




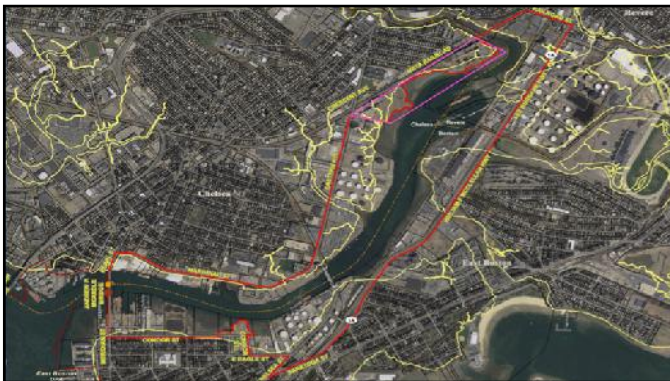
The Chelsea Waterfront




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Chelsea River

- ❖ Waterfront industries
 - Eastern Minerals
 - Gulf Oil
 - Enterprise
- ❖ Designated Port Area
 - "industries that require marine transportation or large volumes of water"
- ❖ Master Harbor Plan

Our goal

Determine ways to promote public use on the Chelsea waterfront that express the vision of ALL residents.



Objective 1
Examining industrial and working waterfront cities in North America.

Objective 2
Identifying the preferences of Chelsea's residents for the waterfront.


Objective 3
Determining best practices for increasing public access on Chelsea's waterfront.

Our process

- ❖ Investigated waterfront cities
- ❖ Interviewed Chelsea representatives
- ❖ Conducted surveys with residents
- ❖ Focus group

| Within Massachusetts | Other cities in North America |
|----------------------|-------------------------------|
| Boston | Astoria, Oregon |
| Chelsea | Baltimore, Maryland |
| Gloucester | Burlington, Vermont |
| Lynn | Hamilton, Ontario |
| New Bedford | Port Huron, Michigan |
| Salem | Vancouver, Washington |
| - | Waukegan, Illinois |

■ Interviewed/Researched
■ Researched

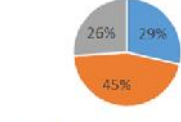


What we learned

Many residents of Chelsea do not know about the waterfront

- ❖ The waterfront
 - 20 of 77 were unaware of the waterfront
- ❖ Crime takes precedence
 - 42 of 86 say crime is the biggest issue in Chelsea

Do you know about current plans to redevelop the Waterfront?
N=77



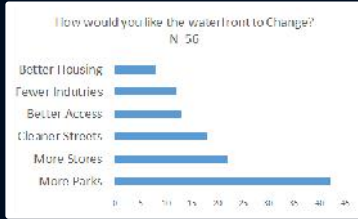
■ Yes ■ No ■ Don't Know About the Waterfront

"I did not know that was part of Chelsea"

Residents and the youth of Chelsea prefer parks and public uses

- ❖ “Active” open spaces
 - Sporting facilities
 - Walkways
- ❖ Family areas

“having a playground for kids of different ages”



Continuous walkways from within cities to waterfronts promote public use and facilitate access

- ❖ Enables pedestrian travel to the waterfront
- ❖ Boston’s harbor walk
 - maintains continuous public access along the waterfront
- ❖ Astoria’s harbor walk
 - Connects to downtown streets



Visual enhancements have been shown to improve use of waterfronts.

- ❖ Tending to plants and trees
- ❖ Cleaning streets
- ❖ Public art displays
- ❖ More appealing to residents



What should be done?

We recommend GreenRoots, Inc. and the City of Chelsea collaborate to inform residents about the waterfront and possibilities for redevelopment

- ❖ Bilingual Meetings
- ❖ Social Media
- ❖ Local Newspapers



Chelsea City Hall

We recommend that the City of Chelsea works on simple improvements to the waterfront

"attractive and green parks lead to higher public use"

- ❖ Landscaping and gardeners
- ❖ Keep parks and streets clean
- ❖ Low cost or free public events



We recommend that the City of Chelsea collaborate with the Massachusetts Department of Transportation to invest in pedestrian access to the waterfront.



- ❖ Add crosswalks
- ❖ Improve sidewalks
- ❖ Increase signage

We recommend that the City of Chelsea and GreenRoots, Inc. collaborate to include public opinion in the upcoming Master Harbor Plan.



- ❖ Conduct regular surveys
- ❖ Providing food and child care during public meetings
- ❖ Set optimal times and venues for public meetings

Conclusion

At the end our project we delivered:

- ❖ Report of public opinion
- ❖ Comparison table of case studies
- ❖ Newspaper article



Acknowledgements

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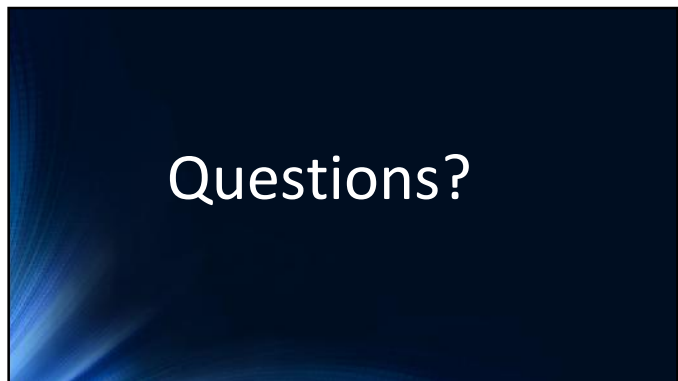
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- Interviewees
- Newspaper El Planeta



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