



# The Jewelry District Concept Plan

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## JEWELRY DISTRICT ASSOCIATION & CITY OF PROVIDENCE

PROVIDENCE, RHODE ISLAND • AUGUST 1999

### CITY OF PROVIDENCE

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## How can The City of Providence, One of the Oldest Communities in America, Simultaneously Become One of the Newest?

*The Jewelry District, the unpolished gem in downtown Providence, is one of the answers. In the future as it continues to emphasize media and the design arts in both visible form and business identity, it will become identified with the freedom and flexibility to innovate. Its design arts legacy, its distinct industrial waterfront history, its flexible industrial building types, its pioneering residents and investors and its many acres of developable land give it a kind of freedom to invent modern ways of living and working that more established and dense parts of the city lack. Its location on the Providence River, just before it becomes Narragansett Bay, flowing into Rhode Island Sound and opening into the Atlantic Ocean, offers opportunities for exciting water transportation access and a contemporary reinvention of the district's waterfront identity.*

***It is a crucial moment for the Jewelry District. This plan presents a conceptual framework leading to the emergence of the District as one of the treasures of Downtown Providence. It presents the vision of a place that is alive with the activity of residents and workers in an environment of creativity and innovation. It establishes critical connections to surrounding***

### ***New infill development projected along Chestnut Street at the intersection with Elm Street.***

*Infill development that takes full advantage of corners and optimizes the scale and density of the District provides the greatest impact on the environment. Because corners are visually dominant they impact district image and market momentum.*

*The Chestnut and Elm intersection is key in the District, leading to important destinations in all directions: the proposed 'River Edge Events Park' and the Heritage Harbor Museum to the east, proposed 'Elm Park' to the west, proposed 'Chestnut Circle' to the north, and the 'Commercial Development' area to the south. (Map page 10)*

*These opportunities and development concepts for the Jewelry District are described in the pages that follow.*



### ***'Chestnut Circle'.***

*The intersection of Chestnut, Clifford and Ship Streets. This is the location of a proposed focal point of Jewelry District activity, with major new infill development, and commercial and retail attractions. (described on pages 21,22)*





*neighborhoods and it projects an intensity of new infill development tied to the realities of parking demand that will bring in new residents and businesses. And now the Jewelry District Association, with organization, leadership and a commitment to partnership from the City, is in a position to take the next steps toward the realization of this future.*

*In the past 10 years Mayor Vincent A. Cianci Jr., the City of Providence and other community and corporate leaders have embarked on major initiatives to ensure that Providence's image plays at the national scale. The Providence community has proven to itself and to others that it can proceed with initiatives that result in change. Downcity successes include the Capital Center, the new Convention Center, a transformed waterfront, and most recently, a place for regional shopping at Providence Place Mall. In addition the Mayor has recently launched the 'New Cities Initiative', three areas where development programs and illustrations of potential will be prepared, positioning Providence to attract additional new development, providing sites for new projects at a range of scales, types and time frames.*

*This is the context within which the Jewelry District delineates a preliminary market position, describes an imaginable future, proposes projects to accomplish their goals and makes the Jewelry District a part of the Providence Renaissance.*

## URBAN OPPORTUNITY



## Discovering Community Goals

***The Plan - How It Was Developed ?*** This is the first concept plan prepared for the Jewelry District. It describes the District today, its potential, its opportunities and establishes a program for its transformation into an innovative, design-centered neighborhood for living and working. Once adopted by the City Council, it will be incorporated into the Comprehensive Plan for the City of Providence.

Concepts were developed by the Jewelry District Association in partnership with Mayor Vincent Cianci and the City of Providence. The planning process was initiated by the JDA with a charrette among members and other individuals interested in the district's future. Goals for the district were discussed and a planning process explored. Based on the outcome of that charrette, the consultant team, Thompson Design Group, Inc./Community Design Partnership was selected.

The planning work occurred between March and August of 1999. During that time the Jewelry District Association and its committees worked with the consultant team in a series of meetings held in Providence. A major public presentation was held on May 13th.

***City and Community Objectives.*** Studies, interviews, and fact gathering were organized in response to goals articulated both by the Jewelry District community and stakeholders and by the City through its representatives on the Steering Committee. These are the key words that framed the research, delineated common goals, and formed the foundation of this visionary plan—a portrait of the delightful and effective place the Jewelry District can become:

***• rich mix • identifiable place • transit options • increased land values • landmark destinations • live-work • new waterfront • new businesses and residences • parking solutions • well linked • active public realm***

The Vision summarized in this plan provides a format for achieving the goals listed on the next page -- goals that underlie the first Jewelry District plan. Under each of these five goals is a list of what the achievement of that goal might look like. As you study each part of this plan, illustrated in the pages that follow, it will become clear how the concepts presented add dimension and color to the picture of the Jewelry District that already exists. As the Jewelry District grows, more and more paint will be added to that picture—more reels of imaginary film developed as the plan changes in response to people, events and cultural interests.....

**but the vision inherent in these goals is fundamental, always providing a direction and a challenge.**

## COMMUNITY GOALS FOR THE NEW JEWELRY DISTRICT

### A DESIGN ARTS CAPITAL

- DESIGNERS AND DESIGN-RELATED BUSINESSES CONTINUE TO LOCATE IN THE DISTRICT
- OUTDOOR ART AND PUBLIC ART DEFINE THE DISTRICT
- NEW PROJECTS AND INFRASTRUCTURE ARE EXECUTED WITH HIGH-LEVEL INDUSTRIAL DESIGN AND ARCHITECTURAL DESIGN
- SIGNAGE SYSTEMS AND GUIDE BOARDS COMMUNICATE THE DISTRICT'S DESIGN ACTIVITY
- LIGHT BECOMES A DISTRICT ART FORM

### A VITAL, MEDIUM-DENSITY NEIGHBORHOOD

- INCREASING NUMBERS OF RESIDENTS, EMPLOYEES AND VISITORS
- AN ATTRACTIVE DEVELOPMENT CLIMATE MAKES NEW CONSTRUCTION POSSIBLE
- PARKING AND TRAFFIC DEMAND MANAGEMENT STRATEGIES FREE LAND FOR NEW DEVELOPMENT
- A MIX OF NEW COMMERCIAL LOFT STRUCTURES AND LIVE/WORK OPTIONS ATTRACT NEW RESIDENTS
- FOCAL POINTS, GATHERING PLACES, AND PUBLIC AMENITIES SUPPORT INVESTMENT
- RETAIL/SERVICE OFFERINGS SUPPORT LIVING AND WORKING IN THE DISTRICT

### A PLACE WHERE IT'S FUN TO WALK

- BUILDINGS ORIENTED TO THE STREET AND SIDEWALK PROMOTE VARIETY AND INTEREST
- A RICH MIX OF USES ALONG THE SIDEWALK RESULTS IN EXPLORATION ON FOOT
- TRAFFIC CALMING, STREET ENVIRONMENTS AND GATHERING PLACES MAKE WALKING FUN
- WALKING IS A MODE OF TRANSPORTATION

### PROVIDENCE'S WATERFRONT GATEWAY FROM THE ATLANTIC OCEAN

- DISTRICT ACTIVITY IS FOCUSED ON THE WATERFRONT AROUND HERITAGE HARBOR MUSEUM AND DAVOL SQUARE, INCLUDING THE POINT STREET DOCKS FOR TOURIST AND TRANSPORTATION BOATS
- DAVOL SQUARE IS A LOCAL AND VISITOR ATTRACTION WITH STREET-LEVEL ACTIVITY
- A MAJOR WATERFRONT 'EVENTS PARK' FOR PROVIDENCE FRONTS ON A CONTINUOUS RIVER WALK
- THE DISTRICT FLOWS DOWN TO THE RIVER ALONG POINT, SOUTH, ELM AND SHIP STREETS

### A DISTINCT IDENTITY

- AN ECLECTIC MIX OF USES PROVIDES THE FREEDOM FOR DESIGN INNOVATION
- THE INDUSTRIAL PAST IS ALIVE IN THE OLDER BUILDINGS AND IT INSPIRES THE DESIGN OF NEW PROJECTS.
- BUILDINGS AND SITES ARE CONTEMPORARY VERSIONS OF THE DISTRICT'S DESIGN LEGACY
- FORMAL ADVANTAGES, BLOCK SIZE, STREET CONFIGURATION, GATEWAYS, TOPOGRAPHY AND VIEWS ARE EMPHASIZED
- THE PUBLIC REALM IS DISTINCT — STREETS, SIGNAGE AND ART ELEMENTS EMPHASIZE "PLACE"

## Context of the Past Gives Future Potential

The historic Point Street Bridge, the adjacent riverfront docking places, the smoke stacks of the Manchester Street Station, Davol Square, the Children’s Museum, someone’s favorite restaurant or bar, the eclectic mix of businesses including the design arts service and supply, and the appealing cluster of early 20th century industrial buildings—these are images that identify the Jewelry District for the people of Providence. What remains of the fabric of this once thriving industrial area is still distinct, separated from Downtown to the north by I-195 and from neighborhoods to the west and southwest by I-95.

Starting in the mid-nineteenth century, industrial uses moved into what had previously been a dense residential area. The District became the home of the Providence Steam Mill, the Phenix Iron Works and Foundry, the Davol Rubber Company, the Barstow Stove Company and other manufacturing enterprises. Narragansett Electric built its facility here in 1889.

Jewelry-making began in Providence late in the eighteenth century and consolidated in the Jewelry District a century later. It became the center of Providence’s costume jewelry industry, the strongest in the nation. The buildings built for this industry were spacious and utilitarian, built to accommodate many small businesses rather than a single business and housing a combination of office, warehousing, design and manufacturing. This history is still evident in the Jewelry-related businesses remaining in the District and in the brick and reinforced concrete buildings and accessory buildings.

Today the District is dominated by parking lots that surround the eclectic manufacturing buildings, varying in architectural style and ranging in height from 1 to 8 stories. The buildings still contain a mix of uses, their flexibility suited to evolution. Some interiors have been modified to become residential lofts and modern office space; exteriors have been rehabilitated or given modernized cover-ups. There has been no new construction in the past 65 years other than the two private parking garages.

The District’s residential and business population includes visual and performing artists, writers, architects and designers, advertising and graphic design firms, restaurateurs, and a range of association, government, professional medical office employees. Other industries bring auto body, metal plating, electrical, warehouse and special skill workers to the District. The residential population has come to the District in the last ten years with the conversion of

historic buildings to new living and live/work environments. This population is growing, although the perception is that all available buildings have already been converted and that introducing new residential in existing buildings will provide negligible increases in the number of residents.

Residential uses are currently concentrated around Ship, Chestnut and Bassett Streets and at Imperial Place. In addition to the Manchester Street Station, there is a concentration of industrial use south of Point Street, and small amounts of industry, wholesaling and warehousing scattered throughout the District. Eating and drinking establishments are also scattered throughout the District. A small amount of retail is concentrated at the Point and Eddy Street intersection in addition to the wholesale distribution centered in Davol Square.

The District has frontage along the Providence River and topography that slopes from a high point at I-95 and the Coro Center down to the river. Downhill views and streets from the core of the District are potential links to the waterfront, once it is made accessible. The District’s small scale and legible street grid, orthogonal to the Providence River at Point Street, begins to shift direction at Elm Street in order to connect to the downtown street grid pattern. Wedge shaped blocks and curved streets like Ship and Elbow Streets mediate this shift and result in quirky and delightful views, wedge-shaped buildings and the radial intersection of Chestnut, Clifford, and Ship Streets. The low density and two-way circulation system makes it very easy to drive in the District. The small scale streets make it easy to walk and allows one to imagine an active sidewalk-oriented place bustling with people and a great variety of new businesses and services.

### THE IMPORTANCE OF THE JEWELRY DISTRICT.

The Jewelry District can extend the Renaissance of Downtown Providence in several key ways. As a distinct place in its history, scale, and charm, and with its potential for new funky infill design, it provides the Providence community with an alternative urban environment within which to live and work. It can become a regional draw, bringing residents back into the city. The nationwide interest in creating a flexible urban lifestyle in existing industrial districts, with their combinations of new and old buildings and their suitability to innovation, is already evident in the Jewelry District where pioneers have moved into the District and begun its transformation.

In addition the District’s water frontage has the potential to extend the



delightful open spaces and activities already existing in Downcity in a way that adds new dimensions and diversity to existing attractions on the Providence River. It can extend and unify parklands along the water with a continuous water's edge walkway and 'Providence River Parkway', and can make water transport a reality.

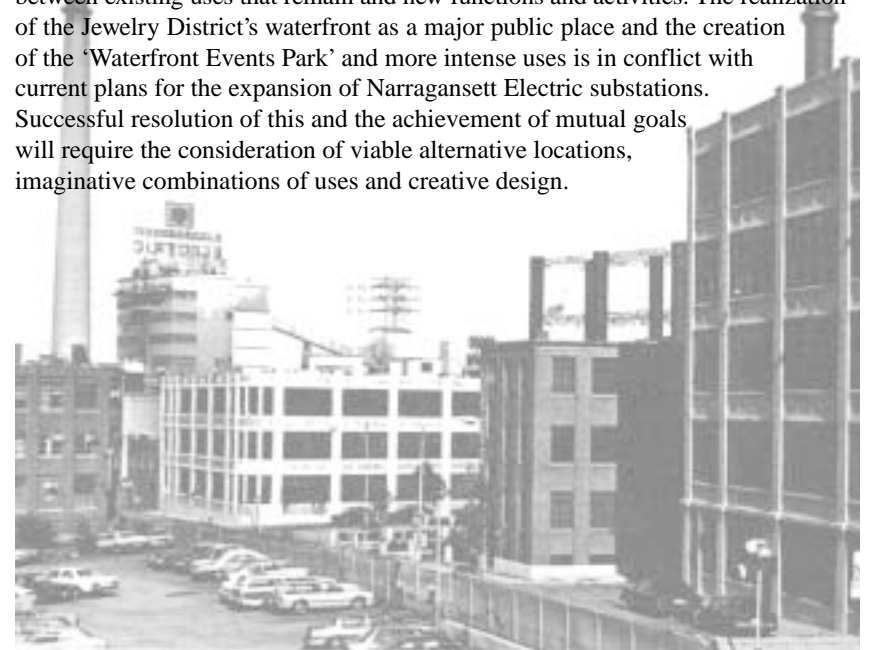
There is an interest in creating a regionally competitive area for new businesses to locate in the central city, to reinforce its economy, its character and its intensity of services. The Jewelry District has the capacity for new infill development on a range of sites of varying sizes and degrees of access and visibility. The Jewelry District can accommodate a large amount of new construction now. With the Old Harbor sites made available after the relocation of I-195 and the development areas planned in the 'New Cities Initiative', Providence will have a range of central city areas offering choice for new development.

#### IN SUMMARY, OPPORTUNITIES ABOUND TO MOVE AHEAD:

- **Create a regionally competitive area for new businesses and employment including medical support businesses and design arts businesses.**
- **Fill a market niche for live/work loft style residences in a flexible, eclectic district.**
- **Undertake adaptive reuse projects in historical industrial buildings to create a rich mix of old and new architecture and to provide diversity and choice for residences and businesses.**
- **Add a cultural dimension to Providence in the form of a design arts-oriented district that further integrates local educational institutions with the commercial and cultural life of the community.**
- **Access and use the waterfront, extending and expanding Providence's waterfront identity.**
- **Create strong public spaces, street and walkway networks that restore connections between the District, Downcity and surrounding neighborhoods, and that integrate new infill developments with the existing context.**
- **Create pedestrian-focused streets and introduce multiple modes of transportation.**

**The Jewelry District needs an expanded economic base and more residents. Attracting people and attaining an enduring vitality will require residences, jobs, business opportunities, services, recreational and open space amenities, and cultural richness.**

This can be achieved with intensified use, investment in existing buildings, and new construction of mixed-use residential and commercial buildings. Strong public spaces and extended street and sidewalk systems will be necessary to create a pedestrian-friendly place, connect the District to surrounding areas, and anchor new developments. Redevelopment of the District's waterfront area and its conversion to usable public open space is complicated by the presence of electrical and other utility distribution systems. Transition of downtown waterfronts to include greater public access and attractive new uses are based on achieving a compatible fit between existing uses that remain and new functions and activities. The realization of the Jewelry District's waterfront as a major public place and the creation of the 'Waterfront Events Park' and more intense uses is in conflict with current plans for the expansion of Narragansett Electric substations. Successful resolution of this and the achievement of mutual goals will require the consideration of viable alternative locations, imaginative combinations of uses and creative design.



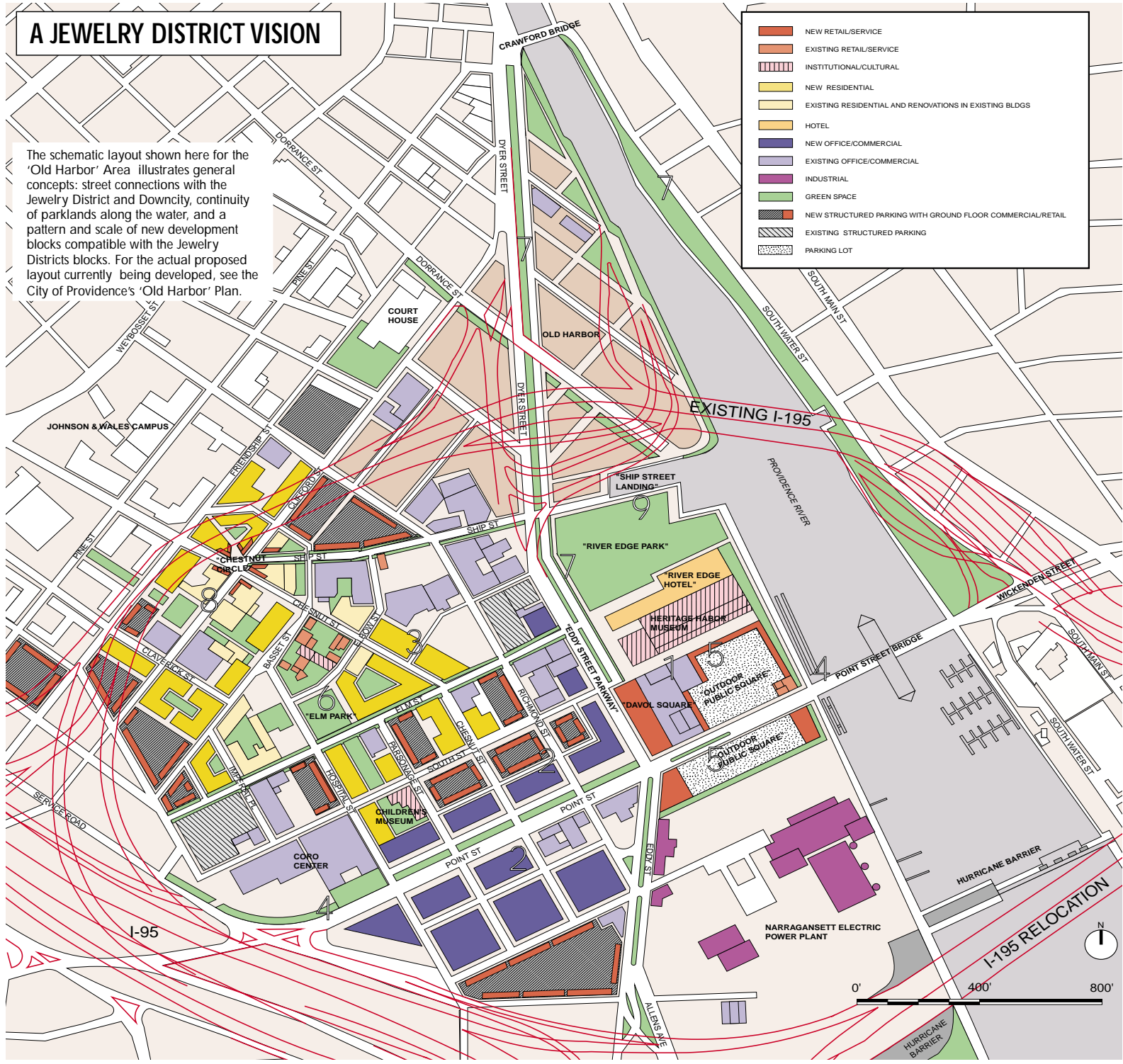
Ship Street, View to the Southeast.

Rhode Island Historic Preservation Commission

# A JEWELRY DISTRICT VISION

The schematic layout shown here for the 'Old Harbor' Area illustrates general concepts: street connections with the Jewelry District and Downcity, continuity of parklands along the water, and a pattern and scale of new development blocks compatible with the Jewelry Districts blocks. For the actual proposed layout currently being developed, see the City of Providence's 'Old Harbor' Plan.

	NEW RETAIL/SERVICE
	EXISTING RETAIL/SERVICE
	INSTITUTIONAL/CULTURAL
	NEW RESIDENTIAL
	EXISTING RESIDENTIAL AND RENOVATIONS IN EXISTING BLDGS
	HOTEL
	NEW OFFICE/COMMERCIAL
	EXISTING OFFICE/COMMERCIAL
	INDUSTRIAL
	GREEN SPACE
	NEW STRUCTURED PARKING WITH GROUND FLOOR COMMERCIAL/RETAIL
	EXISTING STRUCTURED PARKING
	PARKING LOT



This drawing illustrates the major concepts proposed for the *New Jewelry District*. They are described on the following pages and reinforced with further development and recommendations in the Technical Report.

**NOTE:** Opportunity for new development and concepts for land use are shown here. It is not a proposal for the development of specific sites. Market forces, district goals, commitment and leadership over time will determine the intensity of new construction.

**NOTE:** Concepts for development of any specific block do not assume the relocation or demolition of existing uses on that block. Markets, specific project feasibility and goals of owners and developers will determine whether existing buildings and businesses are integrated into any new project.

## PROPOSED DEVELOPMENT THEMES

1. Davol Square: New Wave Design Exchange
2. Commercial Development: Opportunity for District Growth
3. The Core: Residential Scale Places and Streets

## PUBLIC REALM CONCEPTS: GREAT PLACES

4. Gateway: Point Street Bridge to I-95 Crossing
5. A Public Square: Outdoors at Davol Square
6. Elm Park: The District's Jewel Box
7. Providence River Parkway: Eddy Street Segment
8. Chestnut Circle: A Major Hub of Activity
9. Ship Street Landing: Doorway from the Ocean

## A Jewelry District Vision, circa 2007

In a few years, when redevelopment and construction are in process by both private and public agencies, people will begin to see a transformation just south of Downcity, the gradual emergence of an identifiable place with the qualities of a special district.

***A few more years into the new century, a District resident might write lines like these to a friend planning to visit:***

“You will approach Providence from the East, crossing the river on the Point St. bridge, arriving in the new Jewelry District — you’ll know it by the ‘Public Square’ and docks flanking the bridge entrance and historic gateway signs directing you to District destinations. The imposing restored buildings on the right, Davol Square and Museum beyond are filled with attractions you’ll want to visit. But first, go through the intersection at Eddy Street, drive along tree-lined Point Street for a few blocks to get the flavor of one of the streets that has been revitalized by new business complexes — on the right, retail shops and restaurants and further along on the left a medical services center linked to the Rhode Island Hospital nearby. The area around the Point/Eddy corner has finally given us an active district crossroads that pulls people together from many directions, establishing a real hub of paths and streets where all of us — office workers, museum goers, residents, shoppers, diners — come and go, encountering each other day and evening. In addition an incubator zone for Johnson and Wales entrepreneurial students and graduates has blossomed in the vicinity becoming ‘restaurant row’, a gourmet destination on the East Coast.”

“If you turn right from Point Street onto Chestnut Street, you come to our place on ‘Chestnut Circle’. The residential area of the neighborhood is away from major thoroughfares, and contrasts dramatically with the busy movement around it — the streets are short and calm, well landscaped and distinguished by open squares with pedestrian/bike ways that easily take you to adjacent zones in the city. You will

see that this is “residential” neighborhood in a different mode — living units intermixed with some businesses and industrial uses. When original urban pioneers moved into this old jewelry-making industrial area they converted warehouse lofts into living spaces that are comfortable and effective for artists, inventors, entrepreneurs. Followers soon moved into all available existing spaces, then persuaded developers to create more simple unfinished loft spaces to keep the continuity of character and provide a type of apartment you can only get in this area. We were lucky to get one of the spacious light-filled new lofts where I have carved out my weaving studio. The boys have space enough to paint, construct model cars, and toss frisbees; Tom’s printshop is just two blocks away, with a group of graphic artisans that have brought a new skill and reputation to the area. And we have an easy walk to Downcity, all the great services and institutions of the City of Providence at our fingertips — with no commuting!”

“Another major plus of District living are waterfront attractions. The riveredge promenade now continues past ‘Old Harbor Canal’ all along the edge of our district, which is designed for water transit, boat landings and launchings, and sometimes the famous gondolier poles right up to our ‘Ship Street Landing’ dock. This is where we have all manner of festivals, concerts, outdoor markets and fairs going on year-round. ‘Heritage Harbor Museum’ attracts record number of visitors each year; Davol Square has found a new life as a center continuing the city’s traditions in design and decorative arts, as well as for local retailing that is a daily convenience for all of us.”

“We have boat docks and beaches on the coast nearby. We have an unusual, and really diverse urban neighborhood that is lively, small, friendly and blessed with low scale and open space, great cafes and bread makers. It will be fun to show you how livable it is in the District, how exciting it is in Downcity, how scenic up on College Hill, and how lively along the river. All the treasures of Providence are here, waiting for you to enjoy just as we do!”



*The variety of uses in the Jewelry District -- commercial, retail, cultural and residential -- compliment each other. Through shared parking arrangements the District can optimize available parking with day, night, and week-end use.*

## Hard Facts About Parking

### DISPERSED PRIVATE LOTS

In the core area of the Jewelry District there are about 4,576 parking spaces, including 350 on-street spaces. Surface parking dominates the visual field in much of the District because there are 91 surface lots providing 2,822 spaces. The impression of abundant parking arises from the inefficient layout of lots that occupy valuable corners, often several corners of a single intersection. The ratio of spaces to current building areas is in fact twice as high as required by zoning — there are actually 2 spaces per 1,000 sf. of commercial/industrial area, while 1 per 1,000 sf. is required. This is also twice the ratio in Downcity. The actual existence of parking space does not, however, solve the overall parking need: lots are rarely full because of restrictions and as a result space within lots is utilized at about 60% of capacity.

Most parking lots are imperviously paved, fenced with entry controls and reserved for specific persons, companies or uses. In terms of land coverage, currently 70% of the land parcels are covered with open asphalt lots and buildings, leaving 30% open space, including streets. **The planning objective is to increase buildings and amenity open space and reduce asphalt parking lots.**

### STRUCTURED PARKING

Two parking structures with approximately 1,400 allocated spaces in the core District, account for more than 30% of parking spaces. The structures, like the surface lots, serve specific building tenants and clientele, with few spaces for visitors and public. The City of Providence's *Old Harbor Plan* identifies several structured parking sites within mixed-use buildings, and explicitly indicates three development blocks for new garages. In addition a garage is planned to be built within 2 years on the lot adjoining the Courthouse to serve its employees. In 8 to 10 years, some 670 surface spaces now used will be lost during demolition of existing I-195.

### VISITORS UNWELCOME

Despite the appearance of space in many parking lots, visitors are discouraged from stopping in the District by parking lot restrictions. Visitors parking improperly lead to one of the conflicts between constituencies and interest groups in the district. Also, residents must pay for additional spaces because overnight on-street parking is prohibited throughout the City. With this restriction lifted, the District would gain 350 spaces for residents or their guests willing to park on the street.

## Effecting an Urban Transition

### ***What development potential follows from increased density, better land use?***

Within the area referred to as the Core Jewelry District -- confined on three sides by the existing elevated highways and bordered on the east by the Providence River -- we have projected a build-out scenario that respects the mid-level heights that give today's District its character. Without introducing high rises and providing for a market-related structured parking supply to serve proposed expansion of space, we estimate land capacity for 1,154,000 sq.ft. of new commercial/office/light industrial construction and approximately 1,261,000 sf. of new residential construction and 206,000 of rehabilitation/residential conversion. This translates into an approximate neighborhood total of 1,280 residential units by the end of STAGE TWO, as illustrated on page 15.

New development requires replacement of underutilized, smaller, and historically unimportant buildings over time and replacement of open parking areas. Since the majority of land in the District is open parking or in a commercial land use category; conversion and transition of these specific categories occurs to create new residential uses as well as higher intensity commercial developments and associated new parking.

There are roughly 2,882 open parking spaces in the District and 1,400 structured parking spaces. About 20% (576) open spaces will remain or be developed incidental to existing and new developments. In addition all existing structured parking is assumed to remain. Based on a modest assumption of new 4-level parking structures with retail on a minimum of 50% of the street level, a total of roughly 3,100 new spaces can be created in parking structures by the end of STAGE TWO. This will bring the new total to 5,076. In addition all on-street spaces should remain and additional spaces constructed as part of new developments, as is proposed in the 'Old Harbor' Draft Plan.

### ***How do we achieve the services and amenities that build a desirable community?***

The target population to support simple neighborhood services and conveniences is about 2,000 people, augmented by daytime employees in the range of 3,000. Practices that currently limit the use of parking lots for new development will cause this population target to grow slowly, failing to reach its maximum achievable level until new development occurs in adjacent areas following the relocation of I-195.

***Can combined live-work facilities add a viable product to this marketplace?*** New loft-style apartments are popular, especially if sold unfinished at a lower price. On the other

hand, each live/work loft typically houses 1.5 occupants instead of the 2.1 or more typical of apartments and townhouses. Thus the innovative loft type, desirable from a character perspective, builds up the residential base less than traditional units, while also having less impact due to vehicle ownership and commuter traffic.

### ***Can parking needs be met when so much new construction is contemplated?***

The planned transformation of an old urban industrial area into new uses with increased values, or into a more complex mix of uses, requires a subtle orchestration of consumer needs with elements that make a more desirable place to live.

The Jewelry District's solution to parking demand will determine its potential to grow and achieve its desired neighborhood character and mix. The major agents of change are developers, whose products must appeal to a perceived market — a demand-driven approach. Over time market perceptions of specific needs, such as parking convenience, tend to become more flexible, based on new norms and rewards of other types.

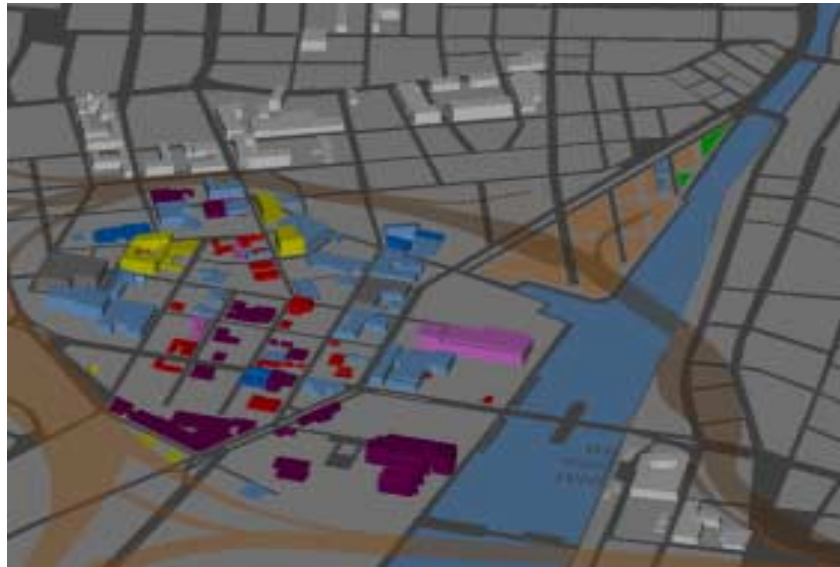
In downtown Providence, many good buildings are not in high demand for business or residential use because of the perceived absence of "convenient" parking, whereas in strong-market urban areas, like downtown Boston, adjacent reserved parking is not a general expectation. Buildings without specific parking provisions are in active demand — amenity and vitality of Boston's downtown compensates for the extra effort of finding commercial parking or using other modes of transportation.

***Our Recommendation*** Start implementation with a market-minded parking ratio for all development in the Jewelry District: 1.5 cars per 1000 sf. of construction, which is higher than now required. This will help the pioneering housing developers to sell or lease up at good rates. Over time, the market will make a transition in response to enhanced open space, amenities, and a reduction of hardtop, and will reduce the current expectations of suburban parking convenience in exchange for the rewarding urban appeal of the district.

To launch the program and free up sites for residential development, the Jewelry District must make plans for structured multi-use public parking for about 400 cars. Other steps must be also implemented — from mechanisms for more efficient use of curbsides to transportation management strategies and other modes of individual movement.

Over time the market's acceptance of lower parking ratios, shared use of parking areas, increased willingness to move about on public transit, bicycle, and on foot — which all go with live-work occupancy patterns that reduce vehicular commuting — will combine to spur the desired mix of development in the District. **Refer to pages 38-39 in the Technical Report - Transportation and Parking for further recommendations.**

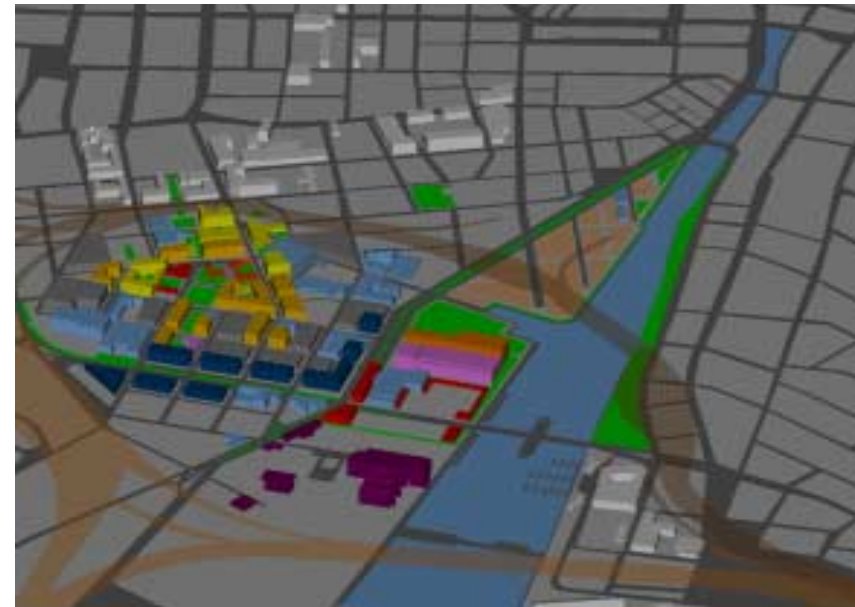
# The Jewelry District Has Potential to Double its Capacity in Increments Over Time



**TODAY:** Parking in multiple on-grade lots, low density, small residential population, underutilized waterfront, with gross build-out of roughly 2,887,000 sf., including structured parking. With an unrealized potential of well over 1,000,000 sf., that can be achieved by replacing smaller, unimportant and under-utilized buildings and lots over time with more intense development and converting some commercial buildings to intensified residential uses.

## STAGE 2 CUMULATIVE --after I-195 relocation--

	New build-out	Total after Stage 2
office/commercial/light industrial capacity	672,000 SF	2,020,000 SF
residential	521,000 SF	1,660,000 SF
retail	117,000 SF	385,000 SF
cultural	0 SF	506,000 SF
hotel (including parking)	0 SF	367,000 SF
industrial	0 SF	0 SF
<b>TOTAL STAGE 2 new construction</b>	<b>1,310,000 SF</b>	<b>4,938,000 SF</b>
<b>Structured parking</b>	<b>189,000 SF</b>	<b>1,135,000 SF</b>
<b>Open space including parking</b>	<b>negligible SF</b>	<b>244,000 SF</b>
<b>Added usable landscaped open space</b>	<b>240,000 SF</b>	<b>350,000 SF</b>



**STAGE ONE:** Core Area build-out is facilitated by shared public parking structures, freeing land for infill development while maintaining market-rate parking ratio (2:1,000 sf.)

EXISTING CONDITIONS	Existing	After transition conversion *
office/commercial (including underutilized and vacant space)	1,645,000 SF	866,000 SF
residential	193,000 SF	399,000 SF
retail	311,000 SF	152,000 SF
industrial	379,000 SF	84,000 SF
<b>TOTAL EXISTING</b>	<b>2,528,000 SF</b>	<b>1,501,000 SF</b>
<b>Structured parking</b>	<b>360,000 SF</b>	<b>360,000 SF</b>
<b>Open space including open parking</b>	<b>1,859,000SF</b>	<b>1,859,000 SF</b>
* without new build-out		
STAGE 1—before I-195 relocation	New build-out	Total to Date
office/commercial/light industrial	482,000 SF	1,348,000 SF
residential	740,000 SF	1,139,000 SF
retail	116,000 SF	268,000 SF
cultural	506,000 SF	506,000 SF
hotel (including parking)	367,000 SF	367,000 SF
industrial	0 SF	84,000 SF
<b>TOTAL STAGE 1 new construction</b>	<b>2,211,000 SF</b>	<b>3,712,000 SF</b>
<b>Structured parking</b>	<b>586,000 SF</b>	<b>946,000 SF</b>
<b>Open space including open parking</b>	<b>negligable SF</b>	<b>244,000 SF</b>
<b>Added usable landscaped open space</b>	<b>110,000 SF</b>	<b>110,000SF</b>



**STAGE TWO** An illustration of full capacity build-out of Core area includes some adjacent land in the 'Old Harbor' area after completion of I-195 relocation. Combined capacity for residential and all other development is more than doubled while adding open space and maintaining 8-story height limit. Potential for new construction: over 3 million sf.

## Development Themes

### DISTRICT CHARACTER: AN ECLECTIC MIX OF USES

The Jewelry District's existing buildings provide a complementary context for contemporary design and new construction. They play an important role in the character of the new Jewelry District by keeping the spirit and intrigue of the past alive in the District. As new buildings and uses are brought into the District, it will evolve as a combination of the new co-existing with the old, ideally with new architecture drawing inspiration from the stripped down, pragmatic, and flexible building form of the functional industrial type.

Sensitive renovation of existing industrial buildings and structures and restoration of buildings listed on the National Register will retain the richness of scale, design, material and interest, the remnants of which exist today in the District. The industrial heritage of places is increasingly appreciated worldwide. In examples like the Gas Works Park project in Seattle and Granville Island in Vancouver, new construction is combined with old to create something wonderfully surprising. New projects in the Jewelry District can be patterned on these types of projects and on the model conversions and renovations already completed in the Jewelry District. These models demonstrate the innovation and quirky uniqueness that is possible when integrating new work and new uses with older buildings, including reutilization of older buildings within a major new redevelopment.

***Condition of Existing Buildings in the District.*** There are some excellent buildings in the Jewelry District when evaluated from the perspective of structure, density, architectural history, industrial character and viability of use. Several of them are in the Jewelry Manufacturing Historic District, listed on the National Register of Historic Places and associated with important jewelry-related inventions or events that occurred within the district. Others are outside the historic district. It is extremely important to the marketability of the District to keep these buildings and protect their architectural and historical integrity.

There are some substantial buildings that may be undistinguished because they have been altered or covered up in a way that no longer reflects their industrial history, though viably occupied or recently upgraded for modern commercial space. These buildings would most likely be reoccupied or reused if current users or owners vacated the buildings, though market forces will determine their long-term viability.



*A playful and dramatic modification to a Chicago industrial building, now a restaurant.*



*The language of "work" is spoken by buildings and structures in the Jewelry District. The preservation and evolution of this industrial heritage is important to its future identity.*





*Rehabilitation of an industrial building in Salt Lake City for live/work lofts. The original concrete building material remains exposed contributing to the projects unique appeal and retaining its identity. The original window openings have also been retained and modified to suit the new use.*

Several other buildings in the District could go either way in terms of reuse if they were vacated or their sites were purchased for new construction. They may be insubstantial or deteriorated and, depending on the owner, may be demolished rather than rehabilitated. In addition there are buildings that, because current condition and construction type, contribute little to the district. These buildings would most likely be removed if a viable infill construction project were proposed. Some of these buildings are currently occupied with businesses that appear viable. Choices will have to be made by owners and developers regarding their incorporation into new developments.

***New Design and Construction.*** The new Jewelry District can be distinct from typical downtown districts by highlighting its industrial past in the design of new projects. Design attention focused on the functional aspects of new working buildings will make them a logical extension of the industrial heritage of the district and at the same time create a distinct presence as the product of a modern designer. In addition they can reinforce the concept of the Jewelry District as a center of contemporary design activity. This requires structural innovation, carefully designed details and imaginative use of materials.

New construction in the district can be designed to provide places to live and work. Artists, writers, plumbers, painters, chefs, filmmakers, photographers — all can be part of creating a funky, lively urban neighborhood, transforming this part of downtown Providence. New loft structures --- innovative building types that encourage creativity in their design are the modern version of the flexible industrial structures existing within the District.

New developments designed for live/work, may require loading areas along the side or at the back, outdoor extensions of work space, and other features not typically provided in residential projects. Street walls formed by building facades may not be continuous but broken by openings leading to loading docks and active spaces at the sides and backs.

Street-level commercial uses, galleries featuring the work of residents, other types of commercial office and retail space, courtyards and alleys that extend work areas out doors, and underground parking below street-level commercial space, create the conditions for a lively street at these projects.

***Street Character.*** Active retail and commercial uses on the street level will pull people into the District, draw their eyes down the streets, keep people on the sidewalk, and collectively increase the overall number of people using the district. Streets framed by an interesting sequence of services and attractions will be special streets and increase the safety, appeal and the image of the district.

Streets in the Jewelry District have special roles that are further described on page 19 under *The Core Jewelry District: Urban Residential Neighborhood* and reinforced in the concepts and recommendations in this plan. These roles include: Chestnut Street as the main district cross street; Elm, South and Ship Streets as connectors down to the river; Point Street as an important gateway; and Eddy Street as the ceremonial ‘facade’ of the district. Trees will reinforce these roles — two double rows of sycamores for example, over-hanging the ‘Providence River Parkway’ and blossoming trees beckoning from and leading to the waterfront along Point, Elm and Ship Streets.

***New Corner Developments.*** New corner developments are extremely important to the overall impact of the District; its sense of occupation and dynamism from a market perspective. They create greater impact than mid-block developments and increase density and security in the district. This benefit is especially critical now in countering the negative impact of a district broken up by open lots and large areas of parking. Corner developments reinforce the intersections as well as the streets, providing opportunities for buildings and signage that communicate what the District offers.

### DAVOL SQUARE: THE NEW WAVE DESIGN EXCHANGE (1)

The proposed New Wave Design Exchange at Davol Square will become a destination on the Jewelry District waterfront as a showcase for innovative design, especially by Providence and Rhode Island designers. With doors on Eddy Street, more permeability and a refocus toward the street, inner activity will be visible from Point and Eddy Streets. A New Wave Bistro restaurant/cafe, attractive to both lunch and dinner patrons, could draw customers through the merchandising/studio space. Linkages with the Center for Design and Business and the Johnson & Wales Web Hosting and Internet Commerce Program would be appropriate.

The New Wave Design Exchange can also be a virtual showcase, bringing design to the world through the Web. By linking with a compatible online marketplace or by creating its own design-oriented e-commerce site representing dealers outside the region, the NWDE marketplace can capture enough sales to support the on-site shops, studios, and activities that will create a lively presence in the Jewelry District, attracting local shoppers and arriving visitors to a place of action and mingling.

#### *The New Wave Design Exchange might include:*

- Two floors of design stores and studios focusing on innovative 21st-century design in jewelry, fashion, furnishings and interior design.
- A mix of elements making a unique destination for the region, while providing access to wider markets through the World Wide Web.
- A collection of appropriate design company stores, showrooms and 20th-Century design collections.
- A sponsor of events such as fashion and furnishings shows and exhibitions to promote products through universal exposure on the World Wide Web.

### COMMERCIAL DEVELOPMENT: OPPORTUNITY FOR DISTRICT GROWTH (2)

Sites with frontage along Eddy Street and Point Street as well as sites in the area south of Point Street are an opportunity for the Jewelry District and the City of Providence to develop new commercial projects. The triangular area south of Point Street taken with the Coro Center, has the potential to form a sub-district that employs large numbers of people. Modern office or industrial floor plates with flexible block sizes can attract various business and industrial types. The low-value land under portions of the elevated highway can be utilized to meet parking requirements at a ratio more typical of fringe area developments, 4/1,000 sf. Part of the area will be cleared for construction of relocated I-195.



*The 'New Wave Design Exchange' at Davol Square. Two floors of design stores and studios focusing on innovative 21st century design in jewelry, fashion, furnishings and interior design.*

High-tech media uses can be clustered here or the triangle can become a community devoted to research, medicine, and health, bringing together a range of medical support services needed by the hospitals in functional proximity, including specialized facilities (labs, testing centers, radiology), hi-tech research labs, and production of products to be tested and used in hospitals. Marketing this area under the high-tech media and/or medical cluster would not preclude incorporating in a range of other uses. The Rhode Island Hospital complex will continue to be separated by the existing I-95. However there is potential for synergy between the hospital facilities and health care businesses in the Jewelry District. As new links and accesses to the Rhode Island Hospital emerge, people on the hospital site, both employees and visitors will be attracted to the services, facilities, and charms of the Jewelry District.

The site plan for this sector has been laid out to suggest that developments proceed along Point Street in the near future and that later developments proceed following the highway relocation project and the construction of the large amounts of parking necessary to make those developments viable.

### THE CORE JEWELRY DISTRICT: URBAN RESIDENTIAL NEIGHBORHOOD (3)

***Point, South, Elm and Ship Streets — The River Moves into the District.*** These are important linking streets leading from the heart of the District downhill to the proposed waterfront attractions. They have the potential to bring the waterfront ‘flowing’ into the District, reestablishing its identity as a river’s edge place and drawing visitors into its core to discover its treasures and use its businesses. These streets can be thought of as extensions of the public spaces along the water, utilizing design features of waterfront public spaces such as street furniture, plant types, signage networks, and public art. Street-level businesses with sidewalk activity, such as galleries, flower shops and cafes, can have storefronts that open up completely for sidewalk selling in nice weather, reinforcing this connection.

***Point Street and Eddy Street — The District’s Major Through Ways .*** These streets will “present” the District to the highest number of people due to their function as major entry points into the District and to their traffic volumes. This makes them suited to more intense commercial and ceremonial roles. The total Point Street right-of-way is shown widened and landscaped to create the experience of a grand street lined with new commercial development. This particular layout shows an extra area of parking and landscaping in front of new commercial developments.

***Chestnut Street: The Jewelry District Cross Street.*** This internal street is the main north-south street and is emphasized as the connector between Downcity and the District. It will flow seamlessly between Downcity, the Johnson and Wales Downtown Campus and the District and will be dramatically punctuated by ‘Chestnut Circle’. As an eclectic mixed-use street it should be active with people and residential and street-related commercial uses; including restaurants, retail/service, galleries and other businesses supporting the design arts function of the District.

***New Ways to Live and Work in the Adaptable Loft.*** Many of the open sites in the district can be built upon to reestablish the district as a lively pedestrian neighborhood in downtown Providence. To the extent that parking requirements for existing and new structures can be met in economically feasible ways, the increased density and intensified commerce will improve the quality of the District and the financial return to the community.

***Unfinished Loft Buildings.*** This live/work building type can be developed to provide finished or unfinished space for rent or for purchase. In a typical unfinished space, a stub-in kitchen and bath and heating, ventilating and air conditioning is provided in a 10-12 foot high dry-walled space with concrete floors. In spaces built for artists as true live-work environments, several accommodations are made for work: freight elevators, stubbed-out electrical chases for those needing high amperage, high voltage electrical connections, pocket doors between living sleeping areas to allow flexible use of space, extra large elevators, wider than average hallways, greater number of windows for natural light, and higher ceilings. Underground parking, directly below street-level commercial space with 5-7 levels of loft space above will be an ideal prototype for accommodating live-work activity in the Jewelry District.

The townhouse, another prototype supports entrepreneurial activity for artists, computer software designers, furniture makers and other businesses that need street-front workspace for marketing as well as production, with living space above.

In addition, entrepreneurial activity may be supported in the District with on-site business incubators including office machines for exclusive use of residents, on-site classes and microenterprise business loans.



*New residential loft space for artists in Boston’s South End, were sold as unfinished space.*



The district's public realm creates a framework —focal points, streets, walkways, parkways and open spaces that set the stage for infill projects that will create a vital place to live and work.

#### THE GATEWAY: POINT STREET BRIDGE TO I-95 CROSSING (4)

Point Street is a dramatic entry point whether you come across the Point Street Bridge through the Point and Eddy Street intersection or whether you enter from the I-95 overpass and neighborhoods to the west. Point Street, like Eddy Street, will become a higher volume commercial street following the relocation of I-95. It is an important connector to neighborhoods outside the District, including Wickenden Street and the Corliss Landing area, and can be designed to intensify the gateway experience and emphasize movement toward the Providence River.

Point Street, west of the intersection with Eddy Street, is an excellent location for projects that build on the intensity at the Coro Center and bring large numbers of employees to the district. The development of new commercial and retail uses along Point Street can be encouraged and enhanced by expanding the right-of-way to add trees and an intense landscape treatment, neighborhood signage, accommodations for pedestrian and bicycle travel and larger amounts of parking.

The I-95 Point Street overpass should be designed to emphasize its gateway role as part of the proposed I-95/I-95 reconstruction and relocation project.

#### A NEW PUBLIC SQUARE: OUTDOORS AT DAVOL SQUARE (5)

The Plan proposes reworking the Davol Square site to create a large 'Public Square' rimmed by small scale retail activity, with parking that extends across Point Street to include the edge parking on the Narragansett Electric site. The 'Public Square' is continuously framed on three sides by a shed or arcade and uses a planting buffer to define the south side, giving the whole composition dimension and spatial form. This low-cost building runs along the south side of Heritage Harbor Museum, with the east arcade forming a needed buffer between cars and the Riverwalk. As in any roadside mall, this simple structure is easily and directly reached from the parking area.

The effect of "arriving" in the Jewelry District from any one of four directions is transformed: Here the visitor reaches an identifiable center of activity with diverse attractions to which people are coming and going on foot, by boat, and by car. This is clearly the crossroads of the district — the place to get out to explore the area.

Initially the basic sheds can be used for a seasonal market or series of market attractions — farmer's market, crafts fairs, book fairs, etc. Later the shed can be enclosed as an arcade and developed for small retail shops, food services and perhaps a year around market. Shops and cafes on the river's edge side can face in two directions, and those at

the two sides of Point Street can provide food, drink, bicycle parking, and seasonal outdoor seating for the Riverwalk landings. The shed adjoins the building currently occupied by Talbot's in Davol Square, creating a larger more permanent space that becomes a desirable anchor location further activated by surrounding retail. The retail shed creates a continuous circulation path that flows into the interior ground levels of Davol Square and the Maguire Building. Parking capacity is sustained by annexing the spaces across Point Street for nights, weekends, and special occasions. Narragansett Electric has a proposal for a new electric distribution substation at this site. Unless a viable alternative site can be found for the substation, it will be necessary to design this area in a way that accommodates both the industrial uses and the public uses associated with the goals of an active and revitalized waterfront inviting to the public.

### ELM PARK: THE DISTRICT'S JEWEL BOX (6)

A neighborhood park should be developed at the heart of the core Jewelry District with a relationship to the Children's Museum, potentially at the site bordered by Elm, Hospital and Elbow Streets. Groups of townhouses, live-work lofts or apartments with small developments of street-related uses, including cafes and live-work businesses, can surround this park.

The 'Jewel Box' Park evokes a design image shaped by the work of many designers. With a variety of small attractions and spatial qualities that accommodate different interests and create a spirit of discovery, a range of activities can take place here. Different character areas can be created in this space so that it can be used by the Jewelry District residents for many different purposes, some passive and some active, some open, some enclosed, including spontaneous neighborhood events, artist exhibitions, and small group picnics. In addition little parks shown in the vicinity of Elm and Basset Streets can be developed as a chain of interconnected spaces and intimate outdoor places that belong to neighborhood residents and to the new live-work developments that take place in the core of the District.

### PROVIDENCE RIVER PARKWAY LOOP: EDDY STREET SEGMENT (7)

Eddy Street should become a tree-lined ceremonial street that strengthens the identity of the Jewelry District and becomes a commercial segment of the proposed 'Providence River Parkway Loop'. Eddy Street, Dyer Street, the Crawford Bridge, South Water Street, the Point Street Bridge, and Point Street create character segments of the proposed Parkway.

With intensification of commercial development along the west side of Eddy Street, the creation of a solid street wall of buildings, and the addition of dramatic neighborhood signage and accommodations for bicycles and pedestrians; Eddy Street will be a place where the Jewelry District is presented to the largest number of passersby. As a higher volume street, Eddy Street can symbolize the new Jewelry

District and become part of its waterfront attraction along with the Heritage Harbor Museum, 'New Wave Design Exchange at Davol Square' and 'Ship Street Landing'. When the view from the Parkway opens up to the proposed 'Ship Street Landing', the street becomes part of a much greater public space, unifying the downtown Providence riverfront area.

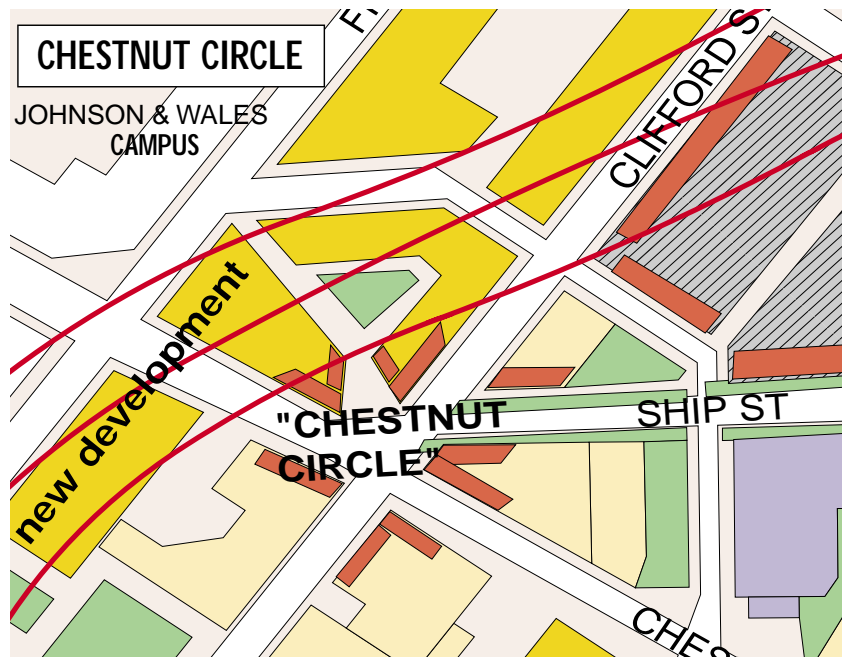
Neighborhood streets —South, Elm and Ship Streets— can be designed to reinforce their roles as 'doorways' in the 'the commercial facade' of the District along the west edge of Eddy Street, welcoming, enticing and leading uphill into the District.



*The 'Providence River Parkway'. The Eddy Street Segment might look something like Saint George Street in Toronto. It was redesigned and landscaped to unify the surrounding neighborhoods and accommodate bicycles and pedestrians.*

### CHESTNUT CIRCLE: A MAJOR HUB OF ACTIVITY (8)

'Chestnut Circle' can become a distinct place in the Jewelry District. Its existing geometry offers the potential for a hub with radiating streets -- currently truncated by the overhead highway. This is the place to concentrate unique uses, street level activity and storefronts that open to the sidewalk, drawing the 'Old Harbor' and Downtown populations to the District. Uses might include, for example, a market and food emporium, perhaps in partnership with Johnson and Wales, featuring display



*'Chestnut Circle. The place where Downcity and the Johnson and Wales Campus meet the Jewelry District. Six streets radiate from this point, the five existing streets - Chestnut Street in two directions, Clifford Street in two directions and Ship Street leading to the water - and a proposed curved pedestrian street called 'Old Harbor' that will connect 'Chestnut Circle' to Friendship Street.*

kitchens, cooking classes and demonstrations and ethnic cuisine restaurants.

New development blocks made available by the removal of I-195 need to be designed to formally shape the circle, as the building at 116 Chestnut does today. 'Chestnut Circle' is an ideal place for a water feature that then flows downhill along Ship Street to Ship Street Landing and into the Providence River, submerging and emerging as shaped by new developments along Ship Street. (A specific proposal for a canal in the right-of-way of I-195 has been proposed and a feasibility study for that project is underway).

### SHIP STREET LANDING: A DOORWAY FROM THE OCEAN (9)

'Ship Street Landing' is proposed as a large events park and docking channel that can become identified by every one as the 'Piazza San Marco' of Providence -- its doorway from the water. As the largest downtown park it will be the waterfront location where people gather for major events, concerts and festivals; strengthening the city's identity as a waterfront place. The events park can be the hub of water play: sculling races and sprints, canoeing, rowing and paddle boats.

This park can extend the Jewelry District to the water's edge with grass, trees, flowers, walkways extending to a wide corridor of public space along both sides of the river and major areas of paved plaza. It can also carry the design arts identity of the District to the water's edge with environmental art, sculptures, infrastructure and public amenities designed as art, and with contemporary pavilion-type glass structures. The 'Illuminate Providence' project can be continued with potential for light sculpture both here and at the Manchester Street Station on Point Street.

This new park will make a dramatic forecourt to the Heritage Harbor Museum. Imagine spending a snowy Sunday in a sun-filled crystal pavilion at the river's edge, taking a walk, heading to Downcity or over the Crawford Bridge up to College Hill, continuing through the river park on the east side, over the Point Street Bridge, along the water side of 'Daval Public Square', the 'New Wave Design Exchange', the Heritage Harbor Museum, and back to 'The Landing'. In summertime people can arrive by boat, mount the steps to 'The Landing', follow a water crescent up Ship Street to 'Chestnut Circle', spend the afternoon wandering around the District, visiting the Children's Museum or having lunch.

This site, owned by Narragansett Electric, is planned as an expansion for the existing substation. Future actions toward acquiring this important open land for a park will need to include studying the feasibility of alternative sites for the substation function and determining the costs of relocation. Substations will continue to be needed to support increasing levels of density and activity in the District and sites will need to be found for this critical utility.

In addition there is the need to identify at least one site for commercial development to provide the park with animation and a custodial presence, and to help balance the costs of property acquisition and park construction. The recommended development site is on the north side of the Heritage Harbor Museum building. A mixed-use hotel and open air court shared with the Museum is a possible use. Placing the new development adjacent to the Museum will conserve the openness of the park and its vistas and links to new developments at Old Harbor, to the skyline of Downcity and to the parkland and walkways along the water.



**'Ship Street Landing' and 'River's Edge Events Park'.** The 'Flats', an activity area at the Cuyahoga River in Cleveland illustrates possibilities for Providence.



**'River's Edge Events Park'.** Large pleasure parklands along Lake Michigan in downtown Chicago illustrate another way that the Jewelry District waterfront can function.



**'Providence Riverwalk'** is proposed on both sides of the River connecting to Downcity. This riverwalk is in Baden Baden, Germany.



**"Elm Park":** The District's Jewel Box might function in a way similar to Cumberland Park, in Toronto with an exceptional variety of designed spaces and experiences.

**'Ship Street Landing':** a new 'Rivers Edge Events Park' will welcome the people of Providence to the river to play and greet people arriving from the sea.



**Eddy Street today:** an opportunity for new commercial development, pedestrian and bicycle accommodations and the creation of a new image for the Jewelry District.



**How Eddy Street might look:** a segment of the proposed "Providence River Parkway" with pedestrians, bicycles and cars sharing the road.

## Next Steps

### PRIORITY PROJECTS: PRELIMINARY STEPS

**Preliminary Actions.** Organization, research and planning are required in taking the next steps toward the realization of Jewelry District goals. Efforts will include promoting the plan, identifying funding sources, structuring development packages, maintaining ongoing coordination with agencies, participating in the design and development of ongoing initiatives, (such as transit extensions, road changes and other infrastructure investments) and developing partnerships with the City, property owners and developers.

A detailed strategic plan will be needed to further develop the potential described in this concept plan and to establish a program for getting public realm projects accomplished in a way that parallels private developments. This type of plan can produce development programs and detailed design parameters for specific sites. In addition it is necessary to establish a level of commitment to revitalization from various levels of government to position the District to receive assistance. Implementation of specific projects will require in-depth and project-specific market analysis or feasibility studies. Public realm projects will require schematic design and design development based on concepts presented in this plan.

### LEADERSHIP: THE JEWELRY DISTRICT CORPORATION

The Jewelry District Plan lays out an ambitious program for development during the next decade and beyond. Leadership will be required to make the plan a reality. The District needs an organization to market the plan, to foster community and economic development, and if necessary, to take the lead as a developer in early projects. We recommend the creation of a Jewelry District Development Corporation, a nonprofit corporation on the model of community development corporations, with membership made up of residents, property owners, businesses, and educational institutions. The JDDC could have access to foundation and government funding for eligible activities, obtain revenue from development and management fees, receive or purchase property and landbank for new development. It would have to hire at least one professional staff person at the beginning to coordinate and manage start-up activities and more staff as it expanded its scope of action. Potential activities of the JDDC:

- Market the Jewelry District Plan
- Represent the District's interests and the Plan's objectives to city and state governments as the revival of downtown and the relocation of the highway proceeds.
- Coordinate with other initiatives that affect the Jewelry District as they materialize.
- Contract for detailed studies such as a residential market study, and a live/work loft construction feasibility study.
- Prepare business plans for the high-tech design and new media business incubator.
- Develop modular, smart-wired, affordable and market-rate live/work lofts and residential lofts, with a range and choice in the level of finish.
- Develop and manage basic-finish lofts of this type for rental housing and/or limited-equity artists cooperative housing.
- Create and own the New Wave Design Exchange at Davol Square.
- Construct a parking garage to accompany new developments.



## PHASE I AREA OF FOCUS: CORE JEWELRY DISTRICT

### YEAR ONE

#### ORGANIZATION AND RESEARCH

- Undertake the research and evaluation to determine the form and structure of a potential Development Corporation in order to provide the focus and intensity to accomplish projects. Activities include the ability to receive and assemble property, raise money and apply for grants, market the district, recruit businesses and developers, initiate and package development projects and work with the City to undertake planning projects and development projects and coordinate private investment with public initiative.
- Locate an ATM machine centrally and prominently in the Jewelry District.
- Prepare a business plan for the 'New Wave Design Exchange'.
- Further study and revise design changes currently proposed for Point and Eddy Streets to meet neighborhood goals.
- Form a Jewelry District committee to work with the City on regulatory changes.
- Prepare development packages for 2 or 3 sites in the Jewelry District working with a committee of key property owners and the City.

### YEARS ONE - FIVE

#### ORGANIZATION AND RESEARCH

- Undertake a residential market study of the Jewelry District.
- Establish a Traffic Management Association for the District.
- Modify City Bicycle Route plans to include the Jewelry District. (see page 35)
- Undertake additional planning and studies as needed to realize projects.

#### NEW PRIVATE DEVELOPMENTS

- Reenergize Davol Square. In partnership with the City and other economic development entities, structure an economic development package that brings a public-oriented use to the site.
- Construct a pedestrian crosswalk at the Point Street Bridge to connect

the two segments of the river walk .

- Develop the 'New Wave Design Exchange' at Davol Square or at another location.
- Construct Outdoor Square at Davol Square including the programming of events such as festivals, market days, product design and arts fairs, and flea markets.
- New Live/Work Project associated with Neighborhood Square ('Elm Park').
- Commercial/Mixed-Use Project, new construction along Point Street.

#### NEW PUBLIC AND QUASI-PUBLIC DEVELOPMENTS

- Make improvements to Point Street between the Point Street Bridge and Eddy Street.
- Acquire land and construct 'Elm Park'.
- Coordinate with Heritage Harbor Museum while working with Narragansett Electric to study the feasibility of relocating sub-station and acquiring waterfront site for events park and associated development.
- District Parking Structure to serve public, museum and facilitate new development.

### YEARS SIX - TWELVE

#### NEW PRIVATE DEVELOPMENTS

- New Live/Work Project in 'Elm Park' area.
- New Commercial/Mixed-Use Project along Point Street west of Eddy.
- New Commercial/Mixed-Use Project along Eddy Street.
- Commercial/Mixed-Use Project associated with 'Ship Street Landing'/'Riverfront Events Park'.

#### NEW PUBLIC AND QUASI-PUBLIC DEVELOPMENTS

- Construct 'Ship Street Landing'/'Riverfront Events Park'.
- Reconstruct Eddy Street segment of proposed parkway.

## PHASE 2: AREA OF FOCUS: JEWELRY DISTRICT/AREA VACATED BY I-195 RELOCATION

### YEARS TEN - FIFTEEN

#### NEW PRIVATE DEVELOPMENTS

- NEW CONSTRUCTION IN AREA MADE AVAILABLE BY I-195 RELOCATION.
- CONTINUED DEVELOPMENT OF PARKING DISTRICTS AND STRUCTURES ASSOCIATED WITH NEW DEVELOPMENTS TO FREE UP REDEVELOPMENT SITES WITHIN THE NEW JEWELRY DISTRICT.
- NEW LIVE/WORK PROJECT IN 'ELM PARK' AREA.
- NEW COMMERCIAL/MIXED-USE 'BUSINESS TRIANGLE' PROJECT #2, CONSTRUCTION ALONG POINT STREET.
- NEW COMMERCIAL/MIXED-USE PROJECT, CONSTRUCTION ALONG EDDY STREET.
- NEW COMMERCIAL/MIXED-USE PROJECT AT 'CHESTNUT CIRCLE'.

#### NEW PUBLIC AND QUASI-PUBLIC DEVELOPMENTS

- STREET AND INTERSECTION IMPROVEMENTS TO ADDRESS FUNCTION ASSOCIATED WITH I-195 RELOCATION PROJECT.
- DISTRICT PARKING STRUCTURE TO SERVE PUBLIC AND ENABLE NEW DEVELOPMENTS.
- CONSTRUCT DYER STREET/DORRANCE STREET STREETScape ADJACENT TO REDEVELOPMENT SITES ALONG WATER.
- CONSTRUCTION OF DOCKS SUPPORTING NEW WATERFRONT RESIDENTIAL DEVELOPMENTS.
- EXTENSION OF DORRANCE STREET TO THE WATER INLET.
- CONTINUOUS WALKWAY AND OPEN SPACE AMENITIES ALONG WATER TO CRAWFORD BRIDGE.

### NEIGHBORHOOD DEFINITION: THE JEWELRY DISTRICT AND 'OLD HARBOR' ARE REWOVEN INTO A SEAMLESS URBAN FABRIC

Development of the land to be made available after I-195 is relocated should be planned now to connect the Jewelry District with Downcity by streets, new areas of walkway and linear parkway along the waterfront and new developments that can tie the two areas together. The *1992 Old Harbor Plan*, prepared by William Warner and sponsored by the City of Providence, the State of Rhode Island, and the Providence Foundation initially developed concepts for relocating the highway and reconnecting the 'Old Harbor' area, the Jewelry District, and 'Downcity'.

Redevelopment of the approximately 25-acre 'Old Harbor' area west of the river after I-195 relocation will increase the employee and the resident population of the neighborhood. Planning now for this future phased expansion based on the concept of blending 'Old Harbor' with the Jewelry District will ensure that the land is rebuilt in a way that makes it integral with the Jewelry District and contiguous as a neighborhood. This will prevent the possible isolation of single new developments in the 'Old Harbor' area. In addition, this increase in density and numbers of residents and employees combined with the proposed development in the core Jewelry District, will provide the market support for the public amenities and services necessary to make a vital neighborhood.

The Department of Planning and Development of the City of Providence has prepared a draft development framework for the 'Old Harbor' area. The concepts included in the Jewelry District Plan are presented as input into that plan and should be consolidated with the City's planning prior to adoption by the City Council.

Planning for the future integration of the Jewelry District and 'Old Harbor' has been considered throughout this concept plan however the following aspects of infrastructure projects and private development projects will need to be addressed in detail as the Jewelry District and the 'Old Harbor' areas evolve:

- Land use issues
- Street networks
- Scale of development blocks and buildings
- Access for pedestrians, vehicles and transit service
- Neighborhood identity
- The relationship between the Jewelry District and Downcity
- Continuity of the public realm along the water



## The Technical Report

Regulatory Framework  
Transportation and Parking  
Market Analysis