

LOWELL USA'S
FRONTRUNNER CITY
ON URBAN
TRANSFORMATION



CITY *of*
LOWELL



AGENDA

THE PARTNERSHIP

BACKGROUND AND HISTORY

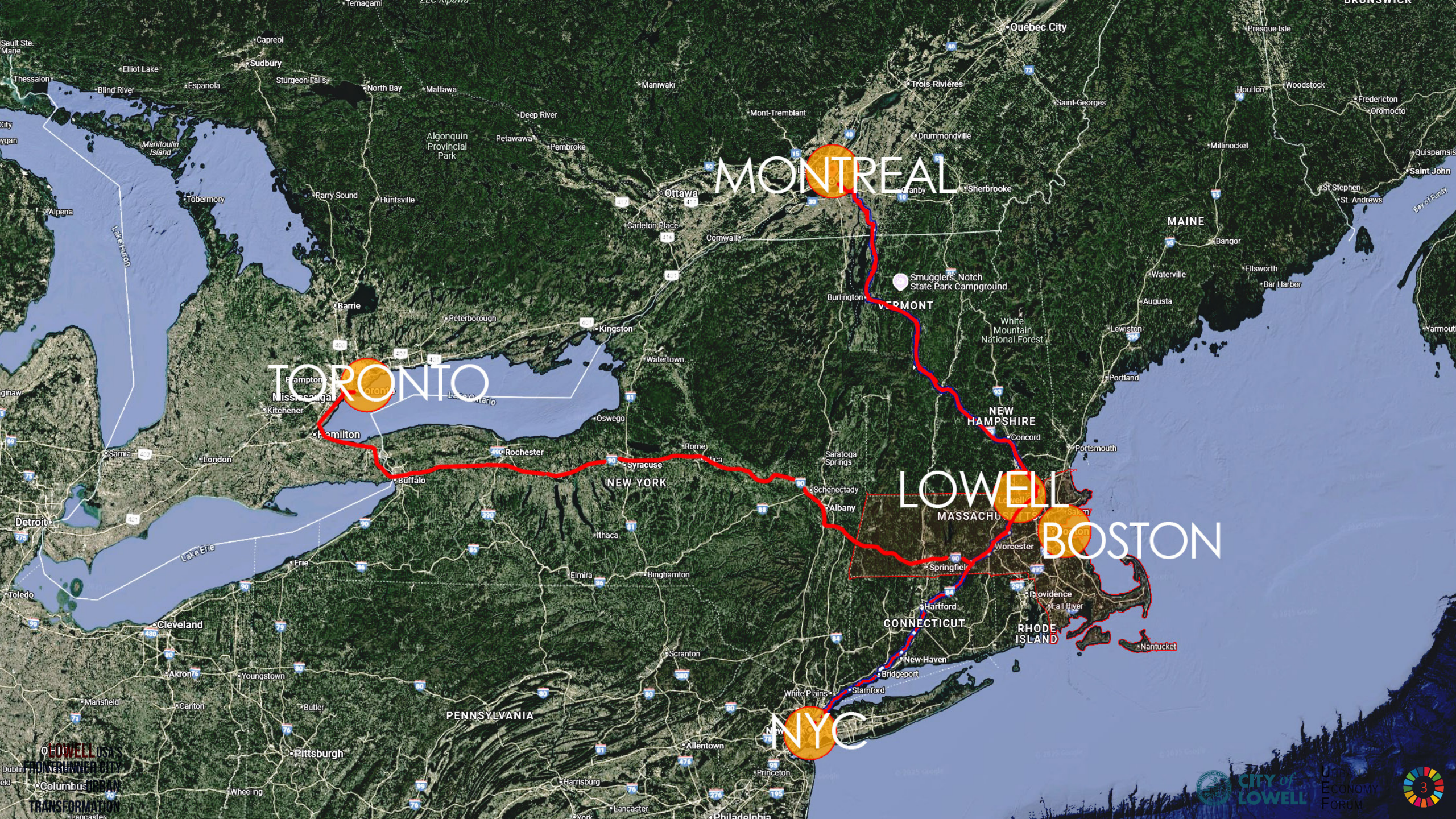
TODAY'S ASSETS

SUCCESS STORIES

LOWELL FORWARD / SUSTAINABLE DEVELOPMENT GOALS

WHAT ATTRACTS PEOPLE TO LOWELL?

HOW DOES THE FUTURE LOOK?



MONTREAL

TORONTO

LOWELL
BOSTON

NYC

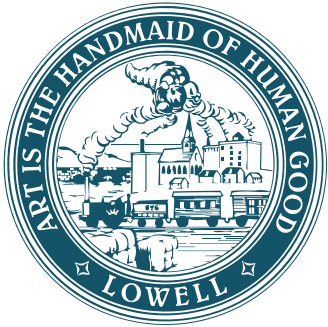
LOWELL USA
FRONT-RUNNER CITY
COLUMBUS
TRANSFORMATION



Urban
Economy
Forum



THE PARTNERSHIP



CITY *of*
LOWELL



U**R**BAN
E**E**CONOMY
F**O**RUM

FRONTRUNNER CITY

THE PARTNERSHIP

City Council



Daniel P. Rourke
City Mayor



Paul Ratha Yem
City Vice Mayor



Corey Belanger
Councilor District 3



Sokhary Chau
Councilor District 6



John Descoteaux
Councilor District 8



Erik Gitschier
Councilor At Large



Wayne Jennes
Councilor District 4



Rite Mercier
Councilor At Large



Vesna Nuon
Councilor At Large



Corey Robinson
Councilor District 2



Kimberly Scott
Councilor District 5

City Staff



Thomas A. Golden Jr.
City Manager



Yovani Baez-Rose
Assistant City Manager



Shawn Machado
Assistant City Manager



Conor Baldwin
Assistant City Mgr/CFO



Camilo Espitia
DPD Deputy Director



Katherine Moses
Sustainability Director



Doreen Burgess
Assistant to CM



Melissa Desroches
Executive Assistant

UEF



Reza Pourvaziry
UEF Chair



Kamran Hassani Espili
UEF Director



Eduardo Lopez Moreno
World Urban Pavilion Co-Director

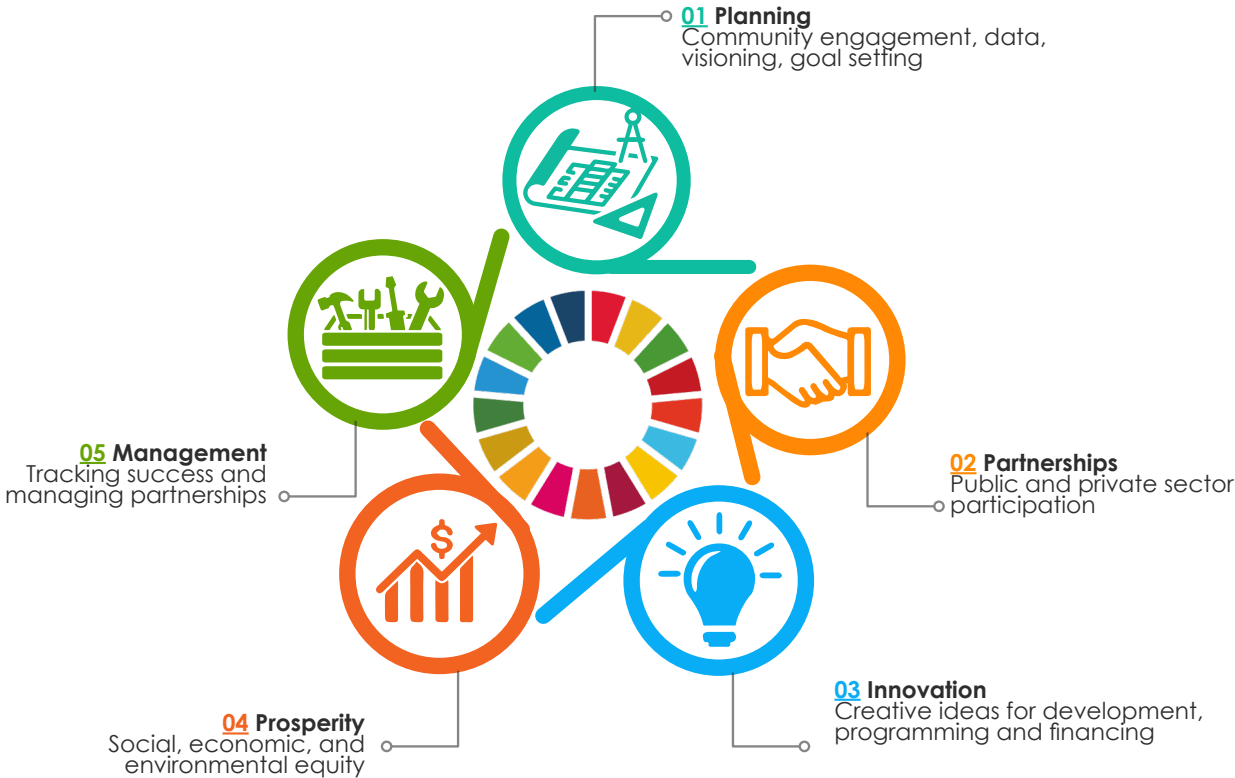


Leila Sadri
Coordinator of Architecture & Urban Development



Marc Kealey
UEF Senior Advisory Board Member

THE PARTNERSHIP



BACKGROUND AND HISTORY

the most important urban planner

FRONT RUNNER LOWELL

Urban Form

Social and Economic Structures

Canal system powered North America's largest industrial center

Mill buildings employed thousands from all over the world

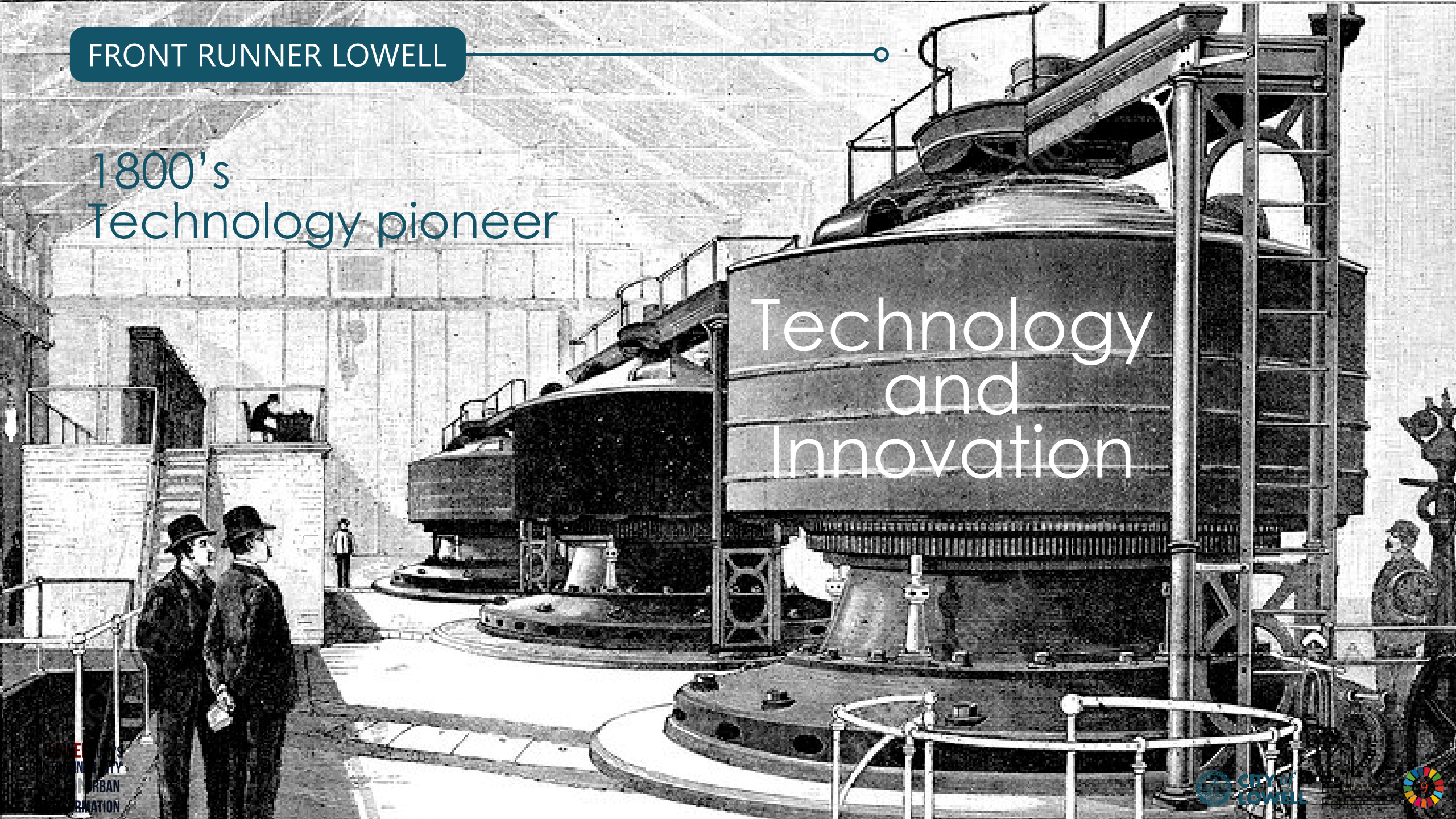
Long history of innovation and entrepreneurship

Cultural hub

Water is Vital for Lowell

1800's
Technology pioneer

Technology and Innovation



FRONT RUNNER LOWELL

1930's
Lowell moving forward

#3057
PROGRESS OF NEW BRIDGE OVER MERRIMACK
RIVER ON BRIDGE ST. LOWELL, MASS. FEB. 11, 1938.

FRONT RUNNER LOWELL

Irish

French Canadian

Portuguese

Greek

first wave

1820's-1860's

Puerto Rican

Colombian

Cambodian

second wave

1970's-1980's

Brazilian

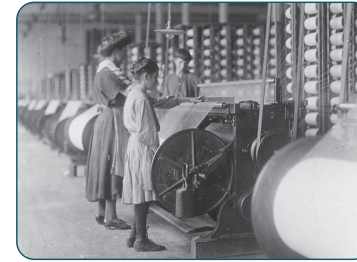
African

Middle Eastern

third wave

21st century

Vibrant mix of communities



ecosystem
of cultural
heritage

FRONT RUNNER LOWELL

1960's
urban renewal



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FORUM



FRONT RUNNER LOWELL

1978's

Lowell National Historical Park



UPI Telephoto

Re-enact signing of park bill

President Carter hands pen he used to sign the Lowell National Park legislation to Rep. Paul Tsongas (D-

Lowell) during a re-enactment of the bill signing at the White House

yesterday. Rep. Tsongas and Sen. Edward Kennedy sponsored the legislation in Congress.

Mayor urges residents and groups to attend park ceremony tomorrow

FRONT RUNNER LOWELL

Historic Preservation...

to keep moving forward

Bank Block (1826)

Whistler House (1825)

Old Market House (1837)

Corporation Boarding Houses (1839-1841)

St. Paul's Methodist Church (1826)

First United Baptist Church (1826)

Eliot Church (1830)

Holy Trinity Hellenic Orthodox Church (1908)

St. Patrick's Church (1854)

Guard Locks & Francis Gate

Suffolk Manufacturing Company (1831)

Lawrence Mfg. Company Agents' House (1833)

Old Stone Tavern (1824)

Frederick Ayer Mansion (1876)

Josiah Spalding House (1761)

Pawtucket Gatehouse (1848)

St. Jean Baptiste (1892)

St. Joseph the Worker (ca. 1856-1878)



FRONT RUNNER LOWELL

economic resiliency:



1980s economic boom with Wang Laboratories' international recognition

In 2017, UKG, a world technology leader moved its headquarters to Lowell

1939 Prince Spaghetti

2015, Markley Group - 50MW data center.





TODAY'S ASSETS AND MOVING FORWARD

Today

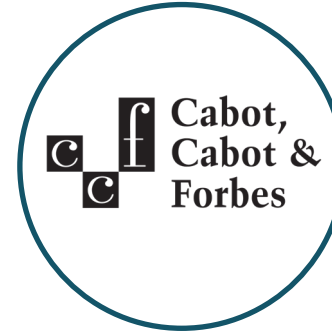
Major institutions in Lowell:

UMass Lowell: ~5,000 employees

Lowell General Hospital: 3,600+ jobs

Middlesex Community College: 800 staff

Draper Laboratory: 2,000 employees across 12 campuses



Today

Cultural and community highlights:

Attractions: Tsongas Center, LeLacheur Park, Lowell Memorial Auditorium, Folk Festival

Growing film production scene and diverse cuisine

Active nonprofits focused on housing, economic development, and community welfare

Vibrant food culture

Art galleries and museums

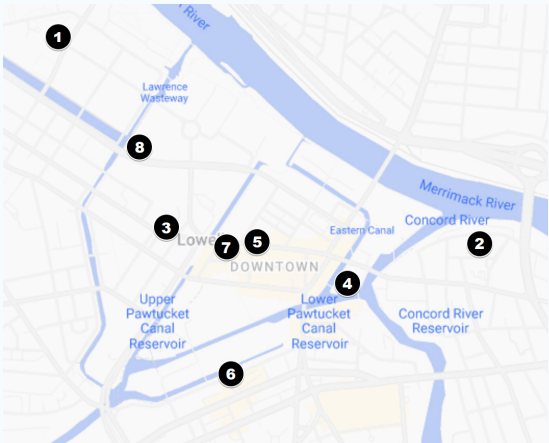


Thriving Downtown

Downtown Census Tract

of Households, 2020
3,073 (up 37% from 2010)
Mean Household Income, 2020
\$77,252 (up 66% from 2010)
Median Household Income, 2020
\$54,176 (up 68% from 2010)

Estimated Daytime population from workers and visitors: **13,000**



Large DTL Employers

1	UMass Lowell	4,944
2	Lowell General	3,650
3	City of Lowell	1,500
4	Middlesex CC	759
5	CTI	587
6	LCHC	538
7	Enterprise Bank	332
8	JDCU	191

Data from 2024

- Growing and diverse city which promotes art and culture.
- Rich ecosystem of institutional anchors and locally owned businesses.
- \$400M High School
- Lowell National Historical Park Tourist Attraction
- Small Businesses

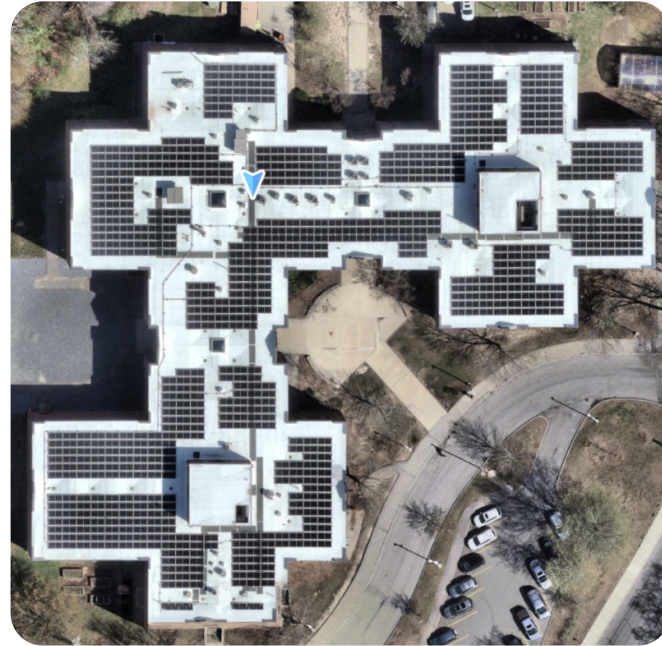


Development-Friendly Framework

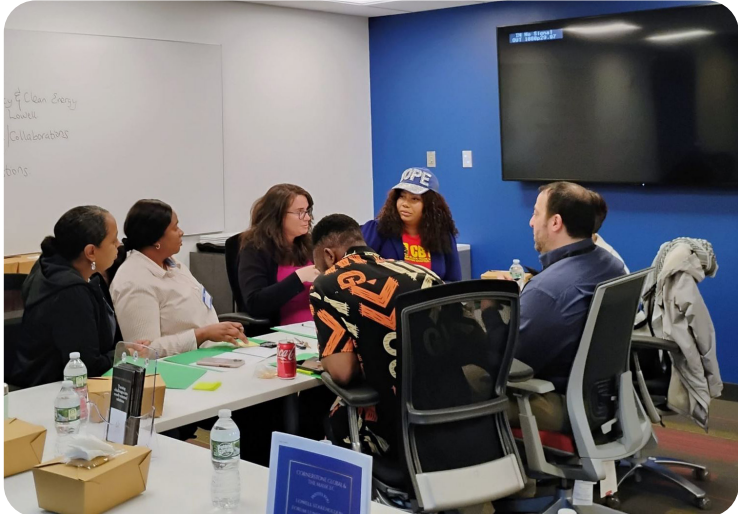


Tax Incentive Programs
Vacant Storefront Tax Credits
Small Business Expansion Programs
Forgivable Loans
Appropriate Zoning
Fast Permitting Process

Municipal Sustainable Initiatives



Community Sustainable Initiatives



FRONT RUNNER LOWELL

Success Stories

Lowell has plenty of success stories to tell. Housing, Urban Form, Mobility, Zoning, and Infrastructure have been at the forefront of the city's efforts to improve the quality of life of Lowellians.



LOWELL
FORWARD



T MBTA COMMUNITIES



FRONT RUNNER LOWELL

Sustainable Development Goals



Land Use and Urban Form

1. Comprehensive zoning review
2. Downtown growth
3. Growth in neighborhood activity centers and partnerships with institutional anchors
4. Redevelop underutilized industrial or heavy commercial areas

Mobility

1. Safe, equitable and connected mobility network that accommodates all users including walkers, riders, drivers, bikers and rollers
2. Provide convenient access to, and navigation toward, transportation options
3. High-quality, reliable transit, and incentives for utilizing transit options

Energy, Climate, and Environment

1. Achieve carbon neutrality by 2050
2. Building Resilience
3. Promote clean energy economy
4. Energy Equity: ensure that decarbonization goals do not result in a disproportionate increase in energy burdens for our most vulnerable residents

Arts and Culture

1. Leverage the arts and support creative placemaking in Lowell
2. Support Lowell's economic vitality through arts, culture and creativity

Housing

1. Plan for equitable and accessible growth
2. Develop homes for all
3. Increase housing quality
4. Eliminate homelessness and reduce housing insecurity
5. Provide housing options for households that make low- and very low- incomes
6. Expand and create new opportunities for affordable homeownership
7. Ensure fair housing policies and practices

Economic Development

1. Downtown revitalization
2. Promote, support, and grow Lowell's local businesses
3. Expand commercial and industrial opportunities and increase job opportunities for Lowell residents

Parks, Open Spaces, and Trails

1. Strengthen social resilience, equity, access, and maintenance to and of parks, open spaces and trails
2. Strengthen climate resilience and sustainability in parks, open spaces and trails

LOWELL
FORWARD

DRAPER




INVISALIGN

MARKLEY



**Cabot,
Cabot &
Forbes**

GMH COMMUNITIES



What Attracts People to Lowell?

Economic Development

Population Growth & Diversity

Strong Institutional Base and Key institutions

Cultural & Historical Identity

Strategic Location & Infrastructure

Innovation & Talent Ecosystem

Livability & Cost

Frontrunner City Designation





RELL

IPSWICH

GLOUCESTER

LITTLETON

SALEM

BURLINGTON

LEXINGTON

REVERE

WALTHAM

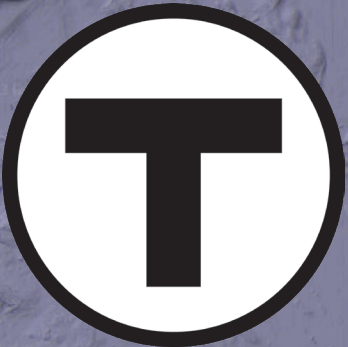
CHARLBOROUGH

LOWELL USA'S
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FRAMINGHAM

BOSTON

Google



lowell-boston 45min



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MONTREAL

TORONTO

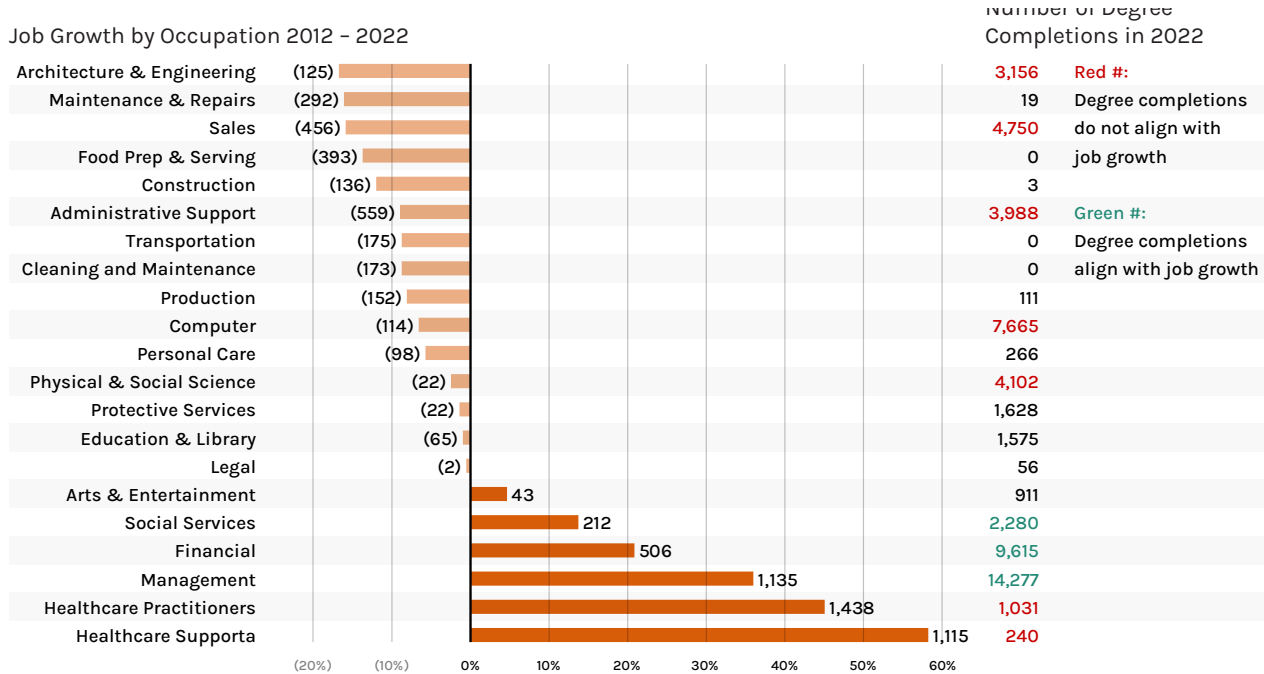
LOWELL
MASSACHUSETTS
BOSTON

NYC

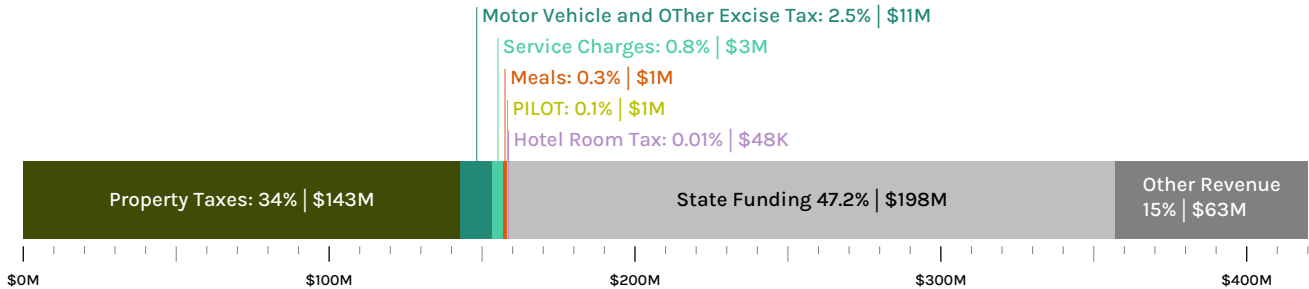


lowell-nyc 4hr 30min
lowell-montreal 5hr
lowell-toronto 9h

UMass Lowell, successfully provides training that aligns with key in-demand jobs.



Lowell's strong development momentum provides an opportunity to capitalize on new streams of tax and fee revenue



City of Lowell Revenues, FY 2021.



Population Growth & Diversity

Population Increase: Nearly 6% growth from 2000 to 2020

Current Population: ~115,000



Increased diversity strengthens economy and community

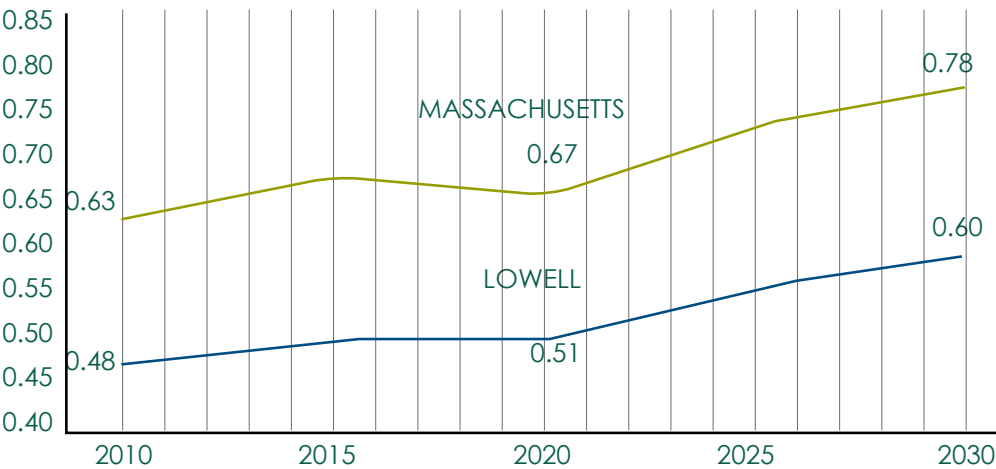


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Historic and Projected Ratio of Jobs to Population for Lowell, 2010 – 2030



Source: UMass Donahue and Lightcast

“Lowell will grow from 42,617 jobs in 2020 to 46,623 jobs in 2050”

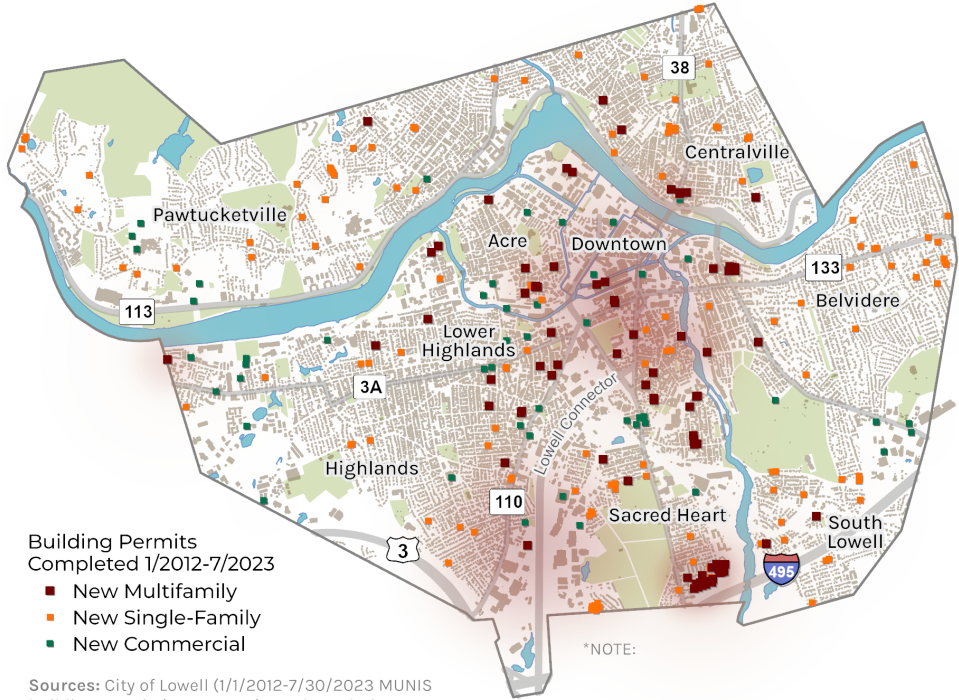
Source: MAPC



Acre Crossing
Photo Credit: City of Lowell



555 Merrimack
Photo Credit: City of Lowell



Building Permits Completed 1/2012-7/2023

- New Multifamily
- New Single-Family
- New Commercial

Sources: City of Lowell (1/1/2012-7/30/2023 MUNIS building permits); MassGIS (town boundaries, buildings, open space); MassDEP (hydrography). Produced by NMCOC 1/3/2024

Top: New residential developments that are environmentally sustainable and include income-restricted housing.

Top Left: Acre Crossing Residents will have 30+ income-restricted homeownership units. Merrimack Valley Housing Partnership is the lottery agent for this new development at 650 Merrimack Street, Lowell, MA.

Top Right: 555 Merrimack will have 27 units have a preference for households with income at or below 60% AMI that also qualify for voluntary services, including supportive services focused on recovery from substance.

Left: Building Permits completed for new multifamily, single family and commercial projects between January 2012 and July 2023 use disorder.

Equitable Investment



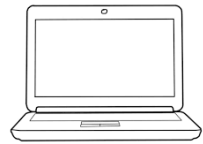
Pawtucketville Diner



Roberto Clemente Park

Legend

- Downtown
- Medium Mixed Use Area
- Neighborhood Centers inside CC
- Neighborhood Centers outside CC
- Educational Anchors
- Industrial Areas inside CC
- Industrial Areas outside CC
- Improve Connections
- Suburban Shopping Centers



Digital Equity



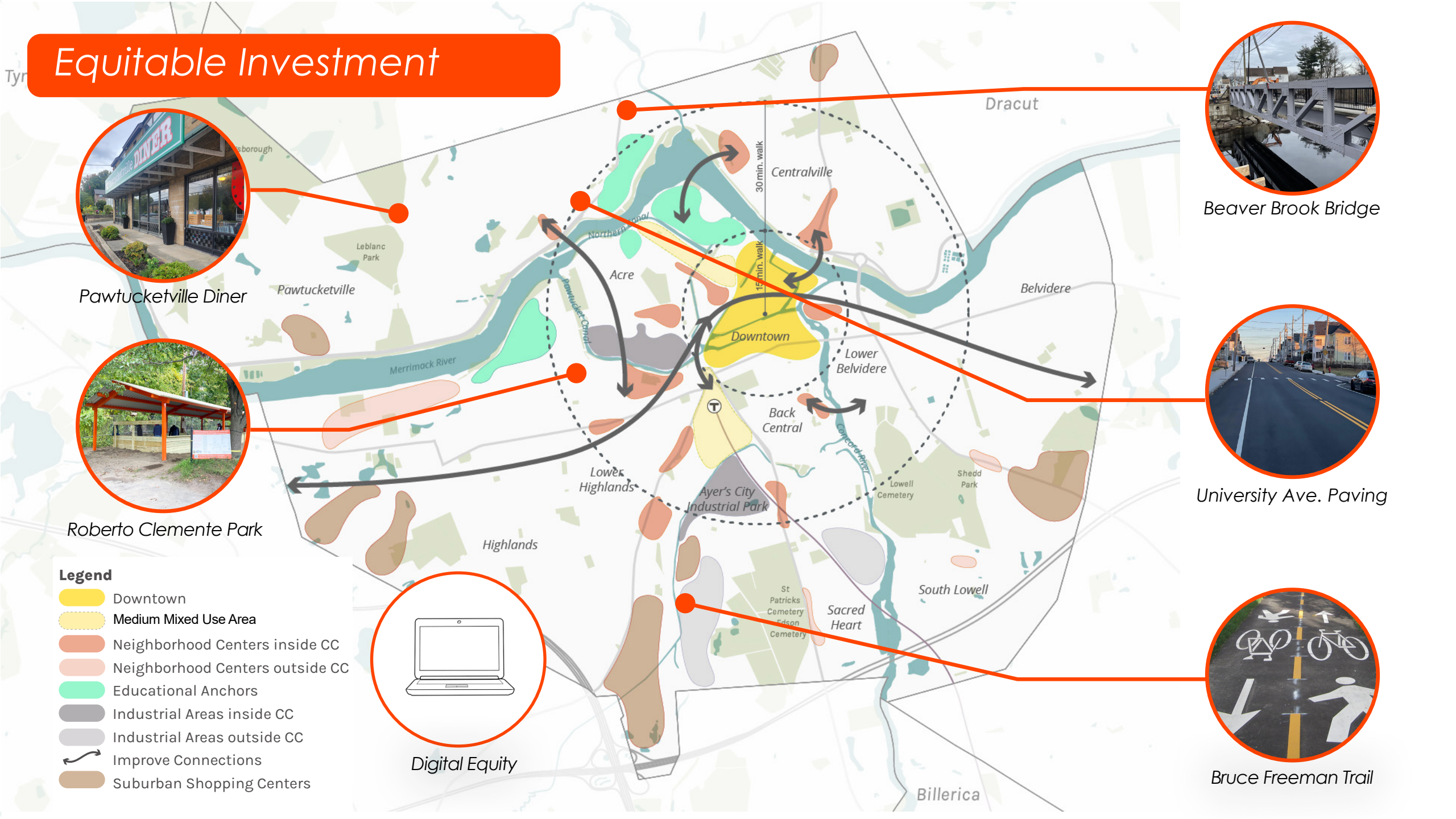
Beaver Brook Bridge



University Ave. Paving



Bruce Freeman Trail



LOWELL'S COMMUNITY AND ITS NEIGHBORHOODS

How Does The Future Look?

URBAN TRANSFORMATION

KNOWLEDGE CITY

Lowell as the Knowledge City designed to foster education, research, innovation, and technological development.

SECOND INDUSTRIAL REVOLUTION HUB

Lowell as the Second Industrial Revolution Hub is significantly impacting business models, job markets, education systems, and government policies.

CITY OF HISTORY

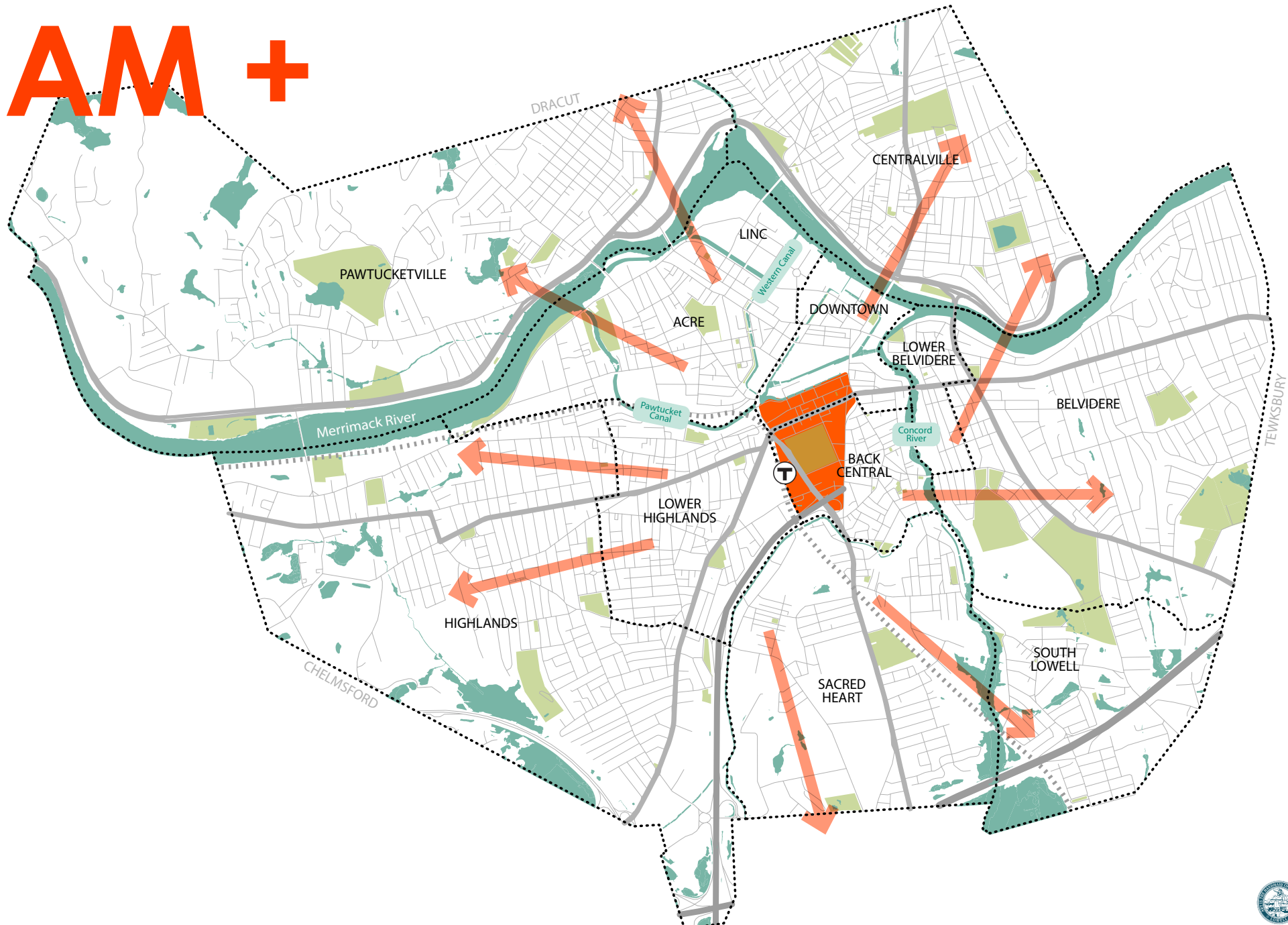
Lowell as the City of History has several points of significant historical importance, political developments, and cultural contributions.

URBAN TRANSFORMATION

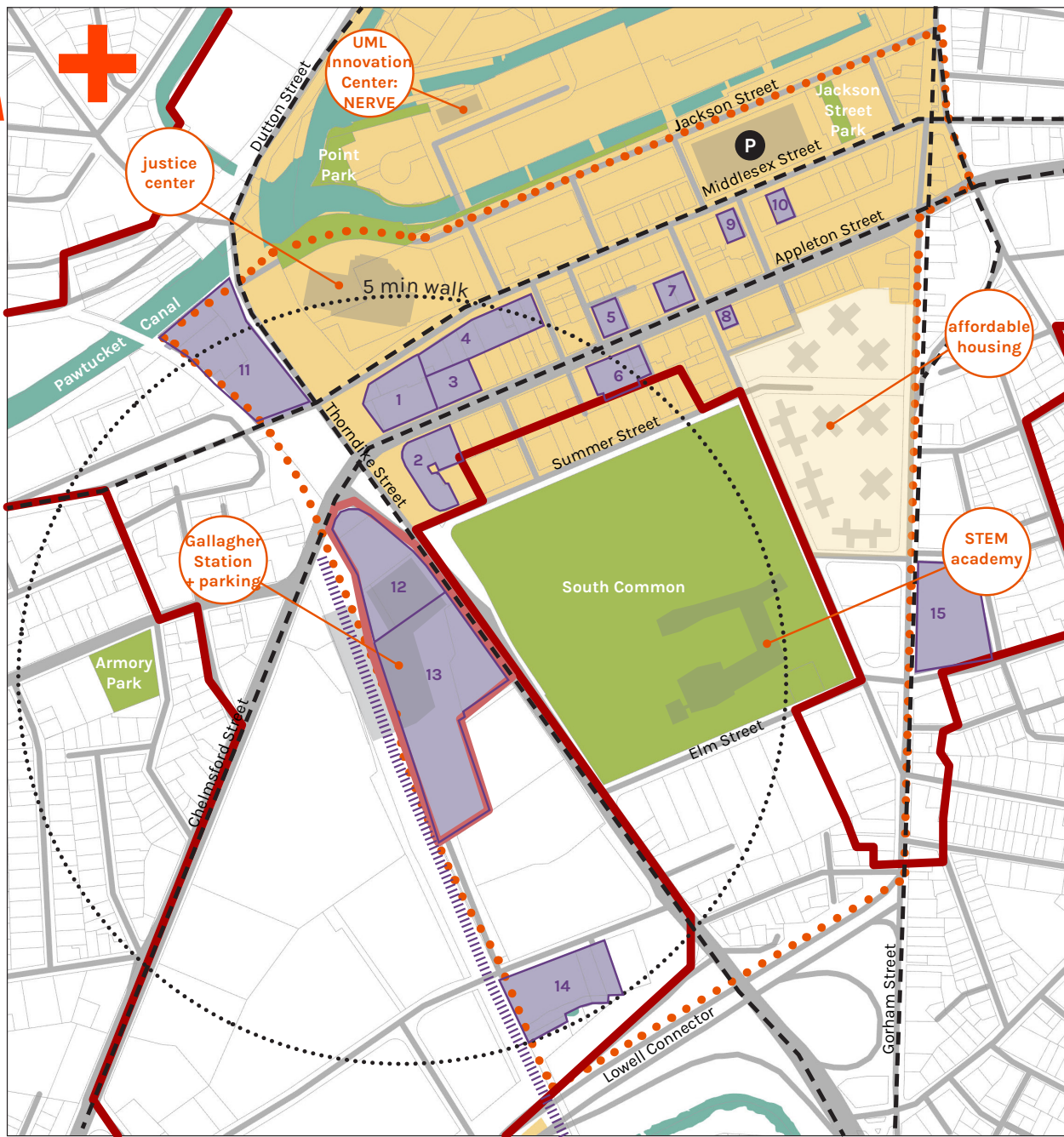
Heavily rooted in the process of Lowell Forward comprehensive master plan, several initiatives reflect Lowell's ambitious agenda:

- **Waterfront Regeneration** aims to activate the city's riverfronts and canals, advancing environmental and tourism goals. Currently in design, this presents partnership opportunities for green developers and urban planners.
- **Affordable Neighborhood Revitalization** aligns with housing goals, densification, home ownership, and housing typologies.
- **Urban Innovation Hub** focuses on leveraging institutional anchors. It targets partnerships with universities, tech accelerators, and research labs to develop AI and other technologies to improve the quality of life of its residents.
- **The Univer-City Ecosystem**, engages UMass Lowell as the first Univer-City to create a dedicated physical and intellectual space for applied urban research, innovation, and knowledge-sharing that drives urban transformation
- **Knowledge City** leverages the wealth of educational institutions within Lowell such as UML and MCC and potential partnerships with world class academic organizations such as Harvard University and MIT.
- **City of History** takes advantage of its historic strength, including its designation as a National Historical Park as an economic development tool that cultivates the tourism and hospitality industry.
- **EcoDistrict / Green Urban Center** supports sustainable mobility and the "30-Minute City" vision, reinforcing climate-conscious urban living, including strong sustainable connectivity within Lowell and to Greater Boston.
- **Creative Economy and Cultural Industries** initiatives aim to strengthen Lowell's unique cultural identity and support the city's diverse artistic and entrepreneurial communities.
- **Second Industrial Revolution** places Lowell in the world map as a city that drives innovation and technology as fundamental tools for social, environmental, and economic development.
- **Urban Global Model** establishes a City Urban Transformation Office that hosts Urban Economy Forum events and becomes a model for urban transformation around the globe.

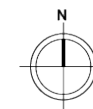
JAM +



JAM +



- Development Opportunities
- JAM Plan Area
- Existing Affordable Housing
- Public Open Space
- P City Parking Garage: 900 Spaces
- General JAM+ Boundary
- Multi-Family Zoning Overlay: High-Rise
- Multi-Family Zoning Overlay: Mid-Rise
- Bus Route
- MBTA Commuter Rail Line



500 Feet



MOBILITY



OPEN SPACE



WATER

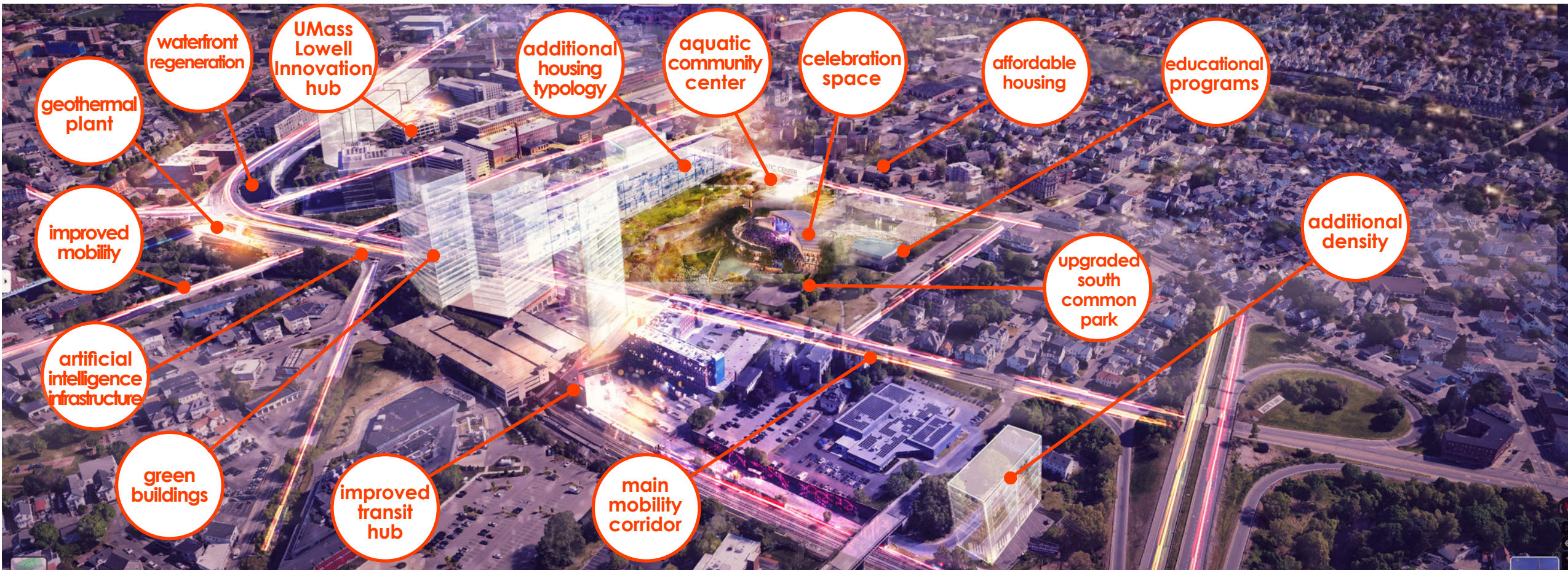


HOUSING AND BUSINESSES

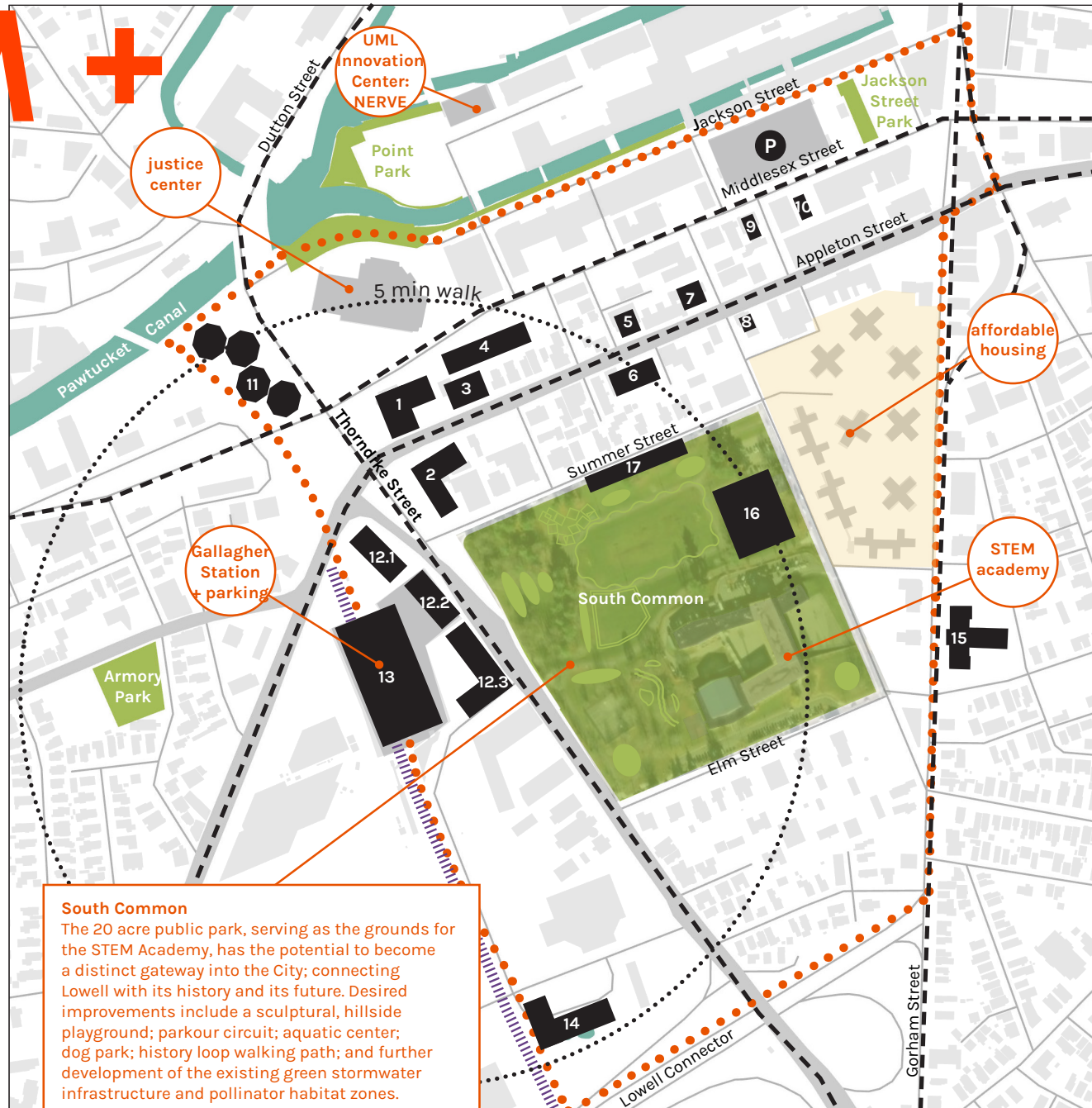
JAM + urban innovation district



JAM + urban innovation district



JAM +



- Development Opportunities
- Existing Affordable Housing
- Public Open Space
- City Parking Garage: 900 Spaces
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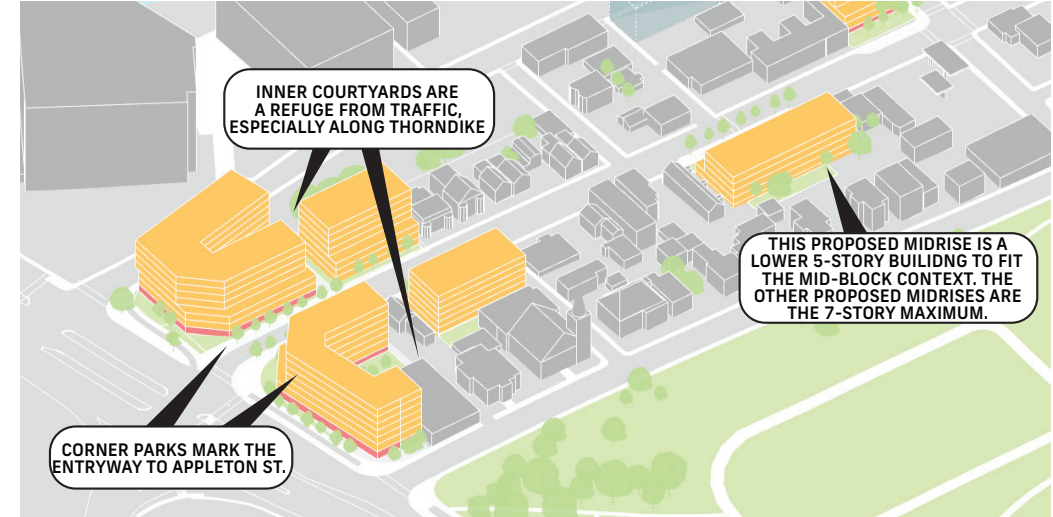
South Common

The 20 acre public park, serving as the grounds for the STEM Academy, has the potential to become a distinct gateway into the City; connecting Lowell with its history and its future. Desired improvements include a sculptural, hillside playground; parkour circuit; aquatic center; dog park; history loop walking path; and further development of the existing green stormwater infrastructure and pollinator habitat zones.

JAM +



housing
additional density, typology diversity, affordable
sustainable, green buildings



JAM +



mobility
comprehensive mobility
network, active, reliable,
diverse, accessible, clean

LOWELL USA'S
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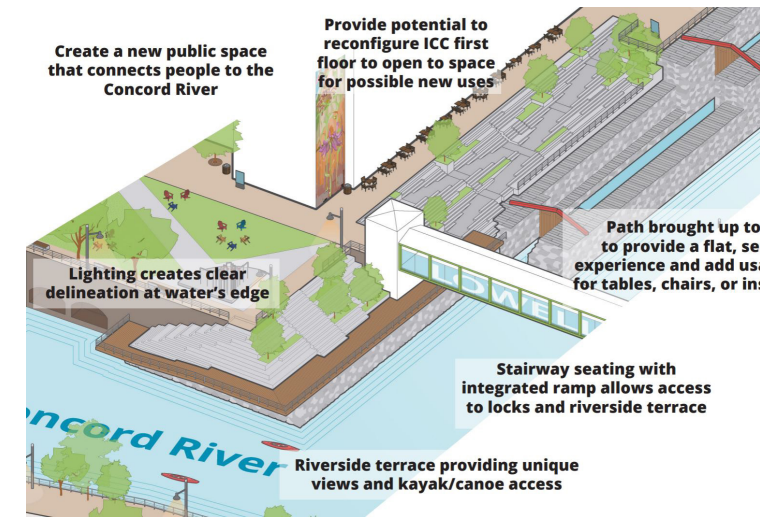


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waterfront regeneration

clean, accessible, navigable

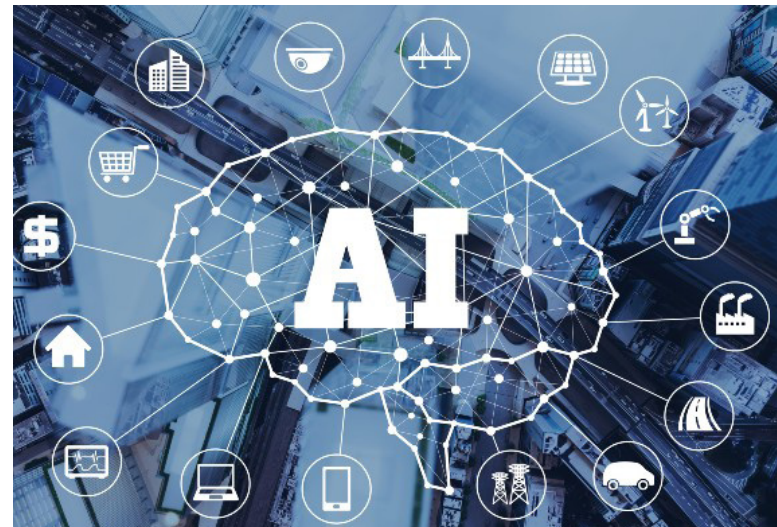
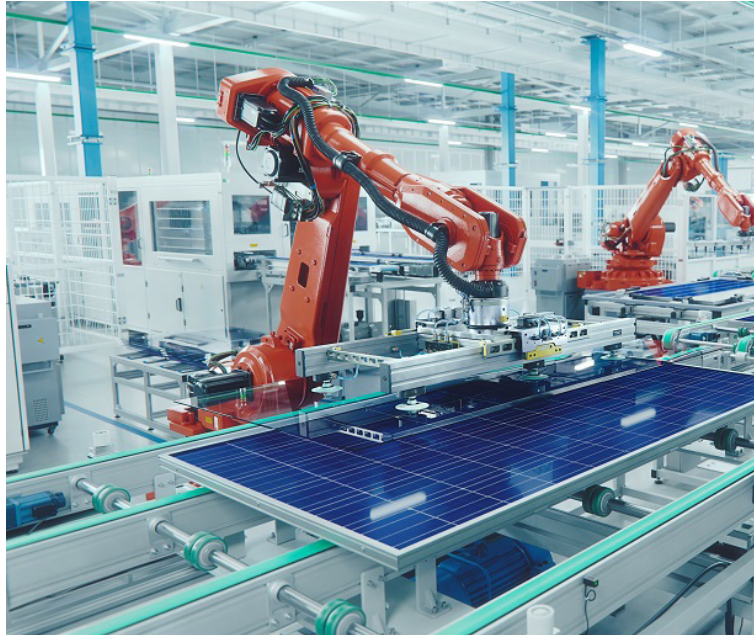
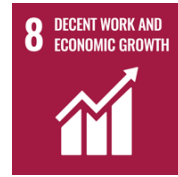
JAM +



**The Univer-City
Ecosystem**
pre-K to PhD approach,
schools/community programs,
education for all, higher ed
partnerships, knowledge



JAM +



Technology & Innovation Hub

innovation, research, artificial intelligence, smart city planning, smart infrastructure, economic development

JAM +



EcoDistrict

zero-carbon footprint, energy efficiency and independence, clean transit, environmental resiliency, geothermal plant

LOWELL USA'S
FRONT RUNNER CITY
ON URBAN
TRANSFORMATION



**CITY of
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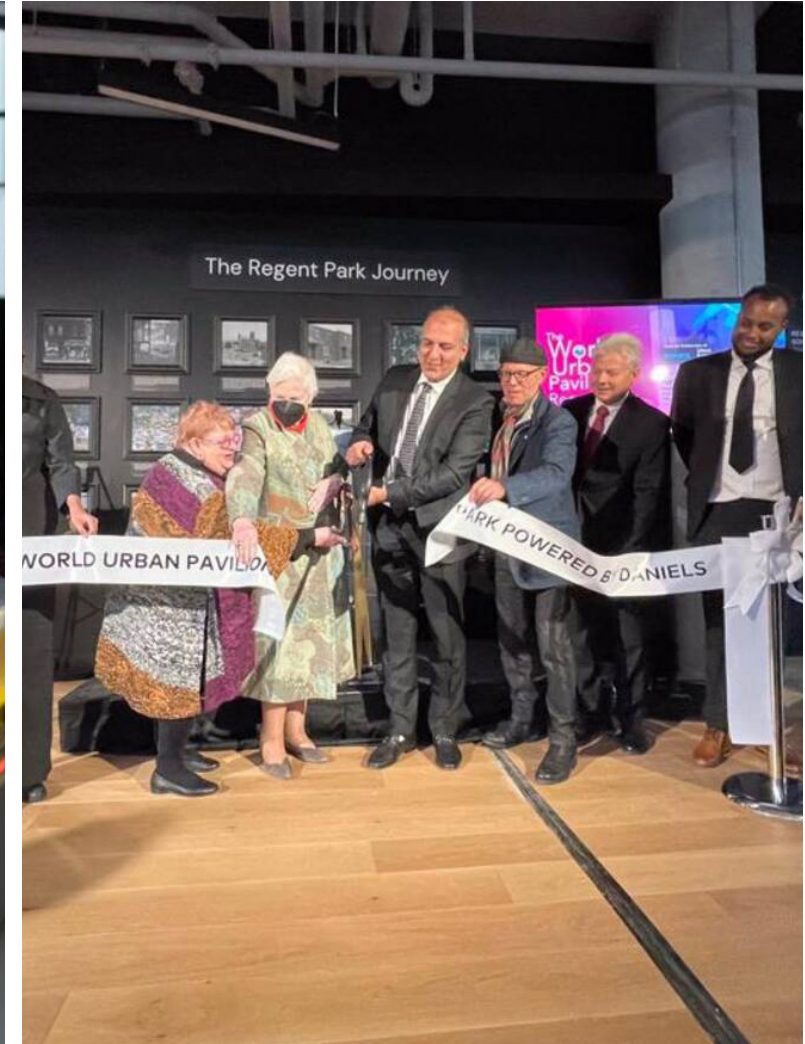
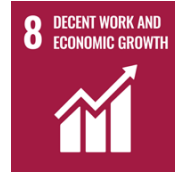


JAM +



City Of History & Culture
tourism, culture celebration,
social equity, history, economic
development, events, programs

JAM +



Lowell As Global Urban Model

world station, world pavilion, summits, research, planning, innovation, partnerships

LOWELL USA'S
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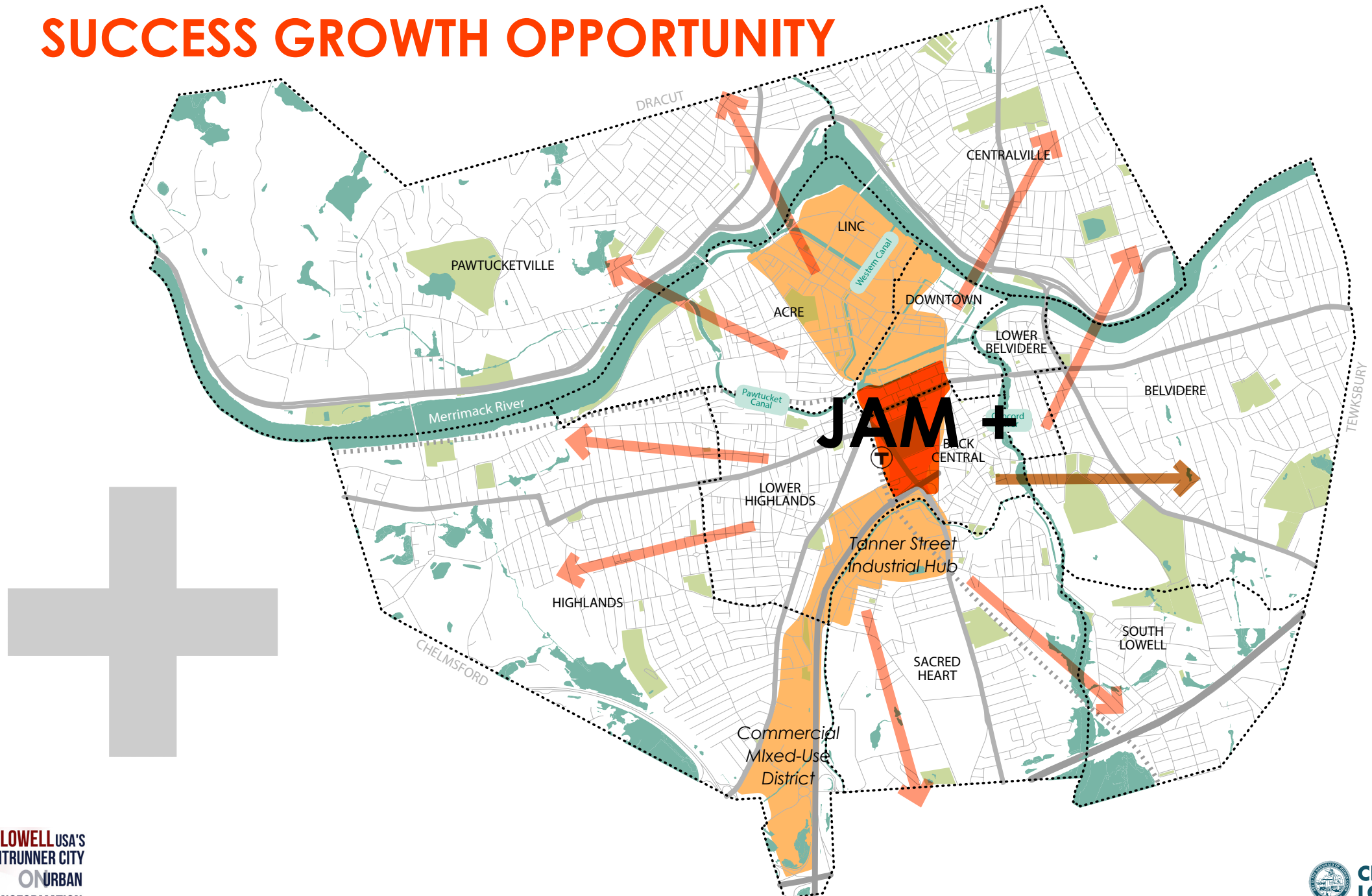


CITY of
LOWELL

URBAN
ECONOMY
FORUM



SUCCESS GROWTH OPPORTUNITY



What is Lowell's Internal Capacity For Urban Transformation?

→ legal framework

- appropriate zoning
- urban renewal programs
- robust city legal team
- expert procurement division

→ human capital

- qualified planning department
- experienced financial team
- in-house lawyers, architects, and engineers
- community liaisons
- real estate expertise
- sustainability department
- local, state, federal political representation
- skillful communications department
- business development experts

→ infrastructure suitability

- water and sewage systems to support major development
- municipal parking facilities
- regional transit agency (LRTA)
- major transportation hub (MBTA Train Station)
- major connecting highways

What is Lowell's Internal Capacity For Urban Transformation?

→ technology and digital resources

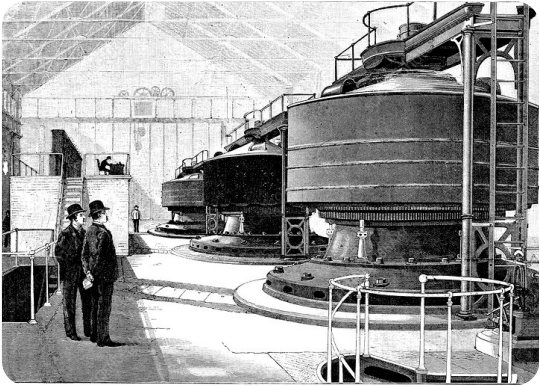
- AI capacity
- digital municipal budgeting management
- GIS expertise
- proficient data, 3D visualization, and media team
- strong online presence
- 311 digital platforms for governance

→ real estate capacity

- city-owned land control
- partnership disposition and positive relationships with private property owners
- purchasing legal capacity
- qualified asset management team

→ financial capital

- strong municipal bond rating (AA+ S&P)
- local, state, and federal funding capacity
- strategic capital long-term planning
- strong management and budgeting practices
- healthy reserves
- tax incentive programs



strong partnerships : high impact

