What is the Worcester Urban Planning Partnership (UPP)?

In honor of Jane Jacobs’ 100th birthday in May 2016, “Jane Jacobs in the Woo” was founded to initiate a year of conversations and actions to build a more vibrant Worcester. During this year, leaders interested in preservation, walkability, open space, and community development gathered to form a coalition later named the Worcester Urban Planning Partnership (UPP). We believe in Worcester’s potential and promise to become one of the most livable cities in New England and beyond. We are working together to create a lively city with active streets, sidewalks and strong neighborhoods. The five essential building blocks include:

- **Preserve Worcester’s unique attributes**: We support the creative reuse of our historic properties and advocate the development of locally owned stores and restaurants.
- **Build walkability into our street design**: We want streets for people and bicycles not just for cars! We support Worcester’s adoption of a Complete Streets policy providing equitable street use for walkers, cyclists, and car drivers. Additionally, we advocate for the strategic design and placement of parking lots and garages.
- **Practice excellence in building design**: We encourage mixed-use, compact development with windows and doors linking buildings to the street. We support the creation of guidelines, regulations and processes that promote high-quality architecture and best practices in urban design in Worcester.
- **Improve the Public Realm**: Well-designed sidewalks, street trees, public art, high-quality parks and green spaces make Worcester vibrant and fun and encourage more people to be on the street, participating in civic life.
- **Welcome Civic Participation in the Development Process**: We advocate for increased opportunities for the public to participate in planning processes and comment on proposed projects. Information on projects before the Conservation Commission, Historical Commission, Planning Board, and Zoning Board of Appeals should be made available electronically for public review. Moreover, public notification by Department of Public Works and Parks of upcoming maintenance or construction work on streets, sidewalks and street tree removals should be made to affected parties well in advance of such work.

Who was Jane Jacobs?

Jane Jacobs (1916–2006) was an American-born writer and activist best known for her writings about cities. Her first book, The Death and Life of Great American Cities (1961), upended the ideas of modernist city planning and building, and offered a new vision of diverse, fine-grained cities made for and by ordinary people. After moving from New York City to Toronto in 1968, she published six more major books about cities, economics, ethics, governance and culture, two of them Canadian bestsellers.

Ten Big Ideas

1. **Eyes on the Street**: Pedestrian traffic throughout the day, and the watchful eyes that come with it, enhance the safety of city streets.
2. **Social Capital**: The everyday activities and interactions that occur in a neighborhood slowly build up a network of relationships between neighbors. This “social capital” provides a foundation for mutual trust, shared efforts, and resilience in times of trouble.
3. **The Generators of Diversity**: Four factors in city planning and design help make the city diverse, safe, social, convenient, and economically vibrant:
   - **Mixed Uses**: A mixture of all kinds of residences, workplaces, and shops brings people out on the street at all times of day.
   - **Aged Buildings**: Humdrum, rundown buildings provide cheap space for new businesses and other low- or no-profit enterprises.
   - **Small Blocks**: A denser street network means more opportunities for retail and more chances for people to meet their neighbors.
   - **Population Density**: Simply put, you need lots of people in a small area to provide enough use for a city’s streets, parks, and enterprises.
4. **Form Still Follows Function**: Fashions and technologies come and go, but what always remains relevant are the countless ways that people use the city, how the city works as a whole, and whether or not our urban design and planning reflect and serve those functions.
5. **Local Economies**: Economic growth, whether local, national or global, relies on the ability of urban economies to provide amply and diversely for themselves, rather than relying on imports.
6. **Innovation**: New work is added to fragments of older work, like the first dressmaker to take up bra-making to improve the fit of her dresses. The greater the diversity of existing work in a local economy, the more opportunities to add new work and recombine old work in new ways.
7. **Make Many Little Plans**: The diversity of a good neighborhood can only be achieved when we allow many different people to pursue their own little plans, individually and collectively.
8. **Gradual Money**: Both diverse little plans and new kinds of work require diverse little sources of money available on an ongoing basis. Unfortunately, both public and private sources often only provide money floods and money droughts instead.
9. **Cities as Organized Complexity**: Cities function like ecosystems. Everything is connected to everything else in intricate, particular ways that cannot be captured well by statistics or formulas. Only close observation and reasoning from the bottom up will do.
10. **Citizen Science**: The people best equipped to understand urban complexity are “ordinary, interested citizens.” Without the assumptions that often come with professional training, everyday users of the city can learn more freely from what they see and experience firsthand.

Questions or comments? Contact us at janejacobsinthewoo@gmail.com.
BUCK BUS
Monday, April 30
The Worcester Rakers, Worcester Regional Transit Authority, and Worcester Regional Research Bureau are proud to present Buck Bus, a one-day-only game show riding a bus near you! Throughout the day, select passengers aboard the WRTA bus will be surprised with the opportunity to win cash and prizes by correctly answering local trivia. Tom “Tuesday” Matthews from the Worcester Rakers will host, so ride the bus and bring your thinking caps! Join us as we highlight the critical role of public transit in our city. Buck Bus will be videotaped, premiering on May 1st on “Tuesdays with Tom” and aired throughout the week via the Rakers social media channels.

WALK DISTRICT 4 WITH CITY COUNCILOR SARAI RIVERA
Monday, April 30, 3–4 PM, Meet at Exchange Park, Intersection of Main and Gates streets
Join City Councilor Rivera to discover Main South and Piedmont’s vibrant green spaces, explore the rich diversity of walkable streets and take an exclusive look inside the renovation of a new affordable housing project.

PIEDMONT-MAIN SOUTH GROWING: AN URBAN AG TOUR
Monday, April 30, 4:30–5:30 PM, Meet at 89 Dorr Street
Worcester is at the cutting edge of urban agriculture initiatives with urban orchards, community garden spaces and garden collectives. Come see how we have blended youth jobs, immigrant skills, community and agriculture into the heart of Main South and Piedmont.

POW! WOW! WORCESTER, THE NEW BLACKSTONE VALLEY COUNCILOR MATT WALCOTT, Regional Planner, Council on Public Art
Organized by Worcester Regional Research Bureau
Saturday, May 5, 10 AM–2 PM
Drop-in at the pop-up parklet in front of Quinsigamond Elementary School, 14 Blackstone River Road
Celebrate Quinsigamond Village will focus on the impact of the Greenwood Street Landfill Task Force on the neighborhood including the creation of the linear park, facade improvement for small businesses and the current rebirth of the old firehouse. He will also outline future plans in and around the village.

THREE VERY GOOD REASONS TO EXPLORE WORCESTER
Saturday, May 5, 10 AM–2 PM
Drop-in at the pop-up parklet in front of Quinsigamond Elementary School

QUINSIGAMOND VILLAGE: HOW SWEDISH IT IS!
Saturday, May 5, 12–2 PM, Meet at the pop-up parklet in front of Quinsigamond Elementary School
Learn about the history of the village as you view examples of its architecture. Find out how about this riverside community grew as Worcester’s win industry grew, first bringing Irish workers to settle here, later followed by Swedish workers who, by the turn of the 20th century, had created a village community that was possible to conduct just about any activity of daily life in the Swedish language.

WALK DISTRICT 3 WITH CITY COUNCILOR GEORGE RUSSELL
Saturday, May 5, 10 AM, Meet at the pop-up parklet in front of Quinsigamond Elementary School
Counilor Russell will connect the impact of the Greenwood Street Landfill Task Force on the neighborhood including the creation of the linear park, facade improvement for small businesses and the current rebirth of the old firehouse. He will also outline future plans in and around the village.

THE BLACKSTONE VALLEY VISITORS CENTER: A NEAT PARK 프레스
Saturday, May 5, 11 AM – 12 PM, Meet at the pop-up parklet in front of Quinsigamond Elementary School
Planned as a destination recreational facility, the almost completed visitor center has much to offer. Learn about the walking and biking trails that are still under construction, the Quinsigamond Village parking lot at Coes Park, and to Mass Audubon’s Broad Meadow Brook. See and bling with Technocopia. Drum with Crocodile River Drumming. See art in the future ArtsWorcester space. Experience tabling and tours with Davis Research Bureau are proud to present Buck Bus, a one-day-only game show riding a bus near you! Throughout the day, select passengers aboard the WRTA bus will be surprised with the opportunity to win cash and prizes by correctly answering local trivia. Tom “Tuesday” Matthews from the Worcester Rakers will host, so ride the bus and bring your thinking caps! Join us as we highlight the critical role of public transit in our city. Buck Bus will be videotaped, premiering on May 1st on “Tuesdays with Tom” and aired throughout the week via the Rakers social media channels.

WALK DISTRICT 2 WITH CITY COUNCILOR CANDY MERO-CARLSON
Saturday, May 5, 5–6:30 PM, Meet at the Boulevard Devier, 155 Shawcross Street
Join City Councilor Carlson for a stroll from Shrewsbury Street to City Hall. This walk will highlight the importance of historic preservation, the linkages of neighborhoods downtown to Worcester and the new city’s new comprehensive neighborhood development initiatives.

PAINT A MURAL!
Saturday, May 5, 12–5 PM, Drop-in at University Park Playground
Public art often draws people to public places and serves as a key ingredient for urban revitalization. Try your hand at making public art as local artist guide you through the process of painting a vibrant new mural at University Park Playground. All ability levels welcome.

WALK DISTRICT 5 WITH CITY COUNCILOR MATT WALLY
Saturday, May 5, 3–4:30 PM, Meet at Stearns Tavern at Coes Pond Park
Walk with Councilor Wally as he tells his part of the past and future of Webster Square. Tour will move from Coes Pond on Mill Street to Park Avenue and highlight the future of recreation and livability in this emerging part of Worcester.

MAIN STREET WORCESTER: PAST PRESENT AND FUTURE
Sunday, May 6, 12–2 PM, Meet at the Old Courthouse at 2 Main Street
Let your imagination embrace this colorful description of Main Street Worcester as it used to be, is now and will be in the future. We will take time to touch, feel and describe the sights around us to be prepared large. Intended for all ages and all abilities. Feel free to drop in or leave the walk at anytime.

WORCESTER WALL TO WALL WALK
Saturday, May 5, 6–12 PM, Meet at Worcester Wares, DCU Center, Door 22, Commercial Street
Tour downtown streets with POW! WOW! Worcester to explore the wide variety of murals, both large and small, that now animate downtown buildings. Learn how an international array of artists in 2016 have brought color and life to our city center. Tour ends at 44 Portland Street.

SCHEDULE OF EVENTS

Monday, April 30
THE MASTERPLAN: CRAFTING A SHARED VISION FOR THE FUTURE OF WORCESTER
Thursday, May 3, 7:45–8:30 AM, The Park View Room, 230 Park Avenue
In 2017, The City of Worcester announced plans to undertake a city-wide master plan, the first in three decades. The plan will consider the needs of both the downtown and the neighborhoods, focusing on land use and opportunities to encourage new investment and vibrancy. A panel of experts in this forum will explore the constructon of a master plan and offer considerations for the City as it begins its 18-month initiative.

Friday, May 4
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Planned as a destination recreational facility, the almost completed visitor center has much to offer. Learn about the walking and biking trails that are still under construction, the Quinsigamond Village parking lot at Coes Park, and to Mass Audubon’s Broad Meadow Brook. See and bling with Technocopia. Drum with Crocodile River Drumming. See art in the future ArtsWorcester space. Experience tabling and tours with Davis Research Bureau are proud to present Buck Bus, a one-day-only game show riding a bus near you! Throughout the day, select passengers aboard the WRTA bus will be surprised with the opportunity to win cash and prizes by correctly answering local trivia. Tom “Tuesday” Matthews from the Worcester Rakers will host, so ride the bus and bring your thinking caps! Join us as we highlight the critical role of public transit in our city. Buck Bus will be videotaped, premiering on May 1st on “Tuesdays with Tom” and aired throughout the week via the Rakers social media channels.

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OLD MEETS NEW: A TOUR OF QUINSIGAMOND VILLAGE
Saturday, May 5, 10 AM–2 PM, Drop-in at the parking lot at Coes Pond, 42 Lakeside Avenue
Thinking of heading to Quinsigamond Village for our Jane Week celebration? Consider ditching the car and biking over with us for the 4.5 mile jaunt. We'll board our ride down Mill Street, a street that we want to see redesigned as a Complete Street and accessible to all users. If you drive to this starting point, please park on the street and not in the parking lot.

Sunday, May 6
PAINT THE PRINTERS BUILDING!
Saturday, May 5, 12–5 PM, Meet at the Printers Building
Saturday, May 5, 5–9 AM, Meet at Quinsigamond Village parking lot, 23 North Ashland Street
Take a walk around Elm Park Community School to view the set of murals placed at the school’s exterior in 2017 and learn about the artists who created them.

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Tour downtown streets with POW! WOW! Worcester to explore the wide variety of murals, both large and small, that now animate downtown buildings. Learn how an international array of artists in 2016 have brought color and life to our city center. Tour ends at 44 Portland Street.

A PEAK AT THE PRINTERS BUILDING
Sunday, May 6, 2–4 PM, downtown at 44 Portland Street
Curious about the creative happenings inside the Printers Building? Listen to a blues and jazz concert and WHO’s live in-studio airing. Make bilong with Technocopia. Drum with Crocodile River Drumming. See art in the future ArtWorcester space. Experience tabling and tours with Davis Publications, Worcester Clean Tech Incubator, Edward Street Child Services, Worcester Bookkeeping Cooperative and WHO’s Project Center. Pre-registration suggested: contact jane+jacobswoo@gmail.com

“JANE JACOBS IN THE WOO” AWARD CEREMONY
Saturday, May 6, 4–6 PM, Printers Building, 44 Portland Street
“Jane Jacobs in the Woo” will announce the winner of the 2018 Jane Award, a person, place or project that best emulates the ideals of Jane Jacobs. Join us for some light refreshments.