

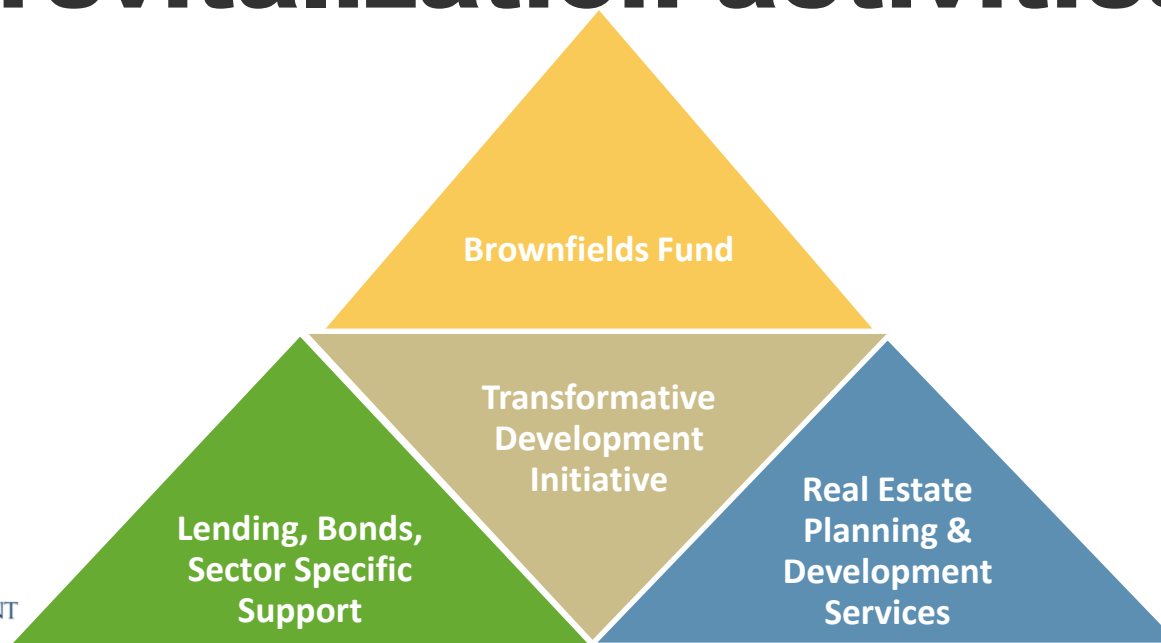
# Transformative Development Initiative [TDI]

December 2015

*Way to grow.*



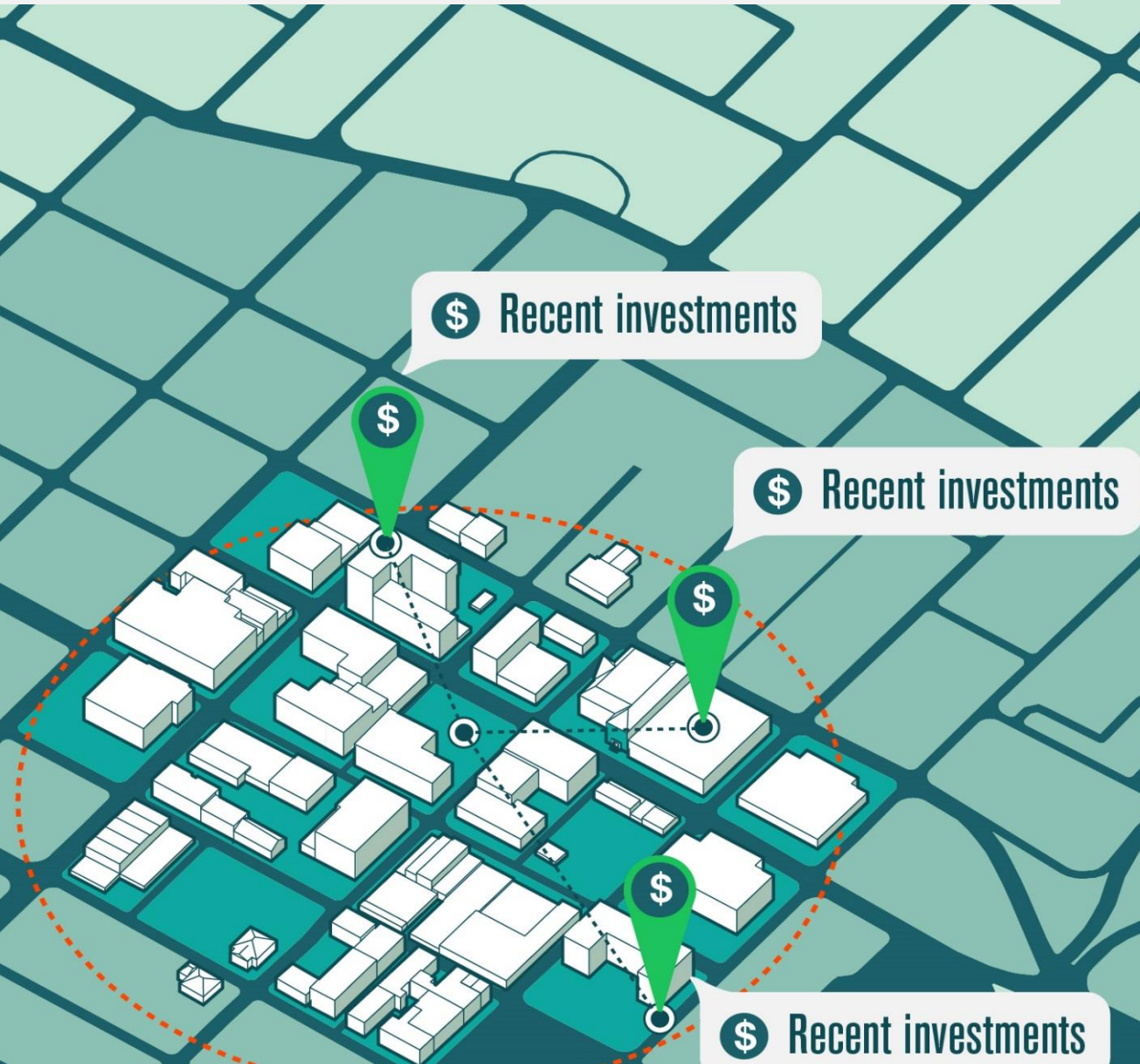
**[TDI] An integrated  
place-based approach  
designed to implement  
locally initiated, strategic,  
catalytic, and sustainable  
revitalization activities.**



# [TDI] CORE PRINCIPLES

- ✓ **Strategic District Focus**
- ✓ **Local Collaborative Partnerships**
- ✓ **Community Engagement**

# [TDI] District Approach



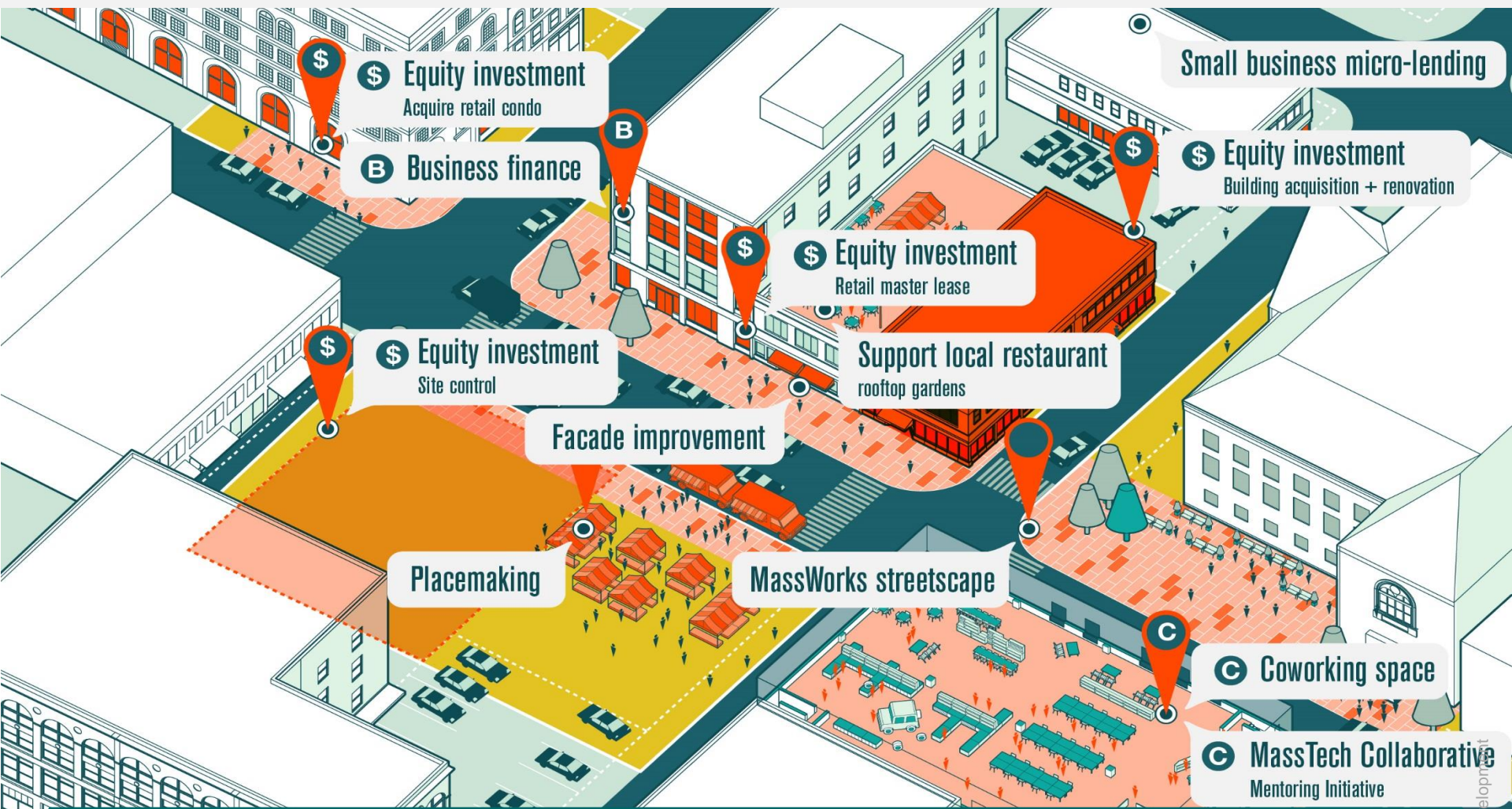
## **District**

A contiguous geographic neighborhood, characterized by a primary land use, and defined by a walkable, dense, urban, mixed-use environment.

Within an approximate 5-min walking radius, the district should be framed by and inclusive of recent public/private investments.

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# [TDI] Focused Approach



**TDI GOAL: Cumulative impact and perceptible change, catalyzing further private investment**

# [TDI] Districts in Development



# LOCAL LEAD PARTNERS

- ✓ *Business Improvement District (BID)*
  - Chris Russell
- ✓ *City of Springfield*
  - Brian Connors & Scott Hanson
- ✓ *DevelopSpringfield*
  - Jay Minkarah
- ✓ *MassMutual*
  - Nick Fyntrilakis



UNION STATION  
REVENUE DEPARTMENT

INTERNAL REVENUE SERVICE

SPRINGFIELD PUBLIC SCHOOL

UMASS CENTER AT SPRINGFIELD





# [TDI] SPRINGFIELD VISION

The Springfield Innovation District will be a vibrant center of entrepreneurship, entertainment and dining.

# SMALL GROUP DISCUSSIONS

- ❖ I wish there was a place to \_\_\_\_\_.
- ❖ How will we know when the district is a success?
- ❖ What do you hope is not forgotten or left out?
- ❖ What has happened already that gives you hope?

# Kevin Hively, *Ninigret Partners*

# MassDevelopment Involvement in Springfield District to Date

| Project   | Status                    |
|---|---------------------------|
| 1550 Main St  | <i>Completed</i>          |
| Worthington Street Study  | <i>Completed 2014</i>     |
| Union Station (Brownfields)   | <i>Under Construction</i> |
| Springfield Innovation Center (MassWorks)   | <i>Currently Underway</i> |
| TDI<br>(Fellow, Placemaking Grant, CoWork Grant)  | <i>Currently Underway</i> |
| TDI Technical Assistance <ul style="list-style-type: none"><li>• Retail &amp; Amenity Mix</li><li>• Target Recruitment List</li><li>• Investment Prospectus</li></ul> | <i>Currently Underway</i> |
| Mass Growth Capital Pilot - TDI Microloan Program   | <i>Currently Underway</i> |

# [TDI] ACTIONS UNDER WAY

## ✓ **Attract & Grow Small Businesses**

- **Mass Growth Capital TDI Loan Program Pilot**
- **Pop-Up Downtown Holiday Market led by the BID**
- **Matchmaking for vacant storefronts**
- **Valley Venture Mentors workshops at public library branches**
- **8-12 Stearns Square tenant recruitment**



# [TDI] ACTIONS UNDER WAY

- ✓ **Public Space Improvements**
  - **Piloted free outdoor movie series & interactive public art with the Cultural District**
  - **UMASS LARP Studio Projects**
  - **Working group to improve way-finding, walkability & bikeability of downtown led by PVPC**
  - **Coordinating Stearns Square improvements with City and BID**

# [TDI] ACTIONS UNDER WAY

## ✓ Community Engagement

- Over 200 1-on-1 meetings held
- Presentations made to over 15 community groups
- 3 focus groups held
- 2 public stakeholder meetings held
- CoUrbanize site created for live updates



# [TDI] UP NEXT

- **Ongoing outreach to and engagement with underserved communities**
- **Improvements to Stearns Square & Steigers Park**
- **Maximize connections to Union Station**
- **Development of restaurant incubator & fund**
- **Build-out entrepreneurship pipeline and support system**



# [TDI] NEXT STEPS

- Who will you invite to our next stakeholder meeting?
- What will you or your organization commit to doing before our next stakeholder meeting?
- **Community Announcements**
- **Thank You!**