

# **EAST SPRINGFIELD**

# **REVITALIZING**

# **THE INDUSTRIAL LANDSCAPE**

**GRADUATE URBAN DESIGN STUDIO, UMASS AMHERST**

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# **SPECIAL THANKS TO**

**SCOTT HANSON**

CITY OF SPRINGFIELD DEPARTMENT OF PLANNING  
AND ECONOMIC DEVELOPMENT, PRINCIPAL PLANNER

**GUY MCLAIN**

DIRECTOR , MUSEUM OF SPRINGFIELD HISTORY

**KATHY BROWN**

THE EAST SPRINGFIELD CITIZENS COUNCIL

**MARGARET HUMBERSTON**

HEAD OF LIBRARY & ARCHIVES, MUSEUM OF SPRINGFIELD HISTORY

**MICHAEL DIPASQUALE**

PROFESSOR, URBAN DESIGN STUDIO  
DIRECTOR, UMASS DESIGN CENTER IN SPRINGFIELD

# GOALS

Study of the **History and Development** of East Springfield & identify opportunities for **REVITALIZING** the industrial landscape

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## OBJECTIVES

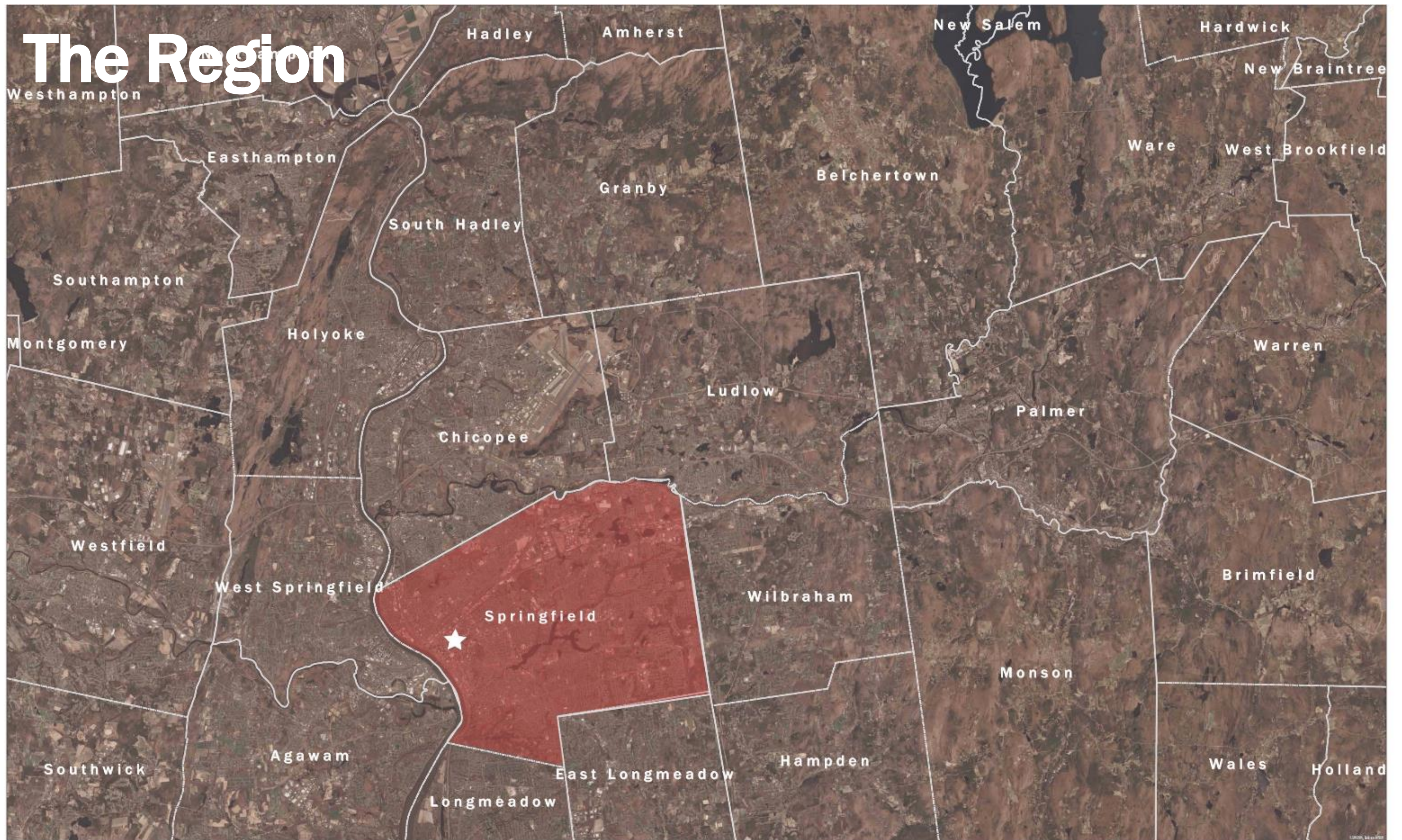
- Thorough site analysis and **community engagement**
- Land use/commercial Strip development over time
- Address large areas of vacant land and green spaces
- Identify and redevelop **residual spaces**
- Improving street **connectivity** and **pedestrian safety**

# STUDIO PROCESS

- community engagement workshop
- visits to the neighborhood and site analysis, measurements
- visited the Springfield History Museum to collect information and archive section in DuBois Library
- visual maps/Lynch Analysis of our perception of the neighborhood
- input from client
- urban fabric analysis, residual space analysis
- proposed for design interventions at focus areas



# The Region











# The Neighborhood



Ludlow

Chicopee

**Indian Orchard**

**East Springfield**

**Liberty Heights**

**Pine Point**

**Bay**



# Neighborhood Landmarks







## Image of the neighborhood: video tour

Starting at the I-291 ramp and traveling east to St. James/Carew commercial triangle





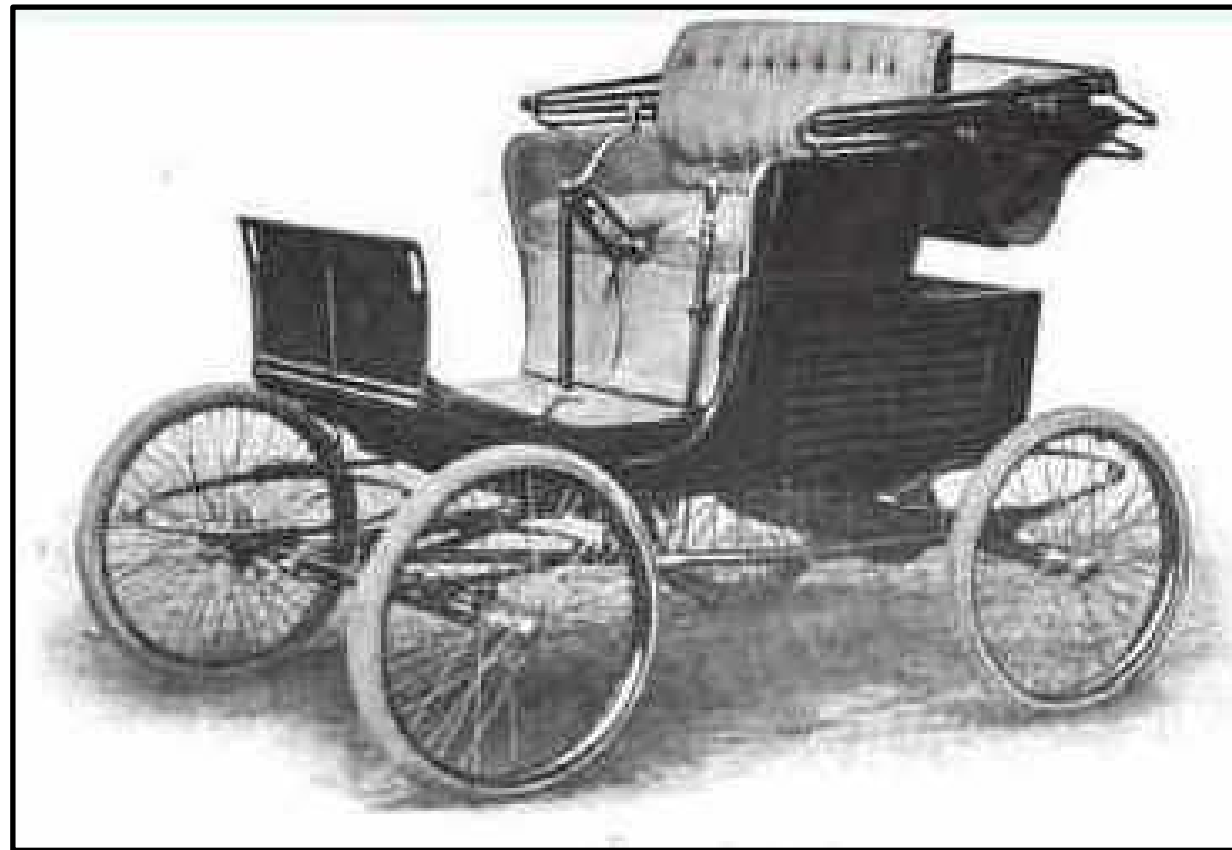
# History and Development of East Springfield

- **Springfield Armory**  
**Springfield's history of innovation.**
- **East Springfield was mostly farmland until the 1900s.**
- **Most residential development occurred in the 1920s and from 1945 through the 1950s.**

# Development of East Springfield

**1901**

**Opening of Stevens-Duryea Plant.**



**1915**

**Closing of Stevens-Duryea Plant. Opening of the New England Westinghouse Plant.**



1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010



1921

WBZ started  
broadcasting at East  
Springfield plant.



1921

Springfield Street Railway Co.  
extended to East Springfield.



1922

East Springfield Home  
Builders Company

**The Streets**  
The streets of East Springfield have been laid out broad and open, many with shrub covered terraces, affording beautiful views and sweeping vistas from every home. All houses are set back from the street, giving the sense of roominess and freedom.

*Looking Down Osborne Terrace*

**The Homes**  
East Springfield appeals to the lover of the home and garden, the working man, the office man, and the young couple just starting out in life, affording them a real home with all the modern conveniences at a very moderate cost. East Springfield already has 200 attractive homes, ranging in value from \$2,500 to \$40,000, and more are under construction.

*An East Springfield Home*

**The Community Center**  
The business life is keeping pace with the home development at East Springfield. Several good stores at the Community Center supply the various members of the family with their daily needs, and others will be opened as fast as the need presents itself.

*The Community Stores*

**The Industries**  
The great Westinghouse plant with its army of employees is growing at a lively rate and plans are already made for extensive expansion. Ball-Royce of America, Inc., is steadily increasing its working force and the other East Springfield industries—the Storms Drop Forging Co., The Harley Co., The Springfield Tool Co., The Potter Grain Elevator, The Springfield Lumber Co., and the Atlantic Refining Co., anticipate a year of great activity.

*A Corner of the Great Westinghouse Plant*

**East Springfield Is Ready to Welcome**  
**The Home Seeker — The Growing Industry**  
Building lots can be bought at very reasonable prices, on easy terms and plans will be prepared by our architects for anything from a cottage to a mansion.  
Excellent industrial sites are available with railroad frontage, with abundant acreage at very moderate prices, and soil ideal for manufacturing purposes.

*Take St James Avenue Car—and See for Yourself!*  
**EAST SPRINGFIELD HOME BUILDERS CO.**

1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010



**1940**

Smith & Wesson relocates its headquarters to East Springfield.



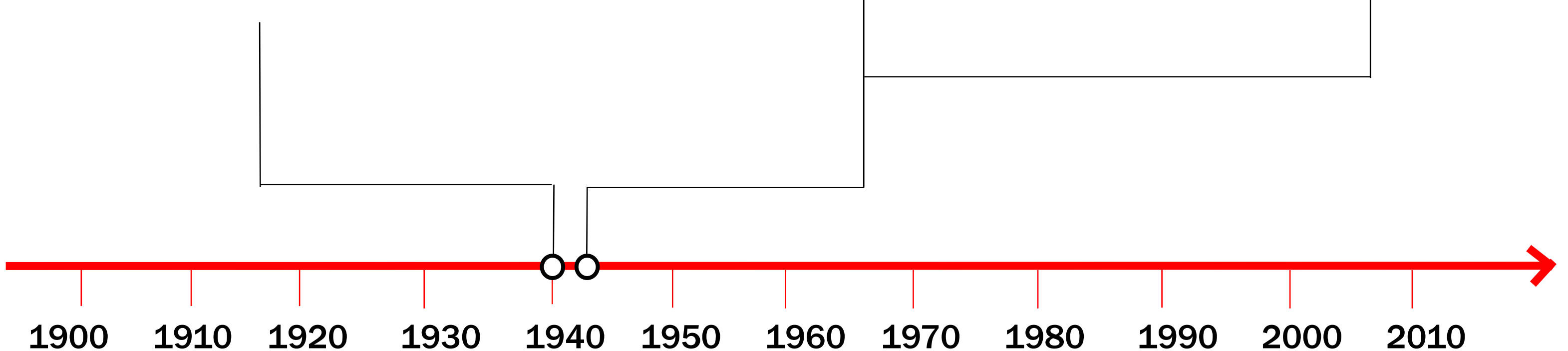
**1942**

During WWII, Westinghouse was the city's largest employer.



**1942**

Lucy Mallory Village was constructed as Defense Housing.



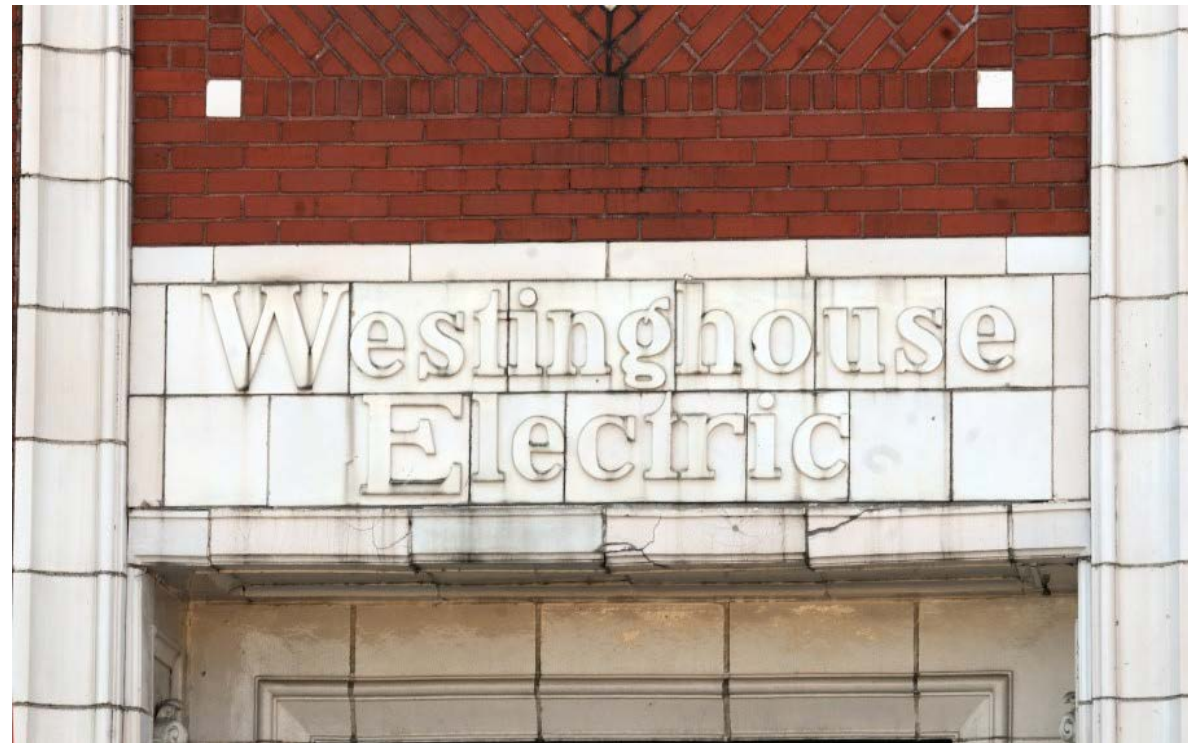


**1959**

Westinghouse  
relocates to Ohio and  
lay off 1,400  
employees.

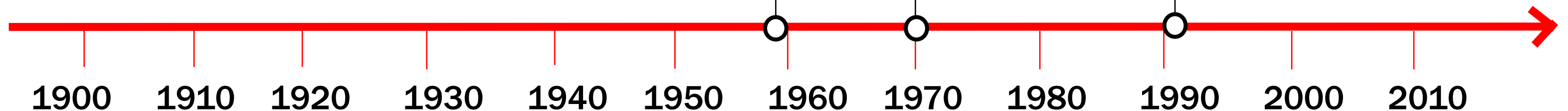
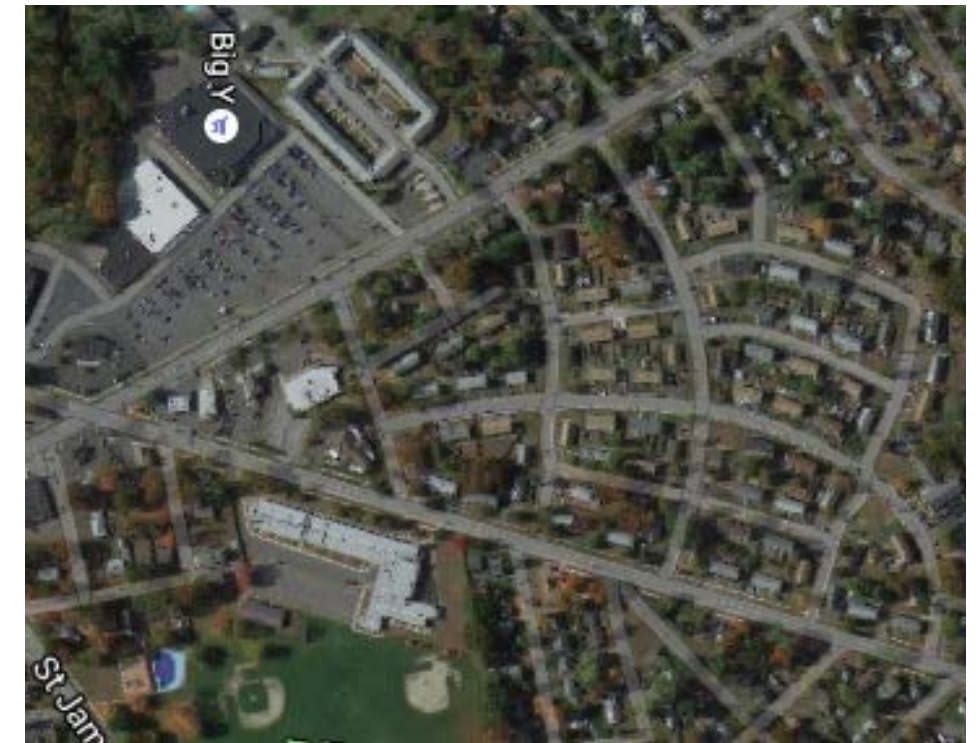
**1970**

Westinghouse closes  
the East Springfield  
plant permanently.



**1991**

Lucy Mallary Village  
“urban renewal”  
renovation.



2008

Packard Development Co. proposed shopping center on former Westinghouse site.



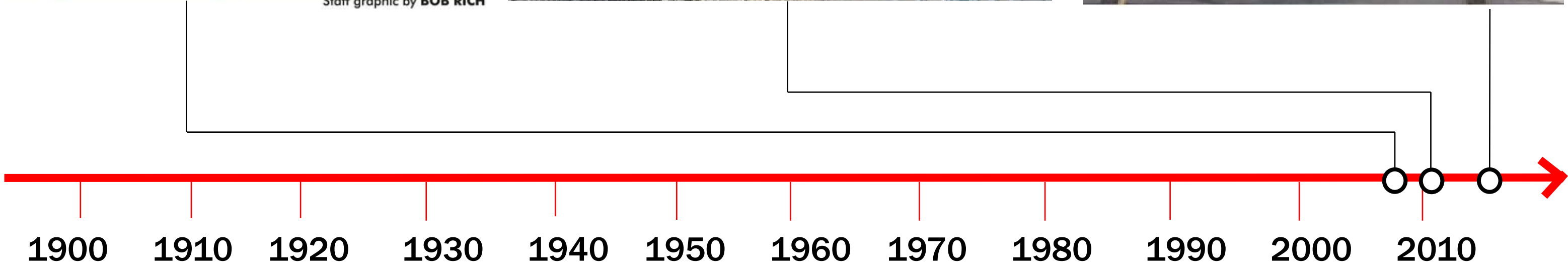
2011

Westinghouse site demolished for Ameristar Casinos, Inc.



2014

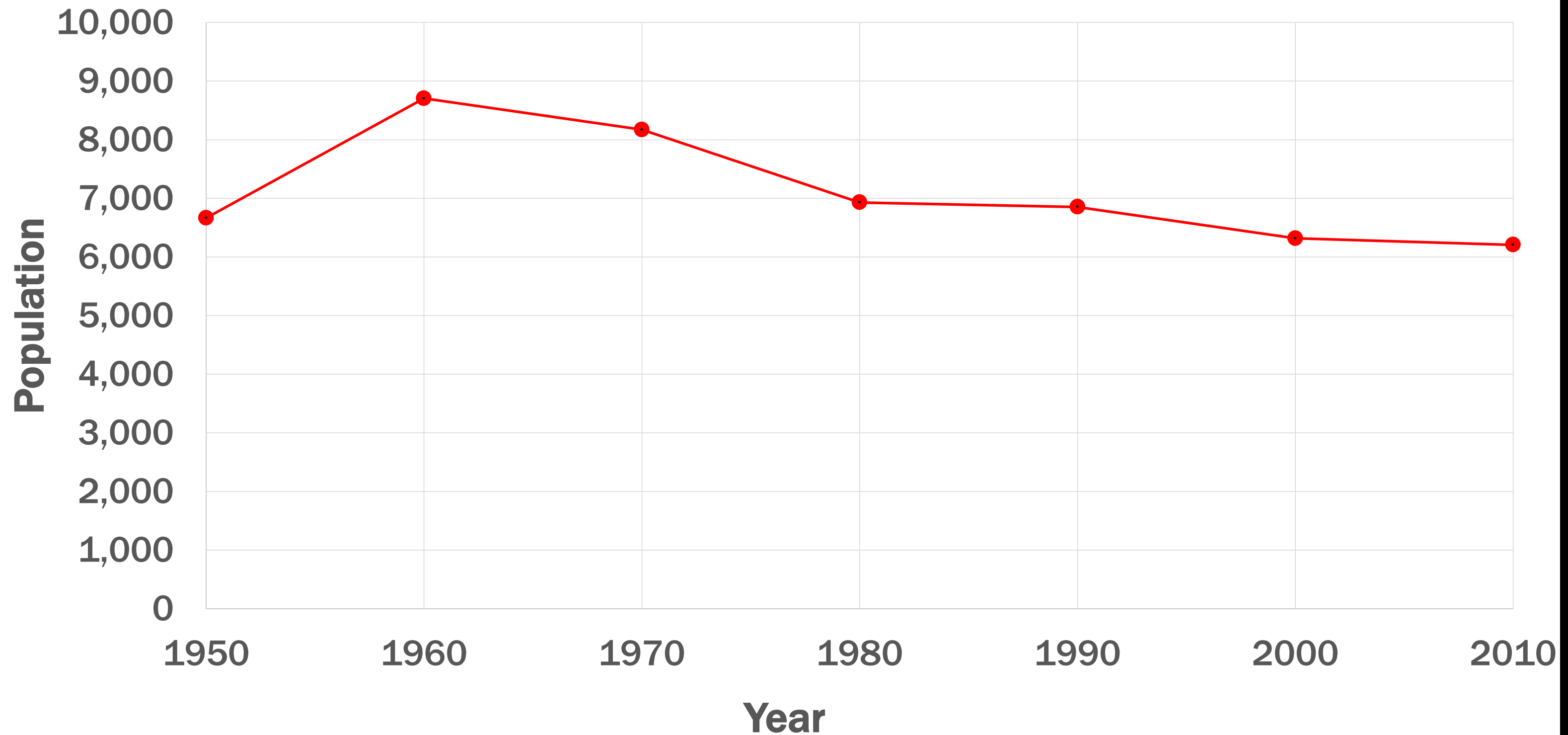
China Railway Rolling Stock Corp (CRRC) chosen to develop on the former Westinghouse site.



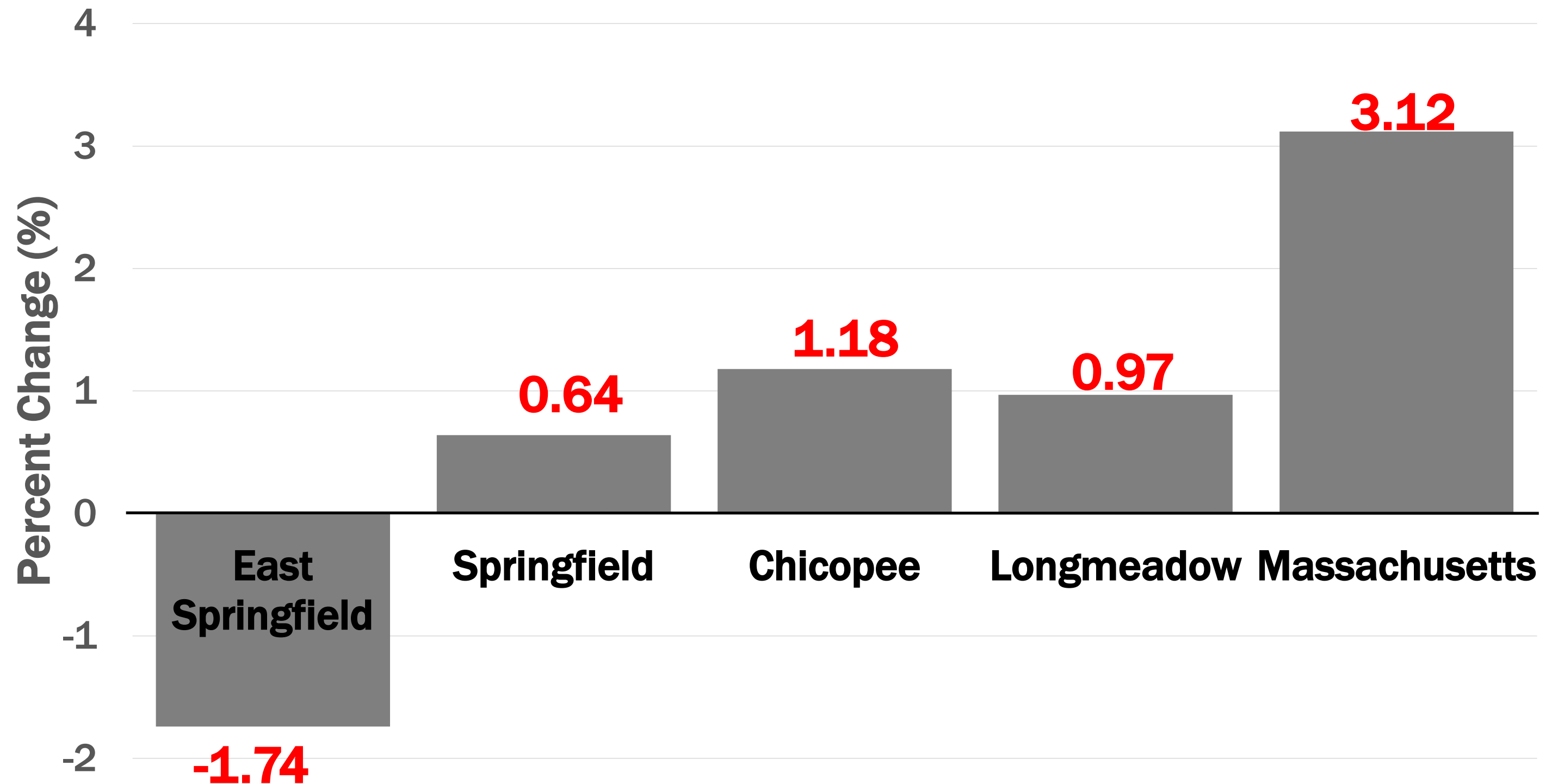


# POPULATION TRENDS OF EAST SPRINGFIELD

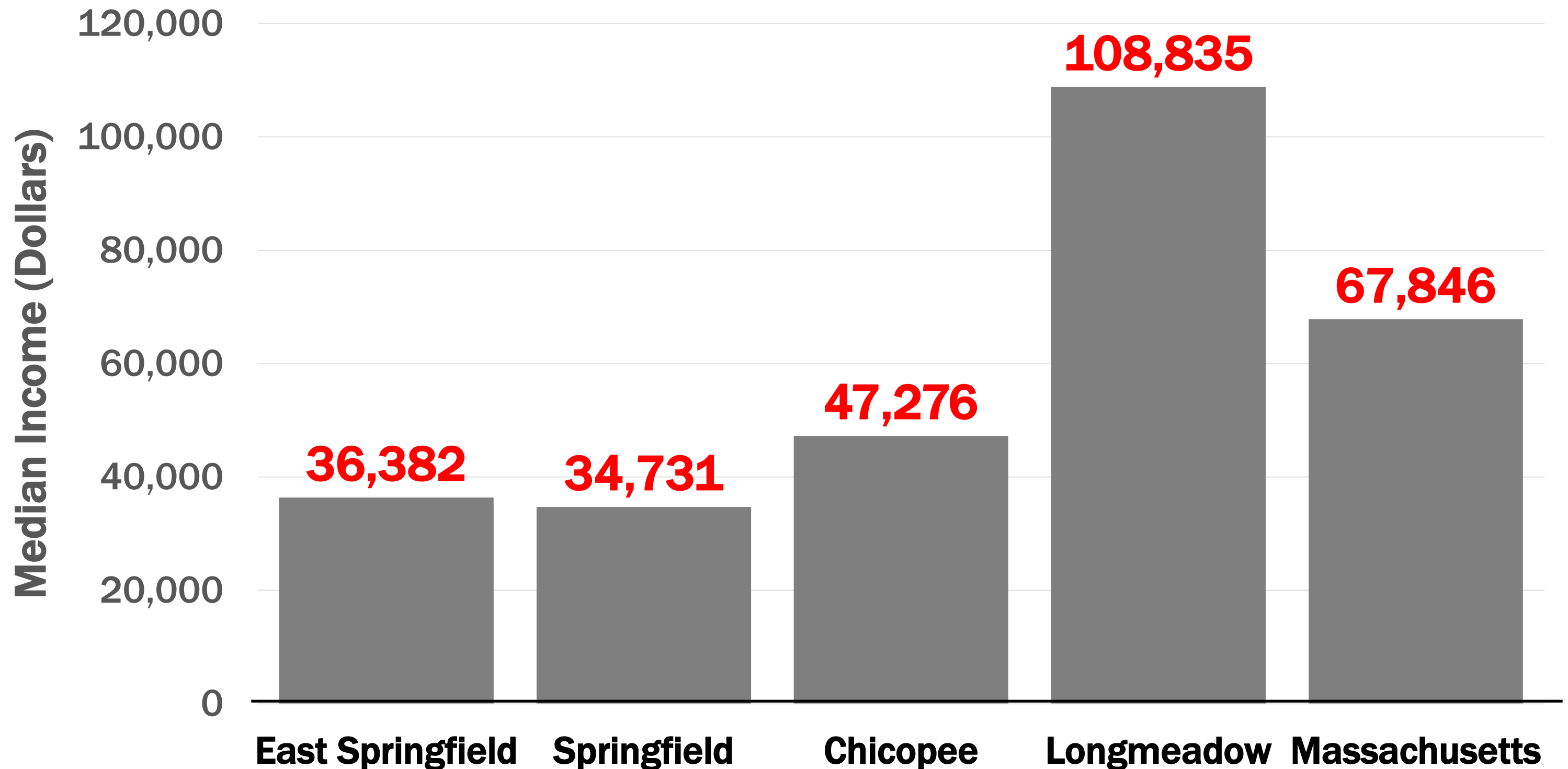
## 1950-2010



# % POPULATION CHANGE BETWEEN 2000-2010

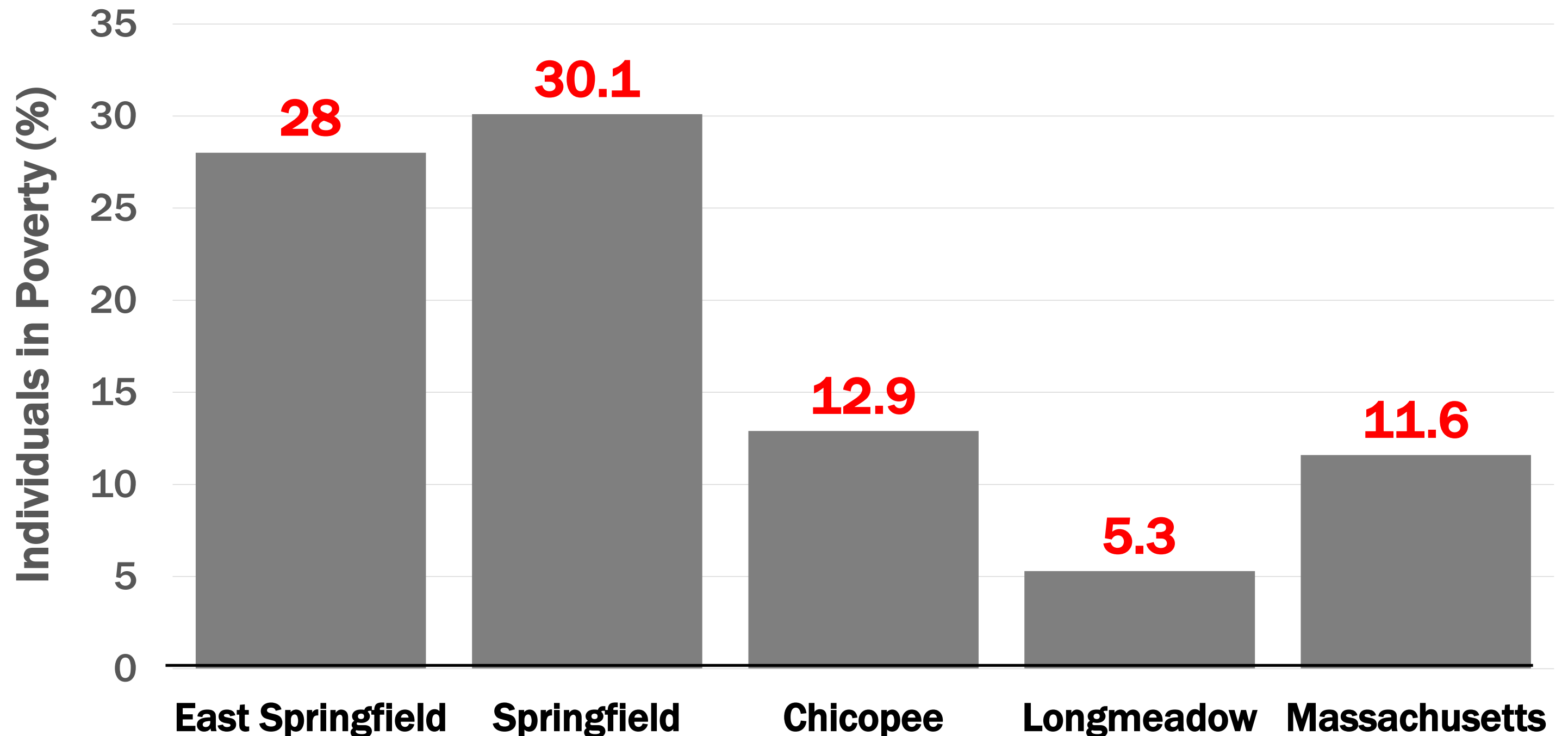


# MEDIAN HOUSEHOLD INCOME



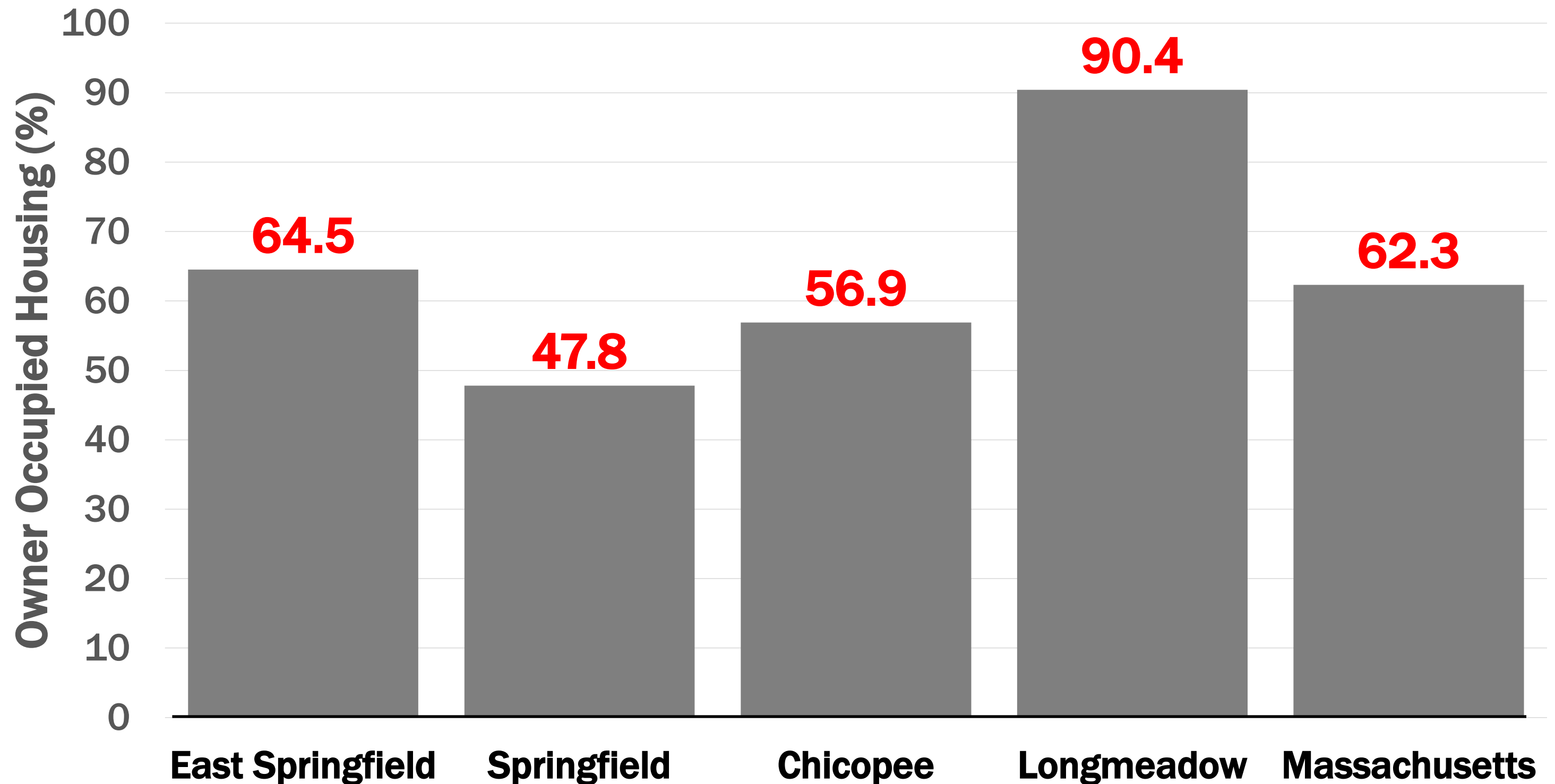


# **% OF INDIVIDUALS LIVING BELOW POVERTY LEVEL**





# % OF OWNER OCCUPIED HOUSING





# Future Development



CRRC development plans at former Westinghouse site.



Palmer Renewable Energy Biomass facility in East Springfield.



# Natural Systems



CHICOPEE RIVER  
RESERVOIR

COOLEY BROOK

CROWS FOOT  
BROOK

SANDY HILL

CHICOPEE  
RIVER

CHICOPEE  
FALLS

BIRCHAM BEND

DELTA HILLS  
CONSERVATION AREA

BEMIS POND

POOR BROOK

CONNECTICUT  
RIVERWALK

BEMIS POND  
UPPER RESERVOIR

ABBEEY BROOK

EAST SPRINGFIELD

DOWNTOWN  
SPRINGFIELD

PETER CARANADO  
CONSERVATION AREA

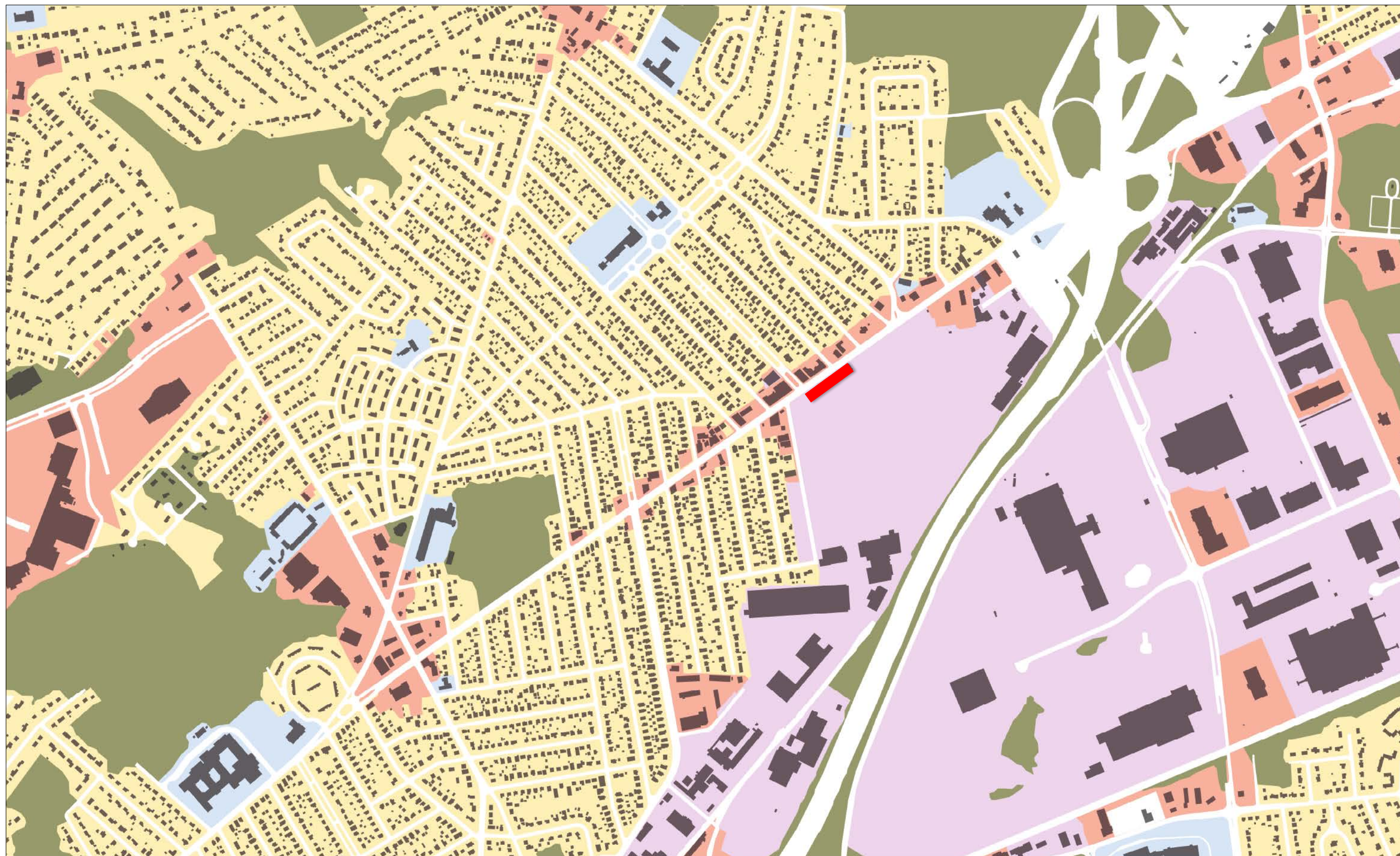
ATWATER PARK

CONNECTICUT  
RIVER

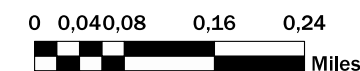
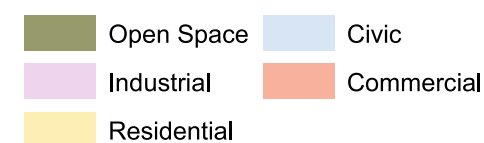
CENTRAL HIGH SCHOOL  
WOODLAND AREA

VAN-HORN PARK  
UPPER POND





# East Springfield Land Use

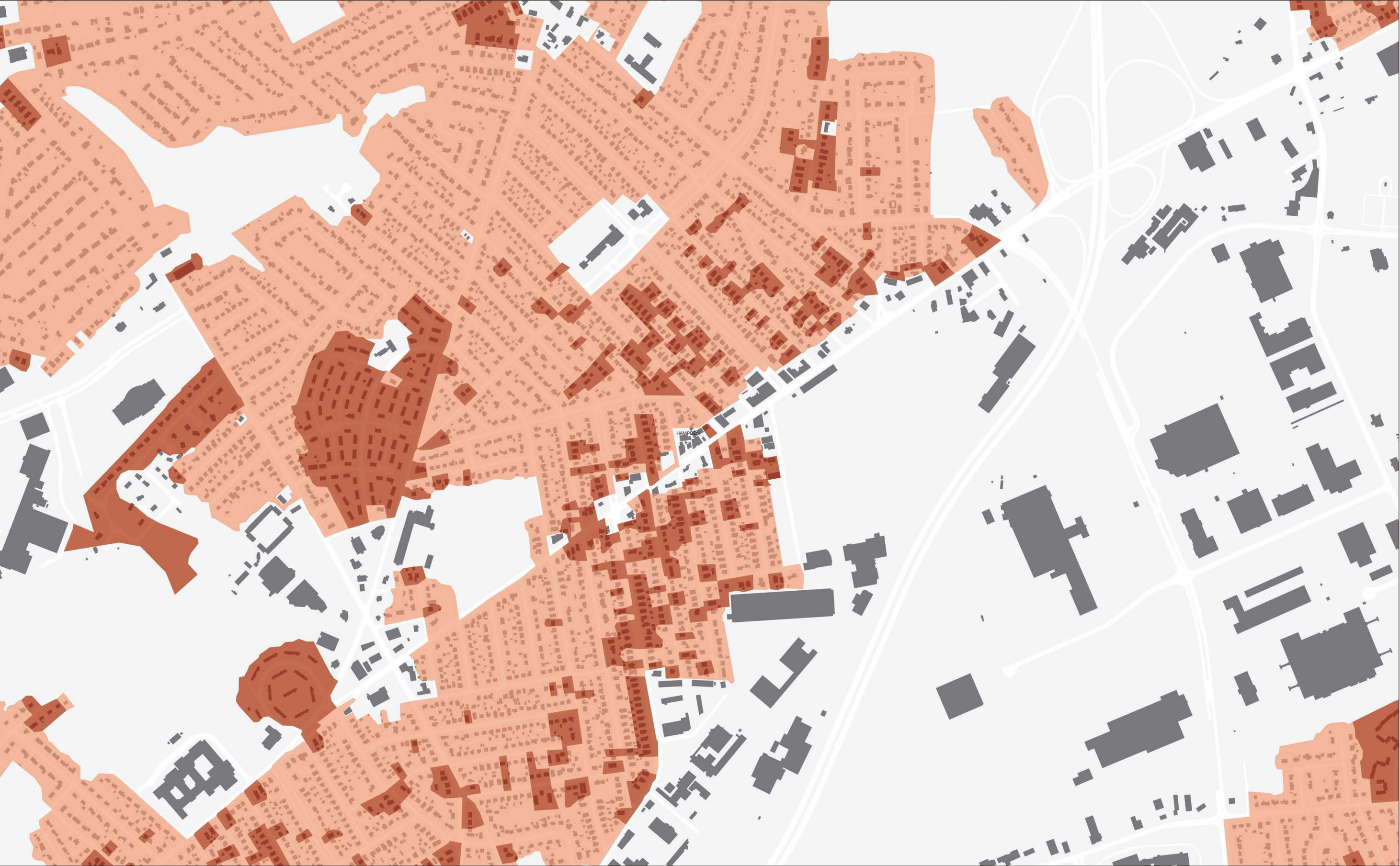




# Figure Ground

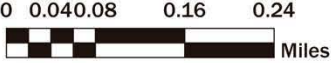






# Housing type

Multi-family Residential  
Single-family Residential

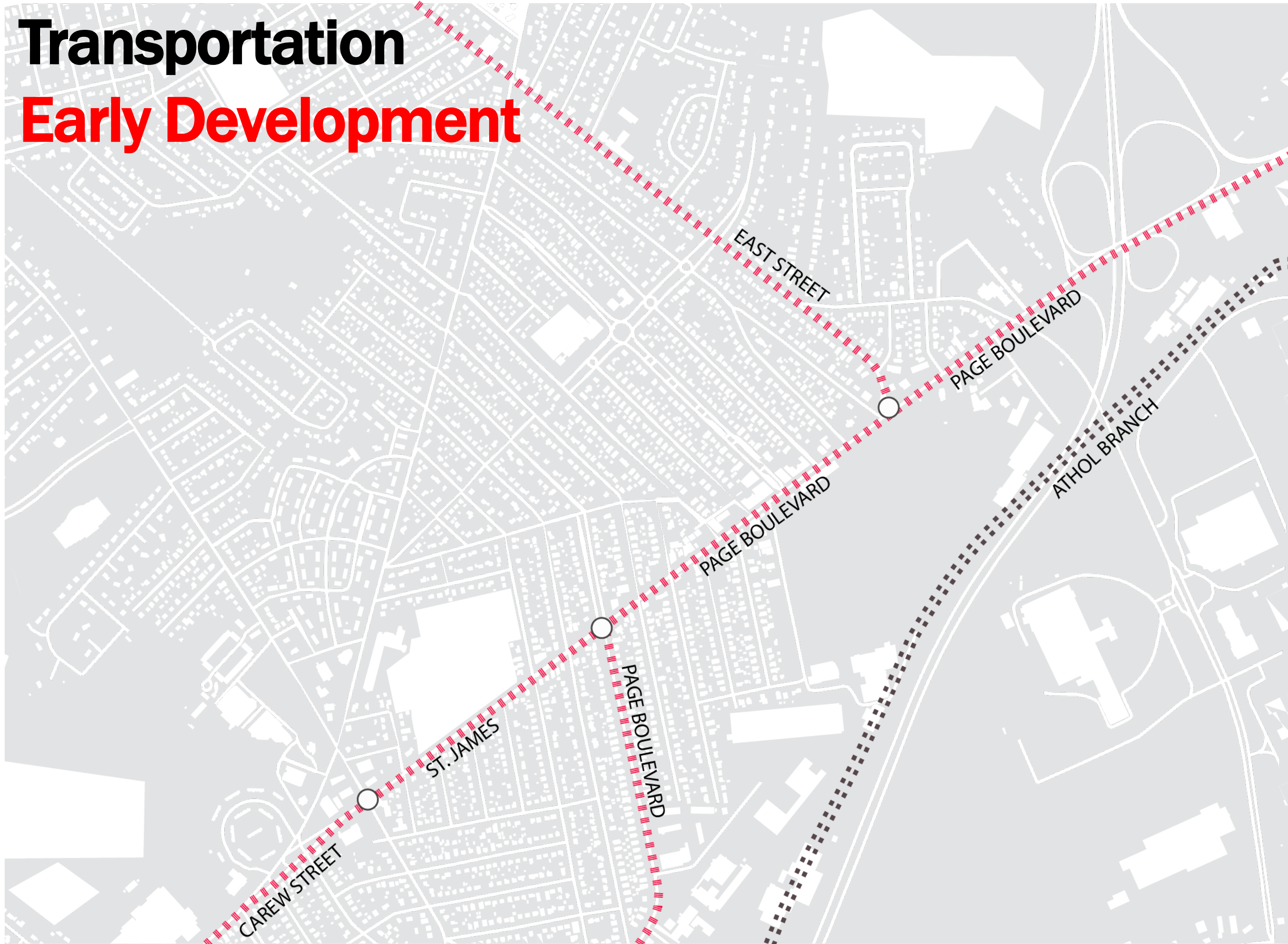






# Transportation

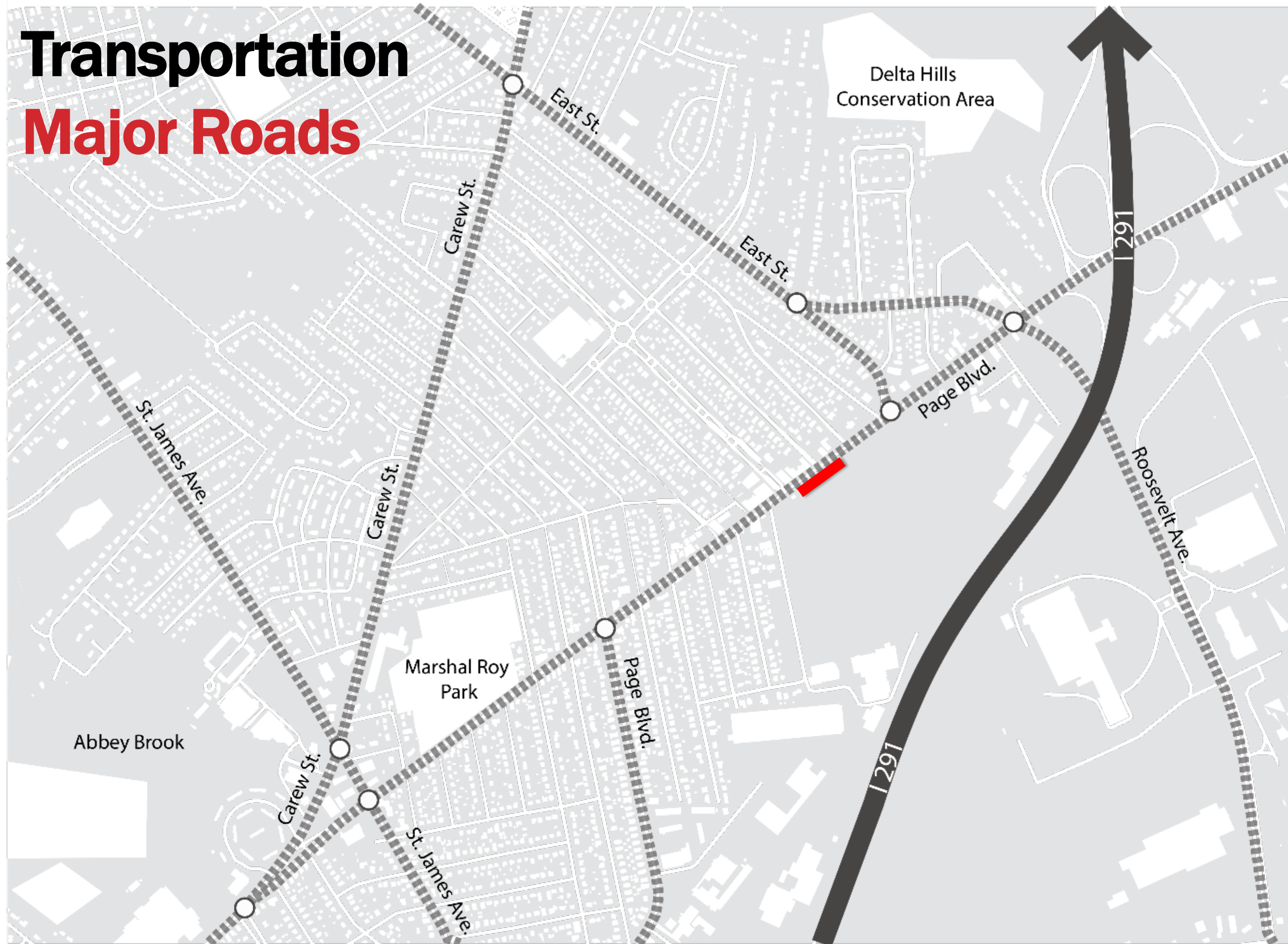
## Early Development





# Transportation

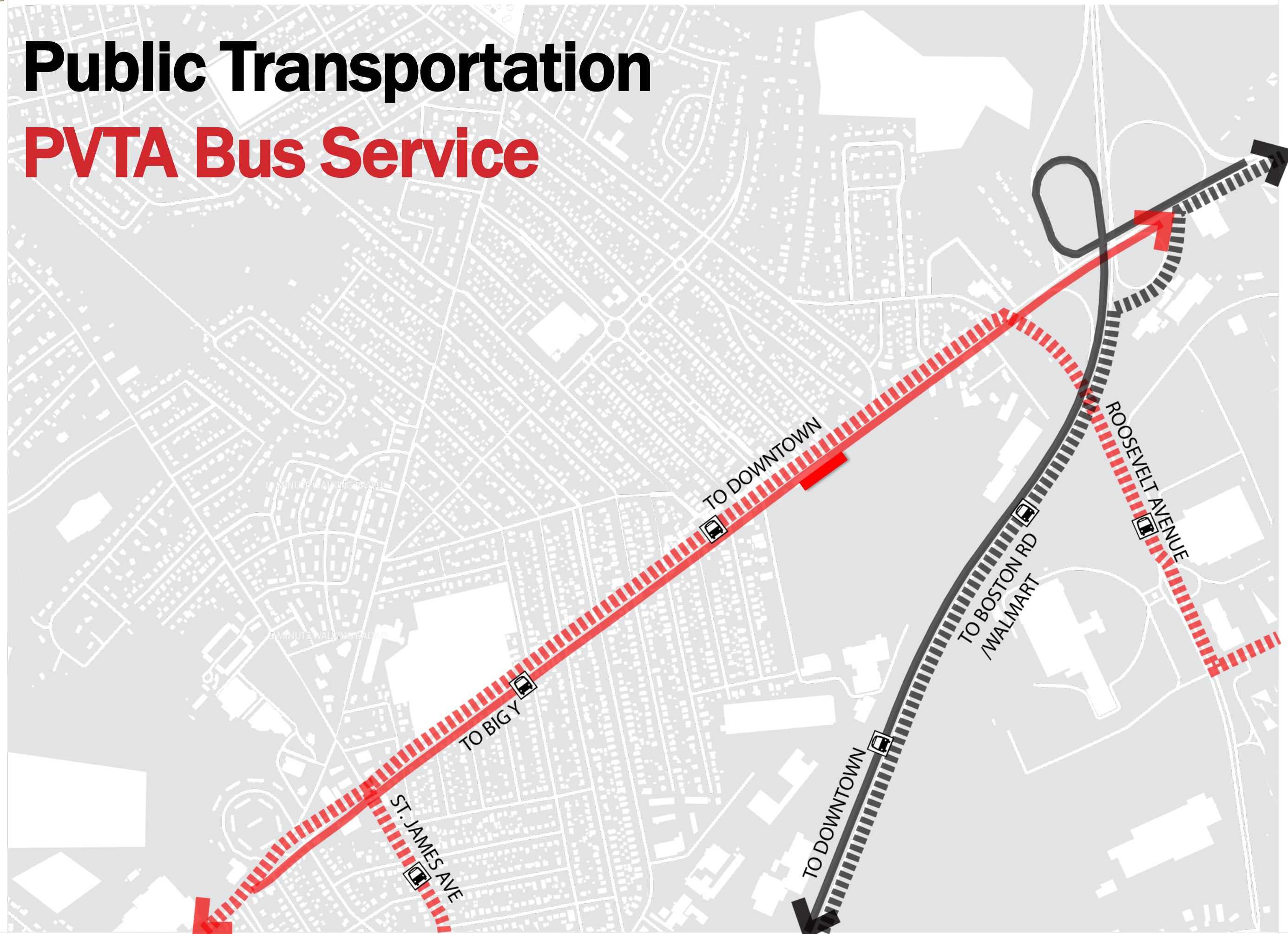
## Major Roads



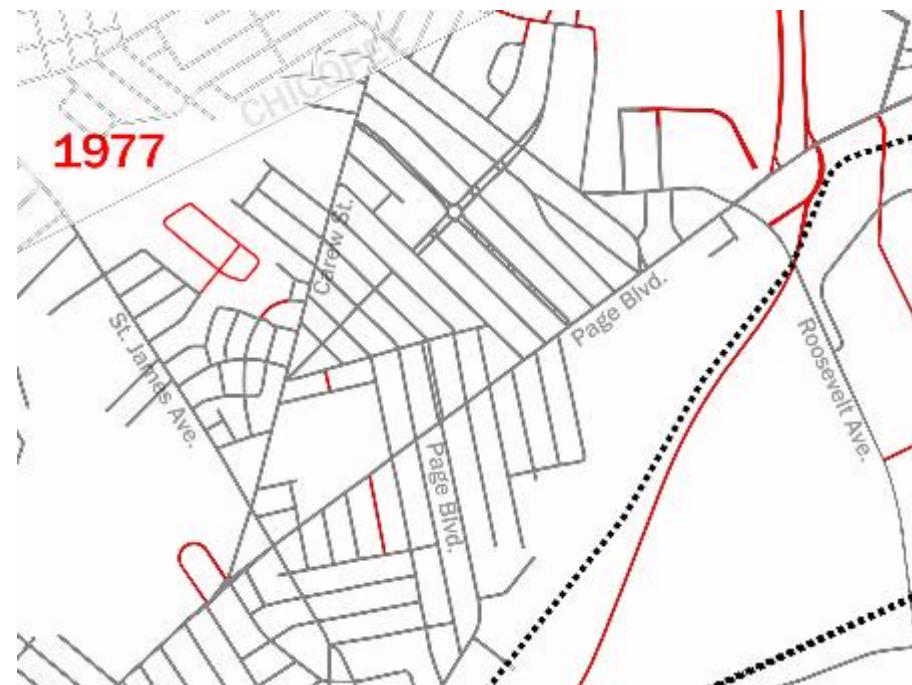
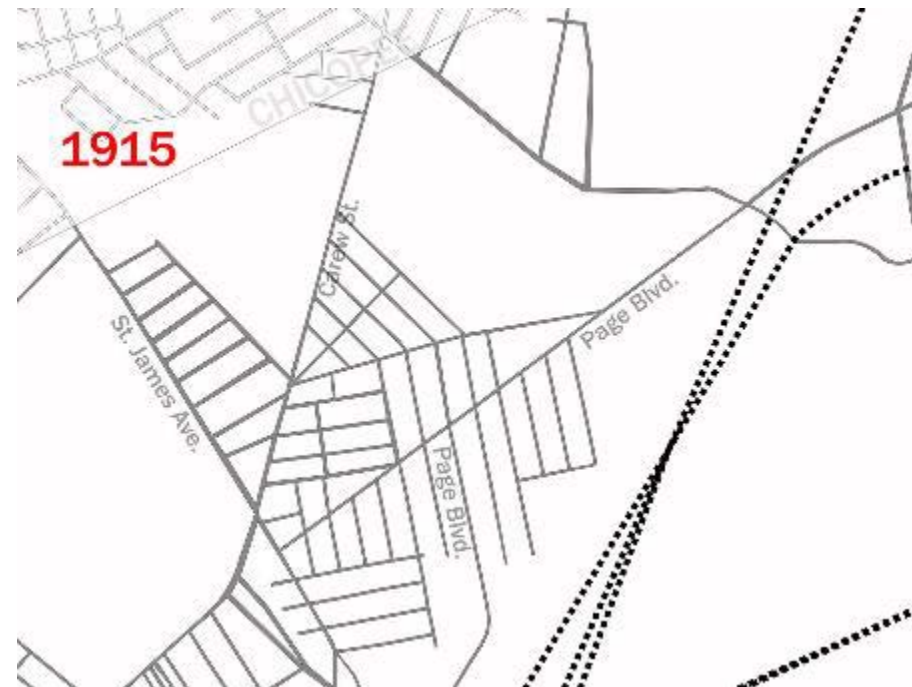


# Public Transportation

## PVTA Bus Service





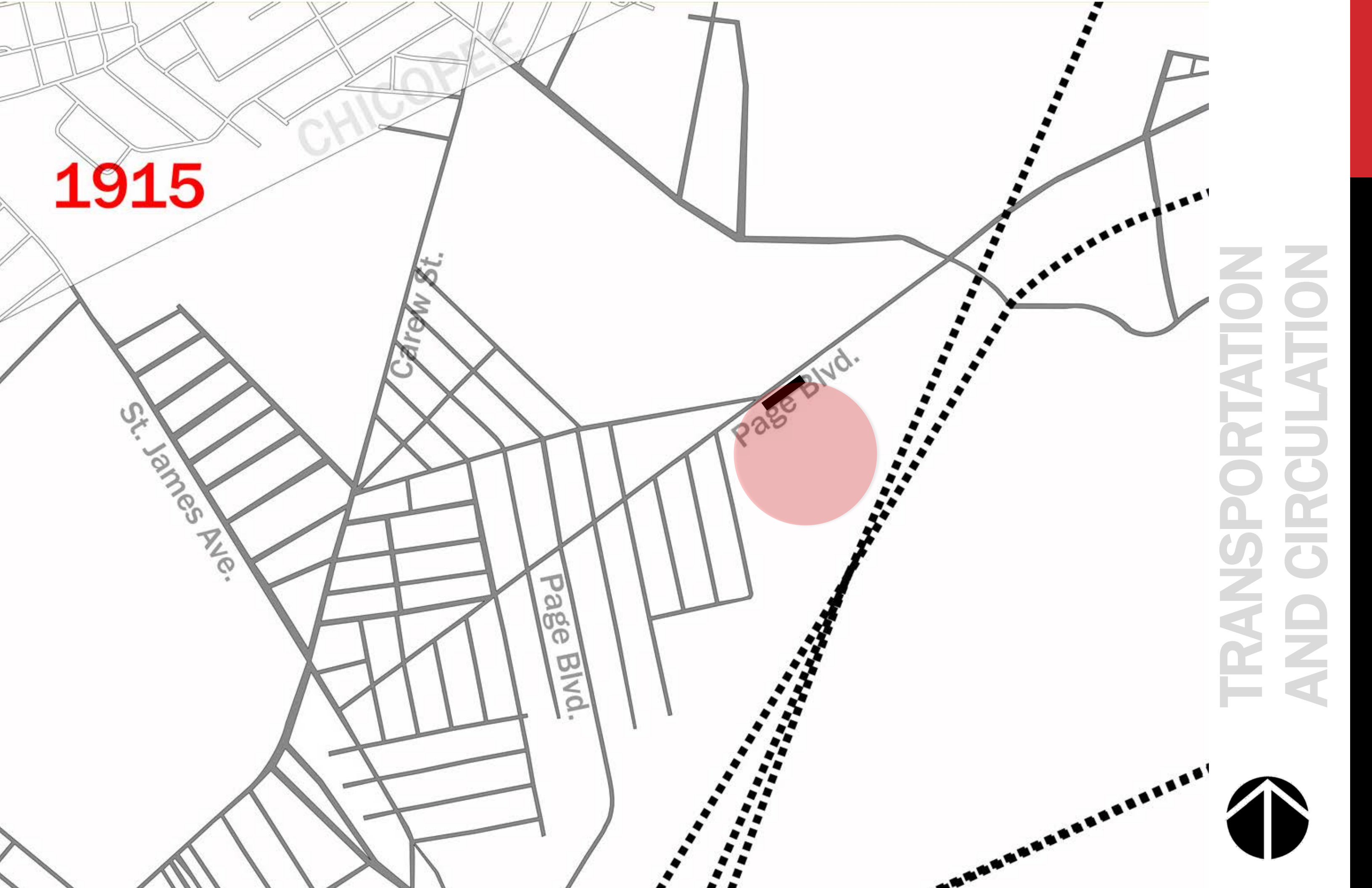


# Road system over time

1915, 1925, 1950, 1977 and 2016



1915

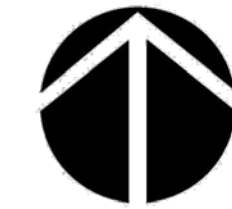


TRANSPORTATION  
AND CIRCULATION





1925



TRANSPORTATION  
AND CIRCULATION



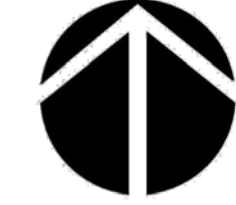
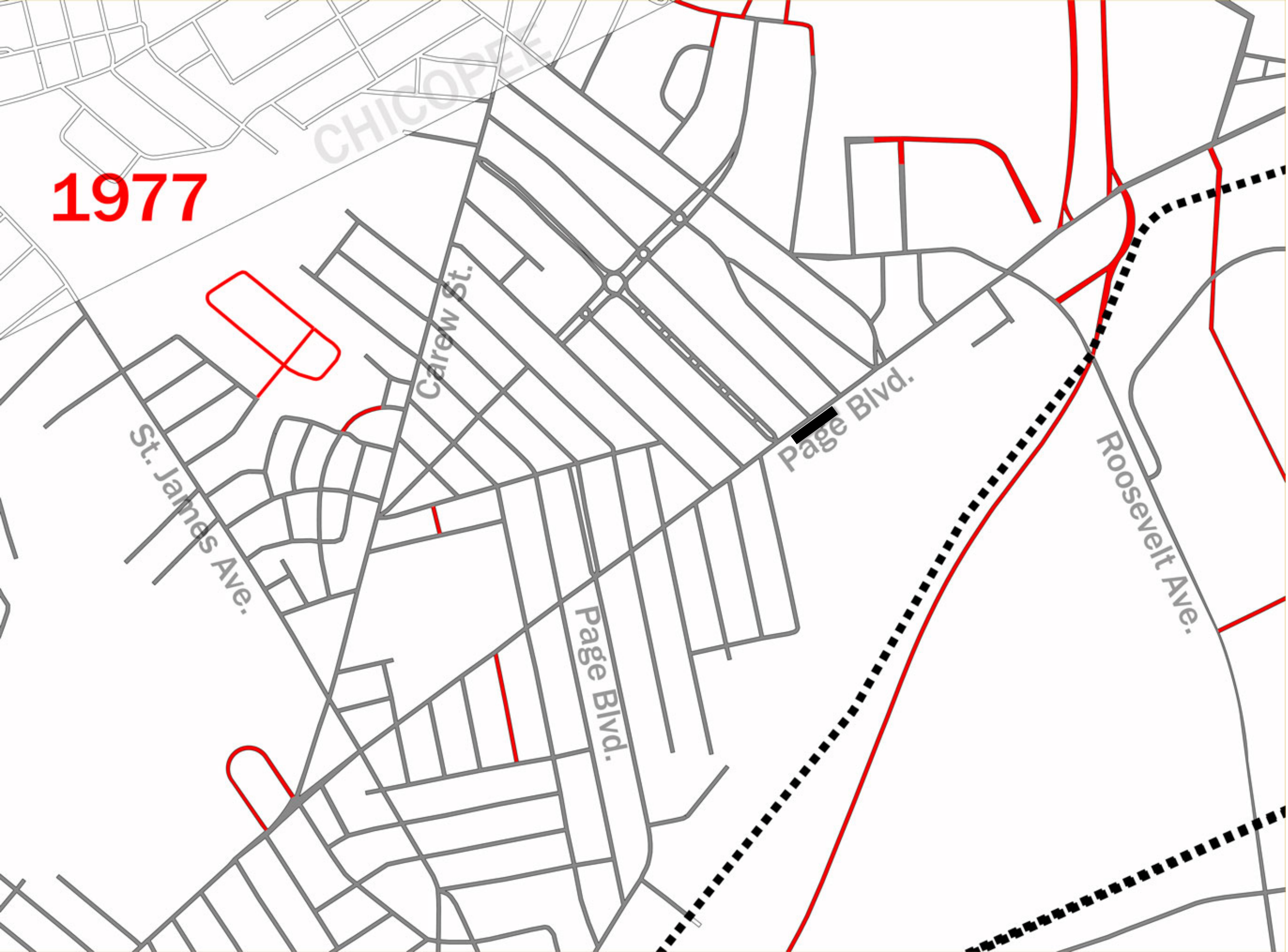
1950



TRANSPORTATION  
AND CIRCULATION



1977



# TRANSPORTATION AND CIRCULATION



2016



# TRANSPORTATION AND CIRCULATION





# THE INDUSTRIAL LANDSCAPE

## STREETS/URBAN FABRIC

### Physical Features

- Sidewalk Conditions
- Street Width
- Traffic Volume
- Tree Canopy
- Number of people on the street

### Urban Design Qualities

- Imagability
- Enclosure
- Human Scale
- Transparency
- Coherence



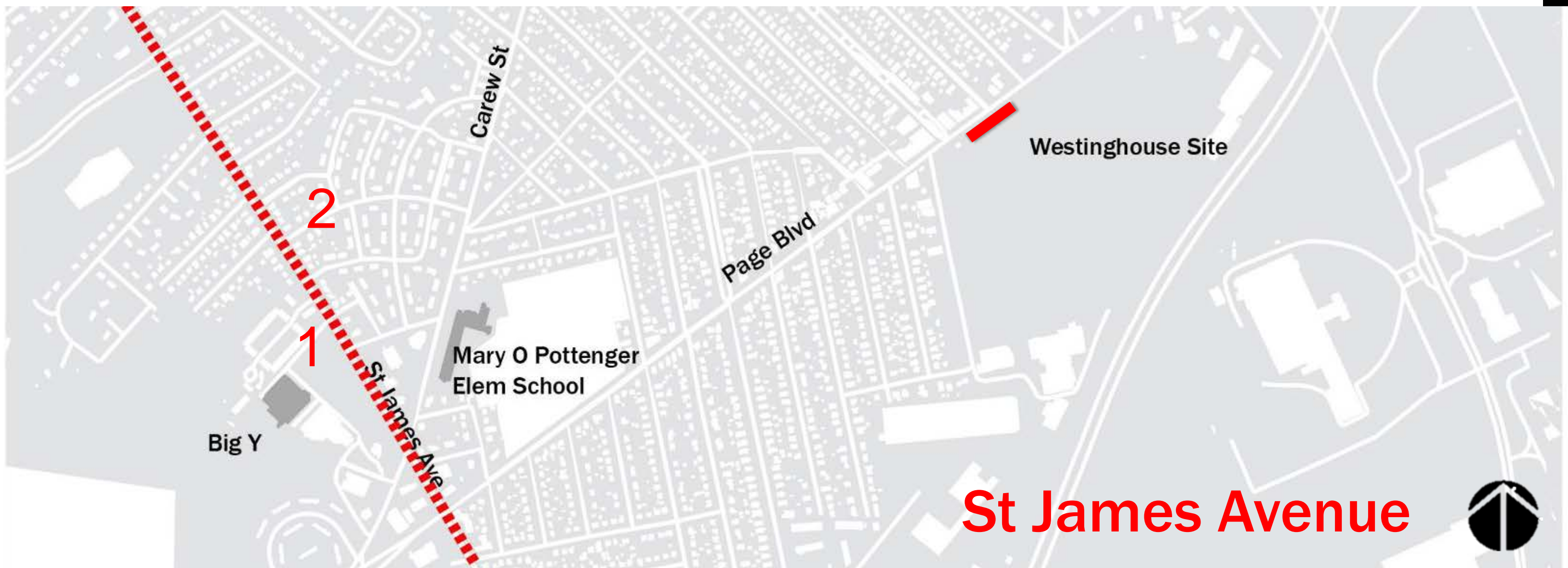






Poorly defined space

No edge







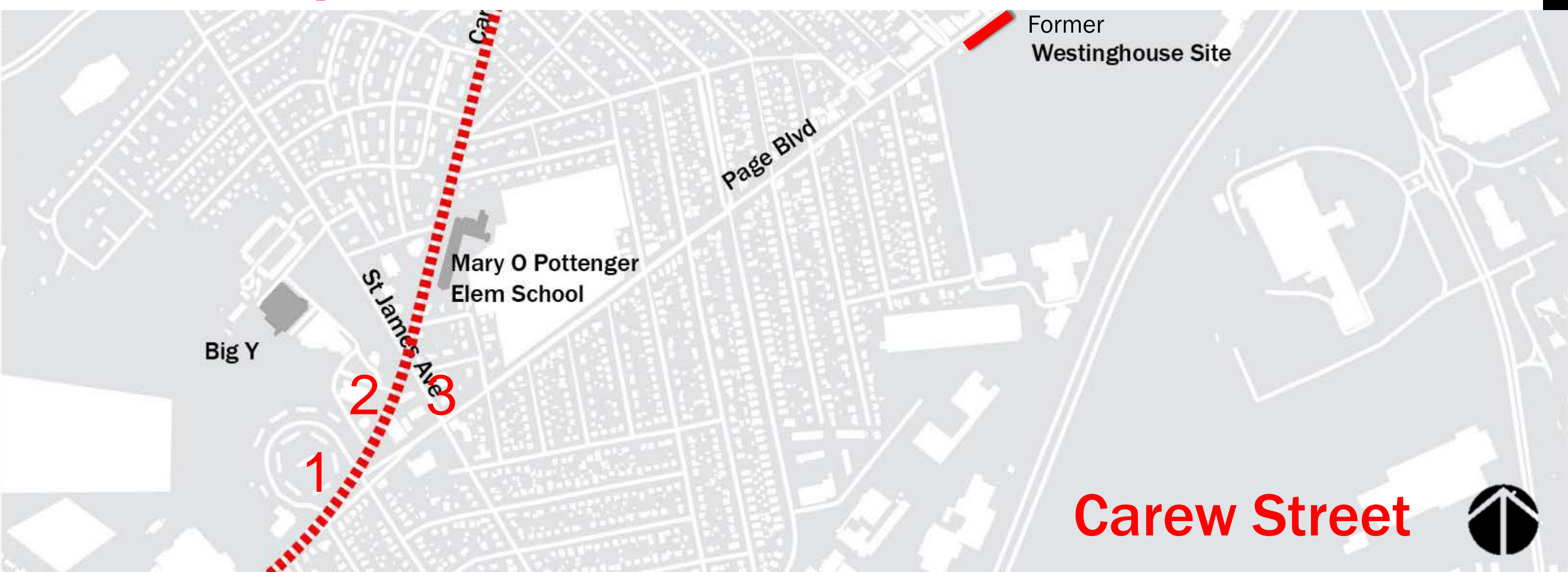
**Wasted space**



**No trees**



**Blank walls**



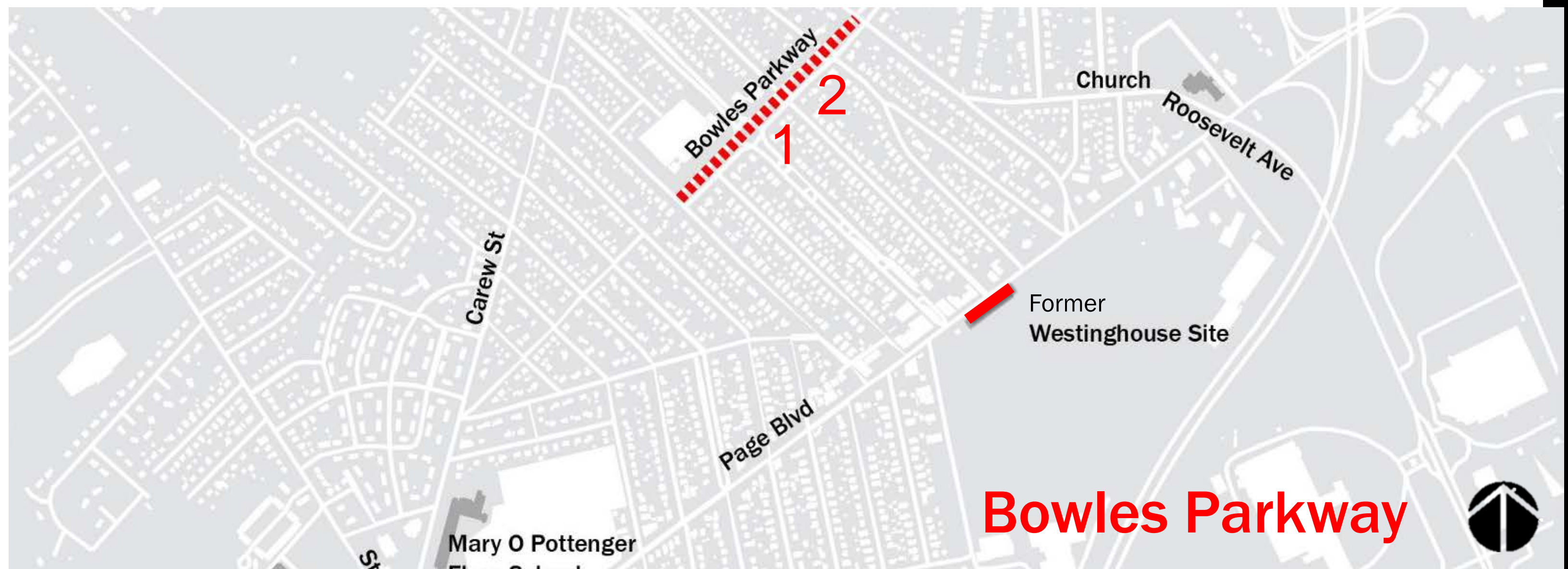




**Green space in middle**



**Human scale**







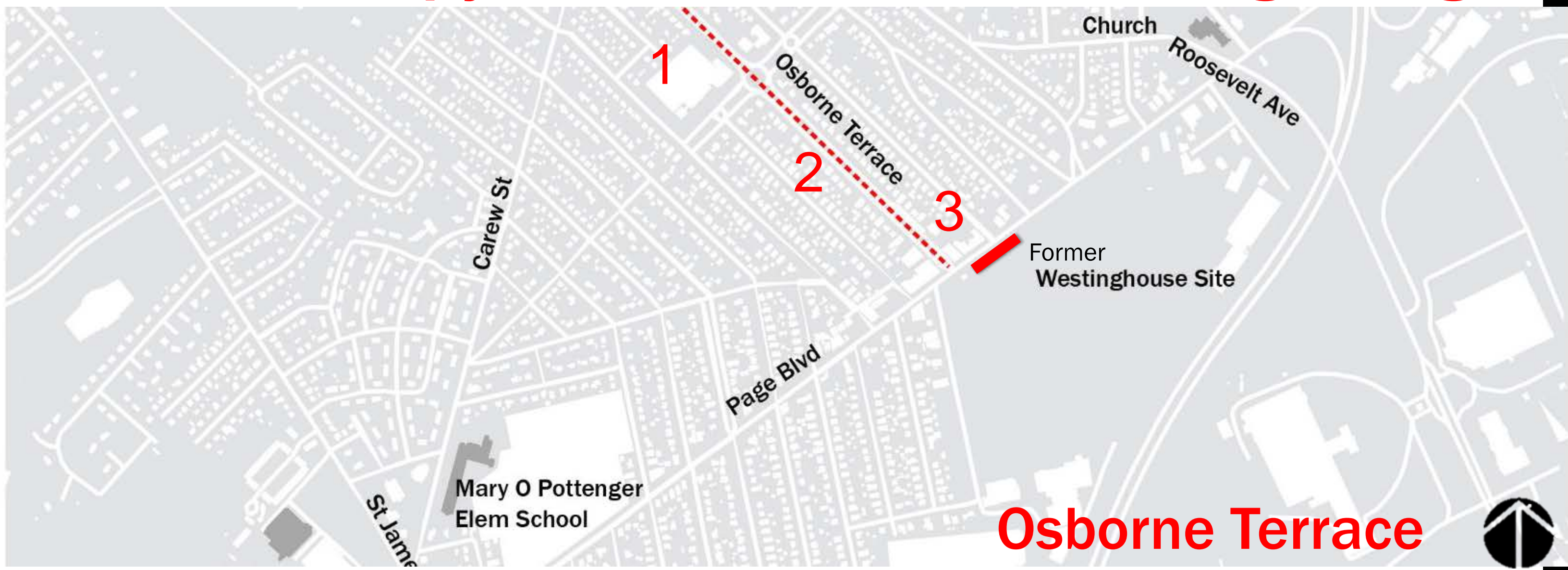
**Tree Canopy**



**Open space**



**Strong Image**





# OUR GOAL: STREETS FOR WALKING & PLACES TO WALK TO





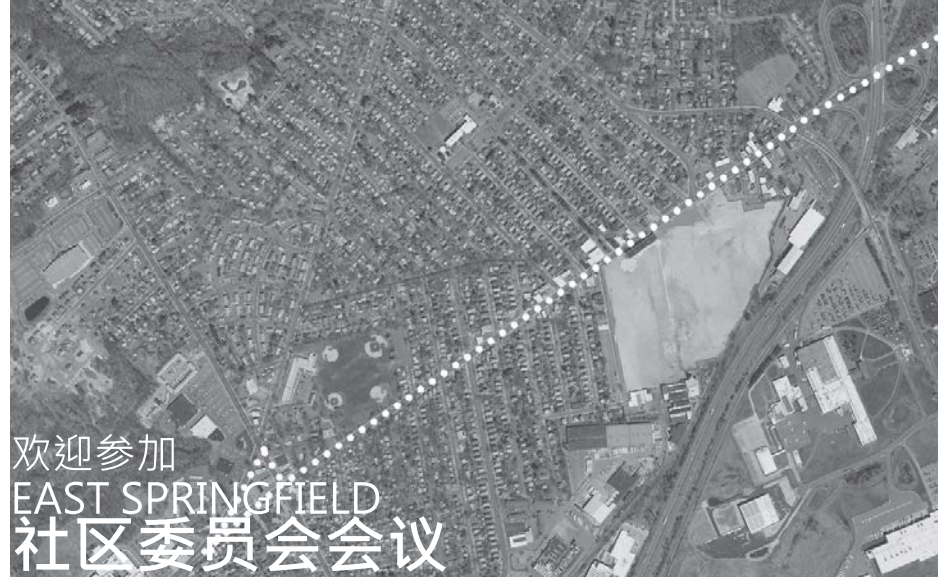


The City of Springfield in partnership with the UMass Design Center and the East Springfield Neighborhood Council would like your input on the future of Page/St. James Blvd and between Carew St and Cadwell.

We are holding the first meeting on:  
**Wednesday, February 3rd, 2016 at 6:30pm**  
at the East Springfield Neighborhood Council,  
on 1437 Carew Street behind Pottenger School

All are welcome to attend!

For more information, please contact Kathleen Brown at:  
413-787-6359  
kbrown@springfieldpolice.net



点位于Carew大街1437号, Pottenger School背面。

欢迎大家前往参加。

请联系Kathleen Brown获取更多信息  
413-787-6359  
kbrown@springfieldpolice.net



La ciudad de Springfield con la asociación de UMass Design Center y el Con-  
cil Vecindario de East Springfield desea de su participación en la aportación  
de ideas para un futuro cambio de diseño de Page Blvd. y St. James (ubicado  
entre las calles Carew y Cadwell).

Nuestra primera reunión será:  
el Miércoles 3 de Febrero del 2016, a las 6:30pm  
En el edificio de East Springfield Neighborhood Council,  
1437 Carew St. (detrás de la escuela Pottenger)

¡Todos estan invitados a participar!

Para más información, por favor contáctese con Kathleen Brown:  
413-787-6359  
kbrown@springfieldpolice.net

# COMMUNITY ENGAGEMENT

Wednesday, February 3<sup>rd</sup> at the East Springfield Neighborhood Council





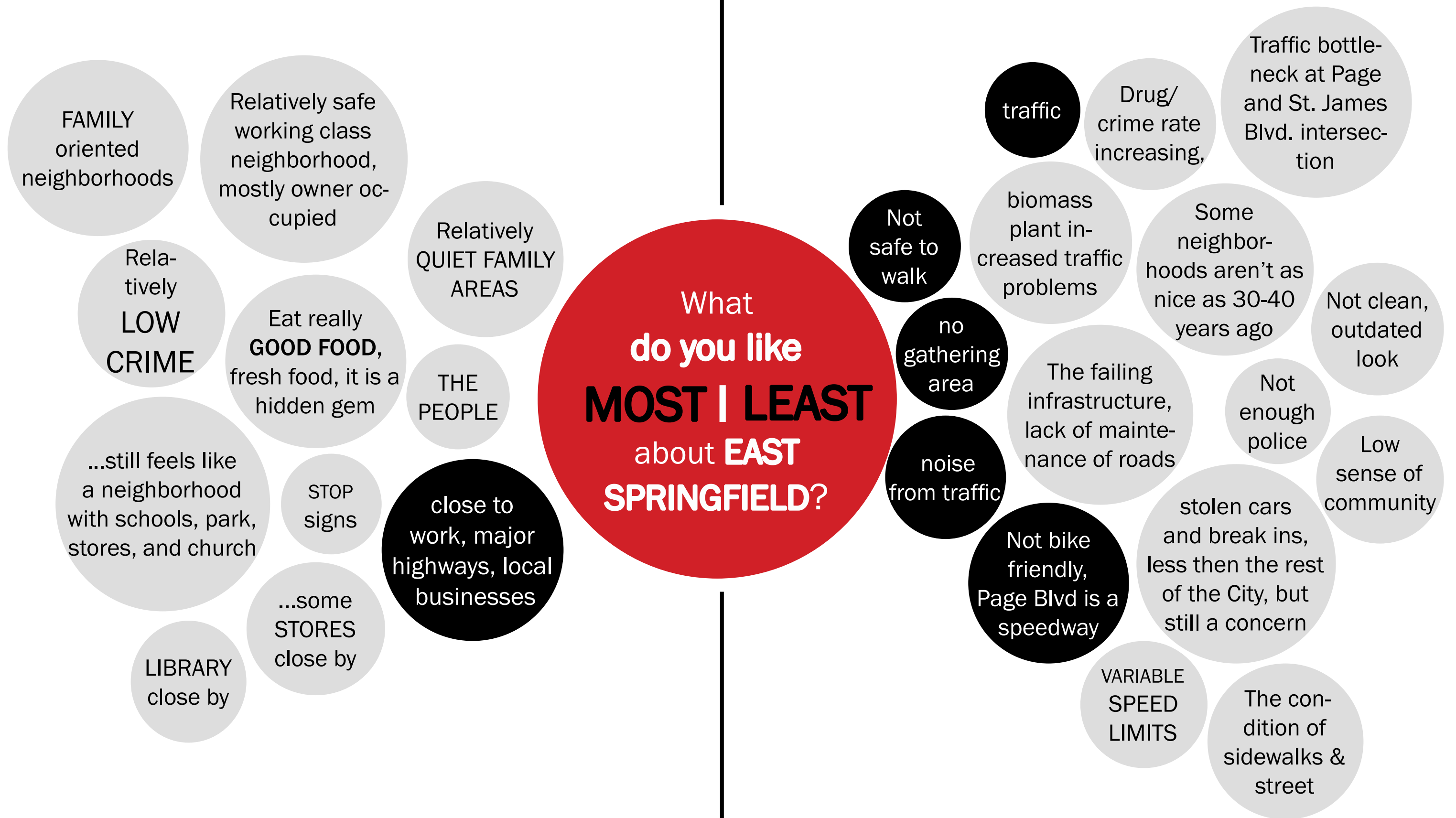
30 participants

Workshop

Evaluation



A Vision









*A center of  
activity*

*“trendy upscale”*

*A neighborhood where  
people can enjoy others  
company at small green  
areas*

*A  
prosperous  
place to live*

*A better family  
neighborhood*

# WHAT IS YOUR **VISION** FOR EAST SPRINGFIELD?

*More  
jobs*

*More  
social*

*Residents and business taking  
pride in their neighborhood*

*A suburban like area in a  
crime free Springfield*

*To be the way it was  
40 years ago*



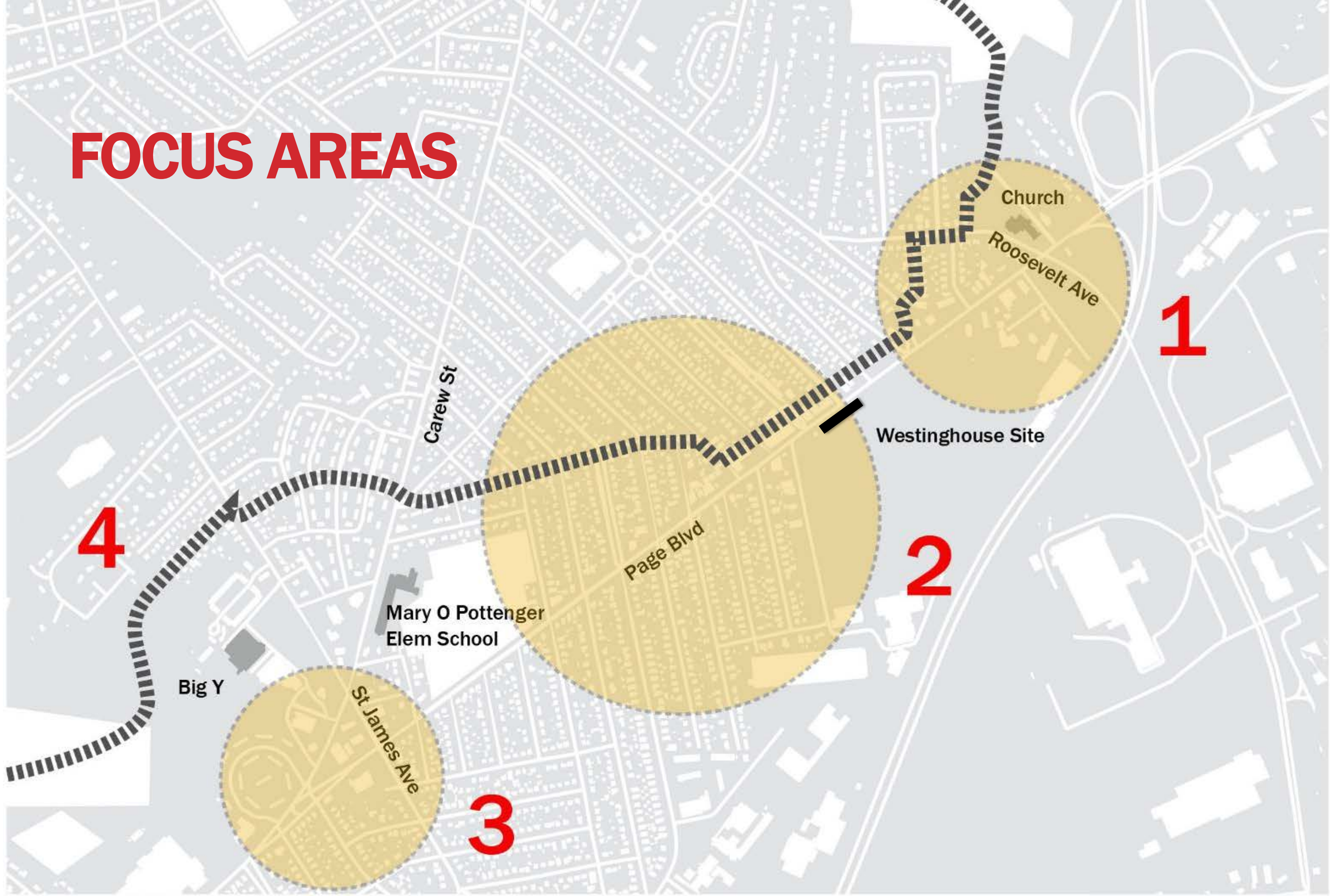
# **SUMMARY**

## **“WHAT DID WE LEARN?”**

- 1. Area needs to be pedestrian friendly and safe**
- 2. Create stronger image and sense of community**
- 3. Provide outdoor recreation opportunities for residents**
- 4. Make use of residual/vacant space/impervious surfaces**
- 5. Relate design to rich industrial heritage**



# FOCUS AREAS





# THANK YOU

## Q&A