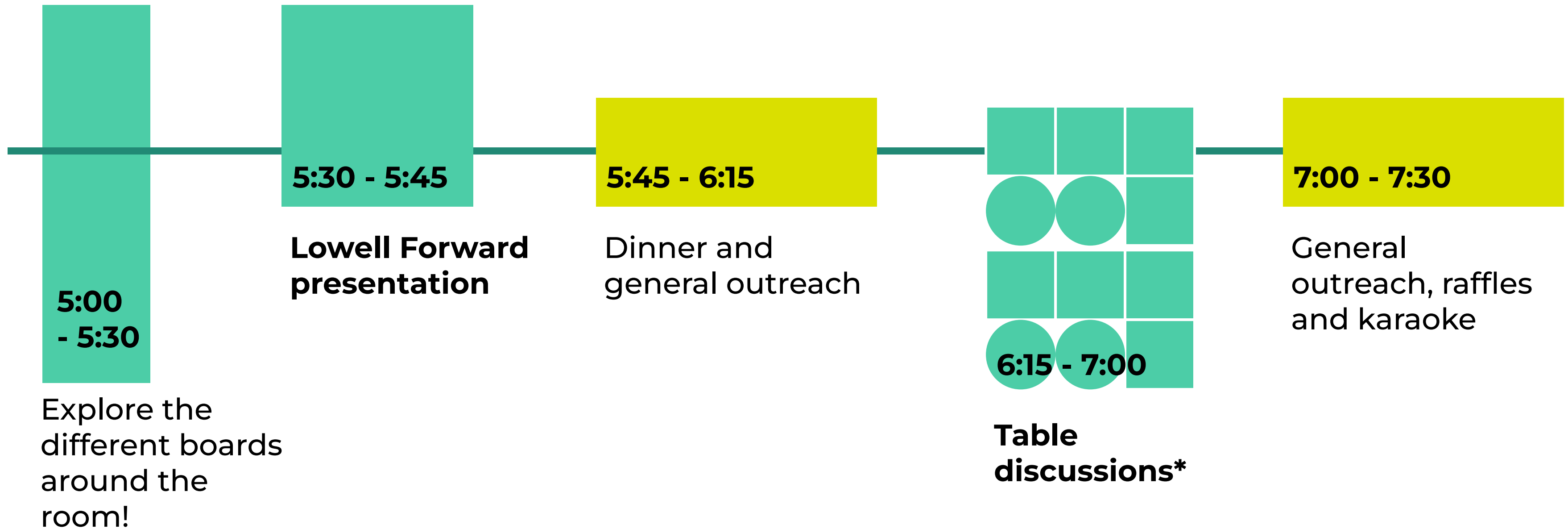
FORWARD

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AVANZA

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# What will we do today?



\*Spanish, khmer and portuguese interpreters are available at marked tables. Choose a table, and the planning team will rotate around tables.

# What is Lowell Forward?

Our city's comprehensive plan for the future.

Together, we will define a shared vision and framework to guide and shape the next 20 years of our city.

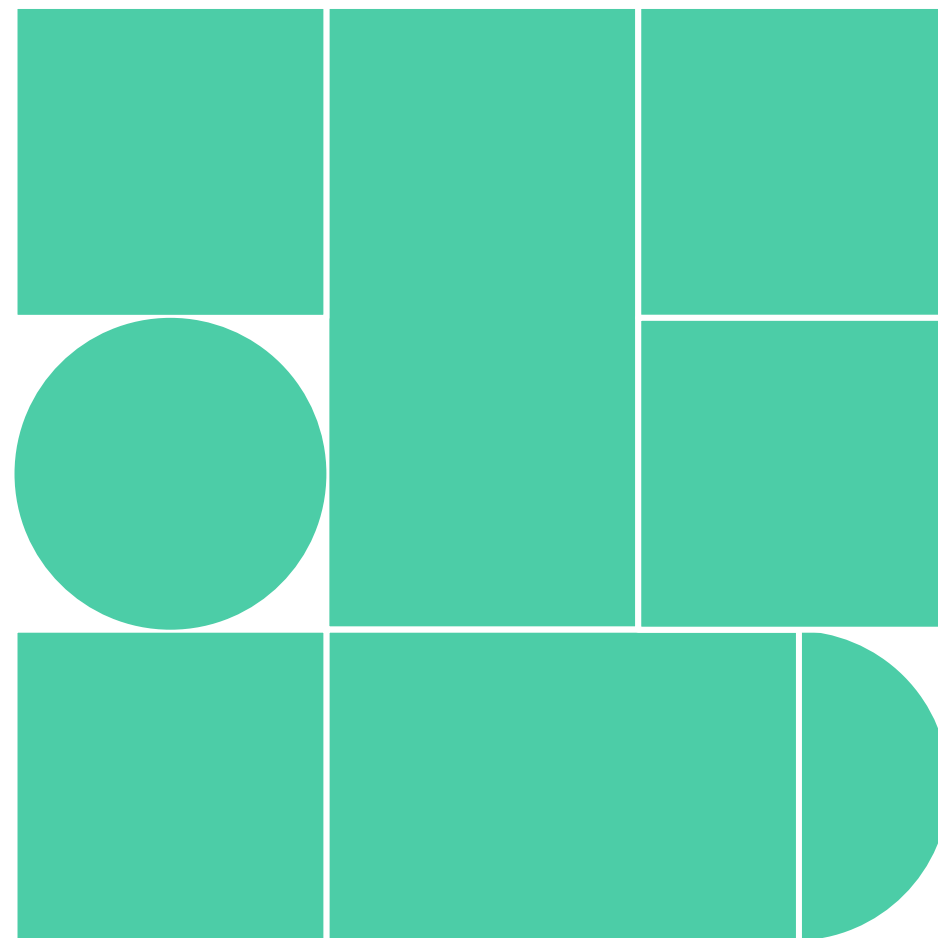
# A reminder of the comprehensive planning process:

## Vision and Foundational Principles



*A shared vision for the city and its neighborhoods*

## Top Goals supporting the vision



*Coordinated goals that support the vision*

## Actions to implement the vision



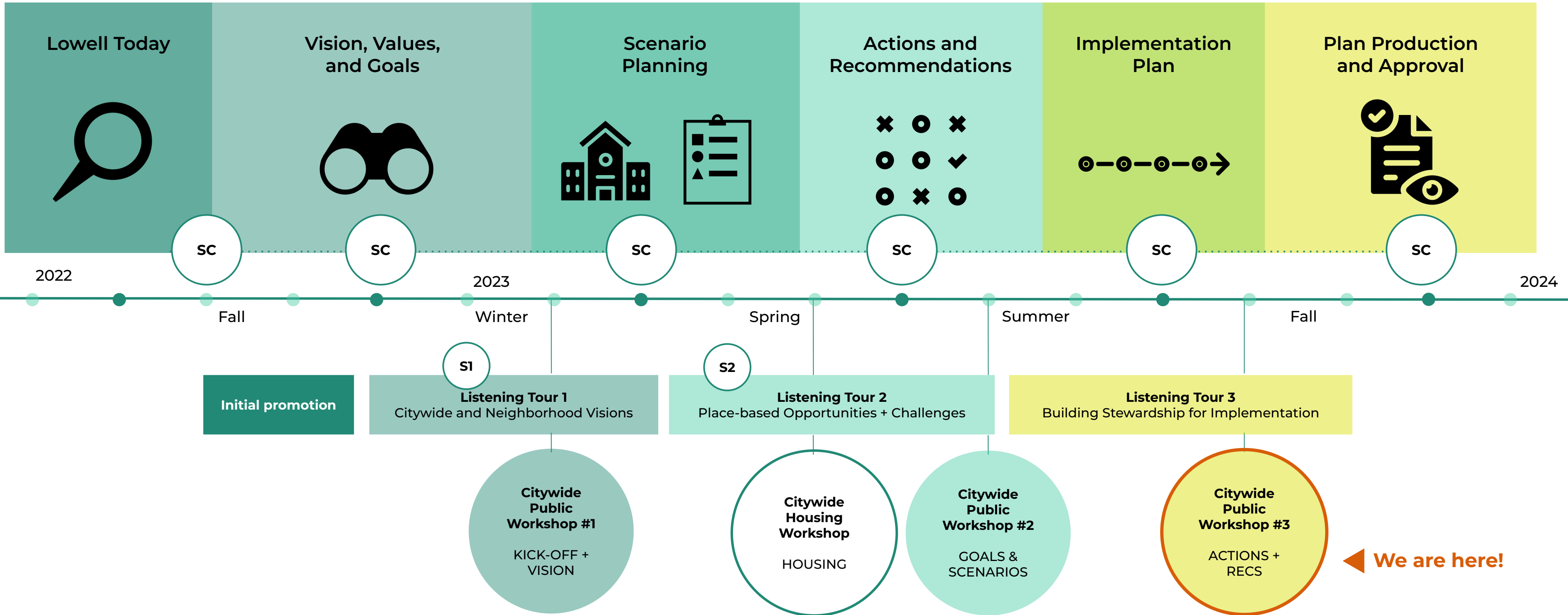
*A guide for policymaking and investments in the near future*

Consider:

- How to coordinate different groups that can make the implementation happen?
- How to prioritize investment?
- How to coordinate existing initiatives?

# Where we are in the process

Learning and visioning → Testing future visions → Developing the plan →



SC = Steering Committee, IWG = Interdepartmental Working Groups, S = Survey Launch

# Our Vision, Principles and Top Goals for the Future



# Vision




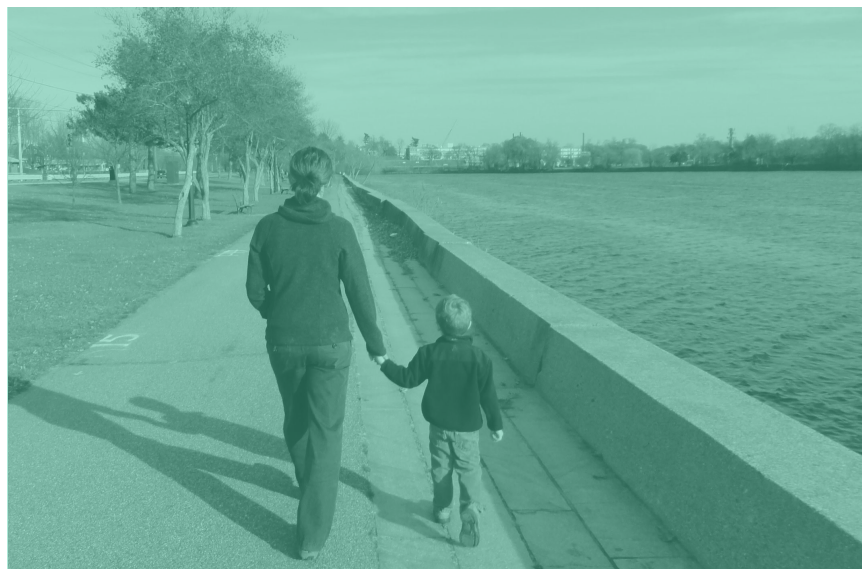
## We envision Lowell as a city that

- *Connects our communities to the housing and resources needed to live a fulfilling life;*
- *Conveniently transports us to where we need to go (whether by car, transit, walking or biking);*
- *Cultivates educational, economic and creative opportunity for everyone;*
- *Embraces and celebrates our diverse cultures and unique heritage;*
- *Takes care of our public spaces, natural resources, and each other; and*
- *Prepares for and responds to climate change*

# Foundation principles and values guiding this Plan



**Sustainability  
and Resilience**



**Proactive  
Maintenance**



**Accountable  
Governance and  
Community  
Stewardship**



**Innovation and  
Creativity**





# Lowell Forward's approach

- **Oriented to getting things done!**
- **Keep people informed about goals and results, builds trust, and attracts support.**
- **Ensuring that the community sees how their participation in the planning process and the implementation process leads to tangible results.**
- **Focus on what matters! Prioritizing Goals will help us figure out what to work on first, and stay on the long-term path.**

# What important topics is Lowell Forward tying together?

## Land Use and Urban Form

- Buildings that make up the city
- Public realm connecting these buildings

## Housing

- Places for people with different types of needs can live

## Mobility

- Public transportation
- Streets
- Walking and biking paths
- Parking

## Economic Development

- Jobs
- Small and big businesses
- Industries
- Education

## Energy, Climate, and Environment

- Tree canopy
- Water management
- Green infrastructure
- PV panels

## Parks, Open Spaces and Trails

- Recreational parks
- Canal and river walkways
- Conservation areas

## Arts and Culture

- Art and culture events
- Public art
- Art markets

# Land Use and Urban Form

## Top Goals

1. Plan for Downtown growth
2. Growth in neighborhood activity centers and partnerships with institutional anchors
3. Redevelop underutilized industrial areas and/or heavy commercial areas



<https://www.soldbyair.com/MA/Lowell>

# Housing

**Note: Ongoing Housing Production Plan!**

## Top Goals

1. Plan for equitable and accessible growth
2. Develop homes for all types of households and individuals
3. Increase housing quality
4. Eliminate homelessness and reduce housing insecurity
5. Provide options for low- and very low- income households
6. Expand and create new opportunities for affordable homeownership
7. Ensure fair housing policies and practices



Utile

# Mobility

## Top Goals

1. Safe, equitable and connected mobility network that accommodates all users including walkers, riders, drivers, bikers and rollers
2. Layers of transportation options with convenient access and navigation
3. High-quality, reliable transit, and incentives for utilizing transit options



<https://www.cityhealth.org/resource/complete-streets-the-road-to-better-health/>

# Economic Development

## Top Goals

1. Downtown revitalization by encouraging mixed-use developments and enhancing and maintaining the public realm
2. Promote, support, and grow Lowell's local businesses
3. Expand commercial and industrial opportunities and increase job opportunities for Lowell residents



Utile

# Energy, Climate and Environment

## Top Goals

1. Achieve carbon neutrality by 2050
2. Ensure that our communities (current and future) are prepared and resilient to environmental change
3. Build a clean energy economy
4. Ensure energy equity

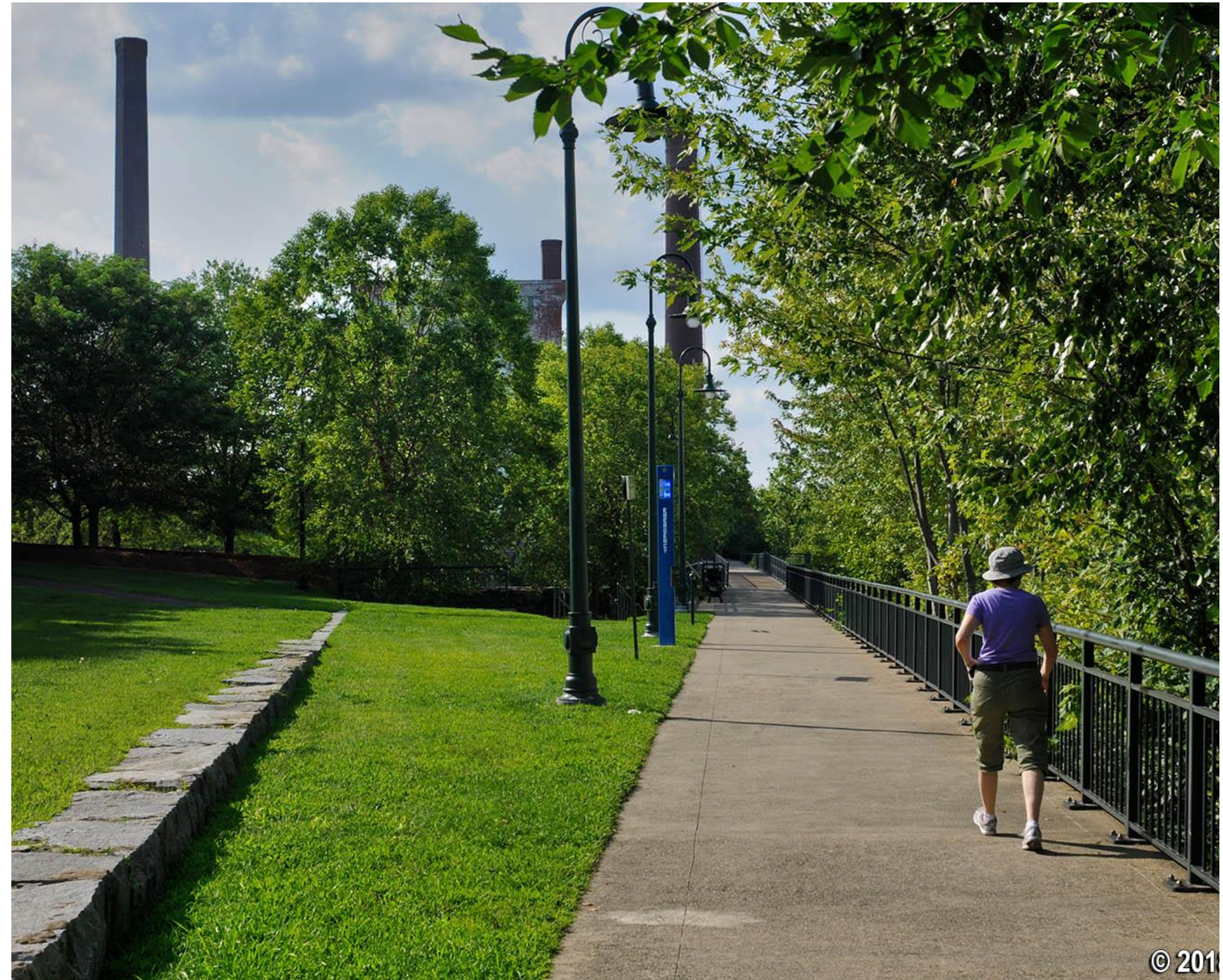


<https://www.uml.edu/research/energy/>

# Parks, Open Spaces and Trails

## Top Goals

1. Strengthen Social Resilience, Equity, Access, and Maintenance to and of Parks, Open Spaces and Trails
2. Strengthen Climate Resilience and Sustainability in Parks, Open Spaces and Trails



<https://npplan.com/parks-by-state/massachusetts-national-parks/lowell-national-historical-park-park-at-a-glance/lowell-national-historical-park-urban-hiking-trails/lowell-national-historical-park-riverwalk-ramble/>



# Arts and Culture

## Top Goals

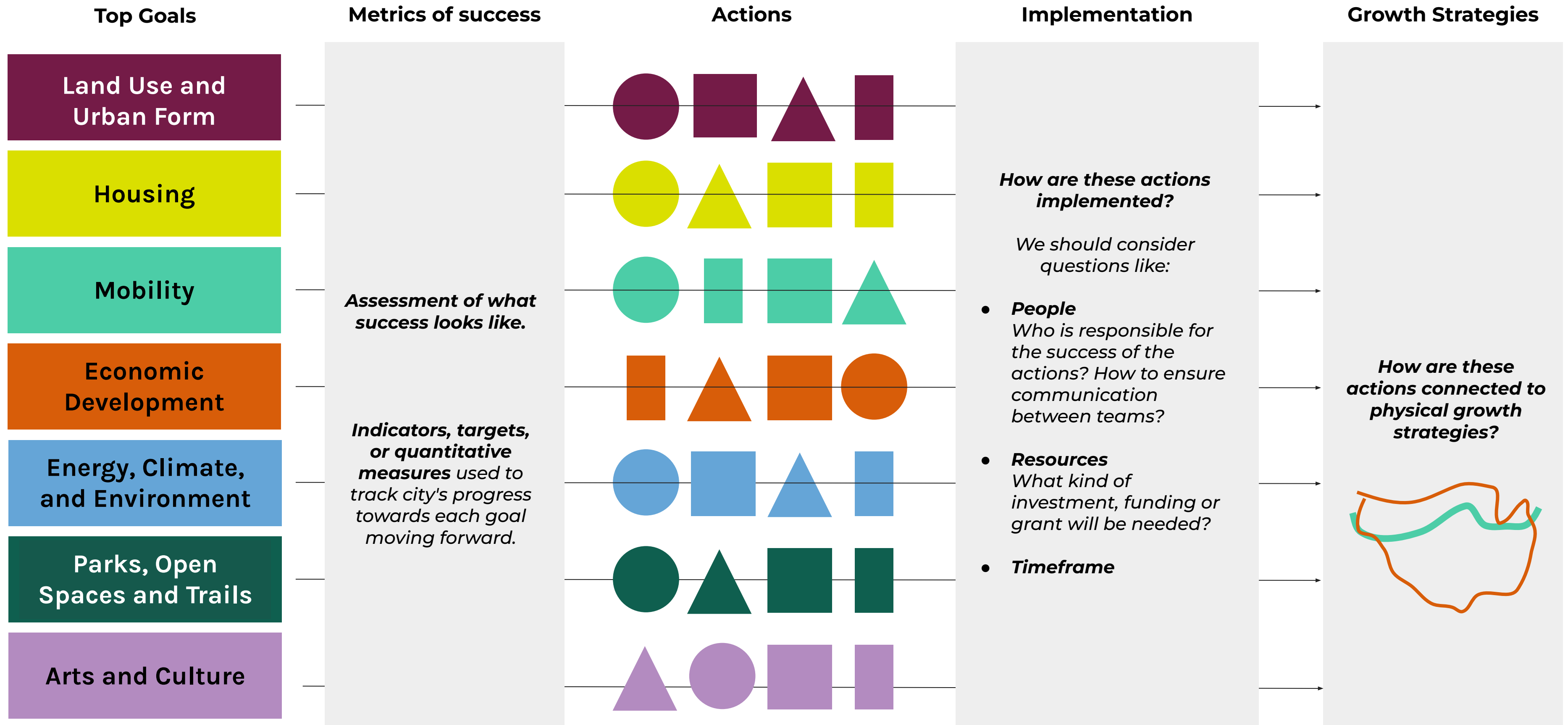
1. Leverage the arts and support creative placemaking in Lowell
2. Support Lowell's economic vitality through arts, culture and creativity

**Note: City has a great plan for Arts & Culture, Mosaic Lowell!**



<https://www.lowellsun.com/2022/04/25/lowell-folk-festival-to-return-this-summer-after-two-year-pandemic-hiatus/>

# Framework for implementation



# Framework for implementation

- **Gaining and Maintaining Trust from the Community**
  - Annual update or method of checking in on progress
  - Comprehensive Plan Implementation Committee
  - Continue engaging underrepresented communities in the implementation
- **Create a System for Data-driven Decisionmaking**
  - Build a robust repository of city data through partnership
  - Transparent Benchmarks- establish appropriate benchmarks that will require departmental coordination
  - List of what your checking progress
- **Identify and Create Strategic Partnerships**
- **Allocate Resources for Plan Implementation**
- **Coordinate Among Departments**

# After dinner we will rotate tables to discuss different topics:

## Planning team coming to you to discuss goals and actions by topic:

- **Land Use and Urban Form:** Taskina and Kevin
- **Housing:** Matthew and Chris (NMCOG)
- **Mobility:** Rahi
- **Economic Development:** Camilo
- **Climate, Energy and Environment:** Andrea
- **Parks, Open Spaces and Trails:** Jess
- **Arts and Culture:** Dylan

## Welcome table:

- Mercy and Ryan

# Next:

## Land Use and Urban Form

Top Goals	Actions	High, Medium or Low Priority	Top Goals	Actions	High, Medium or Low Priority
Plan for Downtown growth	<b>Enable diverse housing options in Downtown,</b> updating zoning and dimensional requirements in Downtown to enable smaller and more diverse housing options		Redevelop underutilized industrial areas and heavy commercial areas	<b>Advance planning of the Ayer's City Industrial Park</b> Complete and assess the ongoing market study and define next steps for development in the industrial area	
	<b>Improve walkability in Downtown</b> by including wider sidewalks, more trees, active storefronts, shorter crossings, and longer crossing times			<b>Update zoning to allow light manufacturing and creative economy uses</b> that are compatible with residential and commercial neighborhoods in appropriate areas of the city	
	<b>Advance planning of vacant and underutilized lots</b> in areas such as the Merrimack Corridor and the Gallagher Station for compact, mixed-use, and walkable development		<b>What are we missing? Other thoughts?</b> Place a sticky note below		
	<b>Continue to build a comprehensive branding strategy</b> by partnering with local anchors to showcase our city's history, diversity, innovations and future goals, and make the city more attractive for residents, employers and potential investors				
	<b>Incentivize transit-oriented development around the MBTA station</b> by developing zoning regulations, financial incentives, and partnerships with transportation agencies				
<b>Update historic regulations to better fit current needs</b> including compliance with building accessibility and code standards		Growth in neighborhood activity centers and partnerships with Institutional anchors	<b>Related ongoing/past plans</b> • Acre Transformative Development Initiative (ongoing) • Ayer's City Industrial Park Urban Revitalization & Development Plan (2013) • Hamilton Canal District Master Plan (2008) • Sustainable Lowell 2025 (2013)  <b>Are we missing any? Please add here --&gt;</b>		
<b>Improve neighborhood center infrastructure and services</b> prioritizing pedestrian safety and enhanced walkability in underserved neighborhood centers in Lowell					
<b>Ensure robust coordination between city departments in executing neighborhood center improvements,</b> aligning specific project timeline and departmental resources with other ongoing planning efforts.					
<b>Allow increased residential density by right in Neighborhood Business Districts,</b> encouraging appropriate infill development that enhances neighborhood vitality and celebrates each neighborhood's distinct identity					
<b>Strengthen connections between neighborhood centers and institutional anchors</b> coordinating major institutional plans and projects to better align with this Plan's objectives of creating active, connected, and prosperous neighborhood centers					
<b>Transparent engagement between institutional anchors' projects and impacted neighborhoods</b> Ensure Lowell residents, community groups and other impacted stakeholders are continuously engaged and informed as institutional projects are being planned.					
<b>Review off-street parking requirements for neighborhood commercial zones,</b> in particular existing buildings with longstanding commercial vacancies					

Place a sticky dot to help us prioritize actions that will have the most impact!

Add additional comments here

# Next steps

1. **Public comment period** between end of December and end of January. **Stay tuned!**
2. **Next Steering Committee** meeting will be in December.
3. **Stay connected with Lowell Forward!** Website, social media and newsletter

# Stay connected

[forward.lowellma.gov](http://forward.lowellma.gov)

Home About Events News Library Planning Team Get Involved

## LOVELL FORWARD

We are excited to launch *Lowell Forward*, our city's comprehensive planning process.

Lowell Forward will engage our community in creating a shared vision and framework to guide and shape the future of our city. This citywide planning initiative will knit together past, present, and future planning efforts across areas in the city, from Downtown to our unique and celebrated neighborhoods, to our transportation networks, open space, and natural resources.

We need your voice to make this Plan happen! Join us as we work together to craft a resilient vision and roadmap for Lowell in the next 20 years.

Learn More Get Involved!

Upcoming Events News

[@lowell\\_forward\\_plan](https://www.instagram.com/lowell_forward_plan)

Instagram

lowell\_forward\_plan Follow

7 posts 94 followers 31 following

Lowell Forward  
Comprehensive Master Plan update for Lowell, MA

Places

POSTS REELS TAGGED

1  
Where are we today?

Sign up for email updates!

Spread the word!

Join the Lowell Forward team!

LOVELL FORWARD

[Lowell Forward](https://www.facebook.com/lowellforward)

facebook

Lowell Forward

Edit cover photo

*Follow us for updates, actively participate on comment sections, and help us spread the word!*

# Everyone has a role to play in shaping the future of Lowell!



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