

Why Athol needs a Downtown Plan

- Establish a commonly held vision for the future
- Address gaps in retail/services/market/public
- Provide ideas to “brand” the community and attract visitors
- Action steps to address obstacles such as zoning, parking, traffic flow
- Action steps to address aesthetics (storefront, signages, art)

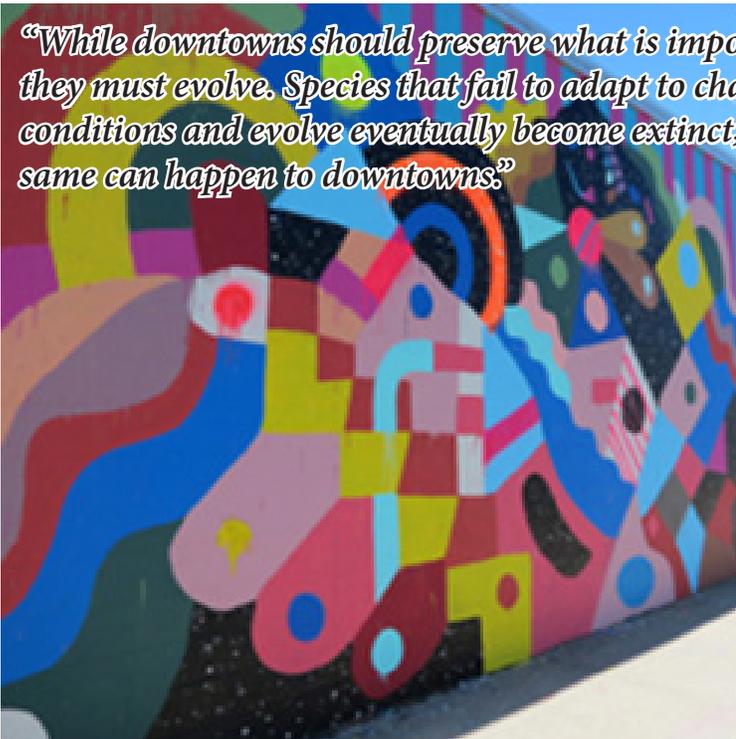
“More than anything else, downtown gives a community its collective identity and thus its pride.”
--Richard Moe, *Changing places: Rebuilding Community*

“In most American cities/towns, you can sense almost instantly whether it is living or dying by its downtown.” --Larry Daughtrey, *The Tennessean*,

“Call it superficial-but when it comes to doing business, beauty and profit start on the outside... What your customers and-more important-what your potential customers see when they look at your business from the street can make or break your relationship with them.” --City of Raleigh, NC website *Façade Rehab program*

“Neighborhood business districts are the front door of our neighborhoods. A welcoming, vibrant business district sends a powerful, positive message, just as a poorly maintained or vacant row of storefronts conveys a negative impression.”

“While downtowns should preserve what is important, they must evolve. Species that fail to adapt to changing conditions and evolve eventually become extinct, and the same can happen to downtowns.”



Examples



DOWNTOWN DEERFIELD COMPLETE STREETS AND LIVABILITY PLAN



MARCH 2011

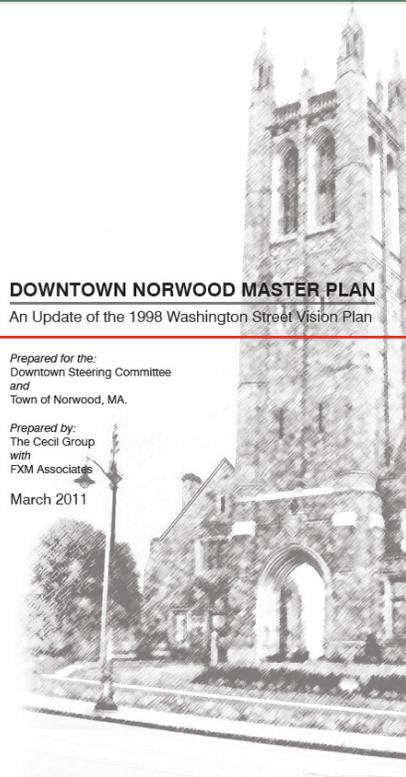
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DOWNTOWN NORWOOD MASTER PLAN An Update of the 1998 Washington Street Vision Plan

Prepared for the:
Downtown Steering Committee
and
Town of Norwood, MA.

Prepared by:
The Cecil Group
with
FXM Associates
March 2011



AUGUST 2009

EXECUTIVE SUMMARY ONLY

Comprehensive Downtown Housing & Economic Development Action Plan

RE-THINKING
DOWNTOWN
WESTFIELD

PIONEER VALLEY
PLANNING COMMISSION
UMASS AMHERST
CENTER FOR DESIGN
ENGAGEMENT

Downtown
Turners Falls

LIVABILITY PLAN



FINAL REPORT

Prepared by:
Dotson & Finker, Landscape Architects and Planners
Howard/Stein-Hudson Associates

Prepared For:
The Town of Montague

June 11th, 2013



The UMass Planning Studio Proposal

Who?

UMass Amherst Landscape Architecture & Regional Planning Department
Center for Resilient Metro Regions
Professor Darrel Ramsey-Musolf; TA Greg Lewis
Regional Planning Studio Course RP 675 - graduate students

What?

SWOT analysis
Review land use and zoning constraints
Review commercial developments in terms of vacancies, turnover rate etc.
Analysis of opportunities and constraints of aesthetics (ie signage, facade, preservation, art
Analysis of market trends, consumer spending patterns, and retail market opportunities

Creation of a vision statement with public input
Proposals for land use/zoning to best enhance new development and redevelopment
Recommendations to improve pedestrian and biking access withing the area (ie route, signage, lighting, way-finding.
Branding recommendations (public art, sign and facade, cultural events)
Streetscaping
New business recruitment and existing business imprpovement

Deliverables

Final report delivered at final presertation, January 15, 2015

Will also help conduct a planning charrette (workshop) in early fall.

Budget

Teaching Assistant:	\$3,100
Printing:	\$ 200
Mileage:	\$ 100
Misc Office:	\$ 100
	\$3,500

\$1,750 needed by mid-July

Remainder will come from Planning Dept budget