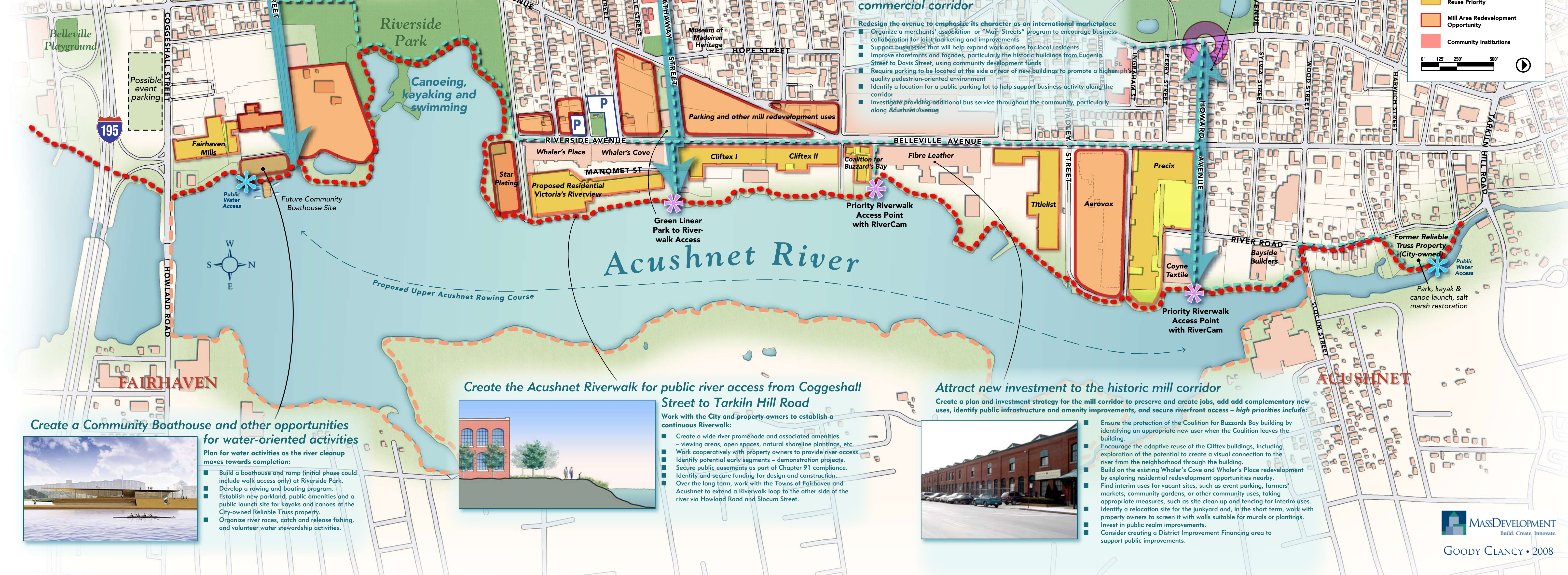


Our Vision for New Bedford's Upper Harbor is to connect people to a cleaned-up Acushnet River and waterfront while celebrating cultural and historic heritage and strengthening Upper Harbor neighborhoods and businesses.

- Bring people to the river by creating a boathouse, riverwalk, view corridors, access points, and river activities.
- Preserve and promote historic and cultural heritage by adaptive reuse of historic mills and other buildings, creating a heritage trail that tells the story of the Upper Harbor, and enhancing cultural traditions with water connections.
- Strengthen Acushnet Avenue as a vital commercial street by enhancing walkability, joint promotions, and connecting it to waterfront activities.
- Enhance and support neighborhood life through police and security improvements, housing and streetscape improvements, youth activities.
- Attract new residential and job-creating investment to the mill corridor.



This distinct arch serves as a gateway to Federal Hill in Providence, RI.



Gateway to Acushnet Avenue

Belleville Playground

Possible event parking

Fairhaven Mills

Public Water Access

Future Community Boathouse Site

Canoeing, kayaking and swimming

Proposed Upper Acushnet Rowing Course

Create a Community Boathouse and other opportunities for water-oriented activities

- Plan for water activities as the river cleanup moves towards completion:
- Build a boathouse and ramp (initial phase could include walk access only) at Riverside Park.
 - Develop a rowing and boating program.
 - Establish new parkland, public amenities and a public launch site for kayaks and canoes at the City-owned Reliable Truss property.
 - Organize river races, catch and release fishing, and volunteer water stewardship activities.

Create an Upper Harbor Heritage Trail

Tell the story of the Upper Harbor Neighborhood with a heritage walking trail:

- Identify key buildings and sites of historic and cultural interest to be linked by the trail, such as the mills, churches, the Feast, the Museum of Madeiran History, and the first settlement site of New Bedford on the river near Wood Street.
- Create a map of the trail with descriptions of significant sites and identify the sites with interpretive signs.
- Create a neighborhood-based Upper Harbor Walking Club to promote the Heritage Trail and increase public health, seeking funds from public health foundations and similar sources to help support creation of the trail and the walking club.

Continue community-building investment in the Riverside Park neighborhood

The City has designated this area as part of a North End Community Development Target Area to fund storefront upgrades, housing rehabilitation, and infrastructure improvements. Other needed neighborhood stabilization efforts include:

- Initiatives to improve real and perceived security, such as community policing, enhanced lighting, and youth programs.

Strengthen Acushnet Avenue as a vital commercial corridor

- Redesign the avenue to emphasize its character as an international marketplace
- Organize a merchants' association or "Main Streets" program to encourage business collaboration for joint marketing and improvements
 - Support businesses that will help expand work options for local residents
 - Improve storefronts and facades, particularly the historic buildings from Eugenia Street to Davis Street, using community development funds
 - Require parking to be located at the side or rear of new buildings to promote a higher-quality pedestrian-oriented environment
 - Identify a location for a public parking lot to help support business activity along the corridor
 - Investigate providing additional bus service throughout the community, particularly along Acushnet Avenue

Improve the streetscape on "riverview streets" that connect the neighborhood to the River

Designation of a few streets as primary connectors to the river will make river access visible to Acushnet Avenue visitors and to neighborhood residents:

- Use simple signage or banners to identify streets that lead to river access points, with future plans for streetscape improvements.
- Focus first on a few key streets, such as Sawyer Street, Hathaway Street and Howard Avenue.

Draw people to the river with programs and events

The Feast already brings thousands of people to the neighborhood annually. Draw them to the river at other times with fun and exciting activities:

- Host free outdoor movie screenings, concerts, festivals, a farmers' market, and other events in Riverside Park and other riverfront areas.
- Encourage extension of the Feast activities to the mills and the river.
- Develop programs for children and youth focused on local history and the Upper Harbor environment.
- Install "RiverCams"—video cameras with live video feeds to the internet—at activity points on the river for security and to raise awareness about the river.

Create the Acushnet Riverwalk for public river access from Coggeshall Street to Tarklin Hill Road

Work with the City and property owners to establish a continuous Riverwalk:

- Create a wide river promenade and associated amenities – viewing areas, open spaces, natural shoreline plantings, etc.
- Work cooperatively with property owners to provide river access.
- Identify potential early segments – demonstration projects.
- Secure public easements as part of Chapter 91 compliance.
- Identify and secure funding for design and construction.
- Over the long term, work with the Towns of Fairhaven and Acushnet to extend a Riverwalk loop to the other side of the river via Howland Road and Slocum Street.

Attract new investment to the historic mill corridor

Create a plan and investment strategy for the mill corridor to preserve and create jobs, add complementary new uses, identify public infrastructure and amenity improvements, and secure riverfront access – high priorities include:

- Ensure the protection of the Coalition for Buzzards Bay building by identifying an appropriate new user when the Coalition leaves the building.
- Encourage the adaptive reuse of the Cliftex buildings, including exploration of the potential to create a visual connection to the river from the neighborhood through the building.
- Build on the existing Whaler's Cove and Whaler's Place redevelopment by exploring residential redevelopment opportunities nearby.
- Find interim uses for vacant sites, such as event parking, farmers' markets, community gardens, or other community uses, taking appropriate measures, such as site clean up and fencing for interim uses.
- Identify a relocation site for the junkyard and, in the short term, work with property owners to screen it with walls suitable for murals or plantings.
- Invest in public realm improvements.
- Consider creating a District Improvement Financing area to support public improvements.