North Main Street **CORRIDOR STUDY**

Virtual Public Meeting #2

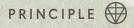
Reunión Virtual de Vecinos #2

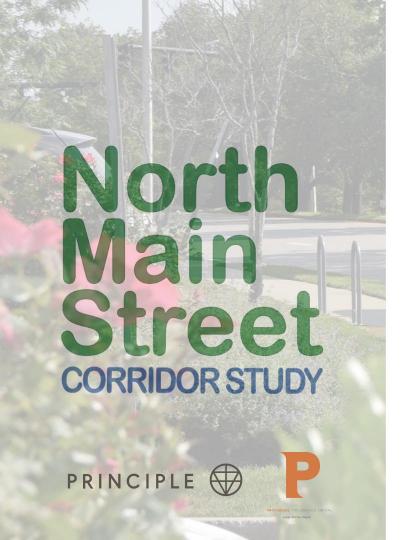
Wednesday, January, 26, 2022

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PLANNING AND DEVELOPMENT

Mayor Jorge O. Elorza | City of Providence





Welcome!

¡Bienvenidos!

Tips for using zoom:



Use the Q&A function to type your questions in the chat. We'll do our best to answer as many as possible.

Use la función de Q&A para escribir sus preguntas



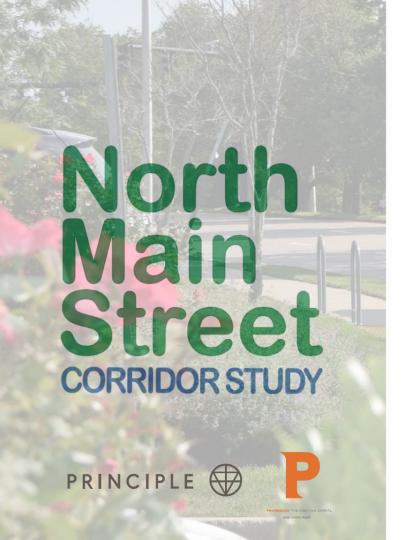
Spanish interpretation available.

Traducción al Español disponible



Join by phone (Dial) / Para unirse por teléfono Press *9 to raise your hand Press *6 to unmute/mute yourself

THIS MEETING IS BEING RECORDED
ESTA REUNIÓN ESTÁ SIENDO GRABADA



Visit our website:

www.providenceri.gov/planning/north-main -street- corridor-revitalization-study/

Further questions and comments?

Email Jess Lance, AICP

jlance@providenceri.gov

Agenda

Introduction

Presentation

Project Overview Findings

Draft Vision

Breakout Group Discussions

Focus Group Discussions

Group Reports

Wrap-Up

Next Steps Exit Survey



North Main Street Corridor Study

PRINCIPLE

Background

Who: We are Principle Group.

An urban design and planning firm hired by the City, Dept. of Planning and Development

What: Undertaking a study of the North Main Street corridor.

Tonight, specifically sharing initial findings and seeking your feedback.

Why: To improve the quality of life for residents and spur economic growth

where: Approximately 1/4 mile (About how far you might walk for coffee, 5 min) on either side of North Main Street, from the border with Pawtucket to Roger Williams National Memorial



Project Overview

Timeline

Summer, 2021 Began doing background research

Sept. - Oct, 2021 Public survey (online)

Oct. 04, 2021 Virtual public meeting #1

Sept. - Nov, 2021 Targeted stakeholder interviews

Nov. - Dec, 2021 Market research + site specific studies

Today Jan. 26th, 2022 Virtual public meeting #2

Next steps: Incorporate your feedback

Finalize our studies

May, 2022 Present final report + recommendations

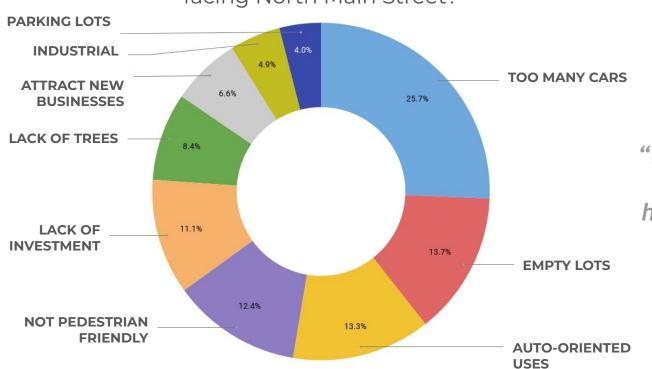
Key Findings

Based on

- Background research
- Feedback received at virtual public meeting #1
- Online survey (263 respondents)
- Stakeholder interviews

North Main Street has several challenges to overcome

Q: What is the biggest challenge currently facing North Main Street?



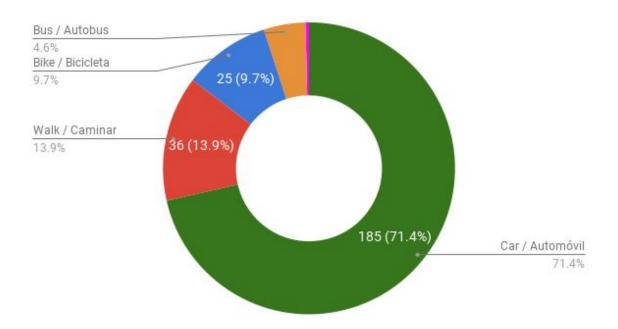
"Potentially grand avenue that feels more like a highway dotted with strip malls."

-Resident

Lopsided Mobility

Many people drive on North Main Street, even though the R-Line is one of the highest use bus lines in the State.

Q: How do you most often travel on North Main Street?



The corridor has many mobility-related assets.

Easy access to I-95

- Big benefit for industrial and commercial users.
- Allows access for suburban commuters.

"The location works because of the quick access on and off of the interstate."

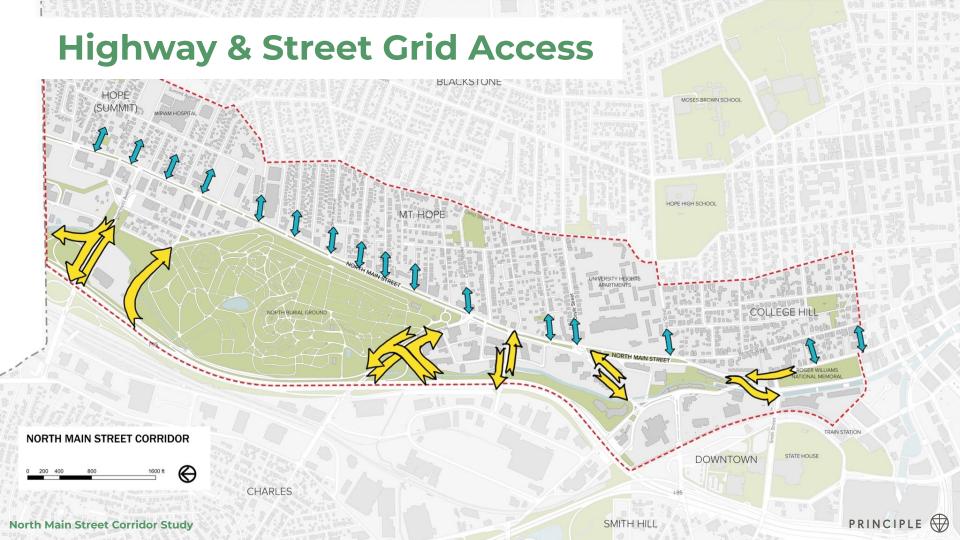
-Stakeholder Interview

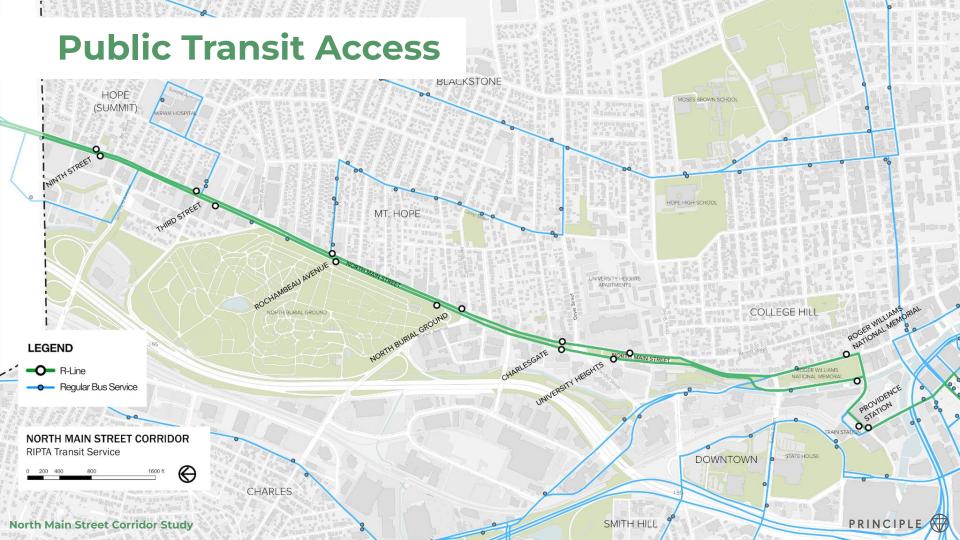
RIPTA's R-line

- Rapid bus service (10-min headways).
- Future investment in the corridor (BRT or LRT)

"I like that the R Line goes all the way from Pawtucket to Cranston. That is very convenient."

-Resident



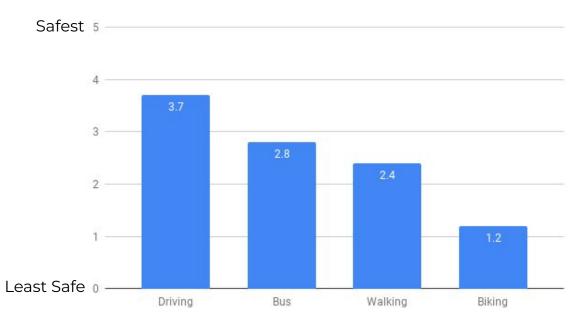


People do not feel safe travelling on North Main Street.

Q: On a scale of 0 to 5, how safe do you feel traveling on North Main Street?

"I wish I could get there by bicycle but it feels too dangerous because of the speeding and lack of dedicated lanes, so I drive instead."

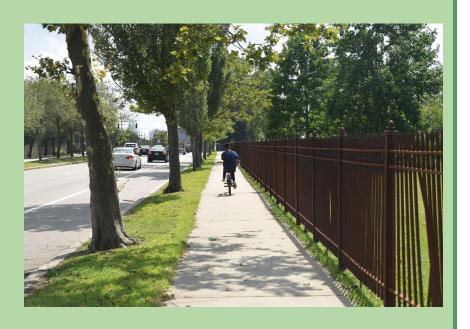
-Resident

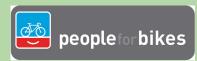


Broad support for investments in bicycle infrastructure

71% agree

They would ride a bicycle more in Providence if there were protective barriers, such as separated bicycle lanes, separating people riding bicycles from cars.





People for Bikes, Providence, RI, EMC Research, March 2021

Broad support for investments in mobility and bicycle infrastructure

80%

Agree

Developing alternatives to driving is the best way to reduce our city's traffic issues.

63%

Agree

Providence should have more protected bike lanes that are separated from driving lanes, even if it means reducing driving lanes and on-street parking.

People for Bikes, Providence, RI, EMC Research, March 2021

Intersections feel unsafe and difficult to cross.

"Hard to cross at ALL of its major intersections!"

-Resident



Inhospitable Physical Environment

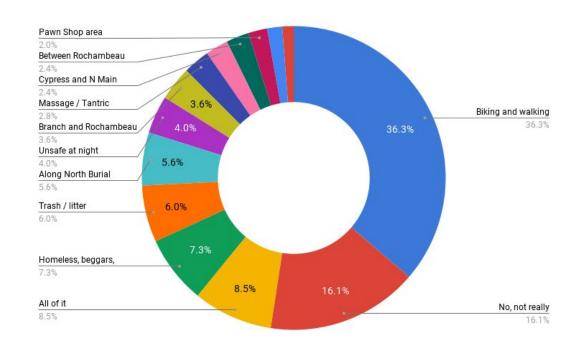
North Main Street does not feel welcoming.

"It's a yucky place to walk and I avoid it as much as possible."
-Resident

"Cars speeding dangerously throughout most of its length, North Main Street is relatively ugly, wide and unpleasant to walk or bike on."

-Resident

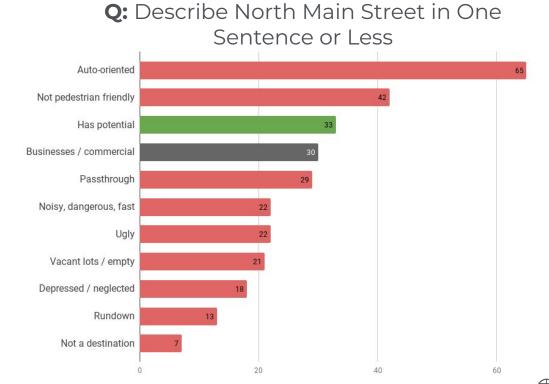
Q: Are there places along North Main Street you avoid visiting?



People have mostly a negative perception about North Main Street.

Nine out of the top 11 descriptions were negative.

...But people do see potential.



There is a lack of density and many automobileoriented sites and uses along the corridor.

"I think the street is too focused on automobiles and lacks density."

-Resident

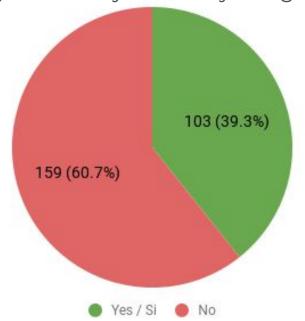
"I drive through it all the time and am disappointed that it is so bland."

-Resident



Almost 3/3 of respondents said they would prefer not to live in the corridor.

Q: If there was more housing available in the North Main Street corridor, could you see yourself or your family living here?



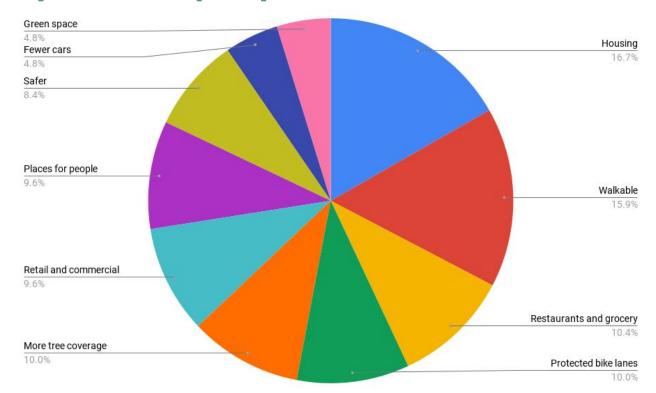
"I'd love to see more housing, but not with the conditions that are there right now"

-Resident

People Do See Potential

People want North Main Street to be a welcoming place for people.

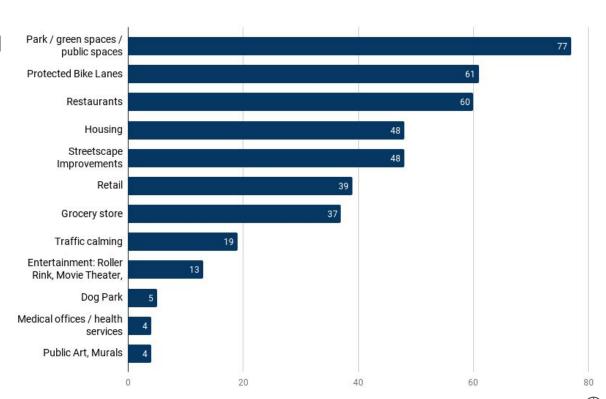
Q: In 10 years, what should be **different** about the North Main Street corridor?





People want a more active and enjoyable North Main Street.

Q: What type of services, land uses, or activities do you think are missing from the North Main Street Corridor, if any?



North Burial Ground is well loved and people want to utilize it more, especially Randall Park.

"North Burial Ground is a wonderful peace of history, right on our doorstep."

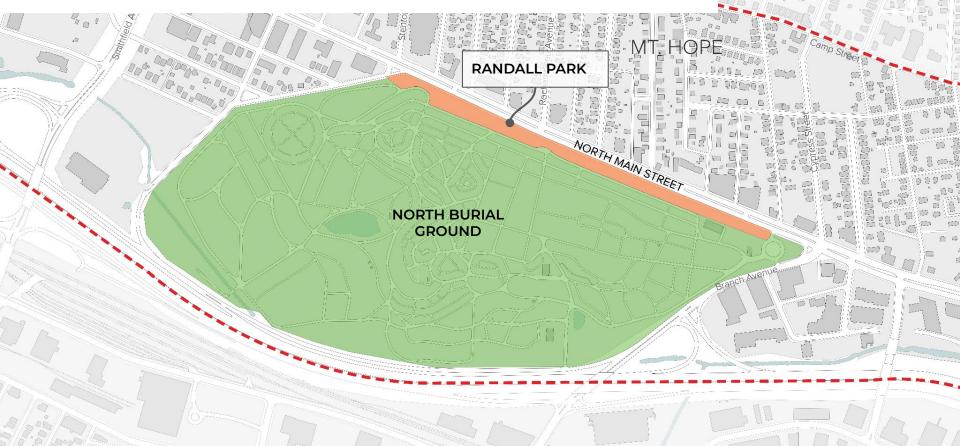
-Resident

"We are everyone's neighbor and there are people from everywhere in Providence that are buried in the North Burial Ground"

-North Burial Ground Director



North Burial Ground /Randall Park



The corridor has potential for more housing, addressing the citywide need for more affordable housing.

People see more housing as a benefit.

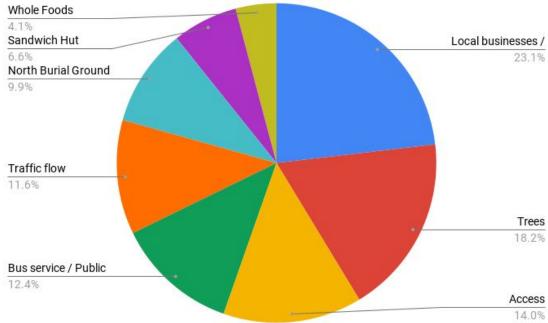
Additional housing could drive new businesses.



There are some well loved businesses along the corridor.



Q: In 10 years, what should be the **same** about the North Main Street corridor?



North Main Street should serve different needs than Hope Street, Thayer Street, or Downtown.

Property and business owners see potential for more entertainment uses. (Build off of success of The Parlour.)

There is demand for studio space in the area, but the market may not support new construction.

Market Analysis

Why is dense, walkable, mixed-use development not being built on North Main Street?

Change is needed to attract housing to the corridor.

Current growth trends for rental housing in Providence and in the North Main area are insufficient to meet the City's goals for new affordable units.

Providence

Total housing Units

55,205

New unit inventory in the next 5 years

3,326

(6% growth from 2021)

College Hill, Hope, and Mt. Hope

Currently captures

3%

of Providence's total housing units.

If current neighborhood conditions continued, these areas would only capture

100 units

To capture more incoming housing development, the study area needs:



Pedestrian-oriented amenities



Bicycle infrastructure



More green public and open space

The corridor could help Providence meet affordable housing needs.

The City's Comprehensive Housing Strategy has set ambitious goals for housing development and preservation to provide more affordable housing options for lower income residents.

5,800

Units needed today for households making less than \$19,000/year

By 2030, this unit shortage could reach 7,300 units.

9,657

Housing shortage in **Providence**

3,857

Units needed today for households making more than \$78,000/year

As these households move into less expensive options, they outbid households with lower incomes and raise rent prices.

Retail space is growing in Providence.

While the full impact of COVID-19 is still unclear, and despite growth of internet sales, Providence has seen solid growth in the retail sector. There could be an opportunity for the North Main Street corridor to build on the larger area's need.

Providence

Total retail space

11,451,187

New retail inventory in the next 5 years

514,928

(4.5% growth from 2021)

College Hill, Hope, and Mt. Hope

Currently captures

10%

of Providence's total retail market

If current neighborhood conditions continued, these areas could only capture

51,493

To capture more incoming retail development, the study area needs:



Proximity to anchor institutions and locations with more activity



Convenient and safe access via public transportation, biking, and walking



Street visibility

Retail space is growing in Providence.

Projected retail square footage growth in Providence is expected to be 4.5% for the next five years, with promising retail sectors including general merchandise, furniture, home furnishing, sporting goods, music instruments, and hobby stores, where consumer spending supasses current sales in the study area.

Recent Projects:

125 Clifford St.



22,700 sf of retail space

66 Branch Ave



17,400 sf of retail space

125 Wickenden Street



23,000 sf of retail space

Demand for office space remains uncertain.

Office square footage **growth is expected to remain low; uncertainty around the market remains high** due to the COVID-19 pandemic. Inventory has contracted over the past 10 years, as demolition activity has outpaced new construction.

Providence

Total office space

16,846,684*

New office inventory in the next 5 years

17,257

(0.1% growth from 2021)

College Hill, Hope, and Mt. Hope

Currently captures

8%

of Providence's total office market.

If current neighborhood conditions continued, these areas could only capture

1,380

To capture more incoming office development, the study area needs:



More supporting retail businesses (food and retail) for employees



Custom Build-Outs



Access to transit,, bicycle, and pedestrian improvements

Industrial Space is Shrinking.

Industrial square footage is decreasing, with no projects underway and demolition outpacing new construction.

Providence

Total industrial space

12,912,943

New industrial inventory in the next 5 years

-156,895

(-1.2% growth from 2021)

College Hill, Hope, and Mt. Hope

Currently captures

7%

of Providence's total industrial market.

To capture more incoming industrial development, the study area needs:



Access to I-95 and I-195



Context: "Missing Middle Housing"

Residential Walk-up

Three-stories

12 units

May or may not have parking

1-bedroom ~600 sf ~\$1,600/month

Project Cost: ~\$313/sf

Total Costs ~\$2.96 million

Project Value: ~\$322/sf

Total Value: ~\$3.04 million

Created Value: ~\$9/sf (2.9%)

Total Created ~\$85,000



Context: "4-over-1" Apartment Building

Residential Apartments over parking Five Stories

75 units 1 parking space/unit

1-bedroom ~600 sf ~\$1,850/month

Project Cost: \$326/sf
Total Costs \$19.05 million

Project Value: \$311/sf
Total Value: \$18.16 million

Created Value: -\$15/sf (-4.6%)

Total Created -\$883,000



Context: Mixed-Use Mid-Rise

Residential Mid-rise with retail

10 Stories

124 units

May or may not include parking

1-bedroom ~600 sf ~\$2,000/month

Project Cost: \$374/sf

Total Costs \$40.23 million

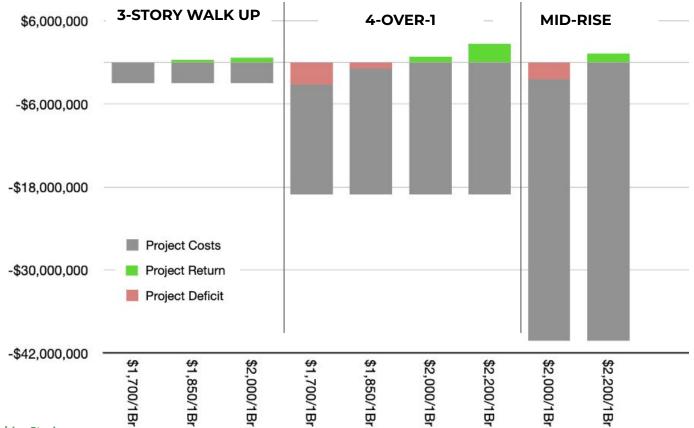
Project Value: \$361/sf

Total Value: \$38.74 million

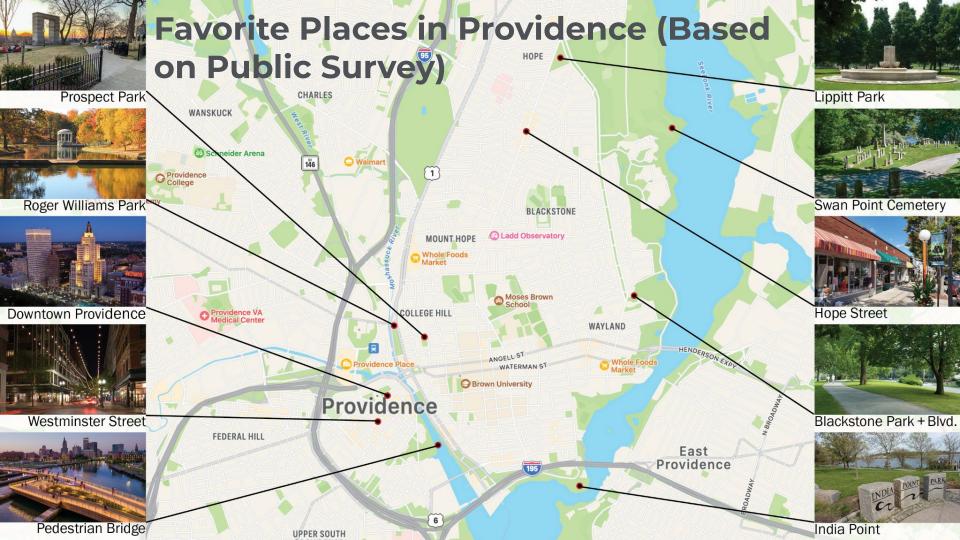
Created Value: -\$14/sf (-3.7%)
Total Created -\$1.48 million



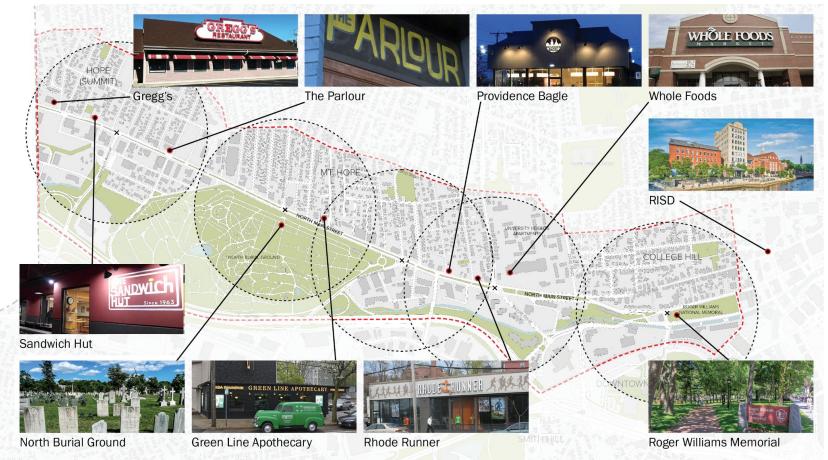
Construction Costs Are Higher Than Rents



A Vision for North Main



Favorite Places Along North Main St (based on survey)



PRINCIPLE

Vision

What do these places have in common?

LivablePeople-oriented; walkable and bikeable
Well connected

Complete neighborhood

Complete neignbornood

Nature Access to green spaces and water

Recreational uses

Diverse type of green spaces

Vibrant Active public realm

Eyes on the streets

Dining + shopping

Unique Local businesses

Architecture + history

A Draft Vision for North Main:

North Main Street becomes a **safe and comfortable place to walk and bike** for people of all ages and abilities, with excellent public transit service, and is **a place where people want to live, work, and spend time.**

Redesign North Main Street to be a main spine in a strong regional transit and cycling network.

Prioritize walking to help create the most functional, inclusive, and enjoyable mobility network for people of all ages and abilities along the corridor.

Invest in and activate the North Burial Ground and Randall Park as welcoming public green spaces for all.

Prioritize first redesign of the streetscape and creation of new open spaces along North Main Street.

Encourage more intense development near neighborhood centers with well served transit.

Leverage all sources of financial assistance and incentives to encourage developers to build new housing along North Main Street.

The North Main Street corridor is an opportunity to locate affordable and/or supportive housing for Providence residents.

Support local groups and organizations, to empower them to ensure implementation of the community's vision.

Vision

How do we create meaningful places?





2 Long-Term Economic Investments

3 Short-Term Economic Investments

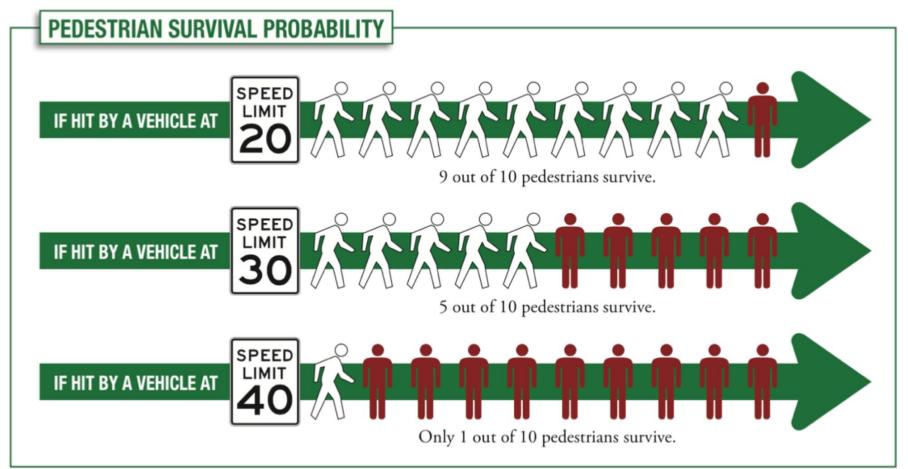


















2 Long-Term Economic Investments

3 Short-Term Economic Investments

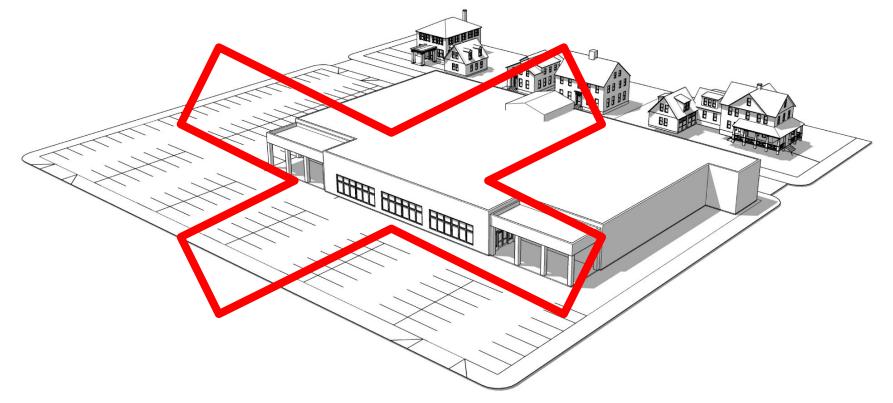




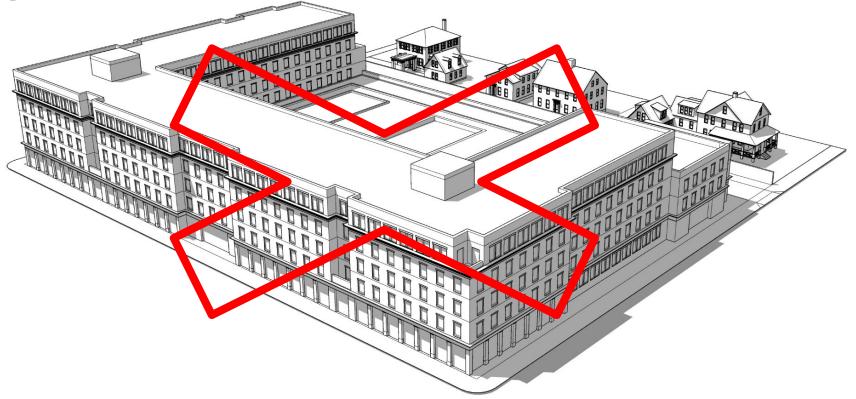
"Missing-Middle Housing"



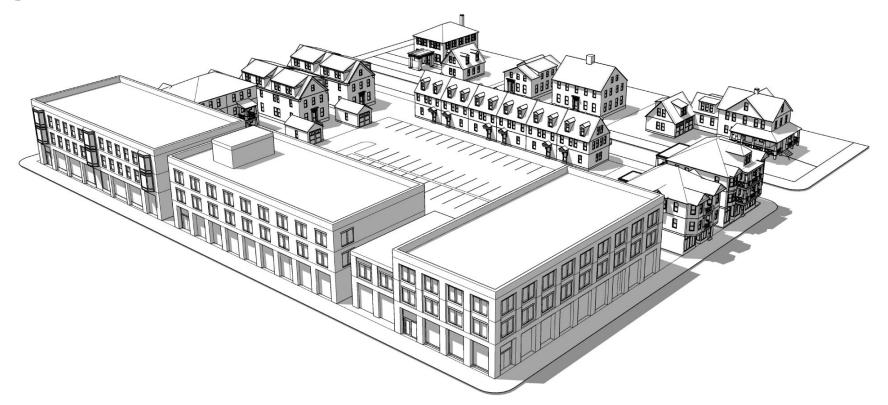
PRINCIPLE



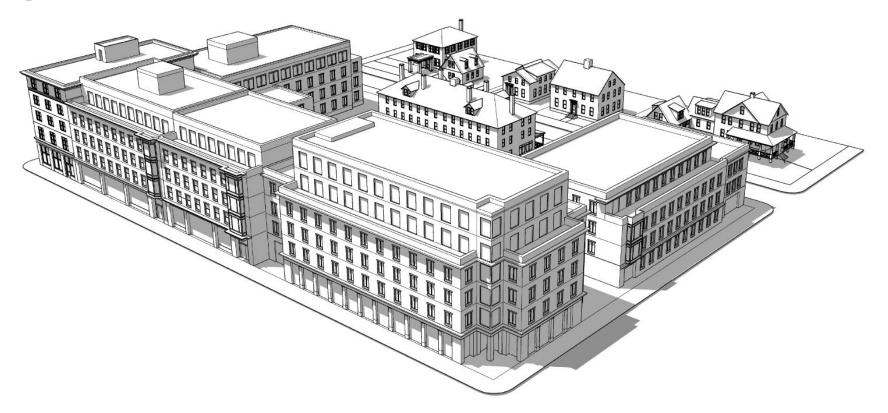
Existing Auto-Oriented, Low Density "Sprawl"



"Vertical Sprawl" Development



"Missing Middle" Development



Mid-rise Development

Long-Term Economic Investments

"Missing-Middle" Development







- 1. Difficult frontage quality on North Main Street
- 2. Uncertain Land Cost with Less Density
- 3. Skills & Incentive for Local Development Community

Long-Term Economic Investments

Mid-Rise Development







- 1. Difficult frontage quality on North Main Street
- 2. Construction costs significantly higher than current rents can afford.
- 3. More attractive locations in Providence to develop

Long-Term Economic Investments

"Vertical-Sprawl" Development







- 1. Difficult frontage quality on North Main Street
- 2. Construction costs significantly higher than current rents can afford.
- 3. More attractive locations in Providence to develop
- 4. Site assembly to develop 150 to 250 units at once

PRINCIPLE (

1 Capital Projects

2 Long-Term Economic Investments

3 Short-Term Economic Investments



Work with What You Have

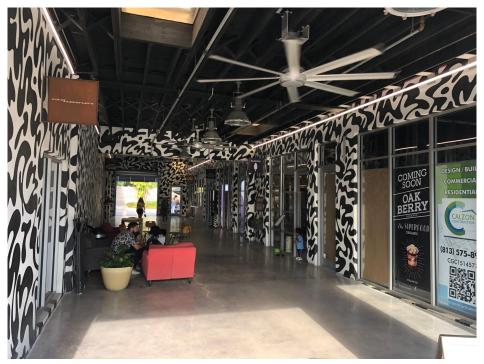






Wicker Park (Chicago, IL)

Incubate Culture





Wynwood Arts District (Miami, FL)

Incubate Culture





Wynwood Arts District (Miami, FL)

Temporary Structures







The Yard at Mission Rock (San Francisco, CA)

Pop-up Food Destinations







The Yard at Mission Rock (San Francisco, CA)

Pop-up Spaces that Support Community







The Yard at Mission Rock (San Francisco, CA)

Pop-up Spaces that Support Community







The Yard at Mission Rock (San Francisco, CA)

Tactical Mobility/Streetscape







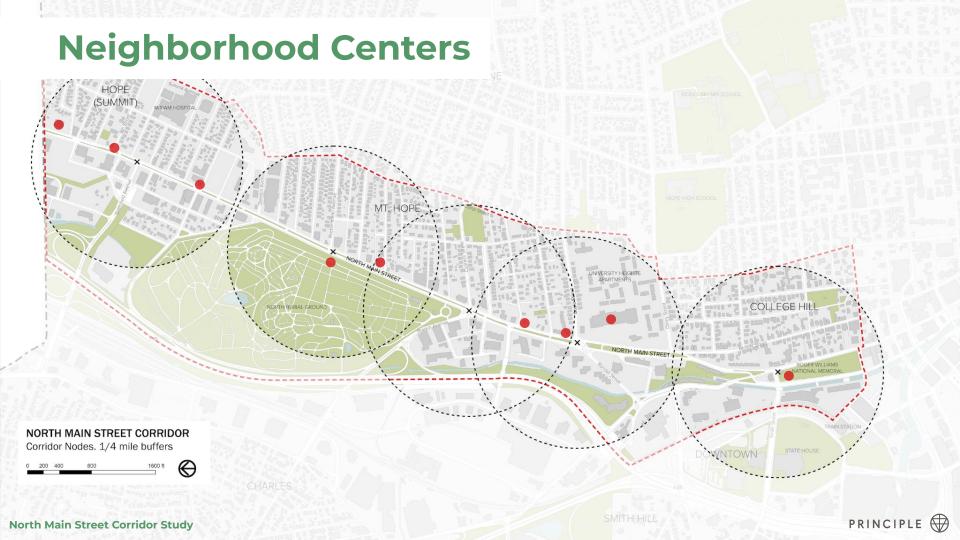
TACTICAL

SHORT-TERM

LONG-TERM / CAPITAL

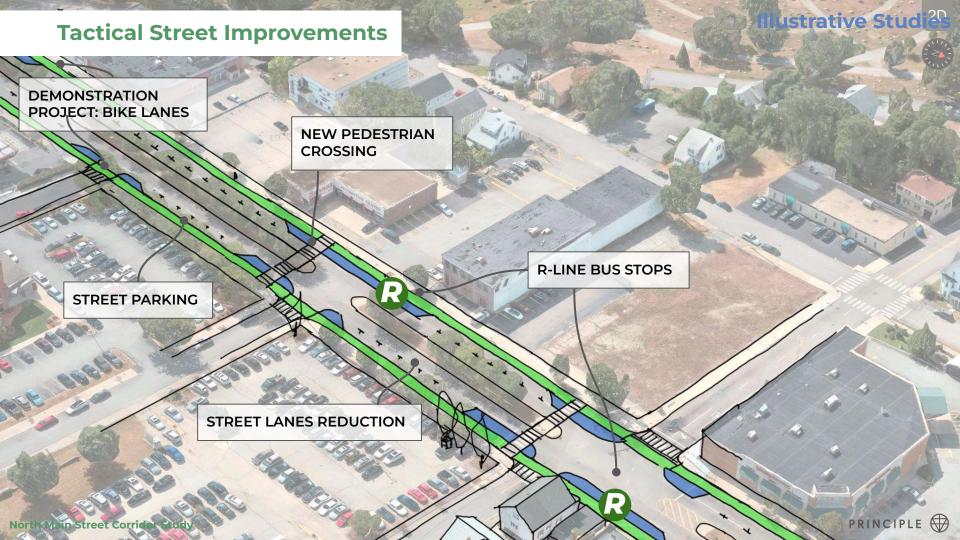
PRINCIPLE **North Main Street Corridor Study**

Build off of Existing Assets to Create Neighborhood Centers













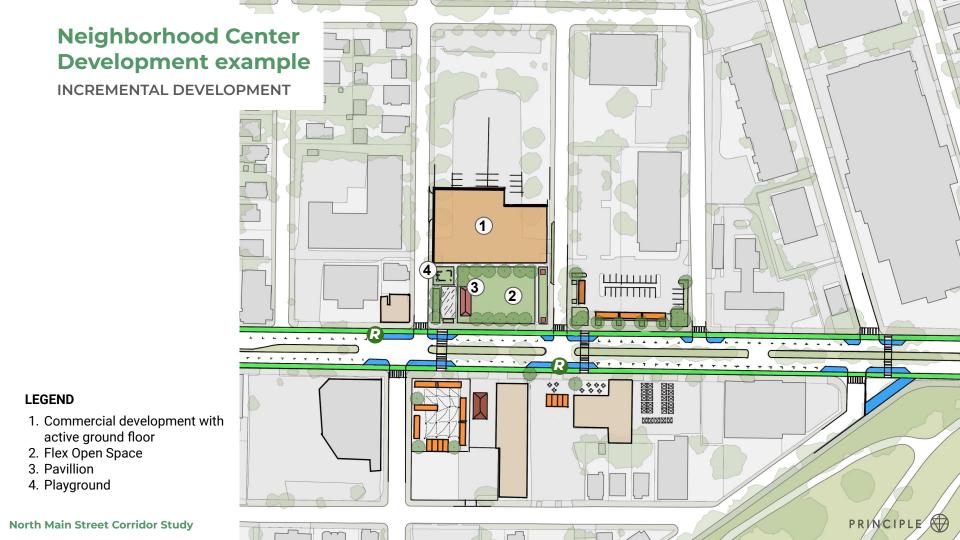
Neighborhood Center Development example

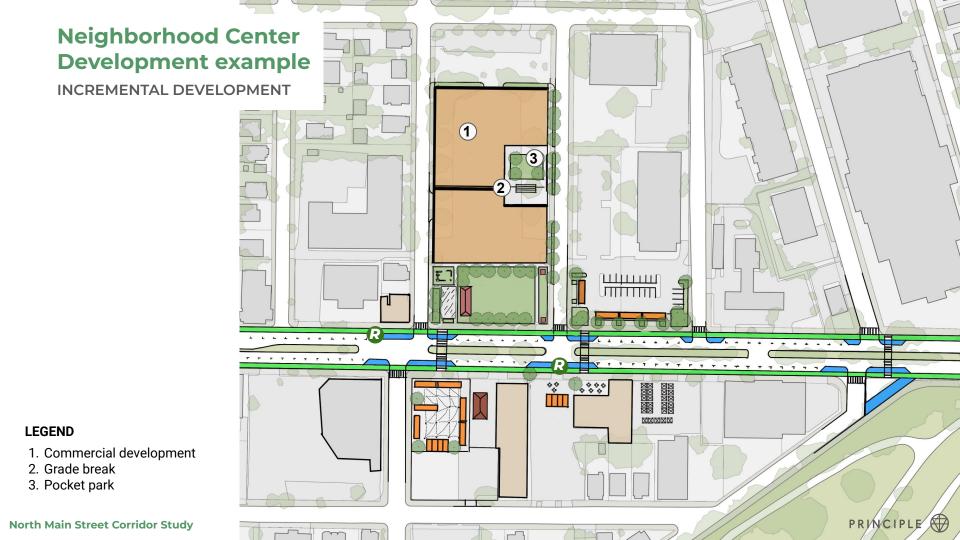
SHORT-TERM PHASE

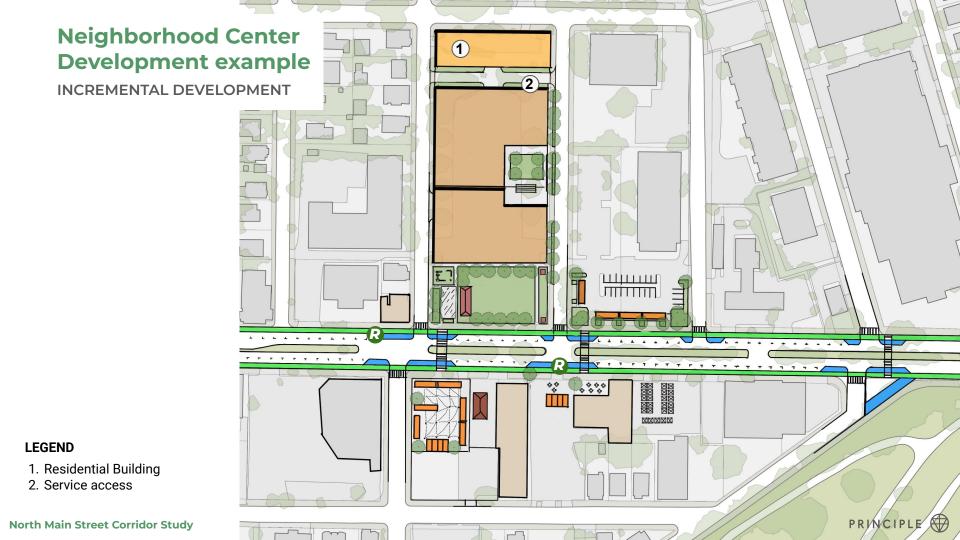
LEGEND

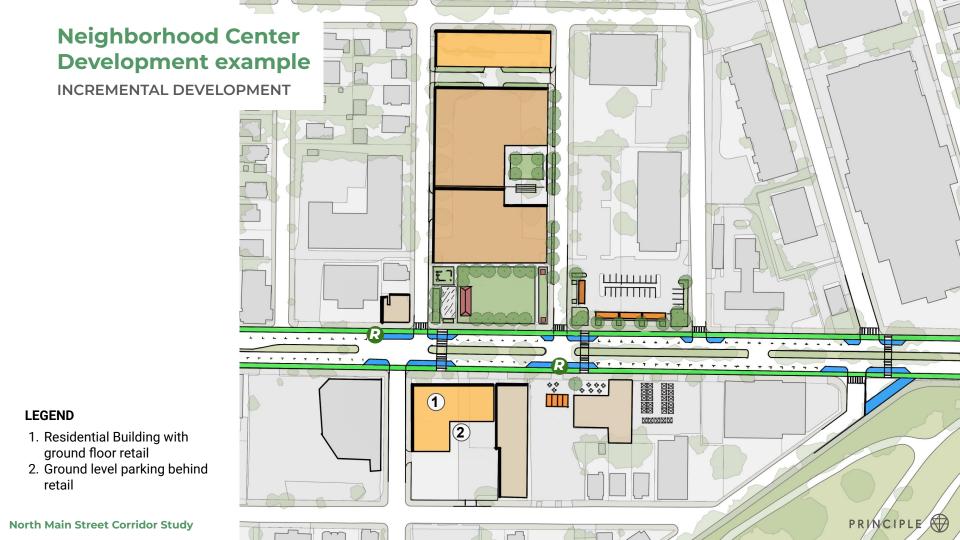
- 1. Tactical Open Space
- 2. Band Stand
- 3. Food Vendors + Container Retail
- 4. Container Retail
- 5. New Uses in Garage Building
- 6. Pop-up Market
- 7. Intersection Tactical Intervention / Road Diet
- 8. New Pedestrian Crossing
- 9. Defined Street Parking + Tactical Bike Lane

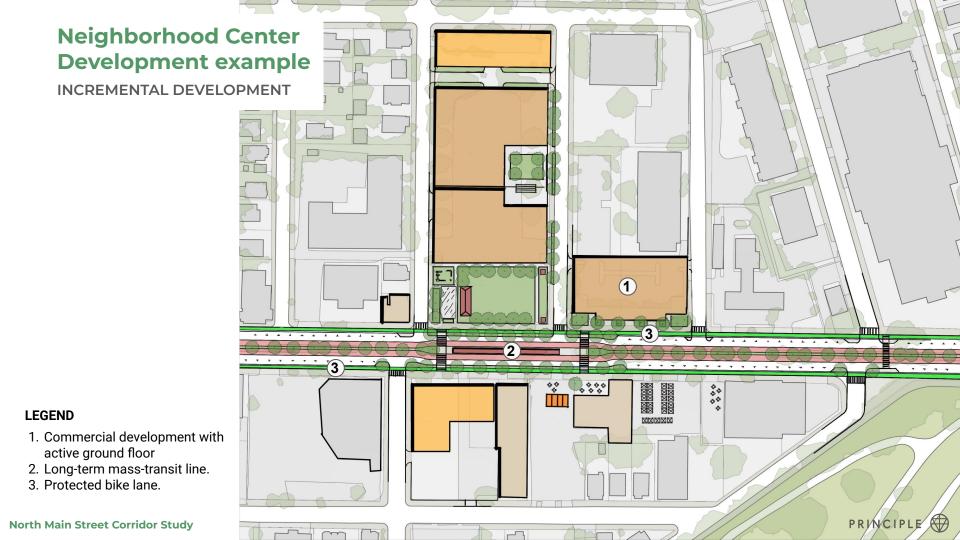


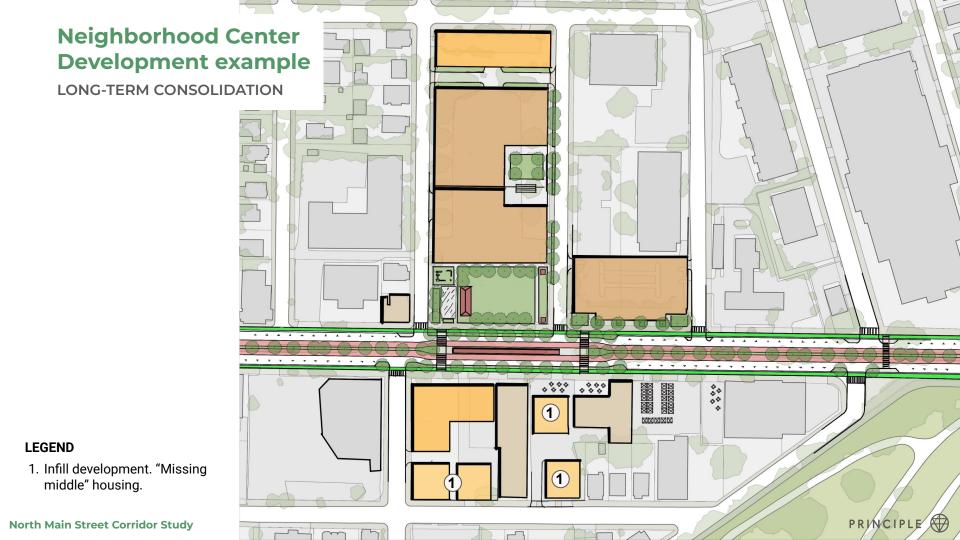


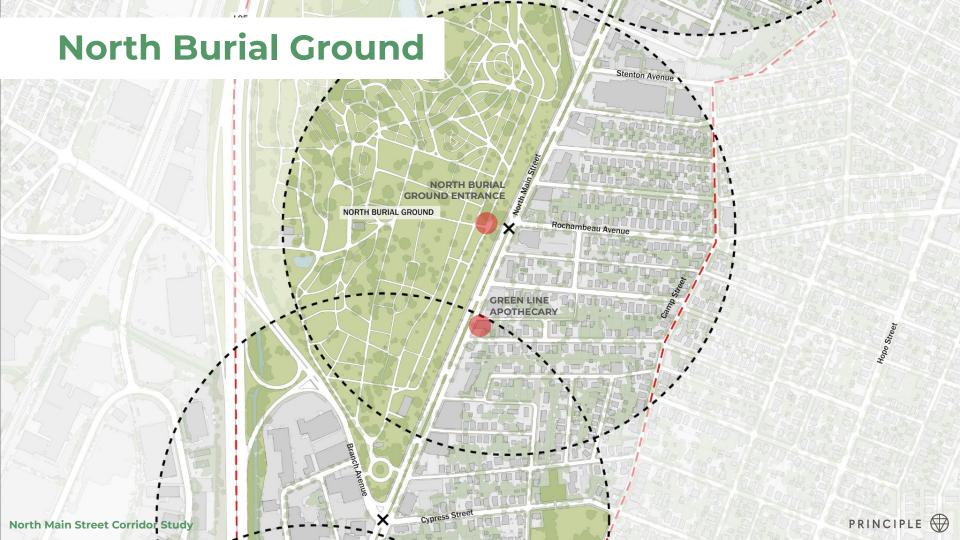




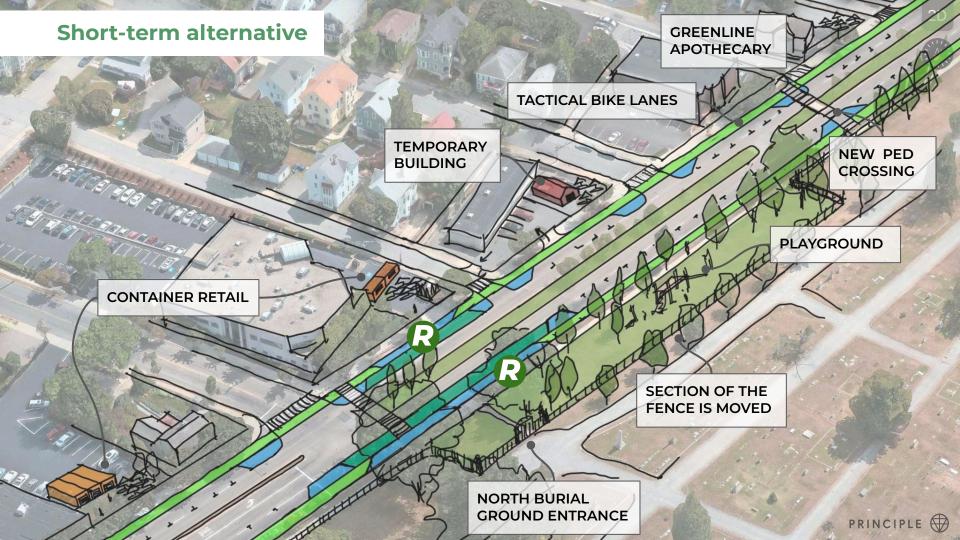


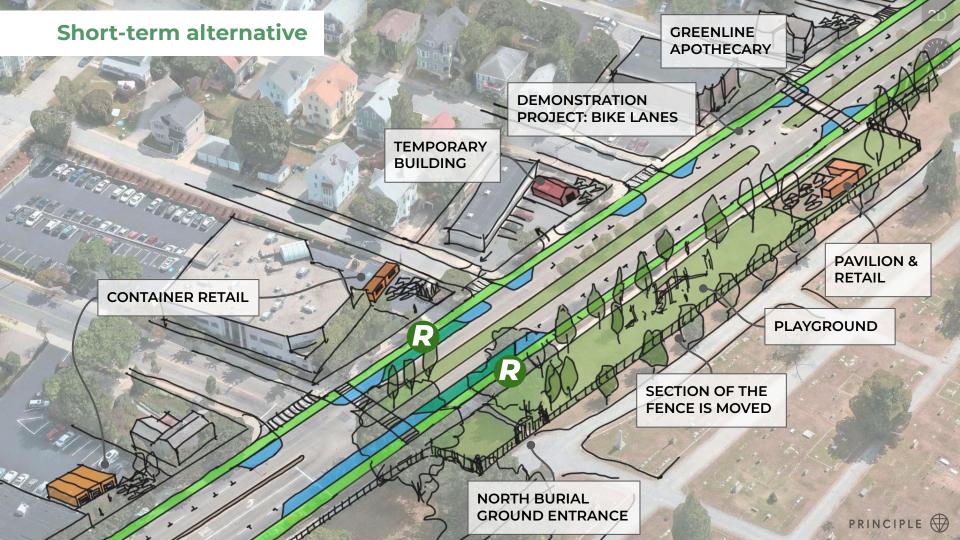






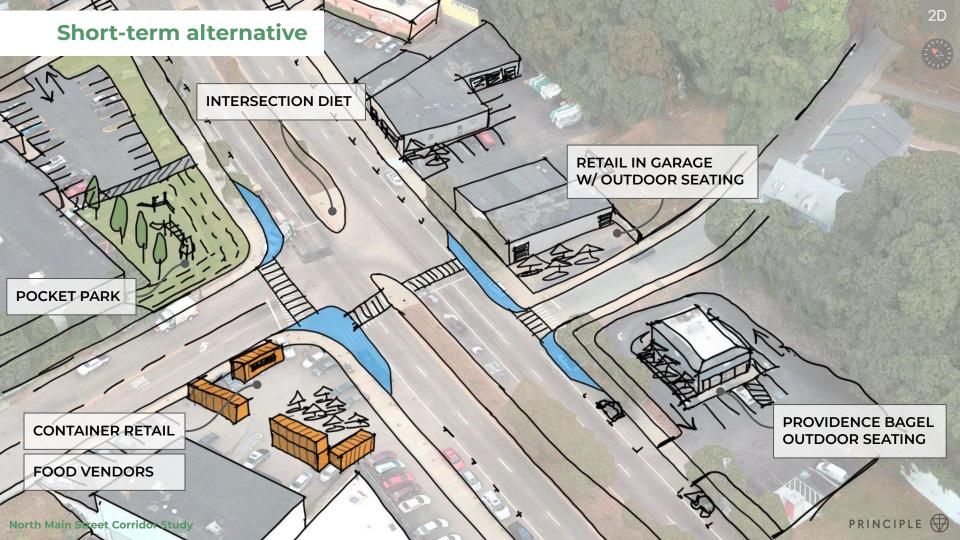


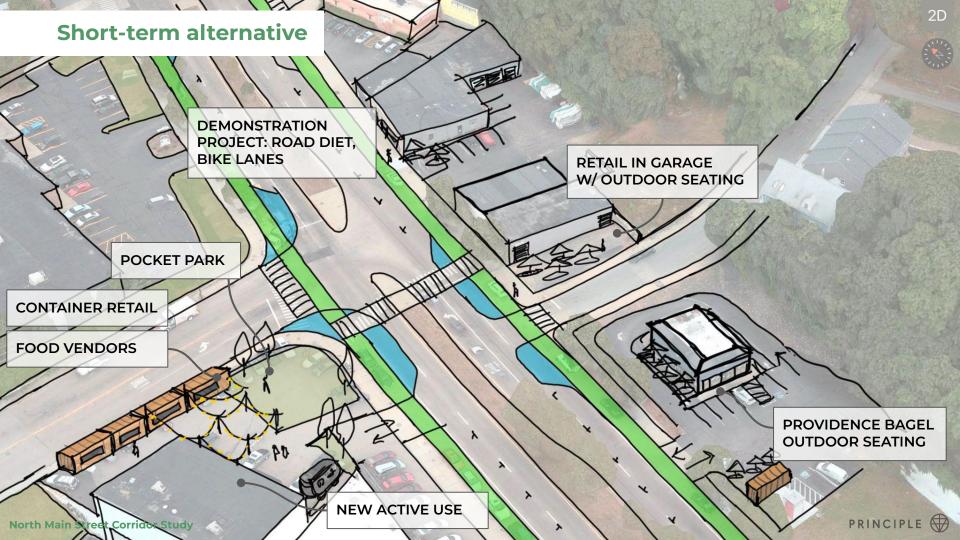








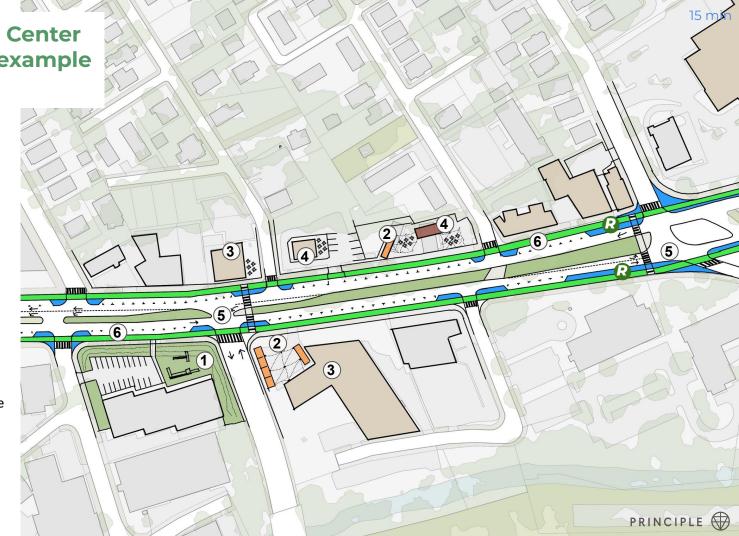






LEGEND

- 1. Tactical Open Space with playground
- 2. Food Vendors + Container Retail
- 3. New Uses in Garage Building
- 4. Outdoor seating at Providence Bagel and Dune Brothers
- 5. Intersection Tactical Intervention / Road Diet
- 6. Defined Street Parking + Tactical Bike Lane

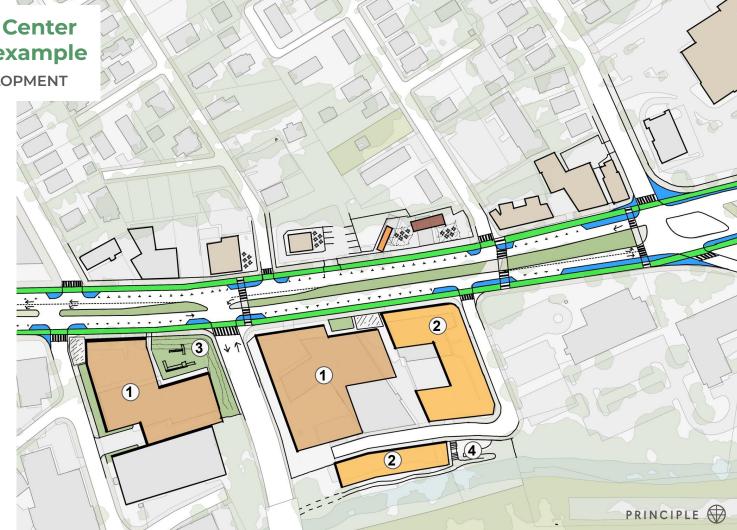


Neighborhood Center Development example

INCREMENTAL DEVELOPMENT

LEGEND

- 1. Commercial development
- 2. Residential development
- 3. Playground
- 4. Access to River



WORKSHOP ACTIVITY

Instructions:

Consider the draft vision developed for corridor and share your thoughts.

- 1. Break out into smaller discussion groups.
- 2. If you would like to be in the Spanish language room, please raise your hand so we can invite you to that room.
- 3. Share your thoughts with the facilitator and the group.
- 4. Report back when everyone rejoins the main group.

Instructions:

Facilitators - remember to record your discussion!

- 1. Choose someone to take notes and present at the group report back.
- 2. Introduce yourself and the most important issue to you.
- 3. Discuss the issues as a group.
- 4. Select the 3 things your group is most excited about and the 3 things that need improvement.

Discussion Topics:

- Public Space
- Mobility
- Housing
- Land Use and Development

Topic: Public Space

- 1. How would you like to see the North Burial Ground invested in?
- 2. What kind of opportunities and activities would you support in Randall Park?
- 3. Can you identify additional opportunities for public open space?
- 4. What activities do you want to be able to do outside along North Main Street?
- 5. What kind of public spaces would you seek out if they existed along North Main Street?
- 6. What improvements are needed to improve public space?

Topic: Mobility

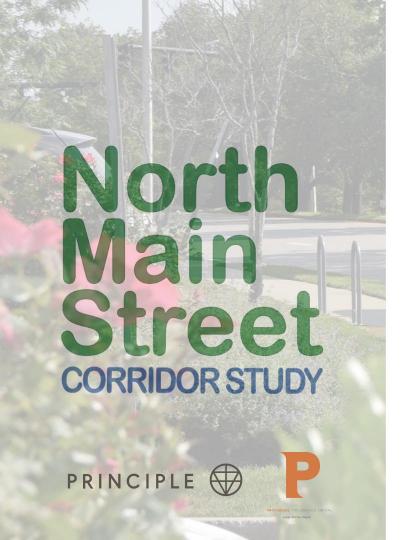
- 1. What physical changes would improve the experience for people walking along North Main Street?
- 2. What improvements would encourage you to ride a bicycle on North Main Street?
- 3. What improvements would encourage you to use public transit on North Main Street?
- 4. How can we make driving safer along North Main Street?
- 5. How can we balance the needs of all the users of North Main Street?

Topic: Housing

- 1. What kinds of housing would you consider living in, on and near North Main Street?
- 2. What one change would attract you most to live in the North Main Street corridor?
- 3. Where along North Main Street is most appropriate for new housing?
- 4. What is the biggest drawback to living on North Main Street?
- 5. What amenity (public or private) would you like most as a resident of North Main Street?
- 6. Do you think development of new housing should be encouraged in the North Main Street corridor?

Topic: Land Use and Development

- 1. In addition to housing, what kinds of uses would you use if they were along North Main Street?
- 2. Should development be encouraged or focused in any location along North Main Street?
- 3. What is the biggest advantage or disadvantage to locating a business along North Main Street?
- 4. If you were going to open a business along North Main Street, what would it be?
- 5. What kind of uses would you like to see excluded from North Main Street?
- 6. Do you think new development should be encouraged along North Main Street? If so, how?



Welcome!

¡Bienvenidos!

Tips for using zoom:



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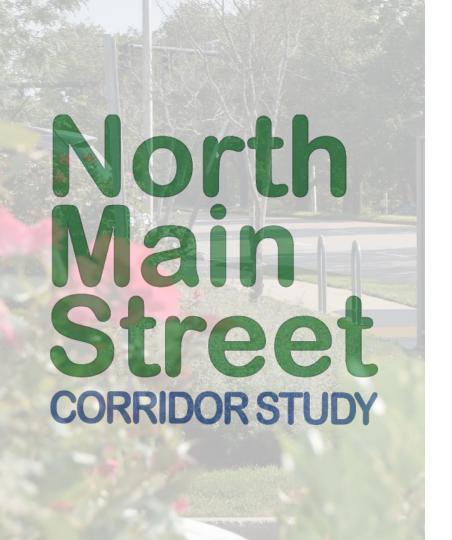
Join by phone (Dial) / Para unirse por teléfono Press *9 to raise your hand Press *6 to unmute/mute yourself

THIS MEETING IS BEING RECORDED
ESTA REUNIÓN ESTÁ SIENDO GRABADA

Group Reports

Report back what the groups discussed.

5 minutes per group





Take the online survey

Conteste la Encuesta en Línea January 26 to February 11 https://tinyurl.com/NorthMain-Survey

Thank You!

Visit our website:

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Further questions and comments?

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