

City of Springfield

Development Services Division

Resurgent Cities and Economic Revitalization: Lessons for Older Industrial Cities



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Development Services Division

Mission: to create economic opportunity and improve the quality of life for the people who live and work here – and a positive experience for visitors.

About us: The Development Services Division is the leading force in community and economic development for the City of Springfield. With our several departments and affiliates, we are working together to shape the city's economic recovery and enhance the livability of our neighborhoods.



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What we do:

- Encourage economic development
- Attract private investment
- Support the best in design, planning, construction and land use
- Protect and conserve our natural environment
- Revitalize neighborhoods
- Create and retain jobs
- Ensure housing opportunities for all income levels
- Engage our citizens



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Local Economy

- Strong economic base with hospitals, colleges and finance and insurance, and precision manufacturing
- Low rental and home owner vacancy rates
- Economic Center of the entire region
- Although unemployment is high we have passed the peak and expect to see continuing declines
- Taxable value will decline in FY11, but some property types show signs of stabilizing.



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Metro Area Residential Vacancy Rates

Lowest Rental Vacancy Rates

<u>City</u>	<u>%</u>
1. Springfield	3
2. Bakersfield	3.3
3. Boston	3.7
4. Albany	4.1
5. Columbus	4.7
6. Honolulu	5.2
7. Portland (OR)	5.3
8. Albuquerque	6.1
9. New York	6.2
10. Buffalo	6.4

Lowest Homeowner Vacancy Rates

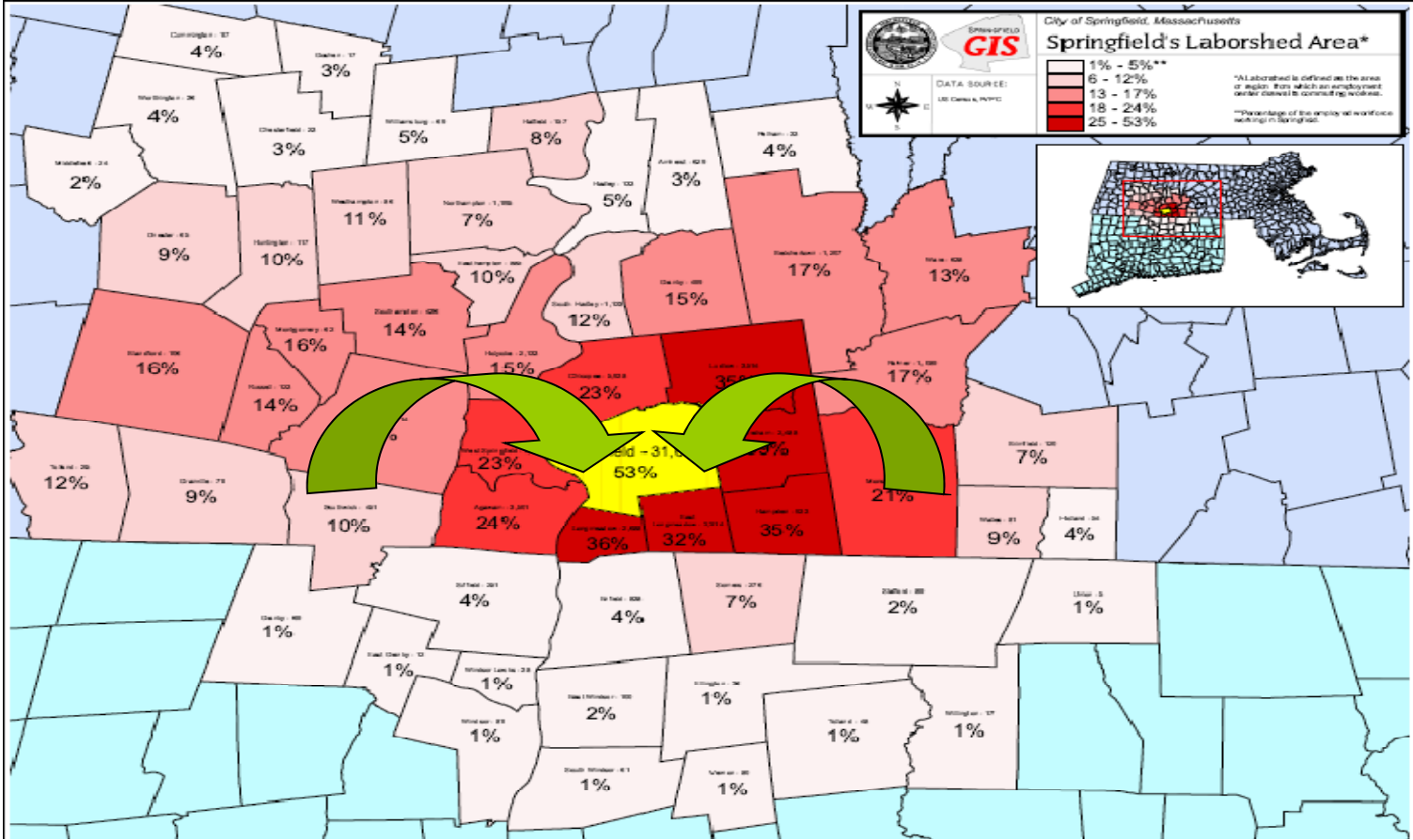
<u>City</u>	<u>%</u>
1. Worcester	.4
2. Rochester	.5
3. Springfield	.6
4. Richmond	.7
5. Albuquerque	.7
6. Birmingham	1.0
7. Jacksonville	1.2
8. Los Angeles	1.2
9. Hartford	1.3
10. San Antonio	1.3



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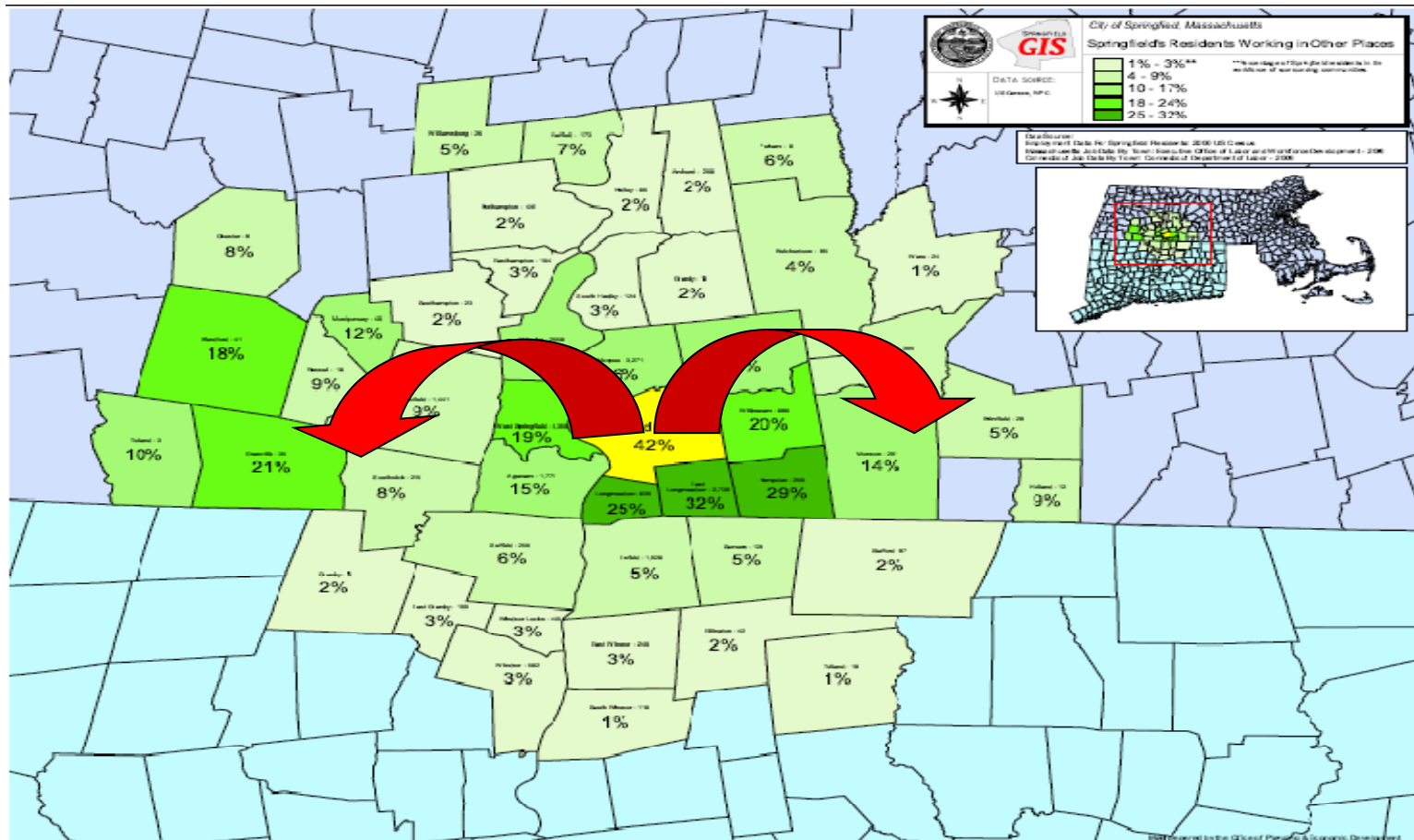
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Springfield is the Economic Center of the Region



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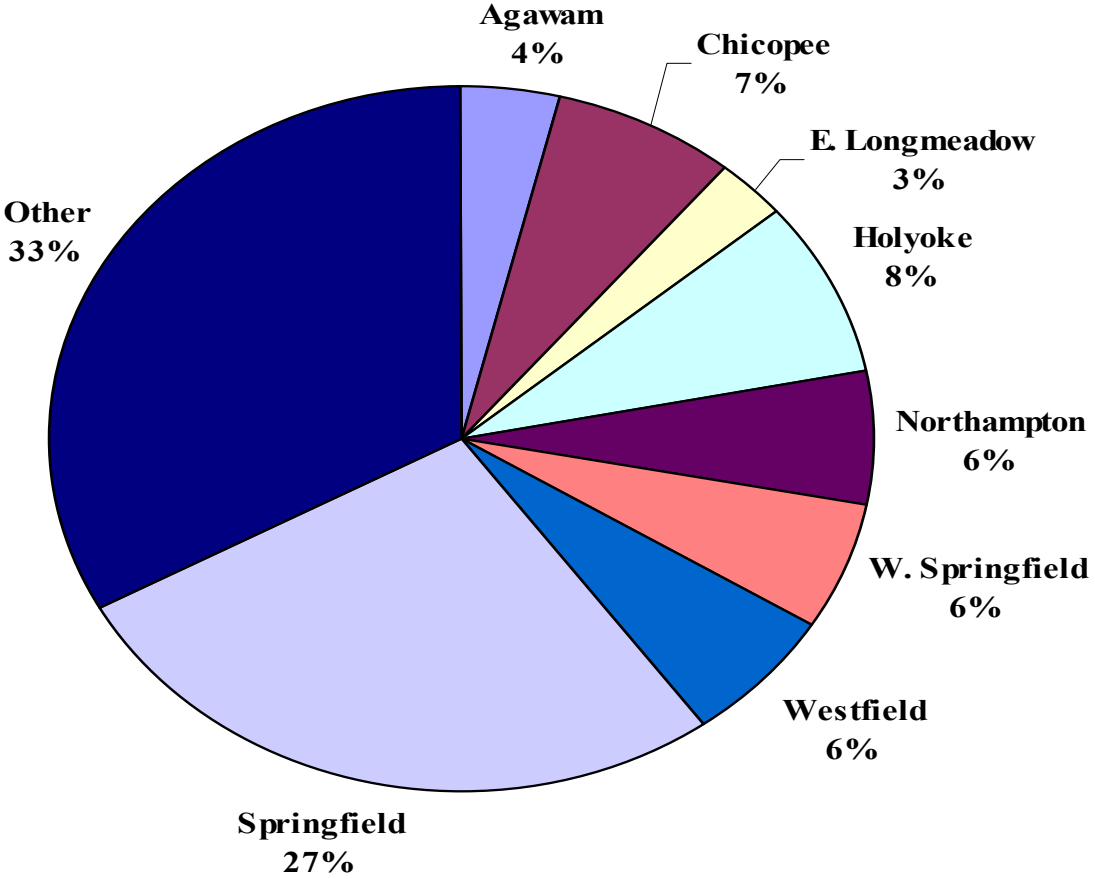
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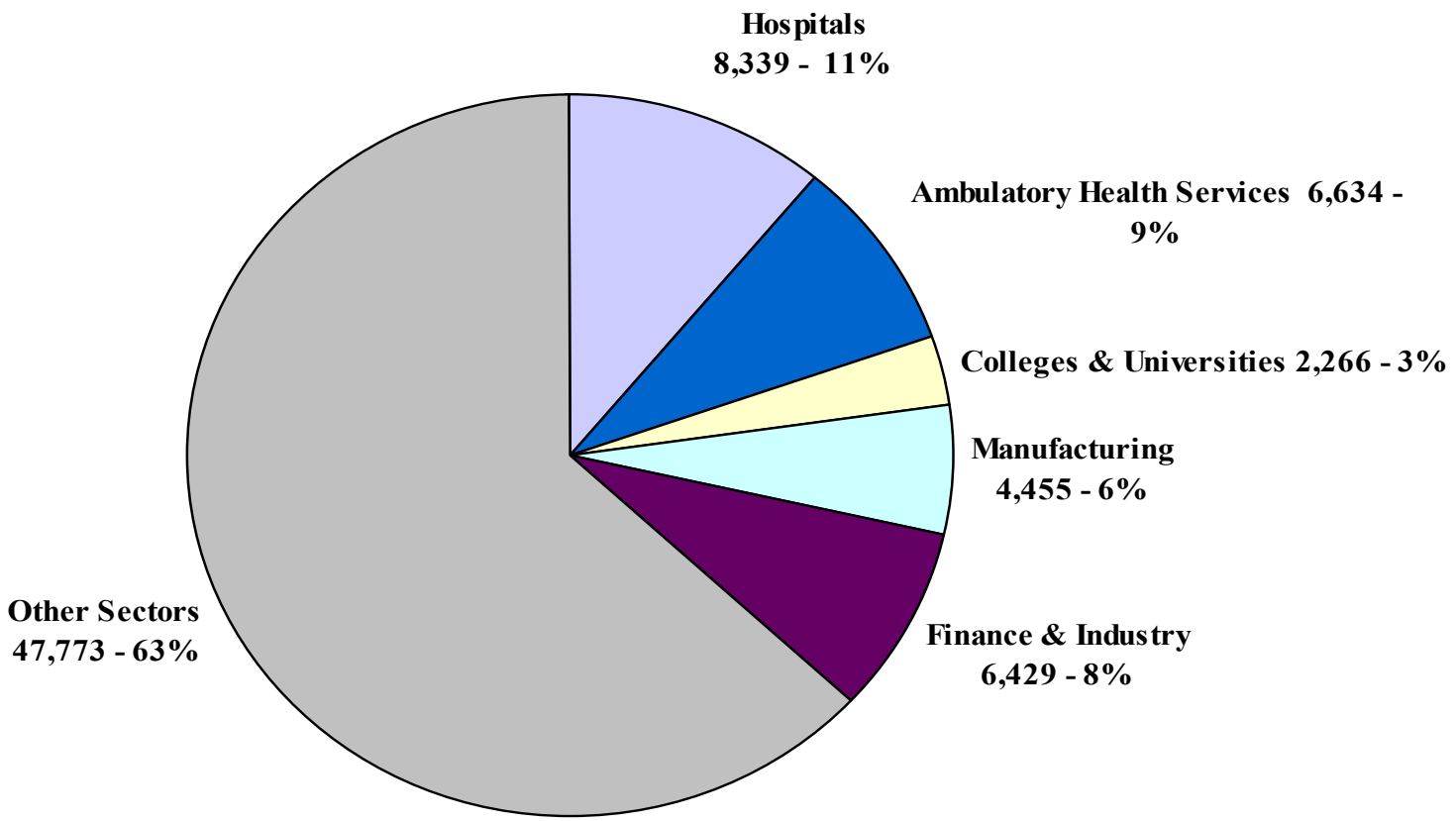
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Percent of Pioneer Valley Employment



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Springfield Employment by Industry



Economic Development – Recent Highlights

- Demolition and environmental remediation of Chapman Valve/Crane site for industrial redevelopment
- Green Communities Designation
- Produced a monthly e-newsletter
- Created a Strategic Marketing Committee & Soft Launched Campaign
- Hosted a Developers Conference – 240 attendees
- Broke ground on Homeless Resource Center
- Expended \$16.8M to advance State Street Corridor
- Received \$3.5M in Neighborhood Stabilization Funds
- Established a new nonprofit development partner: *DevelopSpringfield*
- Partnered with area colleges on several grant opportunities
- Expended \$5.5M to advance South End Revitalization Project
- Administered more than \$4M in Community Development Block Grant Program, to 40 local projects and organizations
- Opened the 100,000 sq. ft medical/life sciences building on Wason Avenue. This new building had a building permit of \$13 million. In addition, a second much smaller building has been built on that site.



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2010-2011 Strategic Objectives

1. Reshape our Economy

- Grow key sectors (including: medical/health; precision manufacturing; green technologies; education; sports/recreation)
- Support and attract businesses
- Create entry level and middle class jobs
- Employ innovative economic development strategies

2. Restore balance in our housing stock

- Build middle class housing in downtown
- Create opportunities for ownership throughout the city
- Remove/Rehab blighted and abandoned properties



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2010-2011 Strategic Objectives

3. Build the Springfield Brand

- Restore the shine and confidence in the Springfield brand identity
- Galvanize business, government and the nonprofit sector around a multi-year brand and marketing campaign

4. Green and beautify neighborhoods

- Adopt 21st Century planning standards
- Embrace and encourage historic preservation & conservation



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2010-2011 Strategic Objectives

5. Foster Collaboration

- Create college/university partnerships
- Build deeper government relationships

6. Build Capacity

- Invest in our people
- Aggressively pursue business process improvement



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Economic Development – 2010 Strategic Actions

- Establish Springfield as leader in the Green Economy
- Implement Global Partners/Socios Globales
- With Regional Employment Board and other groups, create GED career-based educational alternatives
- Expand *GreenSeal* - Springfield's conservation & energy efficiency award program
- Break ground on new data center at former Tech High
- Demolish and redevelop former Asylum building
- Market former York Street Jail, Court Square, 1550 & 1592 Main Street sites for redevelopment
- Develop/refine City's Marketing Campaign
- Cultivate UMass presence downtown
- Procure Owners Project Manager, Design & Legal for Union Station Regional Intermodal
- Implement new Acela Inspectional services software system



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Economic Development – Current Projects

- Established MOU with UMass to create an Urban Design Center
- Won ULI Technical Assistance Project on Riverfront revitalization
- Moved to redevelop: Union Station; Court Square; former Asylum building; 1550 Main; Mason Square; former Zanetti School; Waterfront Club; Eastern Gateway and other key infrastructure projects
- Created Special Tax Assessment to keep Titeflex in the city and saved 103 jobs. Titeflex will invest another \$3 M to modernize their 58 year-old facility
- Won Green Communities Award and working with PVPC on greening city services
- Established a Small Business Forum series in Neighborhoods
- Secured F.W. Webb to purchase land and construct a new 70,000 sq ft building at Smith & Wesson Memorial Industrial Park.



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