

Mason Square Neighborhoods

Planning for Neighborhood Investment



Planning Process



Meetings and Interviews completed to date

- Maple High/Six Corners Neighborhood Council
- Old Hill Neighborhood Council
- McKnight Neighborhood Council
- Calvin Hill and Mary Beth Cooper, Springfield College
- Springfield College Students
- Neighborhood residents
- Gordon Pulsifer/Staff at Indian Motorcycle
- Residents at Indian Motorcycle
- Bea Dewberry (Wayfinders) resident focus group
- Tom Kegelman, Home City Housing
- Leo Williams, Springfield Neighborhood Housing Services
- Colleen Loveless and Ethel Griffin, Revitalize CDC
- TDI representatives
- Senator Adam Gomez

Positives identified

- Recent public/private investments:
 - Six Corners roundabout
 - Educare
 - Improvements to Ruth Elizabeth Park
 - New Brookings School
 - New housing at old Brookings School
 - Central Street realignment
 - New housing on Central Street
 - Re-development of Indian Motorcycle building and upcoming Knox building
 - New DeBerry/Swan School
 - Samuel Boldan Park

- The new TDI designation
- Proposed McKnight rail trail





Issues/Needs Identified

- Housing
- Neighborhood
- Economic Development
- Community Development

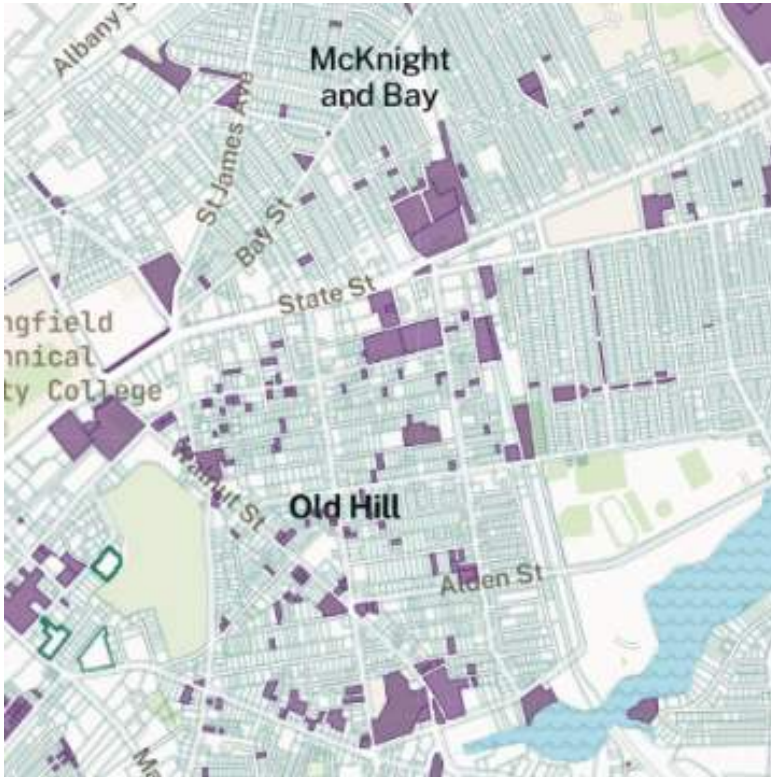
Housing



Housing Needs Identified

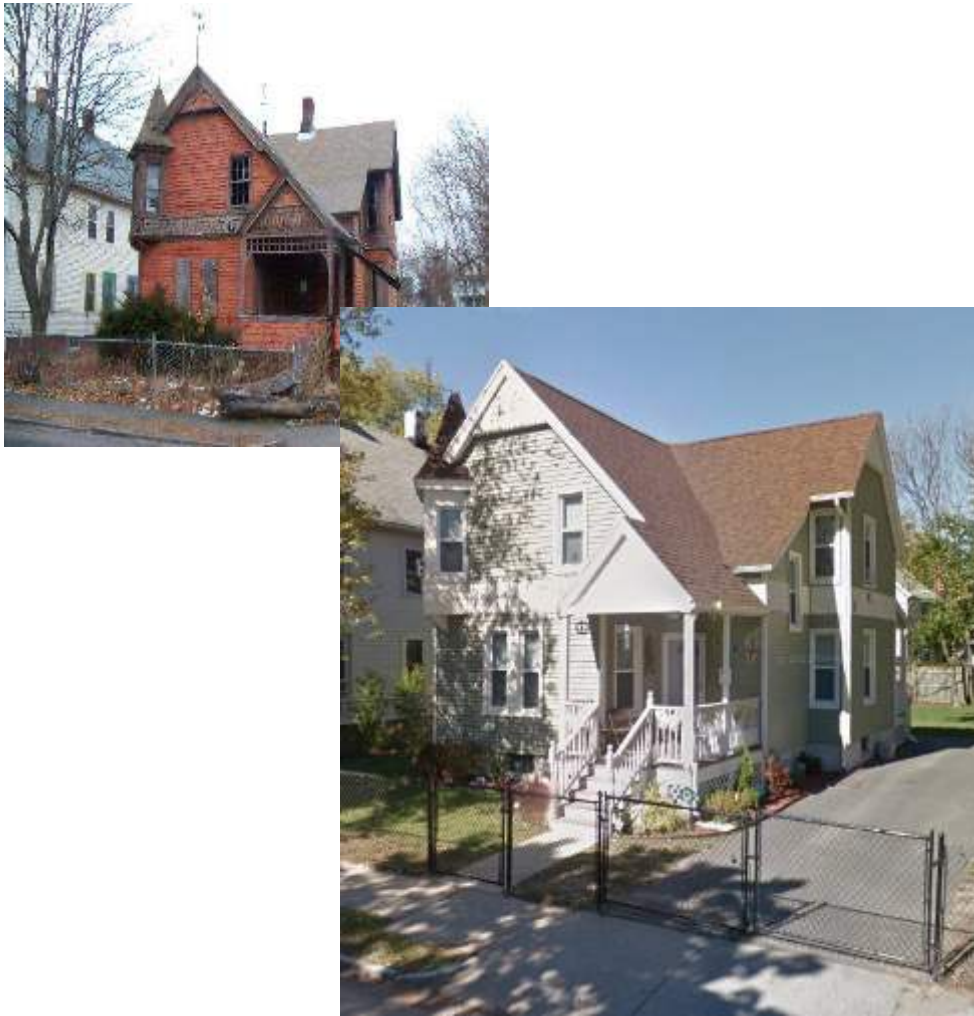
- Infill single-family housing
- Increased homeownership
- Resources for homeowners to do property repairs
- Increased code enforcement
- Better access to and relationship with rental property owners

Infill Housing



- Affordable Homeownership
- City-owned vacant lots
- 24 new homes
- City ARPA Request: \$4,000,000
- Application to MassHousing (Neighborhood Stabilization Program): \$2,000,000

Redevelop Vacant Homes for Homeownership



- Partnership with non-profit, Baystate Medical Center, Mass Mutual Foundation
- Properties in tax title or receivership
- Already committed: \$500,000 state ARPA earmark
- City ARPA request: \$3,000,000
- Private sector funds pending

Home Rehabilitation

Healthy Homes Program

- Existing pilot: \$4.5 million DR funds for to Six Corners and Memorial Square
- City ARPA proposal: expand to QCTs, \$8 million; will fund rehabilitation of 100 homes

Nonprofit Small Scale Home Rehab

- Home repair in Mason Square and North End
- ARPA request to be developed



Historic Home Restoration Program

- 2021-2022 home exterior repair/painting program in McKnight Local Historic District
- \$200,000 Community Preservation Act funds
- 9 homes funded, selected by lottery from 27 applications submitted
- Plan to expand to all historic districts citywide Fall of 2022



135 Thompson Street
Before and After

Housing Trust Fund

- Created 2022 by ordinance
- Administered by Springfield Redevelopment Authority; initial ARPA funding
- Advisory Committee:
 - Mayor or designee
 - City Council President or designee
 - Director of Housing
 - Two residents, at least one of whom is a tenant
 - Three representatives of Springfield housing nonprofits, one of which must be a grassroots non-profit
 - Housing or real estate professional
 - Banking or finance professional

Neighborhood



Neighborhood Needs Identified

- Adequate and working street lights
- More trash receptacles in commercial areas
- State Street particularly unfriendly for pedestrians
- Complete streets (sidewalks, crosswalks at key intersections, improved pedestrian experience, more bikeshare, more street trees)
- Residents/Councils would like stronger relationships with neighborhood anchor institutions
- Public art for center of new roundabout



Neighborhood Recovery Fund

- \$12 million allocated to assist neighborhood recovery. Can be used for:
 - **Public and Commercial Space Activations** – storefront façade improvement/lighting, festivals, public space programming, vacant storefront activation
 - **Neighborhood based Digital Equity Projects**
 - **Improved community communications** – business district websites/social media, community news websites
 - **Upgrading to the new economy** – community solutions to post-pandemic business model (i.e. addressing staffing/supply shortages)
 - **Neighborhood Capacity Building** - projects that include partnerships to build organizational capacity to implement strategic neighborhood plans, strengthen the civic infrastructure and improve accessibility to social/government services, strengthen 2-way communication channels with residents, improving access to neighborhood/housing resources.
 - **Essential Neighborhood Businesses** - Investment in essential neighborhood businesses such as pharmacies, grocery markets, health clinics, childcare facilities, etc. Projects within this category would need to be located in and provide public services to communities that are underserved by these types of essential businesses
 - **Essential Community Facilities**– Necessary improvements and/or investment in community facilities that provide critical neighborhood/community services that impact resident health outcomes. Eligible facilities include recreational facilities, community centers, educational facilities, libraries, playgrounds, youth development and childcare facilities, health facilities, non-congregate shelter that advances housing stability, domestic violence shelters, nursing homes and/or group homes for the disabled.
 - **Neighborhood Business District Capital Improvements** – Need to be submitted by neighborhood councils, sidewalks, crosswalks, lighting, trees, etc.
- Neighborhood plans for all Mason Square neighborhoods, neighborhood data atlas to provide neighborhood specific data and allow residents/councils to see planned/ongoing projects.

Opportunities for Partnership



- Need assistance encouraging Mason Square businesses to apply
- Need assistance encouraging Old Hill/Upper Hill/Bay Neighborhood Councils to submit applications for capital improvements in business districts.



Economic Development



Economic Development Needs Identified

- Retail that responds to neighborhood needs
- Business that provide job opportunities for residents
- Support for start-ups, entrepreneurial
- Attractive commercial area



Small Business Assistance

- Emergency Relief - \$1.2 million, 169 awards, 72% MBE/WBE/VBE

Neighborhood Storefront Program

- \$600,000 in CDBG funding available
- Up to \$25,000 per storefront for ground-floor, for-profit businesses
- Funding for up to three storefronts per applicant

Working Capital

- Neighborhood recovery fund and ARPA Small Business grant program offering funding opportunities



Rise Up! Springfield

- Return after successful sessions in 2017 & 2019
- 6 month education program helps small businesses scale and expand their business
- Free to Springfield small businesses
- Collaboration with Valley Venture Mentors, which also offers citywide small business and entrepreneur technical assistance



RISEUP!
SPRINGFIELD
POWERED BY
INTERISE

StreetWise MBA
SESSION 0 – PROGRAM KICK-OFF!

INTERISE

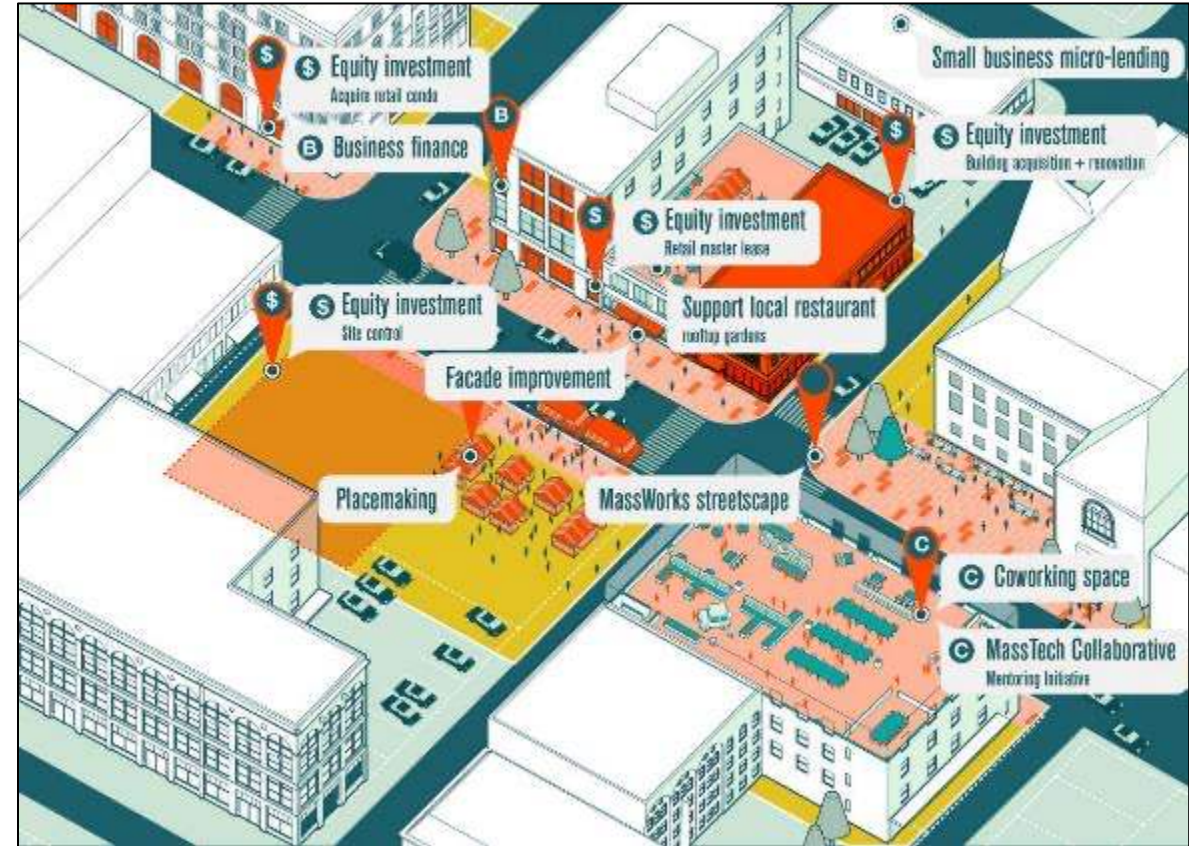
Build Back Springfield



- Gap funding for historic building redevelopments
- Adaptive reuse projects where substantial change in use/addressing significant vacancy
- 1:1 private to public match per project
- \$15 million initial allocation (ARPA)

Mason Square Transformative Development Initiative (TDI)

- TDI works to concentrate economic development activities, resources, and investments within walkable mixed-use neighborhood commercial areas – focused geographic area
- Mason Square named a new TDI district February, 2022
- Three year district term
- Fellow – Position is posted now on MassDevelopment website
- Next in-person workshop is Wednesday, May 11th, 12-2, at the Library



Community Development



Community Development Needs Identified

- Food insecurity
- Youth activities and engagement



CDBG Funding, FY18-22

- Boys & Girls Family Center, \$52K
- Central City Boxing and Barbell, \$82K
- Chess Angels, \$10K
- Children's Study Home, \$44K
- Christina's House, \$76K
- Home City Housing, \$5K
- MLK Jr Family Center, \$55K
- Michael J Dias Foundation, \$7K
- Morris Professional Childcare, \$97K
- Phoenix House, \$48K
- Springfield College, \$15K
- Springfield Neighborhood Housing Services, \$25K
- Springfield Partners for Community Action, \$53K
- Stone Soul, \$24K
- Urban League of Springfield, \$12K