South End Gateway Access Plan

City of New Bedford

Chapter 43D Priority Development Site

SITE 1  Former Goodyear Site
Size: ±10 Acres  
Ownership: Clarks Cove Development Co. LLC
Zoning: Industrial B District (IB)  
Current Use: Vacant Land

Adjacency Underutilized Land

SITE 2  Former Shaws Site
Size: ±7 Acres  
Ownership: Cove Development Corp.
Zoning: Industrial B District (IB)  
Current Use: Vacant Supermarket Plaza

SITE 3  Cove Road Commercial Site
Size: ±6 Acres  
Ownership: Private, Varies
Zoning: Industrial B District (IB)  
Current Use: Variety of Commercial Properties

Project Overview

Introduction
The goal of the South End Gateway Access Plan is to recommend actions to enhance the development potential of the former Goodyear Site (a Priority Development Site under the Chapter 43D Expedited Permitting program) as well as other sites within the planning district.

Purpose
In order to enhance the development potential of the Former Goodyear Site, one of the city’s Priority Development Sites, this plan proposes alternative schemes to reconfigure the local street network and improve connections between the district and Route 18. The plan addresses development opportunities associated with the Goodyear site and adjacent underutilized land and offers conceptual public realm improvements recommendations.

The plan was created to begin to address development goals including:
- Improved site access along Cove Road
- Enhanced development potential
- Redevelopment of underutilized properties
- Job creation and increased tax revenue

Location
Situated just north of Clarks Cove, the South End Gateway district is generally bounded by Route 18 (JFK Memorial Boulevard) to the east, Rivet Street to the north, Cove Road and the hurricane barrier to the south, and Dartmouth Street to the west.

This conceptual planning effort was led by the City of New Bedford and the New Bedford Economic Development Council with the assistance of MassDevelopment and its consultants Vanasse Hangen Brustlin Inc. It is anticipated that additional stakeholder input and review will be included should the project’s conceptual options and recommendations advance.

Strategically located for business
New Bedford has long been recognized as a center of commerce dating back to the whaling and industrial eras. Fifty-five miles south of Boston, and 35 miles east of Providence, New Bedford is within commuting distance to major metropolitan transportation hubs. The city is easily accessible via Interstate 195 and Route 140. Route 18, currently being improved by the state, provides direct access to the South End Gateway district. The district includes the following unique opportunities:

- Rivet Street has neighborhood retail and commercial uses that help activate the street.
- Ashley Park is directly north of the Former Goodyear site (Priority Development Site), offering numerous recreational activities.
- The context to the west is mostly residential and is characterized by well-kept triple decker homes.
- The Howland Place commercial complex includes a mix of multi-story mill buildings and one-story commercial uses.
- The southern edge of Rockdale Road includes a mix of retail and commercial uses.
- Cove Road Commercial Site (Site 3) is currently a mix of auto-oriented uses including a car wash, pharmacy and fast food restaurants.
- Shaw’s Supermarket once occupied this now vacant large retail site (Site 2).
- The area inland of the hurricane barrier is currently utilized for stormwater management but offers potential to become more of an informal green space amenity for nearby residents.
- The transition between the residential neighborhood and existing commercial uses could be improved by infill development along Bonney Street.
- The former open land behind the Former Shaw’s Site is underutilized and privately owned.
- The Post Office continues to be an active civic use for nearby residents and businesses.
- The city is planning to renovate the John B. Devalles Elementary School which will further enhance the built character of public buildings in the district.

Vanasse Hangen Brustlin, Inc. VHB
Transportation Access Improvement Options

**Minimal Improvement Option**
Benefits include improved traffic operations at key intersections without major geometric modifications.
A. Minor right-of-way taking in order to provide an improved turning radius.
B. Lane widening results in new signal and island for landscape feature.
C. Two T-intersections result in more efficient turning movements and safer travel.
D. Site access to PDS site would remain off Bolton Street and Orchard Street.

**Moderate Improvement Option**
Benefits include enhanced site access with increased opportunities for streetscape improvements.
A. Acquisition may be needed in order to accommodate a new right-turn channel.
B. Lane widening results in new signal and island for landscape feature.
C. New roadway between Site 2 and 3 would enhance direct access to the Goodyear site (road right-of-way would need to be acquired).
D. Two T-intersections result in more efficient turning movements and safer travel.
E. New streetscape improvements such as reconstructed sidewalks, lighting and landscaped features to mark "gateways".

**Roundabout Improvement Option**
Benefits include a series of roundabouts at key intersections to enhance traffic flow and develop a cohesive streetscape.
A. Create single-lane roundabouts at all four intersections and remove traffic signals. Roundabouts create consistent streetscape theme and unique gateway opportunity. Acquisition may be needed in order to accommodate additional right-of-way.
B. New roadway between Site 2 and 3 would enhance direct access to the Goodyear site.
C. New streetscape improvements such as reconstructed sidewalks, lighting and landscaped features to mark "gateways" (road right-of-way would need to be acquired).

For more information, see Transportation Improvements Assessment (August 29, 2008).
Development Potential

A "Near-Term" scenario (left) highlights the redevelopment of the Goodyear site into a mixed-use project as previously presented to the City. Additionally, the minimal transportation improvements option highlights how site access to the PDS site may be enhanced.

A "Long-Term" scenario (right) builds upon the near-term scenario and provides improved site access to the Goodyear site through a new roadway and streetscape enhancements. Hypothetical new development opportunities are envisioned on Site 2 and Site 3, providing a lively mix of office, residential, and retail uses to complement the proposed Residences at Clarks Cove on the PDS site. Upper story residential units will offer expansive views of Buzzards Bay and the Islands.