An Urban Entertainment Destination in Downtown Holyoke: An Urban Planning and Design Framework

AN URBAN ENTERTAINMENT DESTINATION IN DOWNTOWN HOLYOKE: AN URBAN PLANNING AND DESIGN FRAMEWORK

A Masters Project

by

James C. Morrissey

Submitted to The Department of Landscape Architecture and Regional Planning of the University of Massachusetts Amherst in partial fulfillment of the requirements for the degree of

MASTER OF LANDSCAPE ARCHITECTURE

May, 1996

Master's Program In Landscape Architecture

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Acknowledgments

I would like to thank my committee for their help with this project. I would especially like to acknowledge the dedication of my chair, Joe Volpe for dedicating so much of his time and knowledge toward this project.

I wish to acknowledge Greater Holyoke Inc. and the Center For Economic Development for providing me with graduate assistantships in the City of Holyoke. I wish to acknowledge the staff at GHI, and Anne McFarland Burke, President for all their contributions to this project.

I wish to acknowledge Westmass Development 2000, Inc. for all their contributions to this project.

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I wish to acknowledge my wife Rana, for standing by me, providing support, and being my one true source of inspiration

PART 1

Introduction

This report is an urban planning and design proposal for downtown Holyoke. The proposal is in response to the assumption that a casino and entertainment complex will be part of Holyoke's urban fabric in the near future. This assumption represents a tremendous impact to the downtown by requiring many changes to the urban landscape including human uses and activities in the downtown, land uses, transportation system modification, building reuses, and the way the nationally historic canals are used. This proposal through comprehensive planning and design solutions captures the magnitude of energy and resources that the casino question has generated within the City and redirects that energy toward forming a unique special urban district that accommodates the best of Holyoke's past, present, and future.

The proposal considers Holyoke's position pertaining to the pursuit of a casino complex, and the historical events that have occurred in the City that have made it what it is today. Several urban planning and design precedents were studied to help understand the state of the art in urban planning and development with several case studies examining similar strategies pertaining to Holyoke's urban development plans including the development of a special district, the prospect of a casino entity in the downtown, an expanded urban entertainment program, and the opportunities that the historic canal system presents.

The proposal reinvents the downtown portion of Holyoke to accommodate much more than a casino complex while preserving and enhancing the historical aspects of the City that are the canals, the mills, the historic nineteenth century architecture, and the classically planned city. To accomplish a task this large a number of carefully considered goals and objectives were written to engage the human purpose of this project, the political and economic implications, and the physical design criteria. The concluding result is an

urban planning and design framework for a special Urban Entertainment Destination integrated into Holyoke's existing downtown.

The Where, Why, and When of The Holyoke Casino Question

Massachusetts Governor William F. Weld negotiated an agreement with the Wampanoag Indian Tribe allowing the Tribe to construct a casino / entertainment complex in New Bedford, Massachusetts. A stipulation in the agreement allowed for an additional casino to be constructed in Hampden County. Before a Hampden County city would be considered, the community had to vote by referendum to accept a casino. The City of Holyoke was the only Hampden County city to vote yes on the referendum to pursue the license to construct a casino. Since the affirmative vote on the referendum the City has been exploring a site for a casino complex, though casino gaming has yet to be legalized in the Commonwealth of Massachusetts. The Legislature will vote on legalizing Casino Gaming in the Commonwealth by this July, 1996.

Initially, former Holyoke Mayor William Hamilton had a deal with the Hilton Corp. to develop a casino and entertainment complex at a former amusement park site in a suburban section of the City if gambling were to come to Holyoke. Hamilton however was defeated in the November 1995 election by the challenger, new mayor Daniel Szostkiewicz. During the campaign Mayor Szostkiewicz said he would pursue a downtown site in an effort to spur urban development in Holyoke' s center city.

The City of Holyoke continues to be proactive in anticipation of casino gaming being legalized and coming to Holyoke. Pursuant to this, the City has studied concurrently the two sites for a casino / entertainment complex. The downtown site is along a portion of the historic canal system in an old industrial section of the City. The other is outside of town at a former amusement park. In order to assist the Mayor of Holyoke with various issues surrounding the selection of one site, a private non profit organization *Westmass Development 2000 Inc.* was formed. *Westmass* retained the services of private firms specializing in market feasibility, engineering and traffic, and architectural design. The

firms provided answers pertaining to the economic and site impacts a casino / entertainment complex represents for the City whether it is downtown or suburban. The conclusions were that both sites are developable for a casino complex. The market is feasible, infrastructure is adequate, transportation systems need some modification to accommodate increased traffic volumes, and both sites can be designed to accommodate a casino complex program. Preliminary budgets indicate the downtown site would be more expensive due to more costly and complicated land acquisitions, however it represents greater opportunity for ancillary enterprises to occur.

Upon completion of the consultant reports in February 1996, the Mayor announced that the preferred site for a casino complex was the downtown. He did not however rule out the suburban site.

Currently there are three potential developers vying for the operators license if casino gaming is legalized. They are Bally's, Hyatt, and a partnership between Springfield businessman Peter Picknelly and the Hilton Corp.. The three are competing based upon what they claim they can do for the City in exchange for being awarded this lucrative opportunity. The City and the potential developers are actively lobbying the State Legislature to approve the enabling legislation that would allow a casino complex to be developed in Holyoke.

This project is based upon the assumption that casino gambling is legalized and that the City decides to develop the complex downtown.

Project Description

The idea for this proposal came from my Graduate Assistantship at Greater Holyoke Inc. (GHI). GHI is a non profit corporation that operates and conducts activities designed to assist in the economic development of the City of Holyoke. In consideration of the prospect of a casino gambling complex in the downtown, GHI'S President Ann McFarland Burke asked that I explore the idea with a greater vision. The concept was to explore the development potential for a whole urban district using the casino as a means to

start it and then generate ancillary entertainment enterprises. The philosophy is that a Casino alone does not constitute economic development for the downtown, but a broader range of enterprises that a casino could generate do propose the potential for significant economic development.

Upon completion of preliminary research into casino gaming, urban entertainment attractions, and similar urban design precedents, an urban planning and design framework for an Entertainment District featuring a casino in downtown Holyoke was outlined by GHI. That was the beginning of this proposal.

The outline was distributed to various City Officials including the Mayor, the Director of the Planning Board, The Board at GHI, Westmass Development 2000 Inc., KPMG Peat Marwick the market feasibility consultants, Tighe & Bond the engineering and traffic consultant, and Jeter, Cook & Jepson architectural design and program consultants. The concept of an Entertainment District was accepted as a viable development alternative.

The first phase of the project concluded with a design charette organized by Jeter, Cook & Jepson. The charette focused on the development of an entertainment district type of development in the Downtown featuring a Casino Complex. In attendance were myself, Ms. Burke, the Director of the Planning Board, the President of Westmass, and the Mayor. The architects kept in contact with Peat Marwick, and Tighe & Bond so their preliminary findings were available and able to be applied. The two day charette produced a Downtown study area, examined the many opportunities and constraints associated with the area, established a preliminary program, and began to explore the form a development of this magnitude would take. We examined existing conditions such as the complexity of current land uses, the ownership pattern, the issue of business relocation, traffic problems, parking, the surrounding neighborhoods, demographic profiles and the perception of the downtown. We also looked at the opportunities such as the canals, the underutilized space in the downtown, the access via Interstate 391, and the capital available in a development

that includes a casino. The results of the charette along with reports from the engineers and the market feasibility consultants were presented to the public.

The next step in this proposal was to organize the goals and objectives as a primary component, conduct more urban design research, and study the whole downtown more closely. The consultant reports became a critical knowledge base for this proposal to depart from. The proposal refines the program, expands the concept, sets the framework and establishes the design guide.

The proposal establishes an Urban Design Framework and Design Guide for a special district that works toward the establishment of an Urban Entertainment Destination (UED). A UED is a new development strategy that is emerging in cities across the country. It merges entertainment with urban development. The programs target tourists interested in visiting entertainment oriented places. The big idea is to bring large quantities of people into the City, accommodate them for a day, an evening, or a week and have them leave with a favorable impression of the City with plans to return.

A casino single handily brings large quantities of people in. Peat Marwick estimated between seven and nine million annual visitations. With those numbers, the opportunity for ancillary enterprises such as cinemas, outlet retail, specialty retail, a conference center, a new Volleyball Hall of Fame, a sports attraction, theme restaurants, museums, and a marketplace look feasible even if you could only get five to ten percent of the seven to nine million visitors. A UED concept changes the scope of the project by requiring major public policy decisions be made. The downtown would have to be reinvented.

Careful planning and design of a special entertainment district becomes critical because the future of the downtown fabric is riding on it. Exceptional urban planning and design focusing on accommodating human activity, paying careful attention to urban form, preserving the nationally historical mills and canals are all paramount to the City, the people, and future generations of Holyoke. That is the ultimate goal of this project.

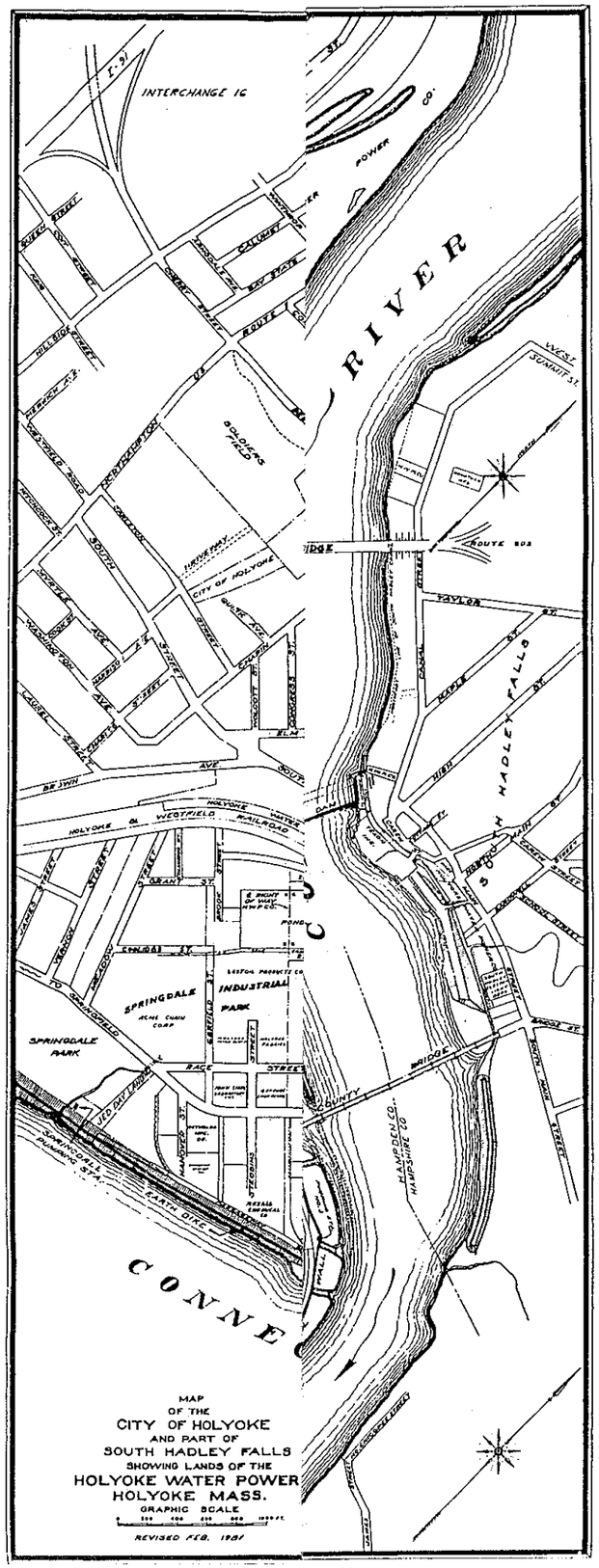
The Downtown Site

The target area for an Entertainment District is located in the eastern part of Holyoke covering much of the land between the first and second level canals. Figure 1 illustrates the boundary of the district study area. The land mass exceeds 120 acres. The topography slopes downhill in a southeasterly direction with land in between the two canals seeming flat.

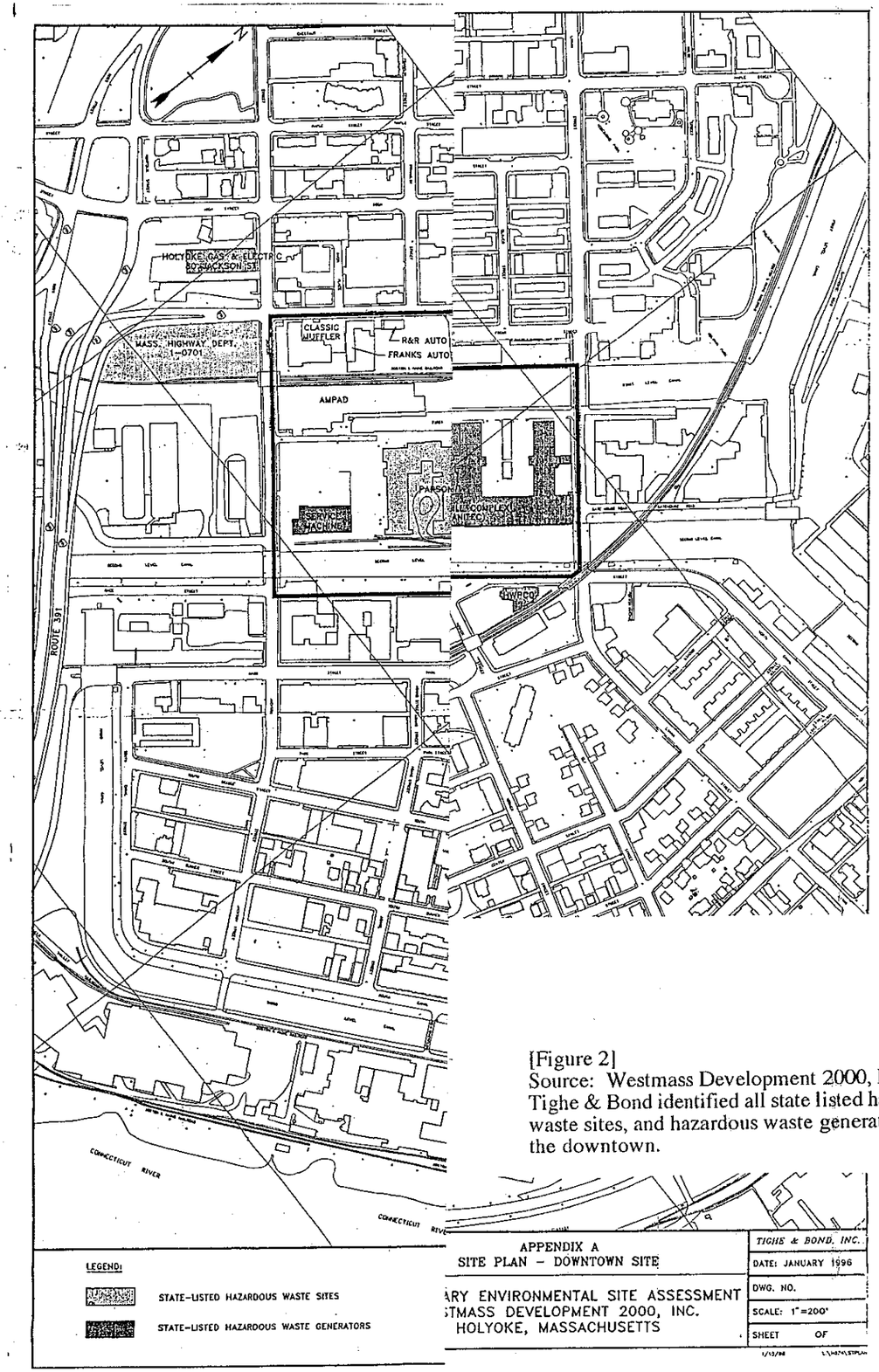
The target area has a mix of commercial, industrial, and residential zones with some abandoned buildings. City Assessors maps nos. 18, 19,20,21,22 show that more than fifty individual parcels of property exist within the target area. The largest businesses include Mastex Co., Anitec Printing and Plate Co., Parsons Paper Co., American Electric Cable Co., and Ampad Corp.. In January 1995, the Office of Industrial Affairs surveyed the land uses and employment records from Jackson Street to Lyman Street bounded by the Pioneer Valley Railroad and the second level canal (Appendix A).

There are also a number of state listed hazardous waste sites and state listed hazardous waste generators. Tighe & Bond identified the sites as Parsons Paper Co., Holyoke Gas & Electric, Adams Pakkawood Inc., and Xidex Corp.. Hazardous waste generators within the target area include Service Machine Co., Walter Drake Co., Mastex Co., Dual Manufacturing Co., HWPCO Beebe Holbrook Station, and the Mill Complex [Fig 2].

Access to the downtown site is good. The city has multiple points of access and the ability to handle large volumes of traffic can be handled via Interstate 391. Tighe & Bond concluded that the construction of a four lane corridor connecting I-391 to Appleton Street would be necessary to handle projected traffic volumes a casino complex would generate. The width of the corridor accommodates four lanes of traffic, a median, and two ten foot



[Figure 1]
The black line delineates the boundary for the study area .



[Figure 2]
Source: Westmass Development 2000, Inc.
Tighe & Bond identified all state listed hazardous waste sites, and hazardous waste generators in the downtown.

shoulders. Commercial Street is the recommended location for the corridor. The on off ramps at Commercial Street on I-391 would have to be widened from 20 to 26 feet. Roadway improvements will be required along Appleton Street, Dwight Street, Hampden Street, and Lyman Street to serve large volumes of traffic flows. In the past the downtown has proven capable of handling large traffic flows. It once employed well over 30,000 people and the service vehicles necessary to keep Industry moving along. With the decline of industry, the infrastructure for large volumes of people and services still exists.

Preliminary Program established by Jeter, Cook & Jepson

Jeter, Cook & Jepson is an architectural firm that served as a consultant for density and magnitude of development activities associated with a casino development. JC&J gave their "best estimate" based upon the experience with the Foxwoods Casino in Ledyard CT. It is as follows:

Gaming Area:	100,000 s.f.
Restaurant Area:	50,000 s.f.
Non-Gaming Support Area:	200,000 s.f.
Entertainment Area:	25,000 s.f.
Banquet Area:	40,000 s.f.
Parking	
Bus Terminal Capacity:	15 buses
Parking Spaces (Patrons):	7,000 spaces
Parking Spaces (Employees):	3,000 spaces
Peak Day Volume(Holiday Weekend):	50,000 people plus
	6,000 employees 56,000

JC&J followed this with an estimated land requirement of 36.5 acres based upon the following assumptions:

- Non-gaming support area is a two story structure 100,000 s.f.

• All other buildings are single story structures	255,000 s.f.
• A for story parking garage to accommodate the parking	
requirements (10,000) parking spaces 9'x18'	825,000s.f.
	1,180,000 s.f.
• Assume coverage ratio of 65% for the development	
area allowing 35% for spacing and landscaping between	
the Casino Complex buildings	413,000 s.f.
Total Casino Complex area	1,593,000 s.f.
	36.5 acres

JC&J also factored in an expanded program that worked toward the formation of a district:

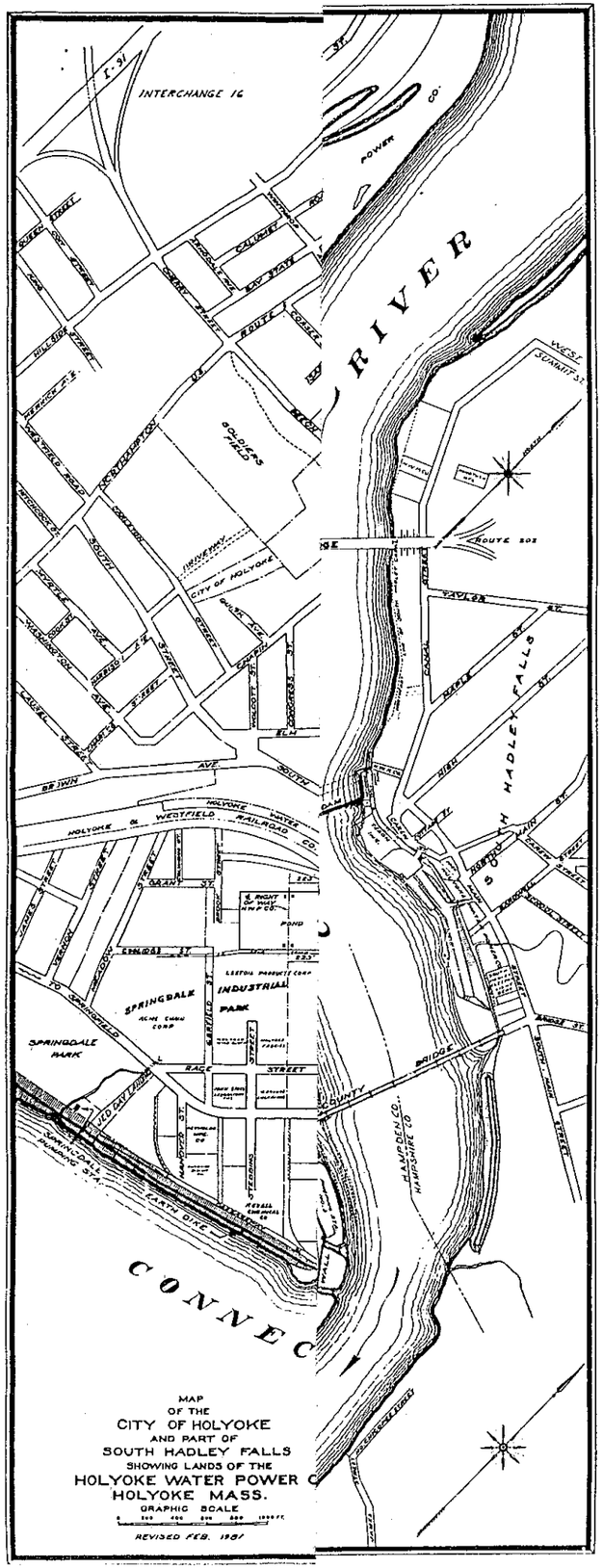
Cinema	100,000 s.f.
Off -Price Retail	200,000 s.f.
Specialty Retail	75,000 s.f.
Volleyball Hall of Fame	40,000 s.f.
Conference Center	150,000 s.f.
Hotel	215,000 s.f.
Market Place	120,000 s.f.
Clubs	80,000 s.f.
	990,000 s.f.
Parking, 3,000 cars	247,500 s.f.
Total additional land	1,237,500 s.f.
	28.4 acres
Combined total land requirement	**64.9 acres**

City of Holyoke: A History of Planning and Development

Holyoke's heart and soul are within its downtown core and along the three canals. Stated simply, the city is the result of comprehensive planning and development by a group of industrialists seeking to harness the water power of the Connecticut River to build an Industrial City in 1848. It was one of the first planned industrial cities in the United States. The founders had a vision, formed a workable plan based on that vision and then implemented the plan. They constructed a Dam on the River and dug a series of canals. The city was organized by a grid system that used the canals as baselines [Fig. 3]. The canals delivered water to power the machines of the various factories that sprung up along their banks. Along with the factories, neighborhoods, a civic area and City Hall, parks, cultural institutions, commerce institutions etc. all were constructed within an interconnected downtown core. As industry prospered the City grew. The city system was designed to be a unified whole that provided for public and private interests. The result was a century of growth and prosperity for the city.

Holyoke is a city with historical significance. It is one of the first planned industrial cities in the United States. Holyoke is different than the other cities of the region because of this planned aspect. It has several landmark elements making it a unique and distinguishable place including the historic water powered canal system, historic nineteenth century architecture including city blocks and industrial buildings, and the classical grid based city plan. Each element is an integral part of Holyoke's urban system and must be carefully evaluated in relationship to any Downtown Development Plans.

Downtown Holyoke today is a developed urban system with a hierarchy of roads including an interstate highway, streets, and alleyways. It has rail access. It has a traditional city center with mixed commercial, retail, civic, cultural, institutional, residential and industrial land uses. They are connected and within close proximity to one another.



[Figure 3]
The Canal System is the baseline for the city grid.

The majority of the industrial space however is under utilized. The once thriving city has seen most of it's largest employers cease operating, downsize, or relocate to other municipalities. The retail component has been devastated with the arrival of the region's largest shopping mall, the Holyoke Mall, just outside of town. Population is declining. The surrounding downtown residential neighborhoods have suffered due to industrial decline and general business relocation away from the Downtown. These neighborhoods are inhabited by the city's poorest, least educated, lowest skilled and most unemployed residents. The city is struggling to counteract these trends.

Transportation System

Downtown Holyoke is comprised by a diverse hierarchical system of transportation corridors which serve vehicle, pedestrian, and rail traffic. Transportation links connect city neighborhoods, districts, landmarks, and activity nodes for vehicles and pedestrians. The road system is organized by a grid based plan. There are two separate rail lines that wind through parts of the downtown.

The road system has a distinct hierarchy of corridors consisting of an Interstate highway, principal arterial, minor arterial, major collectors, minor collectors, local roads, and alleyways. The transportation system for motor vehicles makes access to points throughout the city easy from anywhere in the downtown, and access to interstate and other principal atrerials is swift.

The two railroad corridors are the Boston Maine line, and the Pioneer Valley Railroad. The B&M line is part of that company's northeast corridor. It links to Chicopee, Springfield, and points south as well as Northampton, Greenfield and points North. The Pioneer Valley Railroad is a primarily tourist line that connects to the Holyoke Mall at Ingleside and Westfield center.

Pedestrian corridors consist primarily of sidewalks which are located on both sides of just about every street in the Downtown. Pedestrian links also consist of the extensive alleyway system that runs behind and in between most downtown building blocks.

The transportation analysis for roads was done by using the functional classification of roads adopted by the Commonwealth of Massachusetts. In downtown Holyoke the following classifications of roads that make up the system are identified and defined:

Interstate Freeways service are principal arterial roads providing substantial statewide and interstate travel. Interstate in Holyoke are I-391, and I-91. I-391 begins in downtown Holyoke and serves as the Springfield, Chicopee, Holyoke connector. I-391 links with I-91's exit 12. This road makes downtown Holyoke easily accessible for high volumes of regional traffic as well as traffic from out of state. I-91 runs through Holyoke and is linked to the downtown by U.S. route 202 at exit 16, and state Highway 141 which becomes Dwight St. at exit 17 from the south bound lane and exit 17 A from the north bound lane. Interstate access to points north, south, east, and west are easily accessible from downtown Holyoke.

Other Principal Arterials Roadways with significance that service access to and within the urbanized area. Connections to interstate and rural principal arterials is typical. In Holyoke these roads are U.S. route 202, and U.S. route 5. Route 202 runs through downtown along Beech St. which is a part of the downtown grid. U.S. route 5 is called Northampton St. and is directly linked to the downtown by major collectors Sargent St., Dwight St., and Main St.

Minor Arterial Urban Extension Roadways with statewide significance that link cities and large towns forming an integrated network of intracounty importance. State route 116 winds through the downtown industrial district along N. Canal St., Main St., and Cabot St..

Major Collectors Those roads that provide service to cities, towns, and other traffic generators not served by the arterial system; roads that link these places with the arterial system; and roads that serve the more important intercounty travel corridors. These roads in Holyoke include East / west corridors Ross St., Sargent St., Cabot St., Dwight St., and Lyman St.

Minor Collectors Roads that bring traffic from local roads to collector roads; roads that provide service to small communities, and link local traffic generators to rural areas.

Local Roads Roads that provide access to adjacent land; roads that provide service to relatively short distances. Local roads include all roads not classified as part of the principal arterial, minor arterial, or collector system.

Alleyways Paved passageways between buildings that serve service vehicles and some pedestrian traffic.

The Canal System: Holyoke's Beginning

The Holyoke Dam and canal system represent one of the Pioneer Valley's most significant engineering achievements. They were initially conceived and construction began in 1848 on the power source for an industrial system that originally consisted of textile manufacturing mills built along the canal edges. The industrial system was the beginning of Holyoke. The system was comprehensively planned from the start, but was built in stages with construction dictated by demand. The canal system's initial purpose was to deliver water to the individual mills for the purpose of powering machinery used in textile manufacturing. The discovery of electricity in the following decades made direct water powering of machinery an unnecessary element for textile manufacturing. At that time, paper manufacturers began operating in the city. Holyoke was an ideal location for that industry because paper manufacturing is an extremely water consumptive process and the canals delivered water to the mills. Holyoke became famous for its paper products producing the finest writing paper in the world at factories in the City. As the use of electricity proliferated the dam and canal system were modified to generate electricity. Turbine generators were built into the dam and the canals delivered water to the various turbines located within specific mills for the purpose of generating electricity. Many of these turbines within existing mills remain operational today [Figure 4]. Paper manufacturing was the dominant industry, with textiles and machine shops also part of the

local industrial landscape located along Holyoke's canal system. The canals served a strictly utilitarian purpose.

Functionally water is fed to the canals as it is released from the gatehouse adjacent to the Holyoke Dam. The gatehouse is the beginning of 4.5 miles of canal system. There are three canals which are at three different elevation levels and built into Holyoke's sloping topography. The first level is assumed elevation 100. The second level canal is at level 80 and the third is at level 77.5. The gatehouse delivers water directly in to the first level canal, and to the boatlock station which feeds the second level canal. The boatlock also houses electrical generators. Water also gets fed into the second level canal as it passes through the raceways that deliver water from the first level canal to the turbines located in individual mills. It is then released to the second level canal after the power is harnessed from it. The third level canal is fed by a gate located at the southern end of the second level canal. After water is delivered to mills along the second and third level canals it is released through raceways back into the Connecticut River. There are five overflow stations located along the system. There is also a fish elevator located at the Holyoke Dam to aid Shad fish on their migratory spawning path up the Connecticut River

The canals average depth in most places is fifteen to sixteen feet although in some locations by the dam it is barely two feet deep. They were contained by dry laid stone walls with a clay lining behind them. Most of the walls are still dry masonry at their bases but have been mortared over at the top, and some portions have been reconstructed using concrete.

The canals are owned by Holyoke Water Power Co. which is a division of Northeast Utilities. However there is an ordinance in the city called indentured water rights. This means that any structure along the canals has an undeniable right to water from the canals. It is not free however, Holyoke Water Power charges for the water. So if you invested in turbine generators, you can produce electrical power for the cost of the water.

Urban Planning and Design Precedents

An Urban Entertainment Destination (UED) in the City of Holyoke differs from urban planning and design projects within other cities for many reasons. The people, the goals and objectives, and the varying urban conditions make Holyoke its own unique situation. It is impossible for any one project to provide the precedent. However there are many successful projects that provide similar aspects to the Holyoke vision that the City can learn from. Similar aspects include the planning and design of a special urban district, the concept and scope of other UED's, the prospect of an urban Casino Complex within the presence of a significant cultural / historic component, and the presence of urban waterways.

Specific projects that have been used as precedents for this project and have had a direct effect on its outcome include the Dallas Arts District, The Urban Land Institutes August 1995 special issue featuring UED'S and the components that comprise them, several urban gambling and historic preservation oriented projects and planning rules of thumb by Christopher Chadbourne and Associates, the Paseo del Rio in San Antonio, and Metropolitan Canals, A Regional Design Framework for the Salt River Valley Canals.

Dallas Arts District - Sasaki Associates

The Dallas Arts District is a seventeen-block section of the City's Downtown. It features a mix of offices, commercial, residential, cultural and parking facilities. The district is organized by a 2000 - foot - long east to west axis called Flora Street. Flora Street is symbolic of the district plan's commitment to street life. It was designed in the European tradition of the "great street." It is primarily but not exclusively a pedestrian street anchored on the east end by a monumental fountain and on the west by the Dallas Museum of Art. The three major institutions, The Dallas Museum of Art, The Dallas Concert Hall, and The Magnet School are surrounded by theme areas that reinforce them as cultural anchors.

Each area integrates food service, retail, and specially programmed public activities to promote and reflect the district concept.

The urban design plan organizes the whole district and creates a strong visual identity for the area. Through a landscape plan, the diversity of activities and the architectural statements are woven together giving the district unity and a sense of place.

The master plan also addresses the architectural elements and climatic concerns. The height, massing, materials, and uses within the buildings impact the street character and vitality as well as the overall identity and imageability of the Arts District. Water and shade are emphasized throughout the open space plan due to the hot dry southwestern summers. Stepped facades are encouraged to maintain pedestrian scale as well as mitigate against building downdrafts.

Urban Entertainment Destinations and Their Components

A UED covers a range of enterprises that work together toward enhancing the urban experience. The Urban Land Institute (1995) lists some typical UED enterprises. They include, Family Entertainment Centers, Cineplexes, Theme Restaurants, Entertainment Oriented Retailers, High Tech Entertainment Centers, Live Entertainment Attractions, Entertainment Driven Retail, Public Sponsored Entertainment Development, Gambling Casinos, Sports Venues, and Special Product Showcases. Any one can be a feature and most combinations will blend well together. The limits lie in market feasibility and the ambition and funding of the developer(s). In the entertainment / urban development mix, the City is enhanced and extended by a variety of human activities that shape the experience of the visitor. Entertainment and retail are a logical mix. Retail uses entertainment for its drawing power and to enhance the shopping experience. Entertainment uses retail to provide outlets for their products. Together they spur ancillary enterprises and growth within the urban core.

Gambling, Planning and Historic Preservation - Christopher Chadbourne and Associates

Christopher Chadbourne and Associates have considerable expertise with gambling related urban planning and design, and historic preservation. Chadbourne projects include Shreveport, Louisiana, Natchez, Mississippi, and D'Iberville, Mississippi. These projects have produced urban planning and policy strategies that leverage casino developments to secure long term programs and services provided by the developer for the host community that are above and beyond the taxation benefits the communities receive. Chadbourne also produces urban design schemes that physically integrate casino development into the cities and protect the integrity of the historical components of downtowns.

Chadbourne also has written an essay titled "Gambling And Planning Rules Of Thumb" that outlines several do's and dont's pertaining to the relationship between gambling and the host community. The essay consists of twenty one rules that Chadbourne describes through his firm's experience with gambling related urban planning and design. It stresses the need for comprehensive planning and design solutions to best prepare the host community for the gambling industry.

San Antonio Paseo del Rio

The Paseo del Rio has been one of the most significant urban waterfront design precedents in the country for the past decade. Although the River is a natural amenity, through channeling and urbanization it closely resembles a canal. It is a fifty foot wide 3.5 mile long U-shaped waterway that flows through the Central Business District (CBD). The water elevation is twenty feet below grade that when combined with the CBD's architectural massing creates strong spatial definition giving it a real sense of place. The below grade water level also creates a cool micro climate that offers refuge from the hot dry Texas summer. The Paseo del Rio creates a special urban place that has a distinct identity providing the Center City with a strong public image.

Metropolitan Canals: The Salt River Canal System

The award winning report "Metropolitan Canals: A Regional Design Framework" written by Michael Fifield, Madis Pihlak, Edward Cook, and Sharon Southerland was produced by the College of Architecture and Environmental Design at Arizona State University. The report uses the extensive Salt River Canal System as an example to show that the preservation and enhancement of such a unique amenity can be used as a catalyst to redirect urban growth patterns. It examines the multitude of urban uses the Canal System can offer as well as maintaining their utilitarian function of delivering water to various places. It uses seven fundamental urban design concepts to provide structure for the subsequent design principles. The seven concepts are Preservation, Integration, Accessibility, Identity, Continuity, Diversity, and Safety. These concepts were integral to the planning framework for Holyoke.

PART TWO, AN URBAN DESIGN PLAN

Human Goals, Policy Objectives, And Physical Design Criteria For An Urban Entertainment Destination In Downtown Holyoke

The purpose for this Urban Entertainment Destination in Holyoke follows the classical order consisting of Human Goals, Policy Objectives, and Physical Design Criteria. The highest reason for this project is the human purpose. The human goals accommodate those who will use and rely on the place created as a source for working, visiting, playing, teaching, learning, shopping and more. Second are the Policy Objectives which focus on the political and economic implications involved in a project of this scope. Thirdly are the physical criteria objectives which are concerned with the design results, or what the project will ultimately be at ground level. All three levels are critical to form a whole vision in regard to helping the people today, the future generations, the political - economic vitality, and the physical form of the City of Holyoke.

Human Goals

- Provide a mix of activities where people can go to visit, to play, to shop, to work, to teach and to learn in a highly developed and accommodating urban environment.
- Create a user friendly, high quality, multi-modal transportation network that orients and guides people safely and experientially to their chosen destinations.
- Connect residents of the surrounding neighborhoods to the district by securing a diverse range of employment potential for the people living in Downtown Holyoke.

Policy Objectives

- Capitalize on the critical mass a casino development presents to develop a Master Plan of a special urban district featuring entertainment oriented enterprises to produce a broader range of long term economic development benefits for the downtown.
- Extend the development out to the larger city by leveraging programs to create jobs, help schools and museums in education and learning, provide services, and rehabilitate downtown housing to make the whole downtown healthy and hospitable.

- Treat gambling and other ancillary enterprises it supports like theaters, clubs, hotels as land use categories with stringent performance criteria.
- Form an Urban Development Authority to coordinate and streamline the approval process and oversee the entire development.
- Establish and enforce a quality physical design that serves the Canal District and the Downtown city image.
- Create public private partnerships with developers focusing on a Master Plan designed to create a convivial, attractive, publicly accessible, interconnected, pedestrian accommodating downtown environment.
- Think large and long term to benefit the citizens of Holyoke.

Physical Design Criteria

- Create a Master Plan concept that gives the district a vibrant, urban, cultural image that takes advantage of the best of the historic, the popular, and the future of Holyoke.
- Make the whole greater than the sum of the parts by linking attractions through direct and generous pedestrian corridors utilizing the five minute walk rule.
- Develop an open space network engaging the water canals and streets as organizing structures that connect the district to the neighborhoods and the center of the City.
- The adaptive reuse of existing buildings in the redevelopment process becomes a priority.
- The application of regenerative strategies such as energy conservation by maximizing solar gain and natural building ventilation through building orientation and design, the modification of micro climates through tree plantings, and a program for storm water management.
- Integrate architectural elements into the existing urban fabric by guiding the height, massing, materials and use of buildings to have a positive impact on the vitality as well as the overall identity and imageability of the district.

- Integrate parking structures into the development by mandating street level storefronts and without allowing them to act as barriers between the center city or allowing parking to seize parcels better suited for other forms of development or allow parking structures to dominate the landscape.

Urban Design Concept and Program of Activities For An Urban Entertainment Destination In Downtown Holyoke

An Urban Entertainment Destination is a concept that merges entertainment with urban development. If the prospect of a casino complex represents substantial entertainment value, that investment can generate additional urban development in downtown Holyoke. The development potential extends to existing attractions such as the historic canal system, the Children's Museum, the Volleyball Hall of Fame, historic High St., and Heritage Park. New development potential exists in the form of retail, a conference center, a market place, restaurants, and places of special attraction like a competition volleyball and performing arts stadium, parks, plazas, and a canal walk. The concept of the UED is to design an urban system within which each part of the development fits to give it clarity, legibility, imageability, and a sense of place that relates to the historic fabric, the popular expressions, and the future vitality of Holyoke.

A public open space plan grounded in the framework of the canals is the structural spine that organizes the urban landscape, each human activity, and the old and new architectural statements into one whole system. This "green district" renews and expresses the water canals as a great urban resource. The plan creates distinctive pedestrian ways and friendly streets featuring high quality pavements, illumination, water fountains fed by the canals, benches, extensive shade tree plantings, and special landmark places creating a distinctly human and interconnected place for the development to occur within.

Program

The program for this project is divided into two categories, the casino, and the extended urban entertainment enterprises.

Casino Complex Program

Gaming Area	100,000 s.f.
Restaurants / Food Service	70,000 s.f.
Entertainment	35,000 s.f.
Back of House	125,000 s.f.
Hotel (350 rooms)	300,000 s.f.
Total	630,000 s.f.

Parking	6,000 patrons
	1,500 employees
	15 buses

Extended Urban Entertainment

Cinema	100,000 s.f.
Off -Price Retail	200,000 s.f.
Specialty Retail	75,000 s.f.
Volleyball Hall of Fame	40,000 s.f.
Conference Center	150,000 s.f.
Hotel (second)	215,000 s.f.
Market Place	120,000 s.f.
Clubs	80,000 s.f.
Total	990,000 s.f.

Parking	2,500 cars

Planning Framework: A Downtown Development Policy

When considering land use and physical changes within an existing urban system, there are several areas of fundamental importance to use as criteria for evaluating development concepts. They are preservation, integration, accessibility, identity, continuity, diversity, and safety.

Preservation:

Holyoke has a national historical importance. It is one of the first planned industrial cities in the United States. It has the dam, the canal system, and a grid pattern of streets many of which are lined with historical buildings both public and private. The elements provide a rich mix of public and private use, history, and visual quality. Preservation and enhancement of these elements can be attained through the application of the following three preservation design guidelines: The public realm, historical artifact, and preservation of visual character.

1. Public Realm

The development of a public realm or public open space system as a component of an entertainment district can directly link historic High Street to the volumes of people the entertainment district would draw. The same concept also applies to other historically significant parts of the City. The canals are preserved as public open space with continuous access to their edges thereby securing the public's access to these nationally historic landmarks.

2. Preservation as an Historic Artifact

Historic elements create "valued added" attributes. The canals, the mill buildings, the north end of High Street, the north end of Race and Main streets are historic places that, if linked to something brand new such as an entertainment district, will represent an even

richer cultural landscape, which if preserved, can be made even more important as real places demonstrating the history of Holyoke's urban industrial heritage.

3. Preservation of Visual Character

Public views especially along the canals are preserved. Vistas to the Holyoke Range and Mt. Tom are left uninterrupted or they are enhanced by any development.

Integration: Built Structures and Economic Strategies

For an entertainment district to be an asset to the people of the City, it is rigorously integrated into the existing urban system. Integration implies simultaneous coordination of several factors. Natural systems, like drainage; built works, like streets, utilities and buildings; or human values, like ethnic and religious traditions, social and community structure and the history of industry and work. Through coordination, integrating an entertainment district with existing neighborhoods and districts, makes it part of the social lives of residents as well as the physical infrastructure of the city.

Holyoke is considered a traditional city from a planning view, an urban system where people work and live in close proximity. It has defined neighborhoods and districts, a distinct center with a mix of civic, cultural, commercial and residential activity. All areas are interconnected and interdependent. People walk to work or to the store or to school. Basically with people living and working in close proximity, the overall environment becomes lively and more active.

1. City Level Integration: Entertainment Overlay District

A general land use policy for an Entertainment District is necessary prior to any development. Mechanisms such as overlay zoning, that are in place before any developer is selected can decentralize a casino development which typically places all related activity under one roof. This strategy will ensure the many associated activities or enterprises such

as restaurants and theaters get located in separate buildings instead of under one roof. This integrates the concept of the casino development into the existing urban system. These enterprises contribute toward a convivial atmosphere along streets that lead to neighborhoods and districts throughout the City. The district acts as a broader attraction bringing in a wider range of visitors to the city. This strategy also supports existing cultural and entertainment facilities and attractions within Holyoke.

A zoning policy for an Entertainment District would be adopted by the City. The general core of the district would be the area between Dwight Street, I-391, High Street and Race street. The District would utilize the canals as the framework for a development concept as well as a promotional feature. The mill buildings and Holyoke's historic downtown would also be included in the District. A comprehensively planned entertainment district would function as the base for new growth in the downtown. Linkage agreements create development programs to extend revitalization efforts outward from the District core along the major downtown entry routes and other parts of the city (see Integration via Linkages).

For example, consider a major node of human activity on the southern end of the first and second level canal corridor. This space has ample space for parking structures, is accessible to high volumes of traffic via I-391 and Route 202, and links to the pioneer Valley Railroad for shuttle service to connect one end of the District to the other. It also serves as a gateway into the City from I-391. Development corridors along Race Street and Commercial Street would link new development to the more cultural historic northern part of the downtown. Development along these corridors would include entertainment oriented enterprises including restaurants, nightclubs, theaters, cineplexes, a new Boys Club, a new Volleyball Hall of Fame, a sports club, an outlet mall, a conference center, and a marketplace. These enterprises which line streets link one end of the town to the other. Development can extend outward from the core District to play a role in the revitalization of the downtown neighborhoods integrating the entertainment district into the City.

City level integration is planned in three dimensional terms. Regulation and control of physical development enhances the experience of the user or the person on the ground. Building heights, setbacks, public spaces, building orientation, materials, and building accessibility are carefully planned for ground level impacts.

Integration of vehicular and pedestrian modes of traffic supports the pedestrian, the driver, and the passenger. Major vehicular traffic is allocated to the outer edges of the district with major pedestrian flows dominating the interior open spaces. Both systems are multi-modal physical links featuring generous walkways, bus stops, train stops, and auto accessibility.

2. Sight Level Integration: Physical and Spatial Design Guidelines

Site level integration is assured by forming, controlling, and implementing design guidelines. Open spaces buildings, structures, and each form of development is integrated into the overall district to ensure that individual buildings and open spaces are compatible in creating a discernible whole. The massing of individual buildings form the edges that define the streets. Streets are the City's most vital spaces in terms of land use and human activity. Individual buildings should be planned to fulfill parts of the prescribed character of the given street. Building design is achieved on an individual basis to provide character to the street similar to the way that the northern end of High Street, the north end of Race Street, and Main Street work. Freedom should be granted to the architects within the entertainment district to engage contemporary design and the state of the art, provided it meets the design criteria of the development. This allows for diversity and identity to occur within a structured district.

3. Integration via Linkages: Economic Development Fund

The ongoing integration of a major entertainment based development into the economic and social fabric of the City of Holyoke is accomplished through formal linkage agreements. Linkage is a development tool successfully used by communities to ensure the resources necessary to mitigate potentially negative aspects of development and create or strengthen a broad range of programs to enhance the economic, social, and environmental health of the host community. A framework for formal linkage agreements is established before development occurs. The linkage program is designed to integrate the revitalization and redevelopment efforts of the entertainment district into the City by extending the development's resources outwardly along major entry exit routes, nearby neighborhoods, and the City at large.

Holyoke's linkage agreement could be used to create a development fund through which a variety of programs may be developed. Examples of such initiatives could include:

• A continuous canal walk system

• Interconnected plazas and open spaces for human gathering and activity as part of any buildings that are developed.

• Street level commercial storefronts and public displays of art as components to each parking deck that gets developed.

• Endowment of existing cultural attractions such as the Children's Museum, the Merry-Go-Round, and other civic and cultural facilities.

• Targeted re-vitalization funds for major entry corridors into the downtown that include Sargeant Street, Cabot Street, Appleton Street, Dwight Street, Lyman Street, Main Street, and North Canal Street. Revitalization and reclamation projects along these corridors are designed to directly benefit the neighborhoods adjacent to the Entertainment District. Typical projects include redevelopment and re-use of existing business space, and strategies to improve housing stock in downtown neighborhoods.

• Youth programs inside and outside the district. Programs would include Youth Service Corps, cultural arts, sports and other recreational activities.

- Education and employment training programs for Holyoke residents interested in the entertainment industry.
- The development of cultural arts programs for the City such as the re-development of the Victory Theater.
- Promotional and marketing programs for the Downtown District and at-large City; festivals and other public relations oriented efforts to benefit Holyoke.
- Support for enhanced infrastructure improvements such as parking and parks.
- Housing initiative fund geared to home ownership, multifamily.
- Environmental protection initiatives that clean up the pollution industry left behind .
- Entrepreneurial training and initiative programs.
- District wide maintenance, security, and hospitality programs.

Accessibility

Creation of a continuous public realm through a circulation system for pedestrians and vehicles to connect the entertainment district to other neighborhoods and districts makes it accessible. The district is integral public open space and remains open to public use. Continuous public use by the residents makes it an integral part of the whole City. Access will not be curtailed by private development. Public access is in perpetuity to assure the public that this is part of their City and cannot be taken away if property changes ownership. This assures an organized, structured, continuous realm of public open space within all development of the district.

The canal operators have access at all times to assure operation of the canals and other utility service facilities including overhead and underground power lines, communication lines, gas, water, sewer, and steam lines. Any development would not disrupt the efficient operation of the canals by the operators.

• Both sides of the canal are open and retained as public space. Prevention of any development that would block access to the canal edges or continuity of a public open space system is ensured by laws of Rights of Way.

• 24 hour a day access for mixed urban use is ensured and secured. Mixed use within the district such as residential, retail, and service for the days and typical night life related activity throughout the evenings maintains constant human activity.

• Maintain current of access to canal edges and electrical generators for service purposes.

• Controlled private vehicular access is encouraged. As stated earlier, major vehicular access occurs at the outer edges of the district, with defined parking destinations. In the interior of the district, auto access is more controlled by narrowing streets and intersections with design emphasis placed on wider corridors for pedestrian movement.

• Enhance visibility creates site lines, focal points, and places along the linear canal corridors.

• With gateway designs provide access for the district from major streets and adjacent land uses where appropriate.

• Make provisions for adequate multi-use parking facilities featuring street level commercial, retail, and office storefronts.

• Make the district accessible through public transportation with trains, buses, and shuttle vans.

Identity: Establishing an Image

The potency of an entertainment district in downtown Holyoke ignites a popular image of a friendly, vibrant, safe city. It becomes an urban park upon which all major activities converge. The identity of the district is the joining of the new and the old. The new entertainments, shops, and offices resuscitate the cultural historic part of town via the historical canals. The old and the new generations are found in a new familial identity framed by the regal canals, the youthful entertainments, shops, restaurants, offices, work

factories, new and historic residential areas re configured with a 21st century image of vitality. The new Holyoke, deeply rooted in the old.

Urban areas have distinct identities. The northern part of downtown with roots in an historic identity developed over one hundred years. The southern end of the downtown should be linked to the northern end, but should have its own distinct identity based upon contemporary situations. The outer links of High Street and the Main serve as multi-modal corridors with the capacity to handle heavy vehicular traffic and streams of pedestrians. Race Street and the first and second level canals are the interior open space links securing pedestrian activity as the dominant mode.

The District takes on the characteristics of a highly developed urban place: With entry gateways, connecting corridors, and human gathering spaces

- Distinctively paved urban surfaces patterned to define the gateways, movement corridors, and gathering spaces.
- Generous seating arrangements to promote conversation and situated to enhance the comfort zone of the participant.
- Shade and shelter structures to enhance pedestrian comfort.
- Canal sculptural pieces, water displays, and other environmental art sites.
- Masses of shade tree plantings, on grids or rows at 18' on center or closer.
- Pedestrian scale lighting to make the night not only safe but sparkle with imaginative illumination.

Continuity: Design Theme, and The Linkages of Urban Spaces

A common framework for the downtown is spatial connections of a continuous system for the pedestrian. The specific design of continuous elements need not be identical throughout the entire system but should have unity. Continuity refers to infrastructure: the way the individual buildings, and landscape elements such as pavement, trees, lighting, signage define , modify , and accentuate the gateways, corridors, and gathering places.

An Urban Design Review Board of qualified citizens, artists, designers, landscape architects, architects, and planners would ensure the compatibility of new structures with existing structures. Rubber stamping design work of buildings would not be tolerated, therefore guidelines would need to be flexible and encourage good urban, landscape, and architectural design. Unity and variety is the overall urban design objective.

Continuity exists through landscape improvements that reinforce the corridor character of the streets, and that shape and define activity spaces. Continuity is reinforced by single thematic identity such as signage and lighting providing direction throughout the downtown.

• Public circulation that is continuous enhances the City. No dead ends but destination points linked by a simple coherent system of walking paths and ways that is clear and legible to the user.

• While allowing for uniqueness of special conditions, adjacent land uses and district identity, there is consistent and continuous design identity for the entire system. The elements of design that reinforce continuity in the redevelopment of the downtown are:

- Canal edge treatment
- Pedestrian circulation system
- Street shade trees
- Lighting
- Signage
- Street furniture

Landscape materials selection should is based on life cycle costs, (initial cost plus maintenance) not solely on low initial cost.

Diversity: Establishing a Viable Mix of Buildings and Spaces

Diversity of site and landscape development adds a visual richness to the physical environment. A specific site design responds to the uniqueness of the city, the neighborhoods, adjacent land uses, and other special conditions while maintaining the overall urban system identity. There is diversity of individual sites and land uses to provide active public spaces throughout the district. Active public uses such as small parks, plazas, pedestrian malls, retail, commercial, residential, mixed use developments in appropriate locations will add a richness to the urban environment.

Each aspect of the urban design adhere to the general principles and responds to the uniqueness of the situation including site, adjacent land uses, and surrounding landscape.

Safety and Maintenance: A user Friendly Environment

The proposal establishes the district and the entire downtown as a vital, friendly place. Perception of a safe place requires coordination with city standards and practices. To achieve support and advocacy for a developed downtown based on entertainment influenced land uses, the public must be confident that concern for safety shapes the environment. General areas for consideration based on increased and high intensity of use to be considered and resolved include:

- Lighting at human scale, that is reliable, and appropriately located.
- Emergency communications, call boxes, and public telephones are strategically placed throughout the downtown.
- Signage that is bright, cheery, reliable, and comprehensible.
- A public safety program that coordinates electrical, telephone / telecommunications, gas, sewer, water and steam lines.

The Urban Entertainment District Expressed in Land Based Form

The final phase of this proposal is expressed by a design illustrating urban form that accommodates the prescribed human activities stated in this report. Pragmatically it is about the interaction of the user and the urban spaces; how one enters the district through gateways, how one moves through the district using corridors, and where and when people pause or congregate in the gathering spaces. Creatively the design takes everything in this report, sifts through the information and attains a comrehensive solution that reinvents the downtown as a unique, vital, potent, and imaginative center for urban entertainment.

The design consists of ten drawings that graphically represent the proposed district. First is the diagrammatic proposed system drawing, followed by the rendered Illustrative Plan and cross sections. The Illustrative plan is supplemented with four other plans with cross sections that further illustrate areas of special character that occur within the larger scheme that explain the character of the spaces, and the uniqueness of the place as a whole.

The Proposed System (See map on next page)

The proposed system map displays the overall spatial design concept for the district. It resolves transportation issues, parking issues, lays out programmed land uses, and establishes an inter connected network of open spaces and buildings.

Transportation is multi modal. The system accommodates autos and buses by providing a downtown connector that links with a district vehicle circulation plan. Parking structures are all sited along the vehicle circulation system for easy access. There are several transit stops in a circuit pattern for a shuttle service to drive those who choose to be driven to their destination points. There is a rail system available at certain points to carry visitors into the heart of the district by train. There is a continuous inter connected pedestrian system available for those who choose to walk.

The system uses a public open space plan as the spine for the district. The open space concept connects points north to south by utilizing the historic canals as linear parks that handle streams of pedestrians and connect to larger open spaces. East west connections occur along Essex St. which is closed to vehicle traffic and made into the primary east west pedestrian access extending throughout the core of the district linking major activity nodes.

The system is planned to work within the existing system. Major land use changes occur within the core district bounded by High St., Main St., Cabot St., and Appleton St.. The other area of major land use change occurs at Commercial St. where the boulevard is sited.

AN URBAN ENTERTAINMENT DESTINATION

HOLYOKE, MASSACHUSETTS

JAMES C. MORRISSEY
MASTERS PROJECT

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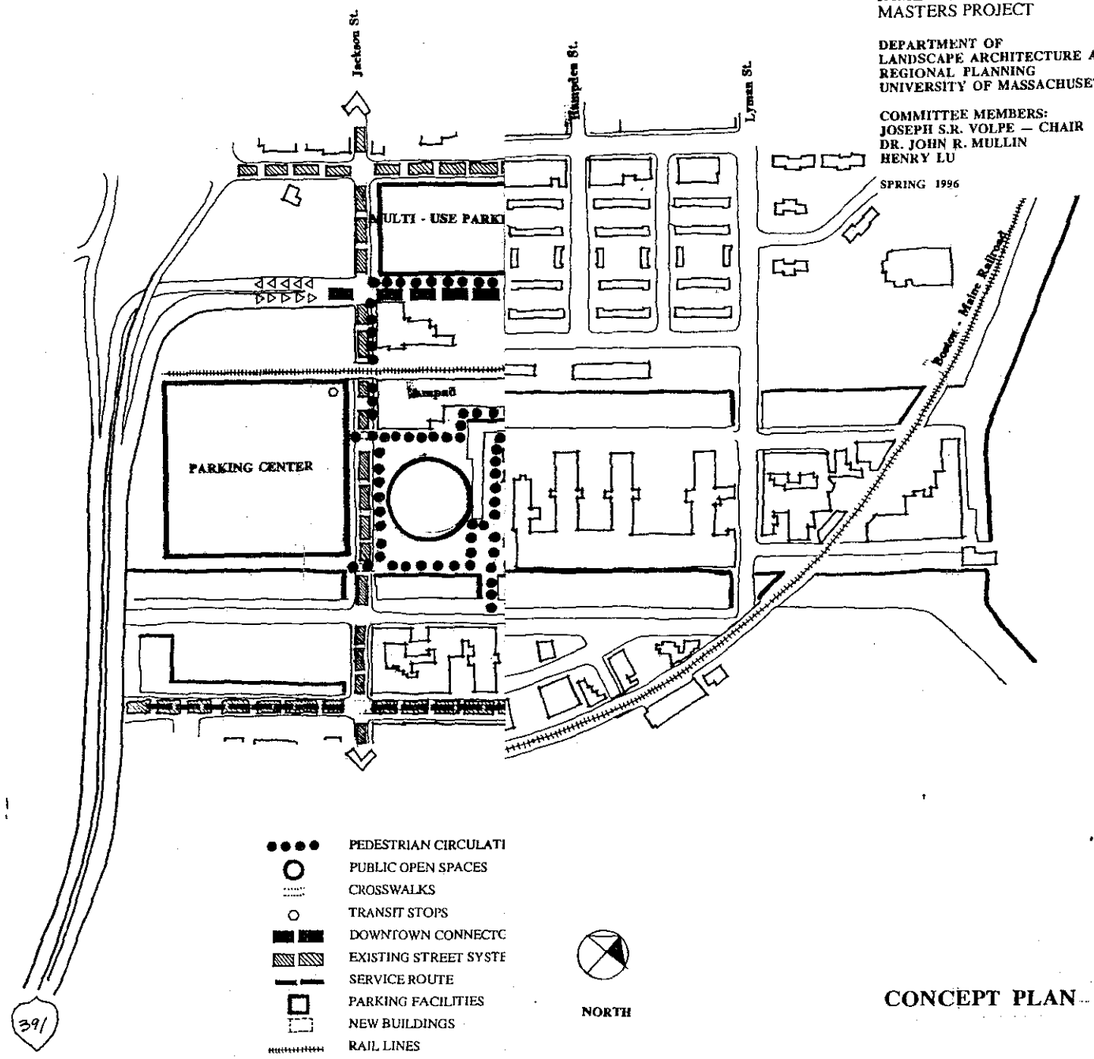
REGIONAL PLANNING
UNIVERSITY OF MASSACHUSETTS

COMMITTEE MEMBERS:
JOSEPH S.R. VOLPE — CHAIR
DR. JOHN R. MULLIN
HENRY LU

SPRING 1996



CONCEPT PLAN

The Illustrative Plan (See map and cross sections on the next two pages)

The Illustrative plan depicts the district in less diagrammatic form than does the Proposed System Plan. This plan demonstrates the spatial organization of the district as a well defined, active, and vibrant public realm. The public realm is shaped and formed by the system of water canals, the mill buildings, and the architectural massing which create the urban edges that define the streets, pedestrian ways, squares, and plazas. The individual buildings are specifically programmed for diverse activities to create a lively, accessible, safe public realm that establishes a positive image for the City.

Areas of special character are the Commercial Boulevard (formerly Commercial St.), The Outlet Mall and Cineplex Plaza, The Canal Walk, The Central Water Plaza, and The International Marketplace. The casino is located at the northern end of the district for strategic reasons. The majority of visitors will arrive via Interstate 391, so in order to get to the casino they must travel through the heart of the district becoming exposed to all it offers to people. The convention center is located on Cabot St. between the first and second level canals. Both the casino and convention center are places that keep visitors indoors for long periods of time therefore they are sited on the fringes of the core district in an effort to keep the central spine active and full of people. They also cater to vehicle use, so by siting them on the vehicle circulation route their front doors are easily accessible by bus or by auto.

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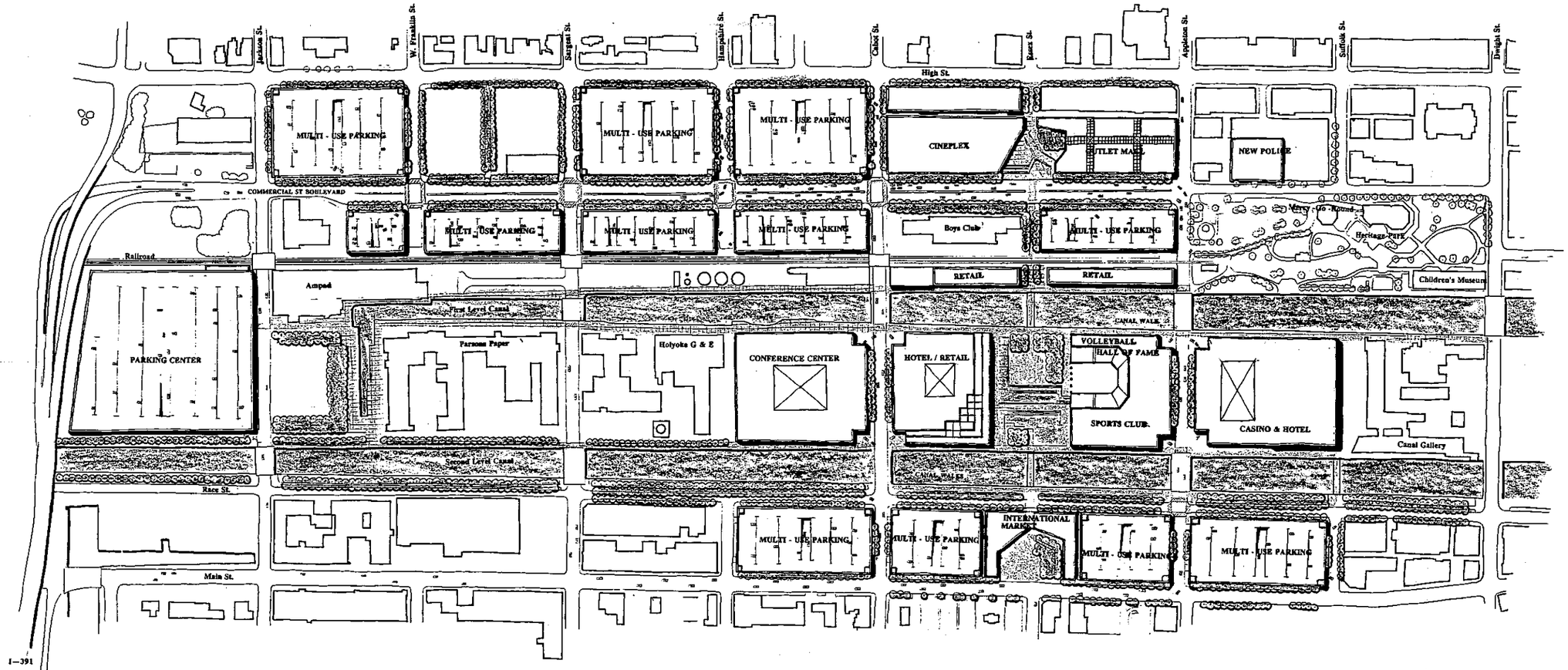

SCALE 1"= 100'

NORTH

ILLUSTRATIVE PLAN

AN URBAN ENTERTAINMENT DESTINATION

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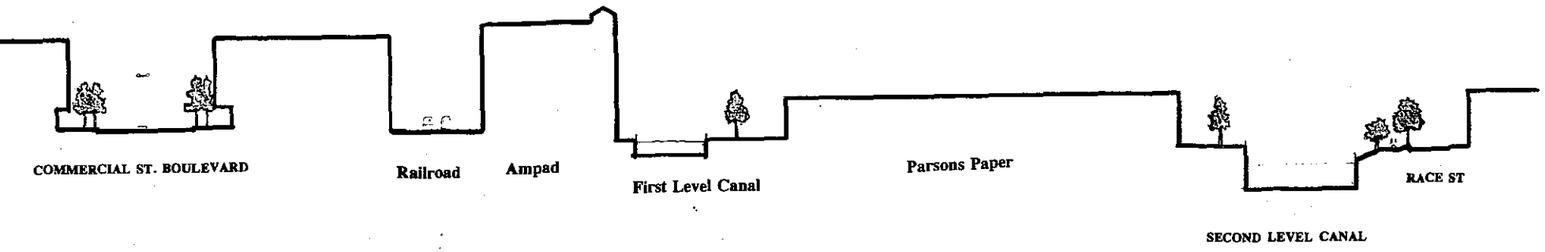
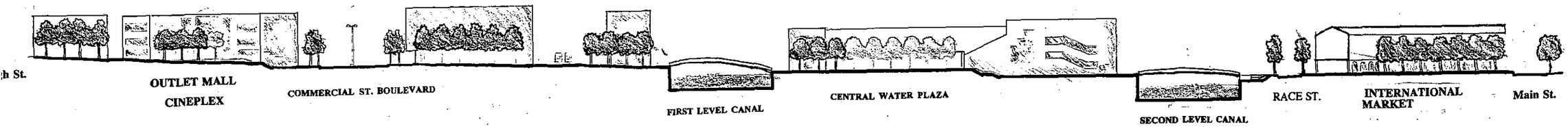
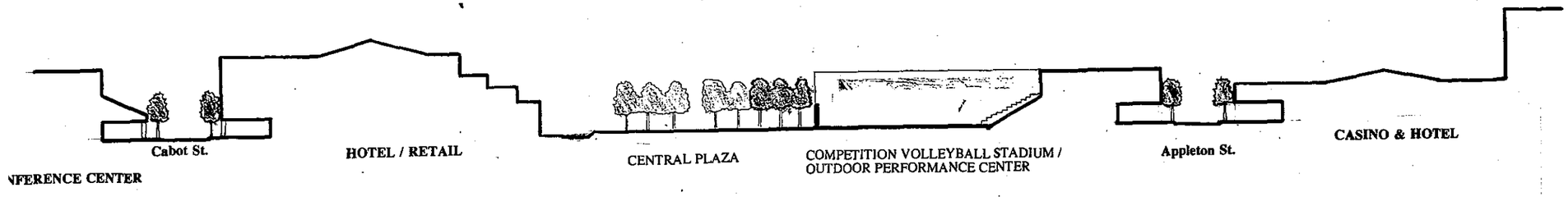
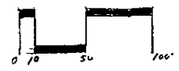








SCALE 1"= 50'

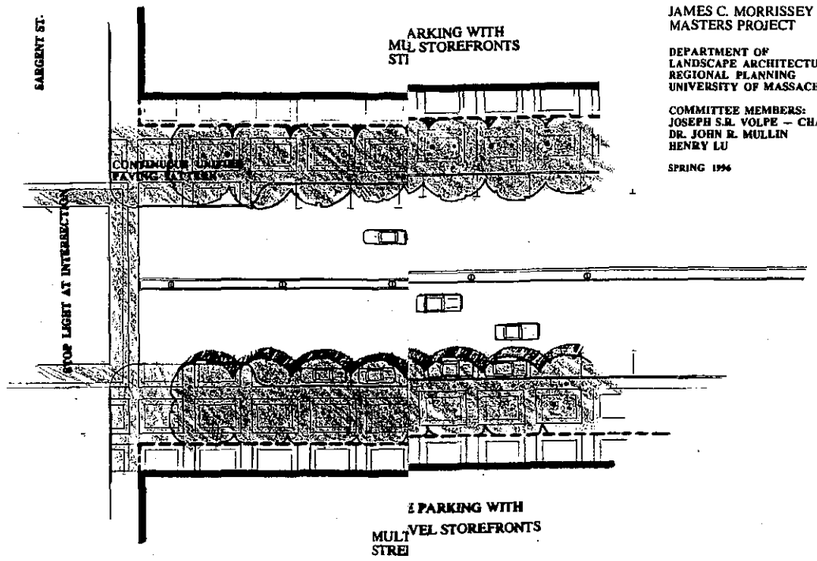
SECTIONS

The Commercial Boulevard: The District's Front Door (See map on next page)

The Boulevard provides major vehicular access to the district. The Commercial Boulevard is the front door to the district and the lively storefronts and shops set the tone for the image entire district.

Designed in the European tradition of the "great boulevard" the road is designed to handle two lanes of north traffic, and two lanes of south traffic. A double row of closely planted shade trees ameliorates the architectural massing to give it a strong sense of an urban corridor that is inviting to the pedestrian, the driver, and the passenger. The architectural massings house parking decks featuring street level storefronts that contribute to vital, user friendly streetlife. The parking decks also are articulated through sculptural color coded lighting schemes designed by environmental artists that not only help one find their way but makes the usually dreadful place of a parking deck alive. Sidewalks are generous at a width of thirty feet including ten feet over the sidewalk covered by cantilevering the parking decks.

PLAN SCALE 1" = 20'



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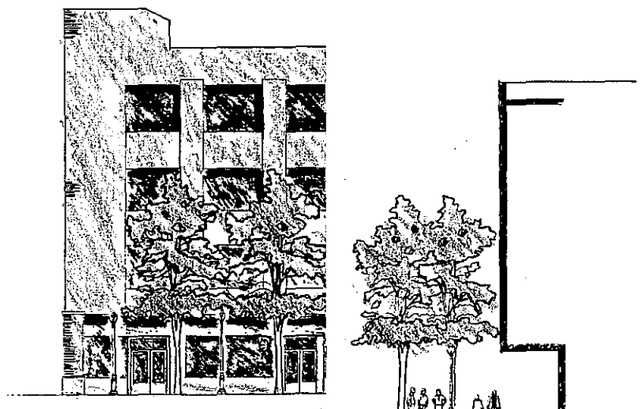
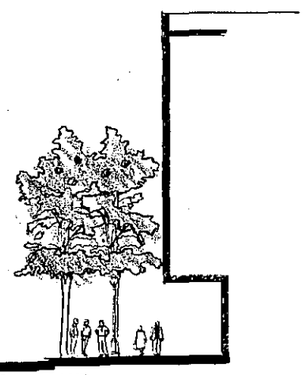


TYPICAL MULTI- USE PARKING DECI
ELEVATION



COMMERCIAL STREET BOULEVARD

The Outlet Mall and Cineplex Plaza (See map and cross sections on the next two pages)

The Outlet Mall and Cineplex are located between High St. and Commercial Boulevard along Essex St.. The pedestrian corridor and plaza are the result of closing Essex St. to vehicle traffic. The pedestrian mall serves as the gateway into the district and the direct link to and from historic High St. The plaza is a major gathering space within the district for people to pause or congregate in on their way shopping or on their way in or out of a movie, or on their way to somewhere else within the downtown.

The pedestrian corridor is a barrier free design that is part of the plaza space and an unobstructed way to get to all locations within the plaza which are at different elevations due to the sloping topography of the site. The plaza is defined by an Outlet Mall and a Cineplex which are spatially oriented to create a sun pocket space to increase the outdoor comfort zone up to four weeks per year. The space is sculpted into the sloping topography through the use of steps which provide a generous supply of places to sit. Closely spaced shade trees provide a cool refuge during summer months.

The plaza is at the western end of the district and the line of Essex St. is carried unobstructed through to the eastern end of the district in the form of a pedestrian walkway. A major crossing of the Commercial Boulevard is provided with a stop light for safe crossings.

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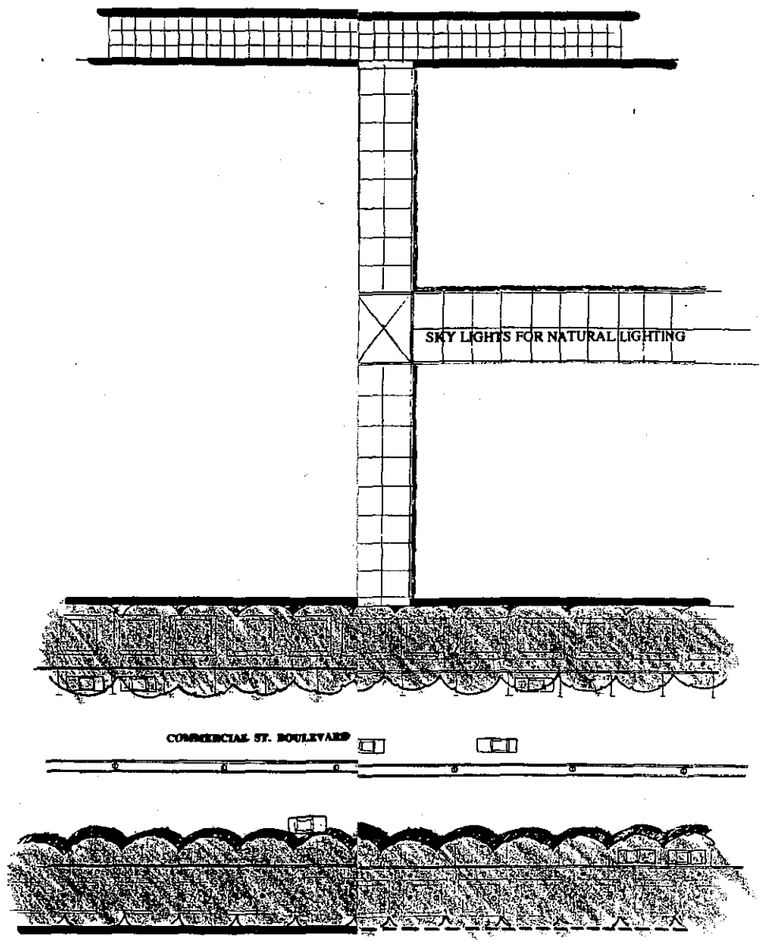

SCALE 1"= 20'

NORTH

OUTLET MALL & CINEPLEX PLAZA PLAN

AN URBAN
ENTERTAINMENT
DESTINATION

HOLYOKE, MASSACHUSETTS

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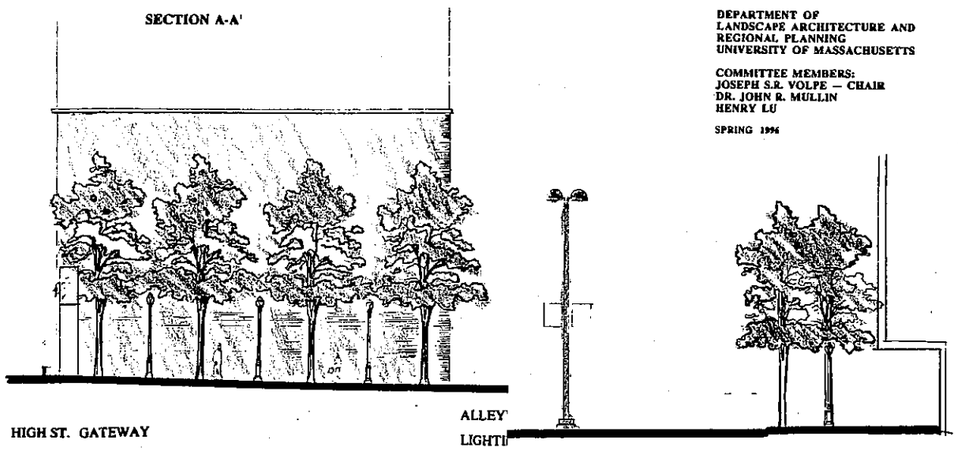
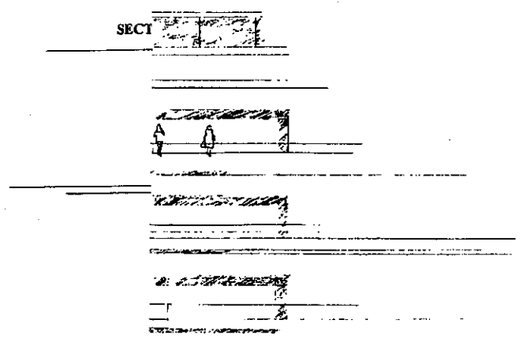
SECTION A-A'



HIGH ST. GATEWAY

ALLEY'
LIGHTI

SECT



COMMERCIAL STREET LEVEL

SCALE 1"= 10'

**OUTLET MALL &
CINEPLEX PLAZA
SECTIONS**

The Central Water Plaza and Canal Walk (See map and sections on the next two pages)

The Central Water Plaza is the urban center of the entire district. Rich in pedestrian amenities its special character is moving water and linking to the canal system itself. The Central Water Plaza is a rectilinear space reflecting the grid of the City and its history of controlled water use. All major pedestrian paths lead to the Central Water Plaza.

Land uses surrounding the space are a hotel with a ground level concourse featuring restaurants and retail shops, a newly constructed Volleyball Hall of Fame, a Volleyball / Outdoor Performance Stadium, and a sports club. The plaza has two levels. The upper level relates to the stadium with generous dimensions to accommodate larger crowds. Articulated by steps and ramps, the plaza emphasizes the change of grade, water flow and falls, and a triple row of deciduous trees. Designed to maintain the site line that runs through the entire district, the place offers an ample supply of sun and shade to make it comfortable during four seasons of the year.

The lower terrace is dominated by a pool of water with water flowing into it with seating steps that lead people to interact with the water. It is a sun space with room for a shady refuge.

The Canal Walk is also illustrated by the Central Water Plaza Plan. It is a continuous twenty foot wide walkway that graces the edges of the canal. It is articulated by an imaginative paving pattern, an artistically designed wrought iron railing, and a pedestrian lighting system. The Canal walk is the dominant interior open space that runs through the entire district connecting all major human activity nodes within the district, and linking the district to the downtown working factories.

Connecting to a canal bridge the plaza and Canal Walkway leads the way to the International Marketplace.

AN URBAN ENTERTAINMENT DESTINATION

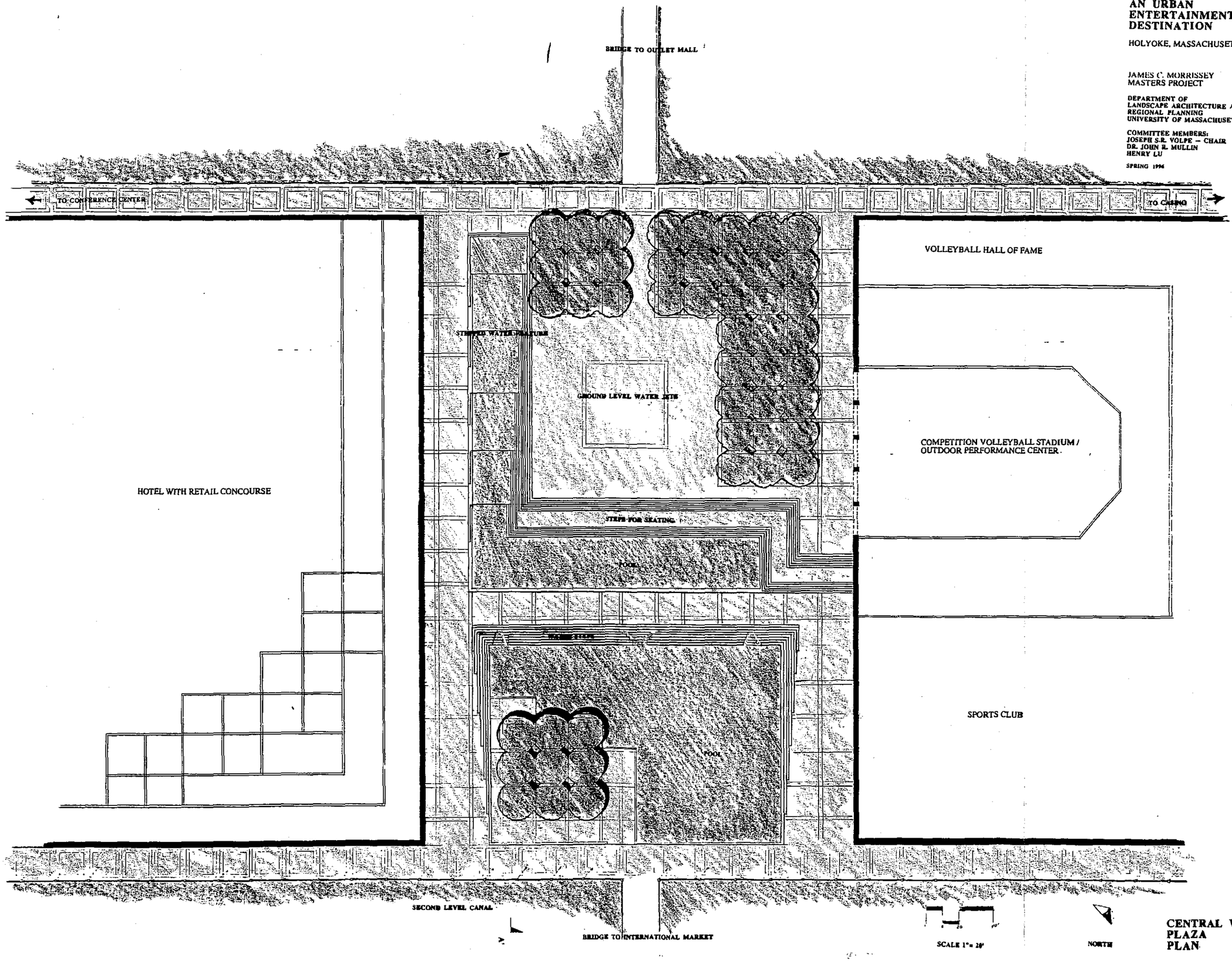
HOLYOKE, MASSACHUSETTS

JAMES C. MORRISSEY
MASTERS PROJECT

DEPARTMENT OF
LANDSCAPE ARCHITECTURE AND
REGIONAL PLANNING
UNIVERSITY OF MASSACHUSETTS

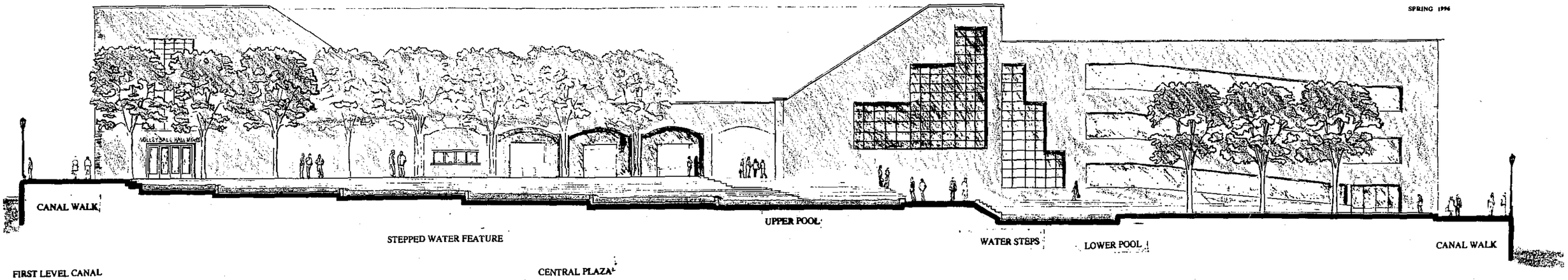
COMMITTEE MEMBERS:
JOSEPH S.R. VOLPE – CHAIR
DR. JOHN R. MULLIN
HENRY LU

SPRING 1996



CENTRAL WATER PLAZA PLAN

SECTION A-A'



0 5 10 20'

SCALE 1"= 10'

CENTRAL WATER PLAZA SECTION

AN URBAN ENTERTAINMENT DESTINATION

HOLYOKE, MASSACHUSETTS

JAMES C. MORRISSEY
MASTERS PROJECT

DEPARTMENT OF
LANDSCAPE ARCHITECTURE AND
REGIONAL PLANNING
UNIVERSITY OF MASSACHUSETTS

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HENRY LU

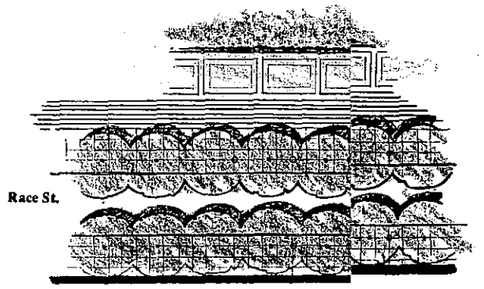
SPRING 1996

The International Marketplace (See map and cross sections on the next two pages)

The Marketplace is the umbrella organization for the many struggling merchants in business along the Main St. corridor. A multi-use development the merchants are at the ground level, offices are on the second level, and quality affordable apartments are on the third level.

Race St. is narrowed and is designed as a pedestrian street with adequate service access. It can be shut down to vehicles at any time. The canal edge is designed to be part of the Canal Walk. It is approximately three and a half feet below street level and the grade change is urbanized through the use of steps that parallel the Canal Walk. A shade tree lined upper walk parallels the steps and Canal Walk. The Market is located across the street from the Canal Walk.

The Market uses Hispanic design themes to reflect local character. The merchants are located within arcade storefronts that are the edge that defines the courtyard plaza. The plaza is oriented for maximum solar gain in the cooler months. A Spanish fountain and bosque of deciduous trees provide a shady refuge during summer months. The Marketplace opens up to Main St. and the Latino community of the bordering neighborhoods. It is their gateway into the core district.



AN URBAN ENTERTAINMENT DESTINATION

HOLYOKE, MASSACHUSETTS

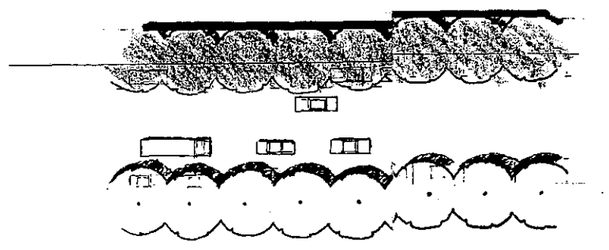
JAMES C. MORRISSEY
MASTERS PROJECT

DEPARTMENT OF
LANDSCAPE ARCHITECTURE AND
REGIONAL PLANNING
UNIVERSITY OF MASSACHUSETTS

COMMITTEE MEMBERS:
JOSEPH S.R. VOLPE — CHAIR
DR. JOHN R. MULLIN
HENRY LU

SPRING 1996

MULTI - US
STREET LE



NORTH

INTERNATIONAL MARKET PLAN

AN URBAN ENTERTAINMENT DESTINATION

HOLYOKE, MASSACHUSETTS

JAMES C. MORRISSEY
MASTERS PROJECT

DEPARTMENT OF
LANDSCAPE ARCHITECTURE AND
REGIONAL PLANNING
UNIVERSITY OF MASSACHUSETTS

COMMITTEE MEMBERS:
JOSEPH S.R. VOLPE — CHAIR
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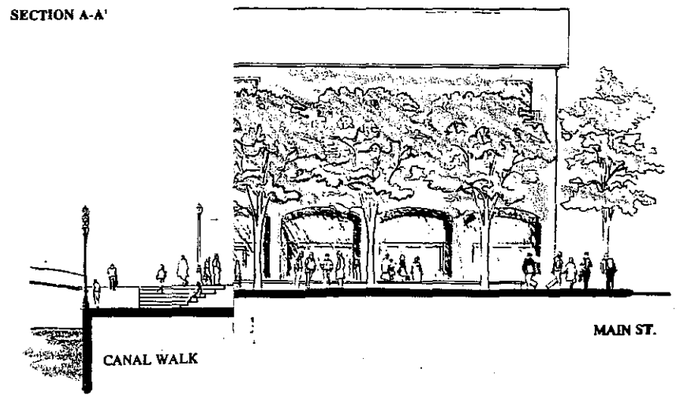
HENRY LU

SPRING 1996



INTERNATIONAL MARKET SECTION

CONCLUSION

Based on the prospect of a casino complex coming to downtown Holyoke, the execution of the UED concept in the form of a special district is the chosen development scenario for many reasons.

First, the human use and activity presented by a UED is far greater with a district plan featuring expanded entertainment venues than just that of a casino complex. The opportunity, for working, playing, shopping, teaching, learning, and visiting by a wide range of people is increased substantially. The whole downtown becomes more user friendly and more accommodating to a diverse range of people seeking entertainment oriented destinations. The residents have a broader range of activity and employment potential.

Second, merging entertainment with urban development provides a means for hundreds of millions of dollars worth of capital investment in the physical city. The capital can be best spent by channeling it into a development program that builds long term value for the City represented in physical form by an organized urban district.

And thirdly, a plan such as this reaffirms the downtown as the primary hub of activity within the city. The majority of people coming to Holyoke would be coming to the downtown to have fun and spend some time. The center city would be reinvented, partially rebuilt, and be in the position to experience long term growth and prosperity. The historic part of the city, the architecture, the canals, the best of the mills would be resuscitated and enhanced by exposing them to the volumes of new visitors the exciting, vital, youthful entertainment district would draw into the downtown. This plan captures the very best of the historic, it expresses the popular, and embraces the future of an entertainment oriented downtown in Holyoke.

SURVEY OF LAND AREAS, BUSINESSES, AND JOBS
JACKSON TO LYMAN STREETS - PIONEER VALLEY RAILROAD TO SECOND LEVEL CANAL

A.) Assessor's Map# 18, Block 1

Block Boundaries: Jackson Street
Pioneer Valley Railroad (PVRR)
Sargeant Street
Second Level Canal

ACREAGE: 11.23

BUSINESSES: 3

JOBS: 194

Map/Blk/ Parcel #	Ownership	Business Name	Type of Bus.	# of Jobs
18-1-4	Serv. Mach.	Service Mach.	Manf./Serv.	30
18-1-5	Nat. Vul. Fiber Co.	Parsons Paper	Manf.	85
18-1-9	Ampad Corp.	Ampad Corp.	Manf.	79

B.) Assessor's Map# 19, Block 1

Block Boundaries: Sargeant Street
PVRR
Cabot Street
Second Level Canal

ACREAGE: 8.49

BUSINESSES: 12

JOBS: 248

Map/Blk/ Parcel #	Ownership	Business Name	Type of Bus.	# of Jobs
19-1-3(1)	Walter Drake Inc.	Walter Drake Inc.	Manf.	40
19-1-7(1)	Fln-Mar Rubber and Plastics, Inc.	Fln-Mar Rubber and Plastics, Inc.	Manf.	20

19-1-7(A)	D. Carboneau	D & S Plating Co. Inc.	Manf.	8
19-1-7(2)	S. Ehrlich	W.G. Fry	Manf.	22
19-1-7(2)	S. Ehrlich	Tracies Co.	Manf.	60
19-1-7(2)	S. Ehrlich	Pren Company	Manf.	6
19-1-7(2)	S. Ehrlich	Riverview Machine Co.	Manf.	15
19-1-7(2)	S. Ehrlich	Polish Rite Metal Finishing Co.	Serv.	1
19-1-7(2)	S. Ehrlich	Burkhardt/ Freeman Inc.	Serv.	3
19-1-13	Pioneer Valley Trucking	Hebert Limo	Serv.	5
19-1-7(2)	S. Ehrlich	Kamket Corp.	Manf.	11
19-1-3 4,5,6	Holyoke Gas & Electric	HG&E	Utility	58

C.) Assessor's Map# 20, Blocks 1 & 2

Area Boundaries: **Cabot Street**
PVRR
Appleton Street
Second Level Canal

ACREAGE: 9.05

BUSINESSES: 4

JOBS: 359

Map/Blk/ Parcel #	Ownership	Business Name	Type of Bus.	# of Jobs
20-1-3	D. Feldman	Totsy Manf. Co., Inc.	Manf.	70
20-1-4	Cabot Assoc.	Dual Manuf. & Engineering Co., Inc.	Manf.	37
20-1-5 20-2-1, 3 and 4	Mastex Industries Inc., Cabot Associates and Appleton Associates	Mastex	Manf.	250
20-2-7,8	Up W/Down-town (Ralph Thompson)	Ralph Thompson	Serv.	2
20-2-6	Cabot Assoc.	101 Cabot	Res.	(20 units)

D.) **Assessor's Map# 21, Block 1**

Area Boundaries: **Appleton Street**
PVRR/Heritage State Park
Dwight Street
Second Level Canal

ACREAGE: 8.15

BUSINESSES: 8

JOBS: 148

Map/Blk/ Parcel #	Ownership	Business Name	Type of Bus.	# of Jobs
21-1-3	AACO	Package Converting Corp.	Manf.	7
21-1-3	AACO	Canal Street Gallery	Serv.	2
21-1-4	M. Cohen	GMI-Gregory MFG. Co.,	Manf.	55
21-1-4	M. Cohen	Deerfield Woodworking	Manf.	7
21-1-5	P. Jaffe	Lady Bugs	Manf.	40
21-1-5	P. Jaffe	Paul-Martin Rubber Corp.	Manf.	25
21-1-4	M. Cohen	F. Howard Quirk, Inc.	Serv.	2
21-1-6,7	Spartan Nominee Trust	--	--	-
21-1-8	Goulet	--	--	-
21-1-1,2	Hol. W.P.	--	--	-

E.) **Assessor's Map# 22, Block 1**

Area Boundaries: **Dwight Street**
PVRR/Front Street
Lyman
Second Level Canal

ACREAGE: 10.79

BUSINESSES: 16

JOBS: 456

Map/Blk/ Parcel #	Ownership	Business Name	Type of Bus.	# of Jobs
22-1-3	Wm. Aubin	Anitec Printing Plates	Manf.	240
22-1-3	Wm. Aubin	Signs Plus	Serv.	2
22-1-3	Wm. Aubin	Impress	Serv.	6
22-1-3	Wm. Aubin	Pioneer Upholstery	Manf./Serv.	25
22-1-3	Wm. Aubin	Riverbend Woodworks	Manf.	24
22-1-3	Wm. Aubin	Quality Looseleaf Co.	Manf.	2
22-1-3	Wm. Aubin	National Yiddish Book Center	Serv.	14
22-1-3	Wm. Aubin	Hudson Valley Toyworks, Inc.	Manf.	6
22-1-3	Wm. Aubin	Family Planning Council	Serv.	7
22-1-3	Wm. Aubin	American Cancer Society	Serv.	9
22-1-3	Wm. Aubin	Mass Job Training	Serv.	6
22-1-8	Zaborowski	A to Z Auto Parts	Serv.	5
22-1-7	Whitcomb	Holyoke Die Cut Card Co, Inc.	Manf.	15
22-1-9	Dimauro	Commonwealth of MA Dept. Employment & Training	Serv.	14
22-1-9	Dimauro	Public Welfare Office	Serv.	80

SUMMARY

JACKSON TO LYMAN STREETS- PIONEER VALLEY RAILROAD TO SECOND LEVEL CANAL

ACREAGE:	47.71
BUSINESSES:	41
JOBS:	1,405
RESIDENTIAL UNITS:	20

NOTE:

In addition to the canals themselves, other infrastructure in the area should also be considered, i.e. water, sewer, electric, rights of way, roads, and especially, existing and operating hydro-electric stations. (See attached memo for hydro station details.)

DATA SOURCES:

Manufacturers' Directory - Office of Industrial Affairs
Maps 18-22 - Board of Assessors

Office of Industrial Affairs
City of Holyoke
January 9, 1995
Updated December 5, 1995

SURVEY OF LAND AREAS, BUSINESSES, AND JOBS
APPLETON STREET TO DWIGHT STREET - RACE STREET TO B & M RAILROAD

F.) Assessor's Map# 30, Blocks 1 and 6

Block Boundaries: Appleton Street
Race Street
Cross (Middle) Street and Dwight Street
B & M Railroad (Guilford Transportation)

ACREAGE: 4.89

BUSINESSES: 5

JOBS: 157

Map/Blk/ Parcel #	Ownership	Business Name	Type of Bus.	# of Jobs
30-1-2	J. Borowski	John's Sunoco	Serv.	14
30-6-2,3	Race St. Realty			
30-6-4	137/139 Main St.	--	--	--
30-6-5	Valley Furn.	--	--	--
30-6-6	Urbanski	--	--	--
30-6-7	Davignon	Davignon Realty	Serv.	3
30-6-8,9	Valley Furn.	--	--	--
30-6-10	Waverly Inv. Corp.	--	--	--
30-6-11, and 12	American Electric Cable Co.	American Electric Cable Co.	Manf.	126
30-6-13	Race St. Realty Corp.	Interact Office Furniture	Manf.	5
30-6-14,	Race St Realty Corp.	--	--	--
30-6-16	The School Inc.	Holyoke St. School	Serv.	9

(The Holyoke Street School services 42 clients per session.)

G.) **Assessor's Map# 33, Blocks 5 and 7**

Block Boundaries: **Cross (Middle) Street**
Race Street
Dwight Street
B & M Railroad (Guilford Transportation)

ACREAGE: 2.08

BUSINESSES: 11

JOBS: 68

Map/Blk/ Parcel #	Ownership	Business Name	Type of Bus.	# of Jobs
33-5-3	P. Kcawczynski	ASAP Mobile Communications	Retail/Serv.	3
33-7-1, 2 and 3	Eger Eng. (Simpson)	--	--	--
33-7-4	Giampolo	--	--	--
33-7-5	Bowler	--	--	--
33-7-6	Intnl. Evang. Miss. Assoc	Inglesia Pentecostal	Church	NA
		New Hope Fdn.	Serv.	1
33-7-7, through 15	T. Simpson (Eger Eng.)	Eger Eng. (CEE Leasing)	Serv.	10
33-7-17	R. Mawdsley	Russell Hall Inc.	Serv.	20
		Douville's Welding Serv.	Manf.	4
33-7-18, and 19	Judd Paper Co.	Judd Paper Co.	Manf.	10
33-7-20	Rigali Realty	Rigali Realty	Serv.	2
		R. Beaulieu & Sons	Serv.	4
		El-Wal Trucking	Serv.	5
33-7-21	Chaffee Helliwell Ins. Agency	Chaffee Helliwell Ins. Agency	Serv.	7
		John Crean Ins.	Serv.	2

SUMMARY

APPLETON STREET TO DWIGHT STREET - RACE STREET TO B & M RAILROAD

ACREAGE:	6.97
BUSINESSES:	16
JOBS:	225
RESIDENTIAL UNITS:	12 (Vacant)

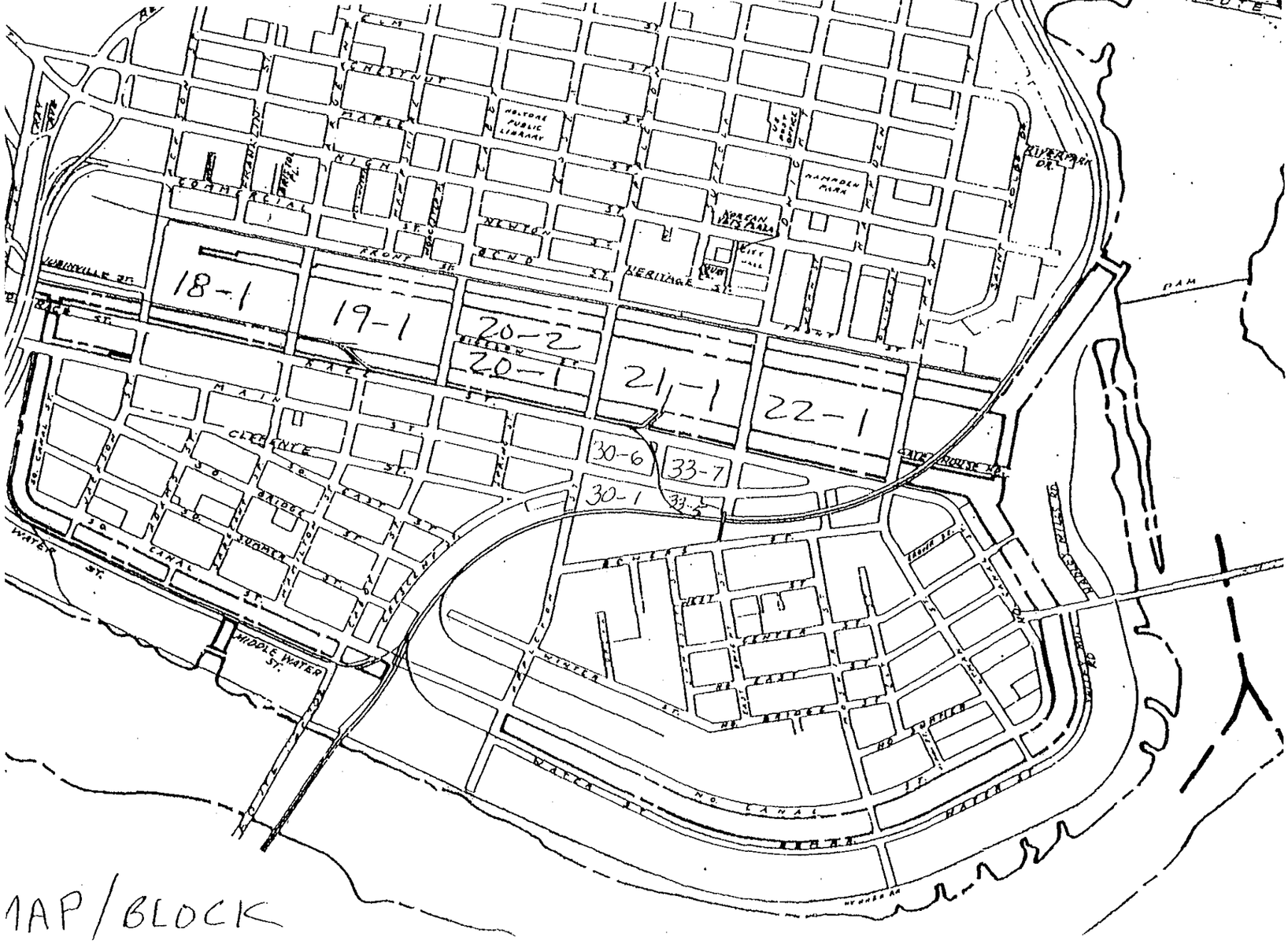
NOTE:

In addition to the canals themselves, other infrastructure in the area should also be considered, i.e. water, sewer, electric, rights of way, roads, and especially, existing and operating hydro-electric stations. (See attached memo for hydro station details.)

DATA SOURCES:

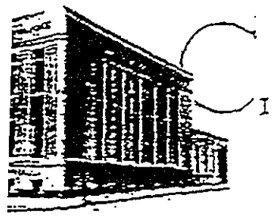
Manufacturers' Directory - Office of Industrial Affairs
Maps 30, 33 - Board of Assessors

Office of Industrial Affairs
City of Holyoke
December 7, 1995


18-1
19-1
20-2
20-1
21-1
22-1
30-6
33-7
30-1
33-2
MAIN
CHESTNUT
MAPLE
HIGH
FRONT
SECOND
HERITAGE
WATER ST.
MIDDLE WATER ST.
CANAL
RIVERSIDE DR.
DAM

MAP/BLOCK

OWNED BY THE PEOPLE WE SERVE



CITY OF HOLYOKE, MASSACHUSETTS
GAS AND ELECTRIC DEPARTMENT

70 SUFFOLK STREET. HOLYOKE, MASSACHUSETTS 01040
413-536-9300 · FAX 413-536-9315
GEORGE E. LEARY, MANAGER

TS
A. DIETEL
MORIARTY, JR.
P. LAVELLE

ert Bateman
IC
y Hall Room 10
yoke, MA 01040

April 12, 1994

r Bob:

At your request we have listed the hydro units located on the Connecticut er and the Holyoke canal system that are known to the Holyoke Gas & ectric Department.

Connecticut River
HWP Hadley Falls - Two units - two wheels

First Level Canal to Second Level Canal
Anitec - One unit, two wheels
Kidex - One unit, one wheel
Parsons - One unit, three wheels
HWP Boatlock - One unit, three wheels
HWP Beebe-Holbrook - One unit, two wheels
HWP Skinner - One unit, one wheel
HG&E Dept. - Three units, seven wheels

Second Level Canal to Third Level Canal
HG&E Dept. - One unit, one wheel

Second Level Canal to Connecticut River
HEDIC Valley Paper - One unit, one wheel
HWP Riverside - One unit, five wheels
Linweave - Five units, eight wheels

Third Level Canal to Connecticut River
Sonoco - One unit, one wheel
HWP Chemical - One unit, two wheels

PLEASE NOTE

Please call if you need any further assistance.

Very truly yours,
HOLYOKE GAS & ELECTRIC DEPT.

George E. Leary
Manager

brand fax transmittal memo 7671	# of pages > 1
Bateman	From R. Fruch
HEDIC	Co. H.G.&E.
	Phone # 536-9354
533-9699	Fax # 536-9353