

Athol Vision Statement (DRAFT)

The Town of Athol has created a Vision Statement as part of a partial Master Plan update in 2024. It is the result of several committee discussions, a community survey, and a community meeting.

The purpose of the Vision is to create a high-level agreement for the community of Athol to pursue over the next 20 years.

Vision Statement

The Town of Athol seeks to be a place where residents and business owners know and support each other. Our library, senior center, and schools provide high quality services and programs for our diverse community. The downtown is vibrant and is a hub of activity including a wide range of businesses, events, and has transformed into a clean and safe environment for families and visitors alike. Our parks and open space are well maintained, and the Millers River is a key asset and driving force for Athol's cultural identity.

The following statements support the Town of Athol's vision for 2044:

Open Space – The Millers River Greenway from Athol to Orange bike path is complete and is a hub of activity for families, friends walking, people jogging, and visitors.

Cultural – The Lord Pond Plaza Farmer's Market is a regional draw, and visitors gather to watch a musician perform at the renovated Memorial Park.

Housing – The downtown's vacant buildings are occupied, and several new buildings provide housing for longtime residents and new people who have chosen to live in Athol.

Economic Development – Two new restaurants on Main Street are resident favorites and a brewery on Exchange Street is popular amongst residents and visitors.

Transportation – Athol's historic train station is revived and serves as a key asset for residents, business owners, and visitors.

Community Services – The Library, Town Hall, YMCA, and Elementary School provide popular programs for residents and are well connected by safe sidewalks.

Land Use & Zoning – The zoning protects outlying areas while promoting infill development in the downtown and commercial areas.

Public Health – The Town is an integral partner in regional efforts to reduce food insecurity, domestic violence, and increase access to affordable housing and affordable healthcare.