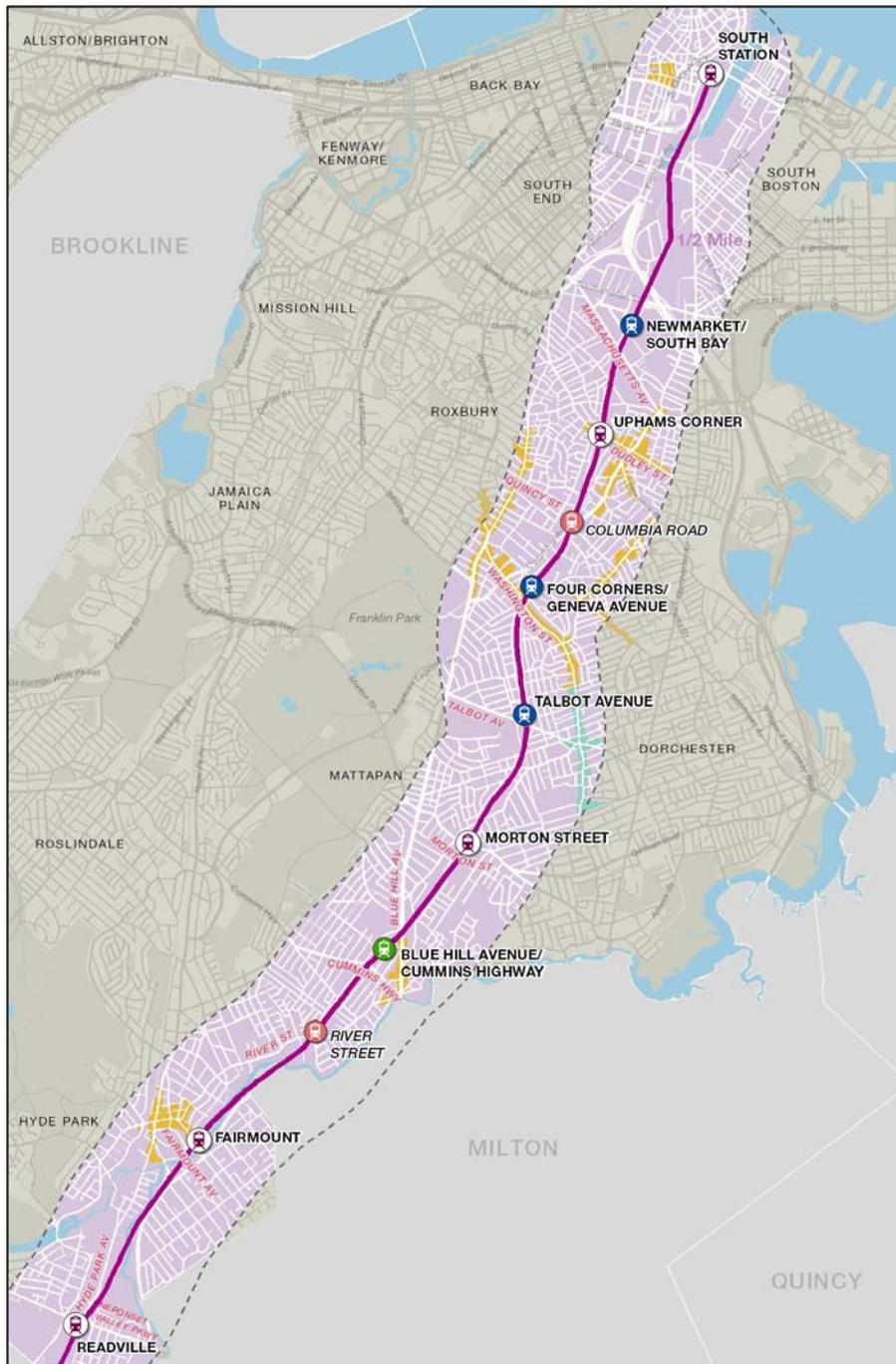


# Fairmount Indigo Planning Initiative



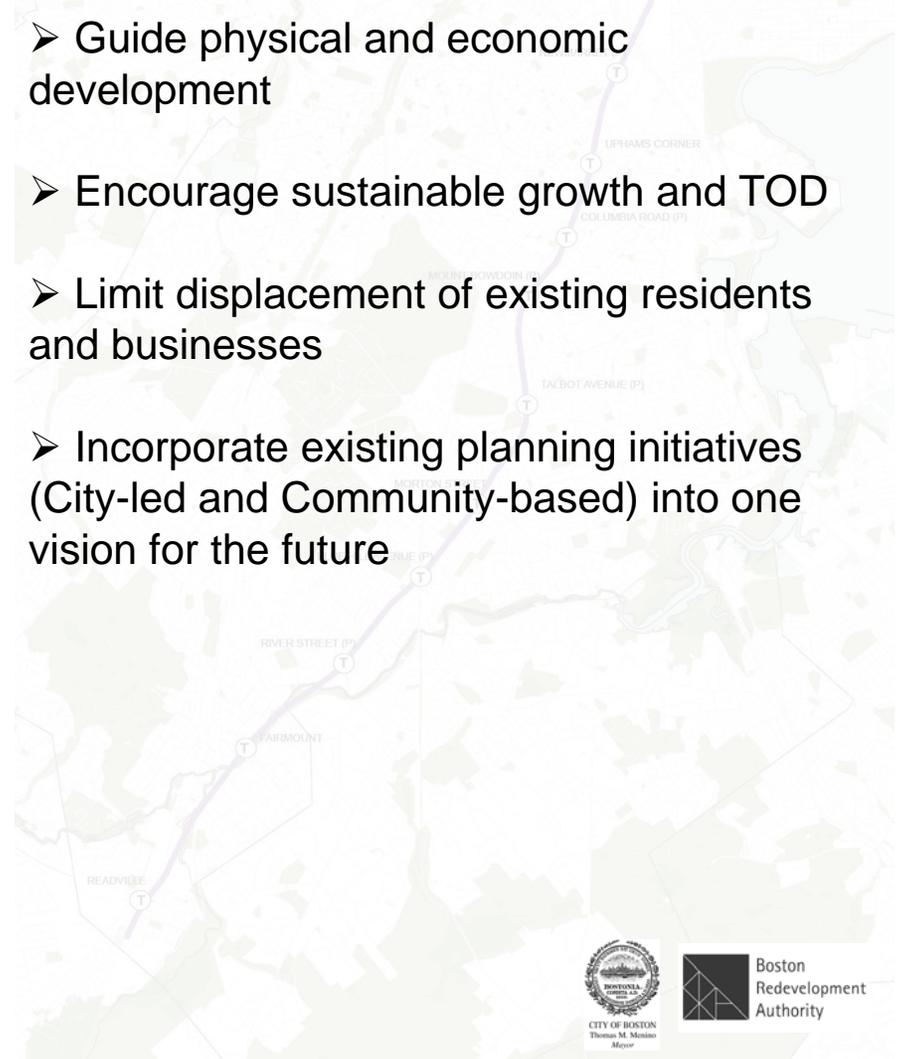
[www.fairmountindigoplanning.org](http://www.fairmountindigoplanning.org)



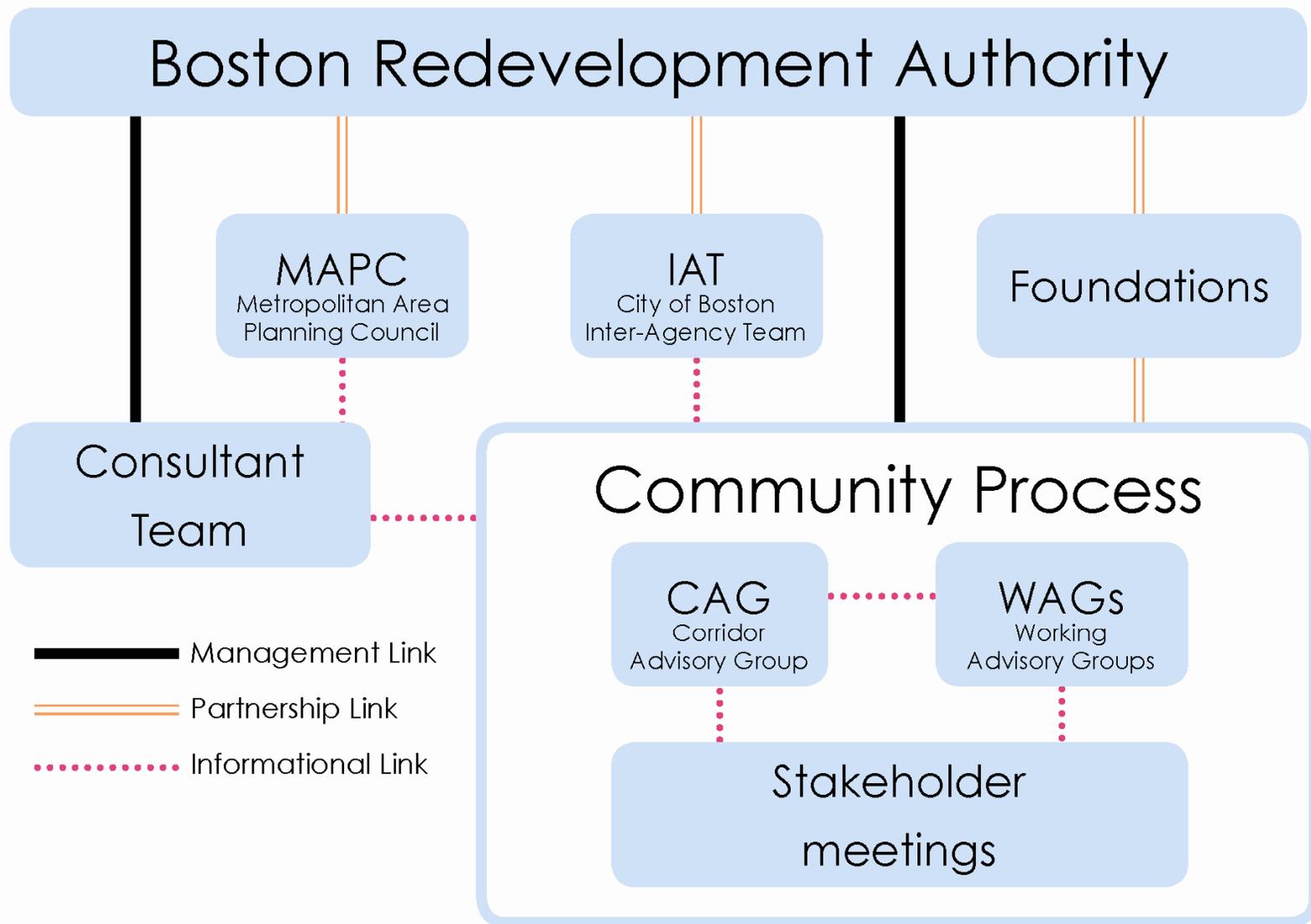


# Fairmount Indigo Planning Initiative

- Guide physical and economic development
- Encourage sustainable growth and TOD
- Limit displacement of existing residents and businesses
- Incorporate existing planning initiatives (City-led and Community-based) into one vision for the future

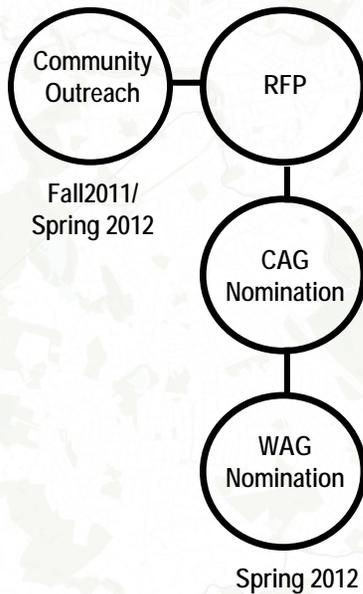


# Community Process

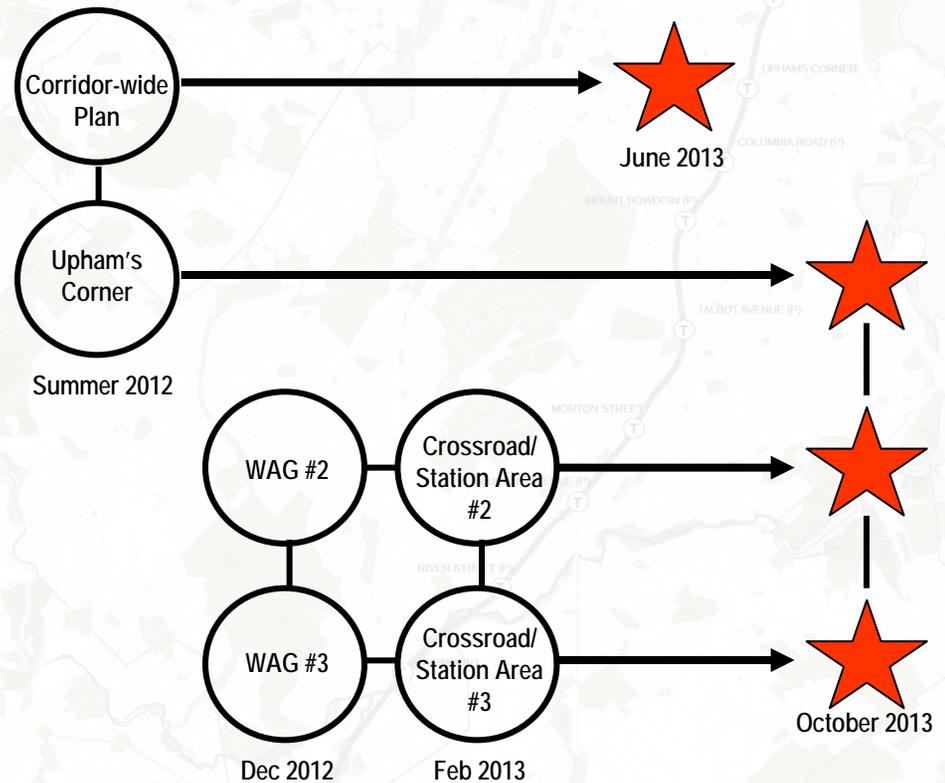


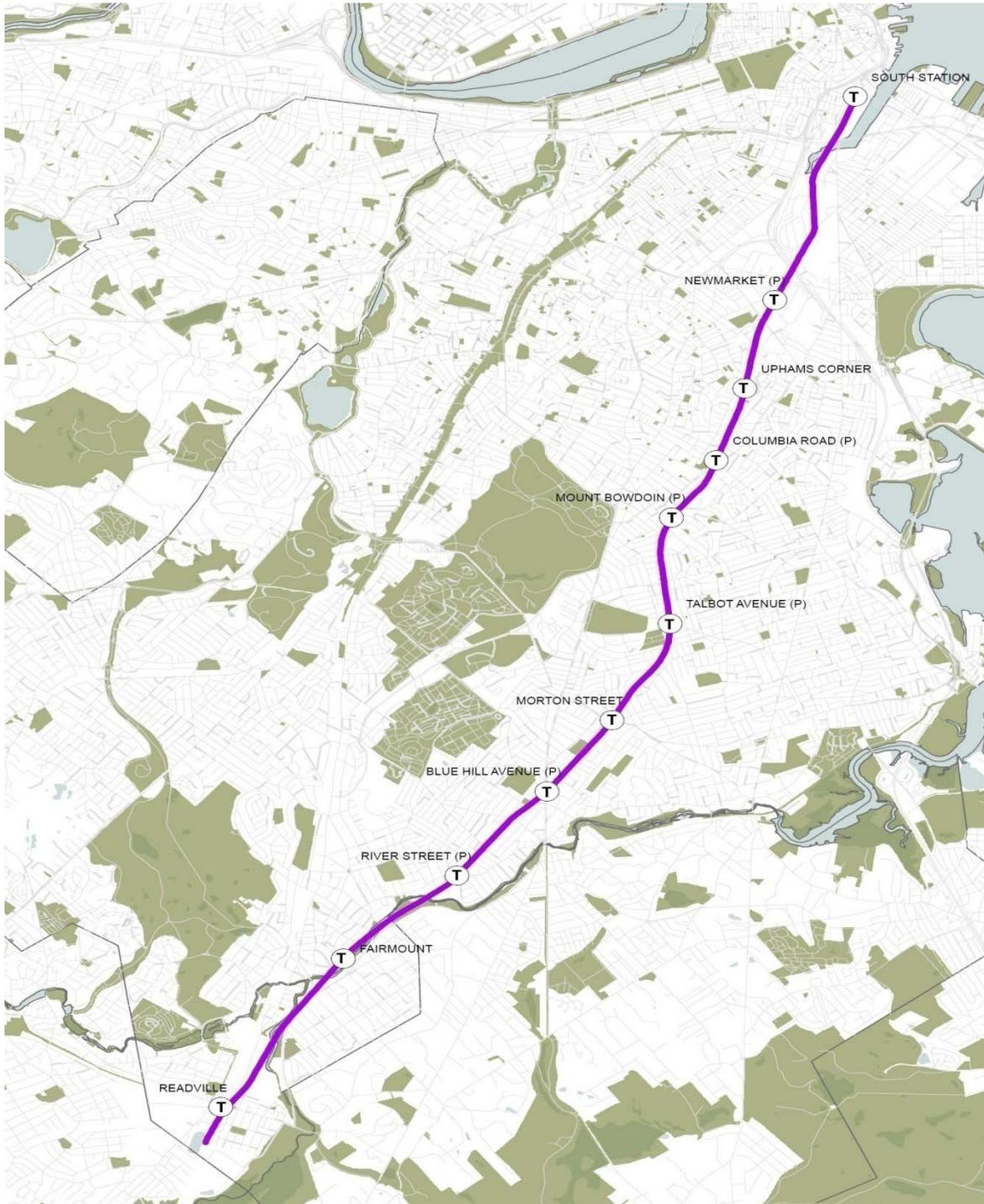
# Initiative Process

## Preparation



## Community Process





# Fairmount Indigo Planning Initiative

## Consultant Introduction

*Prepared by:*

**The Cecil Group Team**

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

August 8, 2012

# Consultant Team Members

*The Cecil Group*

*HDR*

*Shook/Kelley*

*Bioengineering*

*Byrne/McKinney*

*McMahon*

*SAS/Design*



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Redevelopment  
Authority

The Cecil Group Team

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# The Cecil Group

- *Planning, Urban Design, Landscape Architecture*

- *Management and coordination*
- *Neighborhood planning*
- *Transit-oriented development*
- *Urban design*
- *Design guidelines*
- *Streetscape improvements*



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# HDR

- *Decision Economics, Transportation and Land Use Planning, Civil Engineering*

- *Economic development associated with transportation systems*
- *Civil engineering for infrastructure and public realm*
- *Boston expertise*

YOU ARE INVITED:



**JOIN US**

**DATE:**  
June 29, 2011

**TIME:**  
6:00 p.m.

**LOCATION:**  
Heritage State Park  
Visitors Center  
221 Appleton Street

**HOLYOKE**  
Transportation Connections Project  
Phase II—Depot Square  
Public Meeting

A meeting is being held to get input from the public for the process of completing design plans for the Transportation Connections Project— Phase II which will design pedestrian improvements to link the Canalwalk with the future Passenger Rail Station and the Holyoke Transportation Center.

Please join us to share your ideas.

**For more information:**

Holyoke Office of Planning & Development  
One Court Plaza—Holyoke, MA 01040 (413) 322-5575

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This project is being funded by the US EPA through a Smart Growth Grant.



The Cecil Group Team

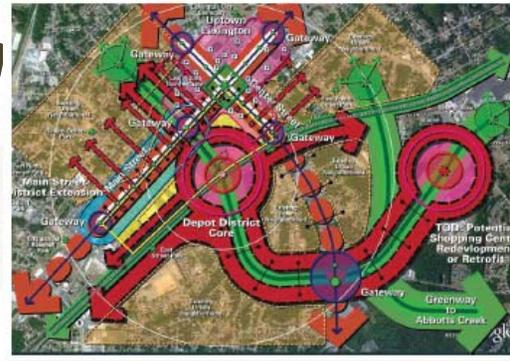
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# Shook Kelley - Strategic Branding, Design and Urban Planning

- Identity and branding with urban design, corridor and neighborhood expertise
- South End rail line in Charlotte



Above: Excerpts from the Brand Vision Book for Twinbrook, written and designed by Shook Kelley. Below: Shook Kelley developed a new identity system and wayfinding sign system to convey and define the new district surrounding the METRO stop as an Urban Garden. A symbol was developed to uniquely communicate the idea of urbanism intersects with nature, one that could be easily yet innovatively applied to various mediums, including an identity wayfinding sign system that utilizes the best in sustainable technologies.



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# Shook Kelley - Strategic Branding, Design and Urban Planning



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# Bioengineering - Ecological Engineering, Sustainable Infrastructure

- *Leading edge sustainable planning and engineering*
- *Green streets and neighborhoods*



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# Byrne McKinney - Real Estate Counseling and Valuation Assistance

- *Evaluation of real estate opportunities*
- *Economic development at the neighborhood scale*
- *Extensive experience in Boston neighborhoods*



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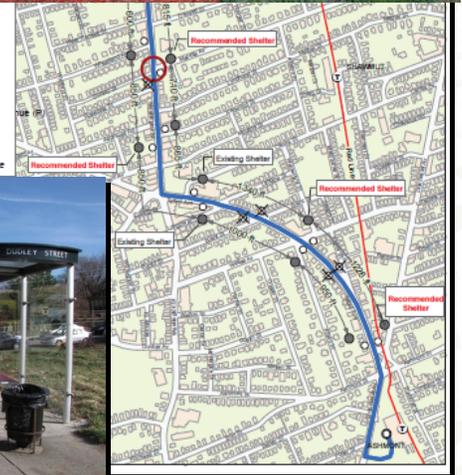
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# McMahon - Traffic Engineering, Transportation Planning and Design

- *Neighborhood-scale traffic studies and solutions*
- *Transit Planning*
- *Sustainable neighborhood planning*
- *Public realm improvements*



2 stop as appropriate



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# SAS/Design - Architecture and Urban Design

- *Neighborhood planning and urban design*
- *Transit-oriented districts*
- *Contributed to background studies along the corridor*



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# Planning Process

- **Corridor-Wide Scale Planning**

Economics

Urban Design and Branding

Sustainability

- **Neighborhood Scale Planning**

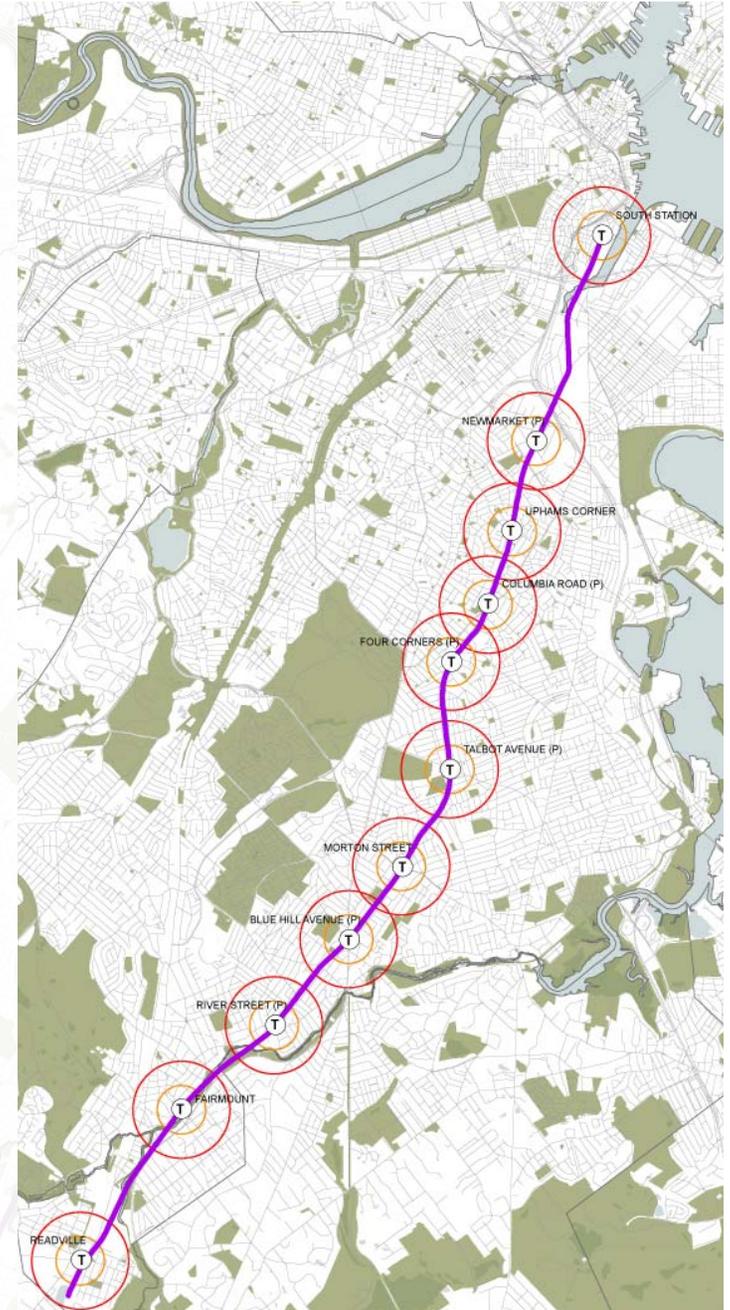
Economics

Urban Design

Public Realm/Landscape

Complete Infrastructure

Neighborhood Sustainability



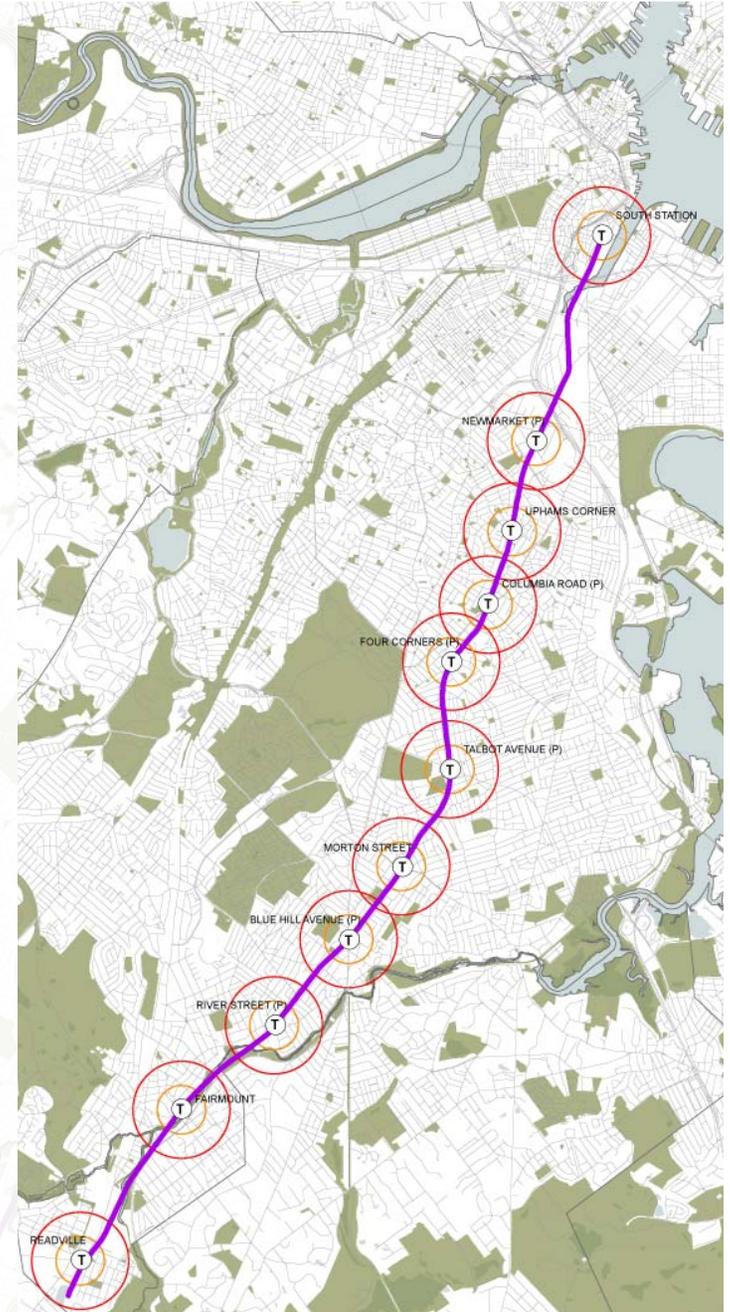
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# Planning Process

- **Appreciation and Commitment**

Working with everyone... and appreciation of our role in this initiative for a **complete** and sustainable **corridor**, **neighborhoods**, **streets**, **places**...and opportunity.



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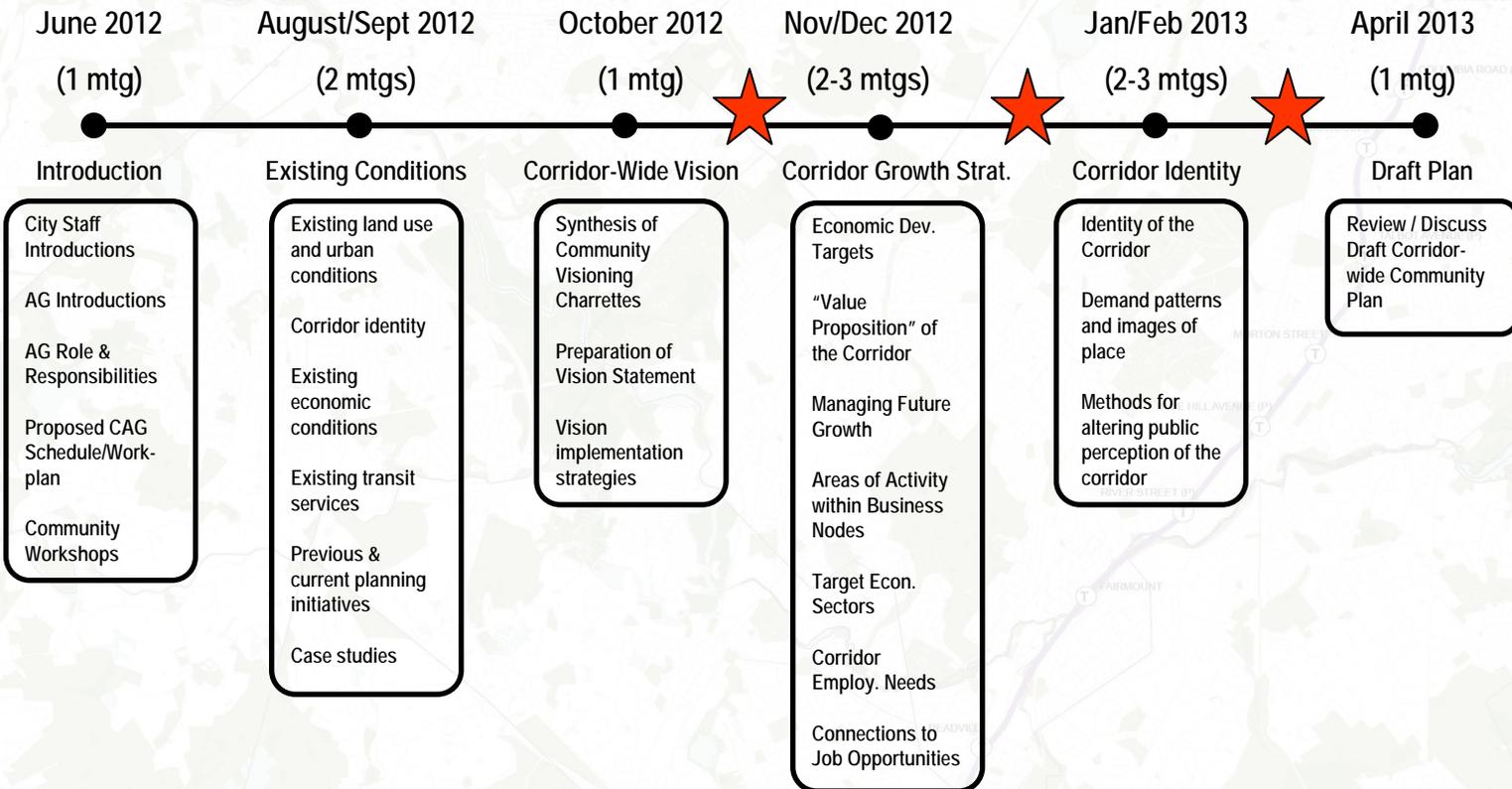
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# Fairmount Indigo Planning Initiative

## Corridor Advisory Group (CAG)

### Work Plan/Meeting Topics



**Introduction**

- City Staff Introductions
- AG Introductions
- AG Role & Responsibilities
- Proposed CAG Schedule/Work-plan
- Community Workshops

**Existing Conditions**

- Existing land use and urban conditions
- Corridor identity
- Existing economic conditions
- Existing transit services
- Previous & current planning initiatives
- Case studies

**Corridor-Wide Vision**

- Synthesis of Community Visioning Charrettes
- Preparation of Vision Statement
- Vision implementation strategies

**Corridor Growth Strat.**

- Economic Dev. Targets
- "Value Proposition" of the Corridor
- Managing Future Growth
- Areas of Activity within Business Nodes
- Target Econ. Sectors
- Corridor Employ. Needs
- Connections to Job Opportunities

**Corridor Identity**

- Identity of the Corridor
- Demand patterns and images of place
- Methods for altering public perception of the corridor

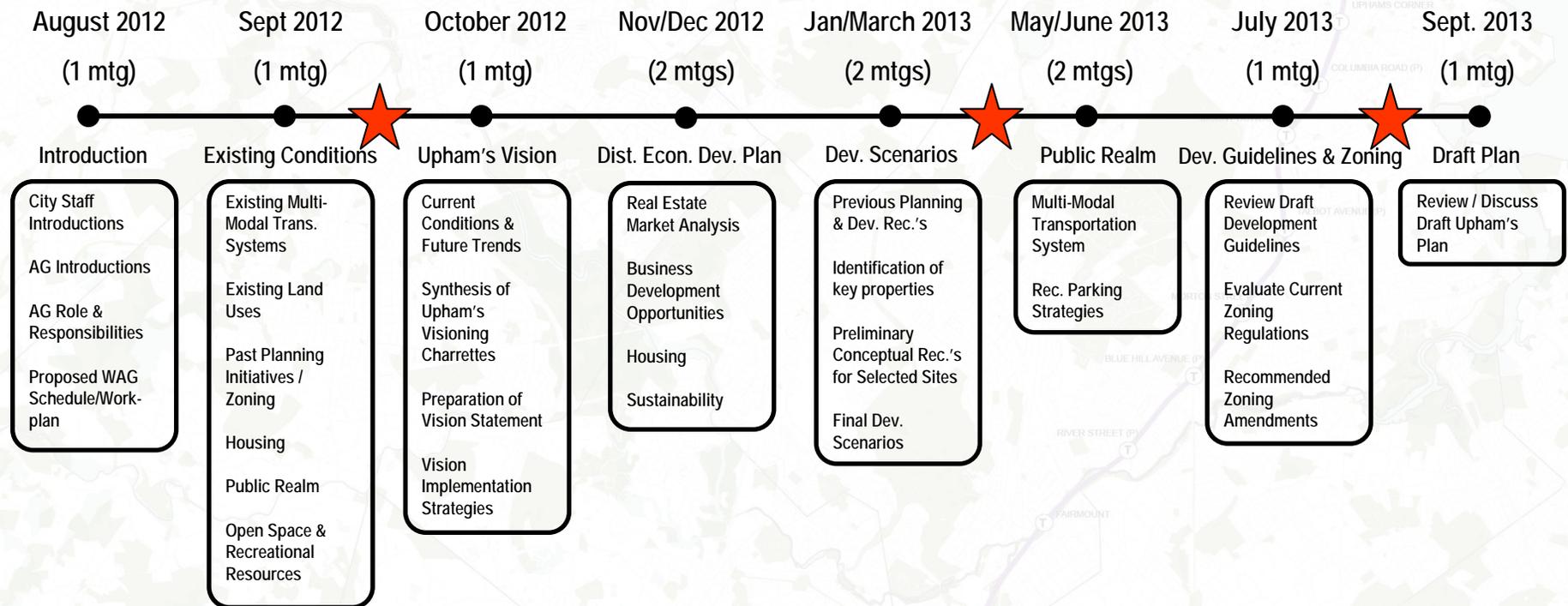
**Draft Plan**

- Review / Discuss Draft Corridor-wide Community Plan

# Fairmount Indigo Planning Initiative

## Upham's Corner Working Advisory Group (WAG)

### Work Plan/Meeting Topics



# Next Steps

## ➤ September Meeting

- Existing Conditions
- Current Upham's Corner Initiative's
- Discuss Upham's Corner Charrette

