



CITY OF NEW BEDFORD
JONATHAN F. MITCHELL, MAYOR

January 6, 2021

City Council President Joseph P. Lopes and
Honorable Members of the City Council
133 William St.
New Bedford, MA 02740

Dear Council President Lopes and Honorable Members:

I hereby submit for your consideration a proposed zoning ordinance amending Chapter 9 of the City to create an Advanced Manufacturing Campus and allow for the redevelopment of approximately 100 acres at the site of the Whaling City Golf Course property on Hathaway Road.

The ordinance includes a map and integrated design principles to be utilized by the Planning Board in reviewing applications and special permits for proposed projects at the Advanced Manufacturing Campus.

The measure reflects public and stakeholder input, as well as feedback from local and state economic development professionals. All materials have undergone a comprehensive review by the City Solicitor's Office, specialized outside counsel from KP Law, and the City Planning Office.

With the New Bedford Business Park at nearly full capacity, the City no longer has large tracts of privately held land available for new job development and revenue growth. The current golf course site boasts the acreage, transportation access, and visibility needed to attract new large-scale commercial development to New Bedford.

Research has confirmed significant direct and indirect economic and financial benefits to the City and the surrounding region. The western area of the site can accommodate more than one million square feet of new development and is projected to bring with it more than one thousand jobs, while allowing the continued operation of either a nine-hole or eighteen-hole golf course. A new club house, amenities, and parking area can also be accommodated. And the prospects of redevelopment of an adjacent hotel property, as well as other key parcels in the Hathaway Road corridor, will be significantly enhanced.

To advance this unique greenfield development opportunity to the next stage, the Administration anticipates working this Spring in partnership with the Property Committee to prepare and issue

a Request for Proposals (RFP) and receive responses from the private sector development community. Importantly, the proposed zoning measure will be included within the RFP so that developers take into account the City's high development and design standards as they craft their proposals.

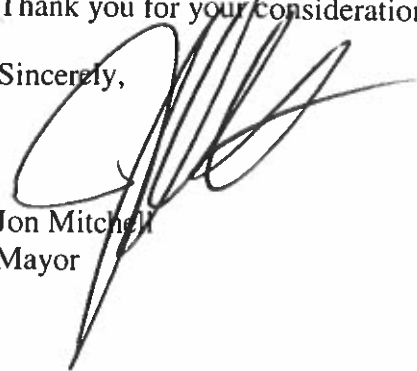
The zoning strategy is simply put: To orient future development to *high-quality* uses that are consistent with the existing economic strengths of the City, region, and state. The design principles are likewise intended to promote a campus that is physically attractive, makes the most of a highly visible hilltop setting, and integrates well with the surrounding pastoral landscape.

The City expects and deserves first rate development proposals in response to its RFP, and the establishment of a new, well-articulated zoning and design framework will help ensure that result. Our aim, with this zoning measure—as with all our development initiatives—is to set the bar high, be clear about expectations and requirements, and empower Planning Board Members and staff to act in the best interests of the City as private sector investments materialize.

Thank you for your consideration of this important matter.

Sincerely,

Jon Mitchell
Mayor

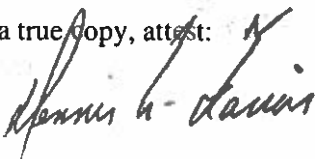


IN CITY COUNCIL, January 14, 2021

Referred to the Committee on Ordinances and the Planning Board – Yeas 10, Nays 1.

Dennis W. Farias, City Clerk

a true copy, attest:



City Clerk