



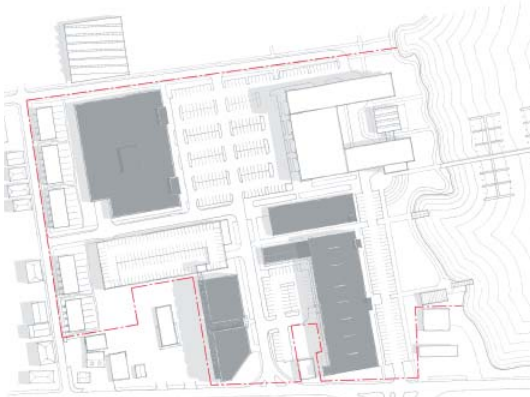
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Design Narrative

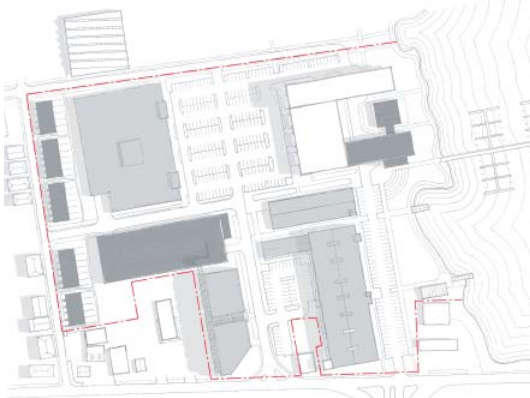
ARROWSTREET



Phase 1

Whaler's Landing is a proposal for a mixed-use development in keeping with the history of New Bedford. It builds a future that adds a variety of uses that will help make the whole area a more attractive place to live, work, shop, and go for recreation. The development plan calls for a series of phased improvements that are based upon realistic evolution of the site, gradually bringing in an increasing density of uses that will make this a vibrant neighborhood, as well as a regional destination. This development plan picks up on many of the ideas discussed in the planning charrette for the site.

Phase I will bring a new supermarket, medical office building, and drugstore, and a renovation of the mill building for housing and retail. These uses are those for which the current market is strongest. It does so with parking on-grade, less parking per use than we propose long-term, but we believe adequate for the site in its early renaissance.

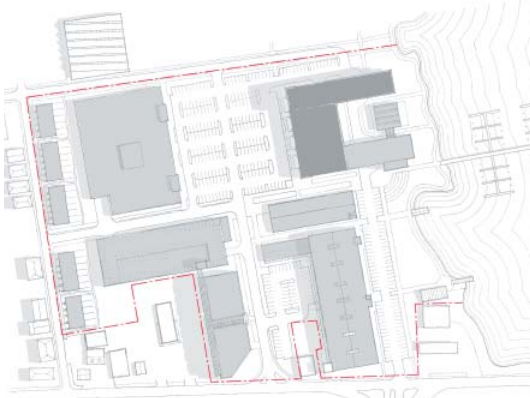


Phase 2

In subsequent phases we will add a hotel, housing along the neighborhood edge, and taller housing along the water. With these added uses we propose structured parking to accommodate the total demand. The result is an active, mixed-use community with buildings that are oriented to pedestrians and open spaces.

The Whalers' Landing site is a unique opportunity to create a place that will enhance the quality of New Bedford's North End. This unique site has four very distinct edges necessitating a unique design solution in order to successfully integrate, or reintegrate, each edge to the others, to its site, and to its environs beyond.

SOUTH EDGE (COMMERCIAL, PUBLIC)



Phase 3

Along Coggeshall Street and Route 195, the southern edge of the site shall become a visible public beacon for not only the area, but also for the whole city of New Bedford. Existing Fairhaven Mill Building A lies perpendicular to Coggeshall Street, naturally drawing the focus of people passing by. This building bespeaks the great history of the city. A new medical office building with ground floor retail is proposed to the west of the mill — this new architecture will complement the old. We propose that this building have a ridge of wind turbines, which uses new, wind-powered technology. The development team will work with the owners of other parcels along Coggeshall to over time make this highly visible edge of the city a symbol of the city's renaissance over time. Because the majority of car traffic will enter the site at this edge, the plan features a prominent entry and axis through the center of the site connecting with the future park to the north.

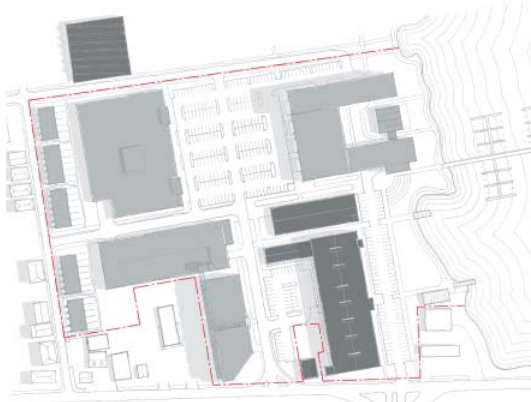


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KEEPING THE FABRIC OF THE HISTORIC MILL BUILDINGS

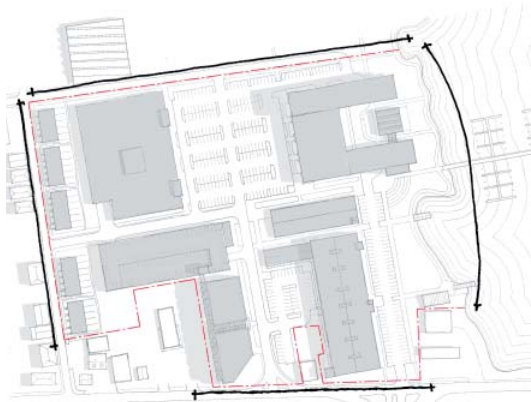


New / Historic

The interplay of restored historic structures and exciting new buildings will symbolize New Bedford's rich past and promising future. Existing mill buildings will be renovated into mixed-use schemes that capitalize on their generous proportions. Building A, a four-story brick mill building will be renovated into residential and retail spaces. Large windows and ten-foot structural bays make the spaces ideal for glassy retail storefronts and light, airy loft condominiums. Its north/south orientation allows expansive views of the Acushnet River and New Bedford, and ample natural light for all the spaces. Buildings B and C, similar in structure to Building A, but two stories, will become retail at the ground floor and offices above; each possessing similar qualities of lightness and space. The creation of arcades or tunnels at the ground floors of the existing mill buildings will allow for increased pedestrian circulation throughout these spaces, and a visual and physical link to the waterfront park.

New buildings and structures will complement the existing mills by following cues of scale and materiality. Mirroring Building A, the new retail and medical office building will be similar in scale to Building A, while using a glass curtainwall to display its more contemporary design. It will employ areas of brick and stone to tie it back to the historic mill buildings. A new parking structure will also engage its existing neighbors through its size, placement, and exterior materials.

All new and renovated buildings on the site will strive to employ active and passive green strategies, not only as it relates to the betterment of this site, but also as a (necessary) example for future development in all of New Bedford.



Edges

WEST EDGE (RESIDENTIAL)

Currently, homes on the west side of Mitchell Street face an empty lot that is the project site, creating a hard, unfriendly edge to that primarily residential neighborhood. The plan is to place new residential buildings, compatible in scale, along the eastern edge of Mitchell Street. These new homes will strengthen this edge by creating a denser, richer streetscape, while mitigating the change in scale between smaller, residential style buildings, and the larger buildings at the center of the site. The economics suggest this be achieved in the middle phasing, at a point when structured parking can also be developed.

A vehicle and pedestrian way from the middle of the Mitchell Street block will physically and visually link the neighborhood to other uses on the site and the waterfront beyond. The beautification of the intersection of Mitchell and Sawyer Streets will further aid in connecting the residential neighborhood to the park and waterfront.

NORTH EDGE (PARK)

Sawyer Street, because it is/will be bordered by a public park, will be transformed. The park quality will be achieved by heavy plantings within the open space between buildings. The main entry axis originating at Coggeshall Street will reach to this edge.



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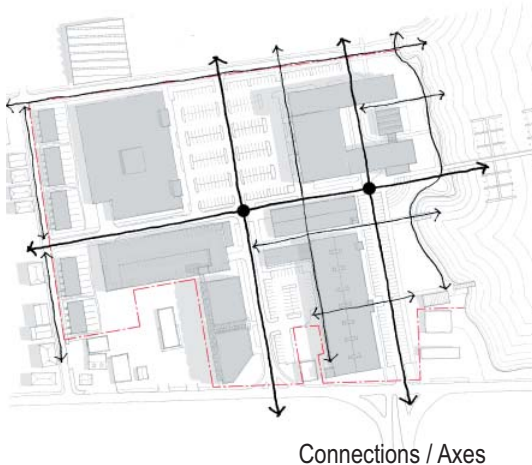
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Vehicular traffic will terminate here, while pedestrian traffic will continue through the park and to the waterfront. Housing and retail shops will face the street. Along Sawyer Street, a renovated artists' mill building, coupled with residential and retail buildings on the site, will frame views of and paths to the water from the Mitchell Street intersection and beyond. The street shall be lined with trees, further accentuating that connection.

The whole site will be punctuated by a tall mixed-use building at the northeast corner, where Sawyer Street and the Acushnet River would meet. The height and scale of this building will serve as visual landmark. This building will also respond to cues of scale and bring a sense of materiality—the use of materials creates awareness of their visual, historical, and functional benefits.

A five-story hotel will anchor the building to a vehicular axis parallel to the river. Its east-west orientation will allow water views from all guest rooms. An inward facing retail strip will engage the open parking area and retail stores in the renovated mill buildings. Structured parking, similar in height to the hotel, will rest above the retail and between the hotel and residential towers, creating the least visual impact. A nine-story residential tower, visible from all vistas, will have views to all surrounding areas including downtown New Bedford and its harbor. It will form a courtyard with the hotel and a strong edge overlooking the park.



Connections / Axes

EAST EDGE (WATER)

The Acushnet River bounds the eastern edge of the site. The water gives the site its essence; New Bedford's history is tied to the sea. People will return to the sea—this time asking that it be accessible, open, and serve as a reference for the whole community. Visual connections and routes to the water will be crucial; new water-related uses such as a small boat marina and a boathouse that can accommodate crew shells will enable people to get out onto the water. A river walk along the banks of the river will create public spaces that will enliven all activities of the site, and vice versa.

The connection of new and existing buildings to the water will illustrate the way in which an active and healthy waterfront can activate its surroundings, and again, serve as an important example for how New Bedford can move forward into a future that is a commonly held vision. That vision, expressed in the Fairhaven Mills Site Public Charrette, takes a significant step towards realization with this proposal.