

Spring 2016

# CLAIMING MARKET PLACE

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# claiming market place

revitalizing market place through tactical urbanism and long-term visions

Mike Abate · Alex Hentnik · Cameron Roach · Chris Rucinski · Taylor Shulda · Nick McMenamin · Andrew Woodward

# claiming market place

revitalizing market place through tactical urbanism and long-term visions

UMass Amherst Design Center in Springfield  
Department of Landscape Architecture & Regional Planning  
Senior Urban Design Studio Fall 2015

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# acknowledgments

The Department of Landscape Architecture and Regional Planning and their UMass Amherst Design Center continued our successful collaboration with the Office of Planning and Economic Development in the fall of 2015. We expanded our work most successfully with other institutions and organizations that invest in the rising of Downtown: Executive Director Chris Russell of the Springfield's Business Improvement District, Director Morgan Drewniany of the Springfield Central Cultural District, and Transformative Development Fellow, Laura Masulis who was hired through MassDevelopment - the State's economic development and finance agency - to provide enhanced real estate and technical services to Gateway Cities to aid their economic redevelopment efforts.

Our Senior Urban Design Studio developed a tangible vision for the revitalization of downtown Springfield through creating ideas for the underutilized Market Place block and reconnect it to the urban fabric. We carried out small-scale, temporary urban design installations as wayfinding interventions in the spirit of "tactical urbanism". These interventions had a real target: the students' work supported the opening of the Holiday Market in the Market Street block from Thanksgiving to Christmas. Our conversations with the shop owners of the Holiday Market were most inspiring. Their presence transformed the place immediately. Our interventions were taken one step further with the development of phased design drawings. The designs support safer walking and bicycling, possibilities to sit and relax, and art-inspired media such as artificial light and color.

We are grateful to Mayor Dominic Sarno for his ongoing support of our Urban Design Studios. We sincerely thank Scott Hanson from the Springfield Office of Planning and Economic Development for his untiring enthusiasm through all stages of this project.

We thank the owner of Market Place, Glenn Edwards for being responsive to our ideas and provide access to the property. We are also thankful to Brian Connors, Michael Tully, and Bill Malloy for our engaging discussions in Springfield, and Dan Montagna from the UMass Center in Springfield promoting our events.

We thank Extension Professor and Design Center Director Michael DiPasquale and Landschaftsarchitekt Martin Rein-Cano from Topotek 1 Berlin for their engaging input and desk critiques in studio. Their controversially led discussions sharpened and matured our concepts.

We further thank the local press and media for covering our creative approach: MassLive.com, Businesswest.com, and Western Mass Women.com. We also thank all the visitors and residents that enjoyed our activities and the new shops at Market Place especially Mikki Lessard and Nancy Feth from Simply Grace for their welcoming hospitality.

Finally, we thank all our students of the Urban Design Studio for their great work to develop and realize ideas for the City of Springfield. We thank Chris Rucinski for creating many wonderful photos and studio videos. We are especially thankful to Michael Abate for his creativity and enthusiasm compiling and editing this exciting report.

We believe that most people still have to rediscover the greatness of Downtown Springfield. We are here to showcase and reveal this greatness that is already here.

Frank Slegers  
Professor, Associate Director UMass Amherst Design Center



SRP  
Architecture  
Planning

## thank you

We would like to thank everyone who helped us throughout the design process. A special thanks to our Professor Frank Slegers for his passion and commitment to helping students learn.

Special thanks to Evonne Gong, Chris Counihan and Ruoying Tang for running several workshops to improve our graphic skills.

Last but not least, Thank You to the City of Springfield! We are grateful to have had the opportunity to experience the culture of Downtown Springfield and experience all it has to offer.

From: Michael Abate, Alex Hentnik, Cameron Roach, Christopher Ruscinski, Taylor Shulda, Nick McMenamin, & Andrew Woodward.  
Thank you !

# claiming market place

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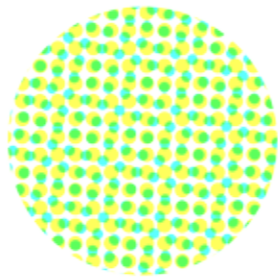
# studio members



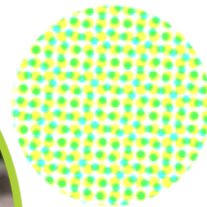
Professor Frank Slegers



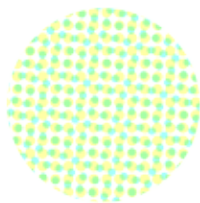
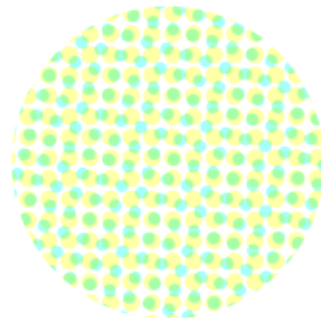
Cameron Roach



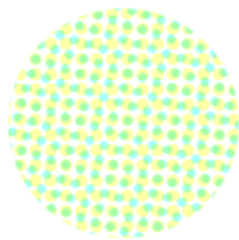
Michael Abate



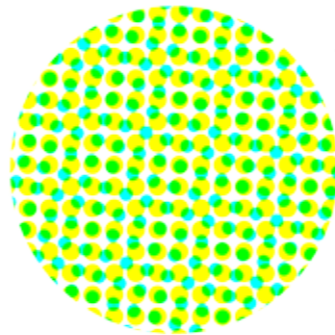
Andrew Woodward



Christopher Rucinski



Nicholas McMenamin



Alex Hentrik



Taylor Shulda





# context downtown springfield

**M**arket Place has a prominent location within Downtown Springfield. The site is placed around several hot-spots including the Mass Mutual Center, Symphony Hall, Tower Square, and of course Main Street.

These main attractions in the core of Downtown Springfield foster great opportunities for pedestrian interaction with Market Place. Throughout this publication, the reader will see many successful plans to feed off the site's marvelous location to attract people to Market Place.

On the left the aerial view of Downtown Springfield. This view illustrates the central location of Market Place adjacent to other assets in the core of the City.

## studio goals & objectives

This full semester project had one major goal:

**Claiming** Market Place as a destination for residents, employees, and visitors through **creation of** an active and diverse space that contributes to the positive future of the City of Springfield.

### Physical objectives:

Providing elegant and pleasant walking **connections** to Main Street and downtown assets while creating attractive and legible entrances to Market Street.

Creating short-term interventions to raise publicity for Market Place.

Creating long-term design and programmatic solutions that respect place and people while creating new and meaningful layers through landscape media.

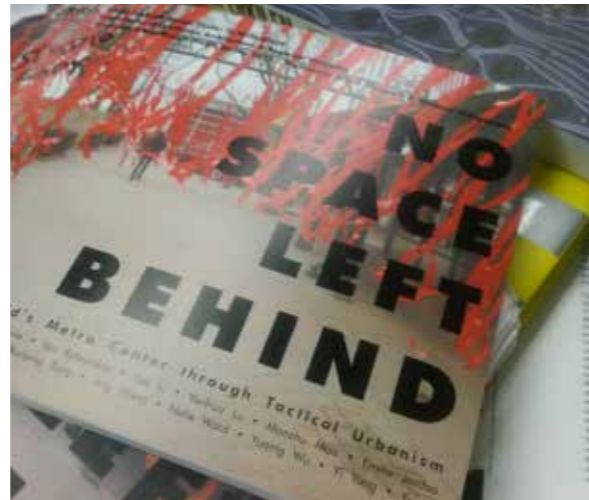
On the right a detail of the study model that was crucial in understanding the 'Big Picture' surrounding our site. Understanding context influenced our design decisions.





This studio challenged the design process and allowed every individual to flex their creative muscles. Students developed their designs in several ways to produce the best products possible.

Three Teams implemented detailed phasing plans complete with pricing of certain items. We looked at past studio work, urban design literature, case studies and implemented UTILE's complete streets plan for Springfield.



## studio process full semester

The process for this studio began like that of many others however, we were fortunate to work with several professionals to help develop a deeper understanding for what Market Place lacked, and required.

In September we embarked on a walking tour of Downtown led by Principal Planner Scott Hanson. Scott was also very supportive to provide our class with several design critiques along the way. Our multiple tours of Springfield began to give us an understanding of the character of place.

After our mid-semester design critiques, we were fortunate to receive input from **Martin Rein-Cano** of Topotek 1, Berlin.. He provided our studio with valuable incite and broadened our ways of thinking and experimenting with design. Martin was a big advocate for creating a big impact with a small intervention. Rein-Cano argued that these guerrilla "tactics" could provide the aesthetic qualities that we desired while respecting place and people.

“ I like to speak about the aesthetic of conflict.”

”

Reese 2015



# city of progress

## main street and downtown springfield

Springfield is often referred to by many as the “city of firsts.” The city of Springfield has made contributions and inventions in several different areas across the board to earn the this title.

1819 The Assembly Line: Thomas Blanchard

1844 Vulcanized Rubber: Charles Goodyear

1856 Revolvers: Smith & Wesson

1891 1st Game of Basketball: James Naismith

1895 Duryea Motor Wagon: Charles Duryea



Main Street 1910

Photo Courtesy Springfield Public Library



Photo Courtesy Springfield Public Library



Photo Courtesy Springfield Public Library

These images provide an important resource to see how the physical form of a city is a result of a thriving economy that was based on technological entrepreneurship. Understanding the culture of Springfield’s past helped to influence our design decisions. Market Place still contains some of the diversity and character of the past. It is important to acknowledge and preserve this cultural heritage.

The image on the left shows Main Street and Johnson’s Bookstore (1907 - 1998) during the 1960’s. Johnson’s was la huge success and is still held in high regard even after its doors have closed. The image on the right is of a then-popular department store, Forbes and Wallace. This eight level store closed in 1976. After six years of vacancy it was torn down in 1982 - ideas to reuse the building were never executed. Springfield lost a great example of architectural excellence and richness. In 1987 Monarch Place was built at the site.



© City of Springfield/Springfield Inc. 1978



## past & present market street

**M**arket Street served for over 100 years as a service road for Main Street. In a phase of downtown revitalization during the late 1970's it became part of a new vision, implemented in 1982 with retail, food, and other amenities. We interviewed people that still remember a variety of thriving restaurants that were closed down after economic challenges in the 1980's.

Comparing the top image from 1978 and the sketch from the same year with the image from 2015 it can be stated that some elements from the vision have been realized. Market Street was pedestrianized and planted with Honey Locust trees that create a unique and friendly character. Active storefronts would enliven the scenery today.

The sketch on the left envisions Market Street as part of Springfield's Masterplan 1978 published as "TIME FOR Springfield - Rebirth of Downtown". At that time the core of downtown already had to compete with the peripheral shopping malls. All ideas of the Master Plan intended to create a higher quality of public open space including streetscapes and parks and included downtown housing.

The aim of new market rate housing options in Downtown Springfield is to include a different demography within the area.

Since 90% of the existing housing market is subsidized, it is a justified objective to create a more balanced market that includes market-rate alternatives.

Attractive options like the Silverbrick Lofts illustrate Springfield's plan to balance out the housing market in the future.

## here & now

**D**owntown Springfield has a lot of positive contributions of recent developments in the housing market as well as infrastructure. These are making Downtown Springfield a more desirable place to live.

Regularly scheduled events that encourage gathering and engaging in activities are growing within the area as well. These programmed events are a positive sign and influenced the considerations for our own designs.

The image to the right displays the interior of the Silverbrick Lofts. These apartments are new market rate housing options only a few blocks away from Market Place.



The number and popularity of regularly scheduled and programmed events in the Downtown area is growing.

To the right is the regularly held Movie Night at Stearns Square. This type of event is attractive for families and activate the life of public open space. The Summer concert series are another huge success at Stearns Square. On Thursdays, local bands are watched by thousands of people and enrich the much needed cultural life.



MGM is seeking to become Massachusetts' first casino within 5 minutes walking distance from Market Place. The casino would serve as a new anchor point for the downtown area in addition to providing an outdoor ice rink, cinema, a bowling alley, and bigger cultural events. The City negotiated with MGM to use other amenities and existing cultural venues such as City Stage off-site to spread the economical impact all over downtown.

# demographics

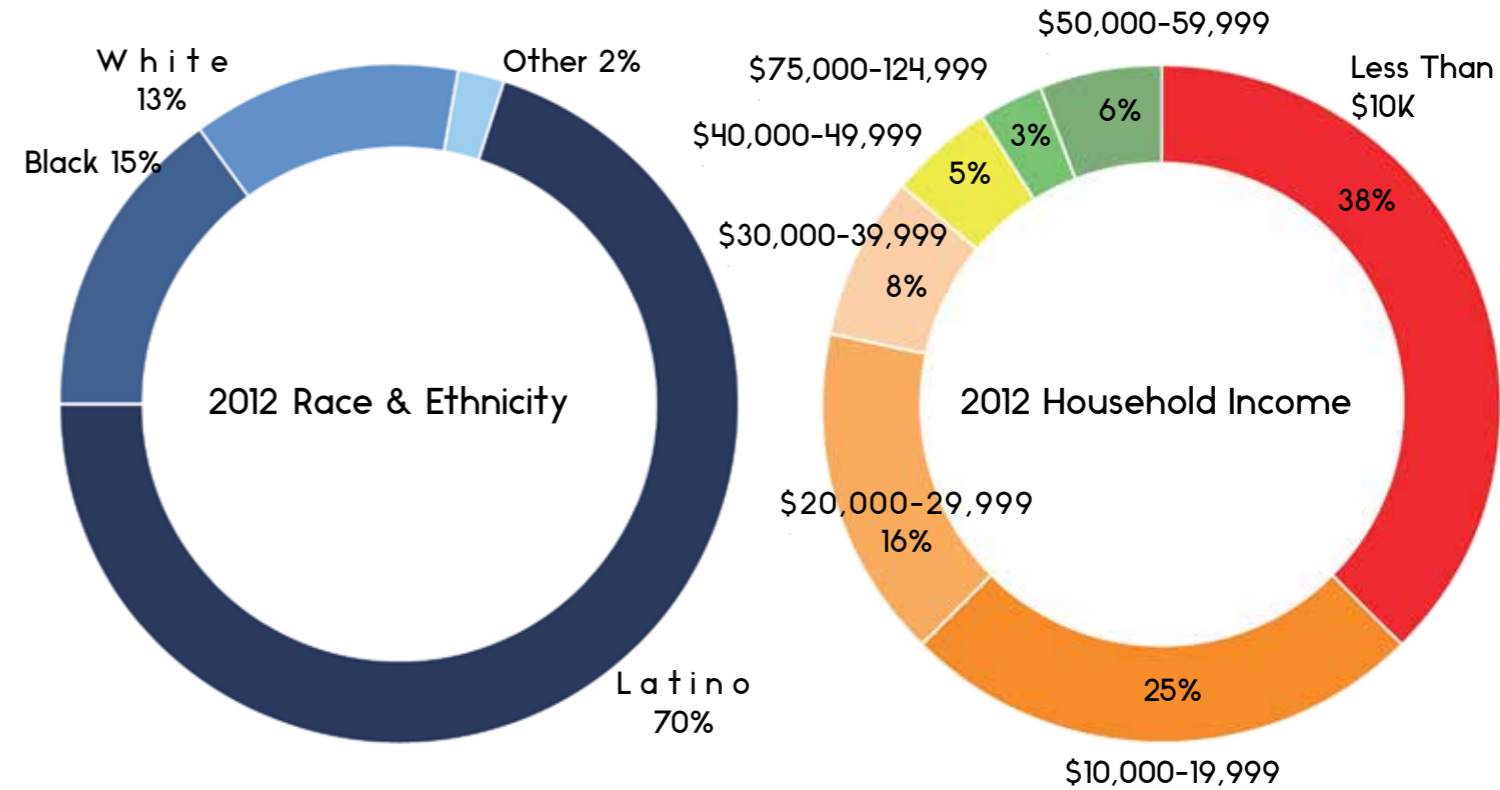
## downtown

The demographics to the right represent the population residing in the downtown area (Utile 2014). We have a majority of Latino and Black population with a high poverty rate of 68%. Our design and program elements have to create new opportunities for economically challenged groups while embracing the cultural variety.

Within a radius of one mile from Market Place we were able to generate other relevant key data:

- 20,000 residents
- 40,000 employees
- 54,000 daytime population

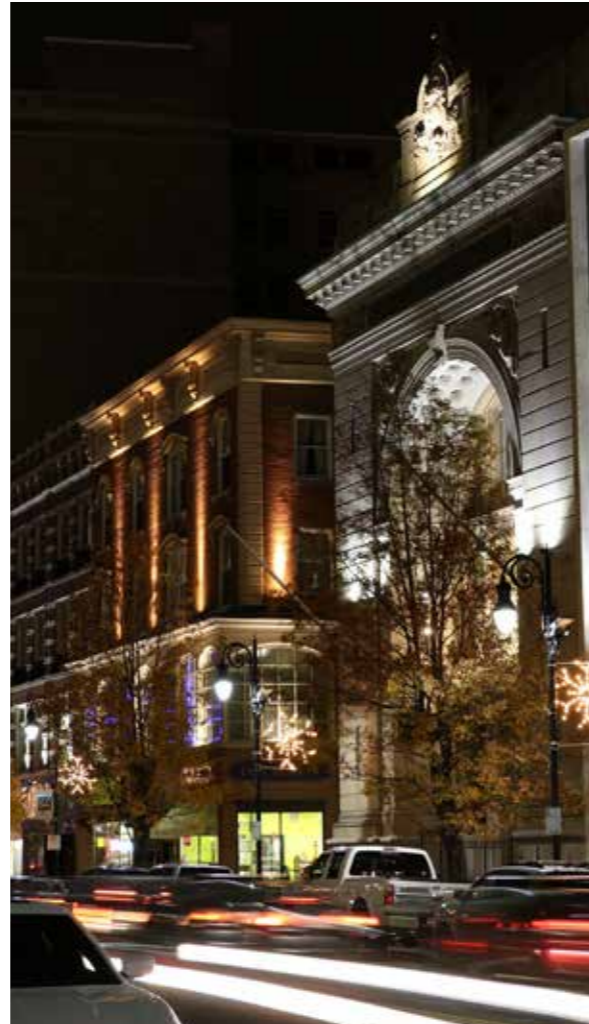
The large number of daytime population is an asset that should contribute more to the economic vitality of downtown. Many people who work downtown live in other neighborhoods, towns, or cities. One goal is the creation of alternative, attractive downtown housing options; the other one is shaping new cultural and recreational venues that tap into an underused market. We believe that it is possible to successfully merge a diversity of living conditions and life styles while being inclusive.



# holiday market market place

We were afforded a tremendous opportunity to work with Springfield's Business Improvement District in coordination with their Holiday Market. Each team was tasked to develop short-term installations for this event.

Each group focused on different elements to attract patrons to the market. One group focused on a way-finding system throughout Downtown Springfield to direct pedestrians towards Market Place. Another group developed a lighting system within Market Place. The last group worked with the BID to develop a system of reclaimed dumpster modules that would serve as benches, light sources, and portable planting systems.



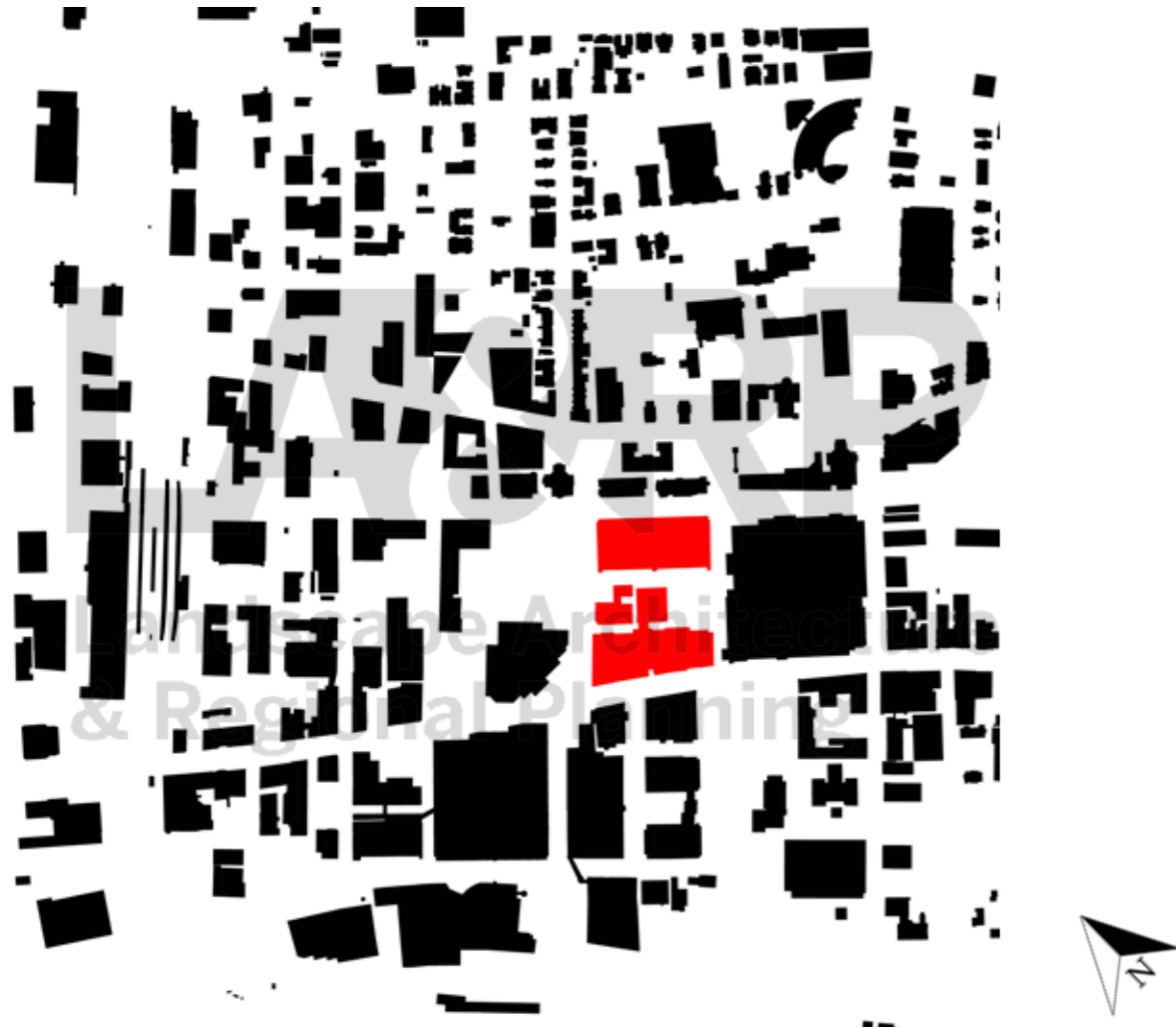
What really made this event successful were the quality and uniqueness of the shops that were included within the market. These type of stores provide shoppers with a different experience. One can expect to walk away from a purchase here with a good quality, wholesome, product.

To the right owners Nancy Feth and Mikki Lessard from "Simply Serendipity Grace". Their concept includes evening readings and concerts while they plan to add other activities such as yoga lessons.



The Holiday Market was an one-month event that took advantage of a lot of unused first floor spaces within the site. Some of the vacancies date back 12 years. These spaces were now occupied with small shops and offered tasteful specialties and gifts. The images of our students on this page were featured on the BID's facebook page to further promote the Market. Due to the success of the Holiday Market some of the shops continue being in business in 2016. The location could even attract a new tenant.





## urban grain downtown

**S**tudying the urban grain of a city is fundamental to understand urban form and mass/void relationships. Downtown Springfield has large scale buildings along Main Street that create well-defined edges - including Market Place (in red).

Towards the north and northeast the compactness of downtown seems to dissolve. The masses are broken up by large-scale surface parking lots and vacant lots. The smaller grained shapes to the northeast are identifiable as residential buildings.

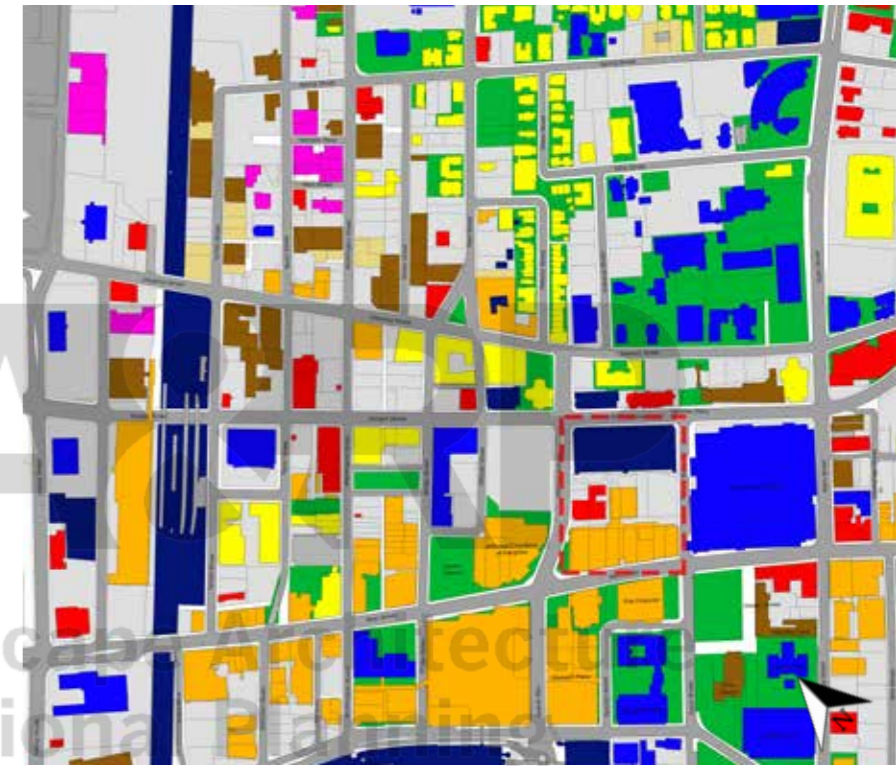
In the downtown area there are opportunities to increase the density and make better use of underutilized properties. We think that more fine-grained residential uses could be added to the northeast. Using infill development on underutilized lots is proposed to define urban edges and develop a more walkable city.

# land use downtown

The majority of the buildings along Main Street have a mixed use of commercial office and retail. Included in this mix are some institutional and some commercial spaces. Some of them have vacancies on the upper floors. Further north there are small areas with residential uses. These are the areas around Mattoon, Pearl and Spring Street. In the north there is also a high number of vacant lots and buildings that are mixed up with light industrial uses. Especially the vacancies adjacent to residential uses could be dedicated for more housing to increase the number of downtown residents. Downtown Springfield has a sufficient amount of land that is dedicated to public open space.



- Commercial
- Residential
- Mixed Use
- Institutional
- Open Space
- Industrial
- Vacant Building
- Vacant Lot
- Transportation



- Commercial
- Institutional
- Vacant First Floor



## land use market place

**A**t a closer look Market Place is not just one large building on Main Street. It is a diverse row of multiple buildings boasting historic facades and details that stands in contrast to the mostly uninspiring, simplistic architecture from the 70's and 80's. This diversity has to be exploited and celebrated more: Exclusive shops, clubs and lounges, ethnic food specialties, a colorful mix of uses and people would be very suitable and will survive against bigger shopping malls or internet commerce. Creative advertising and ambitious programming will be the key for success. The upper stories of Market Place also have great potential for residential uses.



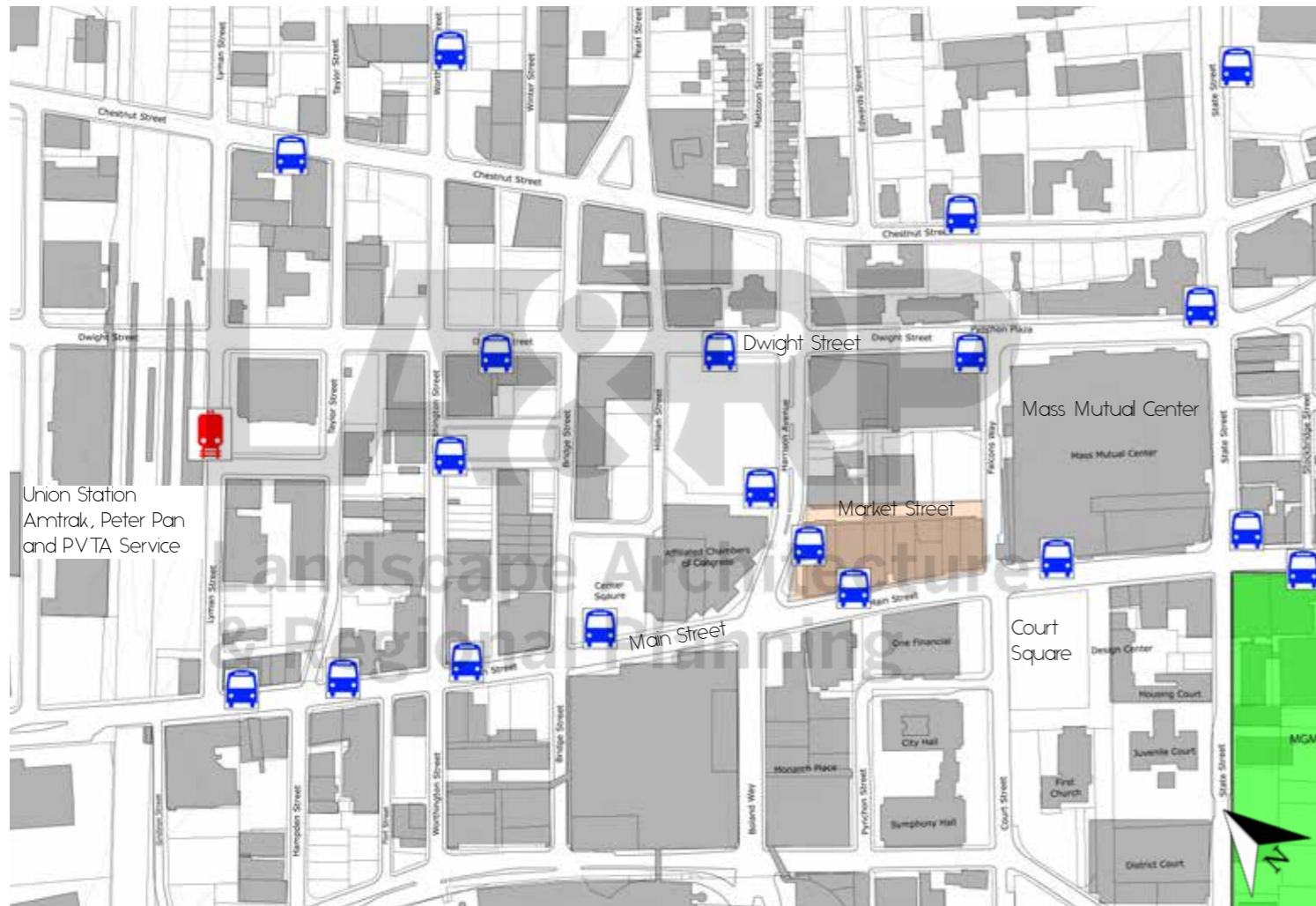
# parking downtown

The Metro Center Neighborhood has many parking opportunities. The majority of parking structures is in the center of downtown; two are parking structures mixed with other uses. In addition to the parking garages, there are multiple open air lots that provide additional opportunities for parking. Parallel, double sided on-street parking is available on all downtown streets.

Surface parking lots have the potential for alternative uses than parking.

- Parking Structure Mixed with Other Uses
- Parking Structure
- Surface Parking





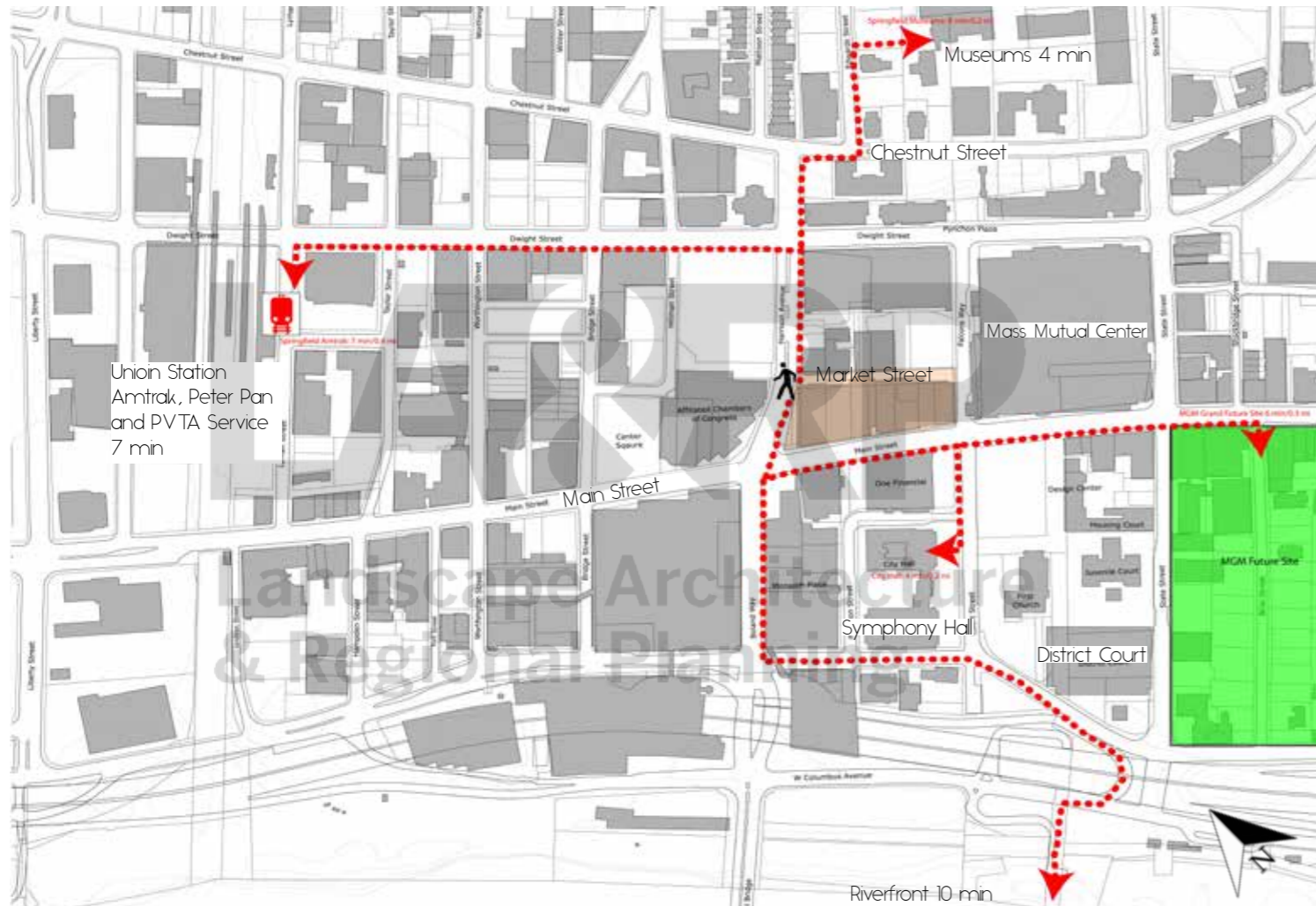
Union Station  
Amtrak, Peter Pan  
and PVTa Service

# public transportation

## bus & train

**D**uring the weekdays the service of public transportation is good in downtown Springfield. This is substantially beneficial to our project area because it provides great opportunity for users to access the site. On the map, PVTa Bus stops in the Downtown area marked in blue. Union Station with the Amtrak service is marked in red. For the 2018 frequent commuter service to New Haven is planned and will make downtown living more desirable.

For those who rely on public transportation, route timing is a double edge sword. Routes are available until 7pm on weekdays. The scenario on weekends involves limited Saturday service and no service on Sundays. There is also no service available on Holidays.



## walkability time & distance

Theoretically, Downtown Springfield is very walkable. Market Place sits in the epicenter of the walkshed. With key points of interest at most 10 minutes away, Market Place's location provides a sufficient opportunity to be used as a meeting place.

During the day time it is pleasant to walk around. This changes during the night time and on the weekends when we did not observe a lot of foot traffic. One reason are inactive storefronts due to vacancies or neglect. Active windows have a positive effect on pedestrians and make them feel safer.

### Walking Distance Based on Time:

Union Station: 7 minutes  
 Museums: 4 minutes  
 City Hall: 4 minutes

Memorial Bridge: 10 minutes  
 Future MGM Site: 6 minutes

# connections

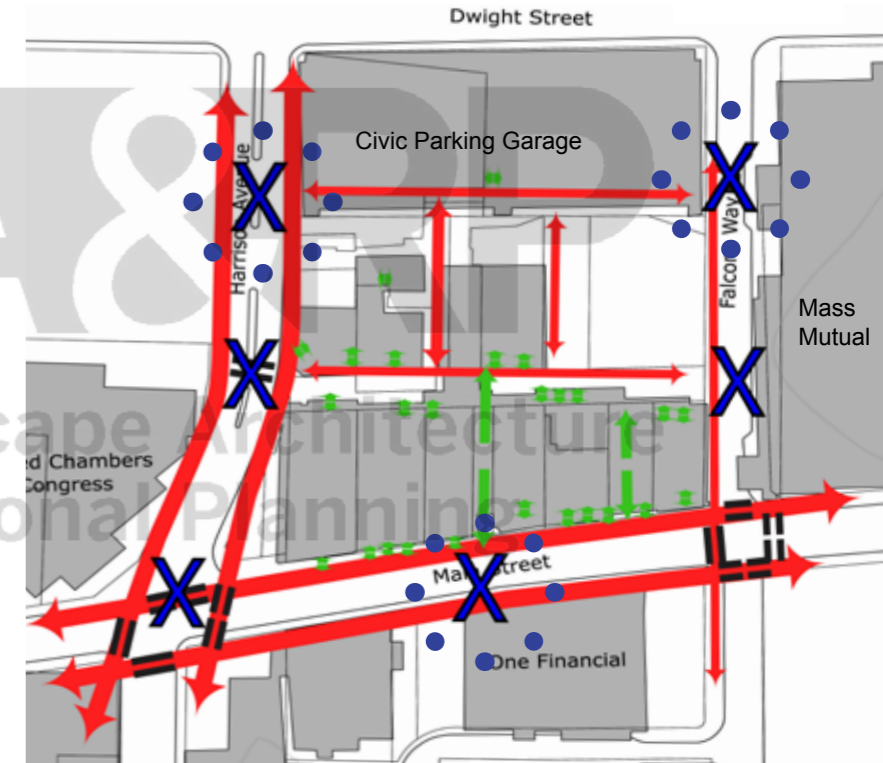
## comfort

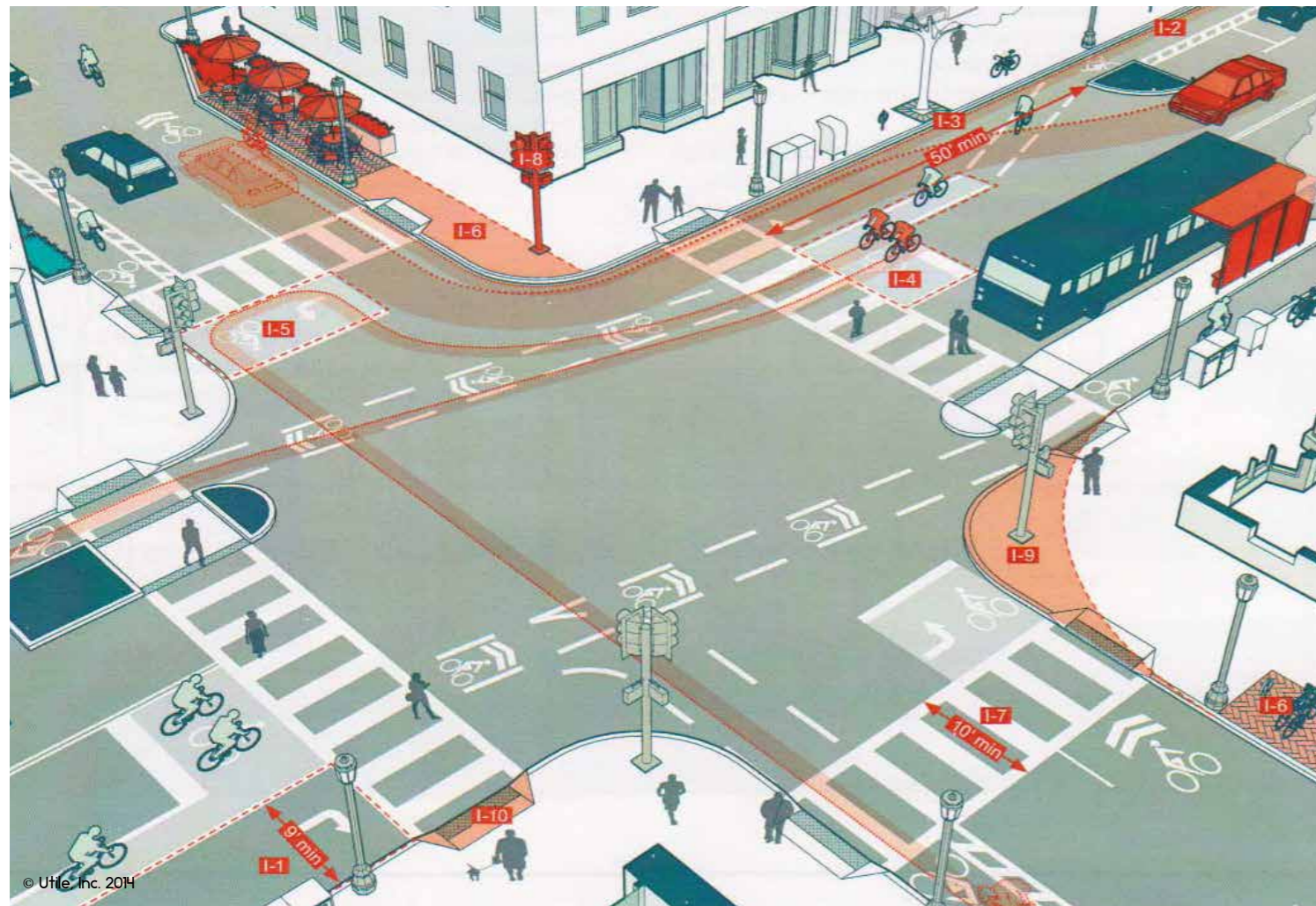
There are several connections to connect to Market Place via crosswalks. As a class, we walked these streets many times to get a feeling for the area. We found the crosswalks are at times very uncomfortable to cross. In some cases pedestrians are expected to cross 55 feet of busy city streets without an island to rest at. In other cases where pedestrian islands are provided, they are too small to effectively make users feel safe. The existing crosswalks still provide an asset in terms of site accessibility. We improved these connections in our long-term design concepts. We also noticed the absence of bicycle lanes in downtown despite a growing population of bicyclists. Our long-term design proposal incorporate bikeability in downtown Springfield.



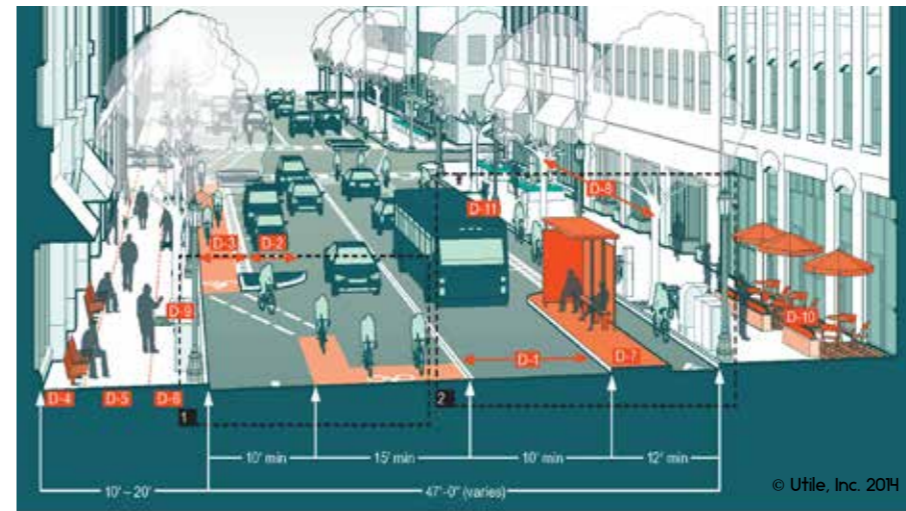
Above are the crosswalks over Main Street and Harrison Avenue. In the background is the PVT stop at the northern entrance of Market Street.

Red arrows display the main pedestrian circulation patterns in the context of Market Place. In green are interior connections and entrances. Noticeable is the fact that the parking garage on the top is an important generator for inner block pedestrian circulation. This connection from the garage to Market Place is displayed on the image to the upper right. It needs to be redesigned to make the entrance to Market Place more prominent and inviting. The same is applicable to the entrance from Main Street, depicted on the upper left: The block has two interior connections that connect Market Street to Main Street. All of these pedestrian linkages need design improvements including entrances that are more legible. The blue crosses depict existing or desired (circled in blue) pedestrian crossings for the improvement of walkability. The installation of an official crosswalk over Main to the atrium of Market Place has highly desired to improve connectivity and visibility.





# complete streets utile report



Utile, Inc. from Boston created a "Springfield Complete Streets Implementation Guide" for the City in 2014. This report establishes the best practices that are recommended for downtown Springfield. We applied all these recommendations and redesigned the intersections with reduced curb radii, introduced separated bike lanes with waiting areas at intersections. Some details of the recommendations are listed below.

- 10' Minimum Travel Lanes
- 8 to 12' Pedestrian Zones for Sidewalks
- 5' Minimum bike lanes
- Bus Bulbs 40' Long and 6' Wide
- Street Furniture Minimum of 18' from Curbs

- 5' Buffer zone
- 5 to 6' Stormwater Planters
- Street lights 50-60' On Center
- 30' Turn Radius at Corners
- Bike Boxes at Intersections



# sun & shade study

The success of outdoor spaces is dependent on climate. People enjoy the early or late season sunlight at lunchtime at the Evan Plotkin Plaza adjacent to Court Square depicted on the upper right. In the hot summertime they will search for cooling and shelter under the canopy of Honey Locust trees. For this reason we investigated Market Place's sun and shade relationships. The parking lot has a lot of potential to support outside activities while the cast of shadows on Market Street are limiting activities.

**Spring Equinox** at noon. Market Place has a few pockets of sun. The adjacent parking lot is not shaded.

**Summer Solstice** at noon. Market Place has few pockets of shade. The parking lot is .

**Winter Solstice** at noon. This is the first time when shade gets cast into the parking lot. Market Place at this time is also completely cast in shade.

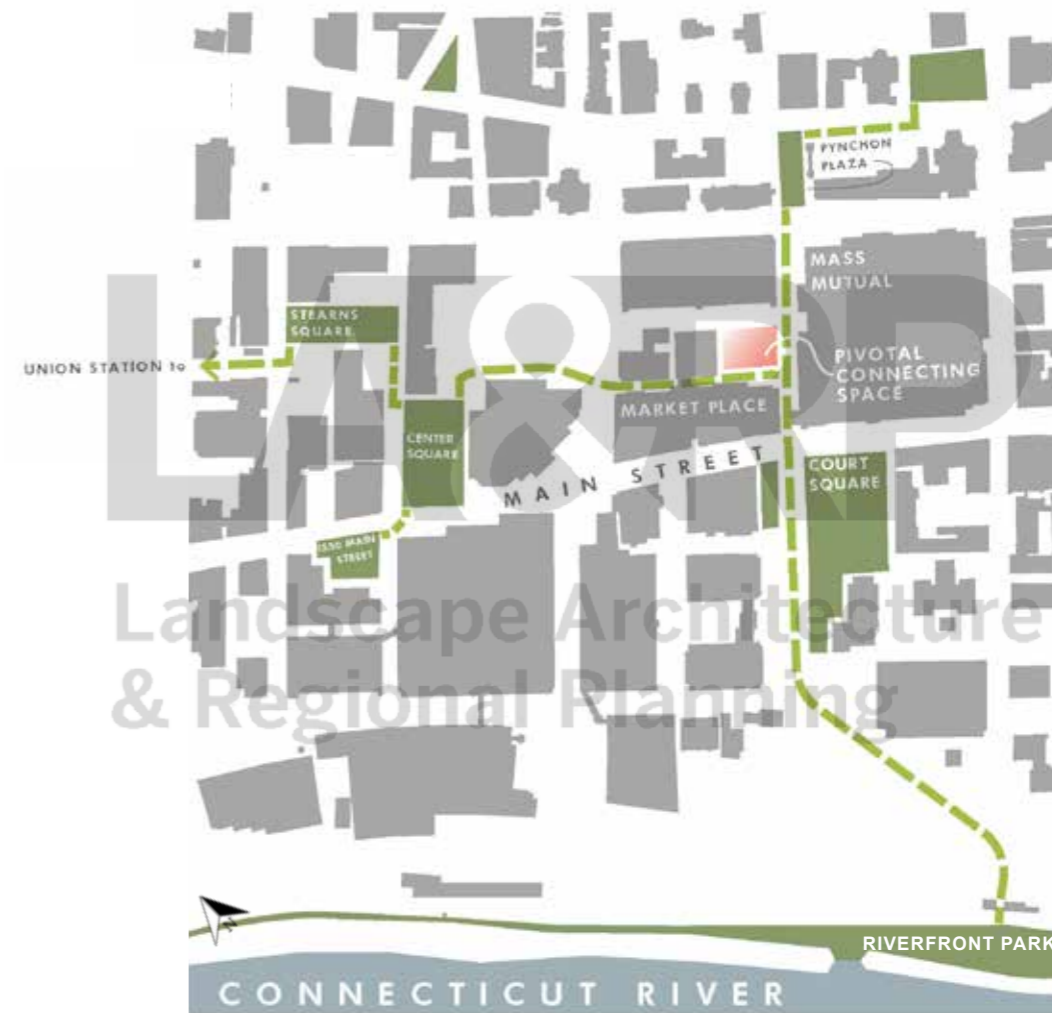


## open space connections

**G**reater Downtown has a wide range of public parks and green spaces that host many public events and activities. The map to the right shows the overall open space system while the small aerial photo highlights many of the major open space destination outside of the downtown area. These spaces are an important resource in the immediate context of Downtown. Together with the smaller pocket parks and plazas they establish a network of public open space throughout Springfield.

On our many visits to Springfield over the course of the semester we visited some of the spaces listed on this map. Riverfront Park is one of the most popular destinations closest to our site. It is only 10 minutes walking distance from Downtown.

For our focus area we concentrated on facilitating connections and circulation to Main Street and within the Market Place block.





## riverfront public space



© G. Saulmon 2015

**T**he Riverfront and Riverfront Park was one of the most popular destinations on our walking trips in Springfield. The 5.4-mile Connecticut River Walk and Bikeway crosses the Park - To the north it connects with Chicopee; to the south it connects with Borgati Park in Agawam.

## public spaces context

The aerial photo on the right shows the relationship between some of the most prominent public open spaces within the context of downtown and Market Place.

Court Square, surrounded by the Municipal Group of City Hall, Symphony Hall and Campanile is a well maintained public space that is currently home to all the Holiday festivities in downtown Springfield.

While Stearns Square is surrounded by vacant store fronts and lacks daily activity, it is home to the popular Summer Concert Series and the Thursday Movie Nights in the early fall.

Pynchon Plaza is close to Market Place. This plaza has the potential to connect from Dwight Street to the museums 40 feet above. Full access to the museums is not possible today.

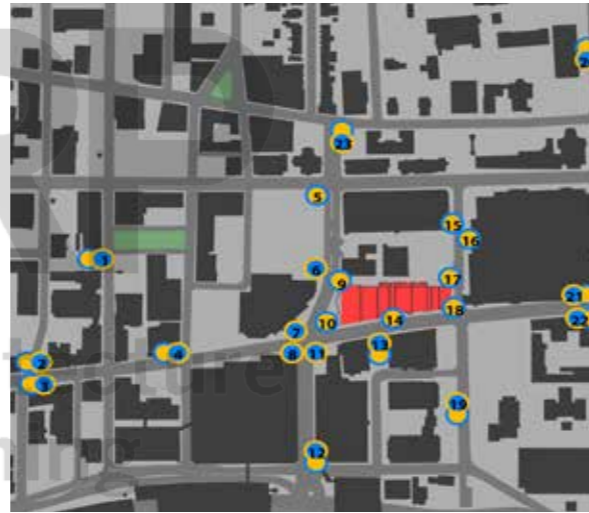


## group one interventions

michael abate | alex hentnik | andrew woodward

The short term installations for this group were centered around the concepts of tactical urbanism and way-finding. In coordination with the Holiday Market this team developed a stencil system to direct people to the Holiday Market within Market Place.

The stencils were spray-chalked onto the ground in strategic locations around downtown. The group maintained the position that the installation would be a quick, inexpensive, and effective method to attract people to the Holiday Market and Market Place.



## phase one

Through the exploration of their short-term intervention, the team was inspired by the use of inexpensive materials and their capability to generate an immediate impact.

The plan was to immediately instill life into Market Place by painting vibrant circles over the existing conditions in all three dimensions.

In addition to using Market Place as a canvas for the circular designs, it was decided to include movable seating opportunities that matched the color scheme. The chairs can be seen across the bottom of the page.

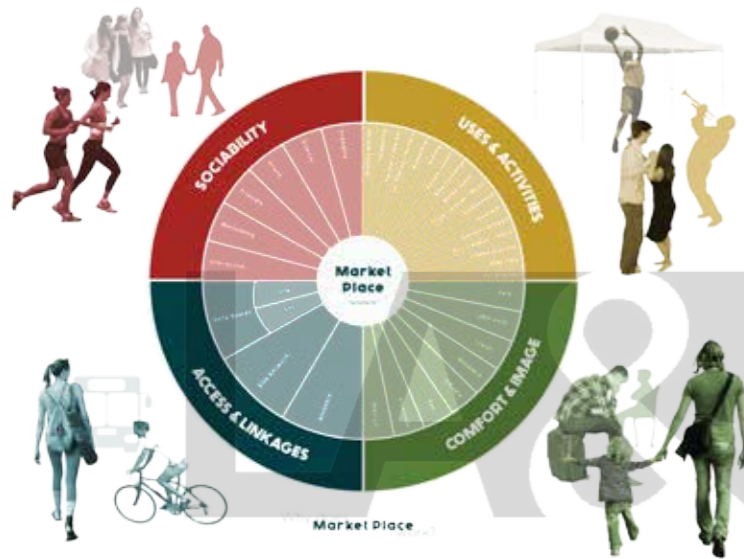


These images show the installation process for the stencils. The right image shows a finished product.

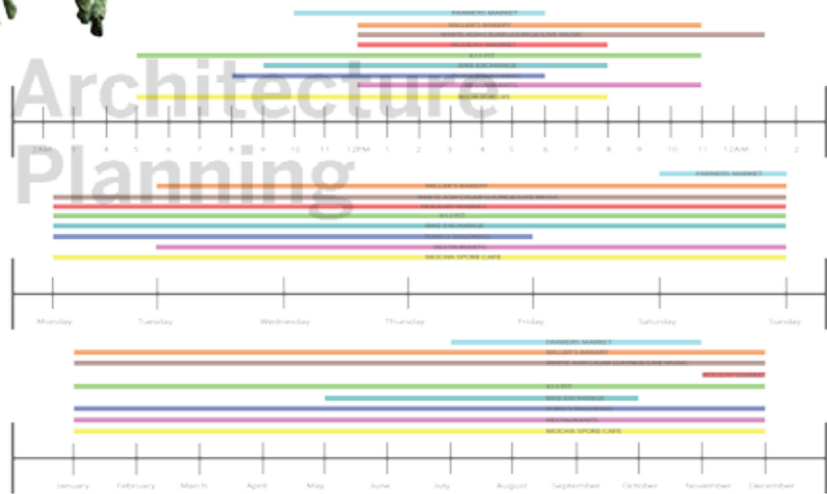


The map above shows the locations of the spray-chalk installations. The group focused around the most highly populated areas of downtown, which put a heavy emphasis around the Main Street and Harrison Avenue areas.





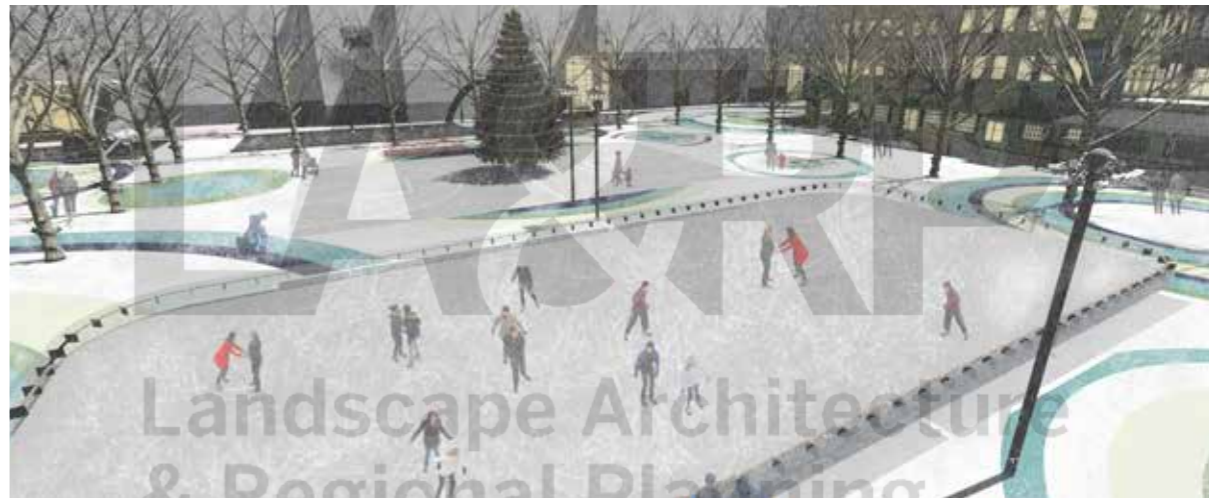
**Programming**  
 An important facet to Phase One of the design included detailed programming of the buildings within and around Market Place. As a team, this group looked carefully at providing uses for all times of the day, week, and year. This is shown in the diagram below. In addition to programming building uses, this group took advantage of the existing parking lot and programmed new activities for it. This included: basketball in the summer, farmers markets in the fall, ice skating in the winter, and other activities.



Market Place would foster sociability on new levels under this design scheme. Diverse uses provide the opportunity for diverse levels of interaction.

The diagram above shows the many levels that this group believes would make Market Place Successful. The recipe for success uses a four sided approach including sociability, uses & activities, comfort and image, and finally accessibility.

“ Our detailed phasing plan will allow us to observe the successful temporary interventions and install more permanent solutions in the future. ”



This image displays one of the many uses this group programmed for the old parking lot. The newly established plaza increases the value of the buildings surrounding it, The perspective view shows an outdoor skating rink which has potential to be a popular winter destination. In addition to the rink, is a Christmas tree with plenty of room for gathering. Currently, the Holiday festivities are held on Court Square which is not conducive for gathering. This new plaza is one that is better suited for these types of Holiday events and large gatherings in general.



The benches are complimented with planting beds filled with native grasses. These planting beds will help to infiltrate stormwater runoff.

## phase two

The main component of Phase Two is to begin to make some of the temporary solutions more permanent. This includes the addition of more permanent benches to compliment the movable pieces. These benches are displayed in the image to the left. They are designed to provide an opportunity for both sitting and lying in addition to providing a light source. The Plexiglas box beneath the wooden seat sits in a metal frame and lights up at night. It is designed to change colors based on specific events and holidays.

The Design Plan is shown to the right: Heavy planting with big trees reinforces the edges of the plaza. The alleys of trees along the parking garage and Falcon's Way work together with the existing trees in Market Place and reinforce the spatial character of the plaza.

The team also emphasized the design of functional streetscapes throughout the downtown area using the "Springfield Complete Streets Implementation Guide" by UTILE.

The table across the bottom includes the corresponding programmed uses throughout the site.



- |                                |                              |                           |
|--------------------------------|------------------------------|---------------------------|
| 1. Civic Center Parking Garage | 10. Tony's Tailoring         | 19. Northwestern Life     |
| 2. Delivery Lot                | 11. White Ash Cigar Lounge   | 20. United Personnel      |
| 3. O'Connell & Plumb, P.C.     | 12. Medium Rare Take Out     | 21. City Jewelry          |
| 4. Berkshire Bank              | 13. Medium Rare Steakhouse   | 22. Young's Beauty Supply |
| 5. The Falcon's Nest           | 14. Mass Mutual Center       | 23. Monarch Place         |
| 6. TD Bank Building            | 15. Market Bike Exchange     | 24. One Financial         |
| 7. Market Bike Repair          | 16. FedEx                    | 25. Court Square          |
| 8. Drydock Seafood             | 17. Civic Center Convenience | 26. Tower Square          |
| 9. Miller's Bakery             | 18. Cafe Du Jour             |                           |

### Streetscapes

Springfield's investment into a study to improve the streetscapes around the city was greatly beneficial for this studio. The UTILE Report helped to form the basis for the proper streets in this design. The image to the right shows UTILE's recommendation for a downtown cross street. Using the recommendations, the design for the streets surrounding Market Place proves to be one that improves both access and safety.



The plaza can be used for diverse uses - above tents are set up for a Farmer's Market. The street lamps utilize the same color scheme and circular design features to create an identity and cohesive language for the multiple places around the city. The section below illustrates how the design reads as one cohesive system from Harrison Avenue towards Falcon's Way.







The image above shows the Market Street corridor in the Summer. The space is alive and vibrant, encouraging interaction on all levels. The existing trees can be seen in the background along with the newly added planting beds. The image on the next page shows that even in Winter the space is still lively. Trees are lit for the Holidays again displaying how an inexpensive solution can provide a large draw and attraction to the site.



# group two design vision

cameron roach | christopher rucinski

Springfield has the rich history, passionate residents, and strong architectural bones that are instrumental to the success of a city on the rise. Our phased design builds off of these existing resources and immediately activates the Market Street Block in the Metro Center by providing platforms for food vendors. Later phases introduce residences, a market, and more active street level uses for the buildings of the block to uphold the food theme and liveliness the vendors established.

## Design Goals and Objectives:

1. Facilitate connections and circulation to Main Street and within the Market Place block.
2. Introduce a phased design that transforms the identity of the entire Market Place block.
3. Propose a mix of socially and economically sustainable land uses.
4. Re-organize the parking system in Metro Center Neighborhood and search for sustainable alternatives.



A prime destination to reinforce food culture as a theme in the public space of downtown Springfield is the corner of Main Street and Harrison Avenue. Food trucks and carts could easily be set up here.

Proposed Land Uses: The existing land use pattern does not encourage pedestrian travel or living downtown. Our proposed land uses brings more residential and mixed-use activities to the Metro Center Neighborhood.

## interventions

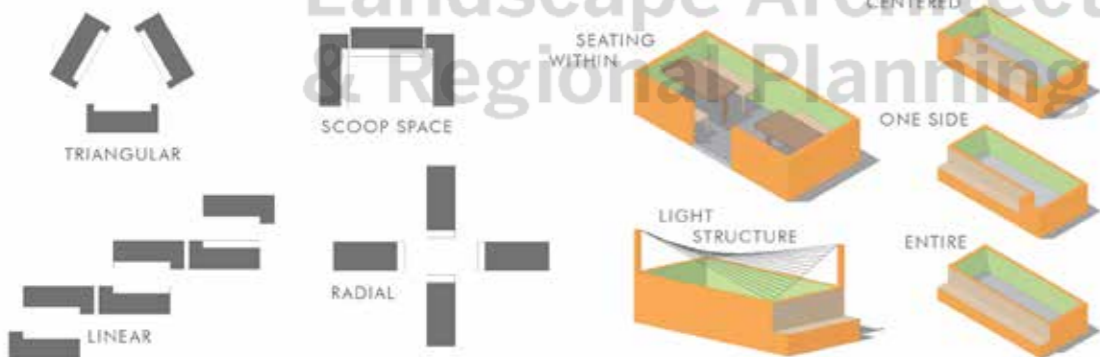
**M**odular Containers. This intervention was based off of CMG Landscape Architect's Parkmobiles. These Parkmobiles are high quality, robust containers that hold lush gardens. As movable parklets, they can be towed, and installed and removed between two parked cars. This mobility corresponds with food trucks and food carts proposed in Phase One of the long-term design scenario.



© Photo Courtesy CMG Landscape Architects 2015



## Landscape Architecture & Regional Planning



Massing and spacing typologies of these containers shape and frame spaces differently. Varying seating opportunities can be used in a broader range of settings. On the right there are two variations for the Holiday season.

## phase one

**P**hase One strives to establish a food culture at Market Place. Its goal is to change the way people think about the Market Place block by setting up areas for food trucks and carts. A variety of Modular Containers will be used to shape these areas and add seating options. Improved accessibility is a must during this phase. Applying concepts recommended by the UTILE Report will facilitate pedestrian and bicycle activity to and from other Metro Center public spaces while creating safer streets.



“Our design immediately activates the Market Street Block by providing platforms for food vendors.”

1 - 5 YEARS



The Phase One Plan introduces Food Trucks and Food Carts. Another element includes the improvement of lighting and seating in the area. Way-finding and signage needs to be improved and pushed further in this phase together with the implementation of the Complete Streets Program.

## phase two

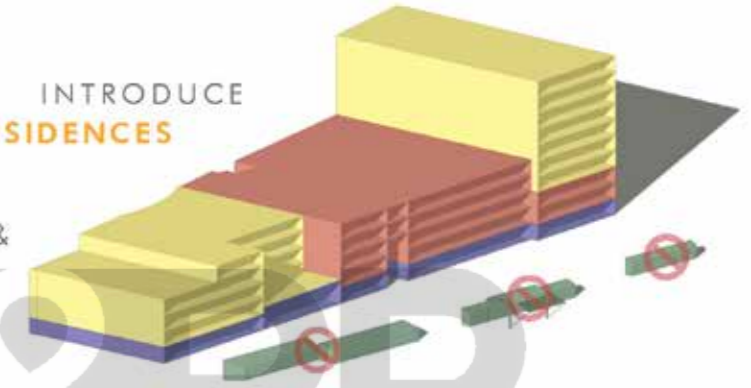
**P**hase Two uses physical changes to the infrastructure of the block to further reinforce the food theme established in Phase One. The awnings on the buildings in Market Street are removed to make room for concession style establishments on the ground floor. The glass facade enclosing the cut through from Main Street is removed, and bright, bold, signage is added to resonate Market Place's presence. Market rate housing apartments are introduced to the upper stories of the block. A grocery market is introduced to address the needs of the new and current residents of the area. The parking lot is transformed into a landform garden to add stimulation to the area.



## 4 - 8 YEARS

INTRODUCE  
RESIDENCES

REMOVE AWNINGS &  
GLASS FACADES AT MAIN STREET



PROGRAM INDOOR  
STREET-LEVEL SPACES AS  
PLACES FOR FOOD



SHADOWS @ JULIE 31 | 8:00 AM

OPEN A MARKET



SHADOWS @ SEPTEMBER 23 | 9:00 AM

SCULPT HARDSCAPE LANDFORMS

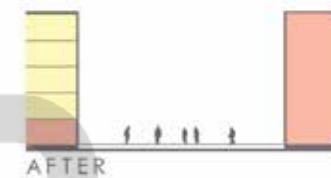
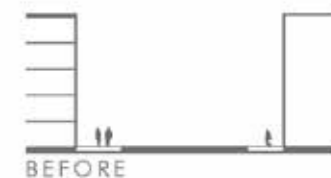


## phase three

**P**hase Three implements large-scale circulation and programming improvements. All of Falcon's Way is pedestrianized to better facilitate the connection from Pyncheon Plaza and nearby residential neighborhoods to Market Place. Appropriate street level uses for the Mass Mutual Center and the parking garage included in the block coincide with the new pedestrianized Falcon's Way.



7 - 15 YEARS



PEDESTRIANIZE  
FALCONS WAY

ACTIVATE MASSMUTUAL FACADE



## group three interventions

nick mcmenamin | taylor shulda

**G**roup three's short-term installation was one that sought to introduce lights and vibrancy into the dim-lit Market Place. The team used a combination of inexpensive materials to produce an elegant and temporary solution to the lack of lighting.

Using LED Tea Lights and colored paper bags this team was able to instill light of all colors into Market Place. The colored bags lined Market Place from end to end providing a small light source that together in one string, reads as a lovely string of light from Falcon's Way to Harrison Avenue.



Flickering LED Tea Light



Colored Paper Bags



Complete Luminary



## phase one

The first step is the installation of light strings with colored glass panels on Market Street. This affordable and energy-efficient lighting solution will help restore visual vibrancy and energy to the site. The panels are installed in a way that the sunlight will project the color onto the ground, similar to the effect the electric lights have in the evening.

This "warmth" will inspire pedestrians to gather and pass through the site while recapturing the hustle and bustle that was once present in this area of Springfield. Currently Market Street feels uninviting due to its lack of color and physical design interest. This installation will give Market Street appeal for 24 hours of the day and make the area an easy reference for pedestrians trying to navigate the city. This low cost project would require minimal maintenance, only to change bulbs when they burn out. Lastly, the colorful and fun atmosphere created by this installation would attract a variety of demographic groups, especially kids and their families.

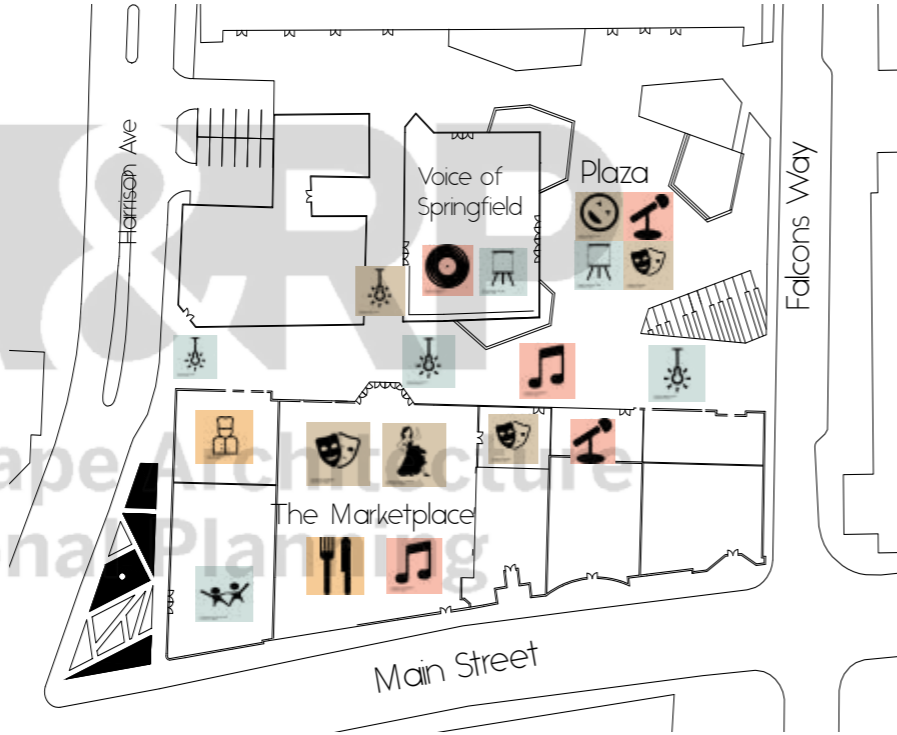




## phase two

Phase Two applies the strategy of organizing programmed events during day, evening and night to occupy vacant spaces and add visibility:

- Support the existing residential community surrounding Marketplace.
- Make Marketplace a valuable part of the day for daytime population.
- Encourage movement through Marketplace.
- Provide a memorable pedestrian experience.
- Use gateways at both ends of Market Street to increase visibility from adjacent streets.
- Create an indoor "Marketplace" public market as a popular food destination, and corridor to Main Street.
- Give a space for local artists and creative people to put their ideas on display.



The carefully placed events and permeable uses cater to the diverse day- and nighttime population (Figure top and right).

# T H E A R T S

## Performing



Salsa night



Stand up comedy



Drama

## Visual



Colored lighting



Children's museum



Art critique

## Musical



Open Mic night



Recording studio



Lunchtime Jams

## Culinary



Culinary classes



Marketplace food

## phase three

**A**dding a branch of the children's museum on the corner of Main Street and Harrison Avenue will attract people of all ages to the art district. Bike lanes are implemented to encourage a growing bicycle culture in downtown Springfield. A renovated bus stop boosts transportation to and from Market Place.



There are three main areas of the new Market Place. The Voice Of Springfield, is a creative outlet for local artists of all types to collaborate and showcase their work to the public. By making the parking lot into a plaza, they added an outdoor gathering space to Market Street that includes a stage for performances. Lastly, The Marketplace, is a public food market which is intended to be the central hub of the area. It incorporates food prepared by the culinary school, and local vendors.

The work from the Voice Of Springfield is displayed from a beautiful glass facade to the public eye. Lights continue down the pedestrian corridor to create a human scale canopy and bring color to the area.

The image to the right shows the potential of this space to accommodate large numbers of people for substantial gatherings and public events. Tasteful lighting adds vibrancy and warmth to a once cold environment.

L&RP  
Landscape Architecture  
& Regional Planning

Pedestrians can quickly grab a coffee from the Market Street Cafe. As seen here the Marketplace entrance is easily visible from a distance, which further reinforces it as the central hub to the area.



“We want to build upon what is already present in Downtown Springfield providing opportunities in art will restore the City’s innovation and creative energy once present.”



## publicity local media

\*UMass Amherst landscape architecture students use art to draw people to Market Place pedestrian walk in Springfield\* **MassLive**

Kinney, Jim I. \*UMass Amherst Landscape Architecture Students Use Art to Draw People to Market Place Pedestrian Walk in Springfield.\* MassLive.com. MassLive, 12 Dec. 2015. Web. 15 Jan. 2016. <[http://www.masslive.com/business-news/index.ssf/2015/12/umass\\_amherst\\_landscape\\_architecture\\_stu.html](http://www.masslive.com/business-news/index.ssf/2015/12/umass_amherst_landscape_architecture_stu.html)>.

\*UMass Landscape Design Students Bring Attention to Downtown Springfield\* **MassLive**

Bednar, Joseph. \*UMass Landscape Design Students Bring Attention to Downtown Springfield.\* <i>BusinessWest</i>. MassLive, 29 Dec. 2015. Web. 30 Jan. 2016. &lt;<http://businesswest.com/blog/umass-landscape-design-students-bring-attention-to-downtown-springfield/>&gt;.

\*Springfield on the Journey to Revitalization\* Many Small Steps Moving in One Direction\* **Western Mass Women**

Lewis, Lucie. \*Springfield on the Journey to Revitalization: Many Small Steps Moving in One Direction.\* <i>Western Mass Women</i>. Western Mass Women, Jan.-Feb. 2016. Web. &lt;<http://www.westernmasswomen.com/2016/01/springfield-revitalization16/>&gt;.

\*Springfield Holiday Market\* **YouTube**

Springfield Holiday Market. Dir. Christopher Ruscinski. Prof.. Frank Slegers, Michael Abate, Alex Hentink, Cameron Roach, Chris Ruscinski, Taylor Shulda, Nick McMenamin, Andrew Woodward. Springfield Holiday Market. YouTube, 10 Dec. 2015. Web. <<https://www.youtube.com/watch?v=DPreibHobRk>>.

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City of Springfield/Springfield Inc. , 1978, It's time for Springfield: rebirth of downtown.

UMass Amherst Design Center in Springfield. <https://designcenter.umass.edu/>

