CITY OF BRIDGEPORT

South End Neighborhood Revitalization Zone Strategic Plan

2014

Prepared for the South End Neighborhood Revitalization Zone Committee by the City of Bridgeport, Office of Planning and Economic Development, Division of City Planning.

Seaside Park

Source: theseasides.com, 2014

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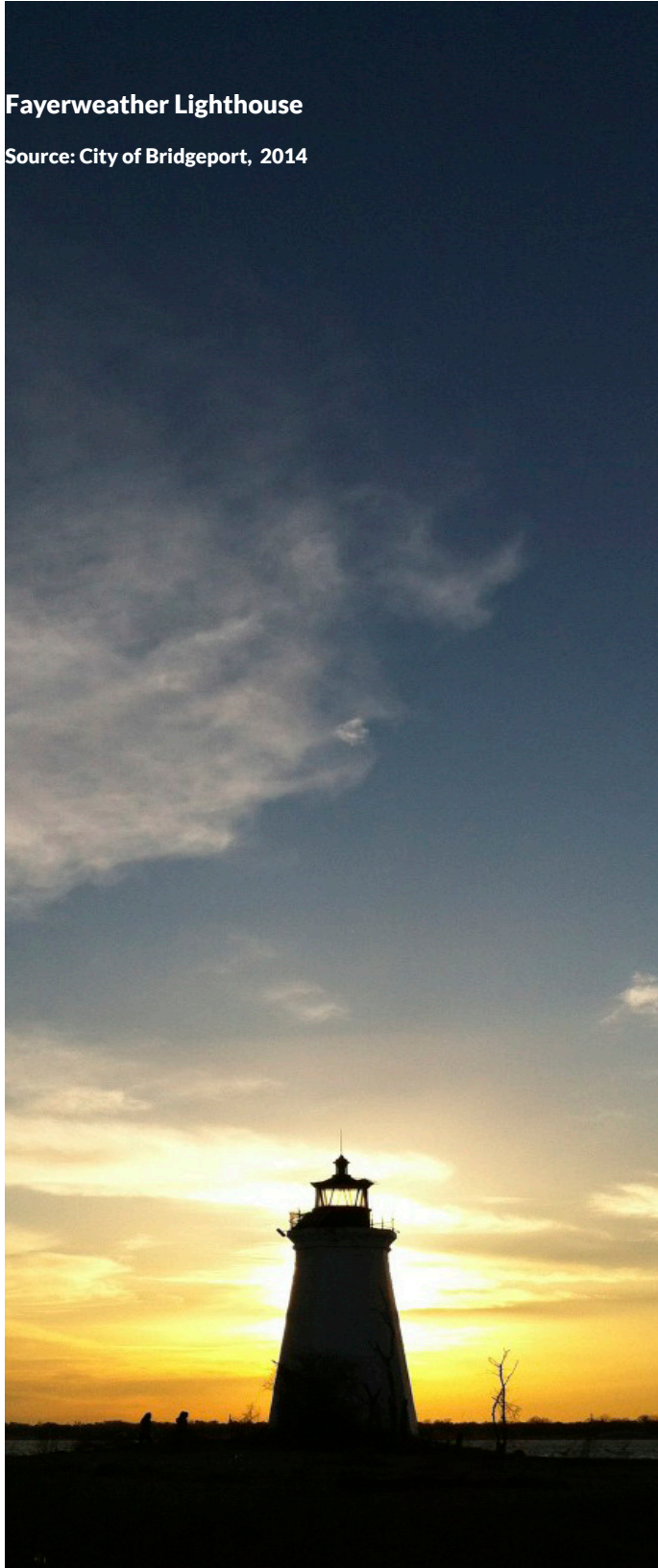

Fayerweather Lighthouse

Source: City of Bridgeport, 2014

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Executive Summary

In June, 2007, the City of Bridgeport and the South End Neighborhood Revitalization Zone (NRZ) Planning Committee began working together to create a comprehensive NRZ designation and strategic plan for the South End. This effort was completed in 2008; however, the Connecticut Office of Policy and Management required substantial updates in order to merit approval. The City of Bridgeport and South End NRZ Planning Committee initiated the update process in March, 2014 and completed it in December, 2014.

The South End NRZ is a peninsula landform on Long Island Sound of approximately 675 acres of land immediately south of Downtown Bridgeport. The South End's most recognizable asset is Seaside Park. Designed by Frederick Law Olmsted and developed by P.T. Barnum between 1865 and 1920, Seaside Park is an iconic product of Bridgeport's heritage and contains numerous landmark statues and memorials. The University of Bridgeport, Sikorsky Aircraft and PSE&G energy generation facilities are also in the South End.

The 2010 Census reports a population of 7,321 South End residents. Excluding the 258 acres of land used by Seaside Park, the South End has a population density of 17.6 persons/acre. This population is characterized as young and racially and ethnically diverse. Household incomes and educational attainment levels are lower than those in the surrounding area. The housing stock is aging, affordable, and diverse in size and type. Two-thirds of the housing is renter-occupied.

Thanks in large part to Seaside Park, nearly 40% of the land use in the South End is recreational. Other land uses include industrial (19%), residential (17%), institutional (11%), commercial (7%) and vacant (7%). The lack of commercial uses is a priority concern for the South End.

Through a series of workshops, the community identified many challenges and opportunities in the South End. The Vision Statement represents a general summary of how this Plan aims to foster and guide the revitalization of the South End:

> **Capitalize on the neighborhood's gorgeous coastal setting and regionally significant institutions, entertainment and public spaces to attract development that ardently preserves the historic and diverse character of the existing neighborhood and improves overall neighborhood quality through neighborhood-scale context-sensitive redevelopment and infill development that increases the population in support of neighborhood retail and amenities along with local employment opportunities in concert with safe and inviting community open spaces all-the-while investing in public and private infrastructure that mitigates the climate risks that befall this coastal community.**

The Plan is organized into four sections—Coastal Resilience & Sustainability, Urban Village Character, Mobility & Connectivity, and Cultural Resources—which contain broad goals, specific objectives and key recommendations for addressing these challenges and take advantage of the many opportunities present in the South End.

Coastal Resilience & Sustainability

Two-thirds of the South End is within the FEMA flood hazard area. The South End experiences regular flooding as a result of stormwater runoff, and is vulnerable to storm activity, as evidenced by the effects of Hurricanes Sandy and Irene. The City of Bridgeport is a property tax dependent municipality of less than 17 sq. mi. of which nearly half is tax-exempt. The Plan presents the following conservation and development strategies to mitigate the increasing risks associated with natural hazards without inhibiting necessary economic development:

DISTRICT-WIDE STRATEGIES

- **Multifunctional Elevated Berm**
- **Living Shoreline**
- **Seaside as Buffer Zone**
- **Stormwater Infrastructure**

NEIGHBORHOOD-LEVEL STRATEGIES

- **Green Street Design**
- **Tree Planting Program**
- **Emergency preparedness education and outreach**
- **Elevated Singer St. & CSO Park**

SITE-LEVEL STRATEGIES
- **Floodplain Development Standards**
- **Green roofs**
- **Rain barrels**
- **Retrofit Program**

Urban Village Character

The South End contains a fascinating mix of nearly every type of land use, myriad housing types, a compelling heritage and natural landscape and a demographically diverse residential population in a relatively dense environment—all necessary building blocks of a vibrant urban village neighborhood. The Plan proposes neighborhood-wide and planning district-level strategies to achieve the goal of: ensuring the preservation and enhancement of historic structures and districts; allowing increased densities at appropriate levels and locations; properly guiding development in flood hazard areas; enabling neighborhood-scale mixed uses; and encouraging a high standard of land development, construction and beautification focused on maintaining and enhancing the South End NRZ's walkable, bikeable, and liveable urban village characteristics.

Neighborhood-wide Strategies focus on Land Use & Redevelopment; Housing; Civic Engagement; and Gateways and Urban Beautification. The six planning districts, identified based on common land use characteristics, are Neighborhood Residential, Neighborhood Center, Urban Corridor, Institutional Campus, Eco-Industrial and Regional Recreation & Entertainment. Key recommendations for each focus on development standards, historic preservation, urban beautification and planning for future land uses.

Mobility & Connectivity

The South End is surrounded by water on three sides and separated from Downtown by the I-95 and railroad overpass structures, limiting access to and from the area. The Plan goal is to study the feasibility of improvements to the transportation network to enhance mobility within, to/from and through the South End NRZ for all citizens and transportation modes; better connect the NRZ and its assets with Downtown and West End/West side; increase safety; and facilitate redevelopment and infill development at an urban village scale.

To meet this goal, the Plan presents strategies for each of the following: Essential Roadway Improvements, Vehicular Network, Transit Network, Pedestrian Network and Bicycling Network. Key recommendations range from filling potholes and repairing sidewalks to altering street directional flow, constructing new streets, abandoning others, connecting the Pequonnock River Trail to Seaside Park and improving signage and wayfinding throughout the neighborhood.

Cultural Resources

The South End is rich with natural, cultural and historic assets. It is imperative to preserve, enhance and celebrate the cultural resources of the South End and foster community pride and interaction. The Plan presents strategies for each of the following areas: Seaside Park, Historic Preservation, Heritage Walking Tours, Community Events and Community Gardening.

Implementation Strategy

The South End has experienced a renewed interest from Developers in the past five years and a number of significant redevelopment projects are currently in the pipeline or under consideration. It is clear the South End is on the cusp of a revitalization and resulting population growth. The Implementation Strategy organizes the Plan's more than fifty key recommendations into sets of actionable projects and outlines a set of performance measures to help the NRZ measure and evaluate progress being made toward accomplishing Plan goals and objectives and establish a process for amending the Plan over time.

NRZ Process

NRZ Process

The Neighborhood Revitalization Zone (NRZ) process was established by the Connecticut General Assembly in 1995 via Public Act Number 95-340. The legislation outlined a process that encouraged community stakeholders to collaborate with all levels of government to improve neighborhoods that were affected by adverse or blighted conditions. The legislation requires the neighborhood stakeholders to work together to determine its priorities and create a plan to revitalize the area. Once the plan is developed, submitted, and approved, the neighborhood can be designated as a Neighborhood Revitalization Zone, the primary benefit of which is the ability to legally bypass often onerous regulations and rules that might otherwise impede implementation processes.

In 2003, the City of Bridgeport began the process of creating Neighborhood Revitalization Zone development plans. This effort was initiated to address blighted and vacant properties and other threats to economic development.
The South End NRZ planning process began in 2007 and received support from the Community Economic Development Fund (CEDF) and City of Bridgeport Community Development Block Grant (CDBG) matching funds. AMS Consulting, Inc. was hired to conduct comprehensive surveying and analysis to identify issues affecting the South End. The South End Selection Committee selected Philips Preiss Shapiro Associates, Inc. (PPSA) to produce the South End Neighborhood Revitalization Zone Strategic Plan (the Plan) document. City Staff received additional support to facilitate community outreach and engagement.

The South End NRZ planning committee first met on April 24, 2007. The process of establishing an NRZ development plan was outlined and stakeholders were urged to come forward and participate in the process. The implementation-oriented planning process discussions raised questions about the purpose of an NRZ; about appropriate goals and objectives for the South End Neighborhood. And though issues and opportunities discussed often appeared to be predetermined or even unclear, the stakeholder's collaborative efforts generated new ideas and solutions, to overcome chronic neighborhood problems. The process established the platform from which the neighborhood began to formulate policy and identify programmatic priorities consistent with the newly established goals. Over the course of the next six months, meetings were held in which issues were identified and outlined by the group. Of universal concern were the issues of safety, physical development and the need for a higher degree of social interaction with area institutions to improve the quality of life in the South End.

The final objective of the workshop process was to get feedback on the various stakeholder recommendations generated around the NRZ Plan and Implementation Plan topics. Topics such as land use, capacity, sustainable growth and numerous neighborhood linkages were discussed to set the final groundwork in formulating the Plan. The 2008-2010 planning methodology included:

- Stakeholder surveys;
- Community and business leader focus groups
- Stakeholder design workshop;
- Demographic data gathering and analyses
- Land use and zoning analyses via field work and mapping
- Review of comparable retail areas
- Analysis of housing and retail markets
- Review of best practices.

On April 01, 2008, the South End Neighborhood Revitalization Zone, Inc (the South End NRZ) proposed and made effective its official By-Laws thereby creating the City of Bridgeport's fifth

On April 01, 2008, the South End Neighborhood Revitalization Zone, Inc. proposed and made effective its official By-Laws.

neighborhood redevelopment plan created under the guidelines of Public Act 94-240 and Public Act 99-35 of the Connecticut Public Statutes.

The Plan was completed in 2010 and subsequently approved by the South End Planning Committee and adopted by the Bridgeport City Council; however, the approved Plan was not formally submitted to the Connecticut Office of Policy & Management (CT OPM) for certification. In order to receive certification, CT OPM asked that the Plan be updated to reflect changes which have occurred since the 2010 Plan was completed. City Staff worked directly with the South End Planning Committee to update the Plan. The Plan and this update strive to match, compliment and expand upon the goals and objectives outlined in the following related land use planning documents:

- Bridgeport 2020: A Vision for the Future The City of Bridgeport Master Plan of Conservation and Development, 2008
- BGreen 2020: A Sustainability Plan for Bridgeport, Connecticut, 2010
- Parks Master Plan, 2011
- Rebuild By Design Resilient Bridgeport, 2014
- GBRC Complete Streets Policy & Action Plan, 2011City of Bridgeport Public Health Emergency Response Plan,2010
- Emergency Preparedness Plan, 2012

Community Profile

Community Profile

Planning Area

The South End neighborhood is one of Bridgeport's 13 residential neighborhoods, as defined in the 2010 Mater Plan of Conservation & Development. The South End NRZ is one of eight designated Neighborhood Revitalization Zones. The neigborhood and NRZ boundaries do not precisely align.

The South End NRZ consists of 675 acres of land located south of Downtown and southeast of West End/West Side. It is surrounded by the Cedar Creek, Burr Creek, Black Rock Harbor, Long Island Sound, Bridgeport Harbor and Pequonnock River bodies of water. State Routes 8 & 25 terminate into I-95 which runs east through the NRZ, as do the railroad tracks which facilitate MTA MetroNorth and Amtrak Northeast Regional commuter rail services.

The NRZ boundary runs from the intersection of State St. and Norman St. east to Myrtle Ave.; south to Prospect St.; east along Frontage St./I-95 to the Pequonnock River; south along the Bridgeport Harbor shoreline to Seaside Park; west along the Long Island Sound shoreline to Black Rock Harbor; northeast along the shoreline to and then along the centerline of the Burr Creek and Cedar Creek; northeast from where the Cedar Creek centerline meets land to the intersection of Railroad Ave. and Norman St.; and north back to State St.

History

The South End was once inhabited by the Paugasette Indians. Bridgeport was subsequently settled by Europeans in 1629, chartered in 1821 and incorporated in 1826 . Early development in Bridgeport was heavily influenced by agriculture, aquaculture and water-related industries. In the 1840's, the Naugatuck and New Haven Railroads began operations. The Port Jefferson Steamboat Company was founded in 1883 and established Bridgeport as a regional trade center. Still running today, the ferry transports approximately 1 million customers to and from Long Island yearly. P.T. Barnum, the prodigious showman, businessman and early Mayor of Bridgeport, was an original stockholder in the company and was instrumental in developing the South End, including Seaside Park and Seaside Beach. A number of structures attributed to him still remain. Despite its past, only a few industrial buildings remain in the South End today.

Though the South End retains a moderately healthy mix of uses and economic activity, the shift away from manufacturing and subsequent loss of jobs forced many to seek employment elsewhere, resulting in significant unemployment. Public housing units have been developed and subsequently demolished. The Marina Park development is still standing, but slated for redevelopment. As is true with other post-industrialized urban centers, the South End has begun recovery with new businesses in the service industries and small light manufacturing shops. Efforts have been made to attract mixed-use development.

Demographic Profile

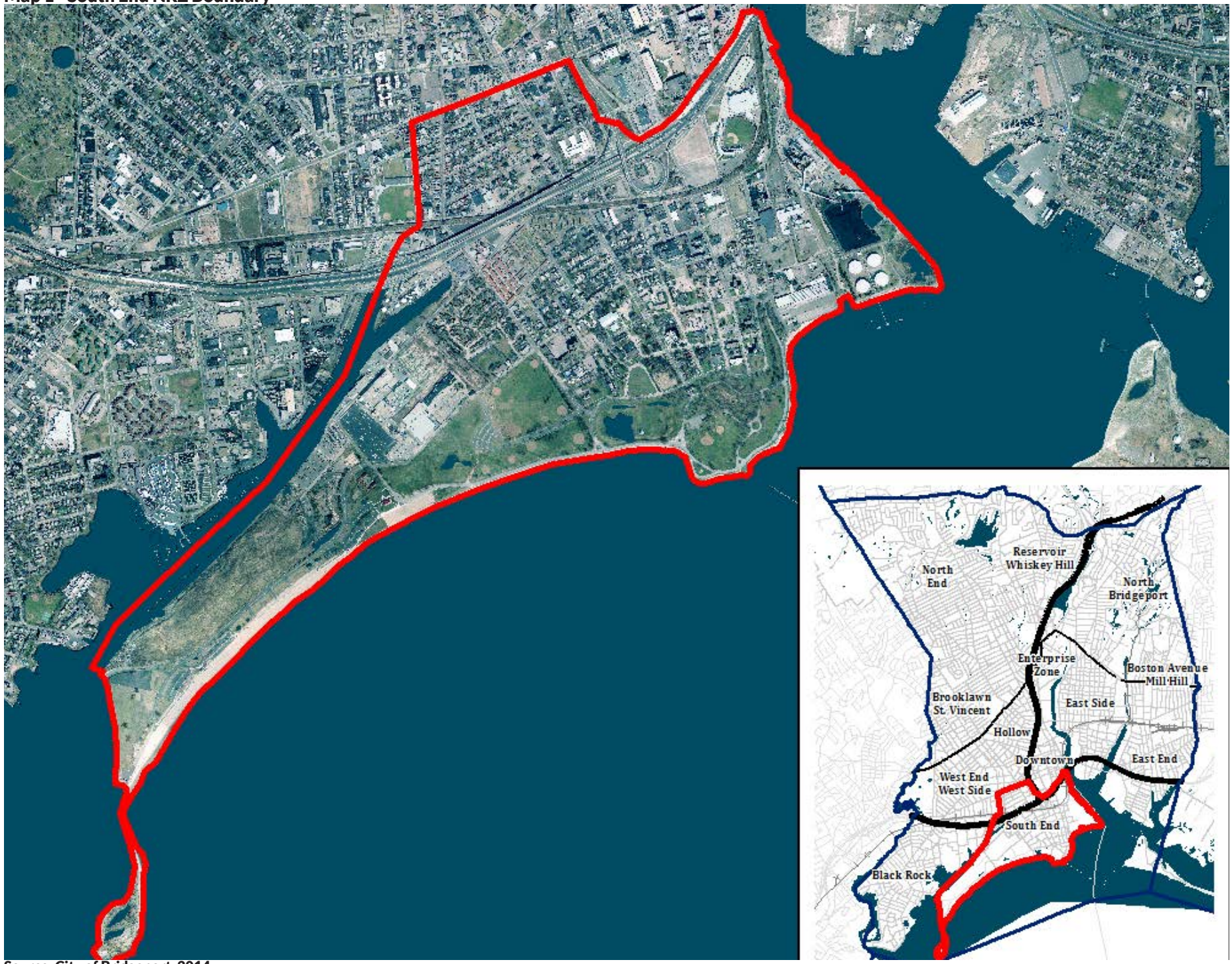
Bridgeport is a City of 144,229 residents (Census, 2010). The South End is home to 7,321 of those residents. This figure is projected to increase to 7,708 by 2017. Although most likely not counted in the Censes, the University of Bridgeport (UB) enrolls 4,842 students (University of Bridgeport, 2014) many of whom call the school's dormitories "home" for most of the year.

The South End's 2010 female/male population split was 3,757 (51.3%) females and 3,564 (48.7%) males. The UB split is 62% female and 38% male. UB prides itself on being the tenth most racially diverse university in the country. Even without counting UB students, Bridgeport and the South End are much younger and more diverse than Fairfield County and Connecticut.

The South End's 2010 median age was 26.8 years, much lower than Bridgeport (33.1), Fairfield County (40.0) and Connecticut (40.6). The South End's racial makeup is 34.2% Black, 29.7% White, 13% Asian, 18.4% Other and 4.7% 2 or More Races, with 36.6% being of Hispanic origin.

A good 42.2% of the South End NRZ population has graduated high school and attended at least some college, and 26.3% has received some sort of degree. These numbers are lower than the other geographies despite the presence of UB.

Map 1 - South End NRZ Boundary



Source: City of Bridgeport, 2014

The South End and Bridgeport income levels significantly lag behind those of Fairfield County and Connecticut. The 2012 per capita income in the South End is $16,535, 53% less than that of the State ($35, 247) and 60% less than that of surrounding Fairfield County ($41,516).

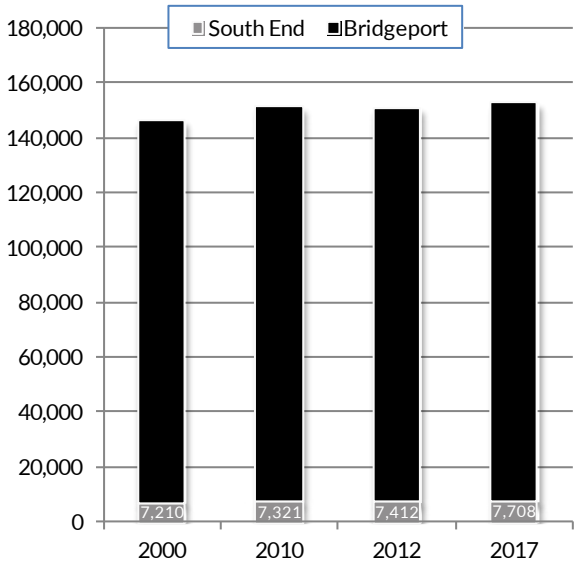
While the median household income figures for Bridgeport, Fairfield County and Connecticut are roughly double their respective per capita figures, this relationship does not exist in the South End where the median household figure is only 23% higher than the per capita. This indicates that there are fewer earners in South End households.

These income levels do translate into high household poverty status levels in the South End. Nearly 40% of South End households were at or below the poverty level during the 2005-2009 American Community Survey (ACS), more than four times the statewide rate of 8.9%.

There are 2,410 households in the South End and the average household size is 2.6 persons. The percentage breakdowns of household size are stable across the four geographies with approximately 56% 1-2 person, 31% 3-4 person, 10% 5-6 person and 3% 7 or more person households.

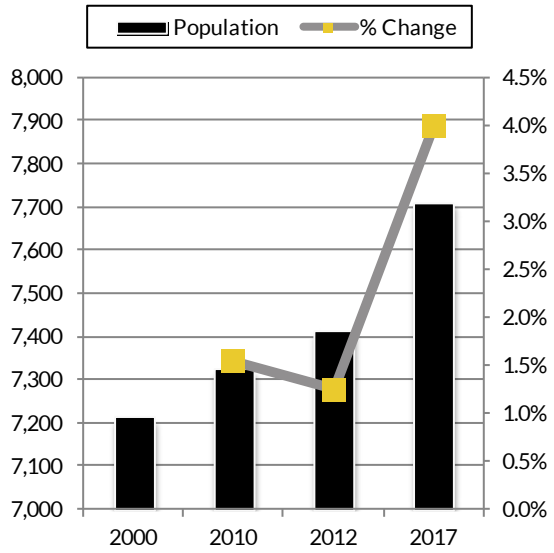
The 2010 homeownership rates in the South End (24.5%) and Bridgeport (38.3%) pale in comparison to those of Fairfield County (63.7%) and Connecticut (62.2%). Conversely, the rate of rental occupancy in the South End (62.2%) is more than double the county (29.2%) and state (30%) rates, and the vacancy rate is high at 13.2%.

Population



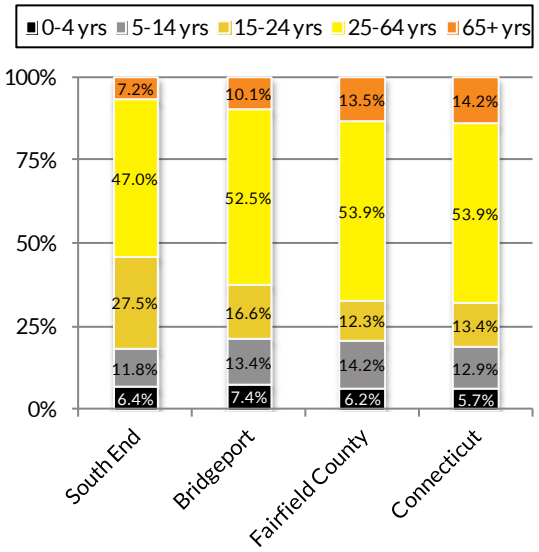
Source: US Census, 2010, City of Bridgeport, 2014

Population Growth



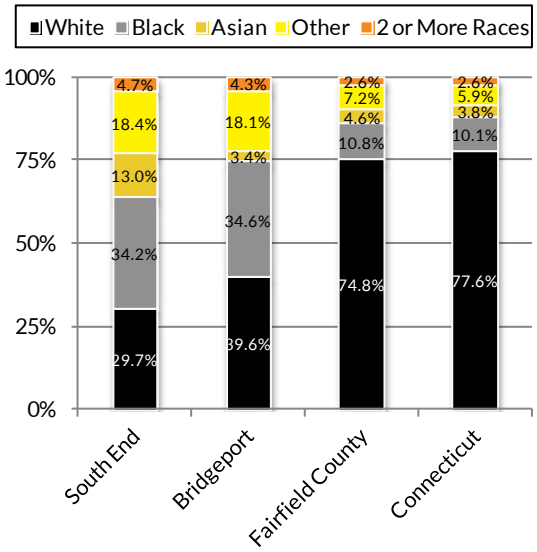
Source: US Census, 2010, City of Bridgeport, 2014

Age



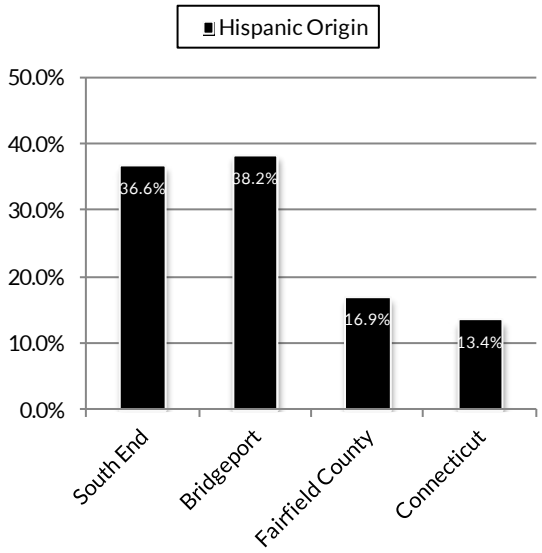
Source: US Census, 2010, City of Bridgeport, 2014

Race



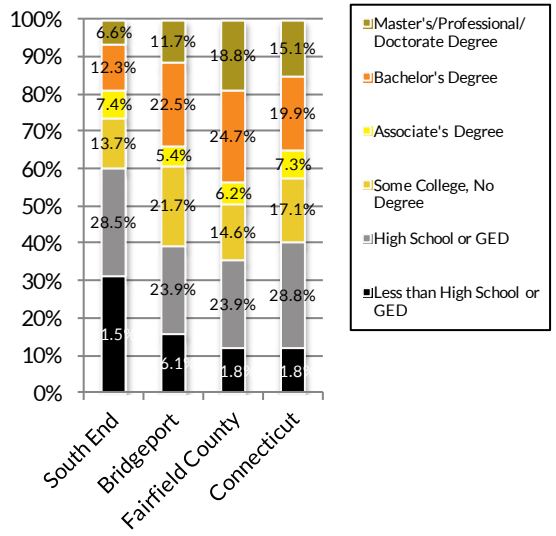
Source: US Census, 2010, City of Bridgeport, 2014

Hispanic Origin



Source: US Census, 2010, City of Bridgeport, 2014

Educational Attainment (Age > 25)

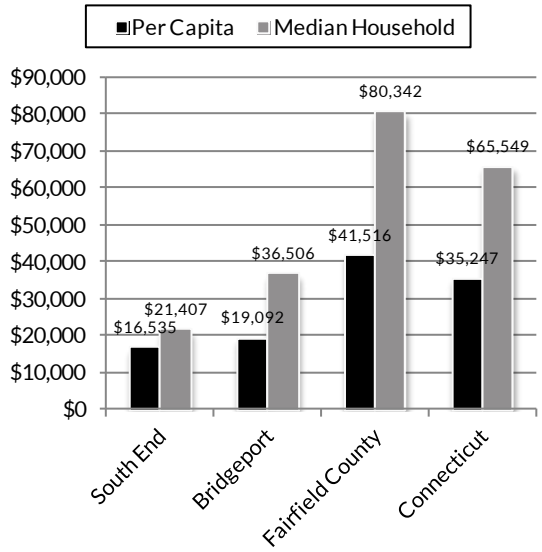


Source: US Census, 2010, City of Bridgeport, 2014

The robust rental market in South End NRZ is likely a result of a few factors, including the presence of the University of Bridgeport, existing multi-family housing units and a combination of large historic homes and high property taxes which work to incentivize rental conversions. The South End has a very diverse housing stock comprised of 683 (27%) 1-2 unit structures; 840 (33.1%) 3-4 unit structures; 691 (27.2%) 5-19 unit structures and 317 (12.5%) structures with 20 or more units. This makeup is very different than the statewide housing unit stock that is comprised of primarily (59.3%) single-family, detached units and no more than 10% of any other type.

Connecticut was chartered in 1639, the same year the settlements of Fairfield and Stratford (Bridgeport was later founded in 1821 with portions of each) were founded, thus it makes sense that the area and state's housing stock is older than that found elsewhere in the country.

Income



Source: US Census, 2010, City of Bridgeport, 2014

UB Prides itself on being the tenth most racially diverse university in the country.

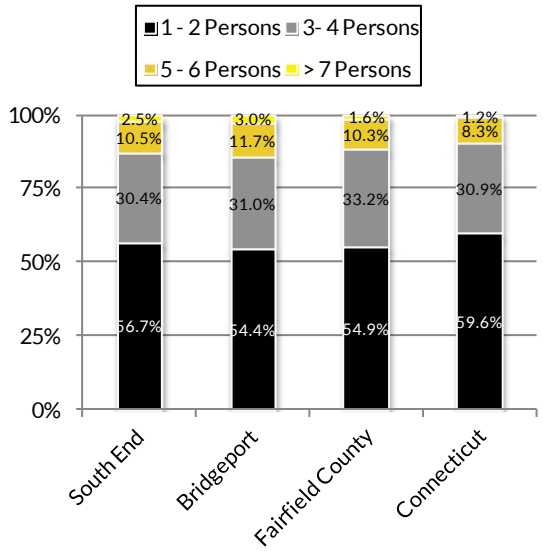
Bridgeport and the South End are much younger and more diverse than Fairfield County and Connecticut

The median years built for structures in the South End, Bridgeport, Fairfield County and Connecticut are 1940, 1949, 1961 and 1962, respectively. An incredible 66.2% (1,679) of the units in the South End were built before 1940, nearly double the rate of Bridgeport and more than three times that of the county and state!

All four geographies experienced a slight post-WWII building boom in the 1950-1959 period, but new residential construction in Bridgeport and the South End has been almost nil since 1990. Only 34 units (1.4%) have been built in the South End since 1990. This isn't surprising considering the South End is built-out with only and handful of vacant properties available for constructing infill single-family homes and the larger industrial buildings requiring significant investment to convert to multi-unit housing.

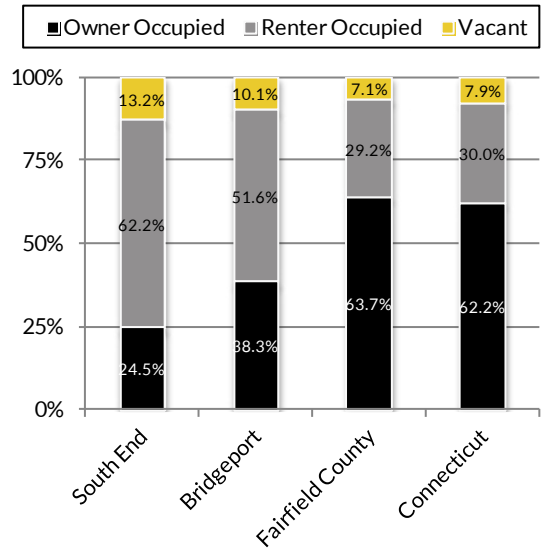
Surrounded by very expensive Fairfield County real estate (nearly $400K median home value), Bridgeport ($178K) approaches the statewide median home value of $238K. Homes in the South End NRZ much more affordable at $124K. A similar pattern plays out in the contract rent rates.

Households



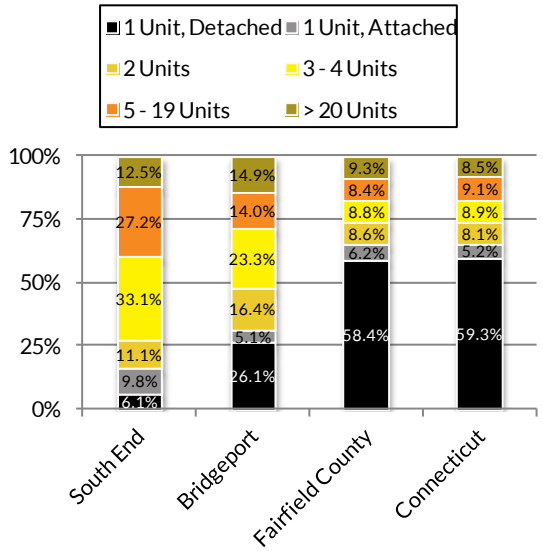
Source: US Census, 2010, City of Bridgeport, 2014

Household Occupancy Status



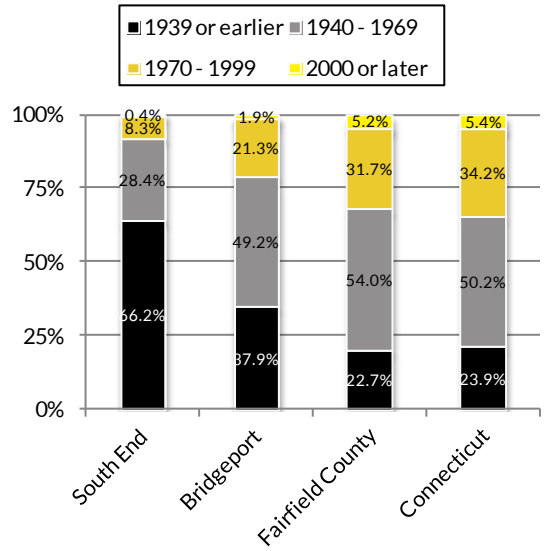
Source: US Census, 2010, City of Bridgeport, 2014

Housing Units by Units in Structure



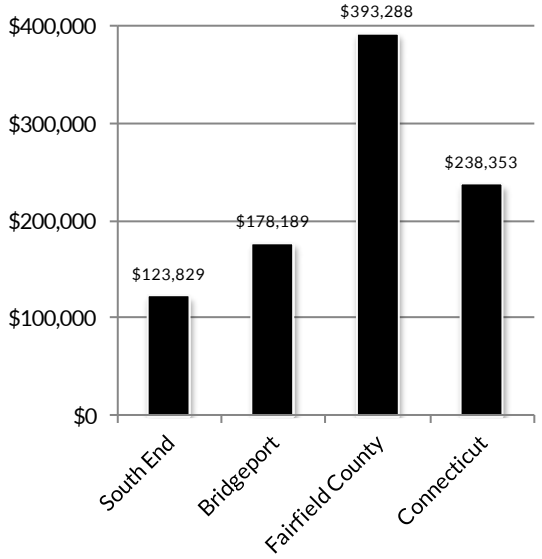
Source: US Census, 2010, City of Bridgeport, 2014

Housing Units by Year Structure Built



Source: US Census, 2010, City of Bridgeport, 2014

Median Home Value



Source: US Census, 2010, City of Bridgeport, 2014

7,321

South End NRZ population, projected to increase to 7,708 by 2017.

$16,535

2012 South End NRZ per capita income, 53% less than CT and 60% less than Fairfield County.

2.6

Average household size in the South End.

66.2%

Percentage of structures in the South End built before 1940.

$124K

Median home value in the South End, 69% lower than those in Fairfield County.

Business Profile

Historically, the South End neighborhood's economic base was driven through manufacturing, but over the last 50 years the neighborhood has suffered substantial losses of both manufacturing companies and skilled factory employees. The South End cannot support large industrial complexes and must shift to mixed-use corridors that offer opportunities for services, retail shops and light industrial operations with residential units above street level.

Top Five Employers, by No. of Employees

- **Unversity of Bridgeport 875**
- **Sikorsky Aircraft Corporation 638**
- **Public Service Enterprise Group, Inc. 186**
- **Santa Fuel, Inc. 115**
- **Bridgeport Board of Education 50**

Across all industries, there are 227 businesses employing 2,833 Employees in the South End NRZ. In terms of the number of businesses, the five primary sectors are: Administrative & Support & Waste Management & Remediation Services; Professional, Scientific & Technology Services; Retail Trade; Construction; and Other Services; however, in terms of jobs or Employees, the primary sectors are Manufacturing, Educational Services; Health Care & Social Assistance; Public Administration; and Other Services.

Comparing percentage of Employees across industry sectors amongst geographies, the South End has a considerably higher share of jobs in Manufacturing (25.9%) and Educational Services (23.3%) than its peer locations, and a considerably lower share of jobs in Retail Trade (3.0%); Finance & Insurance (0.9%) and Professional, Scientific & Technology Services (2.5%). These figures support anecdotal observations that the NRZ is lacking in retail and office activity.

Developers have begun to apply adaptive reuse strategies to rehabilitate empty factory space into condominiums. Once fully developed and occupied, the community will be a much improved position to support new and existing mixed use services along designated mixed-use zones. Additional development opportunities are yet realized on several sites throughout the NRZ.

Businesses & Employees, No. and%

	South End				BPT	FC	CT
	Businesses		Employees				
	Number	%	Number	%			
Construction	21	9.4%	122	4.2%	6.8%	6.8%	6.8%
Manufacturing	8	3.5%	746	25.9%	10.8%	10.8%	10.8%
Wholesale Trade	8	3.6%	23	0.8%	2.8%	2.8%	2.8%
Retail Trade	24	10.7%	85	3.0%	8.9%	8.9%	8.9%
Transportation & Warehousing	6	2.6%	46	1.6%	2.5%	2.5%	2.5%
Information	7	3.1%	28	1.0%	1.0%	1.0%	1.0%
Finance & Insurance	2	0.9%	25	0.9%	3.3%	3.3%	3.3%
Real Estate, Rental & Leasing	9	3.9%	34	1.2%	3.8%	3.8%	3.8%
Professional, Scientific & Technology Services	24	10.4%	73	2.5%	4.9%	4.9%	4.9%
Admin & Support & Waste Manage & Remediation	27	11.9%	140	4.9%	7.3%	7.3%	7.3%
Educational Services	15	6.7%	672	23.3%	9.3%	9.3%	9.3%
Health Care & Social Assistance	13	5.8%	306	10.6%	9.4%	9.4%	9.4%
Arts, Entertainment & Recreation	9	3.9%	55	1.9%	1.0%	1.0%	1.0%
Accomodation & Food Services	14	6.2%	74	2.6%	3.3%	3.3%	3.3%
Public Administration	5	2.3%	255	8.8%	17.9%	17.9%	17.9%
Other Services	31	13.7%	191	6.6%	6.8%	6.8%	6.8%

Source: Dunn & Bradstreet, 2012

Neighborhood Character

The South End NRZ is often characterized by its proximity to Long Island Sound and access to its waters via Seaside Park & Beach, but the neighborhood is one of Bridgeport's most diverse in terms of population, land use and building types.

There are five residential historic districts: Division Street, Seaside Village, Marina Park, Barnum-Palliser and Cottage Development. The University of Bridgeport occupies a large swath of land (nearly 20 blocks) in the heart of the neighborhood. The campus includes classroom, library, student center, dormitory, and office buildings, athletic fields and plazas and open spaces. Large industrial uses such as the power generation plants and Sikorsky aircraft line the eastern and western waterfronts.

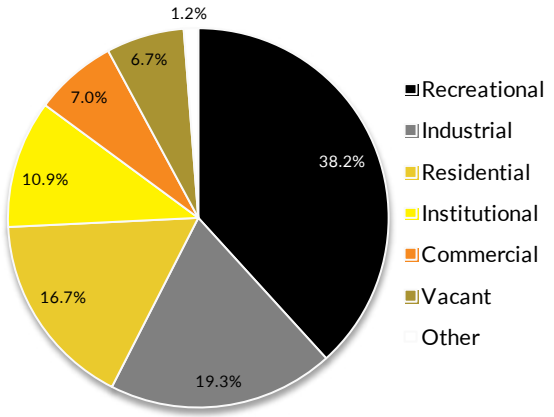
A number of abandoned industrial buildings, vacant lots and blighted properties also contributes to the character of the South End NRZ. Quite a few religious institutions, schools and charitable organizations are located in the South End NRZ. The entire range of housing types—from single-family detached cottages, to the typical Bridgeport 3-4 families, to Seaside Village Coops and Marina village rowhomes to 20+ unit apartment buildings—is present in the South End NRZ. And of course, there is Seaside Park and Beach, a source of deserved pride for the neighborhood, city and region.

Land Use, Acres

Recreational	258.19
Industrial	130.35
Residential	112.82
Institutional	73.31
Commercial	47.45
Vacant	44.92
Other	8.33
Total	675.38

Source: City of Bridgeport, 2014

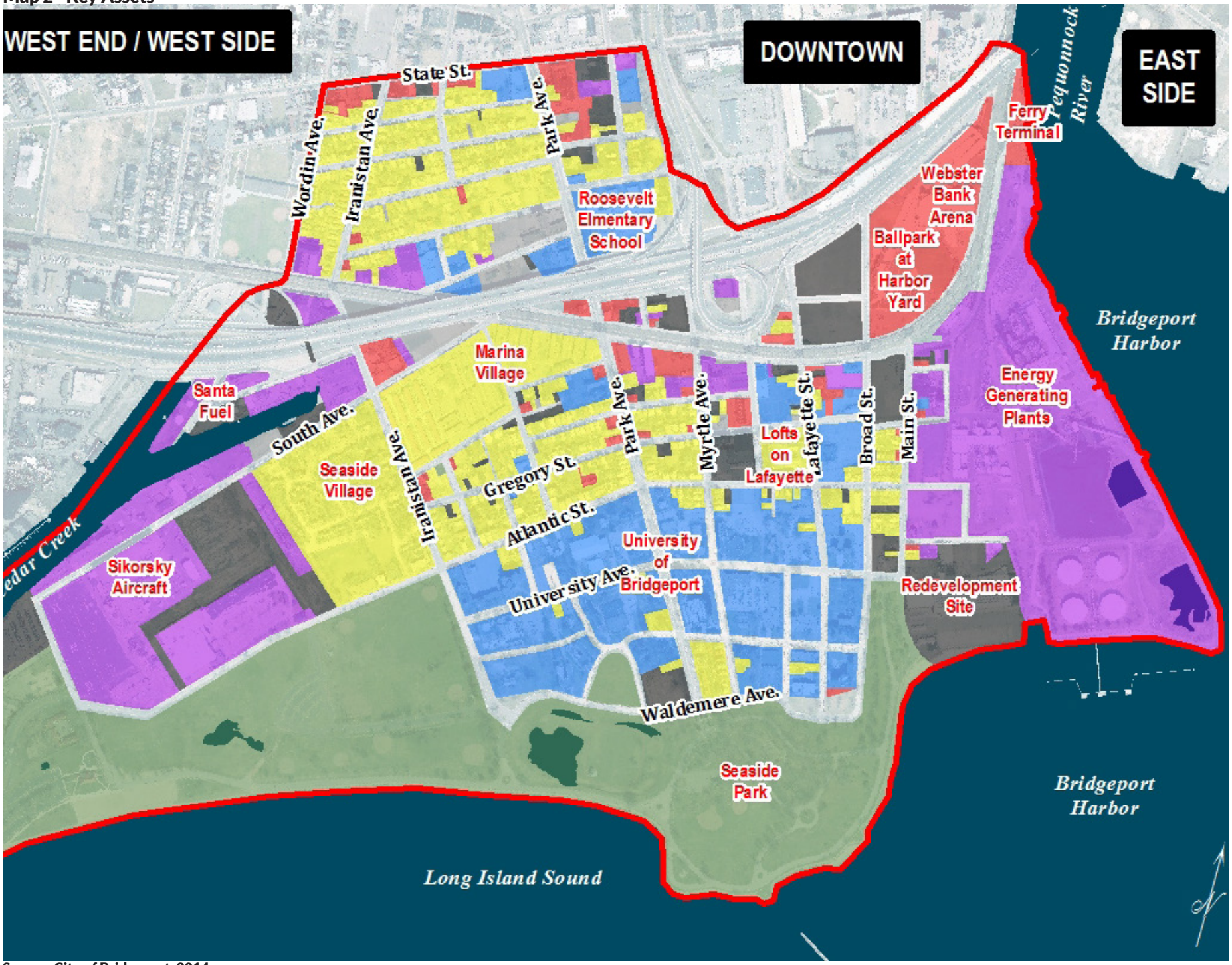
Land Use, %



Source: City of Bridgeport, 2014

The South End NRZ is also characterized by its paradoxical proximity to Downtown and a feeling of being "cut off" from Downtown by I-95 and the MetroNorth/Amtrak railroad tracks. This is a well-known high-priority issue and will be address throughout the Plan. Like most Bridgeport neighborhoods, the South End NRZ is very walkable and bikeable with sidewalks along all block faces. The street network attempts to follow a grid pattern. It is however broken up by multiple large uses such as the University of Bridgeport, power plants, Sikorsky, Seaside and Marina Villages, the ballpark and arena, and Seaside Park and Beach. A profusion of one-way streets also contributes to a somewhat confusing traffic pattern. There are; however, a number of distinctly "main" north-south streets such as Park Ave., Iranistan Ave., Broad St. and Main St. which define and serve the South End NRZ.

Map 2 - Key Assets



Source: City of Bridgeport, 2014

Residential

The South End's housing stock is historic in age and character and diverse in size and type. Essentially, every type of housing is present in the South End: Single-, Two-, Three-, Four-, Five- and Six-Family units; Apartment, Condo and Co-op complexes, Dormitories, and Senior/Assisted Living.

Single-Family Units on Broad St.

Source: City of Bridgeport, 2014

2-3 Family Units on Myrtle Ave.

Source: City of Bridgeport, 2014

Townhouses on Atlantic St.

Source: City of Bridgeport, 2014

Townhouses on Broad St.

Source: City of Bridgeport, 2014

Co-Op Units in Seaside Village

Source: City of Bridgeport, 2014

Condominium Units on Myrtle Ave.

Source: City of Bridgeport, 2014

Condominium Units on Lafayette St.

Source: City of Bridgeport, 2014

Elevated Apartment Units on Broad St.

Source: City of Bridgeport, 2014

Apartment Units on Atlantic St.

Source: City of Bridgeport, 2014

Apartment Units on Atlantic St.

Source: City of Bridgeport, 2014

Commercial

Commercial uses in the South End NRZ are primarily concentrated along State St. in the northwest corner and along Park Ave. between Railroad Ave. and Gregory St.

Mixed-Use on Main St.

Source: City of Bridgeport, 2014

Mixed-Use on LewisSt.

Source: City of Bridgeport, 2010

Retail on Iranistan Ave.

Source: City of Bridgeport, 2010

Mixed-Use on Park Ave.

Source: City of Bridgeport, 2010

Retail on Columbia St.

Source: google.com, 2014

Retail on State St.

Source: City of Bridgeport, 2010

Retail on Iranistan Ave.

Source: City of Bridgeport, 2010

Retail on Iranistan Ave.

Source: City of Bridgeport, 2010

Industrial

Some of the industrial uses that remain in the South End include Sikorsky Aircraft and the PSE&G, United Illuminating and Bridgeport Energy utilities. The industrial uses are generally located along the Bridgeport Harbor and Cedar Creek waterfronts.

Sikorsky Aircraft

Source: City of Bridgeport, 2014

Power Generation Plant

Source: City of Bridgeport, 2010

Institutional

One of the primary land uses in the South End is the University of Bridgeport (UB). The UB campus lies generally south of Atlantic St. and stretches from Iranistan Ave. to the west to Broad St. to the east. Seaside Park surrounds the campus on two sides. It is a very beautiful location for a university. There are also a number of churches, schools and charities operating in the South End. The new Roosevelt Elementary school is currently under construction, scheduled to open for the 2015 school year.

University of Bridgeport

Source: City of Bridgeport, 2014

University of Bridgeport

Source: City of Bridgeport, 2010

Bridgeport International Academy

Source: City of Bridgeport, 2014

Walters African Methodist Episcopal Zion

Source: City of Bridgeport, 2014

Open Space & Recreation

The South End is blessed with one of the most magnificent public parks/beaches in New England. Comprised of 258 acres, Seaside Park makes up 38% of the land area in the South End NRZ. The park has numerous baseball and soccer fields, basketball courts, playgrounds, beach volleyball courts, a skate park, grilling and picnicking facilities, a band shell, a multi-use trail, open spaces, beaches, sculptures, monuments, a fishing pier and the Fayerweather Lighthouse providing abundant active and passive recreational opportunities for the South End, Bridgeport and the entire Region. Multiple large events call Seaside home, including the Gathering of the Vibes summer music festival, Puerto Rican Day Parade of Fairfield County, portions of the Barnum Festival, and others as well as countless sports league games and tournaments.

The Webster Bank Arena and Ballpark at Harbor Yard is home to the Bridgeport Sound Tigers AHL Hockey team and the Fairfield University Stags NCAA Men's and Women's Basketball teams. The arena hosts community and private events and world-class concerts and entertainment events throughout the year. The Ballpark at Harbor Yard is home to the Bridgeport Bluefish unaffiliated baseball team and also holds a number of events such as the annual Harbor Brew Fest.

Seaside Park Bandshell

Source: City of Bridgeport, 2014

Gathering of the Vibes at Seaside Park

Source: City of Bridgeport, 2014

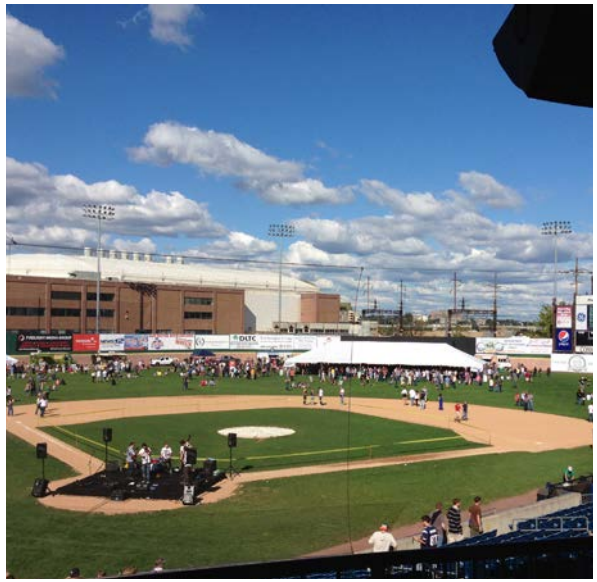
Seaside Park Bike Route

Source: City of Bridgeport, 2014

Perry Memorial Arch at Seaside Park

Source: City of Bridgeport, 2014

Harbor Brew Fest at the Ballpark



Source: City of Bridgeport, 2014

Sound Tigers game at the Arena

Source: City of Bridgeport, 2014

Fayerweather Lighthouse

Source: City of Bridgeport, 2014

Vacant, Abandoned or Blighted Properties

Over the last two decades, the substantial loss of manufacturing jobs and facilities has compelled the labor force to seek work elsewhere thereby reducing the population and the skilled labor force. Additional population loss resulting from the demolition of the Pequonnock apartments further reduced the economic recovery capacity of the South End. Though many South End industrial structures yet remain vacant without prospect of attracting new industry, adaptive reuse in the form of housing is replacing prior industrial uses. Land use reform is necessary to facilitate economic and community development efforts in the South End.

The South End is presently home to numerous abandoned and underutilized industrial lots between Railroad Avenue, Myrtle Avenue, Atlantic Street and Broad Street, and along the southern portion of Railroad Avenue. Properties located on these blocks are presently zoned heavy and light industrial. The growth in housing units and the loss of industrial complexes has rendered much of the South End zoning obsolete. Amendments to Zoning are necessary to facilitate the South End's evolution from a primarily industrial, institutional and residential neighborhood to more of a mixed-use commercial/ residential neighborhood.

Remington Shaver Site

Source: City of Bridgeport, 2014

Warnaco Site

Source: City of Bridgeport, 2014

Vacant Lot on Main St.

Source: City of Bridgeport, 2014

Vacant Lot on Atlantic St.

Source: City of Bridgeport, 2014

Abaondoned Conte's Site

Source: City of Bridgeport, 2014

Partially Vacated Marina Village Buildings

Source: City of Bridgeport, 2014

Vacant Lot on Railroad Ave.

Source: City of Bridgeport, 2014

Blighted House

Source: City of Bridgeport, 2014

Community Engagement

Community Engagement

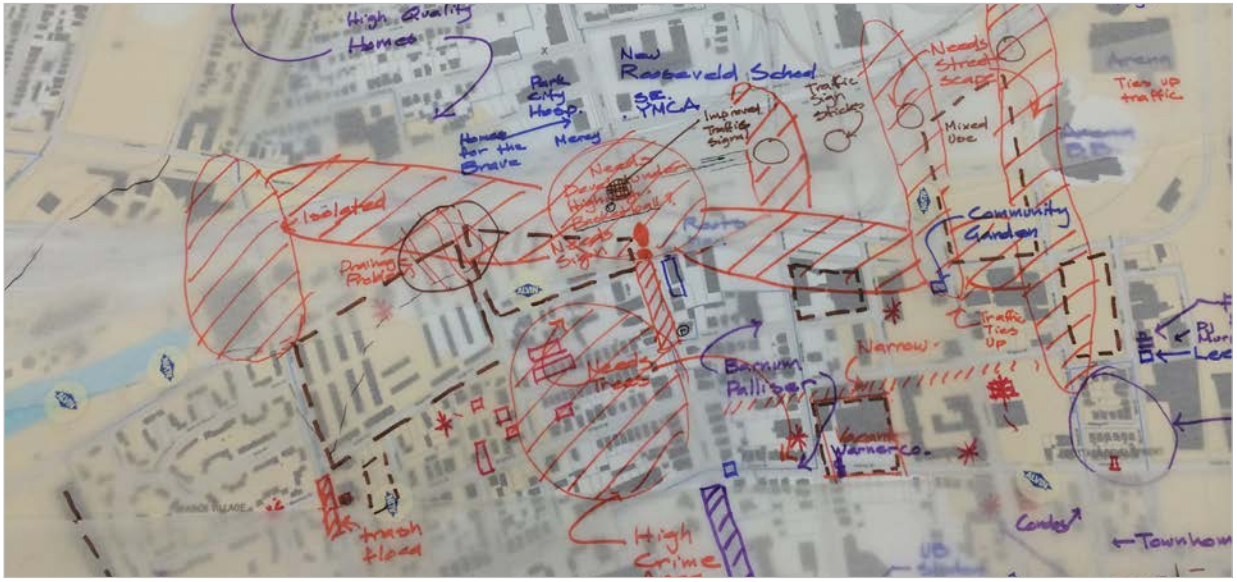
During the 2008-2010 planning process, a series of three public meetings was held. The primary objective of the meeting was to introduce the public to the NRZ process, present existing conditions analysis, and gather the gamut of issues, assets and concerns affecting the South End community. After the first meeting, a master-list of issues, assets and concerns were compiled and divided into topic areas and given to the Neighborhood Revitalization Committee for review, comment and supplement before the second meeting. The Committee used the product of the first meeting to create a vision statement that will guide development in the South End over the next 20 years.

A public workshop was held Saturday, October 27, 2007 at the University of Bridgeport Student Center where a list of South End Neighborhood issues, assets and concerns identified in the first meeting, were organized into more specific South End neighborhood topics and then presented to the South End stakeholders (residents, business owners, institutions, et al) for discussion. The purpose of the meeting was to set objectives and action items for each topic area. With stakeholders divided into small break-out groups, the objectives and action items were more clearly identified and prioritized.

2014 Community Workshop

Source: City of Bridgeport, 2014

2014 Community Workshop



Source: City of Bridgeport, 2014

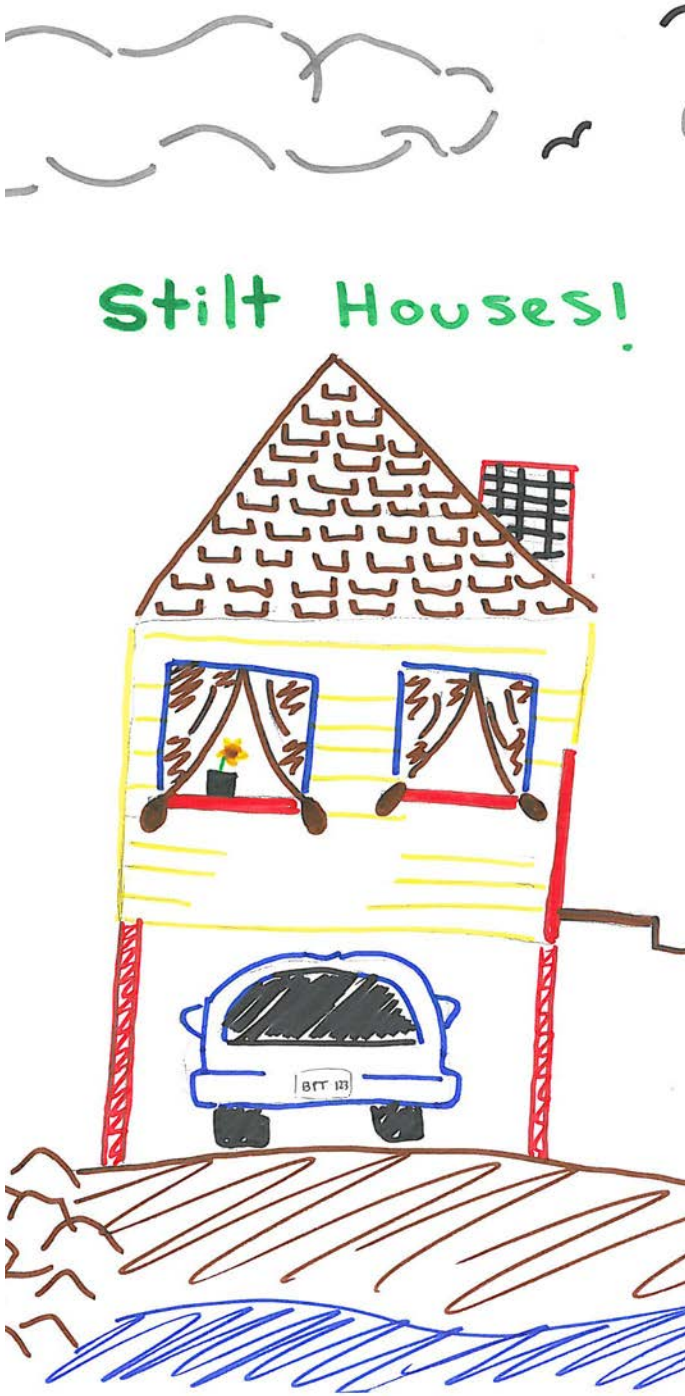
The final meeting was used to present the draft of the strategic plan to the public. Stakeholders at the meeting had the chance to suggest modifications to the list, emphasis or themes to ensure that the emergent options and themes are consistent with the longstanding point of view and priorities of the NRZ.

The final objective of the workshop process was to get feedback on the various stakeholder recommendations generated around the NRZ Plan and Implementation Plan topics. Topics such as land use, capacity, sustainable growth and numerous neighborhood linkages were discussed to set the final groundwork in formulating the Plan.

As part of the 2014 plan update, a fourth public workshop and design charrete were held at the Roosevelt Swing Space on March 8, 2014 with a focus on the following five objectives:

- **Provide background regarding the 2014 plan update process**
- **Discuss current development activities in the NRZ;**
- **Conduct a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis**
- **Facilitate breakout sessions for gathering input on urban design issues and community goals and objectives**
- **Allow the Rebuild By Design team to outline aspects of their work which relate to the South End NRZ**

The following pages illustrate and summarize the most commonly identified Challenges and Opportunities.



2014 Community Workshop

Source: City of Bridgeport, 2014

Challenges

Neighborhood Character

1. **Vacant/Abandoned Properties**
- **Highway & Railroad Underpasses**
- **Retail Conditions**

Mobility & Connectivity

2. **Highway & Railroad Separation**
- **One-way & Dead-end Streets**
- **Dangerous Intersections**
- **Roadway Conditions**
- **Traffic Enforcement**
- **Event-related Traffic & Parking**

Housing & Development

3. **Aging Housing Stock**
- **Limited Retail & Dining Options**
- **Proximity to Industrial Uses & Vacant/ Abandoned Properties**

Coastal Resilience

4. **Expanding Flood Hazard Area**
- **Impervious Surface Land Coverage**
- **Aging Stormwater Infrastructure**

1. Vacant/Abandoned Properties

Source: City of Bridgeport, 2014

2. Highway & Railroad Separation

Source: City of Bridgeport, 2014

3. Aging Housing Stock

Source: City of Bridgeport, 2014

4. Expanding Flood Hazard Area

Source: City of Bridgeport, 2014

Map 3 - Challenges

Source: City of Bridgeport, 2014

Opportunities

Neighborhood Character

1. **Seaside Park & Waterfront Location**
- **Increased Programming and Facilities at Seaside Park**
- **Urban Beautification & Gateways**

Mobility & Connectivity

2. **Proximity to Downtown**
- **Multi-modal Access**
- **Bicycling & Pedestrian Network**

Housing & Development

3. **Redevelopment Opportunities**
- **Infill Opportunties**
- **Historic Preservation**
- **Mixed-Use**
- **Affordability**

Coastal Resilience

4. **Green Street & Building Design**
- **Green Roofs**
- **Rain Barrels**
- **Retrofit Program**

1. Seaside Park & Waterfront Location

Source: City of Bridgeport, 2014

2. Proximity to Downtown

Source: City of Bridgeport, 2014

3. Redevelopment Opportunities

Source: City of Bridgeport, 2014

4. Green Street & Building Design

Source: City of Bridgeport, 2014

Map 4 - Opportunities

Source: City of Bridgeport, 2014

Community Vision

Community Vision

The community vision is comprised of findings from the 2008-10 and 2014 community outreach efforts; a vision statement that summarizes the overall path the Plan charts; and a set of actionable goals and objectives to improve the South End NRZ.

Strengths, Weaknesses, Opportunities & Threats

Community outreach conducted over the course of the 2008-10 planning process, and during the 2014 update, to identify the NRZ's strengths, weaknesses, opportunities and threats yielded very similar results. This Plan reorganizes the results into four categorical topic areas:

- **Coastal Resliency & Sustainability**
- **Urban Village Character**
- **Mobility & Connectivity**
- **Cultural Resources**

The following bullet lists expand further upon the summarized results of the S.W.O.T. analysis conducted with the South End community and NRZ Planning Committee illustrated in the previous section. See Appendix for full results.

Strengths

- **Seaside Park & Waterfront Access**
- **Historic Districts, Buildings & Landmarks**
- **Proximity to Downtown**
- **Community Gardens**
- **University of Bridgeport**
- **Ballpark & Arena**
- **Multimodal Accessibility**
- **Park Ave.**
- **Neighborhood Character**

Weaknesses

- **Abandoned, Blighted & Vacant Properties**
- **Highway & Railroad Underpasses & Intersections**
- **Loitering**
- **Speeding**
- **Retail Conditions**
- **One-Way Streets**
- **Separation from Downtown**
- **Flooding**
- **Impervious Surface Land Cover**

Opporunities

- **Major Redevelopment Opportunities**
- **Scattered Infill Opportunities**
- **Urban Beautification & Gateways**
- **Tree Plantings**
- **New Facilities & Programming at Seaside Park**
- **Broad, Railroad, Iranitan & State**
- **Improve Roadways & Sidewalks**
- **Create & Improve Bike Facilities**
- **Community Events**
- **Partnerships & Engagement**
- **Increased Enforcement**

Threats

- **Parking Issues**
- **Expected Increase in Storm Events**
- **Market Conditions/Economy**
- **Difficulty Identifying Resources**
- **Difficult to Agree Upon Common Goals**
- **Not Acknowledging All Voices**
- **Opposition to Increasing Population**
- **Drivers Threatening Bicyclists**
- **Flood Insurance Costs**

The 2008-2010 and 2014 community outreach efforts reveal a somewhat consistent set of findings with regard to the issues facing the South End NRZ. To summarize, the area is historically significant and the residents are proud of the structures still standing which help define their neighborhood. Vacant lots and abandoned buildings are viewed as positively for their redevelopment potential as much as they are negatively for their current impact. There are abundant recreation and entertainment options, but they serve the entire city and region beyond the South End NRZ, which would benefit from the presence of a local community center of its own. There is also an expressed shortage of small-scale recreational opportunities outside Seaside Park/Beach. Basketball courts, a dog park/run and playground equipment for young children were specifically identified as desirable amenities.

The street network is functional, but compromised by an over-prescription of one-way streets, inconsistent street widths, too many stop signs and signals, lack of street lights, event-related traffic and parking problems, poor roadway maintenance, and lack of enforcement with

regard to speeding, stopping, parking and driving on the wrong side of the street. The NRZ is blessed with a comprehensive sidewalk network, but many walkways and crosswalks are in need of repaired and/or enhancement. Due to its many amenities, proximity to Downtown, and network of neighborhood streets, the South End NRZ is a great place to ride bikes, but would benefit from biking-related improvements such as the creation of a network of dedicated on-street bike lanes

The South Ends NRZ is adjacent to Downtown—one can walk from the center of Downtown to the Long Island Sound shore in Seaside Park in less than 20 minutes—but the real distance seems much greater due to the presence of I-95 and its imposing system of support structures and underpasses; the MetroNorth/Amtrak railroad tracks, which are raised atop somewhat of a "great stone wall" broken only by small underpasses; and the large vacant lots adjacent to the ballpark and arena entertainment complex, which are currently used for surface parking. Combined, this physical landscape creates a vast visual and spatial void between the highway and train tracks, or between Downtown and the South End NRZ. Poor lighting, narrow sidewalks and confusing crosswalks exacerbate this connectivity issue.

Flooding is a chronic issue for South End NRZ residents. Basements, streets and parking facilities regularly flood, causing property damage and health concerns. Hurricane Irene and Superstorm Sandy, major flooding events which occurred in 2013, served to highlight how vulnerable the South End is and the issue of coastal resiliency has emerged to the forefront of community discussions.

The South End NRZ is proud of the presence of the University of Bridgeport and the other educational institutions, and is eager to connect with them, but is unsure how to best do so. It is clear that the University of Bridgeport's increased investment in its facilities, grounds and surrounding streetscape has had a stabilizing effect on the community.

There are excellent housing opportunities in the South End NRZ, with many different types and styles of housing available in a range of affordable costs. Homeowners, renters and students contribute to an eclectic population mix. Proximity to Downtown and highway, bus, train and ferry facilities provides excellent access to employment throughout the region. There is not a great amount of commercial activity, though, and loitering, vagrancy and crime are persistent issues, most notably along Iranistan Ave. and Gregory St. The community feels that existing police presence and enforcement in these areas should be improved as should the City's blight remediation efforts.

The South End NRZ is a strong, vibrant, diverse neighborhood steeped in history and pride. There are considerable assets to build upon and issues to address. There is a strong desire to preserve elements of its past and invest in its future, and there are opportunities to do both.

Vision Statement

The vision statement is a general summary of the overall intent and purpose of the Plan. The Plan is centered on four major planning themes.

1. **Capitalize on the neighborhood's waterfront setting, historic and cultural amenities and regionally significant institutions, entertainment and public spaces to attract neighbor hood-scale infill and redevelopment that:**

    - **Preserves and enhances neighborhood character**
    - **Improves the overall quality of the neighborhood**
    - **Inreases population, retail options & employment opportunities**

2. **Create safe and inviting community space(s)**
3. **Invest in public and private infrastructure**
4. **Mitigate risks associated with natural hazards**

Goals & Objectives

By applying the planning process; objectively assessing the South End NRZ's demographic, housing, and business profiles and its neighborhood character; seeking, gathering and compiling the community's subjective input; and examining other relevant planning documents, this document aims presents an informed set of goals and objectives centered around four major planning themes:

- **Coastal Resilience & Sustainability**
- **Urban Village Character**
- **Mobility and Connectivity**
- **Cultural Resources**

These themes are explored and illustrated in subsequent sections. These goals and objectives begin to form the base of an actionable implementation strategy.

Coastal Resilience & Sustainability

Coastal Resilience & Sustainability

Sea level and coastal hazards are rising, placing communities like the South End at increasing risk. Coastal resilience means adapting communities to thrive within the context of these changes. The South End NRZ experiences periodic flooding as a result of high rainfall, low land elevation, outdated wastewater infrastructure, and a proliferation of impervious surface land cover (buildings, streets, sidewalks, parking facilities, etc.), but is also susceptible to coastal flooding as a result of major storm events. Sea level at Bridgeport is currently rising by 0.1 inch/year (BGreen, 8). It is imperative to take measures to mitigate the increasing risks associated with such natural hazards and climate change in order protect the community's human, built and natural resources.

In 2013, the Federal Emergency Management Agency (FEMA)'s National Flood Insurance Program (NFIP) updated the Federal Insurance Rate Map (FIRM), which is the official map of a community on which FEMA has delineated both the special hazard areas and the risk premium zones applicable to the community, including flood risk zone boundaries, floodways and base flood elevations (BFEs). The Flood Hazard Areas, 2010 & 2013 map shows how the hazard area boundaries (A, AE, AO or VE flood zones) have been expanded throughout the South End NRZ as part of the update. There are 935 parcels in the South End NRZ covering 677 acres. The 2010 flood hazard area was 358.9 acres, covering 53.0% of the NRZ. The 2013 update increased the flood hazard area by 100.6 acres to 459.5 acres (67.9%). Two-thirds of the South End NRZ is now located FEMA's flood hazard area.

In October, 2012, Hurricane Sandy struck an enormous swath of the United States, affecting states from Maine to Florida. Many areas of the South End were affected by Sandy—many properties experience coastal storm surge flooding—underscoring the area's vulnerability and the importance of increasing its coastal resiliency. The South End NRZ is a nearly built-out neighborhood of nearly 8,000 residents. The built environment consists of aging structures, some of which are abandoned, and scattered vacant lots. The City of Bridgeport is a property tax-dependent municipality of less than 17 square miles of which nearly half is tax-exempt. Limiting development or reducing the population in the South End as part of a hazard mitigation strategy is not feasible. As such, it is essential to incorporate sustainability into development guidelines and strategies for the NRZ.

Goal

Apply development strategies and natural conservation solutions to mitigate the increasing risks associated with natural hazards and climate change while not inhibiting economic development; protect the community's human, built and natural resources; and reduce and limit stormwater flow into waste treatment facilities.

Objectives

To improve its coastal resilience, the South End should investigate the feasibility of each of the following District-, Neighborhood- and Site-level strategies:

District-level Strategies

- **Multifunctional Elevated Berm**
- **Living Shoreline**
- **Seaside as Buffer Zone**
- **Stormwater Infrastructure**

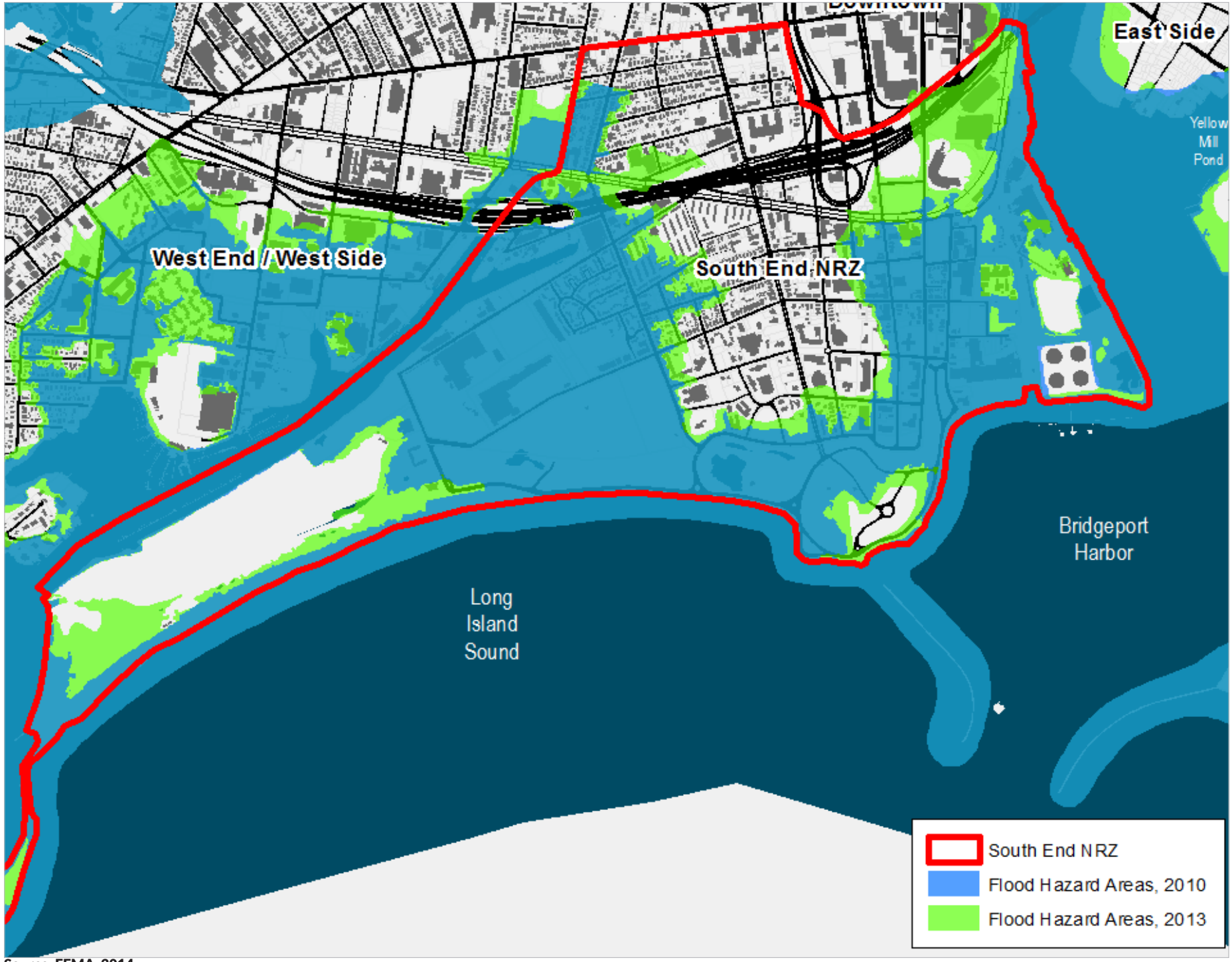
Neighborhood-level Strategies

- **Green Street Design**
- **Tree Planting Program**
- **Emergency preparedness education and outreach**
- **Elevated Singer St. & CSO Park**

Site-level Strategies

- **Floodplain Development Standards**
- **Green roofs**
- **Rain barrels**
- **Retrofit Program**

Map 5 - Flood Hazard Areas, 2010 & 2013



Source: FEMA, 2014

BGreen 2020

In 2010, as a result of the BGreen Bridgeport partnership between the City and the Bridgeport Regional Business Council (BRBC), the BGreen 2020 sustainability plan was released. Part of an ongoing initiative, the plan details 64 actionable local strategies to combat global warming, protect the global environment and stabilize the national economy. Early priorities include:

- **Creating an Energy Improvement District (EID)and Eco-Technology Park to support energy efficiency and production**
- **Adopting a "transit first" transportation policy**
- **Creating a Conservation Commission to implement strategies in the citywide Parks Master Plan**
- **Expanding recycling and composting efforts**
- **Protecting the Region's waterways through enhanced stormwater management**
- **Incubating developing green industries and training workers via a Green Collar Institute**
- **Conducting community outreach by way of a youth Conservation Corps**

These citywide strategies will have direct and indirect impacts on the coastal resilience of the South End, and influence this and other sections of the Plan.

Eco-Technology Park

Perhaps the most significant development project called for in BGreen 2020 is the Eco-Technology Park. This is an assemblage of multiple sites in the South End and West Side/West End NRZs, separated by Cedar Creek. This is a strategic location based on its: reliable electrical interconnections to the grid, access to natural gas, significant amounts of excess heat and gray water that can be harnessed to serve the district, and incredible transportation access via highway, rail and water.

The early components of the Eco-Technology Park include (1st four are South End projects):

- **Renewable energy generating facility**
- **Mattress recycling facility**
- **University of Bridgeport fuel cell**
- **South Ave. green infrastructure improvements**
- **Anaerobic digester for food waste**
- **Bio-Fuels production facilities**
- **Clean fueling stations**
- **Anaerobic digester for sludge waste**
- **Fuel cell energy generating facility**
- **District heating and cooling loop**
- **Permeable paving distribution and installation facility**
- **Hydrocarbon extraction and recycling facility**
- **Green building supplies wholesale facility**
- **Medical waste incineration facility**
- **Industrial symbiosis amongst these facilities' input/output chains**

Renewable Energy Park

The 50-acre renewable energy park located on the closed Seaside Landfill site is a key piece of the Eco-Technology Park development. It has the potential to house solar, fuel cells and wind installations and generate between 4 - 5 megawatts of power to the grid. New state legislation that the City supported in Hartford was passed in 2011 to allow each of our electric distribution companies in Connecticut to own up to 10 megawatts of renewable energy in their service territories. United Illuminating Company executives have agreed to make Bridgeport their first investment and is working closely with the State and the City to realize the potential at this site.

Mattress Recylcing Facility

Park City Green, Connecticut's first mattress recycling facility, opened in the South End in 2012. It is a joint venture between the Green Team and Family Re-Entry (two local non-profits), in conjunction with the St. Vincent's DePaul Society of Lane County Oregon. The goal is to deconstruct 100,000 mattresses from around the state and sell the component parts back into the recycled commodities market. Presently, mattresses are either incinerated or shipped to remote landfills in Ohio and Pennsylvania, resulting in needlessly large carbon footprints. In 2013, the Connecticut General Assembly passed the first mattress stewardship program in the United States. This legislation requires manufacturers to pay for the recycling of mattresses they sell in Connecticut and is expected to be implemented in 2015.

Eco-Technology Park

Source: BGreen, 2020

University of Bridgeport Fuel Cell

With help from the Center for Sustainable Business Growth, the University of Bridgeport is now installing a 1.4 megawatt fuel cell power plant on its campus in conjunction with FuelCell Energy of Danbury. The project will reduce carbon emissions by 7,000 tons—equivalent to 1,220 vehicles—per year and save UB an estimated $3.5 million in energy costs over 12 years. The fuel cell generates energy using natural gas and its exhaust heat will be used to generate hot water and offset consumption of natural gas for heating and air conditioning for the adjacent Wheeler Recreation Center and its pool, University Place Apartments and Schine Hall.

South Ave. Green Infrastructure Improvements

Improvements have been made to Iranistan Ave. north of South Ave. This project will extend similar improvements along South Ave. and include pervious sidewalk materials and extensive tree plantings, and are intended to beautify the streetscape, increase stormwater runoff capture, and mitigate the urban heat island effect.

Rebuild By Design

In 2014, Bridgeport was selected to formulate a proposal for funding as part of Rebuild By Design, a collaborative initiative of the President's Hurricane Sandy Rebuilding Task Force that included NYU's Institute for Public Knowledge, Municipal Art Society, Regional Plan Association, and Van Alen Institute as Partners. The Bridgeport team was comprised of Waggonner and Ball, unabridged Architecture, the Gulf Coast Community Design Studio, Yale University's Urban Ecology and Design Laboratory, and ARCADIS. The City of Bridgeport provided assistance throughout the process, which resulted in the Resilient Bridgeport: Claim the Edge, Connect the Center proposal document. The proposal identified the South End as the "most vulnerable geography of the city" (RBD, 24) and called for the following improvement projects geared toward preparedness, protection and response, which will improve the coastal resilience of the South End.

- **Multifunctional Elevated Berm**
- **Elevated Singer Street**
- **Feasibility Study for Onshore Combine Sewer Overflow (CSO) Park**
- **Living Shoreline**
- **Resilience Education and Community Center**

District-wide Strategies

District-wide strategies are large-scale projects which impact an area greater than the South End NRZ.

Multifunctional Elevated Berm

The elevated berm is designed to be integrated into the existing Seaside Park landscape and would replace Waldemere Ave. It would be elevated to protect against current "worst case scenario" base flood elevations caused by sea level rise of 17'. A bikeway placed atop the berm would serve as a new east-west connection through the neighborhood and park. Considering the berm would primarily be constructed on City-owned parkland lends the project an amount of feasibility.

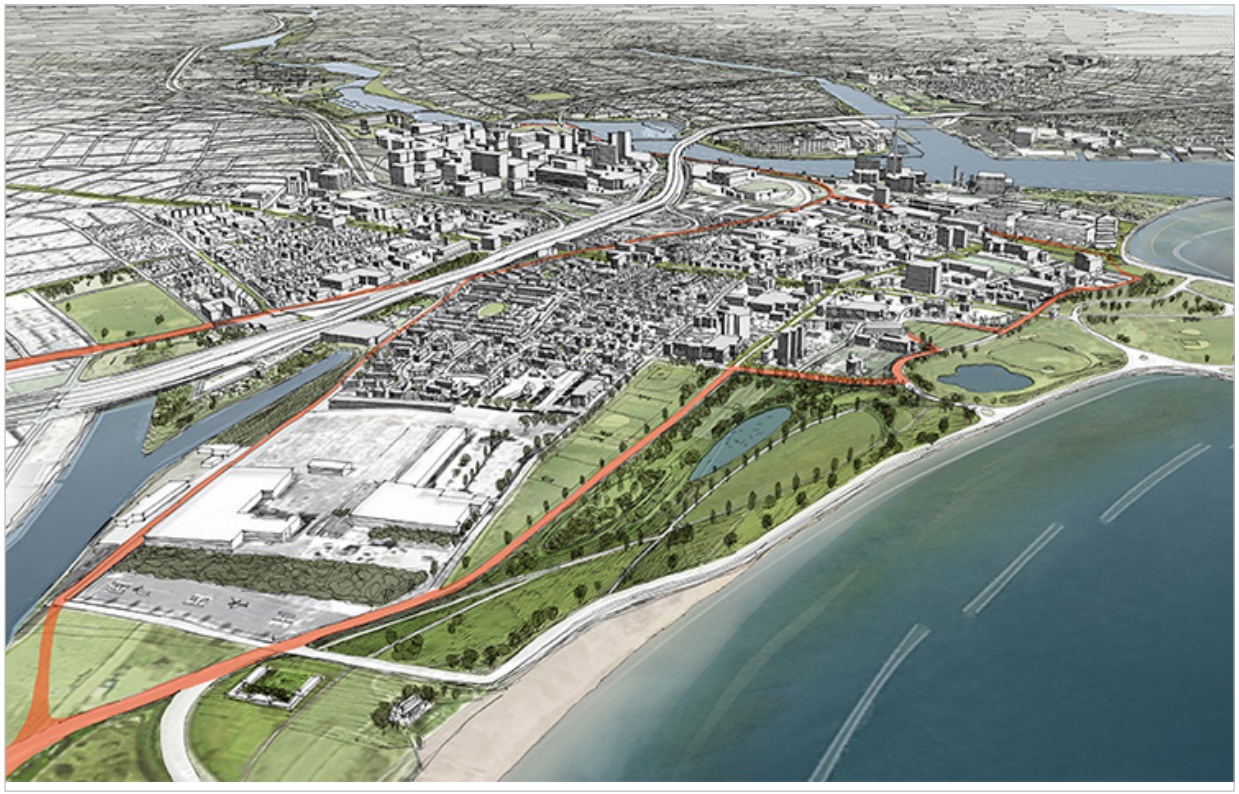
Seaside as Buffer Zone

While not entirely retained in a natural undisturbed condition, the vast open space of Seaside Park and Beach provides a tremendous buffer zone between the Long Island Sound shore and the developed and inhabited areas of the South End NRZ. Without the buffer, these areas would be considerably more vulnerable to storm surge flooding.

Buffer zones are defined as "areas of undeveloped, generally vegetated land which can be retained in its natural undisturbed condition, created to resemble a naturally occurring riparian area, or provided as a carefully designed landscaped amenity" (Urban Design Manual, 4). Seaside Park land is legally protected from extensive development, but the following strategoes will increase its effectiveness as a buffer zone:

- **Increase landscaping with a variety of native species plants and trees**
- **Limit construction of additional structures, roadways, surface parking facilities and other impervious surfaces**
- **Incorporate sustainable stormwater management features into existing and future facilities**
- **Prohibit land disturbing activities that may result in erosion or sedimentation and application of fertilizers, herbicides and pesticides (except as to restore a buffer)**
- **Maintain public access and recreation opportunities**

Multifunctional Elevated Berm



Source: Rebuild By Design, 2014

Stormwater Infrastructure

With the exception of Seaside Park, the South End is a built-out urban neighborhood. Land covered by buildings, streets, sidewalks, parking lots and other impervious surfaces requires stormwater infrastructure to adequately drain surface water runoff. This infrastructure is aging. A number of drains regularly clog, vaults fill and in some instances, the outlets which direct stormwater into nearby waterbodies are no longer adequately elevated. This causes reverse flow issues during high tide storm events.

Key Recommendations

1. **Act as a Partner in support of a potential multifunctional elevated berm through all project phases**
2. **Assist with project-related community education and outreach**
3. **Act as a Partner in support of potential offshore breakwater structures in Long Island Sound**
4. **Assist with project-related community education and outreach**
5. **Work with City of Bridgeport, Parks Department staff and other Stakeholders to increase native landscaping of Seaside Park**
6. **Assist with Volunteer recruitment efforts related to potential landscaping projects**
7. **Support development strategies to increase the effectiveness of Seaside Park as a buffer zone**
8. **Work with City Council Representatives and WPCA Staff to identify non-functioning drains and poorly elevated outlets**

Neighborhood-wide Strategies

Neighborhood-wide strategies are those which can be implemented throughout the public realm in the South End NRZ, and stand to impact a wide swatch of the community.

Green Street Design

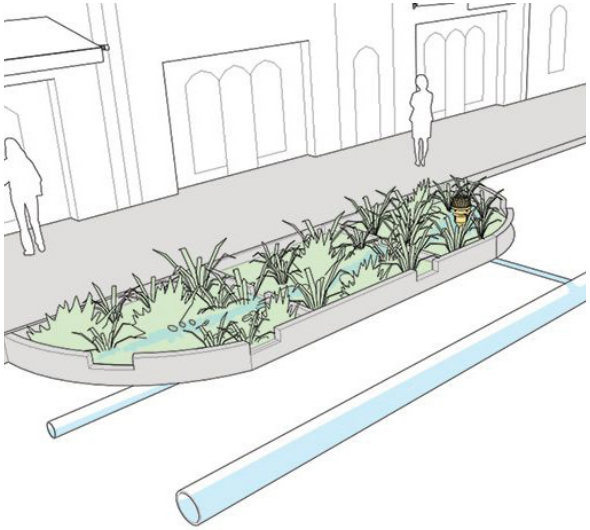
As discussed in other sections of this plan, the South End NRZ would benefit from a variety of roadway improvements, which presents an opportunity to implement sustainable stormwater management infrastructure.

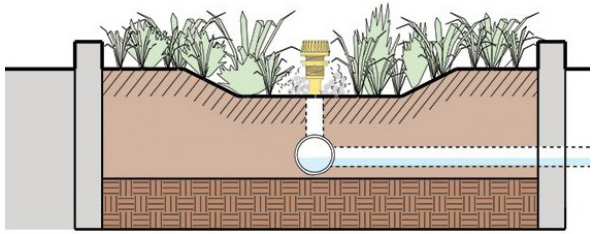
Whereas traditional infrastructure was designed and built to move the largest volumes of water away from a site as quickly as possible, sustainable infrastructure captures water close to the source to reduce CSOs, ponding, flooding and flow into treatment facilities. As it does so, stormwater becomes an asset to improve the urban ecology and aesthetic.

South End NRZ improvements, especially those located within the flood hazard area, should include site-appropriate green infrastructure such as bioswales, flow-through planters, pervious strips, pervious pavement. The South Ave. infrastructure project will include some green street design features. Other streets that logical candidates for similar improvements include: Main St., Broad St., Park Ave., Iranistan Ave., Atlantic St., Gregory St., University Ave. and State St.

Bioswales

Bioswales are vegetated, shallow, landscaped depressions designed to capture, treat, and infiltrate stormwater runoff as it moves downstream. They are typically sized to treat the first and often most polluted volume of water resulting from a storm event. The National Association of City Transportation Officials (NACTO) calls them the most effective type of green infrastructure facility in slowing runoff velocity and cleansing water while recharging the underlying groundwater table (NACTO.com). Bioswales can be integrated along curb lines or within the street median.



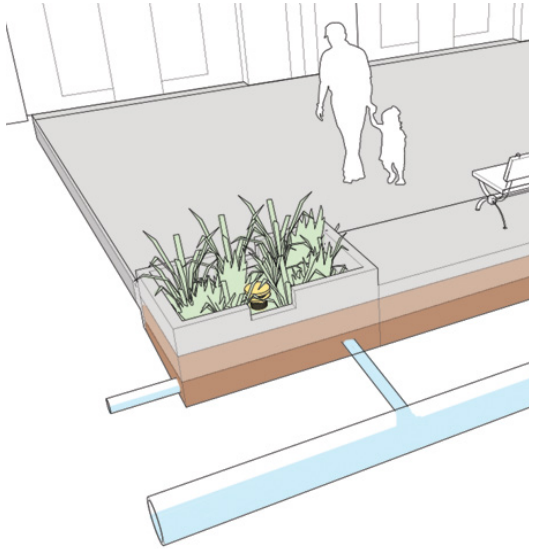


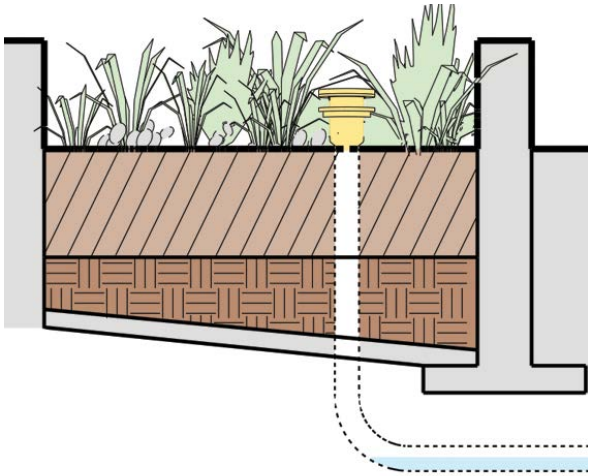
Bioswales

Source: NACTO.org, 2014

Flow-through Planters

Flow-through planters are hard-edged stormwater management facilities with an impermeable base, and are appropriate where infiltration of stormwater is unsafe or not possible—typically urban environments. They treat water by allowing runoff to soak through a soil matrix and filter into an underdrain system.



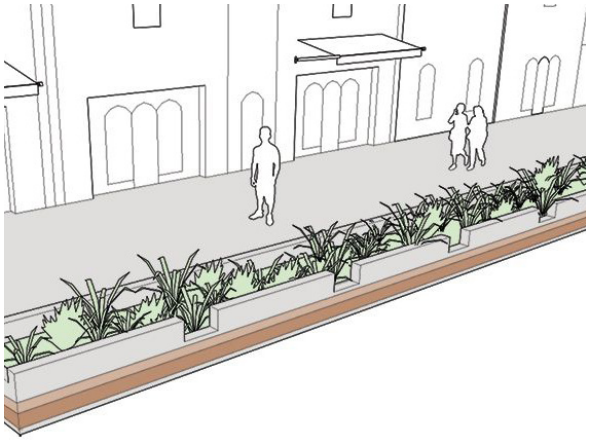


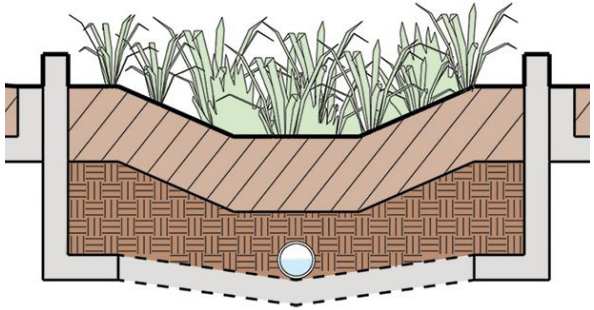
Flow-through Planters

Source: NACTO.org, 2014

Pervious Strips

Pervious strips are long areas of landscaping, pervious pavement or a combination of both. They are less expensive than bioswale systems, but do not provide as much volume or treatment capacity.



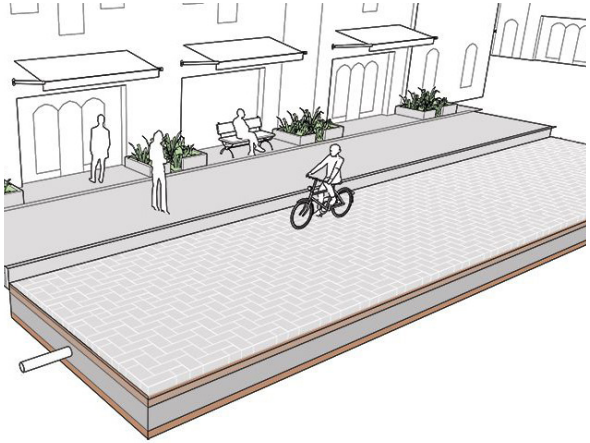


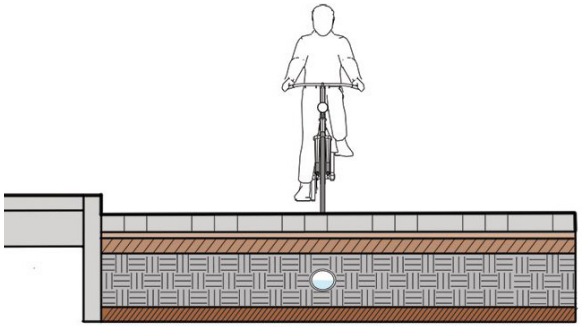
Pervious Strips

Source: NACTO.org, 2014

Pervious Pavement

Pervious pavement can be applied as sidewalks, streetscaping areas, parking lanes, gutter strips or entire roadway surfaces. Such treatments are effective where landscape-based improvements aren't feasible or desired.





Pervious Pavement

Source: NACTO.org, 2014

Tree Planting Program

Trees provide a multitude of environmental and community benefits. Recognizing this, the City's Master Plan of Conservation & Development set a goal of planting 3,000 new trees by 2020. In 2012, the Mayor's Office pledged to plant 2,012 in that year alone and surpassed that mark by working with Groundwork Bridgeport and Northeast Horticultural Services to plant 2,441 trees throughout Bridgeport. South End Stakeholders should expand upon these efforts to increase the number of trees in the NRZ by participating in the City's Adopt A Tree program. Individual Stakeholders can even identify areas where they think trees should be placed by utilizing the City's BConnected Citizen Service System, available online, by phone and smartphone app.

A Tree Canopy Report was prepared for the City of Bridgeport in 2013 that identifies the majority of the South End in high to moderately-high "Tree Canopy Opportunity" areas. Park Ave. and the streets within Seaside Village offer great examples of how other streets throughout the NRZ could be lined with trees. Broad St., Main St., Lafayette St., Ridge St., Gregory St. and Atlantic St., to name a few, are examples of streets that would benefit from the addition of street trees, but in general, opportunities to plant trees should be explored throughout the South End NRZ, including Seaside Park. Additionally, development guidelines should require the installation of new street trees along the frontage of public roadways.

Lafayette St. - Before

Source: City of Bridgeport, 2014

Lafayette St. - After

Source: City of Bridgeport, 2014

Emergency Preparedness Education & Outreach

The City of Bridgeport Emergency Operations Center (EOC)'s South End Neighborhood Disaster Plan outlines strategies and resources to help the neighborhood sustain itself during an emergency until emergency personnel and outside assistance arrives. The Plan contains recommendations for general preparedness before, during and after an emergency event, details an emergency supply kit checklist, shows threats to the area at various likelihood of occurrence and level of impact, identifies key community and human resources, gives tips for coping with disaster and caring for children.

THREAT	LIKELIHOOD OF OCCURRENCE	LEVEL OF IMPACT
Severe Storms / Tornados	Likely	Major
Extreme Hot/Cold	Moderate	Minor
Winter Storms / Blizzards	Likely	Major
Transportation	Likely	Major
Flooding	Likely	Moderate
School Emergency	Rare	Major
Hurricanes / Tropical Storms	Moderate	Catastrophic
Civil Disturbance	Rare	Major
Hazardous Materials	Unlikely	Major
Fire	Moderate	Moderate
Earthquake	Rare	Moderate

Elevated Singer St. & CSO Park

Constructing the multifunctional elevated berm would require elevating Singer St. by three feet and adding a 4' floodwall on its eastern side. There is an existing CSO outfall that currently drains into Bridgeport Harbor during "CSO events" or periods of high rainfall which cause stormwater and sewage to combine and flow together. An open space facility to naturally treat the effluent before it reaches the harbor would help mitigate this activity. Designed correctly, the open space would be an attractive amenity supporting mixed-use development planned on adjacent land.

Key Recommendations

1. **Work with Stakeholders to ensure green street design features like bioswales, flow-through planters, pervious strips and pervious pavers, are considered when making roadway improvements**
2. **Assist with Volunteer recruitment for the City's South End NRZ tree planting program efforts**
3. **Report tree maintenance or issues using the BConnected platform**
4. **Work with the City of Bridgeport Emergency Operations Center to:**
    - **Prepare and conduct community outreach, paying particular attention to communications**
    - **Host disaster preparedness education and training events**
    - **Distribute emergency survival kits**
    - **Recruit Volunteers**
5. **Work with Stakeholders to identify funding resources to study the feasibility of elevating Singer St. and constructing a Combined Sewer Overflow open space facility**

Site-level Strategies

Site-level strategies are intended to improve private property and future private development.

Floodplain Development Standards

Understanding that a large area of the South End NRZ is within the flood hazard area and recognizing the South End's need to balance its coastal management requirements and resiliency efforts and economic development progress, it is important to adopt flexible development standards to encourage both. Examples of standards for development and redevelopment in floodplains which would increase the coastal resilience of the South End include:

- **Elevate buildings above Base Flood Elevation (BFE) as per FEMA and City requirements**
- **Measure building heights from the BFE+1' elevation mark**
- **Require use of sound flood proofing materials for habitable space**
- **Require mechanical equipment to be located above BFE**
- **Require use of flood shields to prevent water from entering areas below BFE**
- **Prohibit residential use within or below BFE**
- **When flood-resistant construction requires raising the lowest floor, preserve a vibrant streetscape by requiring additional planting and landscaping buffers, and façade treatments**

Green Roofs

A green roof, or rooftop garden, is a vegetative layer grown on a rooftop. Green roofs can be installed on a wide range of buildings, from industrial facilities to private residences. They can be as simple as a 2-inch covering of hardy groundcover or as complex as a fully accessible park complete with trees. Green roofs present many public and private benefits:

- **Aesthetic Improvement**
- **Waste Diversion**
- **Stormwater Management**
- **Moderation of Urban Heat Island Effect**
- **Improved Air Quality**
- **New Amenity Spaces**
- **Local Job Creation**
- **Energy Efficiency**
- **Increased Roofing Membrane Durability**
- **Fire Retardation**
- **Noise Reduction**
- **Marketing**
- **Increased Biodiversity**
- **Improved Health and Well-Being**
- **Educational Opportunities**

Considering the South End's waterfront location;

abundance of large flat institutional, industrial, commercial and even residential roofs; and visibility from I-95 and the train, green roofs are a strategy that stands to greatly benefit the community. The benefits that green roofs provide with regard to stormwater management alone would have a tremendous impact on the quality of living in the South End:

- **With green roofs, water is stored by the substrate and then taken up by the plants from where it is returned to the atmosphere through transpiration and evaporation.**
- **In summer, depending on the plants and depth of growing medium, green roofs retain 70-90% of the precipitation that falls on them; in winter they retain between 25-40%. For example, a grass roof with a 4-20 cm (1.6 - 7.9 inches) layer of growing medium can hold 10-15 cm (3.9 - 5.9 inches) of water.**
- **Green roofs not only retain rainwater, but also moderate the temperature of the water and act as natural filters for any of the water that happens to run off.**
- **Green roofs reduce the amount of stormwater runoff and also delay the time at which runoff occurs, resulting in decreased stress on sewer systems at peak flow periods.**

Rain Barrels

A rain barrel is a system that collects and stores rainwater from your roof that would otherwise be lost to runoff and diverted to storm drains and streams. Usually a rain barrel is composed of a 55 gallon drum, a vinyl hose, PVC couplings, a screen grate to keep debris and insects out, and other off-the-shelf items. Garden and lawn watering accounts for 40 percent of residential water use during the summer, according to the U.S. Environmental Protection Agency. Thanks to a rain barrel's water catch, the typical homeowner can save 1,300 gallons of water during the growing season. Rain barrels have a number of benefits:

- **Reduce amount of treated municipal water used for lawn and gardening purposes**
- **Provide healthier water source for plants and soil than tap water**
- **Provide reliable water source in times of drought or watering restrictions**
- **Reduce surface non-point source water pollution**
- **Reduce stormwater runoff volume and soil erosion**
- **Reduce household water bills**

Green Roof Installation

Source: Lindquist Landscape Design, 2014

Green Roof Installation

Source: Lindquist Landscape Design, 2014

Retrofit Program

In order to retrofit structures to better prepare them to withstand coastal hazards and to meet floodplain development standards, property owners will inevitably incur associated costs. To encourage improvements and better protect the community, the South End should work with local, State and Federal stakeholders to identify resources to initiate a coastal retrofit program. There are many ways to fund and structure such a program, and these should be explored in detail.

Key Recommendations

1. **Support the formulation and adoption of effective floodplain development standards**
2. **Conduct community outreach and education regarding the benefits of using green building features**
3. **Explore partnerships with area green building supplies manufacturers, wholesalers and retailers and community organizations to reduce costs for construction and retrofitting projects in the South End NRZ**
4. **Encourage participation in the City of Bridgeport rain barrel program**

The tremendous amount of uncertainty about the future—from the effects of climate change and rising sea levels to the frequency of major environmental events—necessitates action to mitigate the increasing risks associated with such natural hazards and climate change in order protect the community's human, built and natural resources. The recommendations and strategies outlined in this section are merely a starting point, and are not meant to be an exhaustive list of improvements.

City of Bridgeport Rain Barrel

Source: City of Bridgeport, 2014

Urban Village Character

Urban Village Character

In his The Case for Urban Villages, Randall Fleming describes urban villages as "a contradiction in place, as they as they blend the intensity of a city with the intimacy of a village.

Urban villages work because they resolve this contradiction by balancing public interaction and personal privacy; enriching outdoor living with passive open spaces and intense urban places; and by providing diverse living, working, and playing opportunities. The result brings a lot of people together in an urban setting that can accommodate diverse personal and community needs".

The South End has many of the necessary components to develop into a vibrant urban village neighborhood. This section presents an urban design strategy that targets mixed-use redevelopment and infill development so as to achieve its stated goal and objectives.

Goal

Guide development to ensure the preservation and enhancement of historic structures and districts; allow increased densities at appropriate levels and locations; properly guide development in flood hazard areas; enable neighborhood-scale mixed uses; and encourage a high standard of land development, construction and beautification focused on maintaining and enhancing the South End NRZ's walkable, bikeable, and liveable urban village characteristics.

Objectives

- **ZONING: Prepare amendments to the City of Bridgeport Zoning & Subdivision Regulations and Zoning Map to:**
  - **Better enable mixed-use developments which are compatible with existing and desired neighborhood form factors**
  - **Ensure a mix of housing types within all ranges of affordability**
  - **Communicate strategy of focusing preservation and enhancement of structures and areas within historic districts and promoting urban village form factors and uses elsewhere that will help increase the neighborhood's population;**
- **DESIGN: Prepare a set of design guidelines which aggressively preserve and enhance the nature of any development or physical improvements in historic districts and allow for progressive and context-sensitive development in the South End**
- **GATEWAYS: Improve gateways as physically attractive and welcoming features**
- **STREETSCAPES: Beautify streets and open spaces via tree planting, landscaping, and streetscaping programs**
- **OPEN SPACE: Care for existing open spaces and seek to provide new opportunities**
- **ENFORCEMENT: Improve the overall health, safety and welfare of the community by increasing the City's zoning, building, anti-blight and police enforcement efforts**
- **MAINTENANCE: Identify creative ways for the neighborhood to collaborate with the City and local residents, agencies and institutions to proactively care for the neighborhood, like implementing a neighborhood maintenance program**
- **MARKETING: Develop an effective marketing strategy for the South End NRZ**

Neighborhood-wide Strategies

The South End NRZ is home to a diverse mix of land uses and related architectural styles and building scale.

Affirming the historic and aging character of the neighborhood, half of the structures were built prior to 1900, and only 15% since 1950; however, the number of redevelopment projects either in progress or planned continues to grow, signaling a renewed interest in the South End.

The University of Bridgeport is also in the early stages of executing its campus master plan. Downtown continues to be redeveloped, and it is clear that the South End is on the verge of a similar surge in activity.

Land Use & Redevelopment

A primary challenge in the South End NRZ is to balance or rationalize the use, scale, density and design of new development within the context of the existing, considerably historic fabric, and mitigate potential conflicts between adjacent properties.

The South End will strive to increase its overall residential and commercial density in order to accommodate a necessary increase in population and employment. This will be achieved primarily by altering zoning regulations in order to encourage mixed-use redevelopment and multi-family infill development of vacant land.

The South End's historic districts and properties are valuable assets, and should be preserved and enhanced. Infill development within historic districts shall be designed to be compatible with the character of existing adjacent and surrounding structures.

Infill and residential redevelopment will also help attract much-needed commercial uses. As this happens, it is critical to establish an affordable housing policy in the South End. Inclusionary zoning, which requires a certain number or percentage of affordable units to be created when constructing new or rehabbing old units, is one way in which to achieve this. Not all affordable units have to be in new development.

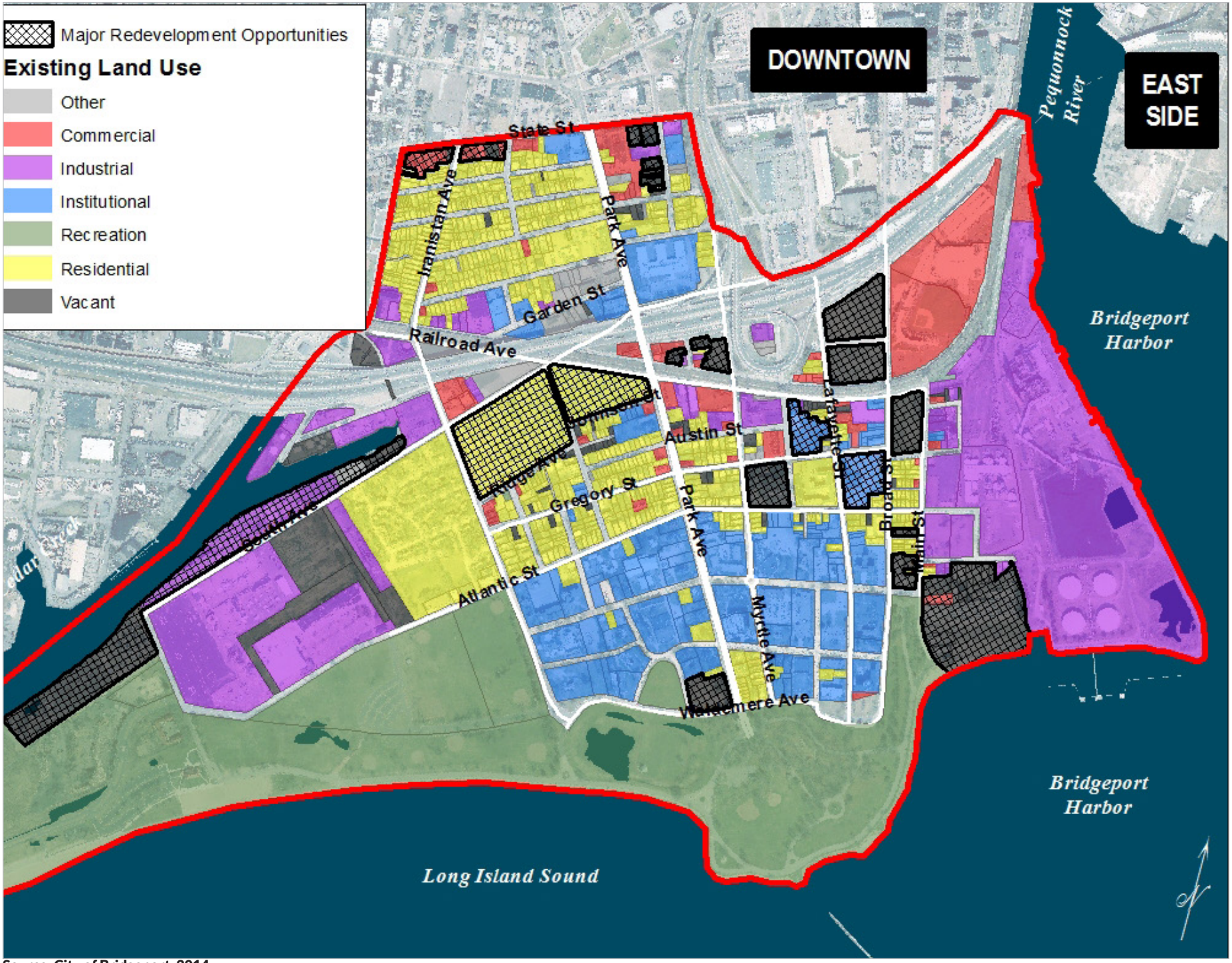
The Bridgeport Housing Authority maintains a considerable number of housing units in this district for low-income residents. To increase the neighborhood's viability as an inclusive community able to attract mixed-use, retail, office and light industrial uses, it needs to attract more workforce and market-rate housing units. As new units are developed, construction-related employment opportunities will become available to the community.

Housing

Of the University of Bridgeport's 5,000 students, only 1,200 live on campus in the South End. Improving nearby rental units to provide additional housing opportunities will result in a number of community benefits. One way to achieve this is through a rental rehabilitation program. The City does not currently operate such a program, but could potentially partner with the University, property owners and other Stakeholders to develop one.

The South End will strive to increase its overall residential and commercial density in order to accomodate a necessary increase in population and employment.

Map 6 - Existing Land Use & Redevelopment Opportunities



Source: City of Bridgeport, 2014

Map 7 - Neighborhood-wide Strategies

Source: City of Bridgeport, 2014

Civic Engagement

The University of Bridgeport has become a tremendous asset and the community should explore more opportunities to partner with UB to improve the South End. Other large employers, small businesses, and religious and educational institutions in the South End should also be encouraged to play more active roles. Between sponsorship, volunteering or participation, there are plenty of opportunities for these important Stakeholders to do so.

As the South End NRZ Board continues to build organizational capacity, it should look to build strong, lasting partnerships with these members of the community. Even small projects such as "adopt-a-block", street cleanups, and community events can have profound impacts on the quality of life in a neighborhood.

With Downtown and Seaside both so close by, it is unlikely the South End can attract its own library, post office or large park. This further highlights the need to strategically redevelop areas of the South End with a strong emphasis on connectivity and cohesion. Whether it takes the shape of a new community center facility, a bus terminal, an open space or plaza or finds a home within an existing less-formal facility, a clearly designated civic gathering place will benefit the South End.

Gateways & Urban Beautification

The South End enjoys waterfront views and access—views from taller buildings and the elevated highway and railroad tracks are especially great—but suffers from a lack of attractive gateways to welcome visitors.

From points north, the South End is blocked entirely from view by the highway and railroad structures, and visitors mostly see parking lots and the scattered light industrial uses along Railroad Ave. Redevelopment will solve this issue over time, and gateway treatments in key locations will help in the short-term.

While they currently act as barriers, the elevated highway's underpass structures can be beautified to become welcoming gateways by working with local Artists and Volunteers, and improving them with painted murals. Locally-created artwork instills pride in both the work and the community.

Such a project was recently completed in New Haven, CT. Dubbed "Under 91", the project was initiated by a group of community members who raised funding, obtained approvals and selected Artists themselves. The project brought the community together and transformed the underpass. The South End should explore similar methods for beautifying the underpass locations. Beautified and properly lit, the underpass locations at Iranistan Ave. & Broad St. will both serve as welcoming gateways into the South End.

Property owners are central to the revitalization of the South End. Construction, rehabilitation and landscaping efforts should be recognized and celebrated by the community. The South End should develop an award program and incorporate a ceremony into an annual community gathering or reception.

Myrtle Ave. Gateway - Before

Source: City of Bridgeport, 2010

Myrtle Ave. Gateway - After

Source: City of Bridgeport, 2010

Under91 - Before

Source: ilovenewhaven.com, 2014

Under91 - After

Source: ilovenewhaven.com, 2014

Key Recommendations

1. **Work with Stakeholders to identify resources to prepare amendments to the City of Bridgeport zoning ordinance and map**
2. **Partner with City Council Representatives, City Staff, UB Staff, private property owners and other Stakeholders to explore the feasibility of creating a rental rehabilitation program**
3. **Work with Stakeholders to establish an affordable housing policy**
4. **Work with Developers to match construction-related training and employment opportunities with area residents**
5. **Build strong, lasting relationships with corporate and institutional members in the South End, and explore ways to work together on:**
   - **Community fair/outreach events**
   - **"Adopt-a-Block" program**
   - **Neighborhood/street cleanups**
   - **Social/entertainment events**
   - **Farmers/Gardeners Market events**
   - **Other**
6. **Work with City Council Representatives, City Staff, Greater Bridgeport Transit, Bridgeport Public Library and other Stakeholders to identify a feasible community gathering space**
7. **Work with Stakeholders to identify resources to initiate a gateways and wayfinding planning and design process**
8. **Work with Stakeholders to initiate an urban beautification program. Key projects might include murals, sculptures and other public artworks, landscaping and community cleanup efforts**
9. **Assist with Volunteer recruitment for urban beautification projects**
10. **Develop a South End property improvement award program**

Planning District Strategies

Considering existing land use characteristics, the South End NRZ can be organized into six neighborhood planning districts. These generalized areas are meant to help communicate the overall vision for the neighborhood, not to prescribe property-specific strategies or recommendations. The six districts are:

Neighborhood Residential

These areas are almost exclusively residential, and will remain so. The primary design objective in Neighborhood Residential districts is to preserve and enhance the existing housing stock and require infill development to be of high-quality design and construction that is compatible with surrounding structures. Non-residential land uses will be limited.

Neighborhood Center

Strategically located and comprised of a number of underutilized properties, these areas will transition into high-activity residential, commercial and civic mixed-use centers with a focus on pedestrian and bicycling facilities.

Urban Corridor

State St. is a high-volume transportation corridor that connects the Black Rock, West Side/West End and South End neighborhoods with Downtown. This area provides an opportunity for larger mixed-uses with a focus on multi-modal transportation facilities.

Institutional Campus

The University of Bridgeport continues to implement its Master Plan and improve its facilities, and a new Roosevelt Elementary School campus is under construction. These areas will not experience private redevelopment, but do need to be successfully incorporated into the neighborhood fabric.

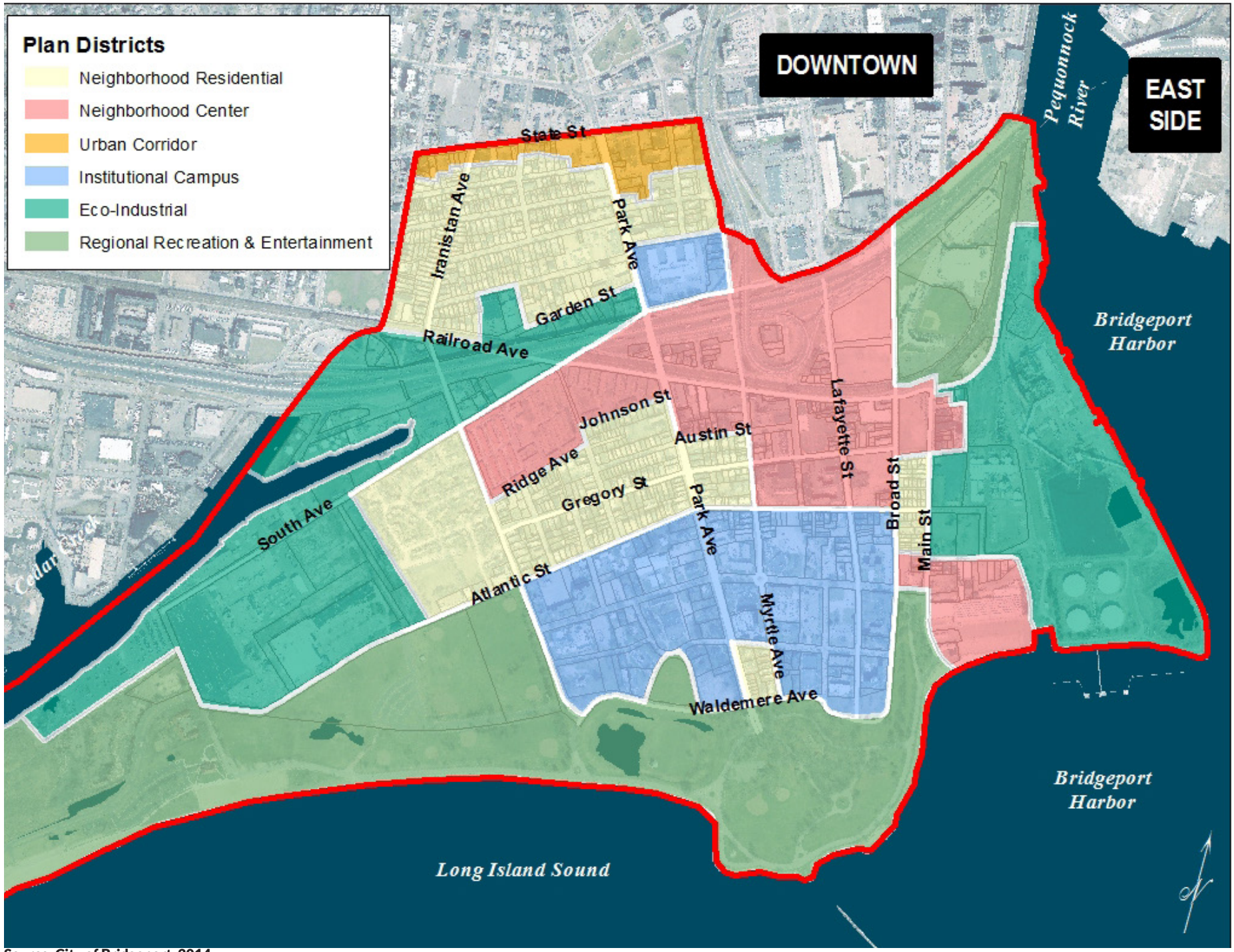
Eco-Industrial

Bridgeport's industrial waterfront continues to evolve. These areas will adapt to become communities capable of supporting technological innovation and 21st century light manufacturing with a focus on sustainability and access.

Regional Recreation & Entertainment

These areas welcome large amounts of visitors from throughout the City and Region, and are sources of considerable pride. They will not be redeveloped, but will become more attractive gateways into the neighborhood.

Map 8 - Planning Districts



Source: City of Bridgeport, 2014

Neighborhood Residential

There are four distinctly clustered residential areas in the South End, mostly north of Atlantic St. These areas are generally built-out, with scattered opportunities for infill development. The urban design strategy here is to make sure the existing residential character of these areas is preserved and enhanced and that infill development is compatible with it.

This will be achieved through updated zoning requirements and design guidelines. As outlined in the Cultural Resources section, historic districts which make up the majority of these areas require additional attention to detail. For example, during the 2010 citywide zoning update, the majority of the Cottage Development Historic District was rezoned Office/ Retail (OR). To help preserve the desirable character of these residential uses, properties with single-family units should be zoned Residential A (R-A), and those with multi-family units or rowhouses should be zoned Residential C (R-C).

New residential should be scaled and situated similarly to their neighbors, as shown below. As the majority of blocks exhibit consistency with regard to building dimensions, street setbacks and yard sizes, requirements should be dictated by each block's prevailing, or average existing conditions, as shown to the right. By maintaining a consistent building form, developers and home owners have greater flexibility in architectural style and building materials. Requirements should not attempt to force new structures to match the architectural styling of existing ones. These images illustrate that both neo-traditional and modern design are compatible within the existing fabric.

Infill Development

Source: City of Bridgeport, 2014

Infill Example - Before

Source: Lindquist Landscape Design, 2014

Infill Example - After (Neo-Traditional)

Source: Lindquist Landscape Design, 2014

Infill Example - After (Contemporary)

Source: Lindquist Landscape Design, 2014

These are residential areas meant to be comfortable places to live. Streets will be narrower and lined with tree plantings and safe sidewalks. Curb cuts, driveways, and all off-street parking facilities will be limited. Permeable materials will be used for the construction of any permitted driveway or surface parking facilities.

Key Recommendations

1. **Work with Stakeholders to identify resources to prepare amendments to the City of Bridgeport zoning ordinance and map which:**
   - **Allow only residential uses, as-of-right**
   - **Encourage and facilitate sensible population growth**
   - **Aim to preserve and replicate the existing urban form, without limiting architectural style**
   - **Ensure pedestrian and bicycling safety and encourage healthy activity**
   - **Do not allow curb-cuts, driveways or off-street parking facilities, as-of-right**
   - **Require permeable paving materials for any permitted land cover**
   - **Prohibit demolition or redevelopment of historically significantly structures, except in cases of extreme blight**
   - **Champion an extensive tree planting program**

Neighborhood Residential

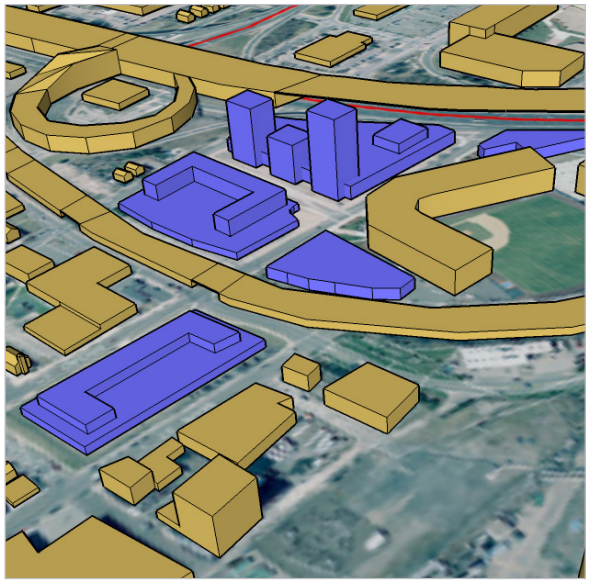
Despite its diversity and breadth of land uses, the South End lacks a unifying neighborhood center. These areas were identified throughout the planning process as prime opportunities to create a vibrant neighborhood center of mixed residential, commercial and civic uses that seamlessly connects with Downtown and unites the rest of the neighborhood.

These areas are comprised of a number of large underutilized and underperforming properties and uses which, for the most part are outside of the Flood Hazard Area and present an opportunity for transformative redevelopment. The key challenge within the district is to guide that redevelopment along an urban transect that appropriately scales structures and uses within the context of neighboring districts. This will be achieved through zoning.

Broad St. is the primary connection between Downtown and assets in the South End. This corridor is home to a number of very important development opportunities which will redefine the character of the corridor. The scale of these developments will help create a more natural transition from Downtown into the South End, with larger mixed-use buildings and more shallow setbacks.

Considering their proximity to Downtown, visibility and ability to trumpet Bridgeport's revival to the entire region, the two lots next two the Ballpark and Arena are particularly important. They should be developed to accommodate very high-activity mixed commercial and residential uses built tall enough to alter the skyline and take advantage of waterfront and Downtown views. Development standards should allow very

Neighborhood Center North Design Concept



Source: Lindquist Landscape Design, 2014

Infill Example - After (Contemporary)

Source: Lindquist Landscape Design, 2014

tall building heights and shallow setbacks. Off-street parking should be permitted and designed to be out-of-sight. These streets will be designed as complete streets facilitating all modes of transportation, with streetscaping and green design features.

Design will emphasize street-level interactivity and upper floor aesthetics. Sidewalks will be wide to accommodate heavy pedestrian traffic and outdoor dining areas. These properties should be zoned Downtown Village District, Neighborhood Village District, or a combination of both. The site at 375 Main St. is an ideal location for medium-density residential with ground-floor retail/office along its Broad St. and Main St. frontages. A maximum height of fifty feet should be permitted, as-of-right, with additional height permissible via special permit.

The two blocks on the western side of Broad St. contain numerous underutilized properties. These development standards should be extended to both of them to encourage redevelopment in accordance with a high-activity mixed-use corridor. These three blocks of land should be zone Neighborhood Center Village District (NCVD) to facilitate these recommendations.

Moving south along Broad St., the district is briefly interrupted by the Neighborhood Residential (Cottage Development Historic District) and Institutional Camus (northwestern corner of UB's campus) districts. While it may be tempting to look at a map view and recommend razing the single- and 3- to 4-family units, and replacing them with more medium-density mixed-use buildings to form a more uniform corridor straight from Downtown to the UB campus, doing so is very-ill advised. The single-family homes, known colloquially as "the cottages", are an incredible example of historic housing stock that has survived as a unit and the rowhouses south of them on Broad St. are some of the most recognizable buildings in all of Bridgeport, emblematic of the era defined by its famous forefather P.T. Barnum. Every effort should be made to preserve and enhance them. Their relative difference in scale from the proposed redevelopment around them makes the entire corridor a more interesting place and emphasizes their cultural relevance.

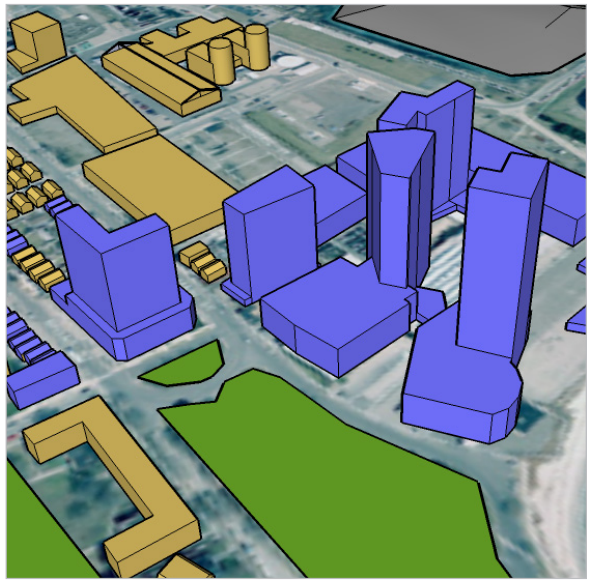
The southernmost portion of the district is comprised of two very important redevelopment opportunities: the former Conte's Restaurant site at 30 University Ave. and the former Remington Shaver factory site at 60 Main St.

Standing next to the UB campus, and between the Cottage Development Historic District and the very edge of Seaside Park the Conte's site has terrific views of the park and waterfront beyond it. The Remington site enjoys sweeping panoramic views of the Bridgeport Harbor and Long Island Sound. Successful redevelopment of this site stands to alter the image of the entire city. Remington Shaver was once an economic powerhouse employing hundreds of South End and Bridgeport residents—a great source of pride for both. The company long ago shuttered the factory and the abandoned site fell into its current state. The redevelopment of this site into highly visible, landmark quality residential uses will inspire a renewed sense of pride in it. The illustrations show how the development could be

30 University Ave. & 60 Main St. Design Concept

Source: City of Bridgeport, 2010

30 University Ave. & 60 Main St. Design Concept



Source: City of Bridgeport, 2010

scaled. The site is zoned Mixed-Use Waterfront (MU-W) which permits building heights up to 500 feet or 50 stories.

The properties along the southern side South Ave. and Railroad Ave. are also prime for mixed-use redevelopment. The Marina Village housing units are inadequate for habitation and require replacement. These properties will be redeveloped into neighborhood-scale mixed-income housing, retail and office uses.

This redevelopment should also consider the improvements outlined in the Mobility and Connectivity section which will create a walkable street network to support these new uses and integrate them into the South End's urban fabric. The before and after images below show how a mixed-use redevelopment and streetscaping improvements fit in and improve the urban environment around the intersection of Ridge Ave. and Iranistan Ave.

There is a slight concentration of commercial uses in the vicinity of the Park Ave./Railroad Ave. intersection. As Marina Village is redeveloped with high-quality medium-density mixed-income residential uses, the area will begin to be able to support additional neighborhood retail uses and the likelihood of other properties along Railroad Ave. doing the same increases.

Running from Seaside Park all the way north into the Town of Trumbull, Park Ave. is one of the most visible and important corridors in the City. This area is a natural fit to become a high-activity center capable of fulfilling the community's desire for a dining district. Requirements should allow mixed-uses with ground floor restaurant facilities on all properties fronting Park Ave. and Railroad Ave. as-of-right. Outdoor dining areas should similarly be allowed as-of-right within setbacks and permitted within the public right-of-way. Design guidelines should encourage the construction of attractive and comfortable outdoor dining facilities. Off-street parking facilities should only be permitted within rear setbacks, unless designed to be shared amongst multiple uses. Curb-cuts and driveways should be limited, but permitted to access parking facilities.

Moving eastward, Railroad Ave. is lined with properties currently being used for light industrial purposes. The community has expressed a desire to see some of these facilities repurposed with a focus on urban agriculture. Urban agriculture refers to food production through plant cultivation and animal husbandry, non-industrial processing, distribution of that food. Advancements in technology and practice have made urban agriculture feasible, and demand for community access to locally-produced fresh and healthy food products is high and not limited to the South End. The existing Mixed-Use Light Industrial (MU-LI) zoning allows urban agriculture, via special permit, and should be examined to see if it needs to be improved in any way to encourage these uses.

The property at 325 Lafayette St.—or half of the former Warnaco site—was recently successfully redeveloped as a 140- unit residential condominium complex know as Lofts on Lafayette. The remaining property at 330 Myrtle Ave. is

Iranistan Ave. & Ridge Ave. - Before

Source: City of Bridgeport, 2010

Iranistan Ave. & Ridge Ave. - After

Source: City of Bridgeport, 2010

still home to abandoned factory buildings and continues to have a negative impact on the surrounding properties.

Redeveloping 330 Myrtle with market-rate residential and ground floor retail mixed-use will build upon the success of Lofts on Lafayette, facilitate population growth, and positively influence neighboring property values. Built high enough, this building or buildings would enjoy terrific views and considering the surrounding land uses—mainly surface parking lots to the north and south and medium- to high-density residential to the east and west—it likely could be with minimal impact.

Said parking lots and other underperforming uses along Myrtle Ave., Austin St., Warren St. Gregory St. and Lafayette St. should similarly be redeveloped into high-activity mixed-uses with a focus on high-quality residential units above attractive ground-floor retail/commercial uses.

Key Recommendations

1. **Work with Stakeholders to identify resources to prepare amendments to the City of Bridgeport zoning ordinance and map which:**
   - **Allow residential/commercial mixed-use development, as-of-right**
   - **Permit residential/artist studio/light manufacturing mixed-use development, via special permit**
   - **Encourage ground-floor design and uses which engage sidewalk, bike lane and street users**
   - **Encourage and facilitate significant population and new business growth**
   - **Minimize curb-cuts and driveways**
   - **Prohibit off-street parking facilities within front and side setbacks**
   - **Facilitate a range of buildings heights, with minimums and maximums**
   - **Encourage outdoor dining in strategic locations**
   - **Encourage and support urban agriculture is strategic locations**

Urban Corridor

The Urban Corridor district is comprised of the properties fronting along State St., a major State-owned corridor running from the Town of Fairfield into Downtown Bridgeport. The corridor is anchored by the United Congregational Church and YMCA uses at the intersection of Park Ave., but most of the remaining uses are abandoned or in poor condition and vacant lots are prevalent. This area represents an opportunity to develop a high-activity mixed-use corridor more focused on commercial uses than others in the South End.

Development standards within the Urban Corridor should allow for medium-height (two- to six- story) mixed-use buildings, as-of-right with taller buildings allowed via special permit. Vehicular access should only be permitted from side streets. Off-street parking facilities should be permitted, but designed to not be visible from State St. Adequate buffering with screening and landscaping shall be required between these uses and adjacent residential uses.

The Street is very wide with two one-way directional traffic lanes and two parking lanes. Traffic volume and travel speeds are high and accidents are common. Although the sidewalks are wide, they are in poor condition. The streetscape is void of streescaping, trees and has inadequate lighting. State St. is unsafe for bicyclists and pedestrians, especially at night.

Bump-outs and clearly marked crosswalks will shorten crossing distances and improve pedestrian safety. Street trees and landscaping will improve the urban environment and alter the scale of the street for both drivers and pedestrians, making it more attractive and safer. State St. is a candidate to be converted to two-way directional flow and the City of Bridgeport aims to study the feasibility of doing so. Six Greater Bridgeport Transit bus routes run along State St. Improving bus stops along these routes with well-designed weather-protective facilities would serve dual purposes of distinguishing the corridor and increasing the attractiveness of bus transit.

Key Recommendations

1. **Work with Stakeholders to identify resources to prepare amendments to the City of Bridgeport zoning ordinance and map which:**
   - **Allow residential/commercial mixed-uses, as-of-right**
   - **Encourage and facilitate sensible population growth**
   - **Ensure pedestrian and bicycling safety and encourage healthy activity**
   - **Do not allow curb-cuts, driveways or off-street parking facilities along State St.**
   - **Allow off-street parking facilities, and re-**

quire them to not be visible from State St.
- **Champion an extensive tree planting program**

2. **Work with the State of Connecticut and City of Bridgeport to identify necessary safety improvements, like bump-outs and ensure proper maintenance of State St.**
3. **Work with the City of Bridgeport to prioritize the replacement of the sidewalks along State St.**
4. **Work with Greater Bridgeport Transit to identify resources for designing and constructing attractive weather-protective bus stops along State St.**

Institutional Campus

Roosevelt Elementary School was demolished in 2013, and a new facility is under construction. The University of Bridgeport campus is comprised of a mix of smaller historic and larger late-20th century buildings. Many of the newer buildings were sited, oriented and built around the periphery of the campus in such a way that walled off the campus and effectively turned its back on the community.

The UB master plan proposes a wealth of changes to the university's campus. As the University continues to expand and invests in its campus, it has an opportunity to redevelop as a community-facing university village. In particular, as buildings along Broad St. are altered or replaced, plans for their replacements should consider the South End NRZ's desire to see Broad St. transformed into an active and attractive mixed-use corridor. As such, uses and their entrances should be oriented toward Broad St. and the northerly strip of Seaside Park. Doing so would benefit the school, students and residents alike.

Reintegrating its campus back into the urban fabric of the South End will also make it easier for the university to expand its footprint and add new facilities over time. The development site at 250 Waldemere is a good opportunity for the university to do so. It also presents an opportunity to develop new residential units for faculty, students or non-university residents right across the street from Seaside Park. The images below show how moderately-scaled buildings can be sited, oriented and built to enhance the character and increase the population of the South End.

The University should also work with the City of Bridgeport to coordinate streetscape and landscaping improvements along Waldemere Ave., Iranistan Ave., Atlantic St. and Broad St.

Key Recommendations

1. **Work with Stakeholders to ensure adequate crosswalks, streetscaping and tree plantings surrounding the new Roosevelt Elementary School facility**
2. **Build upon existing relationship with the University of Bridgeport to better inform its campus master planning process and receive its input during the South End NRZ planning process**
3. **Work toward integrating the university into the neighborhood**
4. **Work with the City of Bridgeport and University of Bridgeport to coordinate streetscape and landscaping improvements along the periphery of the UB campus**

250 Waldemere Ave. - Before

Source: City of Bridgeport, 2010

250 Waldemere Ave. - After

Source: City of Bridgeport, 2010

Eco-Industrial

The South End's western and eastern waterfronts are lined with industrial uses in varying states of activity. The western area surrounding Cedar Creek and within the City's Eco-Technology Park area. Here, Santa Fuel, Sikorsky Aircraft and Park City Green Mattress stand as the only active uses among a number of large properties lying idle. The properties represent a great opportunity for partners to come together and develop an innovation district.

"Innovation Districts are geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators and accelerators. They are also physically compact, transit-accessible, and technically-wired and offer mixed-use housing, office, and retail." (brookings.edu, 2014)

Early-stage Partners should include the City of Bridgeport, Bridgeport Regional Business Council, Bridgeport Chamber of Commerce, University of Bridgeport and Sikorsky Aircraft and grow to include other area institutions and science- and technology-based businesses which would collaborate to determine the scope and focus of the district and shepherd its development.

Facilities should be designed to be flexible to accommodate ever-changing uses shared operations. Culturing a strong Startup and Entrepreneurial culture is extremely important to the success of the District and programming should be designed to initiate and support such a culture. Supporting uses such as housing, retail, office and entertainment are as vital to the success of the District as they are to the success of the South End neighborhood as a whole.

The eastern properties on the Bridgeport Harbor are nearly exclusively used for power generation-related purposes. The large PSE&G coal-burning facility, a natural gas-burning facility and storage facilities for both are located here. It is extremely important to mitigate the impacts these uses have on the South End neighborhood.

At a minimum, extensive buffering with screening and landscaping should be implemented. As these facilities age, they should be replaced with modern renewable energy facilities. The land that is freed up as this happens should be reserved for active and passive open space use and—similar to Seaside Park—will serve as a naturalized coastal buffer protecting the neighborhood from coastal flooding hazards.

Key Recommendations

1. **Work with the City of Bridgeport, Bridgeport Regional Business Council, Bridgeport Chamber of Commerce, Sikorsky Aircraft and University of Bridgeport to initiate planning of an Innovation District**
2. **Work with Stakeholders to ensure the properties currently used for fossil-fuel energy generation are reused for renewable energy generation and active and passive open space use**
3. **Work with the City of Bridgeport and other Stakeholders to identify locations for tree plantings**

Regional Recreation & Entertainment

The Ballpark and Arena at Harbor Yard collectively attract more than 300,000 people to the South End each year. Seaside Park and Beach draws, on average, and hosts some of the region's largest events like Gathering of the Vibes, Barnum Festival and Puerto Rican Day Parade. As discussed in the Mobility & Connectivity section, ensuring convenient and safe regional and local access to these venues while mitigating negative impacts on the community is critical. The Ballpark and Arena facilities are relatively new and will not be redeveloped any time soon and development of Seaside Park is strictly prohibited. Improvements in these areas should focus on urban beautification and gateway enhancements.

Seaside Park has numerous access points for bicycles and vehicles, and nothing prohibits pedestrian access; however, one factor that limits the park's role as neighborhood park is that the University of Bridgeport campus sits between it and the majority of the South End's residential uses. UB has applied streetscaping along the stretch of Park Ave. that runs through the campus. This has helped Park Ave. become an attractive and comfortable street for pedestrians and stand apart as a recognizable connection into Seaside Park and through the magnificent Perry Memorial Arch.

Iranistan Ave. and Broad St. do not terminate into Seaside Park in quite as dramatic fashion, but they are important corridors and will benefit from the aggressive pursuit of the improvements identified in the Mobility & Connectivity section as relate to

sidewalks, streets, bike-ped facilities and tree plantings. Tree plantings will have a particularly dramatic impact over time. The Iranistan Ave./Gregory St. and Broad St./University Ave. intersections are prime locations for welcoming visitors through the neighborhood and into Seaside Park.

Beautification measures such as decorative landscaping, signage and lighting will emphasize their natural gateway roles. Thinking a little bigger, placing a new landmark such as a significantly scaled monument, statue or sculpture at these locations would firmly establish them as memorable gateways.

Key Recommendations

1. **Work with City of Bridgeport, Parks and Recreation and other Stakeholders to implement the Seaside Park Master Plan**
2. **Work with City of Bridgeport and Harbor Yard and Arena Stakeholders to stimulate landscaping and other urban beautification initiatives**
3. **Work with City of Bridgeport and other Stakeholders to identify signage and lighting needs in these areas**
4. **Assist with Volunteer recruitment for associated projects**

Mobility & Connectivity

Mobility & Connectivity

The South End is located just south of the Downtown business center and contains two regional activity centers—University of Bridgeport and Seaside Park—of its own. The community workshops revealed that people often travel amongst these uses without ever stopping in the neighborhood itself, and although one can and many may want to walk to and from the centers of Downtown and the South End/Seaside Park in under 20 minutes, this experience leaves much to be desired.

The elevated highway and railroad tracks act as an immense physical and visual barrier between the Downtown and the South End. The two large vacant tracts of land between the highway and railroad structures also present a barren, listless urban landscape that fails to engage pedestrians or foster a sense of liveliness and security. This section focuses heavily on bridging this divide and establishing efficient, convenient and safe multimodal connections between Downtown and the various assets in the South End NRZ.

Mobility refers to the ability of people of all ages, incomes and capacities to travel to and from locations within and outside the neighborhood. Mobility must be ensured so that people are able to conduct the business of their daily lives—get to and from work and/or school; socialize with friends, family and colleagues; access shopping, dining, healthcare, entertainment facilities and myriad other aspects of living a fulfilling life. Making sure infrastructure and facilities support multiple transportation modes helps ensure mobility for all members of the community.

Connectivity refers to how the various pieces of the transportation network—streets, railroads, transit routes and facilities, sidewalks, trails, paths and bicycle/pedestrian facilities—are connected to one another. Design considerations which contribute to the connectivity of the network include:

- **Street segment length and width**
- **Directional flow;**
- **Street pattern type (conventional grid, curvilinear loop, cul-de-sac, etc.)**
- **Placement and number of traffic controls like signage, signals, medians, speed bumps/ tables, etc.**
- **Wayfinding and informational signage**
- **Surface materials such as asphalt, concrete, cobblestone, brick, gravel, dirt, grass**
- **Connections between different facilities such as crosswalks, intersections, shared/ parallel routes, stops and terminals, storage and docking stations, parking facilities, benches and all types of land uses**

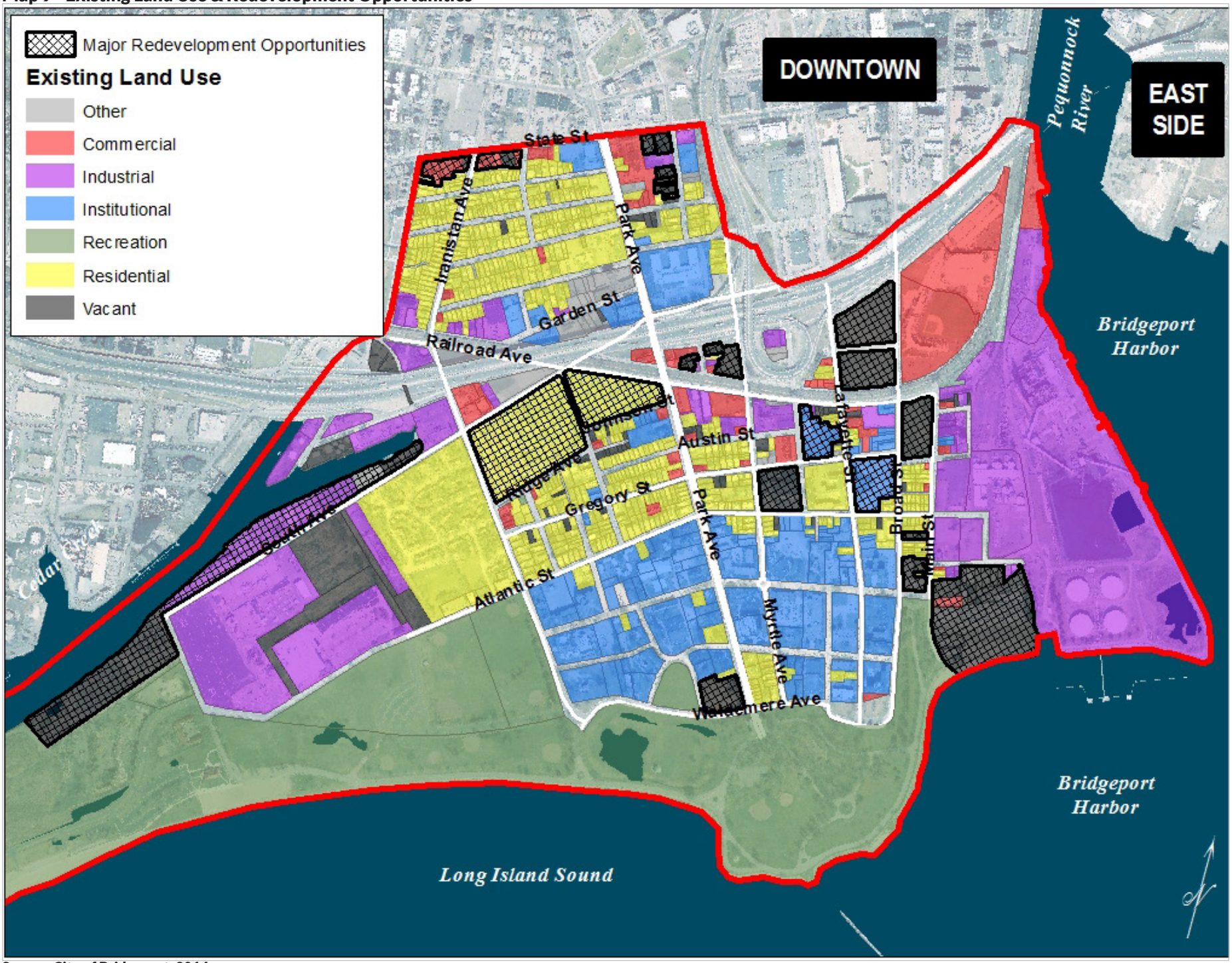
Goal

Study the feasibility of improvements to the transportation network to enhance mobility to and throughout the South End NRZ for all citizens and transportation modes; better connect the NRZ and its assets with Downtown; increase safety; and facilitate redevelopment and infill development at an urban village scale.

Objectives

- **Make improvements to Broad St., Park Ave. and Railroad Ave. to realize their potential to serve as primary corridors**
- **Make essential roadway repairs, such as filling potholes, repaving and restoring curbs**
- **Evaluate existing street grid and traffic directional flow system to locate missing linkages and identify appropriate improvements**
- **Repair, improve or add sidewalks and crosswalks via restriping, signage and/or signalization where necessary**
- **Place and replace new traffic signage and signalization, where necessary**
- **Focus on high-incident intersections and consider more progressive traffic-calming measures such as raised tables and textured pavement materials among others**
- **Develop an effective wayfinding strategy and make improvements to implement it**
- **Evaluate parking needs and consider the merits of a residential parking permit program**
- **Evaluate transit system routes, stops and connections to determine needed improvements, if any**
- **Formalize existing "sharrow"-marked bike routes with improved signage, lane demarcation and separation**
- **Expand on-street bike route network**

Map 9 - Existing Land Use & Redevelopment Opportunities



Source: City of Bridgeport, 2014

Essential Roadway Repairs

The first step to improving the transportation network in the South End NRZ is to assess the existing conditions of its current roadways, walkways and other pathways, and make essential improvements to each. During the community workshop, potholes were repeatedly cited as a concern. The City recently began leasing the "pothole killer", a vehicle capable of filling 150 potholes a day, three times the City crew's average. The City's BConnected service request platform is excellent for reporting potholes and enabling them to be patched quickly.

Community workshop feedback also revealed that portions of Gregory St. and Lafayette are good candidates for repaving. The South End should work with its City Council Representatives and Department of Public Facilities to identify and prioritize paving projects and lobby for inclusion in the City's pavement management plan.

Factors which may contribute to persistent street flooding in the South End are the age, condition and maintenance of storm drains and the retention vaults in which they flow. The South End NRZ should work with the Water Pollution Control Authority (WPCA) to identify those drains which are not functioning properly. Again, the BConnected platform empowers all community members to report instances of non-functioning storm drains, and track response efforts.

Key Recommendations

1. **Promote widespread use of the City's BConnected service request platform to report potholes, broken curbs, non-functioning storm drains and request essential roadway repairs**
2. **Work with City Council Representatives and City Staff to prioritize Gregory St. and Lafayette St. paving projects and identify subsequent projects**

Vehicular Street Network

The vehicular street network in the South End serves essentially every type and scale of land use in a compact and geographically constrained area. The street pattern in the South End is a combination of traditional rectilinear and curvilinear grids. The primary north-south corridors are: Park Ave., Iranistan Ave. and Broad St. Myrtle Ave., Lafayette St. and Main St. are important, but limited north-south corridors. The primary east-west corridors are State St., Railroad Ave., Atlantic St., Gregory St. and Waldemere Ave. Geographically, the South End is on a peninsula; as such, traffic flows into and out of the neighborhood exclusively along its northern border.

The network is extensively built out; however a number of large lot uses reduce overall connectivity: University of Bridgeport campus; PSEG facilities, Sikorsky Aircraft facilities and parking/landing area, Ballpark/Arena complex and adjacent lots, Marina Village, Lofts on Lafayette and Warnaco sites, Seaside Park and the elevated highways and railroad tracks. Due to their tight geometries and low clearances, most delivery and freight vehicles are unable to enter the South End from any access point east of Park Ave. Opportunities for addressing these issues and increasing street connections are limited; however, the South End should study the feasibility of the key recommendations at the end of the section.

Traffic control, or the communication to users as to how to properly use the transportation network, is a very important aspect of mobility and connectivity. The community workshop revealed that signage, signalization, and enforcement can each be improved in the South End. Proper geometry and design of facilities also contributes to a safe and efficient network that is easy to use and understand.

The railroad underpasses, with their poor lighting, reduced sightlines, narrow widths, low clearances, sharp turning radii, and undulating topographies result in poor intersections all along Railroad Ave. Commercial vehicles, which require high clearances are not able to access the South End via many of these routes. Biking can be a harrowing experience due to the very poor sightlines. Due to their hazardous design, these intersections are signalized. Anecdotally, it seems the high number of signals and frequency of stops actually causes an increased rate of drivers running red lights along Railroad Ave. The following intersections were identified during community workshops as of high concern with regard to safety:

- **Each Railroad Ave. intersection**
- **Atlantic St. and Broad St.;**
- **Atlantic St. and Lafayette St.;**
- **Atlantic St. and Iranistan Ave.; and**
- **Gregory St. and Iranistan Ave.**

Map 10 - Vehicular Street Network - Existing Conditions

Source: City of Bridgeport, 2014

The community cites Broad St., Lafayette St. and Iranistan Ave. as streets which experience excessive speeding. Intersection curb "bump-outs" with bioswales and/or tree plantings and extensive street tree plantings alter the visual experience for drivers through such open stretches. As the trees mature and produce more shade, the effect becomes more pronounced.

Infill development will have a similar traffic-calming effect as long as it takes place within a shallow neighborhood-scale setback from the street. A texture treatment consists of using bricks, pavers, cobblestones or textured concrete for the four crosswalks and the "box" area in between them instead of typical pavement. These intersections should also be marked with highly visible striping and signage.

While South Ave. has been improved and can accommodate additional uses and traffic, Railroad Ave. requires a number of improvements realize its potential as a mixed-use corridor. At a minimum, it should be widened to support access to and from these properties, and accommodate a protected bike lane and on-street parking facilities.

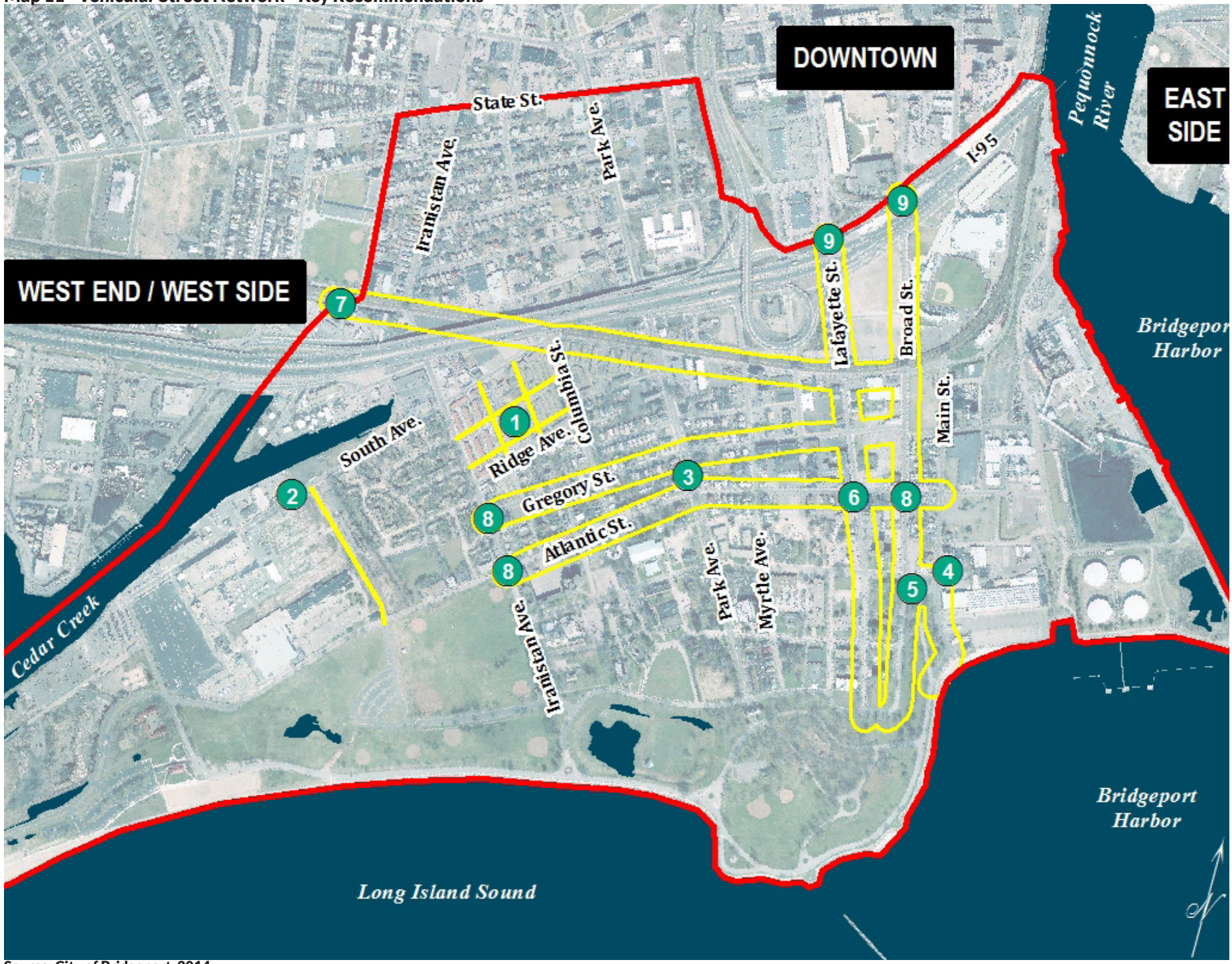
It should be beautified with streetscaping to create a welcoming, user- and business-friendly atmosphere and improved with tree plantings and other green street design features. Railroad Ave. is highly visible to MetroNorth and Amtrak riders. In its current state, Railroad Ave. contributes to a poor perception of the neighborhood. Improving it carries the added benefit of altering this audience's perception and improving the overall image of the South End.

Key Reccomendations

- **Work with the City of Bridgeport and other Stakeholders to identify funding resources to examining the feasibility of constructing or implementing the following improvements:**

1. **Connect Walnut St. to South Ave. and Iranistan Ave. to Park Ave. as part of any redevelopment of Marina Village**
2. **Connect South Ave. to Atlantic St. to serve the proximate industrial uses and provide additional access for future development**
3. **Convert Gregory and Atlantic Streets from one- to two-way streets**
4. **Convert section of Main St. from one- to two-way directional flow**
5. **Abandon the unnamed and extraneous roadway connecting Broad St. and Main St.**
6. **Convert the intersection of Atlantic and Lafayette from 2-way normal intersection to a 4-way intersection with a texture treatment**
7. **Railroad Ave.:**
   - **Widen the street to facilitate redevelopment and construction of a protected bike lane and parallel on-street parking facilities**
   - **Execute an extensive tree planting program**
   - **Add traffic and wayfinding signage**
   - **Implement intersection and crosswalk improvements**
   - **Add attractive streetscaping amenities**
   - **Include green street design features**
8. **Apply a texture treatment to the intersections of:**
   - **Atlantic St. and Broad St.**
   - **Iranistan Ave. and Atlantic St.**
   - **Iranistan Ave. and Gregory St.**
9. **Add a combination of the following for Broad and Lafayette Streets:**
   - **Curb "bump-outs" at intersections**
   - **Bioswales**
   - **Tree plantings**

Map 11 - Vehicular Street Network - Key Recommendations



Source: City of Bridgeport, 2014

Transit Network

The Bridgeport Bus Terminal, Bridgeport Train Station and Bridgeport-Port Jefferson Ferry Terminal transit facilities are located one block, respectively, from one another on the eastern edge of Downtown (the Ferry is in the South End NRZ). Since they are so close to one another, they are collectively referred to as the Intermodal Transit Center (ITC).

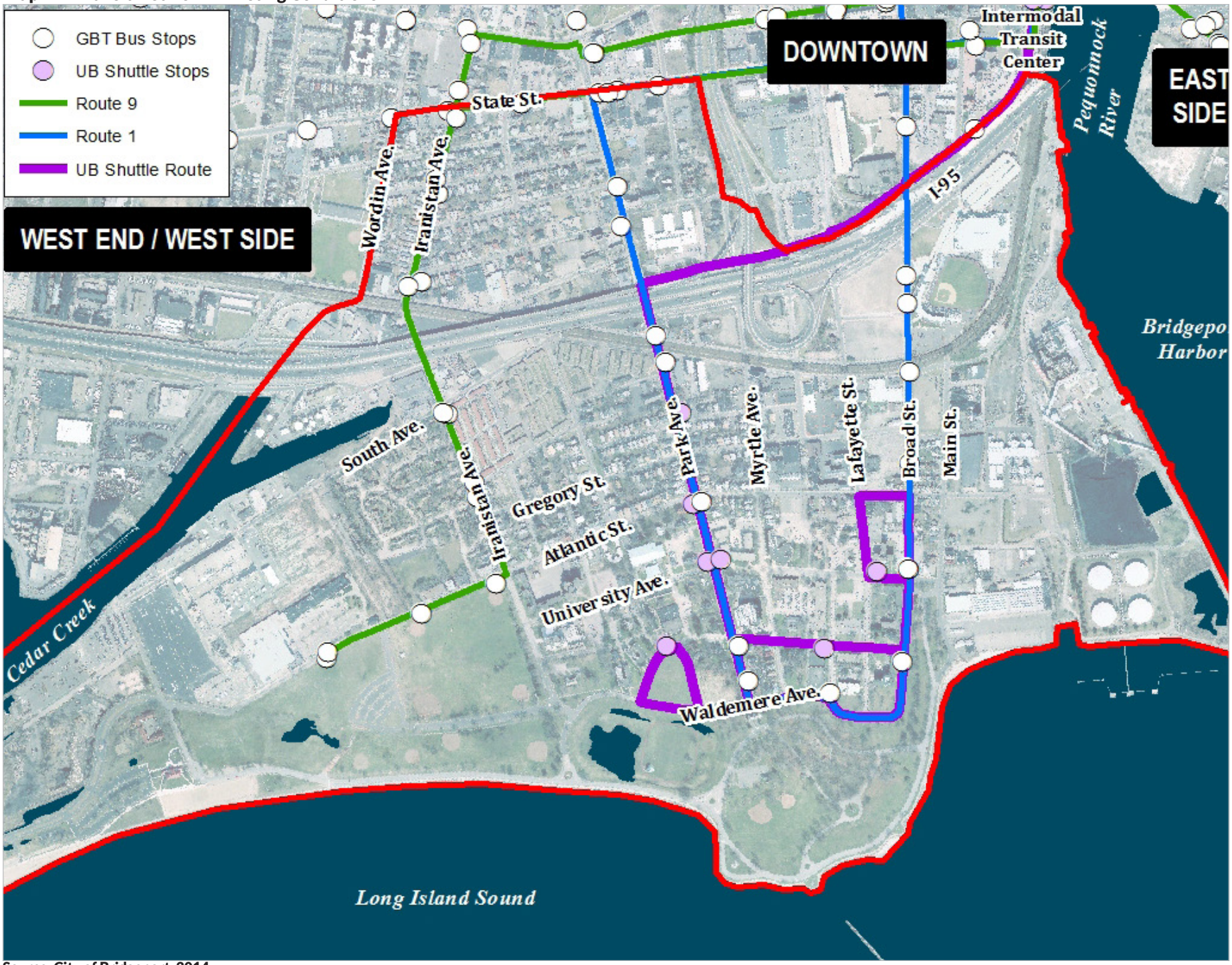
The South End enjoys walking- and bicycling-distance proximity to the ITC, making it a highly accessible neighborhood. It is served by two Greater Bridgeport Transit (GBT) bus routes. Route 1 runs from the ITC and through the South End via Broad St., Waldemere Ave., and Park Ave. and Route 9 runs primarily along Iranistan Ave. and part of Atlantic St.

UB operates a shuttle service that aligns somewhat with GBT's Route 1, but has additional stops within the campus and Downtown and is free for UB students to use. The South End is very-well served by existing transit routes. The community would like to see a community center and bus stop facility located and constructed jointly in a convenient central location.

Key Recommendations

1. **Work with Stakeholders to identify funding resources for studying the feasibility of constructing a potential community center/bus stop facility**

Map 12 - Transit Network - Existing Conditions



Source: City of Bridgeport, 2014

Pedestrian Network

Good sidewalks are essential for a place to thrive as an urban neighborhood. The South End is such a place with a great concentration of various types of uses in walkable proximity to one another and Downtown right next door.

The South End is blessed with an extensive network of sidewalks, and there are very few instances of streets without a sidewalk on both sides. As such, the main priority is to repair segments of sidewalks which are in very poor condition. In some cases, this may mean completely replacing them. The pedestrian ways under the railroad tracks suffer from poor lighting and visibility to motorists. The short distance between crossings with Railroad Ave. North and Railroad Ave. South exacerbates the visibility issue. At a minimum, these facilities should be improved with additional lighting and more visible crosswalks.

As part of the 2014 update, City Staff conducted a windshield survey of the existing conditions of the South End's sidewalks. Sidewalks were rated as being in either Standard, Substandard, or Very Poor condition. Excellent sidewalks are those that meet all of the City Engineer's sidewalk standards and are in excellent condition. Substandard sidewalks show slight signs of cracking, undulation and weathering, or have minimal vegetative growth or debris, but do not meet the City Engineer's standards. Poor sidewalks don't meet the standards and are considerably damaged, eroded, uneven, narrow, overgrown, and/or littered.

Sidewalk Existing Conditions - Standard

Source: City of Bridgeport, 2014

Sidewalk Existing Conditions - Substandard

Source: City of Bridgeport, 2014

Sidewalk Existing Conditions - Very Poor

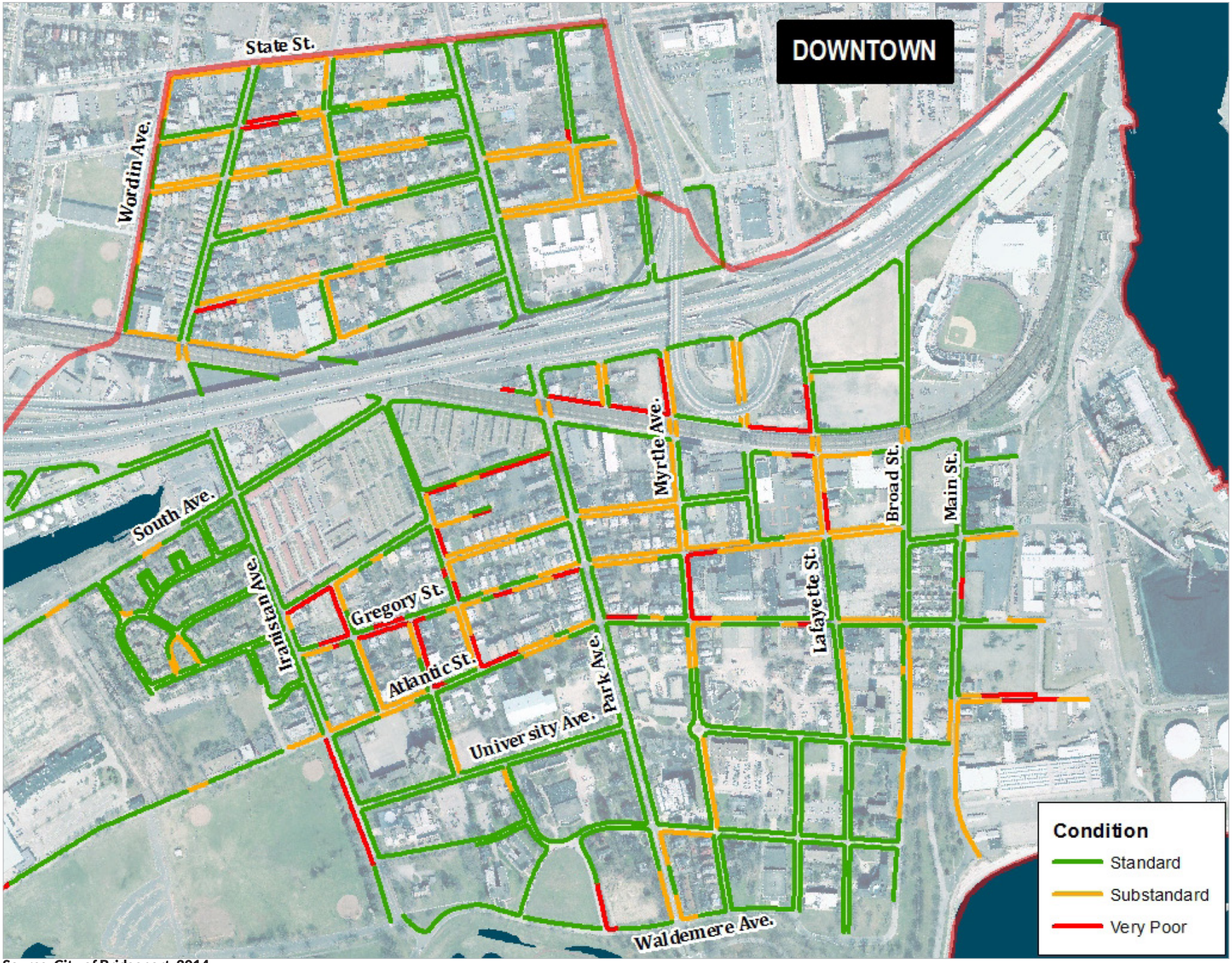
Source: City of Bridgeport, 2014

A great tool which the community can utilize to support its desires for improvements to the pedestrian network is a complete streets walking audit. Participants walk the streets and rate various elements such as traffic speed and behavior; sidewalk conditions, debris, vandalism and perceived safety; lighting; crosswalk location, striping, signing and signaling; traffic control device location and operability; and intersection widths and ADA compliance as they relate to the ability all members of the community to safely and easily walk the streets. Such an audit was conducted along East Main Street in 2013 by AARP and the Tri-State Transportation Campaign, and the results have enabled stakeholders to develop a clear set of improvements to strive for.

Key Recommendations

1. **Work with City Council Representatives and City Staff to:**
    - **Address all segments of sidewalks in Very Poor condition as soon as possible**
    - **Prioritize repair and/or replacement of segments in Substandard condition**
    - **Improve lighting and visibility of the railroad underpass walkways**
2. **Conduct an NRZ-wide complete streets walking audit to identify additional deficiencies in the pedestrian network, focusing on crosswalks**
3. **Promote the use of the City's BConnected services request platform to report deficiencies**

Map 13 - Sidewalk Network - Existing Conditions



Source: City of Bridgeport, 2014

Bicycling Network

Bicycling is an "all-purpose" transportation mode in that is offers multiple personal and community health benefits; helps relieve stress; reduces automobile use; is very convenient and affordable; and promotes social interaction and appreciation of the urban environment. It is no wonder that bicycling has reemerged as a highly desired transportation alternative.

The South End's network of bicycle facilities like marked routes and paths and its existing network of well-connected, residentially-scaled streets are tremendous assets that positions the NRZ as an ideal place for bicycling. Considering most South End streets are appropriately scaled for bicycling, many of the other recommendations in this section, like converting Atlantic and Gregory Streets to two-way directional traffic and improving intersections, will have a positive impact on the entire bicycling network.

Sharrows

The City has marked an informal on-street bike route through the South End with "sharrows" or shared lane markings (often grouped arrows). This route aims to connect the Downtown, South End, West End/West Side and Black Rock Neighborhoods, and is a very scenic way to visit both Seaside Park and St. Mary's by the Sea. With the varying street geometries over its course, it may not be feasible to formalize the route, but using sharrows is a great way to promote bicycling on these streets.

East Coast Greenway

The East Coast Greenway (ECG) is a 2,900 mile urban network of existing and planned shared-use trails linking thousands of destinations between Calais, Maine and Key West, Florida, including Bridgeport, Connecticut and the South End NRZ. Alternate routes add an additional 2,000 miles to the ECG trail system. Currently, 30% of the ECG consists of shared-use trails. On street connections make up the difference as the East Coast Greenway Alliance works with numerous Stakeholders to construct and link additional trails. The Bridgeport stretch of the ECG is mostly on-street, save the stretches of trail through Seaside Park. Once complete, and properly promoted, the ECG will attract riders from all over the East Coast through Bridgeport.

Pequonnock River Trail

The Pequonnock River Trail (PRT) is a currently incomplete regional trail. The planned 16.2 mile PRT begins in Downtown Bridgeport and runs parallel to the Pequonnock River along the path of the abandoned Housatonic Railway, north through Beardsley Park into Trumbull, across the Routes 15/25 interchange area, into Twin Brooks Park, through the Pequonnock River Valley and into Monroe, where it follows the old rail bed through Wolfe Park to the Newtown town line. The City of Bridgeport and the Greater Bridgeport Regional Council are working together to secure funding to design and construct an extension of the PRT from its current terminus in Beardsley Park southward to Seaside Park

South Ave. - Before

Source: City of Bridgeport, 2010

South Ave. - After

Source: City of Bridgeport, 2010

Seaside Park Trail

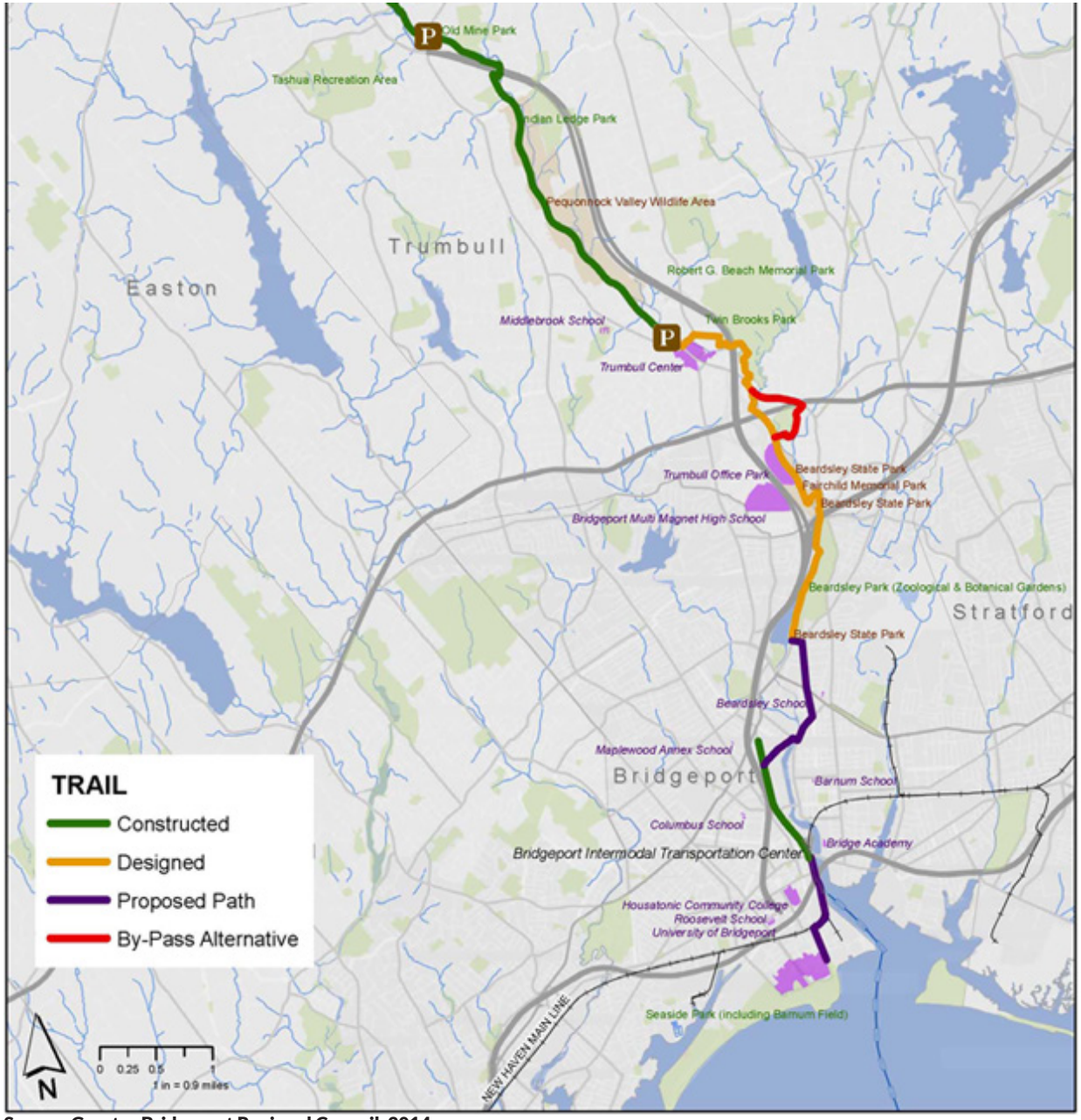
The City's most extensive and well-maintained bicycle facility is a combination of on-street routes and off-street trails running from end-to-end through Seaside Park. Currently, the Seaside Park network is not connected to the Pequonnock River Trail.

Main St. is a secondary street that begins at Seaside Park and runs north, parallel to the busy Broad St., until it meets the railroad tracks. It is a great street for bicycling. The anticipated relocation of the Bridgeport-Port Jefferson Ferry Terminal from its current location in the South End to across the Bridgeport Harbor in the East End provides an opportunity to connect the PRT to the Seaside network via Main St. in a slightly different fashion than shown in turquoise on the map.

This on-street route connection begins at Seaside Park where Soundview Dr. meets Main St; runs north on Main St.; and connects via a right-hand turn onto Ferry Access Blvd. to the Water Street Dock. Here, riders are treated to scenic views of Bridgeport Harbor and the Pequonnock River while connecting, via the Water St. railroad underpass, to the existing terminus of the PRT one block north at the Bridgeport Bus Terminal.

Connecting the PRT to the Seaside Park network greatly increases the efficiency, usability and marketability of the entire unified network; enhances local connections between Seaside Park, UB, the South End and Downtown; makes each much more accessible as Regional destinations; and provides a more equitable and healthy transportation alternative.

Map 14 - Pequonnock River Trail



Source: Greater Bridgeport Regional Council, 2014

Ferry Access Blvd. - Existing

Source: City of Bridgeport, 2010

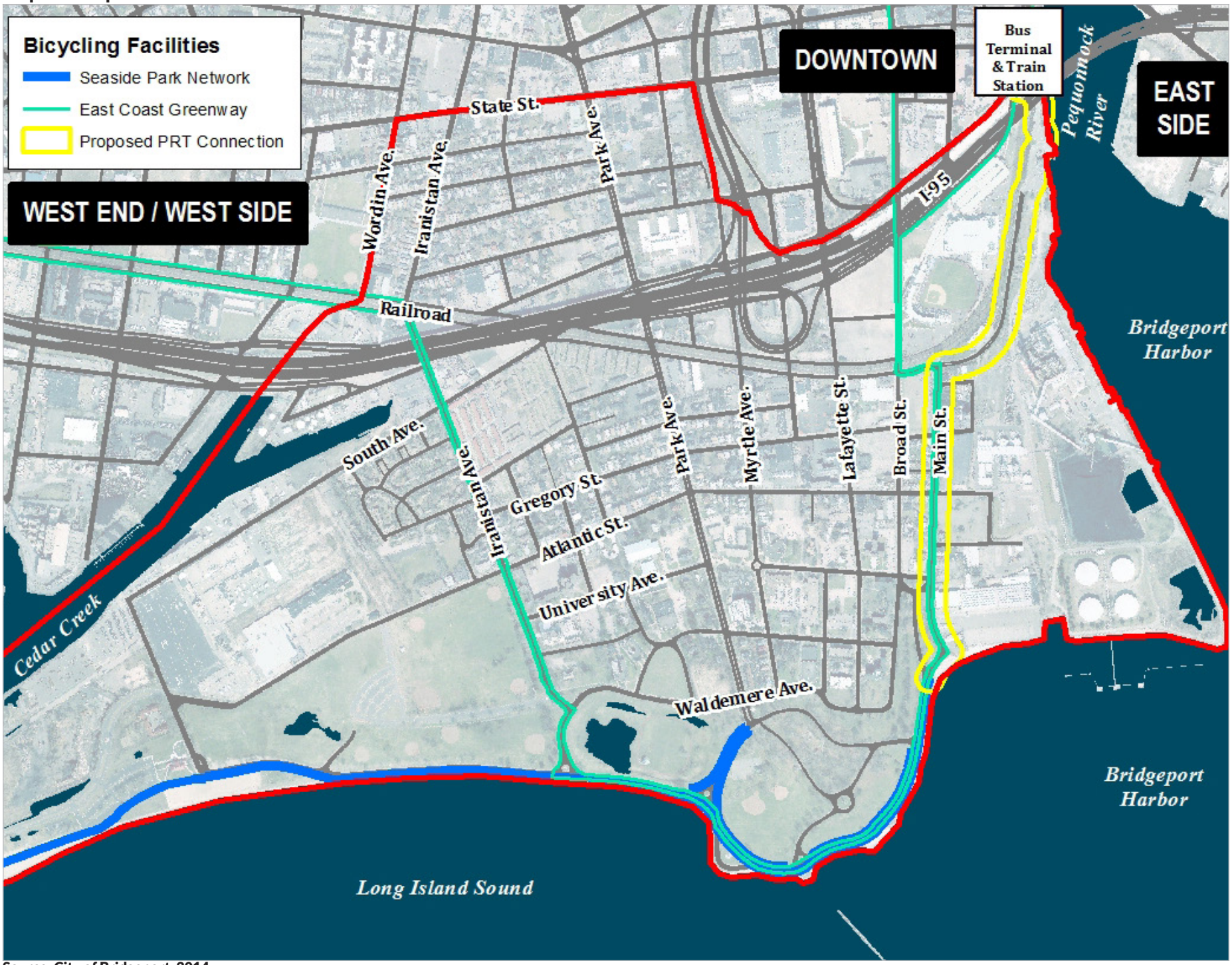
Water St. Dock - Existing

Source: City of Bridgeport, 2010

Key Recommendations

1. **Support the City's efforts to connect the Pequonnock River Trail to the Seaside Park**
2. **Help identify funding resources to study the feasibility of constructing the Main St./Ferry Access Blvd. connection**
3. **Encourage inclusion of bicycling facilities in key locations**
4. **Help identify resources to increase bicycling signage and wayfinding**
5. **Work with the City, East Coast Greenway Alliance and other Stakeholders to consider appropriate improvements to segments of the ECG and help foster and promote its status as a world-class bicycling route**

Map 15 - Proposed PRT Connection



Source: City of Bridgeport, 2014

Cultural Resources

Cultural Resources

Cultural resources are those physical and intangible assets which define places and communities, and include architecture, arts, sculptures and memorials, physical landscapes, history, folklore, heritage, past and present members of the community and facilities and programs which provide opportunities to celebrate the past and continue creating new assets for future generations.

Goal

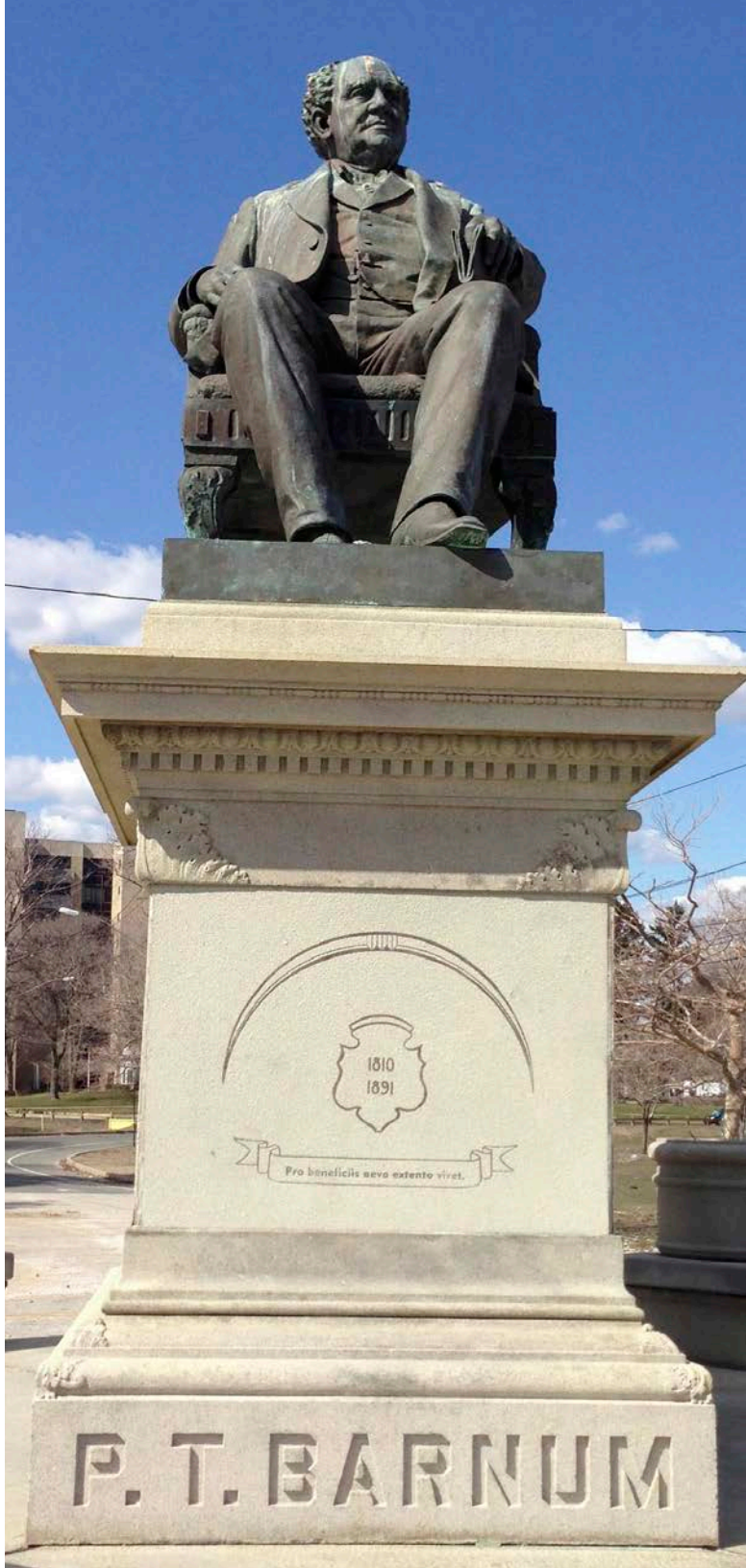
Inventory, restore, if necessary, maintain, protect and celebrate existing cultural resources for the enjoyment, education and enrichment of current and future generations and develop opportunities to enable the creation of new ones.

Objectives

- **Collaborate with the City of Bridgeport and area arts and cultural organizations to develop a strategy for inventorying, mapping, preserving, restoring and maintaining the South End NRZ's existing cultural resources**
- **Work with Stakeholders to identify resources and develop a strategy for restoring and maintaining historically significant properties**
- **Seek champions to promote and host walking tours**
- **Focus on enhancing programming and facilities at Seaside Park**
- **Plan, coordinate and produce events to celebrate the South End and welcome visitors into the neighborhood, as well as others focused on encouraging South End residents to socialize with one another and develop strong neighbor relationships**
- **Support the NRZ's community gardening efforts**

Seaside Park

Seaside Park, with its sweeping views of and access to the waters of Long Island Sound, is easily the most defining feature of the South End. The park was designed by Frederick Law Olmsted and developed by P.T. Barnum between 1865 and 1920. It is a treasure trove of historic structures and monuments and its recreational facilities have been enjoyed by countless families for many generations.



P.T. Barnum Statue, Seaside Park

Source: City of Bridgeport, 2014

Perry Memorial Arch

Source: City of Bridgeport, 2014

Wayfinding Signage

Source: City of Bridgeport, 2014

Fayerweather Lighthouse & Breakwall

Source: City of Bridgeport, 2014

Bird Habitat

Source: theseasides.com, 2014

Key Recommendations

1. Work with the City of Bridgeport and other key Stakeholders to preserve and maintain the structures and monuments in Seaside Park
2. Work with the City and other Stakeholders to identify resources to support and extend recreational, educational and entertainment programming at Seaside Park
3. Work with the City and other Stakeholders to identify resources to support construction of new recreational facilities such as:
   - Basketball, tennis and bocce ball courts
   - Dog run
   - Additional playground areas for young children
   - Splash pad
   - Improved skate park facilities
   - Improved beach volleyball facilities
4. Work with Stakeholders to identify resources to support rehabilitation of the historic bath house and mounted police horse stable facilities
5. Oppose restriction of public access to Seaside Park

Historic Districts

Including Seaside Park, there are six designated historic districts in the South End and a collection of individual properties listed on the National Register of Historic Places (NRHP), which are an excellent collective representation of urban life in the mid- to late 19th century. Some individual structures listed include:

- **The Freeman Houses (352-354 and 358-360 Main Street)**
- **The Seaside Institute (299 Lafayette Street)**
- **The Park Apartments (59 Rennell Street)**
- **Tongue Point Lighthouse**
- **Seely Bolster House**
- **United Congregational Church, 877 Park Avenue**
- **Ingleside Cottage**
- **The David Perry House (531 Lafayette Street)**

Despite their historic designation, the number of historic properties in need of repair and persistent lack of resources for rehabilitating them is a common high-priority issue cited by the community. Partnerships are necessary to secure the funding required to ensure that these legacy properties are collectively restored and maintained as a strong foundation of the community. These buildings and the character they impart on the South End significantly contribute to the neighborhood's positive image and quality of life and attractiveness to visitors and future residents. Potential sources of rehabilitation resources include historic tax credits, grant program funding and conventional financing.

To help celebrate many of these assets and guide people throughout the neighborhood and Seaside Park, students from the University of Massachusetts at Amherst Planning Department designed three walking tours:

- **Little Liberia Heritage**
- **Statues, Memorials & Monuments**
- **Industry & Architecture**

Maps of the tours are in the Appendix.

Little Liberia Heritage Walking Tour

The goal of this walking tour is to reconnect the South End and Bridgeport with the history of Little Liberia. Though there is little physical evidence of Little Liberia remaining, other than the Freeman homes. When used in conjunction with the public art installations proposed below and other historic elements of the area, there are ample significant sights to warrant a walking tour to highlight history that otherwise might be slipping away. Significant elements include: Mary and E Freeman homes (1); Historic Cobblestones Singer St. (2); Walter's Memorial AME Zion Church (3); Little Liberia (4); Cottage Village Historic District (5); Palliser Homes (6.); Seaside Park Entrance (7) & Mural (8).

Statues, Memorials & Monuments Walking Tour

The goal of this walking tour is to reconnect the South End and Bridgeport with the history of Little Liberia. Though there is little physical evidence of Little Liberia remaining, other than the Freeman homes. When used in conjunction with the public art installations proposed below and other historic elements of the area, there are ample significant sights to warrant a walking tour to highlight history that otherwise might be slipping away. Significant elements include: Mary and E Freeman homes (1); Historic Cobblestones Singer St. (2); Walter's Memorial AME Zion Church (3); Little Liberia (4); Cottage Village Historic District (5); Palliser Homes (6.); Seaside Park Entrance (7) & Mural (8).

Industry & Architecture Walking Tour

This tour begins in Little Liberia and takes people through the five historic districts located in the south end: Cottage Village Historic District, Barnum Palliser Historic District, Marina Park Historic District, Seaside Village Historic and Seaside Park Historic District. This option highlights the architecture of the South End, along with the industry that was formerly located here. Points of interest include the gateway to Marina Park (all that remains of P.T. Barnum's last home), The University of Bridgeport, the site of Warner Company (corset maker),and the site of the Seaside Institute (an educational institute begun by the Warner Company for their female employees).

Key Recommendations

1. **Work with Stakeholders to seek Volunteers to formalize walking tours and design self-guided tour brochures**
2. **Produce and distribute self-guided tour brochures to promote walking tours**
3. **Seek weekend actors and volunteers dressed in period costumes to conduct tours providing**

commentary and entertainment

4. **Work with Stakeholders to identify resources to support the planning, design and construction of effective and attractive wayfinding signage to enhance the walking tours and their various stops**

Community Events

Seaside Park is often used to host large events which attract audiences from throughout the Region. While South End residents certainly enjoy these big events, the community workshop revealed a clear dearth of small events designed to encourage South End residents—neighbors—to meet and mingle with each other. The South End is a diverse community with people of all ages, from all "walks-of-life". Many folks have called the South End home their entire lives and others have just moved in. Some enjoy religious fellowship and/or civic engagement, and others don't. For many of the residents who participated in the community workshop, the workshop was the first opportunity they had to meet and interact with many of their neighbors.

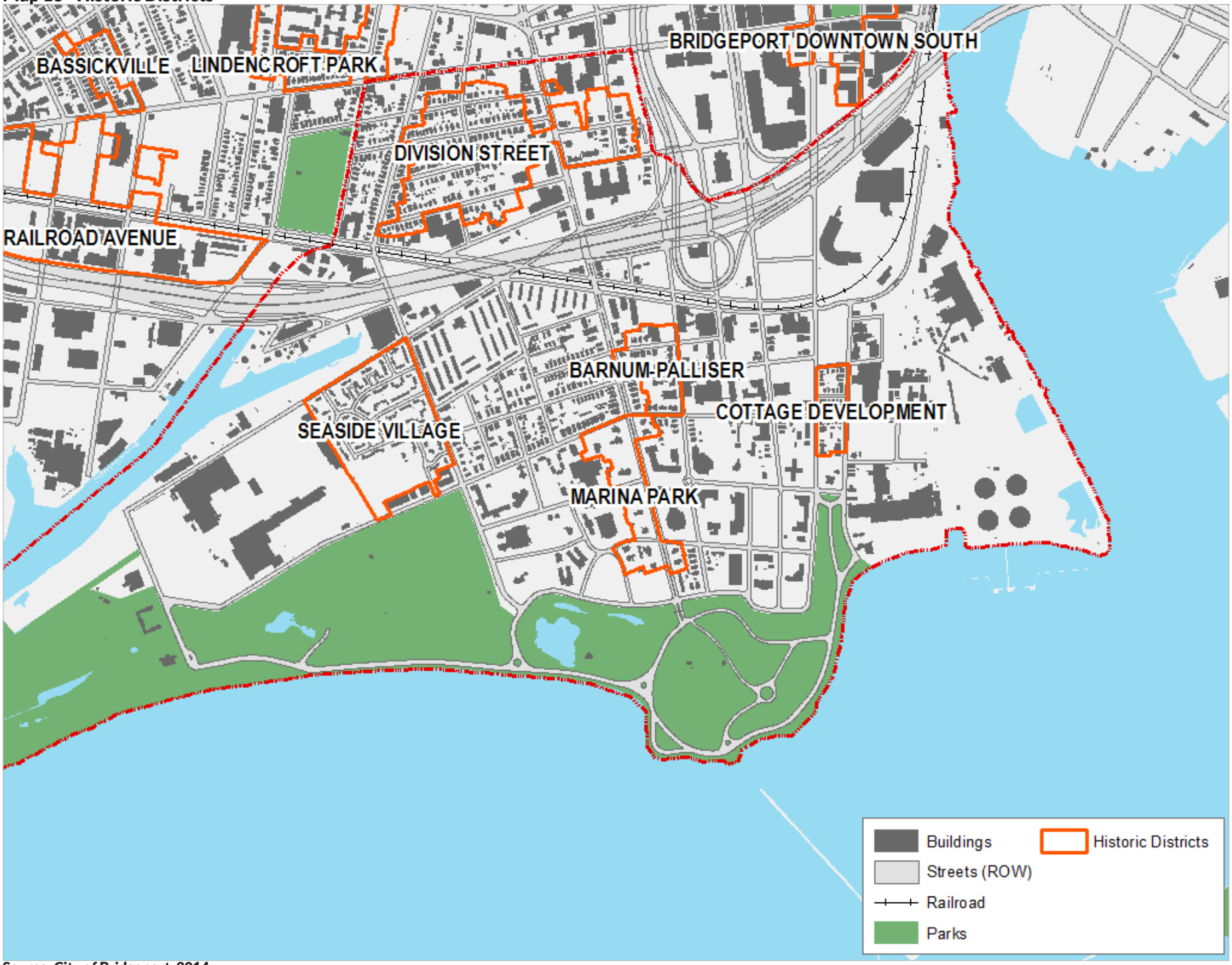
Community events don't have to be centered around a neighborhood planning process to successfully bring people together. Less formal, more social events like community cookouts, neighborhood cleanups, and block parties provide a more relaxed environment for making introductions, sharing backgrounds and developing relationships. Communities are built upon the solid foundation of relationships amongst residents, business owners, religious and community leaders and other Stakeholders.

Key Recommendations

1. **Plan, promote and produce small community events open and welcoming to the entire South End community**
2. **Encourage Members of the community to plan, promote and produce similar events**
3. **Work with the City of Bridgeport to gain an understanding of permitting, licensing and fees associate with hosting community events in the public realm**
4. **Work with the City of Bridgeport to reduce bureaucratic and accessibility barriers to hosting events**
5. **In the absence of a formal South End Community Center facility, work with Stakeholders to identify a suitable venue or location for hosting meetings and events**

Communities are built upon the solid foundation of relationships amongst residents, business owners, religious and community leaders, and other Stakeholders.

Map 16 - Historic Districts



Source: City of Bridgeport, 2014

Community Gardens

A number of private and community groups have established community gardens in the South End, and the community workshop revealed a demand for additional gardens. Community gardens are typically collaborative efforts located on shared open spaces. Participants fully or partially share planning, planting, maintaining and harvesting responsibilities. In an urban village setting such as the South End, community gardens can have particularly profound benefits, such as:

- **Actively reusing vacant/abandoned properties**
- **Causing urban beautification**
- **Providing fresh and healthy produce**
- **Creating educational opportunities**
- **Engaging physical activity**
- **Developing and strengthening social connections**
- **Helping remedy food desert conditions**

As the network of active community gardens and Gardeners in the South End continues to grow, it may build the capacity necessary to plan, promote and produce a series of Farmer's or Gardener's Market events. Open to the public, these markets would help attract visitors to the South End and introduce them to parts of the community they may overlook on their way to Seaside Park or the Ballpark and Arena.

Key Recommendations

1. **Work with Stakeholders to continue exploring opportunities for locating new community gardens**
2. **Actively seek Volunteers capable of adopting and managing new garden facilities**
3. **Work to build connections between community garden Participants**
4. **Consider organizing a South End Farmer's/ Gardener's Market pilot event**
5. **Work with Stakeholders to help promote community gardens**

Railroad Ave. Community Garden

Source: Urban Roots, 2014

Community Gardeners

Source: Urban Roots, 2014

Implementation Strategy

Implementation Strategy

The Plan introduces more than fifty key recommendations for improving the South End NRZ, organized around the four primary themes of Coastal Resilience & Sustainability (CRS), Urban Village Character (UVC), Mobility & Connectivity (MC), Cultural Resources (CR) and Implementation Strategy (IS).

Implementing the recommendations requires partnership between and amongst a number of Stakeholders, including, but not limited to South End NRZ Leadership, City of Bridgeport Representatives and Staff, State of Connecticut Officials and Staff, University of Bridgeport Staff, Greater Bridgeport Regional Council Staff, Greater Bridgeport Transit Staff, South End business and property Owners, religious and community organizations, Residents, Employees, Students and other Stakeholders.

Organization

The projects matrixes contain lists of potential Partners who will be involved with the implementation of the recommendations which will likely expand over time.

Each project is identified by a unique project number, and page numbers for referring back to the appropriate location in the Plan where the recommendations are explained in detail. Timeframes of immediate- (less than three years), short- (three to six years), mid- (six to ten years) and long-term (ten to twenty years) have been estimated for each project. These timeframes are meant to illustrate general expectations with regard to implementation times. Many factors may contribute to advancing or expanding of these estimates.

Timeline

Communities do not sit idle while Plans are being made, and in many ways implementation of the Plan has already begun. This section does not identify specific project commencement points. Intended to become a “living, breathing” document, the Plan—and especially the Implementation Strategy—will be continuously updated through collaboration between the South End NRZ, City Staff and community Stakeholders.

The first step in this collaborative approach is to prioritize projects as High-, Medium- and Low-priority. Project prioritization is a qualitative exercise which takes into account criteria such as community needs, desires and preferences; feasibility; timing; political and community will; and available resources. Prioritization helps determine the order in which projects might commence. Complete implementation of all projects is unlikely and over time with ever changing conditions, the Plan will be amended to reflect new priorities.

Measuring Performance

During the plan implementation stage, it is important to continuously evaluate progress being made toward project completion. Maintaining awareness with regard to what work is being done today helps sustain the effort and provides a basis for marketing the South End NRZ as a community working to improve itself.

Collaborative Planning Studio has prepared sets of standard performance measures (see Appendix) which can be applied to this and future Bridgeport NRZ planning processes. From this effort, each NRZ Leadership group will determine the data sets it finds to be most crucial and beneficial to monitor, and will help determine the appropriate approach to obtaining them and reporting any results.

While each NRZ plan is unique and addresses physical and social issues particular to individual neighborhoods, one overarching goal common to all NRZs is to strengthen the neighborhood’s ability to lead and implement revitalization projects. The plan development process brings the neighborhood together to outline a vision for its future and identify projects that can be undertaken to achieve that vision. Upon adoption of the Plan, the NRZ becomes organized and is designated by the City as the body responsible for implementation.

Providing all NRZs with a uniform tool that allows them to monitor progress towards implementing the Plan is an essential step in helping the NRZs celebrate their successes and understand

obstacles that may be hindering implementation. At times, technical assistance may be necessary for effective monitoring of progress. Monitoring progress also helps keep the City informed on progress and achievements of the NRZ.

The first step towards measuring performance is to establish goals common to all NRZs upon which progress will be tracked. While indicators of the neighborhood's overall success in achieving revitalization would address issues such as improving neighborhood safety, improving neighborhood standard of living and improving education and employment outcomes, indicators of each NRZ's success as an organization addresses the broader concept of building organizational capacity and social capital within the neighborhood.

With this overarching principle in mind, the following goals are recommended as a framework for measuring the performance of the NRZs:

1. **Build organizational capacity of the NRZ**
2. **Build social networks within the neighborhood**
3. **Strengthen community/police relations**

NRZ Leadership should review the Plan annually, focusing on the Implementation Strategy; evaluate progress being made on priority projects; evaluate

1. Build Organizational Capacity of the NRZ

Desired Outcome	Measure
NRZ runs meetings independently	• NRZ prepares meeting agendas • NRZ takes meeting minutes • # of NRZ Members trained in Roberts Rules of Order
NRZ has a strong core of dedicated Members	• # of Participants at monthly NRZ meetings • # of leadership meetings tp plan for regular NRZ meetings and special events
NRZ effectively communicates with City Staff	• # of NRZ Members trained on how to use BConnected platform • # of NRZ Members who have used BConnected platform within the past 12 months • NRZ submits yearly progress report to City Staff
NRZ is working to implment its Plan	• # of Plan projects underway • # of Plan projects completed (annual breakdown)

2. Build Social Networks within the Neighborhood

Desired Outcome	Measure
NRZ Plans and hosts community events	• # of community events sponsored by NRZ • # of Partners engaged with NRZ in planning community events • # of Residents in attendance at community events
NRZ Residents are engaged with the broader neighborhood	• % Residents participating in other community organizations • % Residents regularly utilizing parks, playgrounds and other public open spaces • % Students participating in neighborhood after-school programs

3. Strengthen Community - Police Relations

Desired Outcome	Measure
NRZ has a positive relationship with community police	• Presence of neighborhood police substation • NRZ meetings attended by community police • # of community events jointly hosted by NRZ and community police
NRZ has a positive relationship with police patrol Officers	• # and frequency of foot patrols • # NRZ meetings attended by patrol Officers • # of crime tips reported to police

project prioritization (as they are completed and community desires and conditions change); and identify next steps. During plan implementation and review, the NRZ should attempt to include City of Bridgeport Leadership and Staff.

Key Recommendations

1. **Collaborate with the City of Bridgeport and key Stakeholders to prioritize projects**
2. **Collaborate with Stakeholders and project Partners to identify resources for implementing projects**
3. **Determine key performance measures as relate to:**
- **NRZ Organization**
- **Plan Implementation**
- **Neighborhood Revitalization**
4. **Identify parties responsible for monitoring performance and report preparation**
5. **Prepare schedule of meetings to:**
- **Facilitate project planning**
- **Identify next steps**
- **Discuss performance/progress**
- **Evaluate and modify the Plan**
6. **Maintain constant and ongoing communications with project Partners**

A Performance Measurement Handbook is being developed that will include easy-to-understand instructions for implementing performance measures.

Coastal Resilience & Sustainability

Immediate (Less than 3 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
CRS-01	Promote Use of BConnected Platform for Coastal Resilience & Sustainability Improvements	Lead neighborhood-wide promotional efforts.	City of Bridgeport Departments, South End Stakeholders	Local public and private sources	57, 58	
CRS-02	Conduct Community Education & Outreach	Assist Partner efforts, upon request.	Project Teams, South End educational institutions, community organizations, businesses and citizens; City of Bridgeport Departments	Local public and private sources	57, 58	
CRS-03	Volunteer Recruitment for Tree Planting & Landscape Efforts	Assist the City of Bridgeport Parks Department with recruitment efforts, upon request.	City of Bridgeport Departments, community organization(s)	Local public and private sources	57, 58	
CRS-04	Emergency Preparedness	Work with the Emergency Operations Center to determine best role.	City of Bridgeport Emergency Operations Center	Local public and private sources	57, 58	
CRS-05	Rain Barrel Program	Help promote the City's rain barrel program.	City of Bridgeport, community Stakeholders	Local public and private sources	59, 60	
CRS-06	Stormwater Infrastructure	Help identify non-functioning drains and poorly elevated outlets. Report issues using BConnected platform.	City Council Representatives, City Staff, WPCA Staff, Save the Sound, Conservation Corps.	Local public and private sources	52	

Short-term (3-6 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
CRS-07	Floodplain Development Standards	Support and participate in process.	City of Bridgeport Departments, community Stakeholders	Federal, State and local sources	58, 60	
CRS-08	Green Building Features	Support and promote.	City of Bridgeport Departments, communityStakeholders, Industry Partners	Industry Partners; Federal, State and local sources	58-60	
CRS-09	Construction & Retrofitting Cost Reduction	Support and promote.	City of Bridgeport Departments, community Stakeholders, Industry Partners	Industry Partners; Federal, State and local sources	59, 60	
CRS-10	Seaside Park as Buffer Zone (Planning)	Support and participate in planning process.	City of Bridgeport Departments	Federal, State and local sources	51, 52	

Mid-term (6-10 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
CRS-11	Native Landscaping of Seaside Park	Work with Bridgeport Parks Department to determine role.	City of Bridgeport Departments, South End Volunteers	Local public and private sources	51, 52	
CRS-12	Green Street Design	Support and promote.	City of Bridgeport Departments, CT DOT, Greater Bridgeport Regional Council, other Stakeholders	Federal, State and local sources	52-56, 58	

Long-term (More than 10 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
CRS-13	Multifunctional Berm	Support and participate in planning process.	City of Bridgeport Departments, CT DEEP, US EPA, Army Corps. of Engineers, Property Owners, Reslient Bridgeport Team	Federal, State and local sources	51, 52	
CRS-14	Offshore Breakwater Structures in Long Island Sound	Support and participate in planning process.	City of Bridgeport Departments, CT DEEP, US EPA, Army Corps. Of Engineers, Resilient Bridgeport Team	Federal, State and local sources	51, 52	
CRS-15	Elevated Singer St. & CSO Open Space	Support and participate in planning process.	City of Bridgeport Departments, Property Owners, CT DOT, Greater Bridgeport Regional Council, other Stakeholders	Federal, State, local and private sources	58	

Urban Village Character

Immediate (Less than 3 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
UVC-01	Promote Use of BConnected Platform for Urban Village Improvements	Lead neighborhood-wide promotional efforts.	City of Bridgeport Departments, South End Stakeholders	Local public and private sources		
UVC-02	Develop Civic Partnerships	Lead efforts.	South End Educational institutions, Non-profit organizations, businesses and citizen Stakeholders	Local public and private sources	67, 69	
UVC-03	Initiate Urban Beautification Program	Work with City of Bridgeport to determine role	City of Bridgeport Departments, Stakeholders	State and local public and private sources	67-69	
UVC-04	Conduct Volunteer Recruitment for Urban Village Character Projects	Lead, as necessary.	City of Bridgeport Departments, Stakeholders	N/A	67, 69	
UVC-05	Develop Property Improvement Award Program	Lead efforts.	City of Bridgeport Departments, South End Educational institutions, Non-profit organizations, businesses and citizen Stakeholders	Local public and private sources	67, 69	
UVC-06	Participate in UB Campus Master Planning Process	Support and participate in planning process.	University of Bridgeport	N/A	76	
UVC-07	Identify State St. Improvements	Lobby and support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local sources	75, 76	
UVC-08	Conduct Comprehensive and Ongoing Zoning Ordinance & Map Amendments	Support and participate in planning process.	City of Bridgeport, Office of Planning & Economic Development, Stakeholders	Federal, State and local sources	63-78	

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
UVC-10	Promote Roosevelt School Streetscape Improvements	Support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local sources	76	
UVC-11	Assist with UB Campus – Area Improvements	Work with University of Bridgeport to determine role.	University of Bridgeport, City of Bridgeport Departments	University of Bridgeport, Local and State sources	76	
UVC-12	Assist with Seaside Park Master Plan Implementation	Work with Bridgeport Parks Department to determine role.	City of Bridgeport Parks & Recreation Department, Stakeholders	Federal, State and local public and private sources	77, 78	

Short-term (3-6 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
UVC-13	Develop an Affordable Housing Policy	Support and participate in planning process.	City of Bridgeport, South End Educational institutions, Non-profit organizations, businesses and citizen Stakeholders	Federal, State and local sources	64, 69	

Mid-term (6-10 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
UVC-13	Initiate Gateways & Wayfinding Program	Promote and participate in planning efforts.	City of Bridgeport Departments, Stakeholders	Local public and private sources	67-68	
UVC-14	Develop Vocational Training Program	Lobby and support.	Property Owners and Developers, City of Bridgeport Departments, Civic Organizations, Stakeholders	Industry Partners; Federal, State and local sources	64, 69	
UVC-15	Initiate Harbor Yard & Arena Urban Beautification Program	Support and participate in planning process.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Local public and private sources	77, 78	
UVC-16	Initiate Innovation District Planning Process	Support and participate in planning effort.	City of Bridgeport Departments, University of Bridgeport, Bridgeport Regional Business Council, Educational Institutions, Industry Partners, State and local Stakeholders	FFederal, State and local public and private sources	77	

Mobility & Connectivity

Immediate (Less than 3 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
MC-01	Promote Use of BConnected Platform for Mobility & Connectivity Improvements	Lead neighborhood-wide promotional efforts.	City of Bridgeport Departments, South End Stakeholders	Local public and private sources	83, 90	
MC-02	Prioritize Sidewalk Improvements	Work with Representatives and City Staff.	City of Bridgeport, Department of Public Facilities, Property Owners	Federal, State and local sources	89-91	
MC-03	Complete Streets Walking Audit	Support or lead effort.	City of Bridgeport	Local public and private sources	90	
MC-04	Vehicular Directional Flow Changes	Support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local sources	84-86	
MC-05	Gregory St. & Lafayette St. Paving Projects	Support.	City of Bridgeport City Council, City of Bridgeport Departments, Greater Bridgeport Regional Council	Federal, State and local sources	84-86	
MC-06	Abandon Broad St.-Main St. Connection	Support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local sources	85, 86	
MC-07	Help Promote East Coast Greenway	Support.	East Coast Greenway Alliance, City of Bridgeport Departments, CT DOT, Greater Bridgeport Regional Council	Federal, State and local public and private sources	92, 94	

Short-term (3-6 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
MC-08	Improve Atlantic St. & Lafayette St. Intersections	Support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local sources	83-86	
MC-09	Make Bikeway Improvements	Support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local public and private sources	92-95	

Mid-term (6-10 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
MC-10	Make Bicycling Facilities Improvements	Support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local sources	92-95	
MC-11	Make Other Intersection Improvements	Support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local public and private sources	83-86	
MC-12	Identify Location & Funding for Community Center Bus Stop	Lead lobby efforts and participate in planning process.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local public and private sources	87	

Long-term (More than 10 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
MC-13	Construct New Streets	Support	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local sources	83-96	

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
MC-14	Make Railroad Ave. Improvements	Support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local sources	83-86	

Cultural Resources

Immediate (Less than 3 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
CR-01	Produce South End Community Event Programming	Lead event organizer and fundraiser.	City of Bridgeport Departments, South End Stakeholders	Local public and private sources	100	
CR-02	Support & Expand Seaside Park Programming	Work with City of Bridgeport Parks and Recreation Department to determine role.	City of Bridgeport, Department of Public Facilities, Property Owners	Federal, State and local sources	98, 100	
CR-03	Maintain Public Access to Seaside Park	Support, if necessary.	City of Bridgeport	Local public and private sources	97, 98	
CR-04	Conduct Volunteer Recruitment for Cultural Resources Projects	Lead.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	N/A	97-102	
CR-05	Improve Special Event Permitting	Lobby and work with City Permitting Departments (Police, Fire, Health, Zoning, etc.)	City of Bridgeport City Council, City of Bridgeport Departments, Greater Bridgeport Regional Council	Federal, State and local sources	100	
CR-06	Expand Community Gardens Facilities & Programming	Work with community gardening organizations to determing role.	Bridgeport WPCA, City of Bridgeport Departments, Stakeholders	Local sources	102	
CR-07	Produce South End Gardener's Market Events	Lead event organizer and fundraiser.	City of Bridgeport Departments, Community Gardening Groups	Help Identify Non-Functioning Drains	100, 102	

Short-term (3-6 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
CR-08	Construct New Seaside Park Recreational Facilities	Support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local sources	97, 98	
CR-09	Initiate Monuments & Memorials Maintenance & Preservation Program	Support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local public and private sources	97, 98	

Mid-term (6-10 Years)

Proj. No.	Project	What is the South End NRZ's primary role in this project?	Who are the potential Partners for implmenting this project?	Where will the funding come from?	Page No.	Priority
CR-10	Initiate Neighborhood Historic Preservation Program	Support and help promote.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local sources	99, 100	
CR-11	Rehabilitate Bath House & Mounted Police Facilities	Support.	City of Bridgeport, CT DOT, Greater Bridgeport Regional Council	Federal, State and local public and private sources	98	

Appendices

SOUTH END NEIGHBORHOOD REVITALIZATION ZONE COMMUNITY WORKSHOP DISCUSSION

NEIGHBORHOOD CHARACTER

Identify and locate points of pride/cultural assets in the South End. Other than Seaside, what would you "show off" to visitors?

What area(s) do you consider to be the center or "heart" of the South End Community?

When you're not working, or at home, where do you like to "hang out" in the South End?

Are there any areas in the South End where you feel unsafe? Where? When? Be specific.

Do you think the South End is welcoming to visitors? Why? If not, what would help make it more so? Be specific.

Which South End building(s) would you consider to be among your favorites? Locate and explain why.

Which South End blocks (think more about the streetscape than the buildings) would you consider to be among your favorites. Locate and explain why.

What types of streetscape enhancements would benefit the South End most (examples: new street trees, landscaping, parks, community gardens, benches) and where should they occur?

TRANSPORTATION & CONNECTIVITY

For each of the following, locate and explain problem areas/concerns: walking, biking, transit, roads, parking, signage, signals, enforcement, traffic.

Do you feel connected to or separated from Downtown? If separated, discuss solutions to improve connectivity.

HOUSING & DEVELOPMENT

What areas of the South End could benefit most from investment and development? Be specific about types and locations.

What types of new uses would you like to see developed in the South End? Where?

Identify uses that hinder the revitalization of the neighborhood, and explain.

Which areas of the South End should not be changed at all? Explain.

COASTAL ISSUES

Considering the issue of expanding flood zones in the South End, and building codes that require buildings in flood zones to be elevated, discuss: 1) where new uses be located/concentrated and 2) how should design guidelines be drafted to preserve the neighborhood's character.

SERVICES

Categorize the level of service for the following as **exceptional, sufficient**, or **needs improvement** (record)

	Exceptional	Sufficient	Needs Improvement
Animal/pest control			
Blight remediation			
Community events/activities			
Emergency response			
Lighting			
Maintenance of parks, open space and recreation facilities			
Parking enforcement			
Safety/Security			
Sidewalks			
Signage/Wayfinding			
Snow removal			
Street cleaning/litter removal			
Traffic enforcement			
Others?			

IF YOU COULD CHANGE ANY ONE THING ABOUT THE SOUTH END, WHAT WOULD IT BE?

SOUTH END NEIGHBORHOOD REVITALIZATION ZONE
SWOT ANALYSIS: Coastal Issues

STRENGTHS	WEAKNESSES
• Coastal beach and park are tremendous assets • Coastal property is high value •	• Regular surface water runoff/flooding issues • Major storms • Most of the South End is at or below sea level / within the 100-year floodplain • Underpasses experience regular flooding • Seaside and Marina Village experience regular flooding • Neighborhood is relatively built-out and has considerable amounts of impervious surface cover • Concerns about the destination of runoff from highways. Where does it go? How harmful is it?
OPPORTUNITIES	**THREATS**
• Chance to develop high-density mixed residential/commercial above floodplain • Rebuild By Design initiative • Reclaim portions of land that can “return to nature” •	• Expected increase in regularity and severity of major storm events •

SOUTH END NEIGHBORHOOD REVITALIZATION ZONE
SWOT ANALYSIS: Housing & Development

STRENGTHS	WEAKNESSES
• Park Ave. & Railroad area is ideal for mixed-use redevelopment • Robust mix of housing and building types • Array of historic structures • Supply of viable infill and redevelopment sites • Large-lots provide potential for substantial dev. Projects • Little Liberia houses, Freeman House, theatre apartments ripe for development into historic attraction amenity • Proximity to Downtown, transportation amenities and Arena/Ballpark • Continued UB investments • Old factories • Barnum/Olmsted legacy • Lofts on Lafayette has added new population, with spending capacity •	• Main St. site between Atlantic and Henry is prone to flooding • Lack of consensus re: where development should/shouldn't occur • Power plant • Vacant sites • Failed/stalled development projects • Attitude toward new residents, and vice versa • Lack of vibrant retail • Widespread blight • Lack of resources to maintain neighborhood and address blight • Marina Village housing is in poor condition • Limited access to everyday amenities like a pharmacy, small grocery • Lack of outside awareness of what's happening in neighborhood • Seaside and the Arena/Ballpark bring visitors to the neighborhood, but there's no shopping or restaurants in the neighborhood to benefit from these visitors •
OPPORTUNITIES	**THREATS**
• Encourage retail/office activity • Broad St. prime for development • Amend zoning regulations and map • Develop design guidelines • Restore the theatre building on Main St. • Redevelop building at SE corner of Whiting and Main as high-density residential • Restore the Little Liberia houses • Develop lots next to Arena/Ballpark • Adaptive reuse of old factory buildings • Shared parking using church lots • Add bike sharing/rental at Seaside • Bike co-ops • Chance to foster a "progressive" community •	• Not identifying resources to address maintenance and blight issues • Neighborhood opposition to mixed-use and higher density development • Flooding • Property taxes • Flood insurance • Absentee Landlords • Historic vs new • Managing multiple scales of development • Traffic, parking, safety issues • Inability to support market-rate retail and/or residential

SOUTH END NEIGHBORHOOD REVITALIZATION ZONE
SWOT ANALYSIS: Neighborhood Character

STRENGTHS

- Seaside Park and Beach
- Perry Memorial Arch
- Seaside statues and monuments
- Freeman House(s)
- P.T. Barnum's Secretary's House
- Historic homes throughout
- Seaside Village historic homes/district
- Cottage historic homes/district
- UB ABC building
- Greynook house
- Warnaco and PJ Murphy buildings
- Park Ave., Broad St. & Myrtle Ave. are good corridors into South End (could be great)
- Community gardens (when maintained)
- Webster Bank Arena and Ballpark at Harbor Yard
- Location between Long Island Sound/Seaside and Downtown
- Historic bus shelters
- Potential as a tourist destination
- Gathering of the Vibes and Puerto Rican Day Parade

WEAKNESSES

- Abundance of abandoned, blighted and vacant properties
- Loitering around stores along Iranistan Ave. & Park Ave.
- Loitering along Gregory and at intersections with Iranistan and Park
- Loitering and parking underneath the I-95 underpasses
- Many factors contribute to neighborhood crime
- Area around the Seaside Park band shell floods and is often too "swampy" to use
- Seaside Park does not have enough play equipment for younger children
- Underpasses are poorly lit and not well-maintained
- Area bounded by Iranistan, Atlantic, Park and Gregory is known to be generally unsafe
- Retail in neighborhood is not attractive/welcoming and does not support local needs
- Community gardens are not all well-maintained
- Too many/not enough soccer and baseball fields at Seaside
- Not enough basketball or tennis courts in the neighborhood
- Seaside Park/Beach is closed at night for safety reasons
- Not enough business activity
- Maintenance is a neighborhood-wide chronic issue
- Public intoxication
- Arena/Ballpark activity does not contribute positively to the neighborhood
- Marina Village is poorly lit
- Gathering of the Vibes and Puerto Rican Day Parade are nice, but cause more damage to the neighborhood than good.
- Conversely, the South End wants to see more "big ticket" events

OPPORTUNITIES

- Improve/beautify Park Ave. & Broad St. w/streetscaping & landscaping
- Plant trees and landscape wherever possible
- Increase lighting wherever possible
- Add banners along Park Ave. & Broad St.
- Remediate or raze blighted properties
- Clean up vacant lots
- Add sailing, boating, kayaking lessons and rental opportunities at Seaside
- Add basketball and tennis courts in the neighborhood/Seaside (under the I-95 underpass? Church parking lots?)
- Add disc golf course at Seaside
- South End could become a "food hub" with multiple community gardens, indoor agriculture and a farmers market
- Add a dog run/park at Seaside
- Pet rules public awareness campaign
- Restore historic bus shelters
- Enforce public intoxication laws
- Expand Fourth of July fireworks
- Add more "major" events to Seaside
- Increase everyday programming of Seaside

THREATS

- Not allowing community voices to have equal say on issues
- Not fostering community engagement
- Not supporting anti-blight initiatives
- Inability to coalesce common goals and objectives
- NRZ Board not functioning as a team
- NRZ placing personal interests above those of the community
- Planting trees and shrubs which are not appropriate for the climate
- Board of Parks Commissioners' pet prohibition

SOUTH END NEIGHBORHOOD REVITALIZATION ZONE
SWOT ANALYSIS: Transportation & Connectivity

STRENGTHS

- Walkable/bikable human scale
- Direct north/south corridors
- Proximity to Downtown
- Multimodal accessibility (highway, train, bus, ferry, pedestrian and bicycle)
- Broad St. as viable complete street candidate
- Broad/Main ideal for connecting Downtown to Seaside Park, especially bike/ped
- Park Ave. least ideal for bike/ped, but ideal for automobile corridor into Seaside
- Bike trail/route through Seaside
- Park Ave. decorative lights
- Comprehensive sidewalk network

WEAKNESSES

- Confusing traffic patterns, one-ways, intersection alignment
- East/west flow is interrupted by UB and varied lot sizes
- Potholes throughout neighborhood, especially bad under railroad underpasses
- Sidewalks throughout neighborhood need repaired
- Street lighting is poor throughout neighborhood and park
- Railroad underpasses are difficult/dangerous bottlenecks for automobiles, pedestrians and bicyclists
- Numerous intersections along Railroad Ave. and Frontage St.s result in too many traffic stops and uncoordinated signals
- Highways and railroad physically separate South End from Downtown and West Side/West End
- Traffic signal missing/needed at Park Ave. & Prospect St.
- Gregory St. is too narrow with dual-side on-street parking
- Lafayette St. and Broad St. are unpassable during Arena/Ballpark events and parking is an issue
- Lafayette and Broad are too wide and speeding is an issue
- Poor maintenance of Seaside bike trail/route
- Poor enforcement of traffic and parking laws
- Traffic coming off 8/25 at Prospect & Myrtle is too fast
- Traffic and parking on Park Ave., north of I-95 (and on Lafayette) are issues due to school and daycare drop-off/pick-up activity
- West Ave. traffic moves too fast
- On-street parking supply is short throughout the neighborhood. Lofts on Lafayette, Seaside Village and Waldemere (UB) areas are especially short
- Too few bus routes and stops
- Traffic signage and signalization is inadequate (where?)
- Snow emergency parking
- Missing bike/ped connections from Seaside to Downtown

OPPORTUNITIES

- Address potholes throughout neighborhood
- Improve infrastructure and facilities for pedestrians and bicyclists (crosswalks, signals, sidewalks, paths, routes, racks, lighting)
- Implement and enforce resident parking program in vicinity of Arena/Ballpark
- Speed reduction improvements to Broad and Lafayette St.s
- Continue sidewalk improvements along Atlantic St. (where UB left off)
- Repair existing and add new decorative lights along Park Ave.
- Connect Seaside bike path/route to Downtown and the Pequonnack trail via Main St., Ferry Access and the train station boardwalk
- Review street grid
- Develop or stage snow emergency parking area(s)
- Add new bus stops and use as community meeting places

THREATS

- Competition for right-of-way between automobiles and bike/ped users
- Poor on-street bike route turns bikers off rather than encouraging more biking
- Ferry leaving for East End
- Emergency evacuation routes
- Development along Broad St. may exacerbate existing traffic and parking issues
-

2014 South End NRZ Plan Update – Community Input

Greg Breland – 1/30/2014
Only comment from my group was suggestion to elevate storm drainage pipes that feed into Cedar Creek from Iranistan Ave. Then won't have problem of back flow or flow stoppage at high tide. This was comment from Jack Banta, City Councilman.

On page 50 under South Ave. Infrastructure Improvements, it refers to a "drawing below" but it is not included.

Carmen Nieves – 1/22/2014
The Implementation Strategy does not include a single project aimed at addressing the issue of housing affordability. The State requires this to be included.

What does "programming" mean in the Cultural Resources section when talking about Seaside Park? There was a lot of discussion around this at our meeting. People didn't understand what kind of programming you were talking about or who is supposed to be paying for it and running it.

Greg Breland – 1/20/2014
I don't understand last sentence of 2nd paragraph, Page 67.

"UB has its own library, post office, recreational and student center facilities, and sharing them with the non-student population is ideal for neither group."

Does it mean that sharing our facilities with the community is not a good idea?

Also the South End has a community Center on Park Ave in same block as Roosevelt School. So to say it is lacking a community center is inaccurate.