

# PLAN LMRC

## Brownfields Area-Wide Plan April 2017

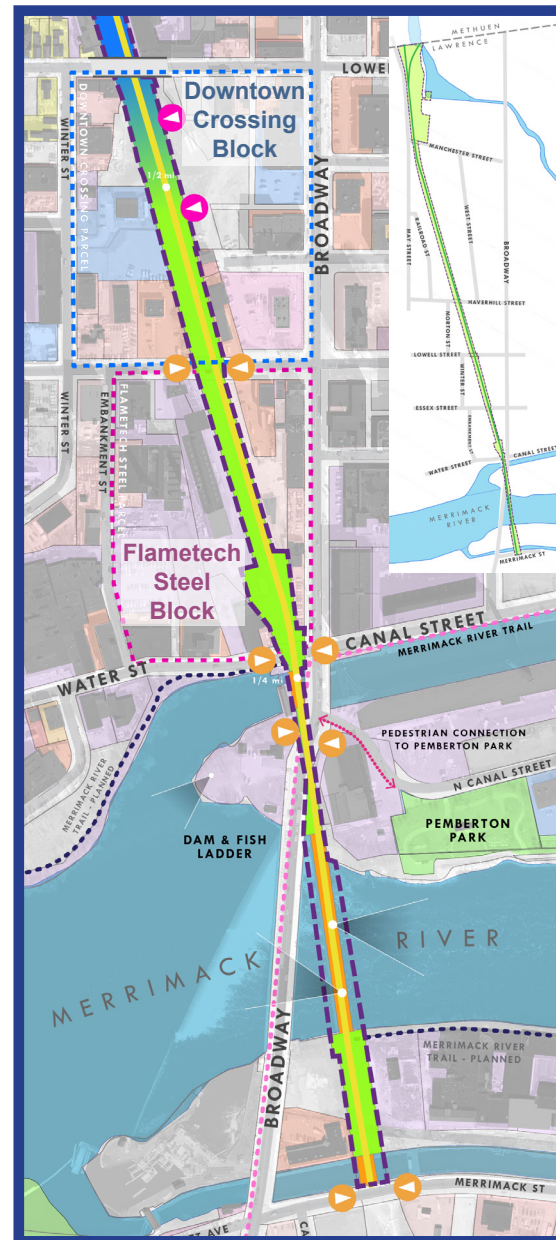
The Lawrence Manchester Rail Corridor (LMRC) right-of-way consists of approximately 13 acres of former rail yards along a 1.5 mile long linear open space adjacent to Lawrence's Broadway commercial corridor and the lower Tower Hill neighborhood, extending from Merrimack Street on the South northward to Manchester Street Park, the Methuen Rail Trail, the Spicket River Greenway, and the Arlington Mill District. The trail is currently being designed.

The LMRC represents a significant opportunity for the creation of a multi-use linear park that serves as the southern anchor of a 30 mile rail trail to Manchester, NH. The dramatic rail crossing over the Merrimack River provides important physical and symbolic connections between the north and south sides of the City and links the path to the planned Riverwalk Path on the south side of the Merrimack River.

The City identified three catalyst sites for redevelopment: the LMRC right-of-way, the Flametech Steel Block, and the Downtown Crossing Block. The 13 acre rail corridor, combined with 14.3 acres of land on these two redevelopment blocks, represents a unique opportunity to redevelop 27.3 acres of found land in a densely populated part of the City.



*Merrimack River Bridge Rail Trail Improvements: The southern end of the rail corridor has gorgeous views of the Merrimack River and mill buildings.*



*Southern Segment of the Rail corridor (outlined in purple) and redevelopment blocks (outlined in pink and blue); The locus map shows the extents of the rail trail.*

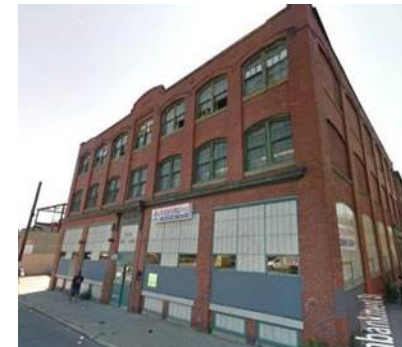
## Conceptual Redevelopment Plans

Over the course of the study, a variety of aspirational conceptual redevelopment plans were developed and assessed. It is not intended that future redevelopment exactly follow these plans, but rather that they provide existing property owners and potential future developers with ideas for what can be accommodated on the sites, how individual parcels can be consolidated to provide more usable parcels, and guiding principles that should inform future redevelopment. The principles guiding these plans include:

- > Encourage new development that enhances and encourages activity along the new Rail Trail
- > Create multiple pedestrian connections from adjacent streets and neighborhoods both to and across the Rail Trail
- > Incorporate the preferred uses and market recommendations
- > Create an attractive street edge on all sides of the blocks, particularly along Broadway and Essex Streets which are important existing commercial corridors and connect the Project Area to Downtown and other neighborhoods.



*The Wilson Building, GC Restaurant Building, Flametech Steel Buildings, Slayton Building, Day Break Shelter and Oasis Center are highlighted.*



*Wilson Building*



*The Slayton Building*



The rail corridor opens up at the Water Street and Broadway intersection offering an excellent opportunity for a new gateway park welcoming residents and guests to the City and the new Rail Trail. The existing icons of the Flametech Steel building stacks and large steel sign towering just beyond the park site herald both the City's history and the industrial character of the region. The materials and design of the park should hearken to the industrial history of the City and reference the former rail use of the corridor as well. Pictured here is the conceptual design for the Gateway Park with space for performances, temporary art installations and event day attractions.



The study focused on the residential, retail, office, and clean light industrial market segments, considered to be the most feasible uses for the project area. A number of factors in the Project Area, and the larger downtown Lawrence area, create market opportunities that support redevelopment:

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Positive growth and unmet demand for some uses (especially for residential and industrial uses).
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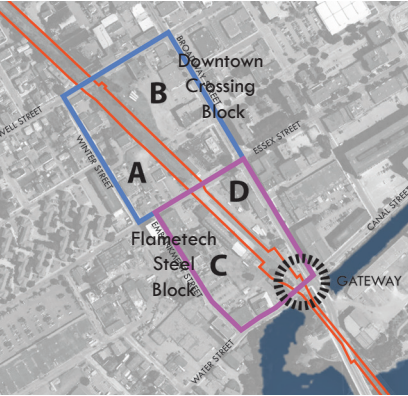
Good accessibility to and from the surrounding market area.
- >

Substantial population and employment densities.
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Historically significant built environment.
- >

Authentic and appealing downtown environment.

Redevelopment Blocks



The Flametech Steel Block is bounded by Water Street, Embankment Street, Essex Street and Broadway. The Downtown Crossing Block is bounded by Essex Street, Winter Street, Lowell Street and Broadway. Both blocks are bisected from northwest to southeast by the rail corridor. The redevelopment blocks include buildings illustrative of the project area’s rich architectural heritage, as well as the Day Break Shelter and the Oasis Center senior day care.

PARCEL	WIDTH	LENGTH	ACREAGE
A	95-300’	730’	3.4
B	210-390’	7300’	4.1
C	215-380’	680’	5.2
D	20-210’	680’	1.6
TOTAL			14.3



The Flametech Steel Plaza would provide an attractive entry to Rail Trail from Essex Street.



View across Flametech Steel Plaza. The interiors of the Flametech Steel buildings (Bottom left) are remarkably similar to those of the Rhinegeist Brewery in Cincinnati, OH (Bottom right), currently being reused as a brewery with an active event space.

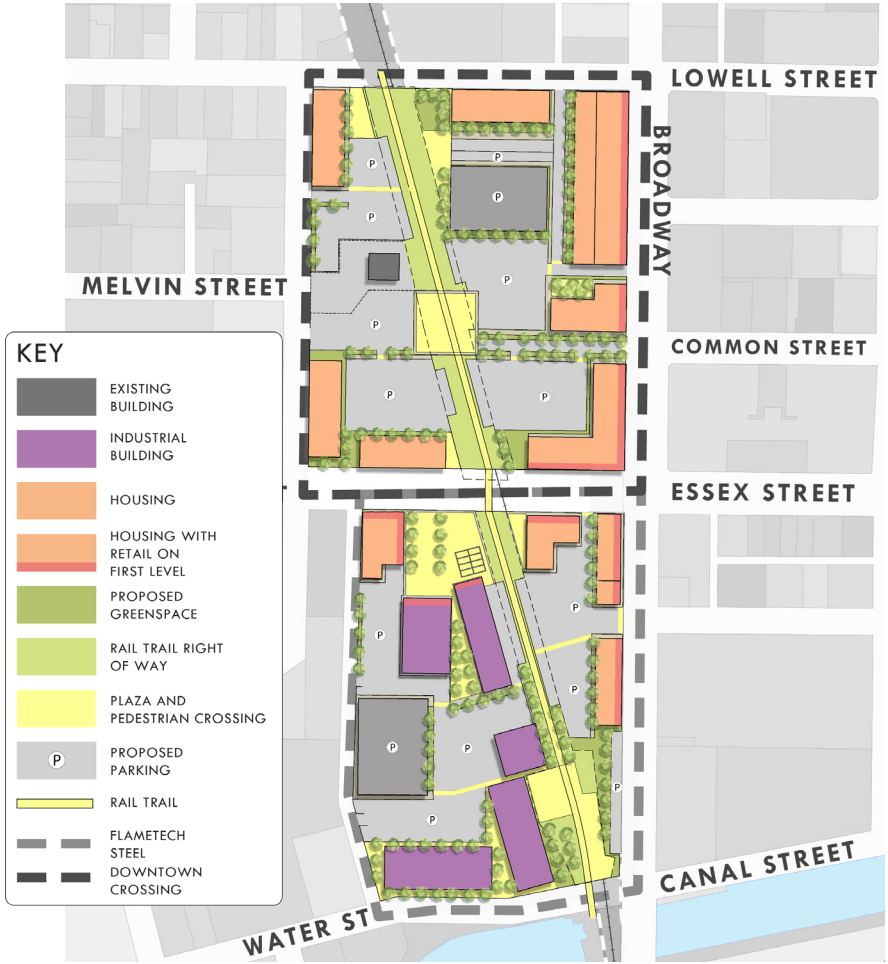
Conceptual Redevelopment Plan 1

West of the trail, the existing two main Flametech Steel buildings and the Wilson Building are shown as industrial with ground floor retail/restaurant use. The historic architectural facades of these buildings create a beautiful frame for the new Essex Street Plaza which includes outdoor seating, gathering, lawn and game areas. The plaza creates an attractive entry into the rail corridor from Essex Street, one of Lawrence’s main commercial streets and an important link to west side neighborhoods. Food and beverage related industries with ground floor retail or restaurant components could naturally spill out into the plaza and attract visitors to the rail trail. New industrial buildings include two along Water Street and another smaller building to the north. Parking (including replacement parking) is provided in surface lots and a new three-floor garage. East of the rail corridor, five story residential buildings have ground floor retail use along Essex Street and Broadway.

Five-story residential buildings line the Downtown Crossing Block, with ground floor retail space along Broadway and Essex Street. New small plazas on the rail corridor provide open space for residents. A three story parking structure supports this residential and retail density.

Conceptual Redevelopment Plan 2

In Conceptual Development Plan 2, most of the Downtown Crossing Block buildings are three-story townhouses. Townhouses line the north side of the Common Street extension from Broadway to the rail corridor and continue west to Winter Street, providing an attractive pedestrian route the entire length. The existing Broadway commercial buildings near Lowell Street and the Oasis Center remain. Parking is in surface parking lots. Development on the Flametech Steel Block is the same as shown in Plan 1.



Conceptual Redevelopment Plan 1



Aerial view of Conceptual Redevelopment Plan 1 looking west (the Merrimack River is on the left).

Block	Use	Square Feet or Units	Parking Spaces
Downtown Crossing	Residential	363 Units	
	Commercial	61,405 SF	
	Industrial	0	
	Parking		503
Flametech Steel	Residential	70 Units	
	Commercial	37,210 SF	
	Industrial	72,105 SF	
	Parking		402

Development shown in Conceptual Redevelopment Plan 1